

AtliQ Hospitality Analysis

Problem Statement:

AtliQ Grands, a chain of five-star hotels in India, is experiencing a decline in market share and revenue due to competitive pressures and ineffective management decisions. To counteract this, they aim to leverage Business and Data Intelligence but lack an in-house analytics team. Consequently, they have decided to hire a third-party service provider to analyze their booking data from the past three months and deliver insights that will help them regain market share and boost revenue.

End Goal:

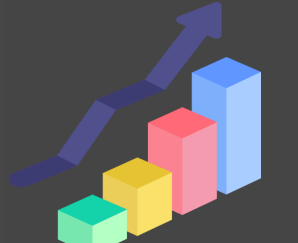
The project's goal is to analyze the three months of booking data from AtliQ Grands hotels and provide actionable insights and strategic recommendations. These insights will be aimed at helping the company reclaim market share and enhance revenue in the luxury and business hotel segment.

Use Below Buttons To
Navigate

Overall



Monthly



AtliQ

CODE

BASICS

Home

Monthly

Property Name

All

City

All

Booking Status

All

Booking Platf...

All

Month Name

All

Week No

All

AtliQ Hospitality Analysis

135K

Total Successful...

33K

Total cancelled...

7K

Total no show...

94K

Total Checked Out

1.71bn

Revenue

3.62

Average Rating

57.87

Occupancy %

24.83

Cancellation %

Revenue by City

668.64M

Mumbai

420.40M

Bangal...

325.23M

Hyder...

294.50M

Delhi

Occupancy % by City

61

Delhi

58

Hyder...

58

Mumbai

56

Bangal...

Average Rating by city

3.8

Delhi

3.7

Hyder...

3.7

Mumbai

3.4

Bangal...

Weekly Trend (Revenue and Rating)

ADR by Booking Platforms

Occupancy Ratio

Revenue, Occupancy%, RevPAR, ADR by Day Type


Day Type	Revenue	Occupancy %	RevPAR	ADR
Weekday	1156.92M	51.34	7.04K	12.70K
Weekend	480.23M	73.58	7.04K	12.71K
Total	1637.16M	57.87	7.04K	12.70K

Full Forms of Terms:


• RevPAR: Revenue Generated Per Available Room.

• ADR: Average daily rate.


Property Name	Occupancy %	ADR	DSRN	DURN	DBRN	No Show rate %	Cancellation %	Revenue	RevPAR	Total Bookings	Total Capacity
Atliq Palace	60.00	12.87K	428.00	179.70	256.79	0.05	25.18	304.08M	7.72K	23.63K	39.38K
Atliq Exotica	57.26	13.66K	445.00	179.97	254.79	0.05	24.37	320.31M	7.82K	23.44K	40.94K
Atliq City	59.51	12.25K	426.00	177.88	253.51	0.05	24.92	285.81M	7.29K	23.32K	39.19K
Atliq Blu	62.02	11.97K	382.00	165.95	236.90	0.05	24.65	260.86M	7.42K	21.80K	35.14K
Atliq Bay	58.41	12.16K	398.00	162.66	232.49	0.05	24.84	260.05M	7.10K	21.39K	36.62K
Total	57.87	12.70K	2,528.00	1,026.21	1,462.93	0.05	24.83	1708.77M	7.35K	134.59K	232.58K




Home



Overall





Month Name

Select all

July

June

May

Property Name

All

City

All

Booking Status

All

Booking Platf...

All

Week No

All

AtliQ Hospitality Analysis

1.71bn

Revenue

57.87

Occupancy %

3.62

Average...

24.83

Cancellation %

135K

Total Bookings

7.35K

RevPAR

2.53K

DSRN

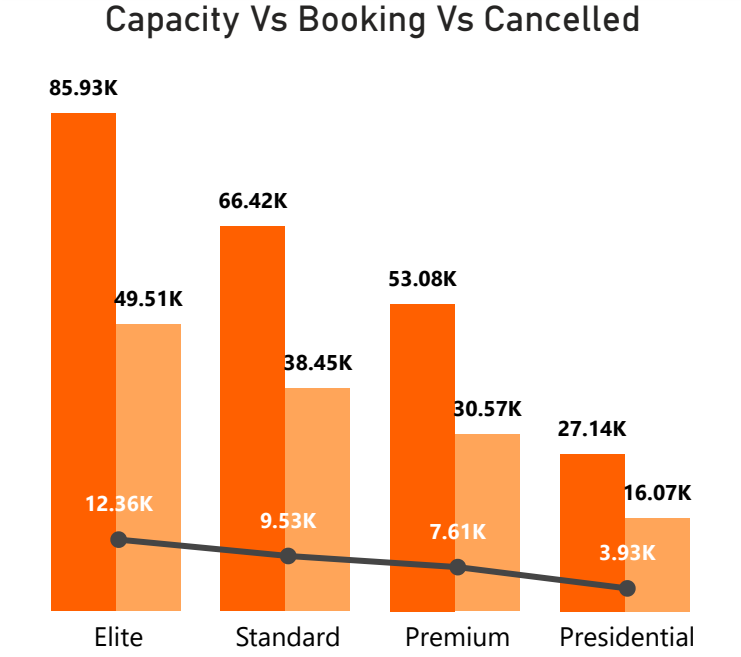
1.46K

DBRN

1.03K

DURN

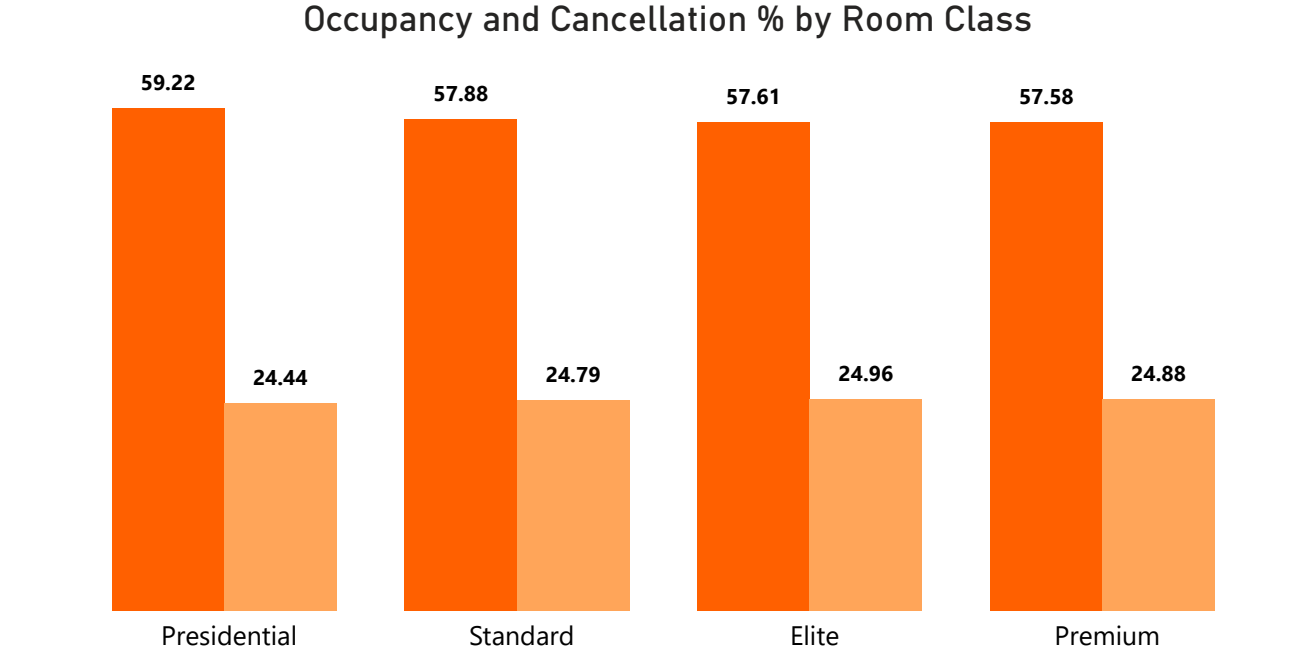
Capacity Vs Booking Vs Cancelled



Room Class	Capacity	Booking	Cancelled
Elite	85.93K	12.36K	49.51K
Standard	66.42K	9.53K	38.45K
Premium	53.08K	7.61K	30.57K
Presidential	27.14K	3.93K	16.07K

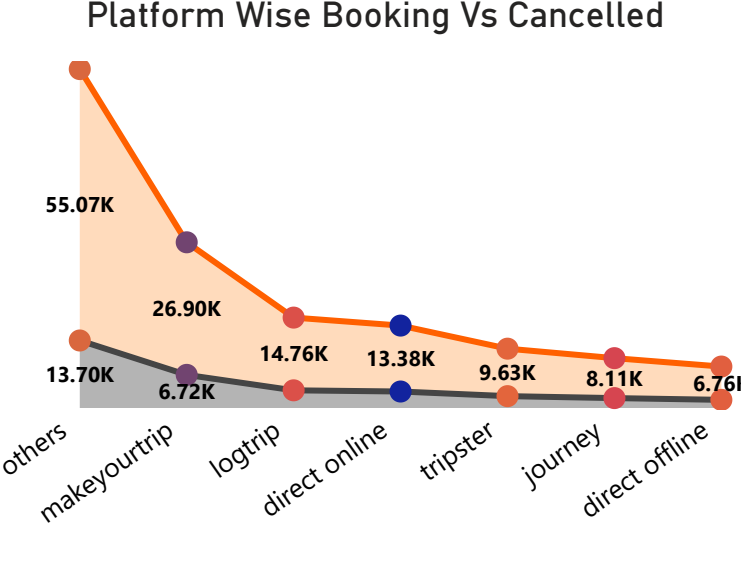
Day Name	Atliq Bay	Atliq Blu	Atliq City	Atliq Exotica	Atliq Grands	Atliq Palace	Atliq Seasons
Wednesday	35.84M	36.01M	37.20M	45.79M	29.11M	40.18M	8.58M
Tuesday	37.68M	37.20M	35.58M	42.64M	28.90M	39.25M	8.40M
Thursday	36.19M	36.76M	38.38M	46.71M	30.17M	39.97M	9.16M
Sunday	36.79M	36.05M	44.70M	43.17M	28.82M	46.84M	9.50M
Saturday	32.16M	32.11M	45.00M	40.62M	26.40M	47.55M	10.53M
Monday	35.01M	35.36M	36.57M	43.11M	29.13M	38.17M	8.45M
Friday	33.12M	33.73M	41.39M	41.56M	27.76M	44.08M	9.79M
Total	246.79M	247.23M	278.82M	303.60M	200.29M	296.03M	64.40M

Occupancy and Cancellation % by Room Class



Room Class	Occupancy %	Cancellation %
Presidential	59.22	24.44
Standard	57.88	24.79
Elite	57.61	24.96
Premium	57.58	24.88

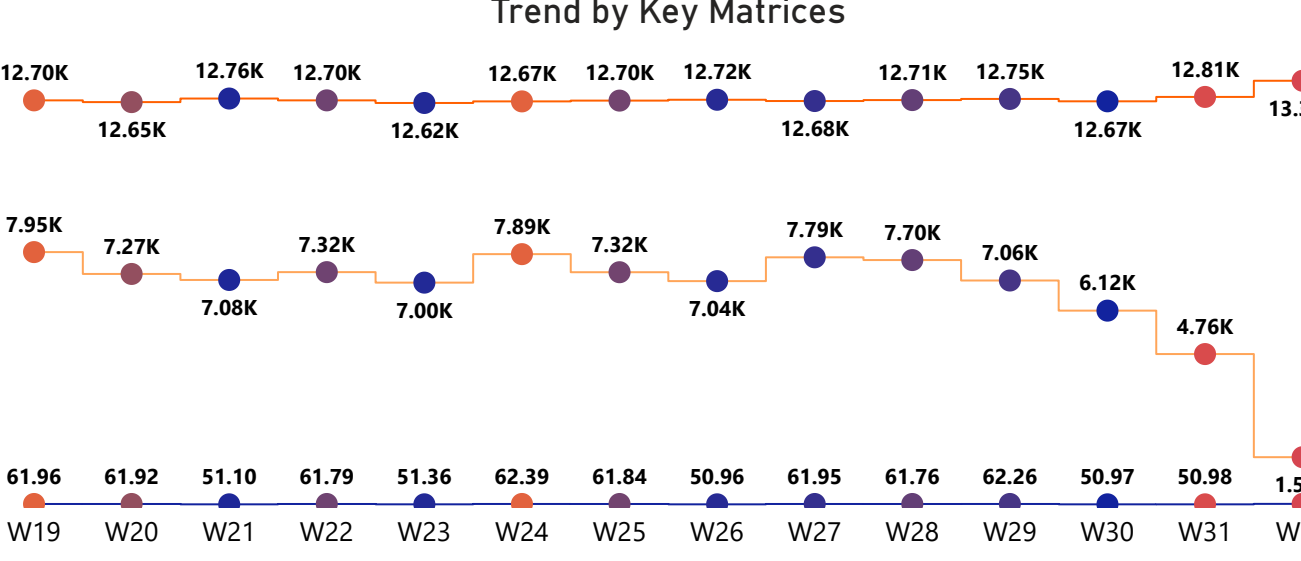
Platform Wise Booking Vs Cancelled



Platform	Booking	Cancelled
others	13.70K	55.07K
makeyourtrip	6.72K	26.90K
logtrip	14.76K	13.38K
direct online	9.63K	8.11K
tripster	8.11K	6.76K
journey	6.76K	6.76K
direct offline	6.76K	6.76K

Property Name	Revenue	Average Rating	Total Capacity	Occupancy %	Cancellation %
Atliq Exotica	320.31M	3.62	40.94K	57.26	24.37
Atliq Palace	304.08M	3.75	39.38K	60.00	25.18
Atliq City	285.81M	3.69	39.19K	59.51	24.92
Atliq Blu	260.86M	3.96	35.14K	62.02	24.65
Atliq Bay	260.05M	3.71	36.62K	58.41	24.84
Atliq Grands	211.53M	3.10	32.38K	52.60	25.08
Total	1708.77M	3.62	232.58K	57.87	24.83

Trend by Key Matrices



Week	Revenue	Average Rating	Cancellation %
W19	12.70K	7.95K	61.96
W20	12.65K	7.27K	61.92
W21	12.76K	7.08K	51.10
W22	12.70K	7.32K	61.79
W23	12.62K	7.00K	51.36
W24	12.67K	7.89K	62.39
W25	12.70K	7.32K	61.84
W26	12.72K	7.04K	50.96
W27	12.68K	7.79K	61.95
W28	12.71K	7.70K	61.76
W29	12.75K	7.06K	62.26
W30	12.67K	6.12K	50.97
W31	12.81K	4.76K	50.98
W32	13.32K	1.53K	1.53K