



Hotel Performance Tracking Dashboard



By Kiet Truong





Table of Contents

1. Project Information

2. New Dashboard Introduction

3. Findings & Analysis

4. Project Result

5. Further Assignments

1. Project Information

1. Project Information

- Project Creator: Kiet Truong
- Data Source: codebasics.io
- Domain: Hospitality
- Tools used:
 - Presentation: Google Slides
 - Database: Excel
 - Preprocessing: Power Query
 - Visualization and Analysis: Power BI and Google Spreadsheet ([Click here to download Power BI dashboard](#))

- Project Background:

AtliQ Grands owns multiple five-star hotels across India. They have been in the hospitality industry for the past 20 years. Due to strategic moves from other competitors and ineffective decision-making in management, AtliQ Grands are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of AtliQ Grands wanted to incorporate “Business and Data Intelligence” to regain their market share and revenue. However, they do not have an in-house data analytics team to provide them with these insights. For that reason, their revenue management team had decided to hire a 3rd party service provider to provide them with insights from their historical data.

Working as a Data Analyst, my task is to transform these records into a interactive dashboard and meaningful insights that others can use to track and drive their action.

2. New Dashboard Introduction

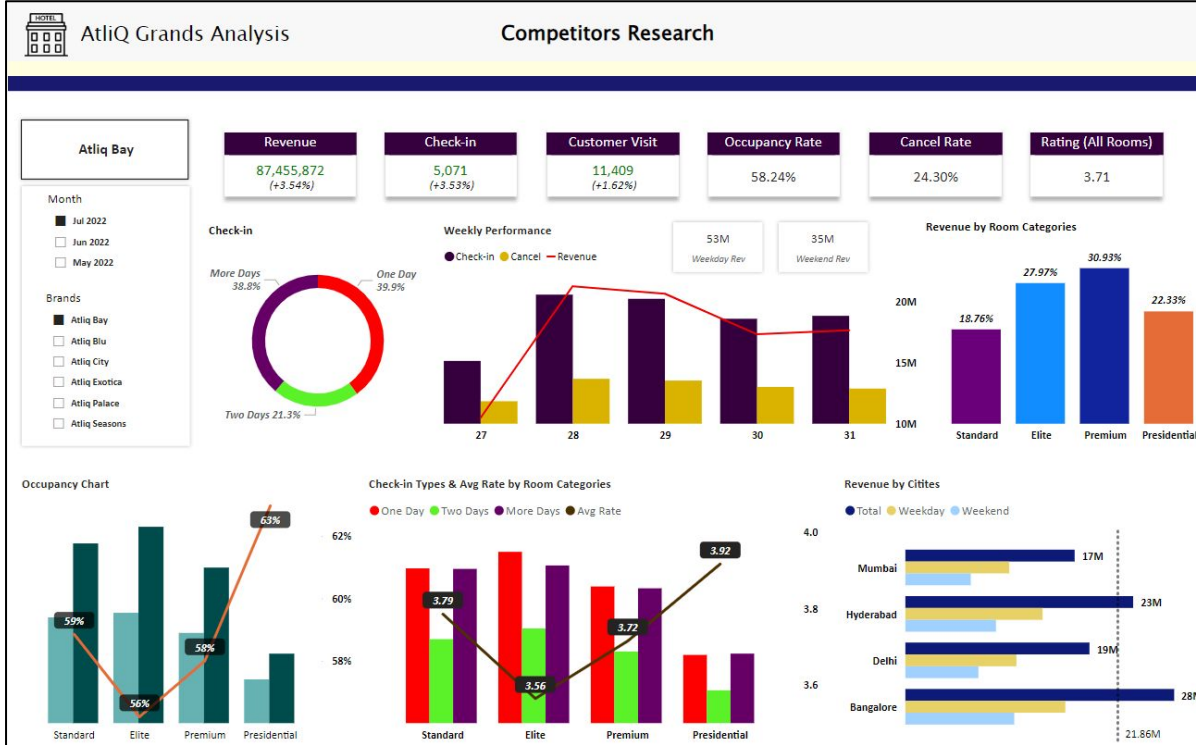
2.1 New Dashboard: Performance Dashboard



Performance Dashboard:

- Interactive Dashboard: provides an overview of the business.
- Process data quickly and accurately to measure business performance.
- New users can easily grasp the business situation through simple charts.
- Quick solution for managers who want to check data.
- Data is standardized and automatically updated daily.
- Formulas and calculations are grouped into a table so users and editors can easily adjust or fix errors (if any).

2.2 New Dashboard: Performance Dashboard



Competitors Research:

- Quick view about our competitors.
- Identify underserved opportunities.
- Help us build better marketing strategies.
- Highlight their strongness and weakness.

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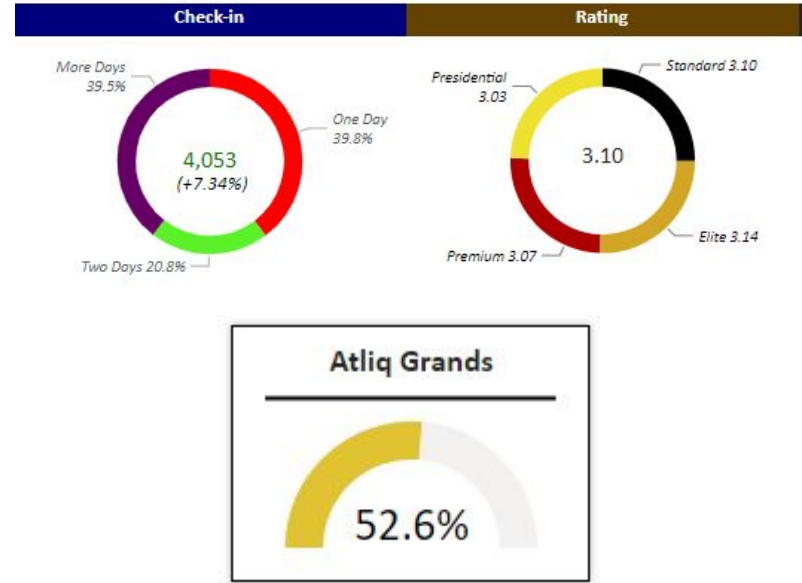


- Quick view about our competitors market share.
- Determine which parts of our competitors' businesses are worth investigating.
- Identify consumer preferences to improve and execute the changes.
- Seek direct competitors.

3.1 AtliQ Grands Performance

3.1 AtliQ Grands Performance

Indicators	May.2022	Jun.2022	MoM	Jul.2022	MoM
Revenue	72,717,143	67,656,317	-6.96%	71,159,304	5.18%
Check-in	5,832	5,509	-5.54%	5,694	3.36%

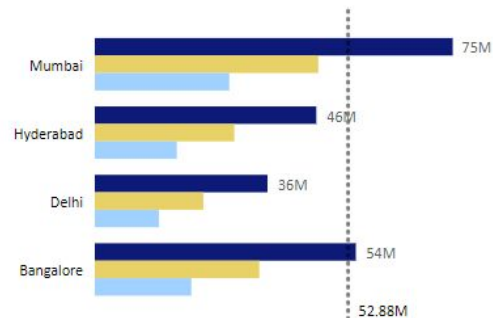


- During the analysis period from May.2022 to July.2022, May.2022 is the month in which we recorded the highest revenue and check-in number. Although there was a slight decrease of 6.96% in June.2022, we grew again in July 2022.
- The average score according to customer reviews fluctuates around 3.1.
- Occupancy Rate is measured to fluctuate from 52.2% to 53.4%.
- One-day and more than two-day bookings are our majority, these two types account for nearly 80% of check-ins at our hotels.

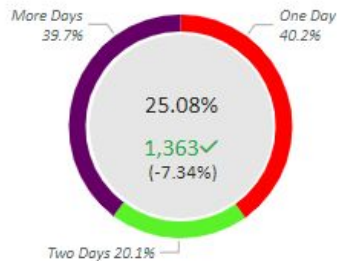
3.1 AtliQ Grands Performance

Revenue by Citites

● Total ● Weekday ● Weekend

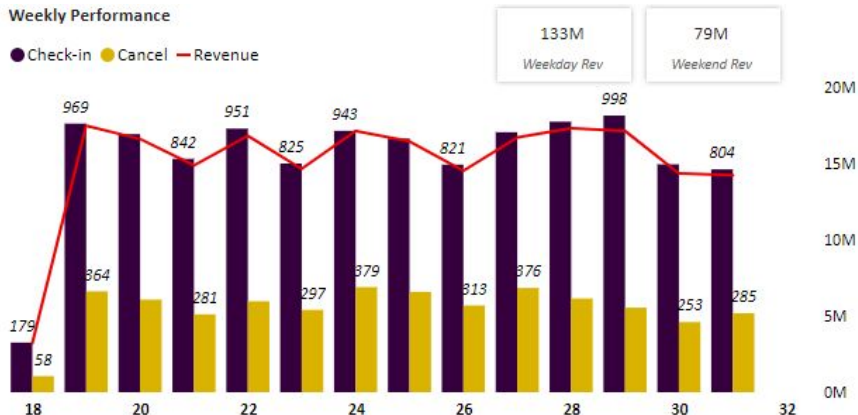


Cancellation Chart



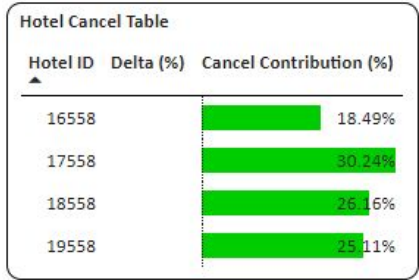
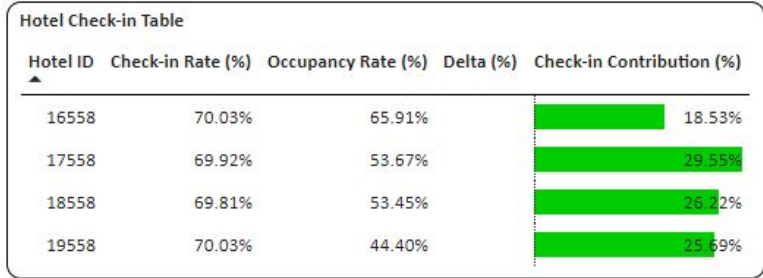
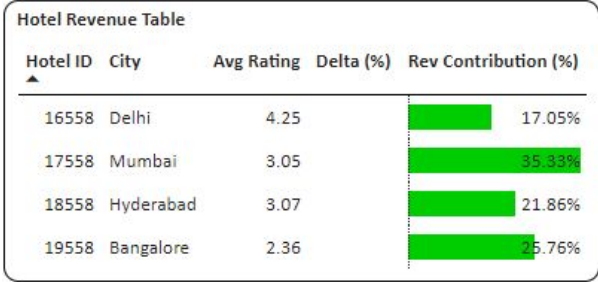
Weekly Performance

● Check-in ● Cancel — Revenue



- Mumbai and Bangalore were the first and second largest contributors to revenue, followed by Hyderabad in third place and Delhi in last place.
- The Cancel rate has been maintained at around 25% over the past 3 months, meaning that for every 100 bookings, 25 bookings are likely to be cancelled.
- We divide the revenue into two parts: weekday and weekend. Due to the difference in the number of days, we will always have higher revenue from weekday than weekend. However, if we take that revenue and divide it by the number of days, we can see that the amount from weekend is clearly higher.

3.1 AtliQ Grands Performance

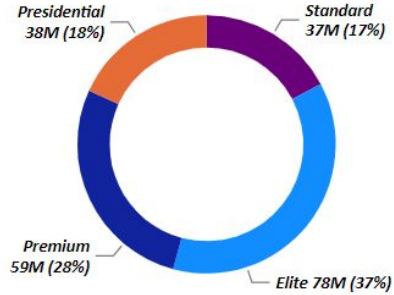


- Currently we have 4 hotels in 4 cities: Delhi, Mumbai, Hyderabad and Bangalore. Based on the data recorded, apartment 17558 in Mumbai contributed the most to the revenue with 35.33% and the least was 16558 in Delhi with only 17.05%. Interspersed are 19558 in Bangalore with the 2nd position (25.76%) and 18558 in Hyderabad with the penultimate position (21.86%).
- However, if we look at the number of recorded check-ins and Occupancy rate, it is surprising that the hotel in Delhi (16558) is monopolizing the number one position with the highest Occupancy rate of nearly 66%. Besides, the cancellation rate in Delhi also recorded the lowest level at only 18.5%, very low compared to the remaining hotels.
- This shows that although hotels in Delhi only contribute 20% to total revenue, they show great potential in the near future.

3.1 AtliQ Grands Performance



Revenue by Room Categories

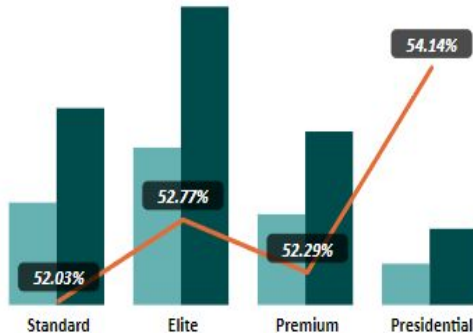


Check-in Types & Avg Rate by Room Categories



Occupancy Chart

Occupied (Light Blue), Capacity (Dark Blue), Occupancy Rate (Orange line)

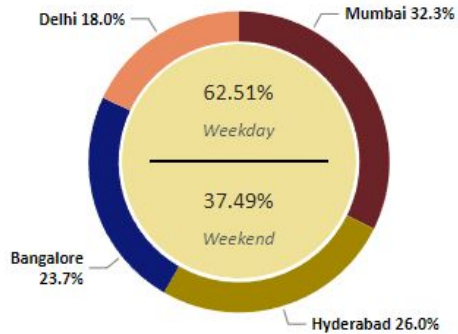


- Currently we are selling 4 types of rooms including:
 - Best seller: Elite (37%)
 - 2nd: Premium (28%)
 - 3rd: Presidential (18%)
 - 4th: Standard (17%)
- Statistics on the average score for room types, Elite continues to record the highest score in the system at 3.14 points. Next is Standard with 3.1 points, Premium with 3.07 points and finally Presidential with 3.03 points. Through these results, it can be seen that the Elite room at our hotel is the best service available today.
- However, if you look at Occupancy Rate, Elite only ranks 2nd with 52.77%. First place belongs to Presidential with 54.14%. Next is Premium with 52.29% and Standard with 52.03%.
- This shows that our Presidential category has not performed well compared to customer expectations.

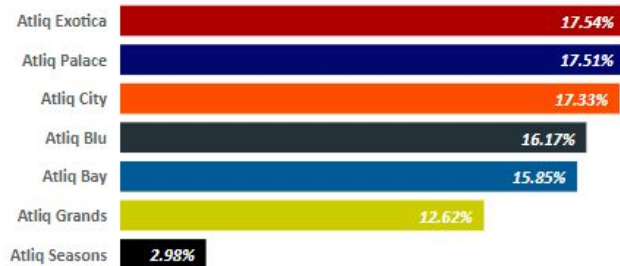
3.2 Competition Analysis

3.2 Competition Analysis: Market Share

Check-in Contribution by Cities

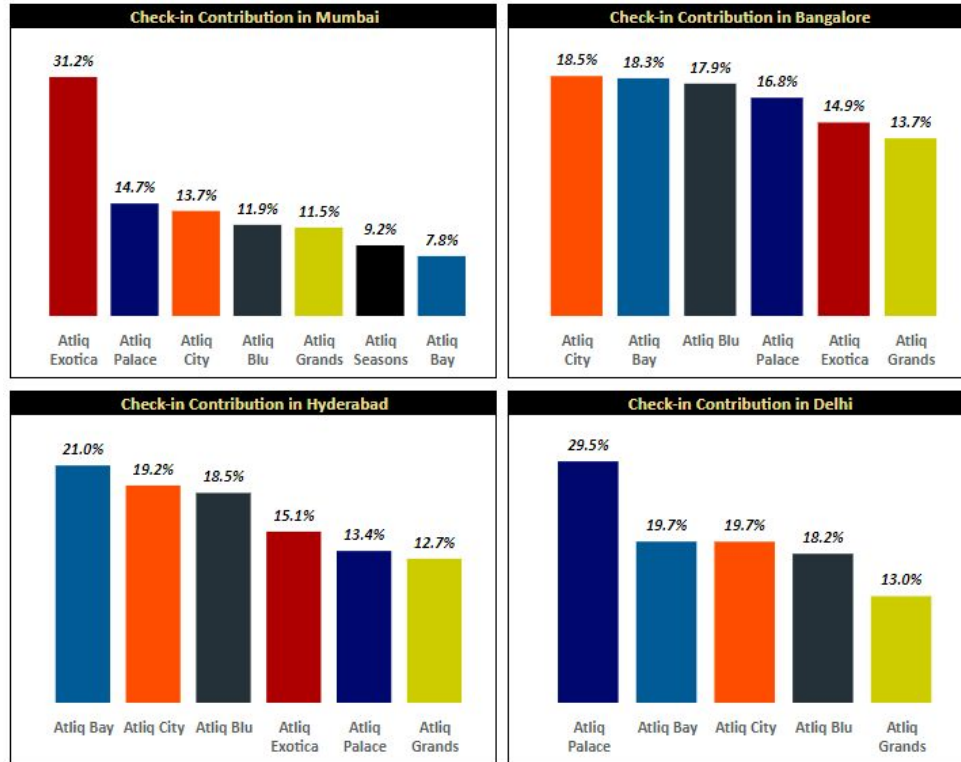


Check-in Contribution by Brands



- Based on research, Mumbai is the most competitive city as this city's check-in number accounts for the majority of the total check-in. The second and third positions went to Bangalore, Hyderabad and finally Delhi.
- Based on market research, we currently have 6 competitors. The information below is the ranking based on the number of check-ins (From May.2022 to July.2022):
 - 1st: Atliq Exotica (17.54%)
 - 2nd: Atliq Palace (17.51%)
 - 3rd: Atliq City (17.33%)
 - 4th: Atliq Blu (16.17%)
 - 5th: Atliq Bay (15.85%)
 - **6th: Atliq Grands (12.62%)**
 - 7th: Atliq Seasons (2.98%)

3.2 Competition Analysis: Market Share



- By analyzing the number of check-ins, we have the following results:
 - In Mumbai we are at the 5th position.
 - In Bangalore, Hyderabad and Delhi, we are in last place.
- Conclusion: our business is not running really well. More specifically, over the past 90 days, we have stood still while watching our competitors in the same industry grow stronger and stronger. This is an alarm for the coming times.
- Through the above result, we can also identify formidable competitors that we need to consider:
 - Atliq Exotica is proving to be dominant in Mumbai.
 - Atliq Bay shows their good performance in the three cities: Bangalore, Delhi and Hyderabad
 - In Delhi, Atliq Palace is occupying the first position on the rankings.
 - Atliq City shows great potential by leading and holding the second position in Bangalore and Hyderabad.

3.2 Competition Analysis: Market Share

Name	No of Hotels	Revenue	Check-in	Rev per Check-in	Check-in Rate (%)	Cancellation Rate (%)	Occupancy Rate (%)	Avg Rating
Atliq Exotica	4	320,312,468	16,557	19,346	70.63%	24.37%	57.26%	3.62
Atliq Palace	4	304,081,863	16,532	18,394	69.98%	25.18%	60.00%	3.75
Atliq City	4	285,811,939	16,365	17,465	70.17%	24.92%	59.51%	3.69
Atliq Blu	4	260,855,522	15,267	17,086	70.05%	24.65%	62.02%	3.96
Atliq Bay	4	260,051,178	14,965	17,377	69.97%	24.84%	58.41%	3.71
Atliq Grands	4	211,532,764	11,914	17,755	69.94%	25.08%	52.60%	3.10
Atliq Seasons	1	66,125,495	2,811	23,524	70.59%	24.79%	44.62%	2.29

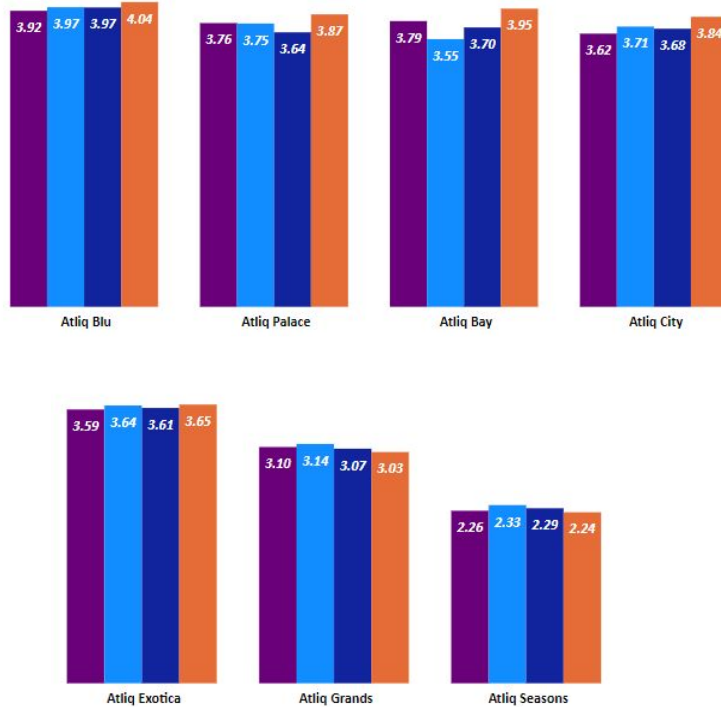
Result Table			
Indicators	Average Value	Atliq Grands	Result
Rev per Check-in	18,099	17,755	-1.90%
Check-in Rate (%)	70.19%	69.94%	-0.25%
Cancellation Rate (%)	24.83%	25.08%	0.25%
Occupancy Rate (%)	56.35%	52.60%	-3.74%
Rating	3.45	3	-10.06%

- Thanks to the data given, we can calculate useful values such as Revenue, Check-in, Revenue per Check-in, Check-in Rate, and so on.
- To avoid errors in the scale of each hotel chain, the project author will not compare two factors: Check-in and Revenue.
- After eliminating the above two factors, we can see that most of the values that Atliq Grands is recording are inferior to the average value, only Cancellation Rate is recorded at a higher level than average but it's not significant.
- This is one of the reasons that Atliq Grands is lagging behind other brands and is only ranked 6th on the overall table (or we can say that Atliq Grands is sitting at the lowest place in the table because Atliq Seasons seems like a new player and they are having the highest Rev per Check-in in the overall table).

3.2 Competition Analysis: Consumer Preferences

Room Rating by Brands

● Standard ● Elite ● Premium ● Presidential



By looking at the score that customers rate for each type, we can identify the strengths of each brand. With an average score for all brands of 3.45, we can draw some conclusions as follows:

- Atliq Blu: Ranked first in terms of check-in numbers and naturally, all of their room types scored excellent, far from the average score.
- Atliq Palace: Standing in second place shows their potential. Furthermore, Presidential type has been their competitive advantage in the last 3 months.
- Atliq Bay and Atliq City: show potential in Standard and Presidential room types.
- Atliq Exotica: Even though they have the highest revenue, the score per room is not too outstanding, meaning they are focusing on the low-cost room segment.
- Atliq Grands: All scores are lower than average. Specifically, all of our room types do not show anything special compared to the other group.
- Atliq Seasons: Nothing special.

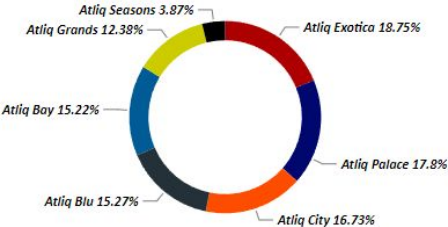
4. Project Result

4.2 Project Result: Insights

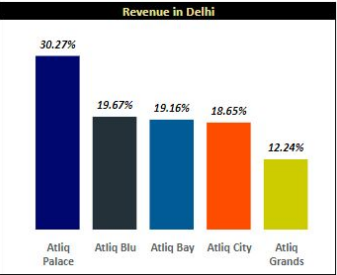
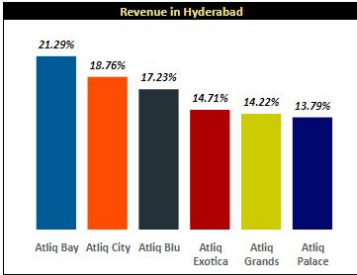
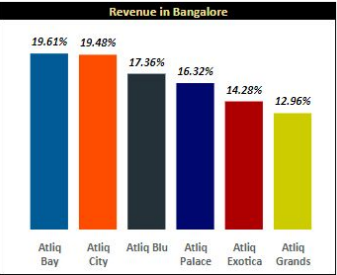
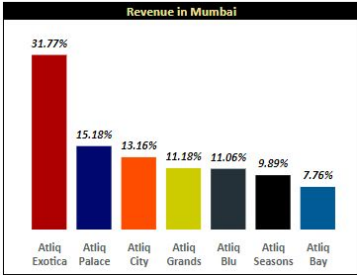
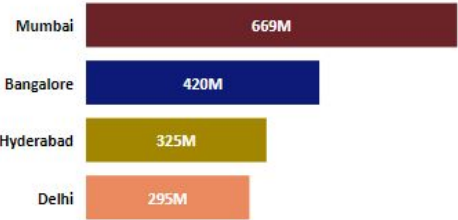


Market Share

Overall Market Share (by Revenue)



Revenue by Citites



Atliq Grands has been one of the most famous hotel chains in India over the past 20 years. However, more and more competitors are appearing, they are younger and have newer thinking and strategies. Therefore, Atliq Grands' current operations are not really outstanding and show a huge regression.

The following comments are some conclusions after conducting research and analyzing the data set:

- Atliq Grands' market share is increasingly shrinking as many new players appear. The growth of competitors in the same period. Businesses in the same industry are focusing on exploiting large markets. There is a brand that operates two facilities in the same city at the same time (Atliq Exotica in Mumbai - the city with the fiercest competition).

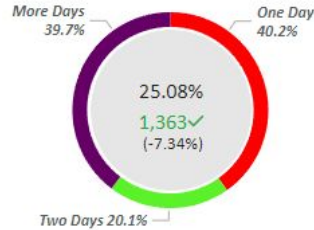
4.2 Project Result: Insights

Room Rating by Brands

● Standard ● Elite ● Premium ● Presidential



Cancellation Chart



- Elite (best seller) and Premium classes are two key room types in Atliq Grands' business. However, the average score reviewed by customers is truly a concern (Elite: 3.14, Premium: 3.07) when most competitors in the same field record an average score above 3.6. Therefore, businesses need to improve the quality of these two main types of rooms. Besides, the Presidential room type shows great potential when it has the highest Occupancy rate, but the score recorded the lowest. This is a clear waste. Maybe in the past, Presidential rooms could have been the main key to the success of Atliq Grands.
- Cancellation rate is not the main reason why this business has underdeveloped in recent times when Atliq Grands' cancellation rate is maintained higher than average (during the data period). Therefore, it can be affirmed that Atliq Grands has a large number of loyal and trusting customers over the past time.

4.2 Project Result: Insights

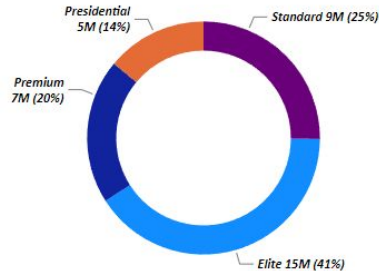
Hotel Revenue Table

Hotel ID	City	Avg Rating	Revenue
16558	Delhi	4.25	36,061,172

Hotel Check-in Table

Hotel ID	Check-in Rate (%)	Check-in	Occupancy Rate (%)	Cancellation Rate (%)
16558	70.03%	2,208	65.91%	25.06%

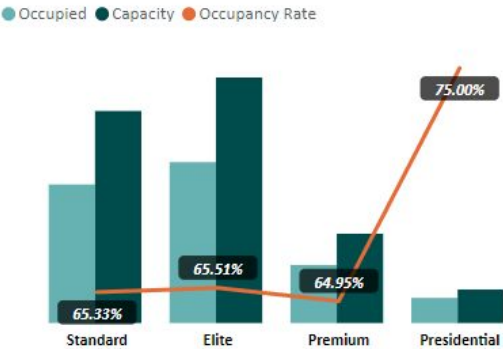
Revenue by Room Categories



Check-in Types & Avg Rate by Room Categories



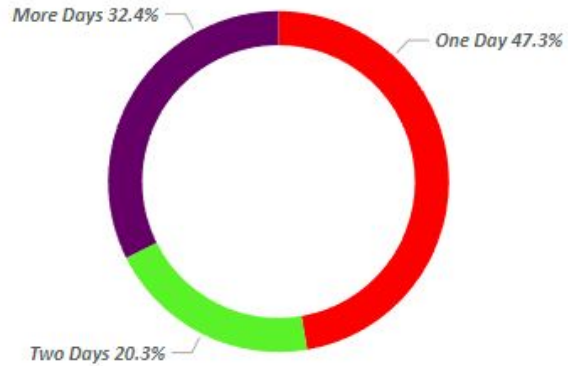
Occupancy Chart



- High potential: through research on revenue in each city, Delhi is not a place that attracts too much investment capital from other hotel chains. However, Atliq Grands has a truly impressive facility in this city. That is the apartment 16558. With an average score of 4.25, Check-in rate reached 70%, Occupancy reached 65.91%, all three factors are the highest in the system. Standard are the best service in 16558, however, Presidential witness the best occupancy rate as 75%. 16558's performance shows the huge potential of Atliq Grands in Delhi. Therefore, we should focus on Delhi when most competitors have proven too superior in the remaining cities.

4.2 Project Result: Insights

Check-in



Hourly Booking

Overnight
Booking

New strategy: Hourly and Overnight Bookings.

Currently, all companies in the same industry show great dependence on one-day bookings. This shows that the demand for same-day hotel bookings is really high. If we can launch a new product called Hourly and Overnight Bookings. This could be a major breakthrough in the industry and bring us back to the top hotel chain

5. Further Assignments

4.2 Further Assignments



- Real-time Tracking Report:

In the purpose of analyzing and tracking, only using Power BI is not really enough to meet the needs of all departments. We need to have a tracking file running in parallel to record business activities by day, week, month and quarter. Besides, the need to compare custom time periods according to user needs should be considered.

- Marketing and Promotion Campaigns:

Our company is in the saturation stage and gradually falling behind other competitors. Therefore, to be able to keep up with their progress, we need to have effective marketing strategies and more attractive promotions.

- New Booking Type: Hourly and Overnight

One day booking accounts for a significant proportion of bookings not only at Atliq Grands but also at all other companies. Therefore, a new product that can attract customers back should be a top priority.