



ATLIQ GRANDS



The Comfort of the
Number One 5 Star Hotel

WELCOME TO OUR HOTEL

Welcome to **ATLIQ GRANDS**, a 5-star destination where luxury meets experience. Our hotel is known for elegant design, world-class amenities, and a commitment to guest excellence.

Whether it's a corporate stay or a family retreat, ATLIQ GRANDS ensures comfort, style, and satisfaction at every touchpoint.





ABOUT OUR HOTEL

Founded in 1998, **Atliq Grands** is a premium 5-star hotel brand known for excellence in hospitality, service, and guest experience. With a presence across major Indian cities, we blend luxury with thoughtful design and personalized service.

Our commitment to continuous improvement and data-driven strategies ensures we stay ahead in the evolving hospitality landscape.



AtliQ Grands Hospitality Performance Intelligence

ATLIQ GRANDS



Revenue Analysis



Uncover key revenue drivers with a detailed breakdown of metrics like RevPAR, ADR, and Realisation%.

Analyze property-wise revenue contribution and monitor performance trends to make data-driven pricing and growth strategies.

Booking Analysis



Track booking patterns, guest ratings, and cancellations across cities and platforms.

Understand occupancy behaviors by room class and optimize distribution strategy to boost overall guest satisfaction and retention.



ATLIQ GRANDS

HOSPITALITY ANALYSIS



Revenue Analysis



Booking Analysis

filter by city

All

filter by room class

All

filter by platform

All

filter by cstatus

All

filter by week

All

filter by month

All

Total Bookings

133K

Total Capacity

230K

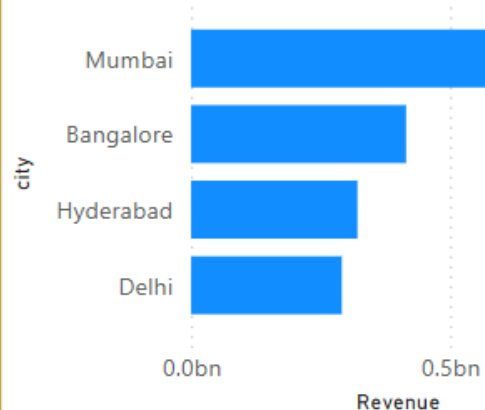
Cancellation%

24.84%

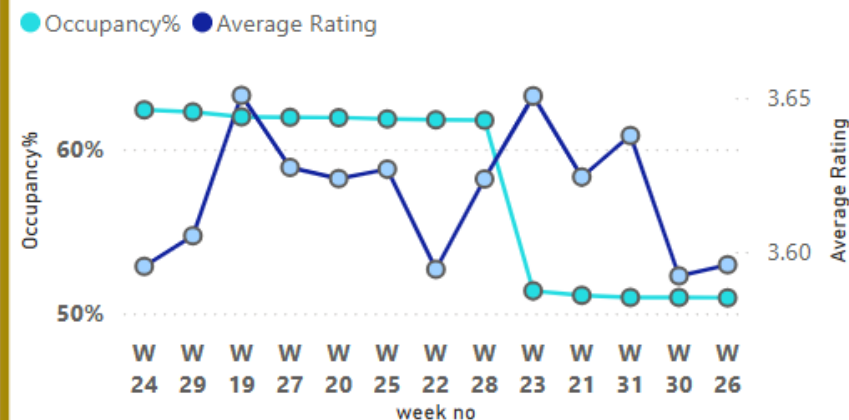
Average Rating



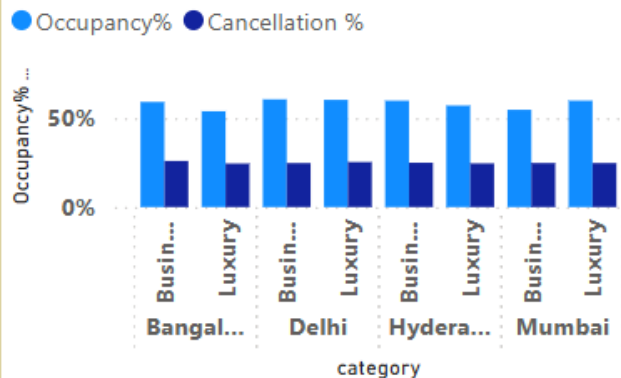
Revenue by city



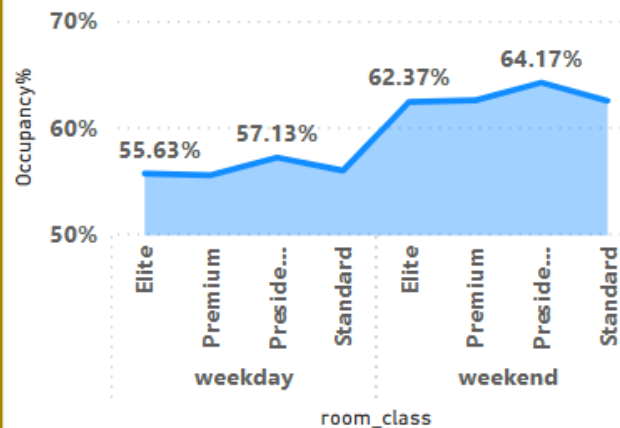
Trend by Weeks



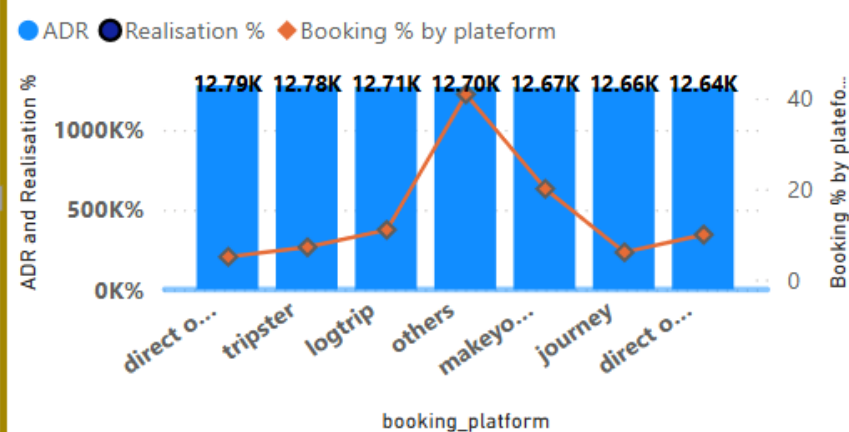
Occupancy% and Cancellation % by city and category



Occupancy% by day_type and room_class



Realisation % and ADR by Platform



RevPAR :- Revenue Per Available Room

DSRN;-Daily Sellable Room Nights


ADR;- Average Daily Rate


DBRN;-Daily Booked Room Nights

DURN;-Daily Utilized Room Niahits





Key Business Insights (Revenue + Booking Analysis)


 **₹1.69B Revenue** generated across all properties, with **Mumbai leading** – indicating strong market potential in the west.


 **RevPAR: ₹7.34K | ADR: ₹12.7K** – strong rate strategy, but moderate **Occupancy at 57.79%** points to unused capacity.

 **133K Bookings vs 230K Capacity** – over **96K rooms unsold**, calling for optimized yield and channel strategies.

 **24.84% Cancellations** – significant revenue leakage; consider strengthening cancellation policies or flexible rebooking offers.

 **Revenue split 50-50 between Luxury & Business segments** – balanced but signals room to refine segmentation strategies.


 **Weekend bookings outperform weekdays**, especially in **Standard & Elite classes** – scope for weekend-focused campaigns.

 **Average Rating: 3.62/5** – signals the need for improving guest satisfaction to enhance retention and online reputation.





Key Recommendations





 **Target Underperforming Cities:** Boost marketing efforts in Delhi & Hyderabad to balance revenue concentration in Mumbai.

 **Optimize Weekday Occupancy:** Introduce weekday corporate packages or dynamic pricing to fill mid-week gaps.

 **Reduce Cancellations:** Implement stricter cancellation policies and incentivize re-bookings to protect revenue.

 **Leverage Direct Channels:** Improve direct booking experience and offer exclusive perks to drive high-margin bookings.

 **Maximize Capacity:** Focus on underutilized room classes/platforms to improve occupancy and RevPAR.

 **Improve Guest Experience:** Enhance service quality and guest engagement to raise the average rating and repeat business.

THANK YOU



*Crafted with clarity, backed by data.
Vandana Satwani, Data Analyst*