
Report: AtliQ Hospitality Analysis



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Introduction

AtliQ Hospitality is a big player in the hospitality industry. It's known for its exceptional service and luxurious accommodations.

Atliq Hospitality emphasizes customer satisfaction, ensuring that every guest's stay is comfortable and memorable.

Lately, they've been facing stiff competition from their competitors and have been losing market share.

Overview of the Data

The Bookings table:

	booking_id	property_id	booking_date	check_in_date	checkout_date	no_guests	room_category	booking_platform	ratings_given	booking_status	revenue_g
0	May012216558RT11	16558	2022-04-27	2022-05-01	2022-05-02	3	RT1	direct online	1.0	Checked Out	
1	May012216558RT12	16558	2022-04-30	2022-05-01	2022-05-02	2	RT1	others	NaN	Cancelled	
2	May012216558RT13	16558	2022-04-28	2022-05-01	2022-05-04	2	RT1	logtrip	5.0	Checked Out	
3	May012216558RT14	16558	2022-04-28	2022-05-01	2022-05-02	2	RT1	others	NaN	Cancelled	
4	May012216558RT15	16558	2022-04-27	2022-05-01	2022-05-02	4	RT1	direct online	5.0	Checked Out	

The Dates and Aggregate Bookings tables:

	date	mmm yy	week no	day_type
0	01-May-22	May 22	W 19	weekend
1	02-May-22	May 22	W 19	weekeday
2	03-May-22	May 22	W 19	weekeday
3	04-May-22	May 22	W 19	weekeday
4	05-May-22	May 22	W 19	weekeday

	property_id	check_in_date	room_category	successful_bookings	capacity
0	16559	01-May-22	RT1	25	30
1	19562	01-May-22	RT1	28	30
2	19563	01-May-22	RT1	23	30
3	17558	01-May-22	RT1	13	19
4	16558	01-May-22	RT1	18	19

The Rooms and Hotels tables:

	room_id	room_class
0	RT1	Standard
1	RT2	Elite
2	RT3	Premium
3	RT4	Presidential

	property_id	property_name	category	city
0	16558	Atliq Grands	Luxury	Delhi
1	16559	Atliq Exotica	Luxury	Mumbai
2	16560	Atliq City	Business	Delhi
3	16561	Atliq Blu	Luxury	Delhi
4	16562	Atliq Bay	Luxury	Delhi

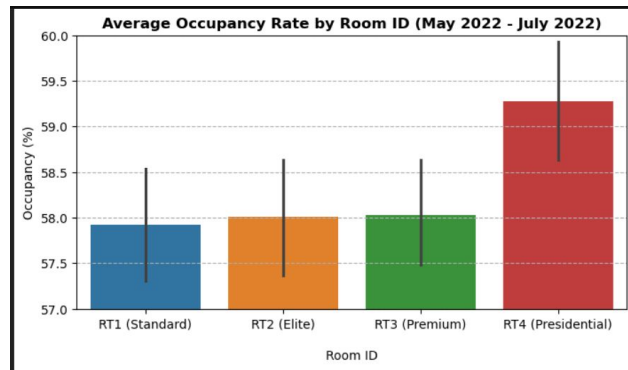
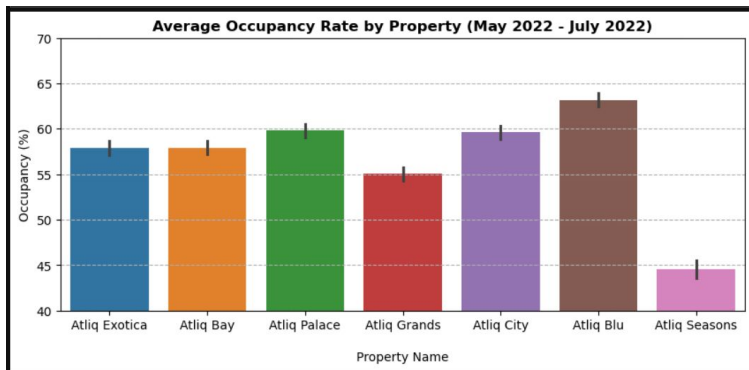
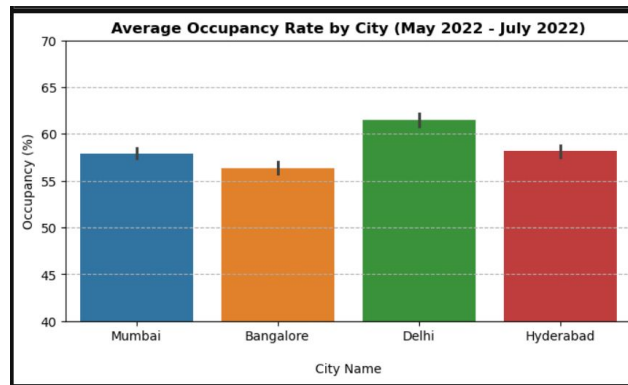
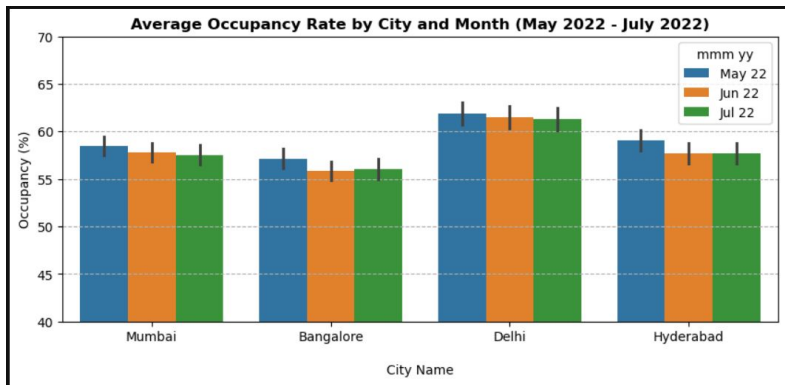
General Statistics of the Data

Total Number of bookings
<code>bookings['booking_id'].nunique()</code>
134590
Names of properties and their categories
<code>for i in [agg_book['property_name'].unique(), agg_book['category'].unique(): print (i)</code>
['Atliq Exotica' 'Atliq Bay' 'Atliq Palace' 'Atliq Grands' 'Atliq City' 'Atliq Blu' 'Atliq Seasons'] ['Luxury' 'Business']
Categories of rooms and the room class types
<code>for i in agg_book['room_id_class'].unique(): print(i)</code>
RT1 (Standard) RT2 (Elite) RT3 (Premium) RT4 (Presidential)
Total number of properties
<code>bookings['property_id'].count()</code>
134590
Number of unique properties
<code>len(bookings['property_id'].unique())</code>
25

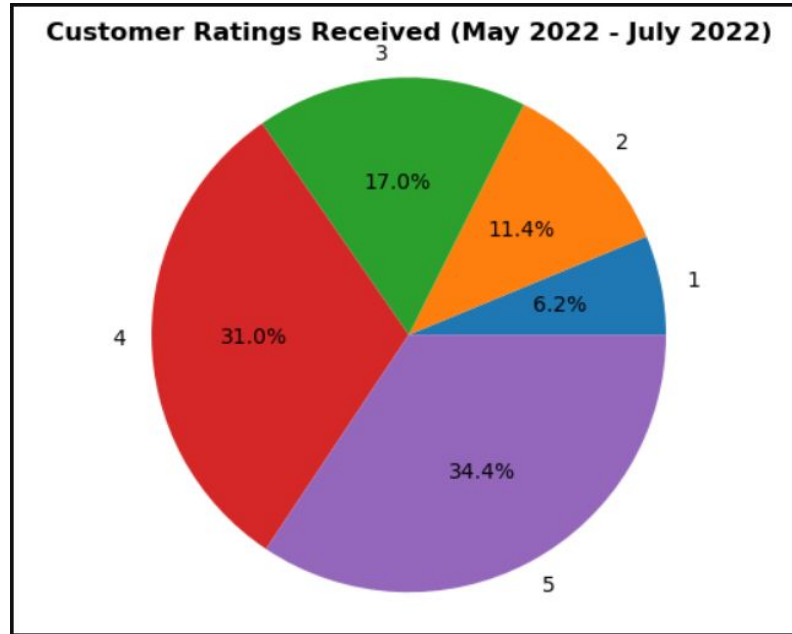
Types of booking platforms
<code>for i in bookings['booking_platform'].unique(): print (i)</code>
direct online others logtrip tripster makeyourtrip journey direct offline
Total number of rooms available
<code>agg_book['capacity'].sum()</code>
232576
Cities operated in
<code>print(agg_book['city'].unique())</code> ['Mumbai' 'Bangalore' 'Delhi' 'Hyderabad']
Occupancy Analysis
Total number of successful bookings
<code>agg_book['successful_bookings'].sum()</code>
134590

Total number of successful bookings
<code>agg_book['successful_bookings'].sum()</code>
134590
Rate of booking
<code>print(f"Rate of booking: {round((a</code>
Rate of booking: 58%
Total revenue realized (INR)
<code>bookings['revenue_realized'].sum()</code>
1708771229

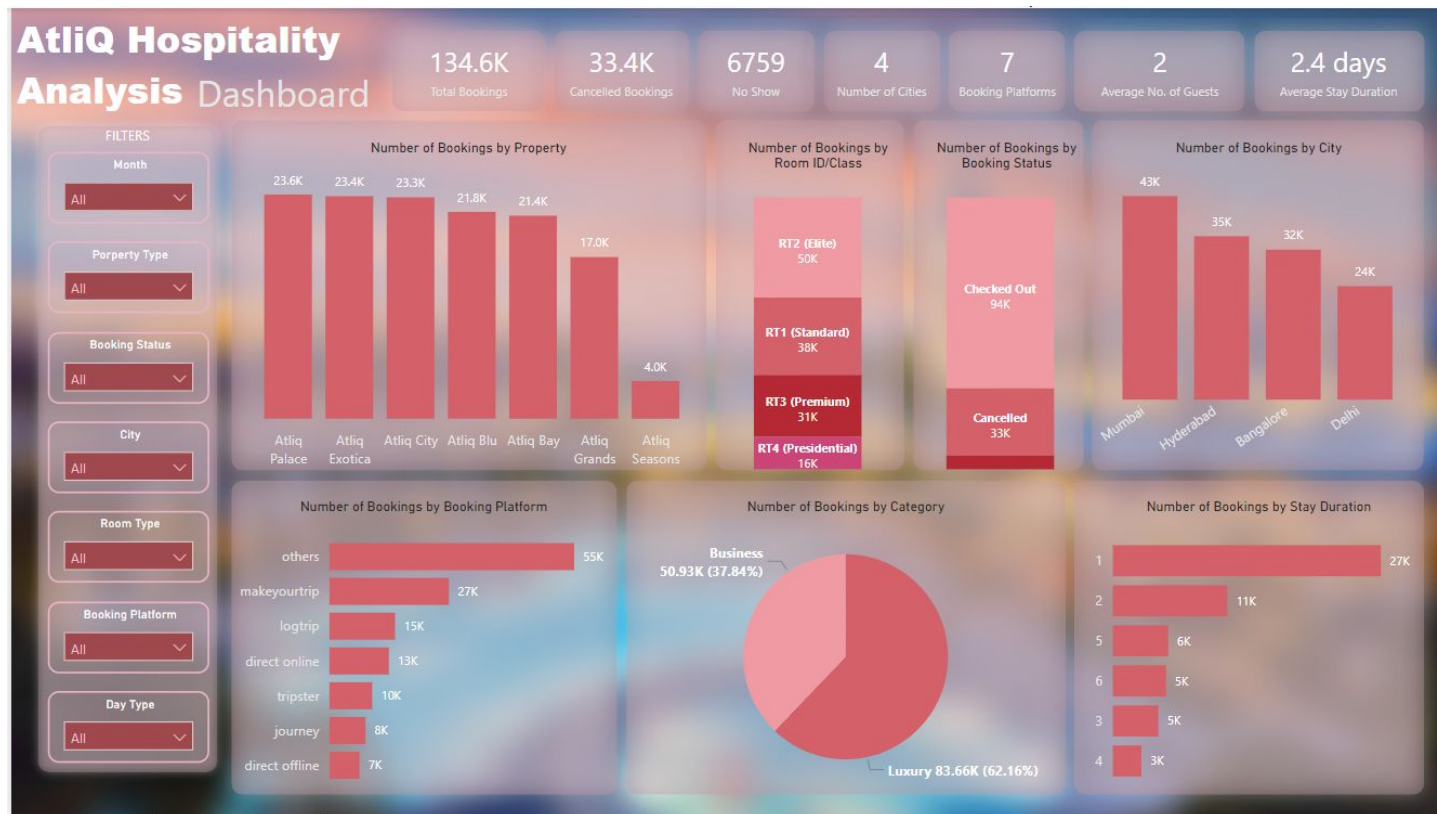
Occupancy Rate



Customer Ratings



PowerBI DashBoard (Page 1: Bookings Analysis)



PowerBI DashBoard (Page 2: Revenue Analysis)



PowerBI DashBoard (Page 3: Occupancy Analysis)



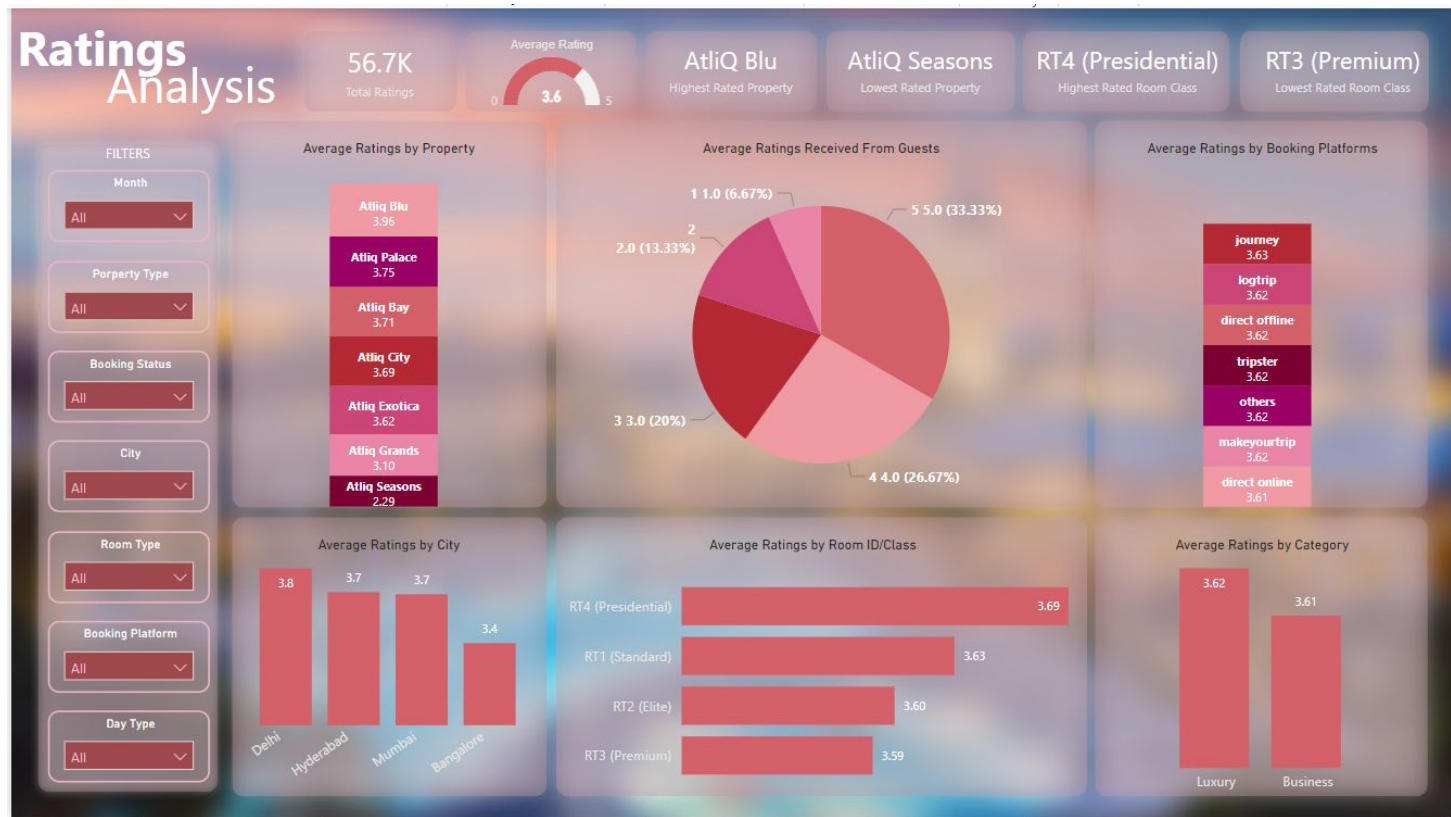
PowerBI DashBoard (Page 4: Capacity, Booking and Cancellation Comparison)



PowerBI DashBoard (Page 5: Cancellation Rate Analysis)



PowerBI DashBoard (Page 6: Ratings Analysis)



Conclusion and Insights

Occupancy:

- AtliQ Blu had the highest occupancy rate.
- Delhi was the most occupied.
- RT4 (Presidential class) rooms experienced the highest occupancy rate.
- Occupancy was the highest in May (among May, June, and July).
- Most accommodations were luxury (leisure) stays.
- Most accommodations were 1-day stays.
- Weekends experienced much higher accommodation

Revenue:

- AtliQ Exotica generated the highest revenue.
- Mumbai gathered the highest revenue.
- RT2 (Elite class) rooms gathered the highest bookings, revenue, as well as cancellations.
- Most revenue was generated through bookings made by unnamed other platforms.

Ratings:

- Properties in Delhi scored the highest rating of about 3.8 among all cities despite gathering the least amount of revenue.
- RT4 (Presidential class) rooms were rated the highest despite being the second lowest in realizing revenue.
- The 'journey' platform received the highest rating.

Recommended Solutions:

- Statistics alone don't tell the whole story. Hence, short and simple surveys must be conducted to understand what guests like about AtliQ Blu and the RT4 rooms, and similar aspects must be introduced in creative forms to other properties as well as other room classes.
- Accommodation has been higher over the weekends. Weekend offers as well as live shows must be organized in order to attract more guests. There must be even better offers for weekdays in order to avoid being overbooked over the weekends.
- Properties in Delhi incurred a great number of guests as well as the highest rating among all cities, which suggests a high degree of guest satisfaction. Steps must be taken to increase the revenue earned from properties in this state.
- Collaborating with various booking platforms and running short-term offers would help generate exposure.

GitHub Link for the Jupyter Notebook and PowerBI Dashboards

[GitHub Link](#)

THANK YOU!

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