

DR.ZAKIR HUSAIN COLLEGE, ILAYANGUDI

PG DEPARTMENT OF MATHEMATICS

PROJECT TITLE:

**ANALYZING THE PERFORMANCE OF AND EFFICIENCY OF THE
RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES**

Submitted By,

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ASSISTANT PROFESSOR,

DEPARTMENT OF MATHEMATICS

Dr.ZAKIR HUSAIN COLLEGE, ILAYANGUDI

1 INTRODUCTION

1.1 Overview

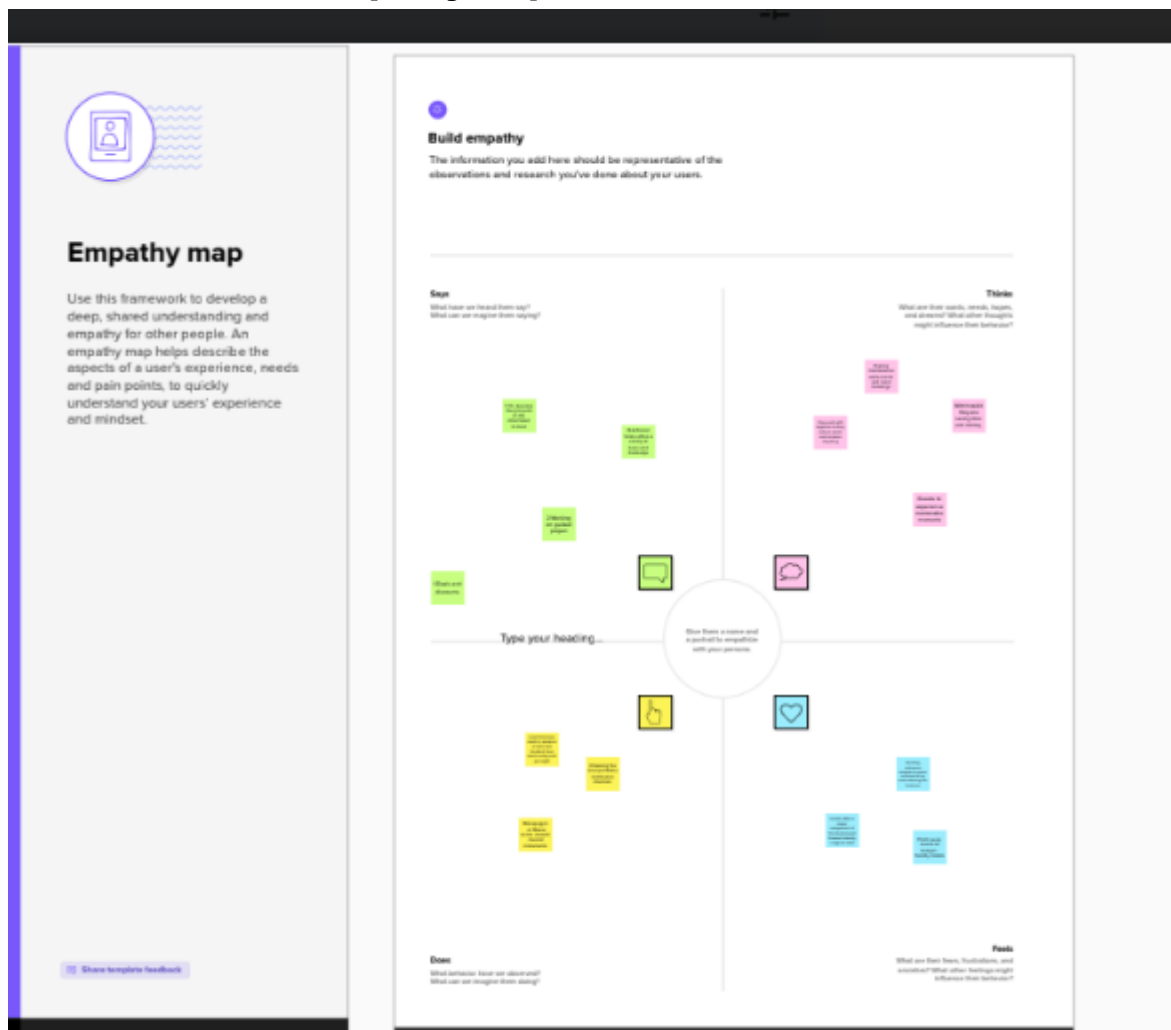
The Hotel Industry is a broad category of business that provide lodging services for travelers and tourists .Radisson owns multiple Five-star hotels across India. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in a given area.

1.2 purpose

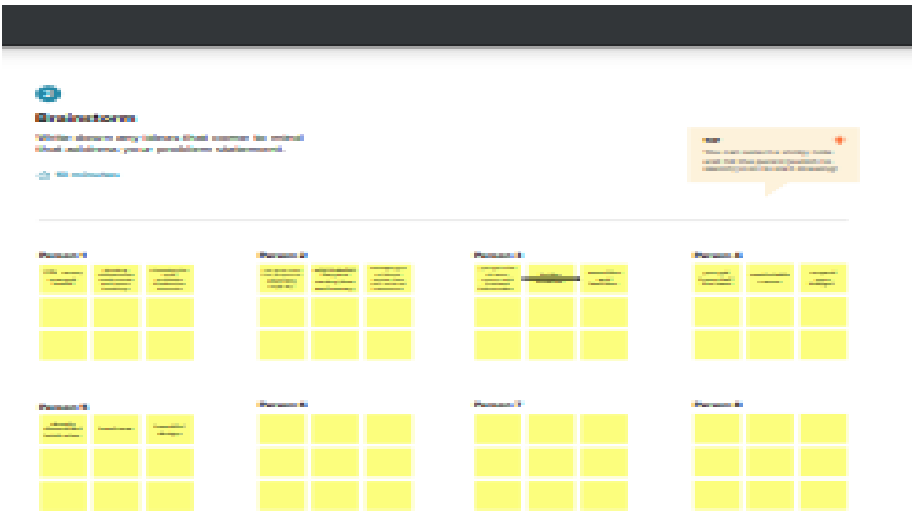
By conducting an analysis the company can identify areas for improvement and take steps to enhance the customer experience , and increase customer satisfaction and loyalty.

2 Problem Definition & Design Thinking

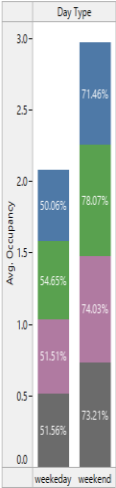
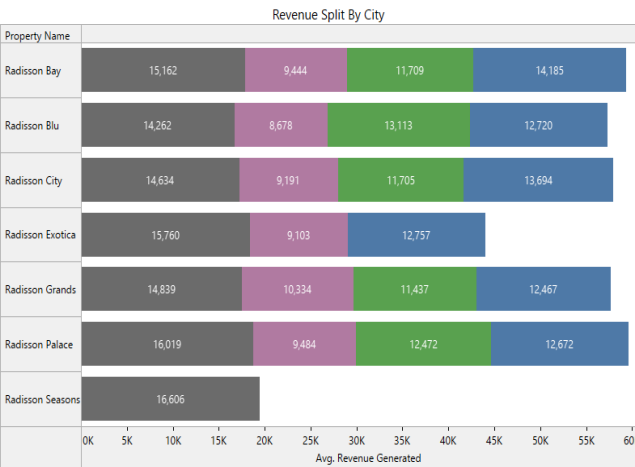
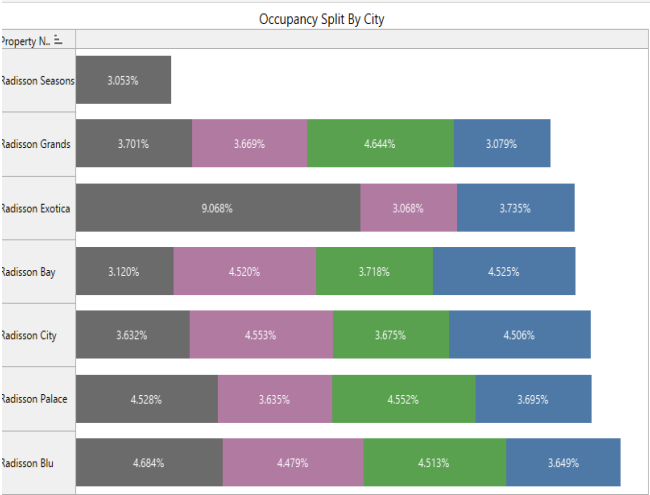
2.1 Empathy Map

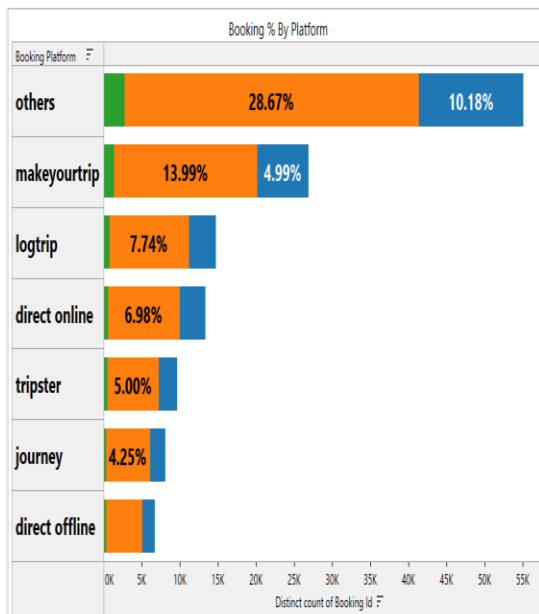


2.2 Ideation & Brainstorming Map



3 RESULT

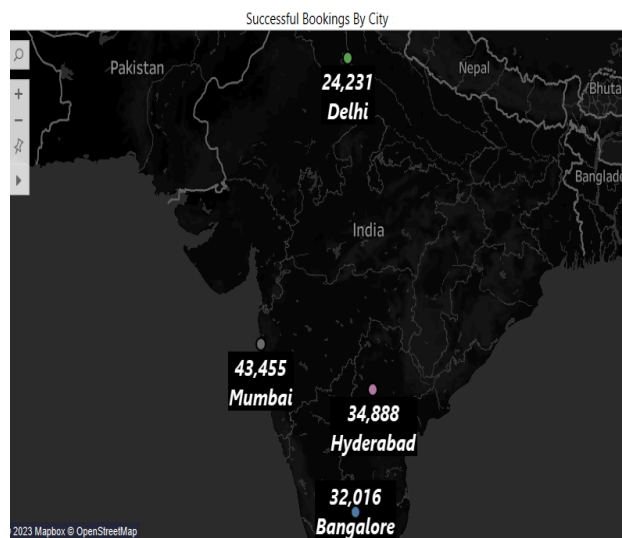
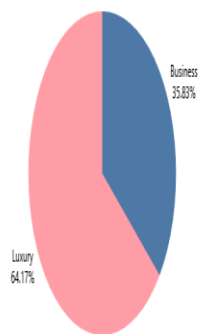


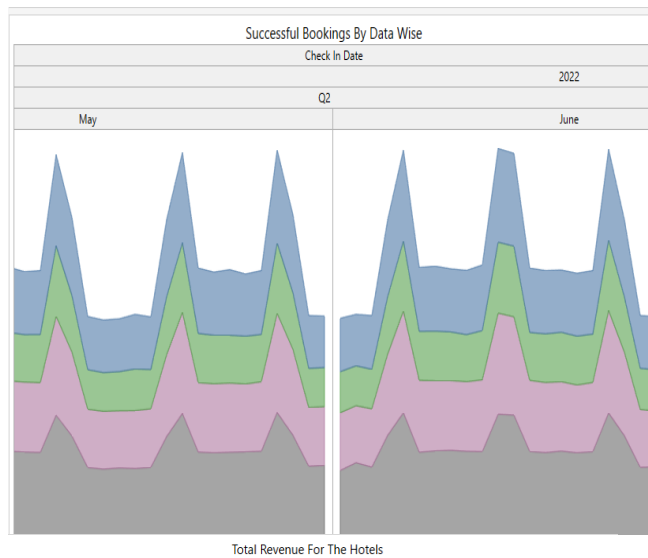


Property By Key Metrics

Property Name	Property Id	Revenue	Capacity	Successful Bookings	occupancy	Cancelled Booking %
Radisson Bay	16562	\$0.00M	9,016	4,820	53.46%	0.00%
	17562	\$0.00M	7,636	3,424	44.84%	0.00%
	18562	\$0.00M	11,132	7,333	65.87%	0.00%
	19562	\$0.00M	8,832	5,812	65.81%	0.00%
Radisson Blu	16561	\$0.00M	6,716	4,418	65.78%	0.00%
	17561	\$0.00M	7,820	5,183	66.28%	0.00%
	18561	\$0.00M	9,844	6,458	65.60%	0.00%
	19561	\$0.00M	10,764	5,736	53.29%	0.00%
Radisson City	16560	\$0.00M	8,740	4,693	53.70%	0.00%
	17560	\$0.00M	11,316	6,013	53.14%	0.00%
	18560	\$0.00M	10,028	6,638	66.19%	0.00%
	19560	\$0.00M	9,108	5,979	65.65%	0.00%
Radisson Exotica	16559	\$0.00M	11,132	7,338	65.92%	0.00%
	17559	\$0.00M	9,292	6,142	66.10%	0.00%
	18559	\$0.00M	11,776	5,256	44.63%	0.00%
	19559	\$0.00M	8,740	4,705	53.83%	0.00%
Radisson Grands	16558	\$0.00M	4,784	3,153	65.91%	0.00%
	17558	\$0.00M	9,384	5,036	53.67%	0.00%
	18558	\$0.00M	8,372	4,475	53.45%	0.00%
	19558	\$0.00M	9,844	4,371	44.40%	0.00%
Radisson Palace	16563	\$0.00M	10,764	7,147	66.40%	0.00%
	17563	\$0.00M	9,568	6,337	66.23%	0.00%
	18563	\$0.00M	8,924	4,728	52.98%	0.00%

Revenue Contribution % By Category





\$0.01M

Total Successful Booking

57.87%

Occupancy in %

134.59K

Story

Mumbai has made heighest no of
Successful Bookings 43,455



All properties have average
25%cancellation rate and
50%occupancy rate

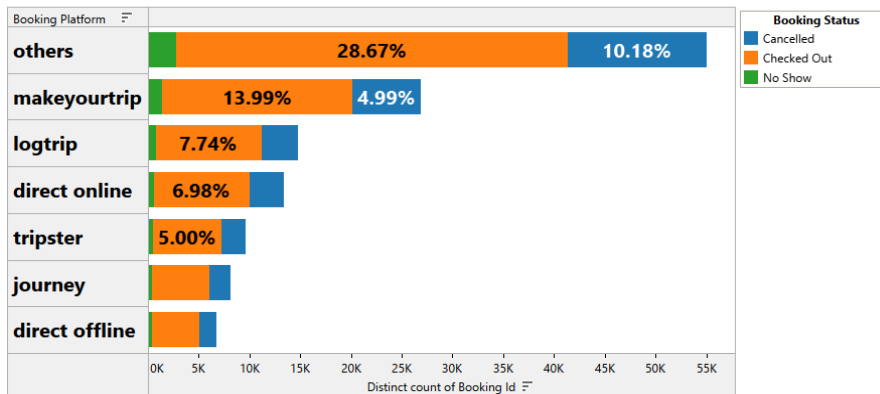
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	17563	\$0.00M	9,568	6,337	66.23%	0.00%
	18563	\$0.00M	8,924	4,728	52.98%	0.00%
	19563	\$0.00M	10,120	5,413	53.49%	0.00%

Elite and premium Room classes

Elite \$0.01M	Presidential \$0.01M	Standard \$0.01M	Revenue \$0.01M
Premium \$0.01M			

Radisson Analysis story

Other Platforms and make your
trib contributor 42% of the total
Checkedout Bookings



4 Advantages and Disadvantages

Advantages:

- ***Guests to experience memorable moments.***
- ***Comfortable and well equipped rooms.***
- ***Clean and Tidy Environment.***
- ***Free Internet Access.***
- ***Quality customer service.***

DISADVANTAGES:

- ***The guest may be less likely to experience local food.***
- ***Food and Drinks are much more expensive than average.***

- ***It usually comprises a high-pressure environment.***
- ***It can involve long working hours.***
- ***It may involve extensive physical work.***

5 APPLICATIONS:

- ***Hospitality Management.***
- ***Sporting event venue & Restaurant.***
- ***Cruises and other tourism-related business.***
- ***Food and Beverage service Industry.***
- ***Technology sectors within the Hospitality Industry.***

6 CONCLUSION

Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category.

7 FUTURE SCOPE

- ***Airline Catering.***
- ***Hotel and Tourism Associations.***
- ***Food and Beverages.***
- ***Entertainment and Recreation.***

8 APPENDIX

A. source code

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Radisson Hotel</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link rel="stylesheet" href="{{url_for('static',filename='img/favicon.png')}}" rel="icon">
  <link rel="stylesheet" href="{{url_for('static',filename='img/apple-touch-icon.png')}}" rel="apple-
touch-icon">

  <link rel="stylesheet" href="{{url_for('static',filename='vendor/animate.css/animate.min.css')}}">
  <!-- Google Fonts -->
  <link
href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Playfair+Dis
play:ital,wght@0,400;0,500;0,600;0,700;1,400;1,500;1,600;1,700|Poppins:300,300i,400,400i,500,500i,600,60
0i,700,700i" rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/animate.css/animate.min.css')}}">
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/aos/aos.css')}}">
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/bootstrap/css/bootstrap.min.css')}}">
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/bootstrap-icons/bootstrap-
icons.css')}}">
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/boxicons/css/boxicons.min.css')}}">
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/glightbox/css/glightbox.min.css')}}">
  <link rel="stylesheet" href="{{url_for('static',filename='vendor/swiper/swiper-bundle.min.css')}}">

  <!-- Template Main CSS File -->
  <link rel="stylesheet" href="{{url_for('static',filename='css/style.css')}}">
  <!-- =====
  * Template Name: Restaurantly - v3.9.1
  * Template URL: https://bootstrapmade.com/restaurantly-restaurant-template/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/
  ===== -->
</head>

<body>

  <!-- ===== Top Bar ===== -->
  <div id="topbar" class="d-flex align-items-center fixed-top">
    <div class="container d-flex justify-content-center justify-content-md-between">

      <div class="contact-info d-flex align-items-center">
        <i class="bi bi-phone d-flex align-items-center"><span>+91 9589 55488 55</span></i>
        <i class="bi bi-clock d-flex align-items-center ms-4"><span> Mon-Sat: 10:00AM -
11:00PM</span></i>
      </div>

    </div>
  </div>
</div>
```

```

<!-- ===== Header ===== -->
<header id="header" class="fixed-top d-flex align-items-center">
  <div class="container-fluid container-xl d-flex align-items-center justify-content-lg-between">

    <h1 class="logo me-auto me-lg-0"><a href="{ url_for('index') }}">Radisson Hotel</a></h1>
    <!-- Uncomment below if you prefer to use an image logo -->
    <!-- <a href="index.html" class="logo me-auto me-lg-0"></a>-->

    <nav id="navbar" class="navbar order-last order-lg-0">
      <ul>
        <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
        <li><a class="nav-link scrollto" href="#about">About</a></li>
        <li><a class="nav-link scrollto" href="#events">Events</a></li>
        <li><a class="nav-link scrollto" href="#chefs">Dashboard & Story</a></li>
        <li><a class="nav-link scrollto" href="#gallery">Gallery</a></li>

        <li><a class="nav-link scrollto" href="#contact">Contact</a></li>
      </ul>
      <i class="bi bi-list mobile-nav-toggle"></i>
    </nav><!-- .navbar -->

  </div>
</header><!-- End Header -->

<!-- ===== Hero Section ===== -->
<section id="hero" class="d-flex align-items-center">
  <div class="container position-relative text-center text-lg-start" data-aos="zoom-in" data-aos-
delay="100">
    <div class="row">
      <div class="col-lg-8">
        <h1>Welcome to <span>Radisson Hotel</span></h1>
        <h2>Radisson Hotels is an international hotel chain headquartered in the United States. A
division of the Radisson Hotel Group, it operates the brands Radisson Blu, Radisson RED, Radisson
Collection, Country Inn & Suites, and Park Inn by Radisson, among others.</h2>

        </div>
        <div class="col-lg-4 d-flex align-items-center justify-content-center position-relative" data-
aos="zoom-in" data-aos-delay="200">
          <a href="https://www.youtube.com/watch?v=u6BOC7CDUTQ" class="lightbox play-btn"></a>
        </div>

      </div>
    </div>
  </section><!-- End Hero -->

<main id="main">

  <!-- ===== About Section ===== -->
  <section id="about" class="about">
    <div class="container" data-aos="fade-up">

      <div class="row">
        <div class="col-lg-6 order-1 order-lg-2" data-aos="zoom-in" data-aos-delay="100">
          <div class="about-img">
            
          </div>
        </div>
        <div class="col-lg-6 pt-4 pt-lg-0 order-2 order-lg-1 content">
          <h3>Radisson Hotel Analysis</h3>
          <p class="fst-italic">

```

Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson are losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of Radisson wanted to incorporate Business and Data Intelligence in order to regain their market share and revenue.

```
<p>

</p>
</div>
</div>

</div>
</section><!-- End About Section -->

<!-- ===== Events Section ===== -->
<section id="events" class="events">
  <div class="container" data-aos="fade-up">

    <div class="section-title">
      <h2>Events</h2>
      <p>Organize Your Events in our Radisson Hotel</p>
    </div>

    <div class="events-slider swiper" data-aos="fade-up" data-aos-delay="100">
      <div class="swiper-wrapper">

        <div class="swiper-slide">
          <div class="row event-item">
            <div class="col-lg-6">
              
            </div>
            <div class="col-lg-6 pt-4 pt-lg-0 content">
              <h3>Birthday Parties</h3>
              <div class="price">
                <p><span>$189</span></p>
              </div>
              <p class="fst-italic">

            </p>

          </div>
        </div>
      </div>
    </div><!-- End testimonial item -->

    <div class="swiper-slide">
      <div class="row event-item">
        <div class="col-lg-6">
          
        </div>
        <div class="col-lg-6 pt-4 pt-lg-0 content">
          <h3>Private Parties</h3>
          <div class="price">
            <p><span>$290</span></p>
          </div>
          <p class="fst-italic">

        </p>

      </div>
    </div>
  </div>
</section>
```

```

        </div>
    </div>
</div><!-- End testimonial item -->

<div class="swiper-slide">
    <div class="row event-item">
        <div class="col-lg-6">
            
        </div>
        <div class="col-lg-6 pt-4 pt-lg-0 content">
            <h3>Custom Parties</h3>
            <div class="price">
                <p><span>$99</span></p>
            </div>
        </div>
    </div>
</div>
</div><!-- End testimonial item -->

</div>
<div class="swiper-pagination"></div>
</div>

</div>
</section><!-- End Events Section -->

<!-- ===== Gallery Section ===== -->
<section id="gallery" class="gallery">

    <div class="container" data-aos="fade-up">
        <div class="section-title">
            <h2>Gallery</h2>
            <p>Some photos from Our Restaurant</p>
        </div>
    </div>

    <div class="container-fluid" data-aos="fade-up" data-aos-delay="100">

        <div class="row g-0">

            <div class="col-lg-3 col-md-4">
                <div class="gallery-item">
                    <a href="static/img/gallery/gallery-1.jpg" class="gallery-lightbox" data-gall="gallery-
item">
                        
                    </a>
                </div>
            </div>

            <div class="col-lg-3 col-md-4">
                <div class="gallery-item">
                    <a href="static/img/gallery/gallery-2.jpg" class="gallery-lightbox" data-gall="gallery-
item">
                        
                    </a>
                </div>
            </div>

            <div class="col-lg-3 col-md-4">
                <div class="gallery-item">

```

```

        <a href="static/img/gallery/gallery-3.jpg" class="gallery-lightbox" data-gall="gallery-
item">
            
        </a>
    </div>
</div>

<div class="col-lg-3 col-md-4">
    <div class="gallery-item">
        <a href="static/img/gallery/gallery-4.jpg" class="gallery-lightbox" data-gall="gallery-
item">
            
        </a>
    </div>
</div>

<div class="col-lg-3 col-md-4">
    <div class="gallery-item">
        <a href="static/img/gallery/gallery-5.jpg" class="gallery-lightbox" data-gall="gallery-
item">
            
        </a>
    </div>
</div>

<div class="col-lg-3 col-md-4">
    <div class="gallery-item">
        <a href="static/img/gallery/gallery-6.jpg" class="gallery-lightbox" data-gall="gallery-
item">
            
        </a>
    </div>
</div>

<div class="col-lg-3 col-md-4">
    <div class="gallery-item">
        <a href="static/img/gallery/gallery-7.jpg" class="gallery-lightbox" data-gall="gallery-
item">
            
        </a>
    </div>
</div>

<div class="col-lg-3 col-md-4">
    <div class="gallery-item">
        <a href="static/img/gallery/gallery-8.jpg" class="gallery-lightbox" data-gall="gallery-
item">
            
        </a>
    </div>
</div>
</div>
</div>
</section><!-- End Gallery Section -->

<!-- ===== Chefs Section ===== -->
<section id="chefs" class="chefs">
    <div class="container" data-aos="fade-up">

        <div class="section-title">

```

```

<div class='tableauPlaceholder' id='viz1681787397453' style='position: relative'><noscript><a
href='#'><img alt='RADISSION HOSPITALITY ANALYSIS '
src='https://public.tableau.com/static/images/Ne/New_Dashboard_16817873090790&#4
7;Dashboard1&#47;1_rss.png' style='border: none' /></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root' value='' /><param name='name'
value='New_Dashboard_16817873090790&#47;Dashboard1' /><param name='tabs' value='no' /><param
name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/Ne/New_Dashboard_16817873090790&
#47;Dashboard1&#47;1.png' /> <param name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param name='display_spinner' value='yes' /><param
name='display_overlay' value='yes' /><param name='display_count' value='yes' /><param name='language'
value='en-US' /><param name='filter' value='publish=yes' /></object></div>
<script
type='text/javascript'>
var divElement = document.getElementById('viz1681787397453');
var vizElement = divElement.getElementsByTagName('object')[0];
if ( divElement.offsetWidth > 800 ) { vizElement.style.width='1320px';vizElement.style.height='4096px';}
else if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='1320px';vizElement.style.height='4096px';} else {
vizElement.style.width='100%';vizElement.style.height='3527px';}
var scriptElement =
document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

```

```

<div class='tableauPlaceholder' id='viz1681724009377' style='position: relative'><noscript><a
href='#'><img alt='Radisson Analysis story '
src='https://public.tableau.com/static/images/Ne/New_DashboardStory&#47;Story1&#
47;1_rss.png' style='border: none' /></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url' value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='site_root' value='' /><param name='name'
value='New_DashboardStory&#47;Story1' /><param name='tabs' value='no' /><param name='toolbar'
value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/Ne/New_DashboardStory&#47;Story1
&#47;1.png' /> <param name='animate_transition' value='yes' /><param name='display_static_image'
value='yes' /><param name='display_spinner' value='yes' /><param name='display_overlay' value='yes'
/><param name='display_count' value='yes' /><param name='language' value='en-US' /><param name='filter'
value='publish=yeshttps%3A%2F%2Fpublic.tableau.com%2Fapp%2Fprofile%2Fafrin.flora.s%2Fviz%2FNew_Dashboard
Story%2FStory1%3Fpublish%3Dyes' /></object></div>
<script type='text/javascript'>
var divElement = document.getElementById('viz1681724009377');
vizElement = divElement.getElementsByTagName('object')[0];
vizElement.style.width='1016px';vizElement.style.height='991px';
var scriptElement =
document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement, vizElement);
</script>

```

```

<div class="container" data-aos="fade-up">

```

```

<div class="row mt-5">

```

```

<div class="col-lg-4">

```

```

<div class="info">

```

```

<div class="address">

```

```

<i class="bi bi-geo-alt"></i>

```

```

<h4>Location:</h4>

```

```

<p>Radisson Hotel Bhopal,Gulmohar Colony, Bhopal, Madhya Pradesh 462039</p>

```

```

</div>

```

```

<div class="open-hours">

```

```

<i class="bi bi-clock"></i>

```



```

        <h4>Open Hours:</h4>
        <p>
            Monday-Saturday:<br>
            10:00 AM - 11:00 PM
        </p>
    </div>

    <div class="email">
        <i class="bi bi-envelope"></i>
        <h4>Email:</h4>
        <p>info@radisson.com</p>
    </div>

    <div class="phone">
        <i class="bi bi-phone"></i>
        <h4>Call:</h4>
        <p>+91 9589 55488 55</p>
    </div>

</div>

</div>

<div class="col-lg-8 mt-5 mt-lg-0">

    <div class="mapouter"><div class="gmap_canvas"><iframe class="gmap_iframe" frameborder="0"
scrolling="no" marginheight="0" marginwidth="0"
src="https://maps.google.com/maps?width=600&height=400&hl=en&q=radisson
bhopal&t=&z=14&ie=UTF8&iwloc=B&output=embed"></iframe><a
href="https://mcpedls.com/">minecraft download</a></div><style>.mapouter{position:relative;text-
align:right;width:600px;height:400px;}.gmap_canvas
{overflow:hidden;background:none!important;width:600px;height:400px;}.gmap_iframe
{width:600px!important;height:400px!important;}</style></div>

    </div>

</div>

</section><!-- End Contact Section -->

</main><!-- End #main -->

<!-- ===== Footer ===== -->
<footer id="footer">
    <div class="footer-top">
        <div class="container">
            <div class="row">

                <div class="col-lg-3 col-md-6">
                    <div class="footer-info">
                        <h3>Radisson Hotel</h3>
                        <p>
                            Radisson Hotel Bhopal,Gulmohar Colony <br>
                            Bhopal, Madhya Pradesh 462039<br><br>
                            <strong>Phone:</strong> +91 9589 55488 55<br>
                            <strong>Email:</strong> info@radisson.com<br>
                        </p>
                    <div class="social-links mt-3">
                        <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
                        <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
                        <a href="#" class="instagram"><i class="bx bxl-instagram"></i></a>
                        <a href="#" class="google-plus"><i class="bx bxl-skype"></i></a>
                        <a href="#" class="linkedin"><i class="bx bxl-linkedin"></i></a>
                    </div>
                </div>
            </div>
        </div>
    </div>

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        </div>
    </div>
</div>

<div class="col-lg-2 col-md-6 footer-links">
    <h4>Useful Links</h4>
    <ul>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">About us</a></li>
        <li><i class="bx bx-chevron-right"></i> <a href="#">Services</a></li>
    </ul>
</div>

</div>

</div>
</div>
</div>

<div class="container">
    <div class="copyright">
        &copy; Copyright <strong><span>Radisson Hotel</span></strong>. All Rights Reserved
    </div>
    <div class="credits">
        <!-- All the links in the footer should remain intact. -->
        <!-- You can delete the links only if you purchased the pro version. -->
        <!-- Licensing information: https://bootstrapmade.com/license/ -->
        <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/restaurantly-restaurant-template/ -->
        Designed by <a href="https://bootstrapmade.com/">SmartBridge</a>
    </div>
</div>
</footer><!-- End Footer -->

<div id="preloader"></div>
<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>

<!-- Vendor JS Files -->
<script src="{{ url_for('static', filename='vendor/aos/aos.js') }}"></script>
<script src="{{ url_for('static', filename='vendor/bootstrap/js/bootstrap.bundle.min.js')
}}"></script>
<script src="{{ url_for('static', filename='vendor/glightbox/js/glightbox.min.js') }}"></script>
<script src="{{ url_for('static', filename='vendor/isotope-layout/isotope.pkgd.min.js') }}"></script>
<script src="{{ url_for('static', filename='vendor/swiper/swiper-bundle.min.js') }}"></script>
<script src="{{ url_for('static', filename='vendor/php-email-form/validate.js') }}"></script>

<!-- Template Main JS File -->
<script src="{{ url_for('static', filename='js/main.js') }}"></script>

</body>

</html>

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