ANALYZING THE PERFORMANCE & EFFICIENCY OF THE RADISSON HOTELS USING DATA VISUALISATIONTECHNIQUES

A PROJECT REPORT

Submitted by

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The hotel industry is a broad category of businesses that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. 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.

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. 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. Our task is to create an analytics dashboard & story to provide them insights to make better business decisions.

Technical Architecture:

💣 Grouped ideas

🥂 Prioritize
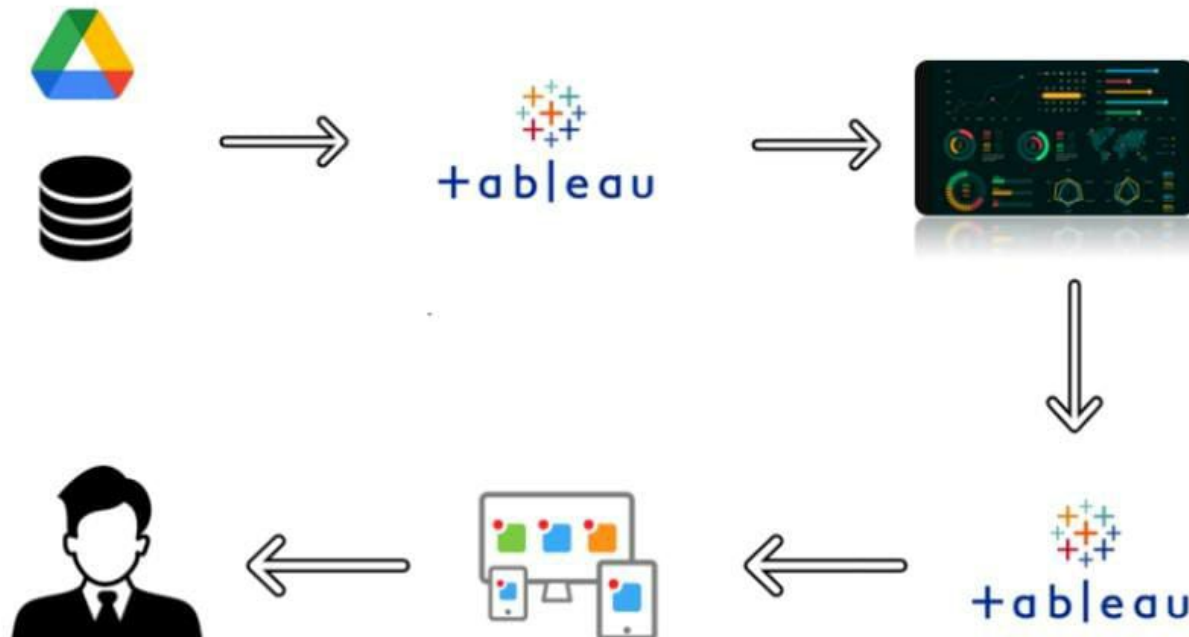
conduct market researh

Identify what factors led to the lost of market share.
Understanding market trends.

offer incentives

Offering discounts
Reward direct booking
offer some amenities free
of charge.

Build relationships.

creating a loyal customer base.
connect with your travel agents

Invest in technology/Marketing

search engine optimization
    Remove OTA ranking.
search engine optimisation
Social media marketing.
influencer marketing.
adapt to the changing trends.

focus on health and safety.

Promote your food and
beverage options
throughout the stay.

Feedback

Take feedback
from the guests.
make use of
emails.

Price competively
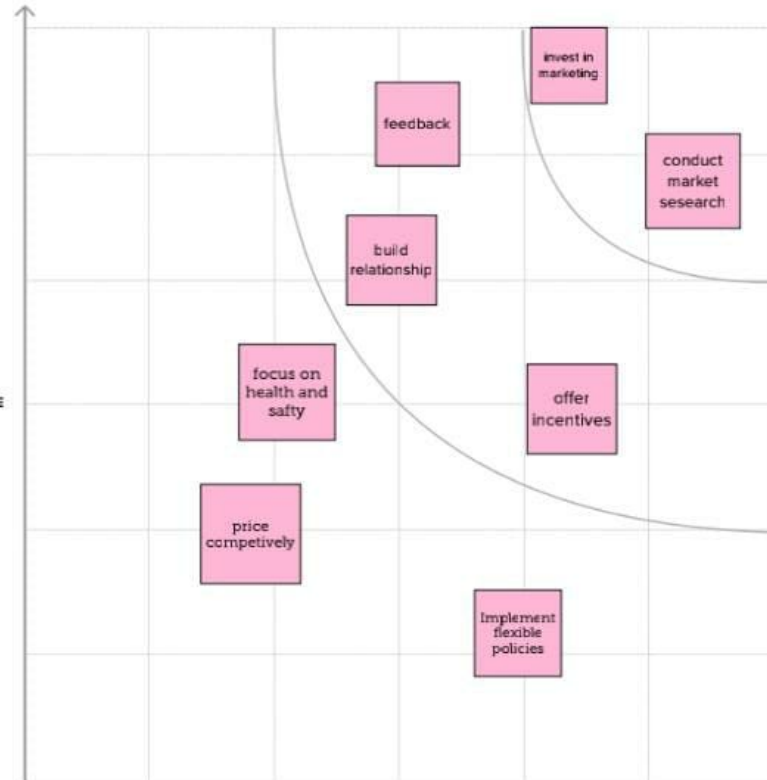
more expenses,
less income

Implement flexible policies
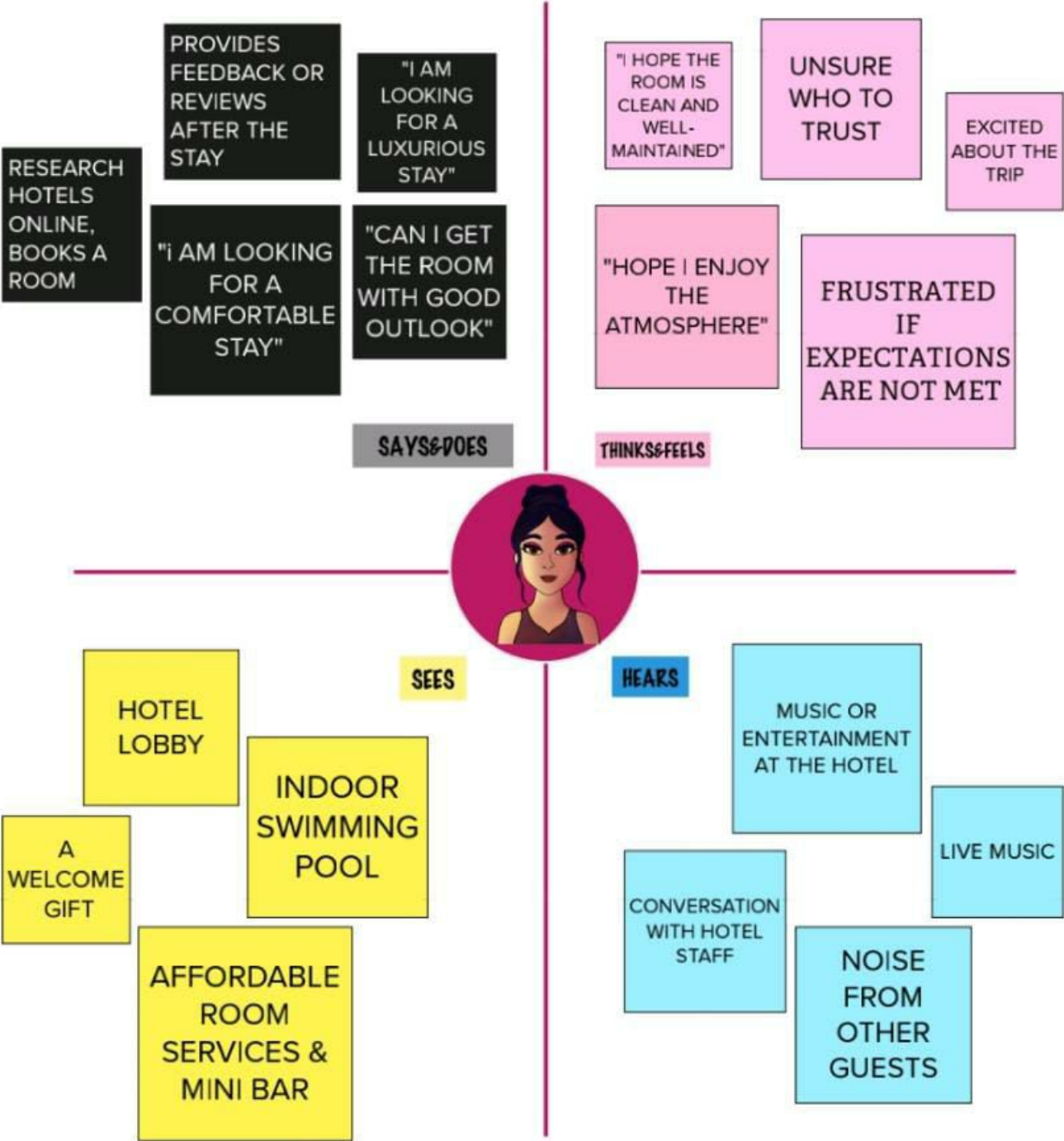
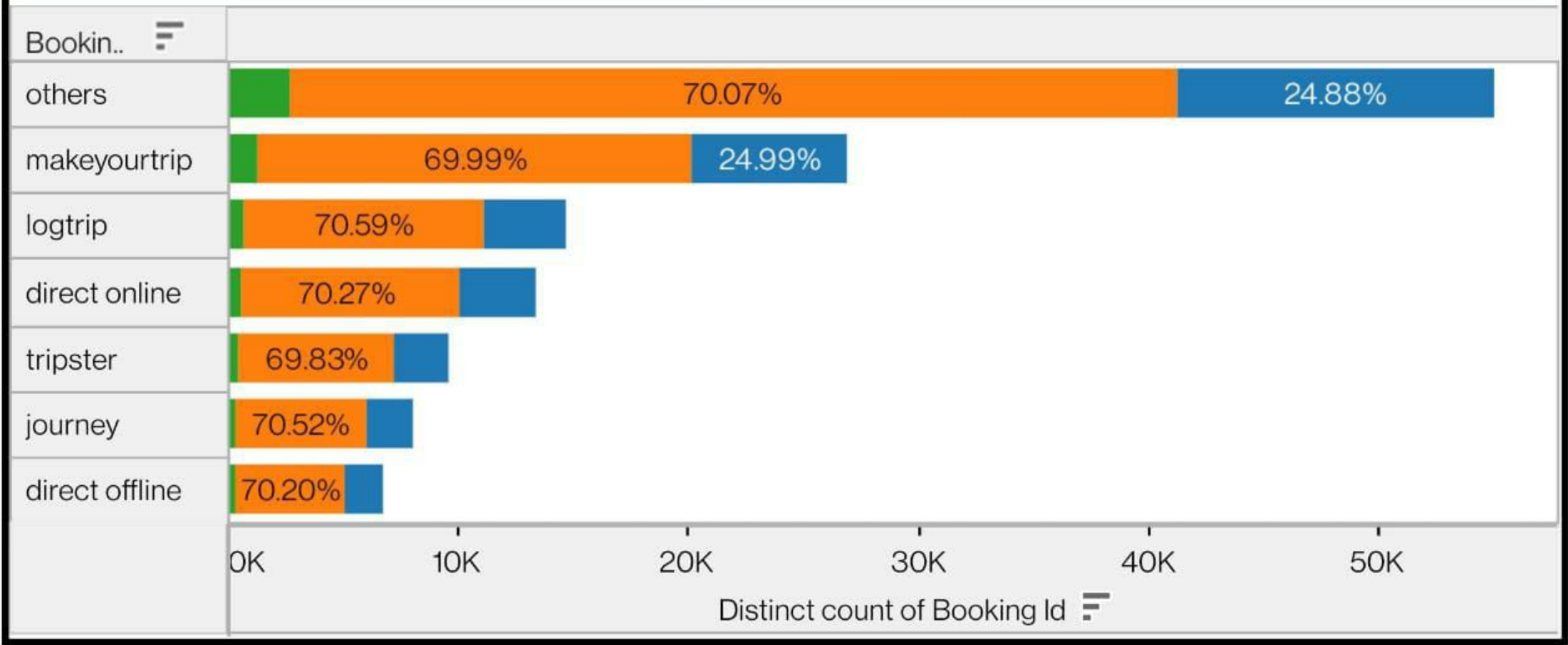Implementing cost control

IMPORTANCE

Feasibility

invest in marketing

feedback

conduct market sesearch

build relationship

focus on health and safty

offer incentives

price competively

Implement flexible policies

SAYS&DOES

PROVIDES FEEDBACK OR REVIEWS AFTER THE STAY

"I AM LOOKING FOR A LUXURIOUS STAY"

RESEARCH HOTELS ONLINE, BOOKS A ROOM

"i AM LOOKING FOR A COMFORTABLE STAY"

"CAN I GET THE ROOM WITH GOOD OUTLOOK"

THINKS&FEELS

"I HOPE THE ROOM IS CLEAN AND WELL-MAINTAINED"

UNSURE WHO TO TRUST

EXCITED ABOUT THE TRIP

"HOPE I ENJOY THE ATMOSPHERE"

FRUSTRATED IF EXPECTATIONS ARE NOT MET

SEES

HOTEL LOBBY

INDOOR SWIMMING POOL

A WELCOME GIFT

AFFORDABLE ROOM SERVICES & MINI BAR

HEARS

MUSIC OR ENTERTAINMENT AT THE HOTEL

LIVE MUSIC

CONVERSATION WITH HOTEL STAFF

NOISE FROM OTHER GUESTS

REVENUE SPLIT BY CITY

Property Name				
Radisson Bay	19.96%	26.63%	21.70%	31.70%
Radisson Blu	28.34%	21.48%	22.21%	27.97%
Radisson City	30.79%	21.35%	19.22%	28.65%
Radisson Exotica	66.32%	14.94%		18.74%
Radisson Grands	35.33%	21.86%		25.76%
Radisson Palace	33.38%	14.75%	29.31%	22.56%
Radisson Seasons	100.00%			

OCCUPANCY SPLIT BY CITY

Property Name				
Radisson Bay	19.64%	28.46%	23.41%	28.49%
Radisson Blu	27.03%	25.85%	26.05%	21.06%
Radisson City	22.19%	27.82%	22.46%	27.53%
Radisson Exotica	57.13%	19.33%	23.54%	
Radisson Grands	24.52%	24.31%	30.77%	20.40%
Radisson Palace	27.59%	22.15%	27.74%	22.52%
Radisson Seasons	100.00%			

booking % by platform

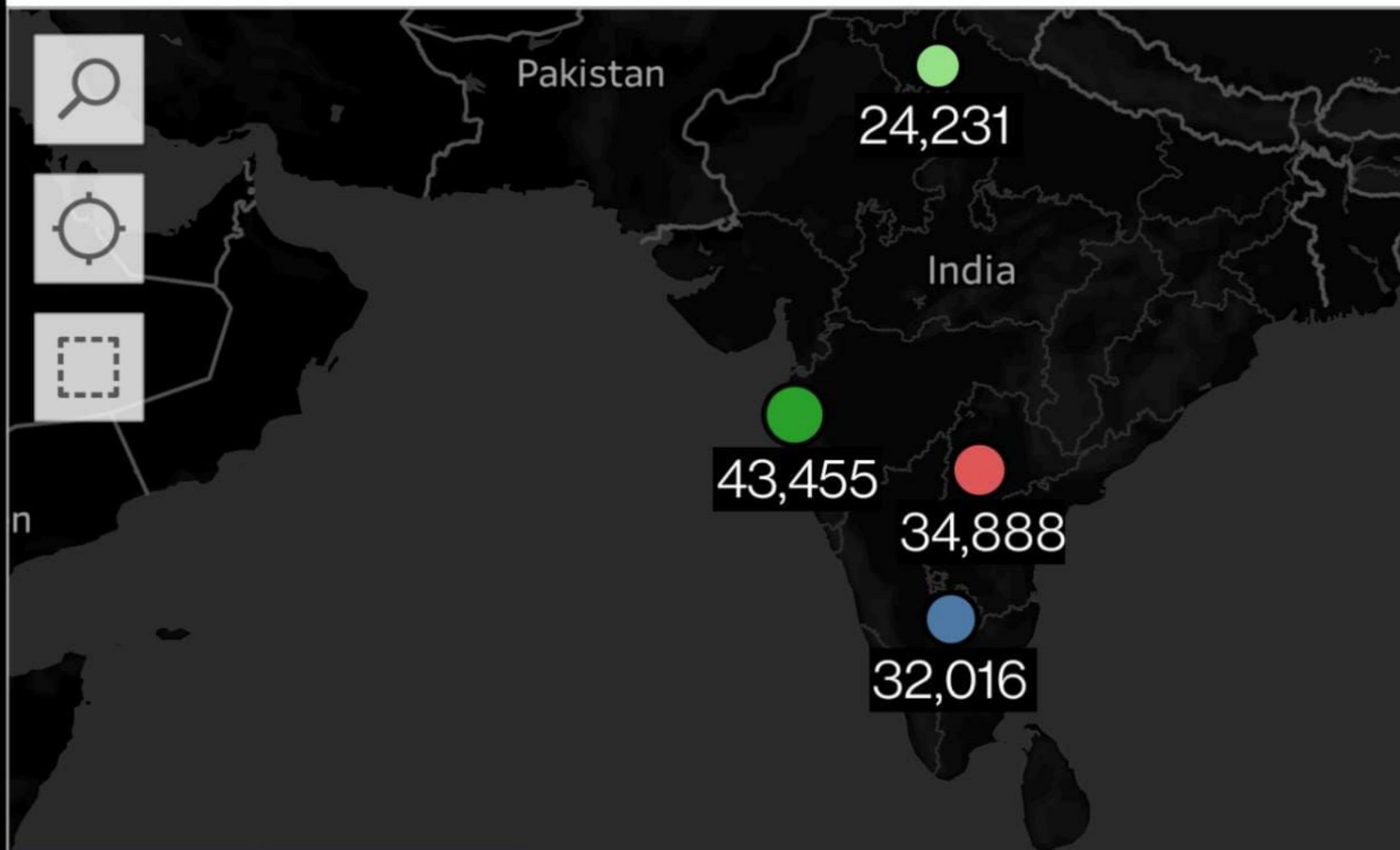| Bookin..	Distinct count of Booking Id
others	70.07% 24.88%
makeyourtrip	69.99% 24.99%
logtrip	70.59%
direct online	70.27%
tripster	69.83%
journey	70.52%
direct offline	70.20%

occupancy by day type
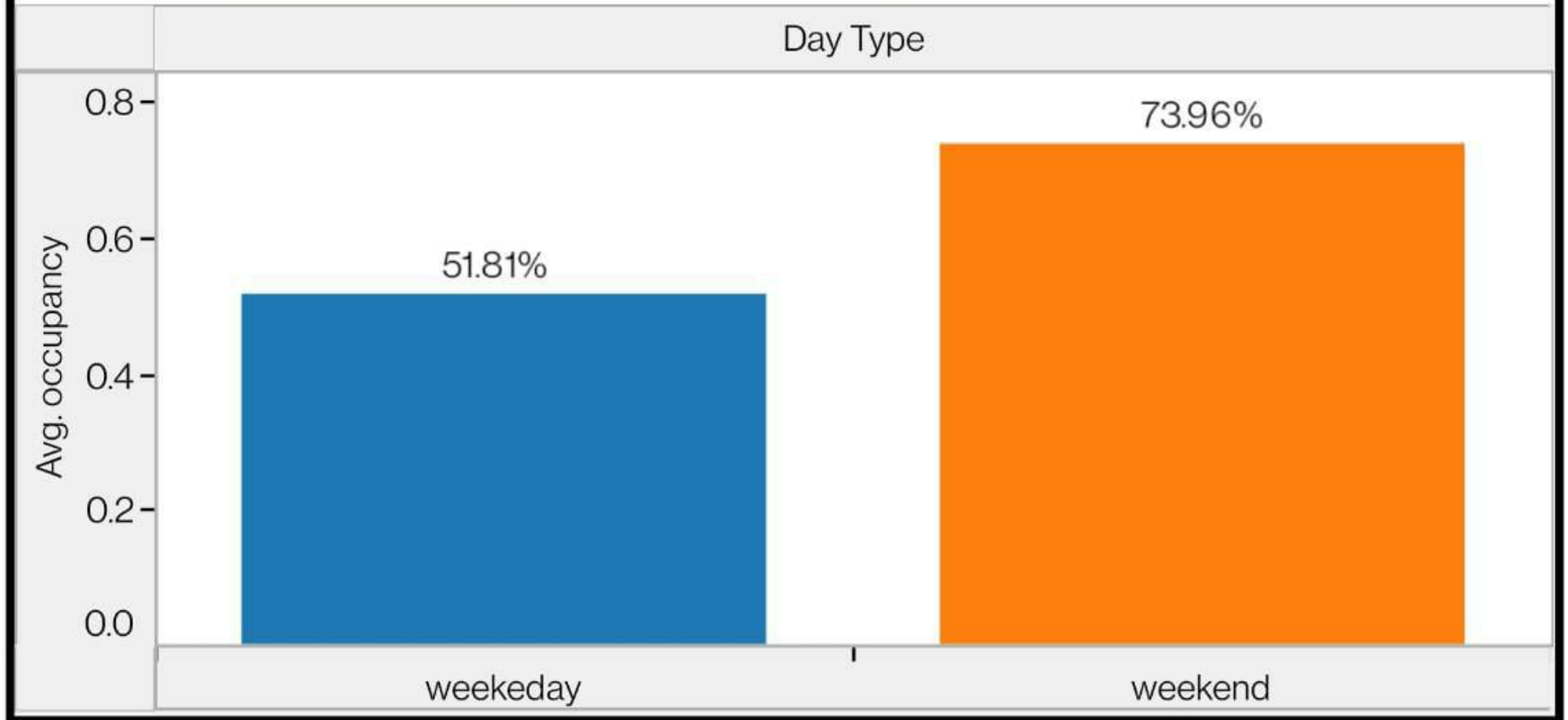
successful bookings by city

property by key metrics

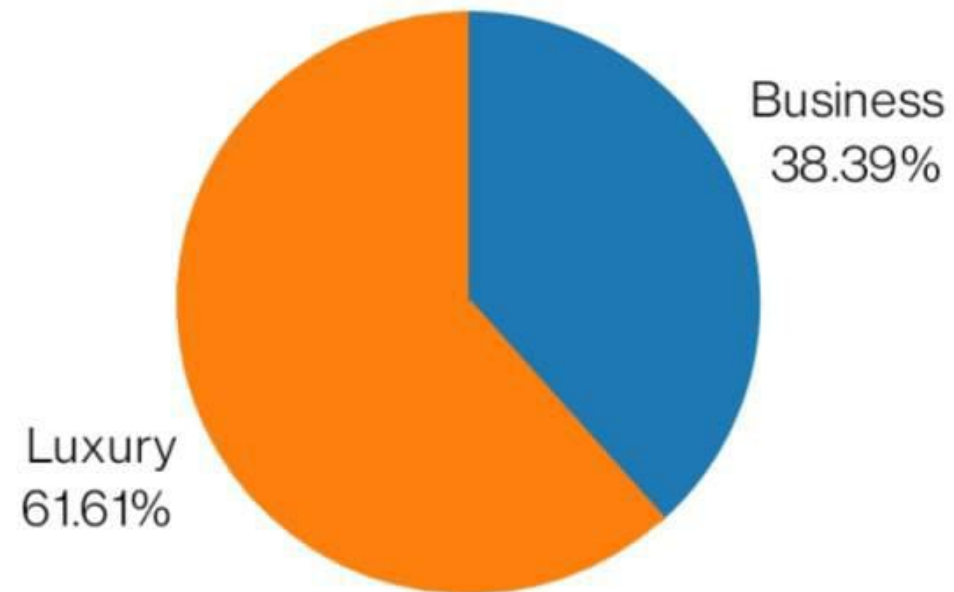| Property ..	Property ..	Revenue	Capacity	Successful Booki..	occupa
	16561	57,933,400	6,716	4,418	65.78%
Radisson Blu	17561	73,918,312	7,820	5,183	66.28%
	18561	56,040,450	9,844	6,458	65.60%
	19561	72,963,360	10,764	5,736	53.29%
	16560	54,932,178	8,740	4,693	53.70%
Radisson City	17560	87,996,216	11,316	6,013	53.14%
	18560	61,007,200	10,028	6,638	66.19%
	19560	81,876,345	9,108	5,979	65.65%
	16559	118,448,418	11,132	7,338	65.92%
Radisson Exotica	17559	93,996,570	9,292	6,142	66.10%
	18559	47,844,020	11,776	5,256	44.63%
	19559	60,023,460	8,740	4,705	53.83%
	16558	36,061,172	4,784	3,153	65.91%
Radisson	17558	74,730,742	9,384	5,036	53.67%

successful bookings

134.59K

revenue by room class

$1,708.77M

occupancy in %

57.87%

Revenue contribution % by category

successful booking datawise

	Check In Date (Fact!Bookings)	
	2022	
Q2		Q3
May	June	July