

Analyzing the Performance & Efficiency of the Radisson Hotels using Data visualization Techniques

1. Introduction

1.1 Overview

RHG is committed to maintaining the highest standards of business ethics, honesty and integrity in line with its Responsible Business program for social, ethical and environmental responsibility.

“The Code” – contains rules and guidelines for our business conduct and responsibilities with regards to colleagues, customers, hotel owners, guests, suppliers, agents, shareholders, authorities, media and the world at large.

All companies and team members of RHG must comply with the laws and agreements applicable to operations and positions in the countries and jurisdictions where they operate.

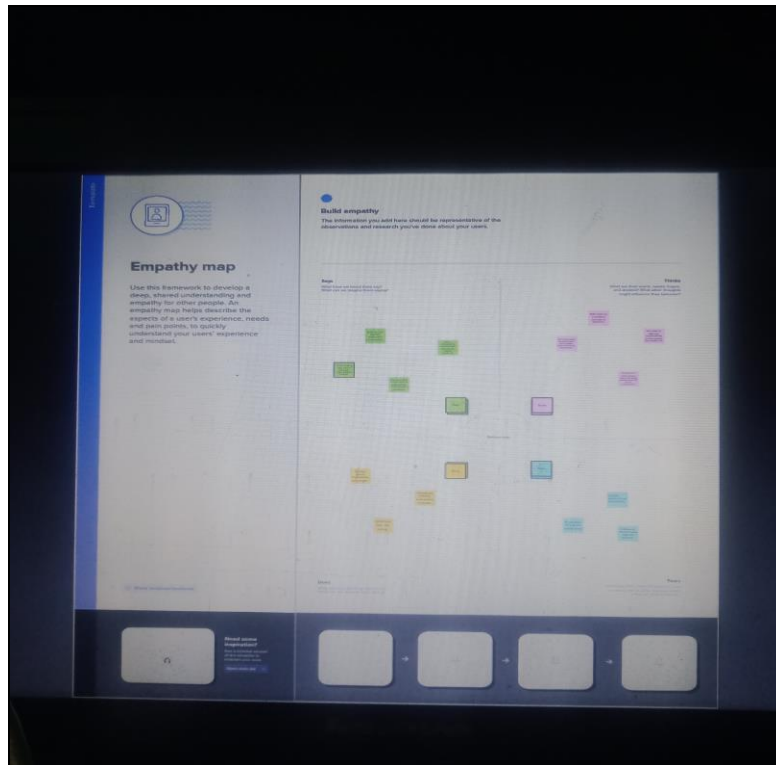
1.2 Purpose

It **outlines what a hotel would like to achieve and gives purpose to the team.** A well-written vision statement should be short, simple, specific to the hotel (type, location, concept, etc.) to minimize the need for interpretation.

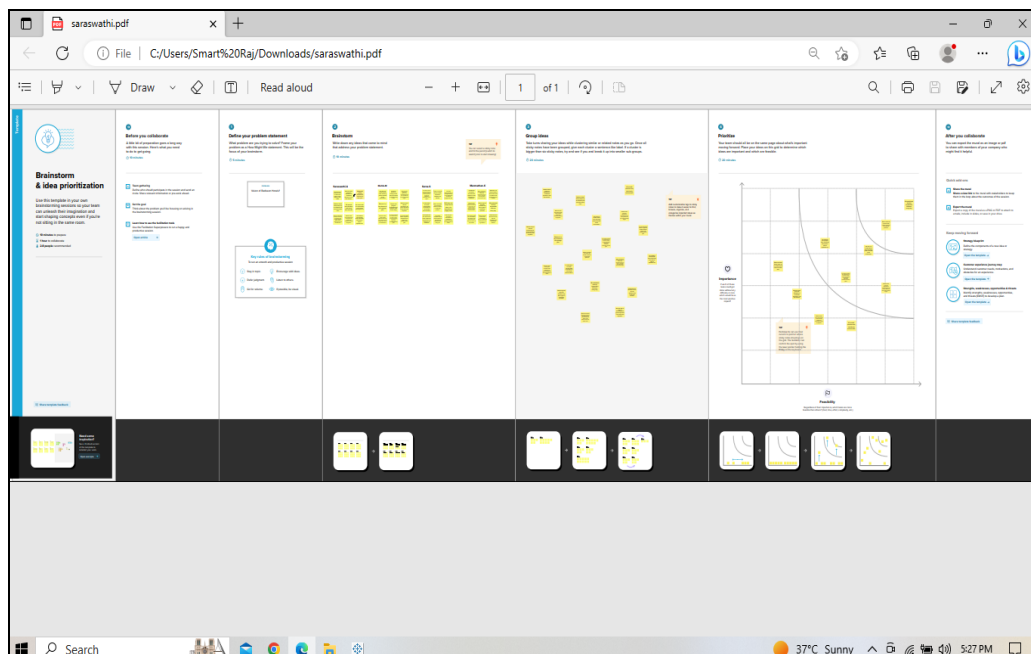
"The mission of our hotel is **to provide outstanding lodging facilities and services to our guests.**

Radisson Collection, Country Inn & Suites, and Park Inn by Radisson, among others.

Empathy map

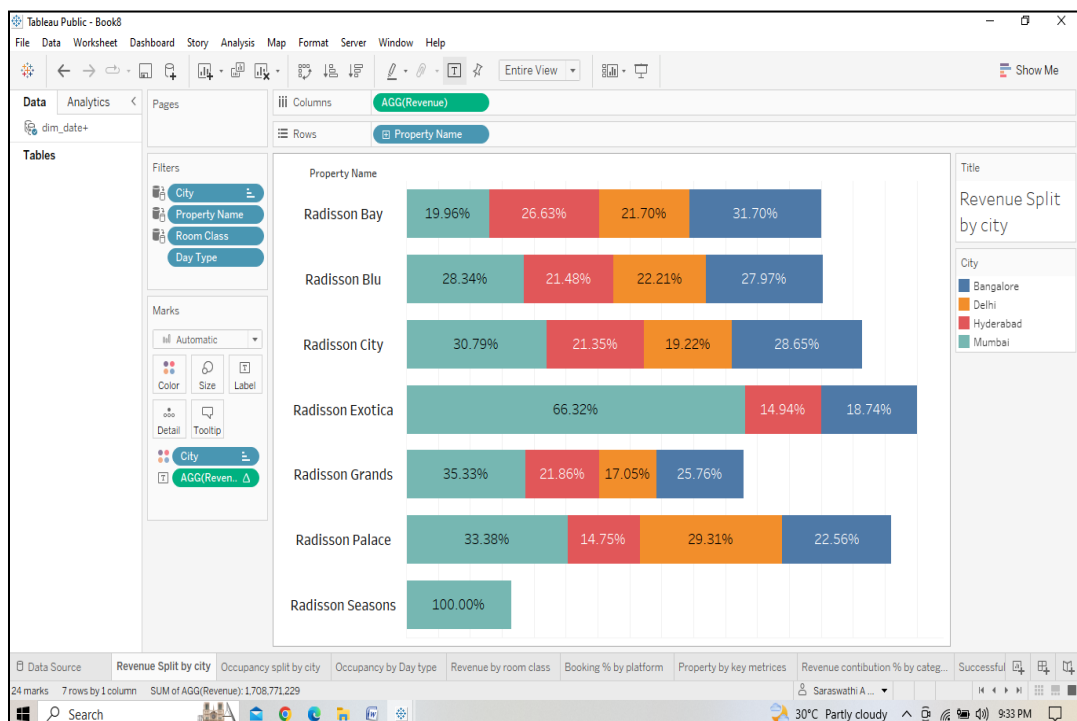
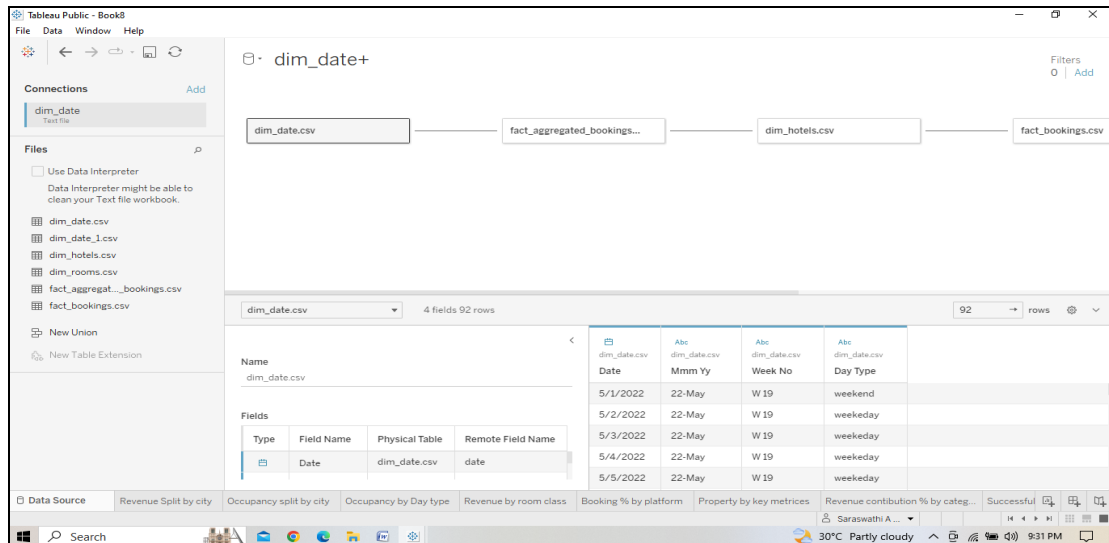


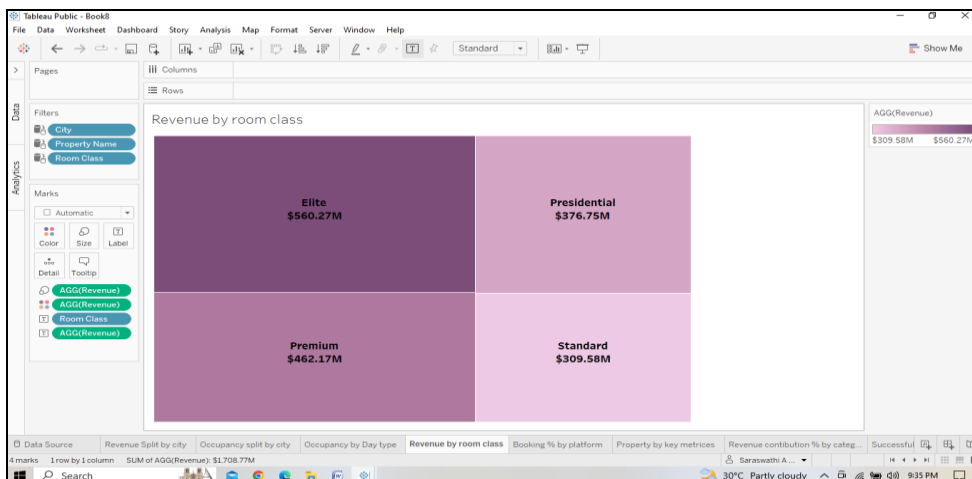
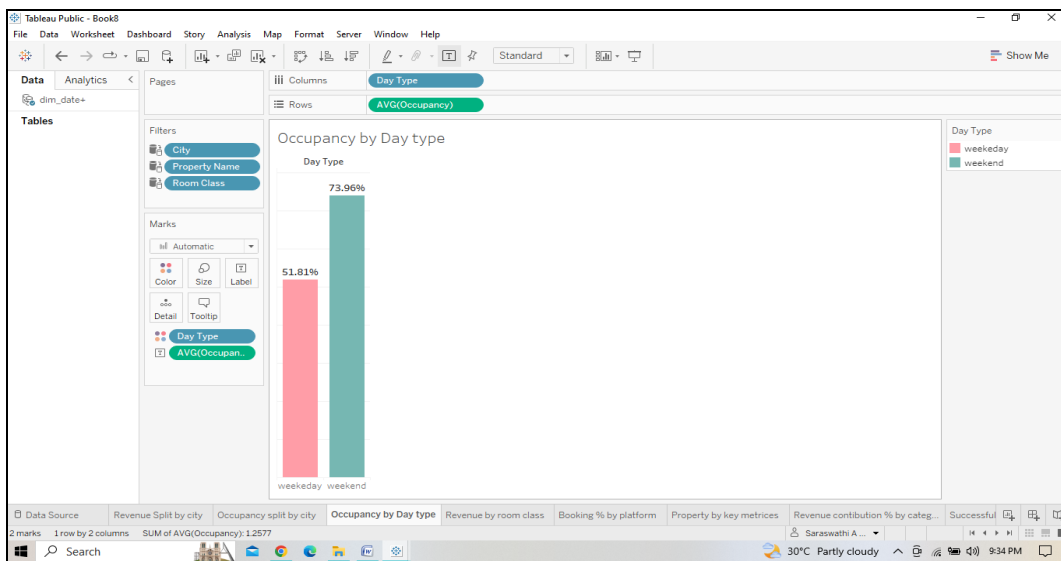
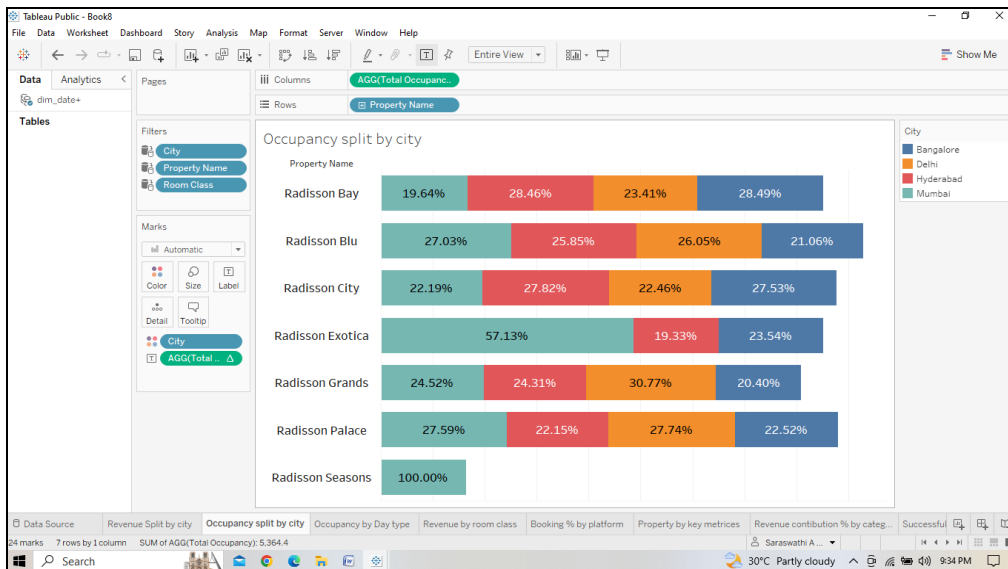
Ideation and brainstorming map



3.Result

Tableau Output





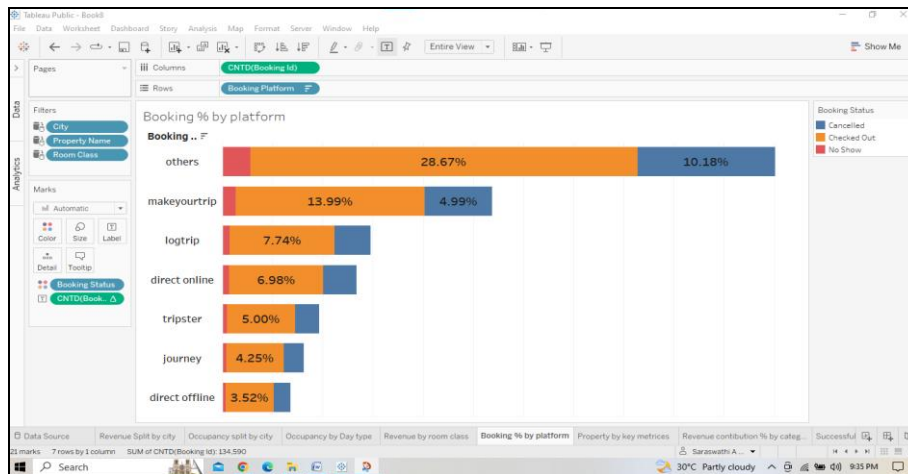


Tableau Public - Book8

Columns: Property Name, Property Id (Dim), AGG(Revenue), SUM(Capacity), SUM(Successful Bo...), AGG(Occupancy %), AGG(Cancelled Bo...)

Filters: City, Property Name, Room Class

Marks: Automatic

Property by key metrics

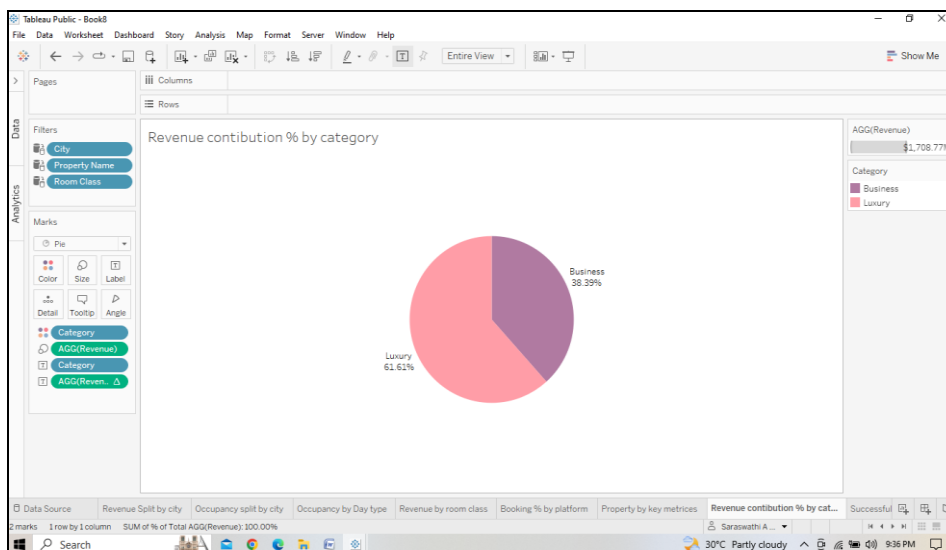
Property Name	Property Id	Revenue	Capacity	Successful Bookings	Occupancy	Cancelled Bookings
Radisson Bay	16562	\$56.44M	9,016	4,920	53.46%	25.27%
	17562	\$51.91M	7,636	3,424	44.84%	24.48%
	18562	\$69.26M	11,132	7,333	65.87%	24.70%
	19562	\$82.44M	8,832	5,812	65.81%	24.33%
Radisson Blu	16561	\$57.93M	6,716	4,418	65.78%	25.11%
	17561	\$73.92M	7,820	5,183	66.28%	24.52%
	18561	\$56.04M	9,844	6,458	65.60%	24.17%
	19561	\$72.96M	10,764	5,736	53.29%	24.65%
Radisson City	16560	\$54.93M	8,740	4,693	53.70%	24.12%
	17560	\$88.00M	11,316	6,013	53.14%	25.06%
	18560	\$61.01M	10,028	6,638	66.19%	24.03%
	19560	\$81.88M	9,108	5,979	65.65%	26.38%
Radisson Exotica	16559	\$118.45M	11,132	7,338	65.92%	24.81%
	17559	\$94.00M	9,292	6,142	65.10%	24.01%
	18559	\$47.84M	11,776	5,256	44.63%	24.35%
	19559	\$60.02M	8,740	4,705	53.83%	24.48%
Radisson Grands	16558	\$96.06M	4,784	3,153	65.91%	25.06%
	17558	\$74.73M	9,384	5,036	53.67%	25.66%
	18558	\$46.25M	8,372	4,475	53.45%	24.98%
	19558	\$64.49M	9,844	4,371	44.40%	24.55%
Radisson Palace	16563	\$89.14M	10,764	7,147	66.40%	25.26%
	17563	\$101.51M	9,568	6,337	66.23%	24.38%
	10662	\$44.64M	9,016	4,726	52.68%	26.46%

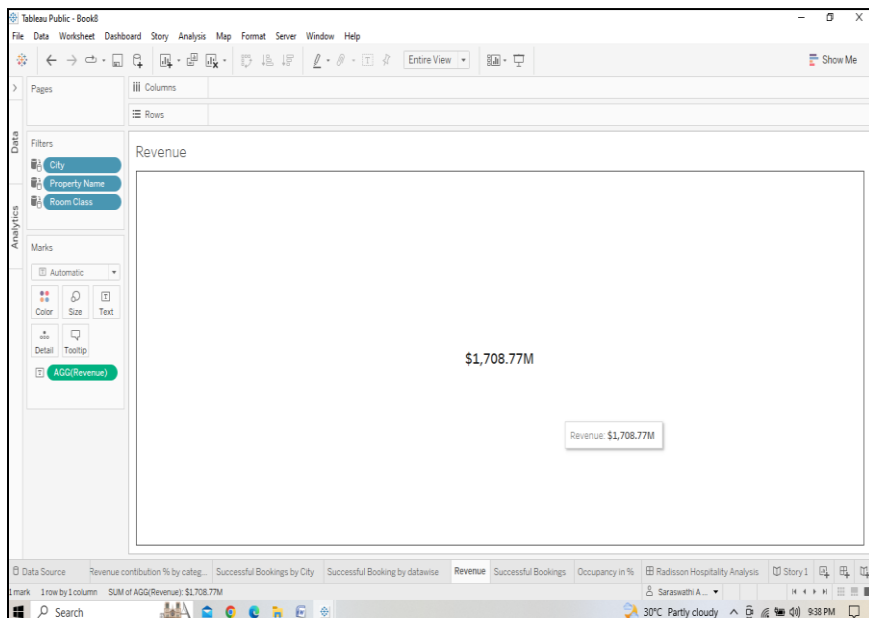
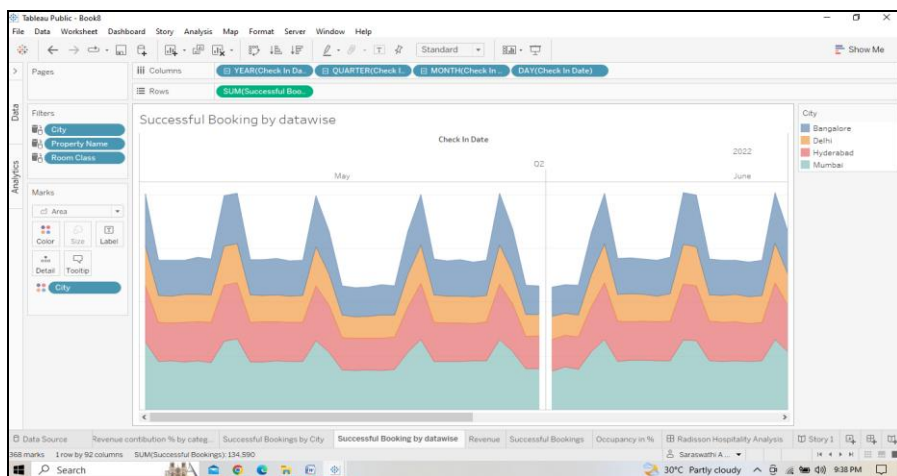
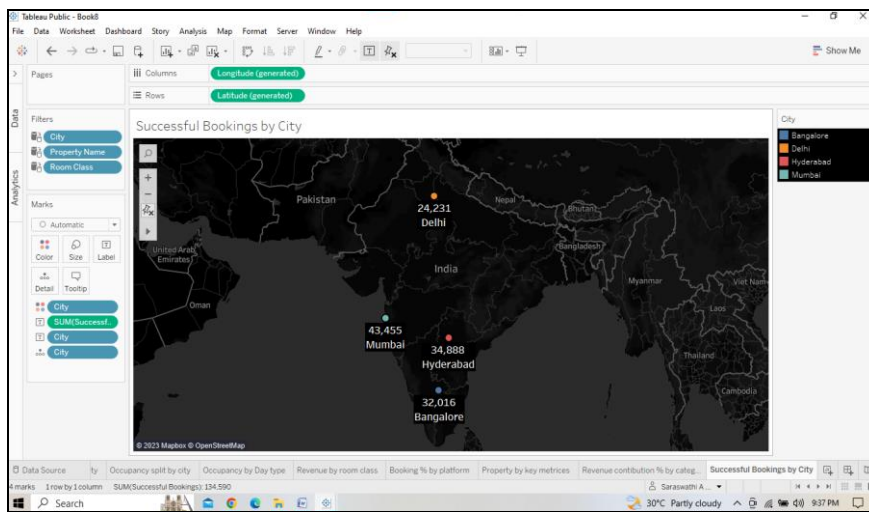
Data Source: Revenue Split by city, Occupancy split by city, Occupancy by Day type, Revenue by room class, Booking % by platform, Property by key metrics, Revenue contribution % by category, Successful

25 marks, 25 rows by 1 column, SUM of AGG(Revenue): \$1,708,77M

Search

30°C Partly cloudy 9:36 PM





Advantages

1. Members only rate

Members save up 10% more than booking directly on our website or mobile app.

2. Partner redemption offers

Redeem points for airline miles, gift cards, prepaid cards, and more

3. Complimentary water

Members receive two complimentary bottles of water with every day.

4. Rollover nights

Automatically carry forward eligible nights toward Elite status to get a jump-start on the new program year.

Disadvantages

1. The brand name comes with a perception of being expensive.
2. Current economic status is bound to take a toll on spending power.
3. Still trying to establish itself in the emerging economies.
4. Radisson hotels competitors include Marriott and holiday Inn.

These are the advantages and disadvantages of Radisson hotels.

5.Application

All General Managers of the Owned, Leased, and Managed hotels of RHG have to report in as further described below for gifts, cash or cash equivalents received by any manager or staff member in the hotel.

The same process is applicable to all Central, Area, Regional, Sales and Purchasing Offices for any such gifts given or received by the management and any of the staff.

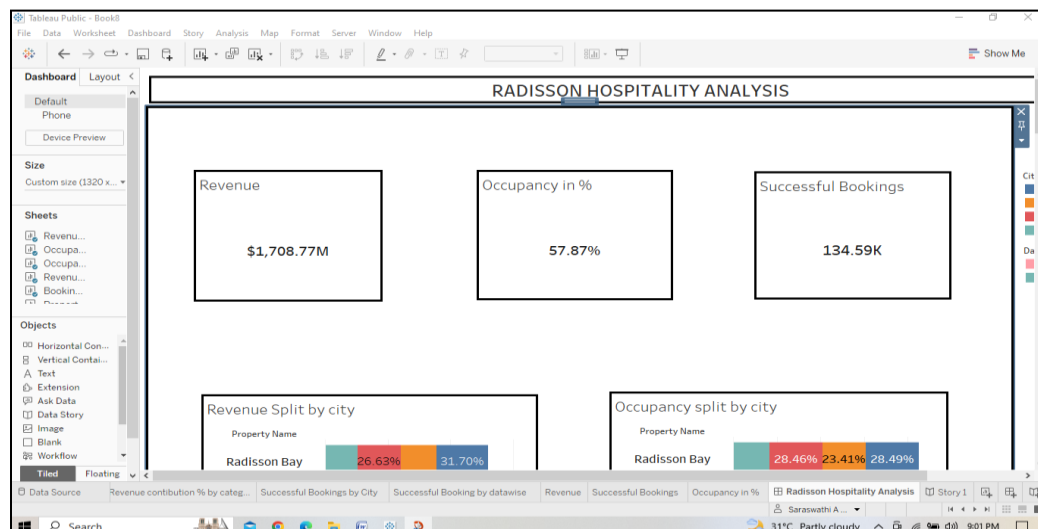
The Executive Committee, members of the Business Leadership Team and Head of Departments have to report in the same manner.

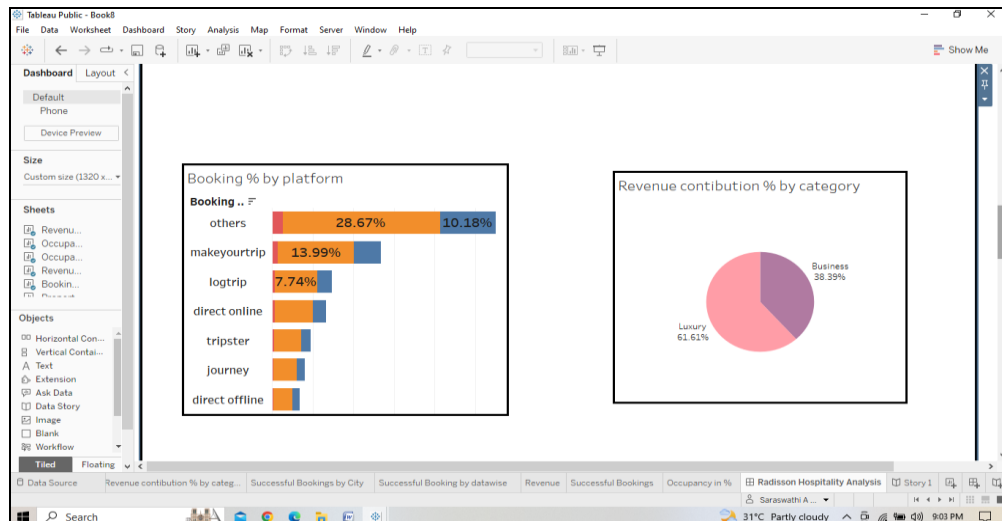
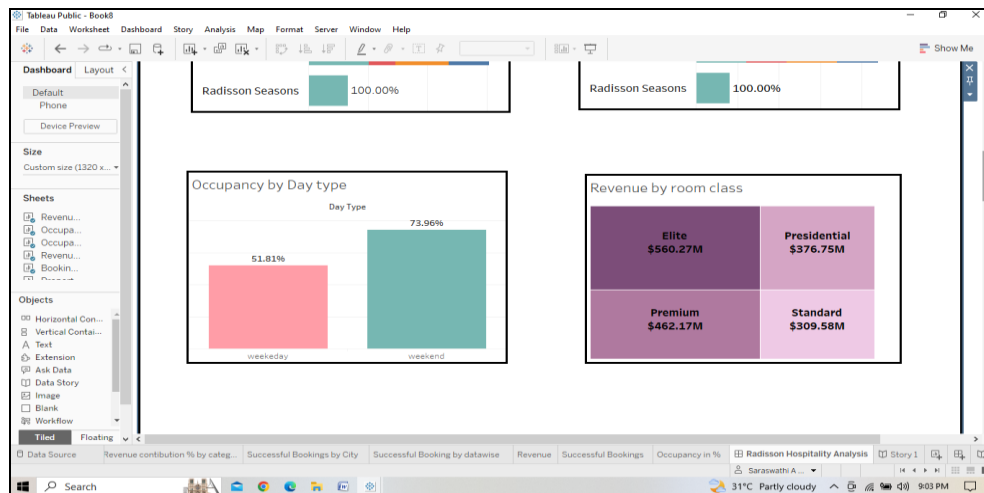
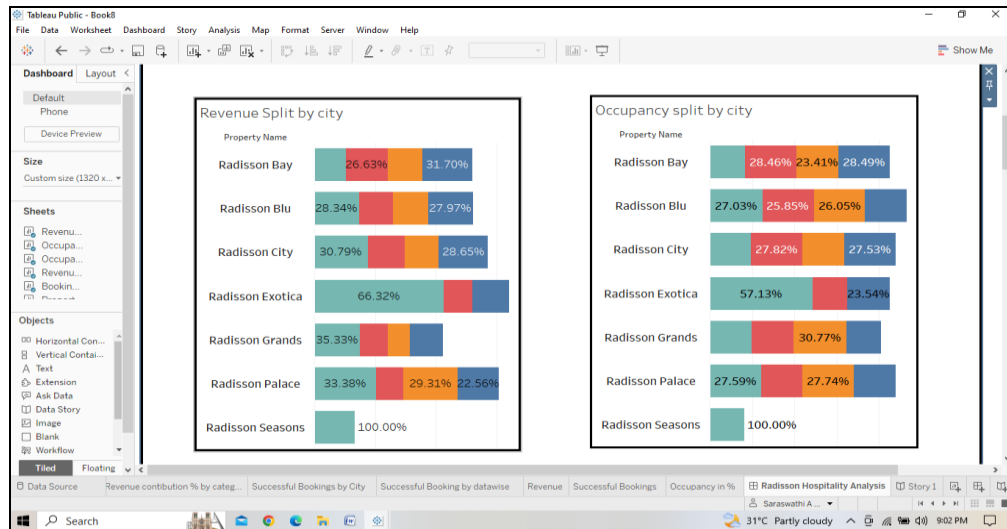
6.conclusion

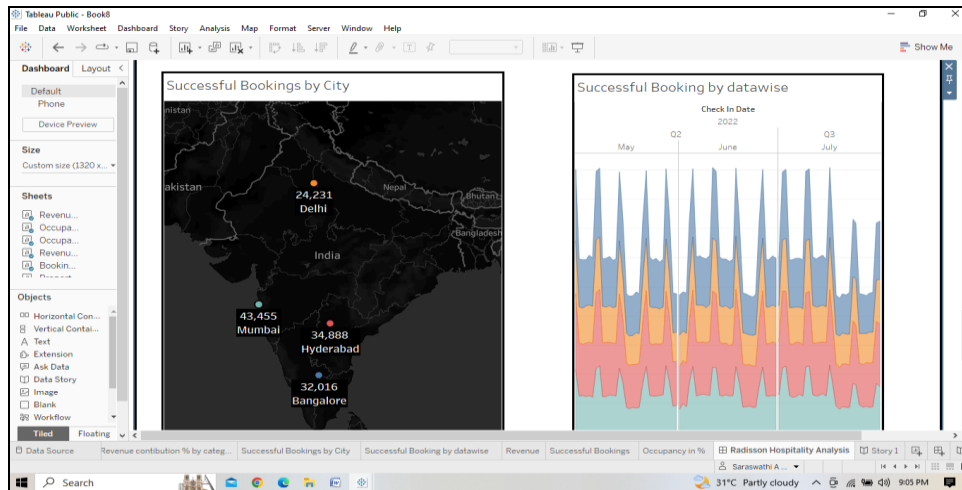
After during the project ,we have realized the challenges faced hotels management and more about the economies.

Hence we concluded the Radisson Hotel Analysis.

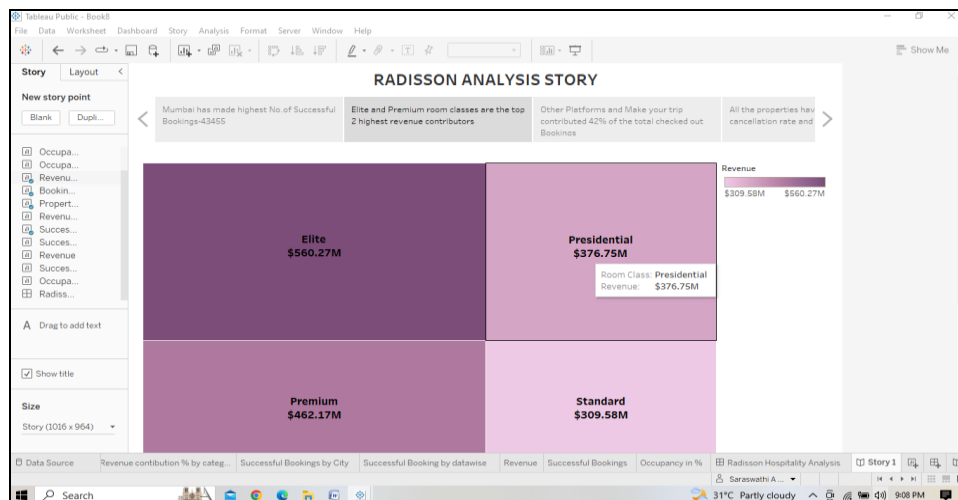
6.1 Dashboard







6.2. Story



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	18563	\$44.84M	8,924	4,728	52.98%	25.95%
	19563	\$68.60M	10,120	5,413	53.49%	25.35%
Radisson Seasons	17564	\$66.13M	8,924	3,982	44.62%	24.79%

7. Future scope

Our long-term vision is **to be the company of choice for guests, owners and talent**. Whenever a guest plans a trip, or an investor or owner is thinking of a partner, or whenever someone is looking for a career in the hospitality industry, they will all think of Radisson Hotel Group first.

8. Appendix

8.1 Source code

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```

story

```

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vizElement.parentNode.insertBefore(scriptElement, vizElement);
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