

ANALYZING THE PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUE

1.INTRODUCTION

1.1.OVERVIEW

The hotel industry provide lodging for travellers and tourist. They contain luxuries hotels and budget friendly motels as well as extended boutique etc. Due to their effective strategical move they built millions of hotels all over the world. Radisson Hotels are located in a number of the developed countries across the globe. The brand promise of Radisson Hotels Group “EVERY MOMENT MATTERS”. But nowadays Radisson losing its market share and revenue in their business hotels category. In this project we analyse the problem and find a complete solution to improve their business.

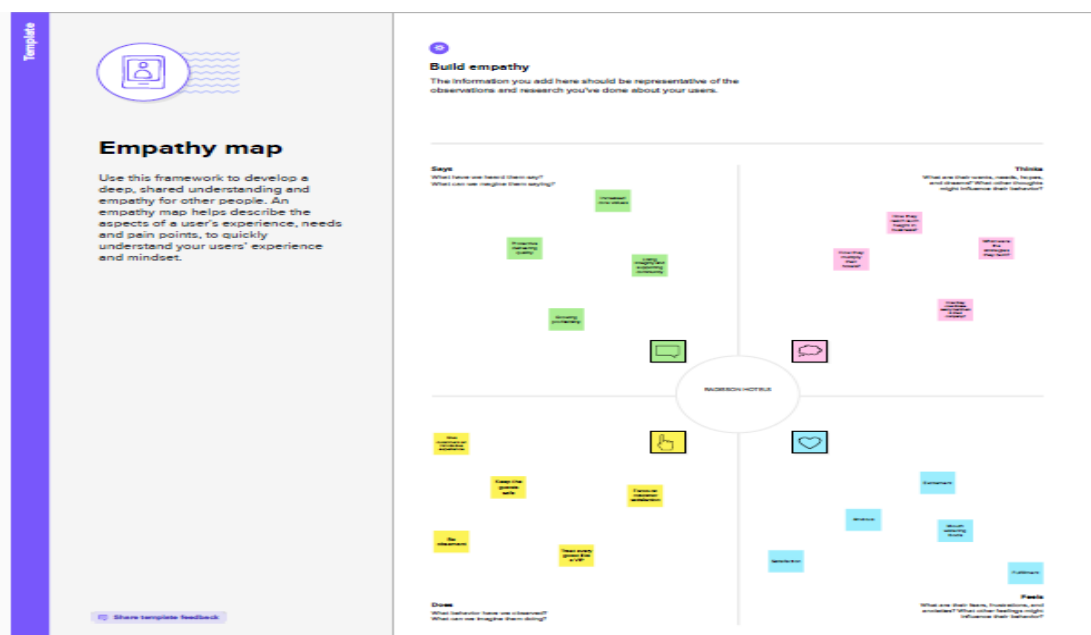
“RADISSON HOTEL WAS THE WORLD’S FIRST DESIGNER HOTELS”

1.2.PURPOSE

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

2.PROBLEM DEFINITION AND DESIGN THINKING

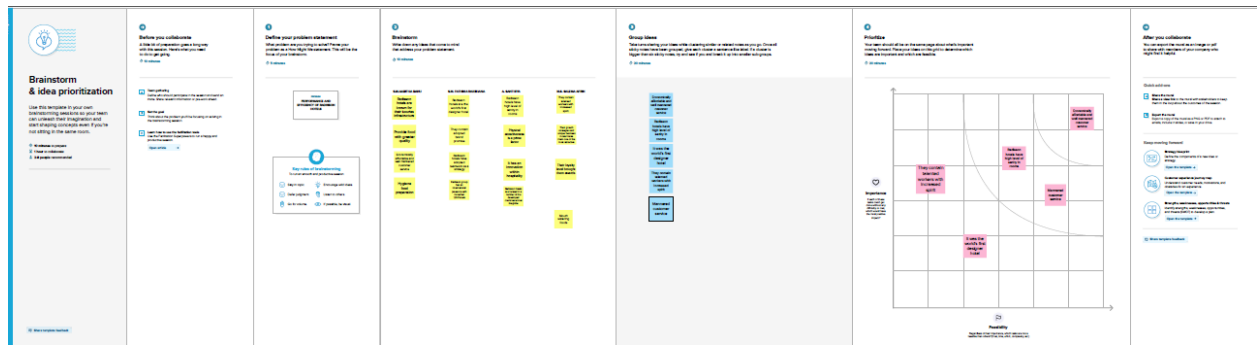
2.1 EMPATHYMAP



2.2 IDEATION

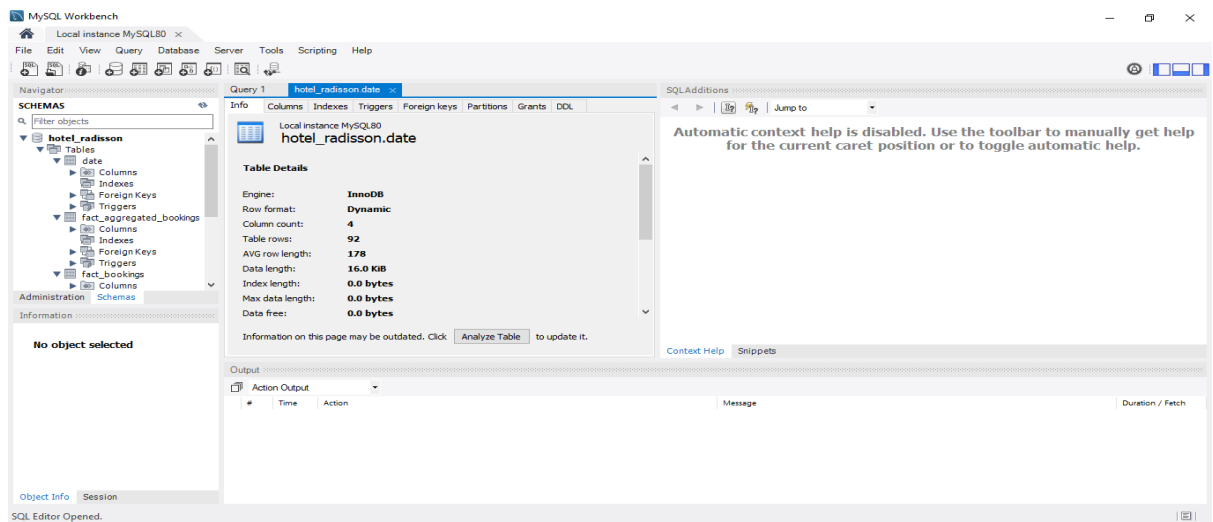
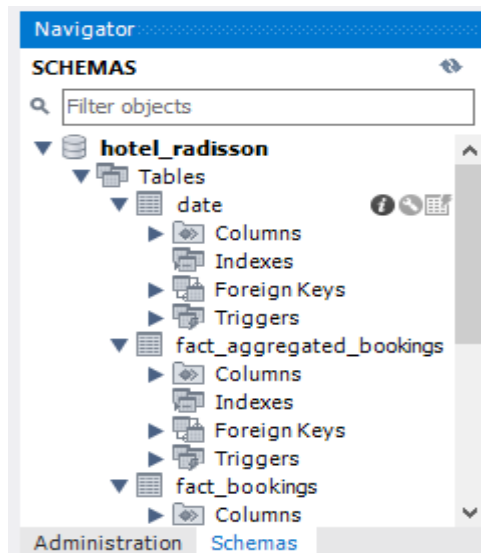
AND

BRAINSTORMING



3.RESULT

3.1 DATABASE CONNECTIVITY



MySQL Workbench

Local instance MySQL80 x

File Edit View Query Database Server Tools Scripting Help

Navigator

Filter objects

SCHEMAS

hotel_radisson

Tables

date

fact_aggregated_bookings

fact_bookings

hotels

rooms

Views

Stored Procedures

Functions

Administration Schemas

Information

No object selected

Object Info Session

Query 1 hotel_radisson.date hotel_radisson.fact_aggregated_bookings

Local instance MySQL80

hotel_radisson.fact_aggregated_bookings

Table Details

Engine: InnoDB

Row format: Dynamic

Column count: 5

Table rows: 8999

AVG row length: 56

Data length: 496.0 KiB

Index length: 0.0 bytes

Max data length: 0.0 bytes

Data free: 0.0 bytes

Information on this page may be outdated. Click [Analyze Table](#) to update it.

SQLAdditions

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
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Query 1 hotel_radisson.fact_aggregated_bookings hotel_radisson.fact_bookings hotel_radisson.hotels

Local instance MySQL80

hotel_radisson.hotels

Table Details

Engine: InnoDB

Row format: Dynamic

Column count: 4

Table rows: 25

AVG row length: 655

Data length: 16.0 KiB

Index length: 0.0 bytes

Max data length: 0.0 bytes

Data free: 0.0 bytes

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---	------	--------	---------	------------------

SQL Editor Opened.

MySQL Workbench interface showing the 'hotel_radisson.fact_bookings' table details. The left sidebar shows the 'Schemas' tree with 'hotel_radisson' expanded. The main pane displays the 'Table Details' for 'hotel_radisson.fact_bookings'.

Table Details:

- Engine: InnoDB
- Row format: Dynamic
- Column count: 12
- Table rows: 133631
- AVG row length: 129
- Data length: 16.5 MiB
- Index length: 0.0 bytes
- Max data length: 0.0 bytes
- Data free: 4.0 MiB

Information on this page may be outdated. Click [Analyze Table](#) to update it.

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench interface showing the 'hotel_radisson.rooms' table details. The left sidebar shows the 'Schemas' tree with 'hotel_radisson' expanded. The main pane displays the 'Table Details' for 'hotel_radisson.rooms'.

Table Details:

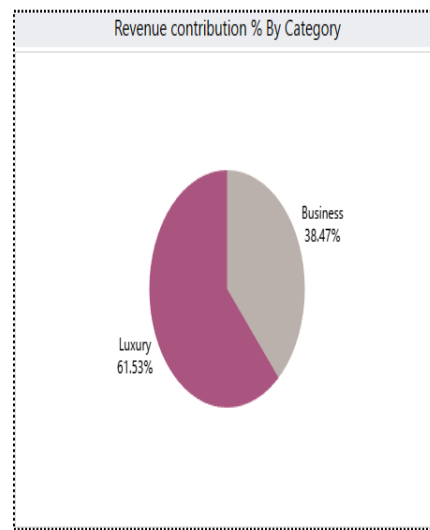
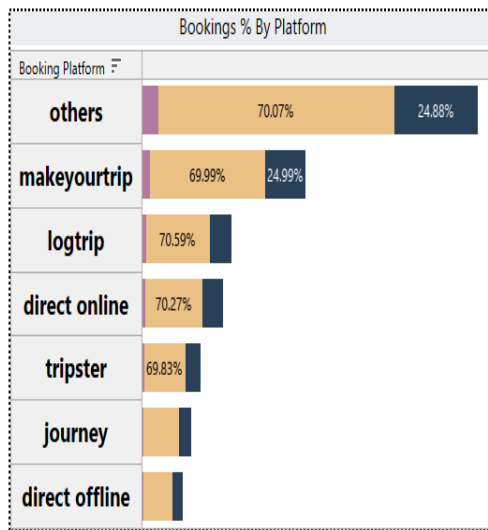
- Engine: InnoDB
- Row format: Dynamic
- Column count: 2
- Table rows: 4
- AVG row length: 4096
- Data length: 16.0 KiB
- Index length: 0.0 bytes
- Max data length: 0.0 bytes
- Data free: 0.0 bytes

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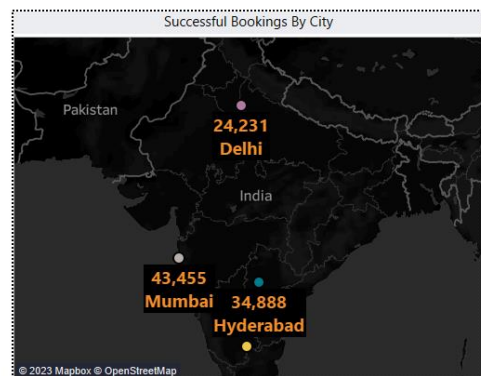
3.2DASHBOARD





Property By Key Metrics

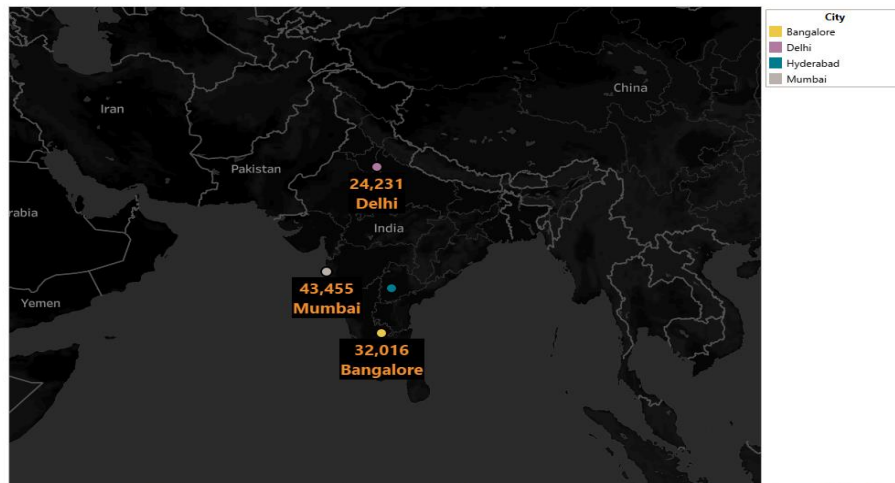
Property Name	Property I..	Reven..	Capacity	Successfu..	Occupanc..	Cancelled Bookings %
Radisson Bay	19562	\$96.54M	8,832	5,812	65.81%	24.33%
	18562	\$81.07M	11,132	7,333	65.87%	24.70%
	16562	\$66.29M	9,016	4,820	53.46%	25.27%
	17562	\$61.33M	7,636	3,424	44.84%	25.44%
Radisson Blu	17561	\$86.65M	7,820	5,183	66.28%	24.52%
	19561	\$85.81M	10,764	5,736	53.29%	24.65%
	16561	\$68.57M	6,716	4,418	65.78%	25.51%
	18561	\$65.62M	9,844	6,458	65.60%	24.17%
Radisson City	17560	\$103.78M	11,316	6,013	53.14%	25.06%
	19560	\$97.49M	9,108	5,979	65.65%	26.38%
	18560	\$71.25M	10,028	6,638	66.19%	24.03%
	16560	\$64.14M	8,740	4,693	53.70%	24.12%
Radisson Exotica	16559	\$138.70M	11,132	7,338	65.92%	24.61%
	17559	\$109.70M	9,292	6,142	66.10%	24.01%
	19559	\$70.27M	8,740	4,705	53.83%	24.48%
	18559	\$56.05M	11,776	5,256	44.63%	24.35%
Radisson Grands	17558	\$88.43M	9,384	5,036	53.67%	25.66%
	19558	\$63.78M	9,844	4,371	44.40%	24.55%
	18558	\$54.29M	8,372	4,475	53.45%	24.98%
	16558	\$42.25M	4,784	3,153	65.91%	25.06%
Radisson Palace	17563	\$118.62M	9,568	6,337	66.23%	24.38%
	16563	\$105.20M	10,764	7,147	66.40%	25.26%
	19563	\$80.95M	10,120	5,413	53.49%	25.35%
	18563	\$53.13M	8,924	4,728	52.98%	25.95%



3.3STORY

RADISSON ANALYSIS STORY

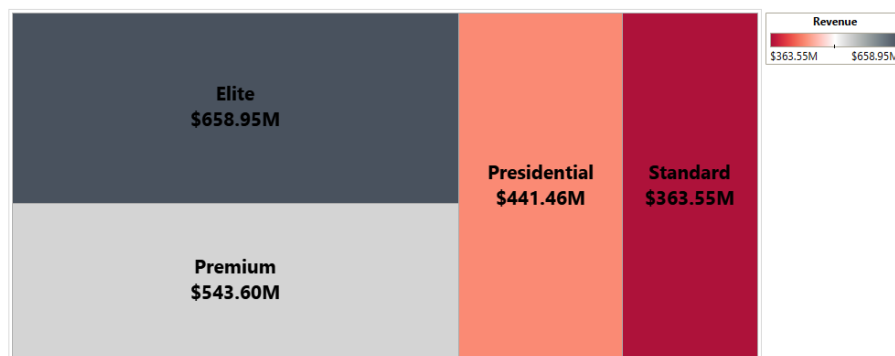
< Mumbai secures highest successful bookings - 43,455 Elite and Premium Room classes are the top two highest revenue contributors Other Platform and Makeyourtrip contributed nearly 70% of total checkedout bookings All p rate >



Successful Bookings By City Successful Booking By Data Wise Total Revenue For The Hotels Total Successful Bookings Occupancy in % RADISSON HOSPITALITY A... RADISSON ANALYSIS STO...

RADISSON ANALYSIS STORY

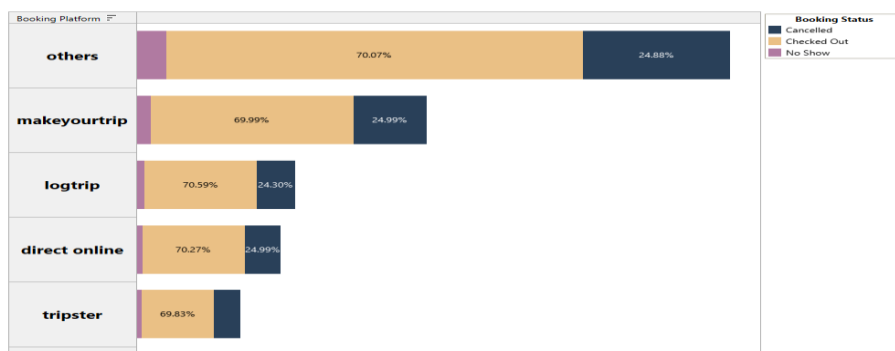
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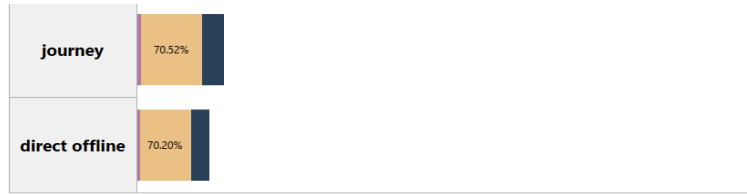
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RADISSON ANALYSIS STORY

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Radisson Seasons	17564	\$77.67M	8,924	3,982	44.62%	24.79%

Exit Presentation Mode [F7]

Successful Bookings By City Successful Booking By Data Wise Total Revenue For The Hotels Total Successful Bookings Occupancy in % RADISSON HOSPITALITY A... RADISSON ANALYSIS STO...

Tableau - hotel_radisson_analysis_hyper

RADISSON ANALYSIS STORY

< All properties have average 25% of cancellation rate and 45% of occupancy rate
 Radisson exotica require nearly 70% of total revenue in Mumbai when compared to other hotels
 weekend requires largest amount of occupancy than weekdays
 Radisson per cent >



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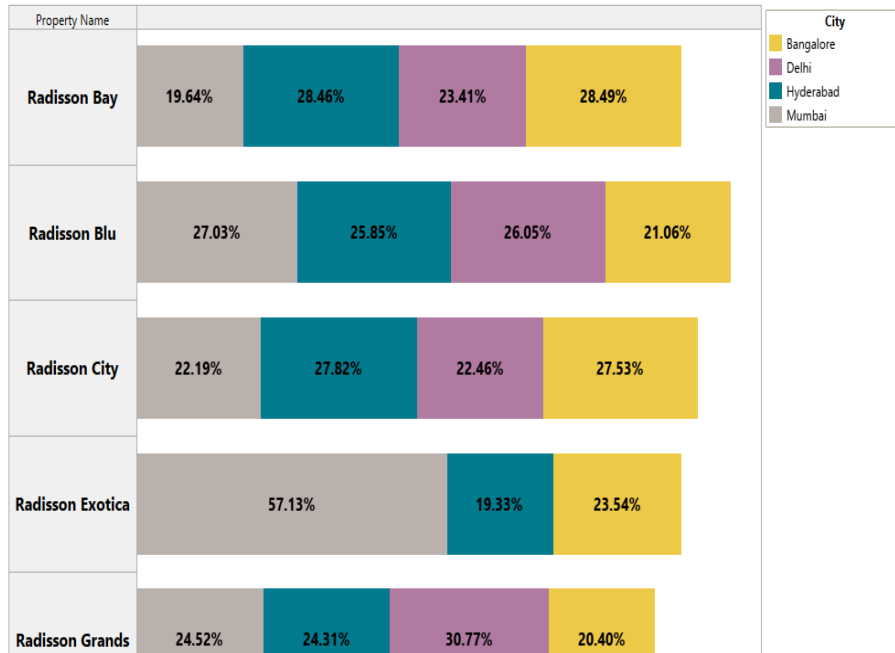
RADISSON ANALYSIS STORY

Radisson exotica require nearly 70% of total revenue in Mumbai when compared to other branches of radisson hotels

weekend requires largest amount of occupancy than weekdays

Radisson Blu secures maximum occupancy percentage than other branches of Radisson

Radisson business



Successful Bookings By City | Successful Booking By Data Wise | Total Revenue For The Hotels | Total Successful Bookings | Occupancy in % | RADISSON HOSPITALITY A... | RADISSON ANALYSIS STO...

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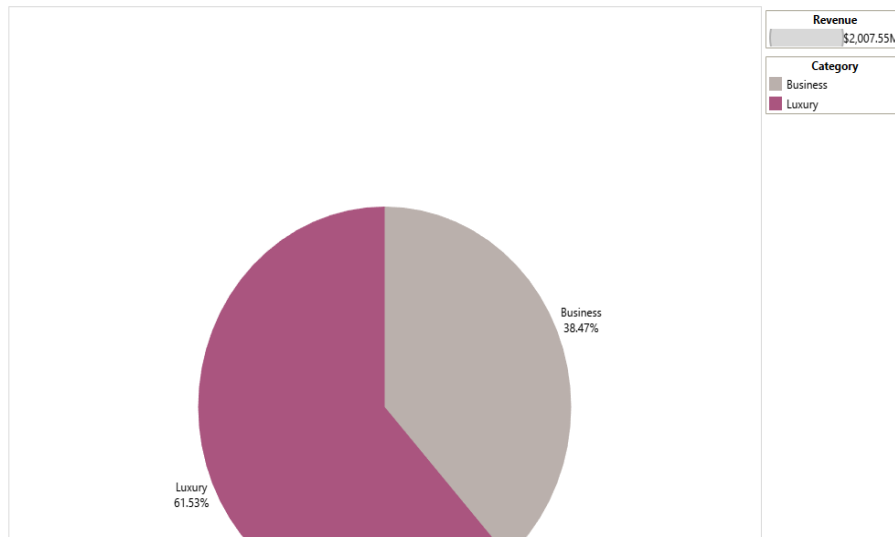
RADISSON ANALYSIS STORY

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Radisson hotels are known for their luxuries with business

Successful Booking By Data Wise



Successful Bookings By City | Successful Booking By Data Wise | Total Revenue For The Hotels | Total Successful Bookings | Occupancy in % | RADISSON HOSPITALITY A... | RADISSON ANALYSIS STO...

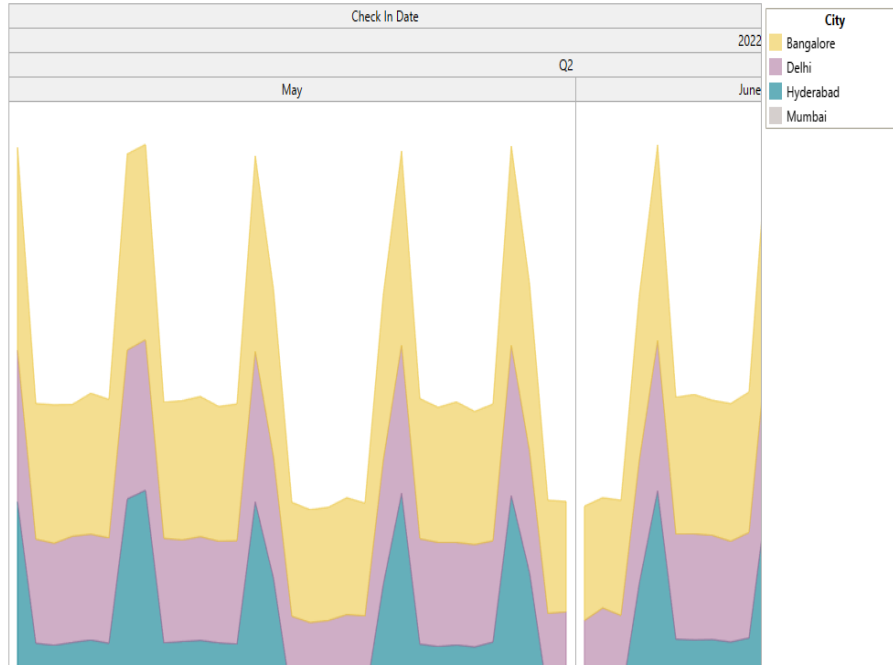
RADISSON ANALYSIS STORY

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Successful bookings by datewise in Bangalore, Delhi, Hyderabad and Mumbai

Total F



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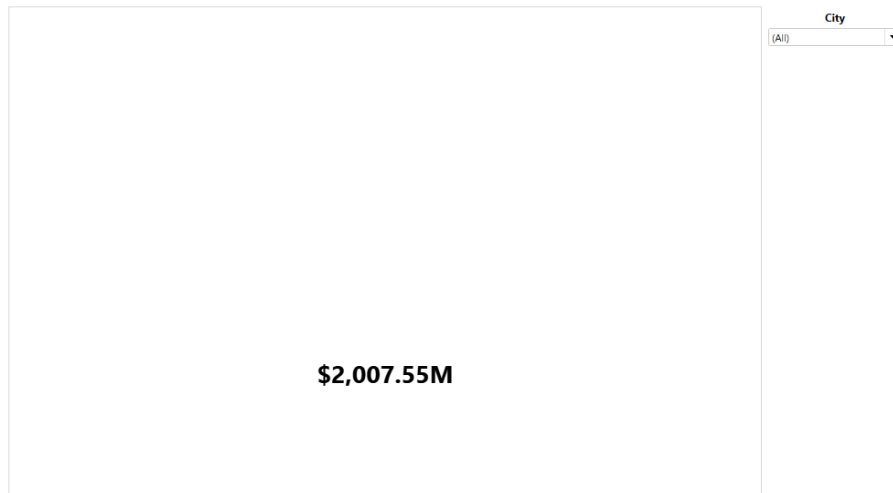
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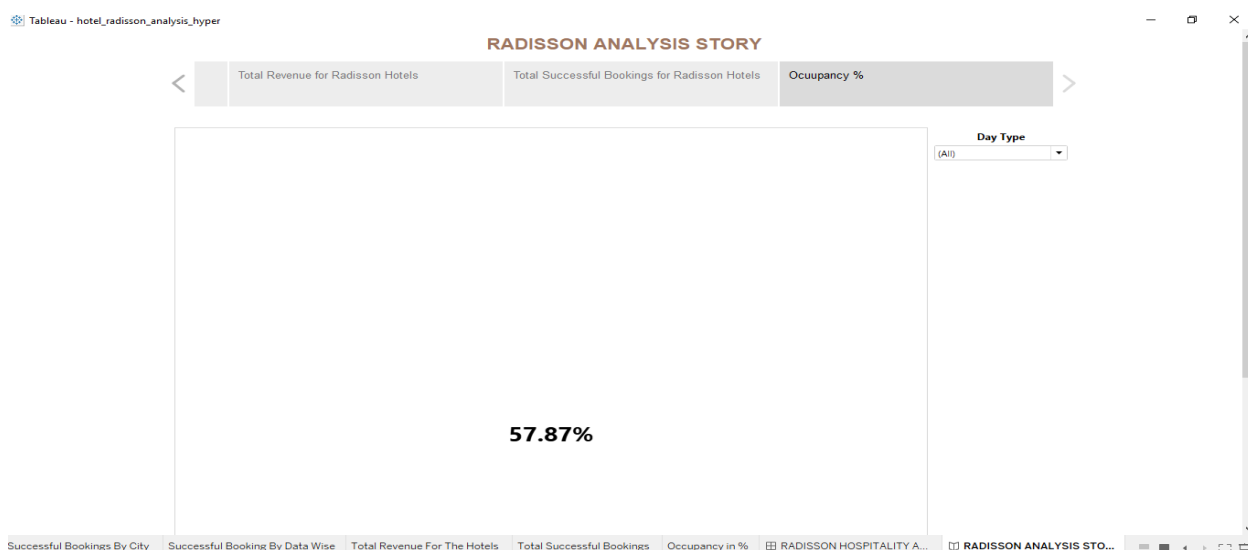
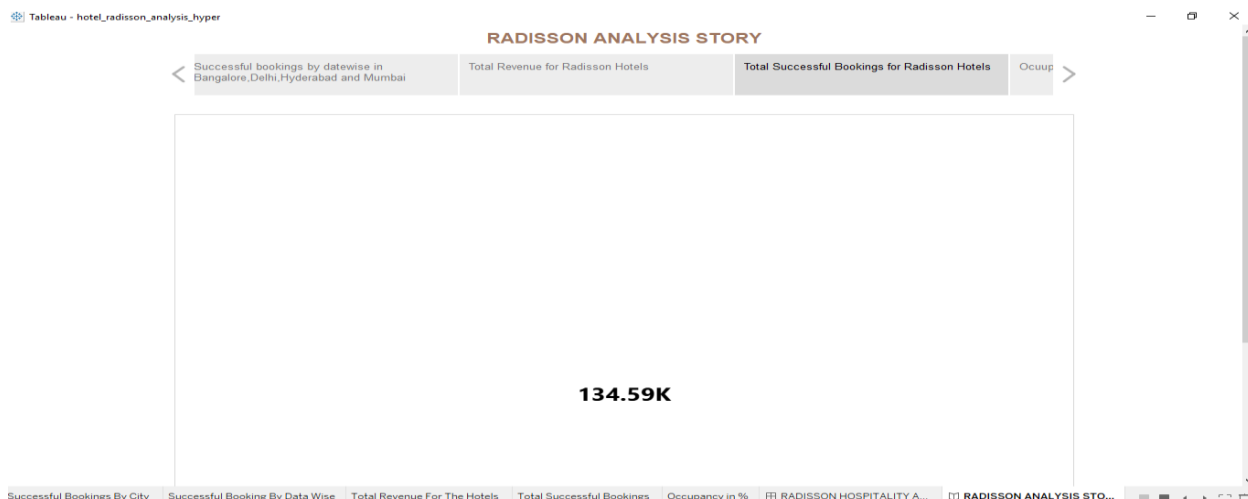
Successful bookings by datewise in Bangalore, Delhi, Hyderabad and Mumbai

Total Revenue for Radisson Hotels

Total S



Successful Bookings By City Successful Booking By Data Wise Total Revenue For The Hotels Total Successful Bookings Occupancy in % RADISSON HOSPITALITY A... RADISSON ANALYSIS STO...



3.4 CALCULATED FIELDS

Abc	Measure Names
=#	%Occupancy Change Per ...
=#	Cancelled Booking No
=#	Cancelled Bookings %
=#	Occupancy %
=#	Occupancy Change Per M...
=#	Occupancy Current Month
=#	Occupancy Previous Month
=#	Revenue
=#	Total Occupancy
🌐	Latitude (generated)
🌐	Longitude (generated)
#	Measure Values

4. ADVANTAGES & DISADVANTAGES

4.1 ADVANTAGES

- ❖ Using this analysis, Radisson can increase productivity, efficiency, quality and consistency of products.
- ❖ Hospitality management software system help to avoid double booking and over booking.
- ❖ Their growth strategy and unique business model requires high class in hotel management.
- ❖ Economically affordable and well-mannered customer service.
- ❖ Give customers an innovative experience.

4.2 DISADVANTAGES

- ❖ The brand name comes with a perception of being expensive.
- ❖ Current economic status is bound to take a toll on spending power.
- ❖ Still trying to establish itself in the emerging economics.
- ❖ Duplication of Business ideas.

5. APPLICATIONS

- Whenever a guest plans a trip it should address the basic needs and expectations of their guest like safety and security of the hotel.
- Its aim is to deliver meaningful and memorable experiences.
- It offers an exciting range of flexible developer budget friendly.
- It enhances the intangible features of services and increases process and service quality through improvement and innovation.
- Great place for staying with family in vacation times.

6. CONCLUSION

In this project, Radisson Hotel is analysed with the help of Tableau. For this, the data are collected from various sources. At first, we define the problem in the form of empathy map and brainstorming. Then the collected data set is collected to the Tableau

and we created various charts like bar chart, pie chart, map chart, horizontal bars, area chart, tree maps, text tables. Finally, we created dashboard and story using these charts. Also from these charts, we analysed the Performance and efficiency of Radisson Hotels in various areas, date, timings, bookings, rooms etc.

7.FUTURE SCOPE

- ✓ In India they have should surpass hundred hotel this year.
- ✓ Their long term vision is to be the company of choice for guests, owners and talent. Whenever the guest plans a trip or an investor are 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 Groups first.
- ✓ Smart room, interactive spaces and spaces will be common place un the hotels of the future.