

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

### **Introduction:**

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.

### **Purpose:**

The primary purpose of hotels is to provide travelers with shelter, food, refreshment and similar services and goods, offering on a commercial basis things that are customarily furnished with in house holds but unavailable to people on a journey away from home.

### **Problem Definition and Design thinking:**

#### **Empathy map:**

An empathy map is a widely used visualization tool within the field of UX and HCI practice. In relation to empathetic design, the primary purpose of an empathy map is to bridge the understanding of the end user with in context of its application, this tool is used to build a shared understanding of the user's needs and provide context to a user centered solution.

#### **Brainstorming map:**

A mind map is a diagram used to visually organize information into a hierarchy, showing relationships among pieces of the whole. It is often created around a single concept, drawn as an image in the center of a blank page, to which associated representations of ideas such as images, words and parts of words are added. Major ideas are connected directly to the central concept, and other ideas branch out from those major ideas.

### **Advantages:**

- The employees are trained to never say no or show disapproval for customer requests always positive pleasant and willing to serve.
- The Radisson group has the presence in almost 73 countries across the world.
- The majority hotels are in the United States where they have a wide network.
- The Radisson rewards scheme consists of member rates which are lower than the standard room rates for regular customers.

### **Disadvantages:**

- Expansion plans of Radisson group is planning to expand further into the Asia Pacific and this will also be backed by a restructuring and leadership change.
- **High promotions costs:**

The Radisson group is planning to reposition and rebrand itself for which the budget assigned is 200 million USD.

**Application:**

Radisson job opportunities of position available in the hospitality industry Radisson seeks to fill jobs such as front desk attendants , housekeeper, door attendants, concierge and other various restaurant roles and maintenance position.

**Conculsion:**

- The most behaviours and stylish hotel in our country.
- Increased our cities beauty.
- By attracting the tourists from outside country.
- Helping our countries economy to develop faster.
- Promise that a developing country like us has the potential of being a develop country someday.

Thank you