

# Analyzing the Performance & Efficiency of the Radisson Hotels Using Data Visualization Techniques

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## **1.INTRODUCTION**

### **1.1.Overview:**

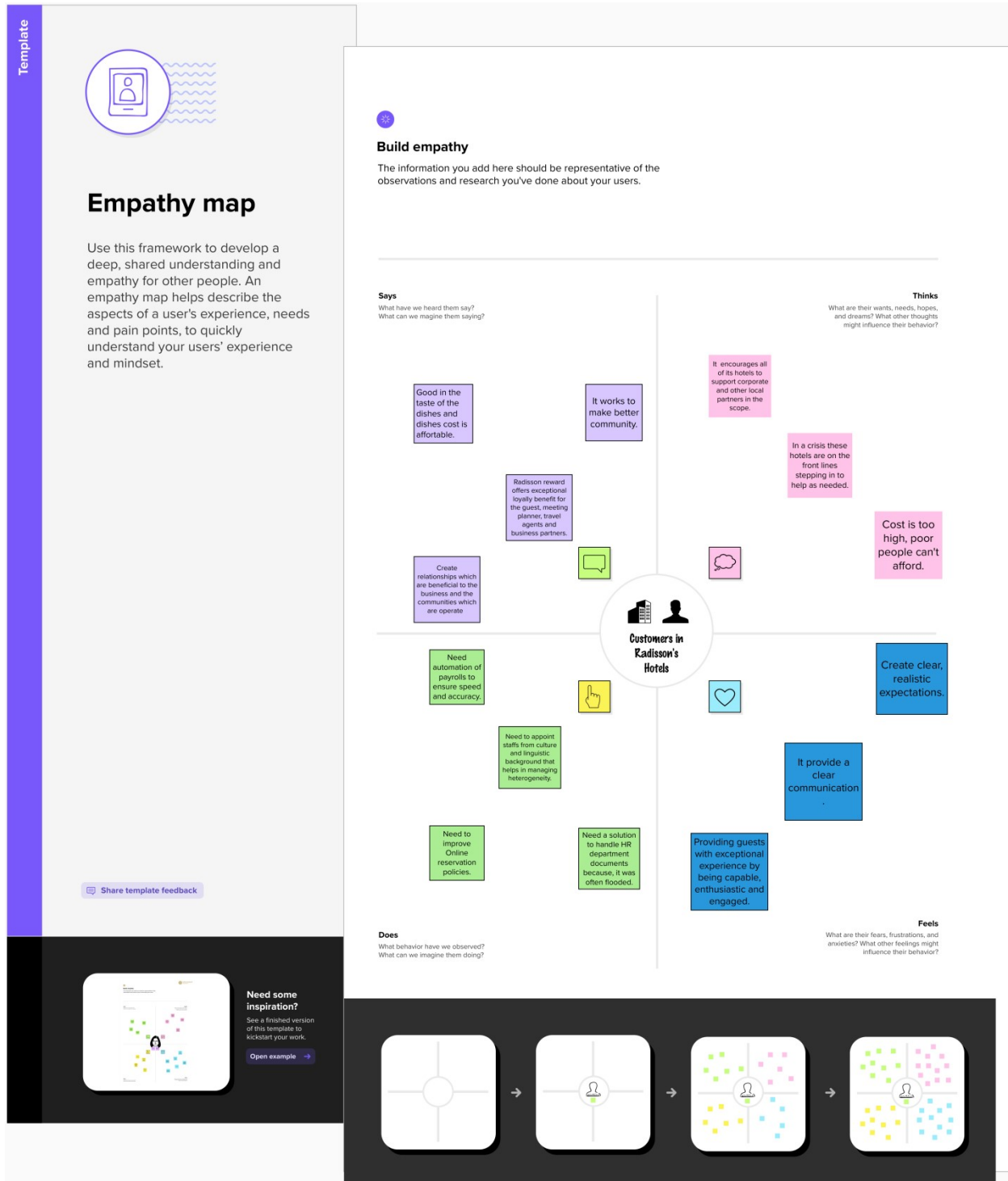
The hotel industry is a broad category of businesses that provide lodging services for travelers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. Hotels can be found in nearly every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

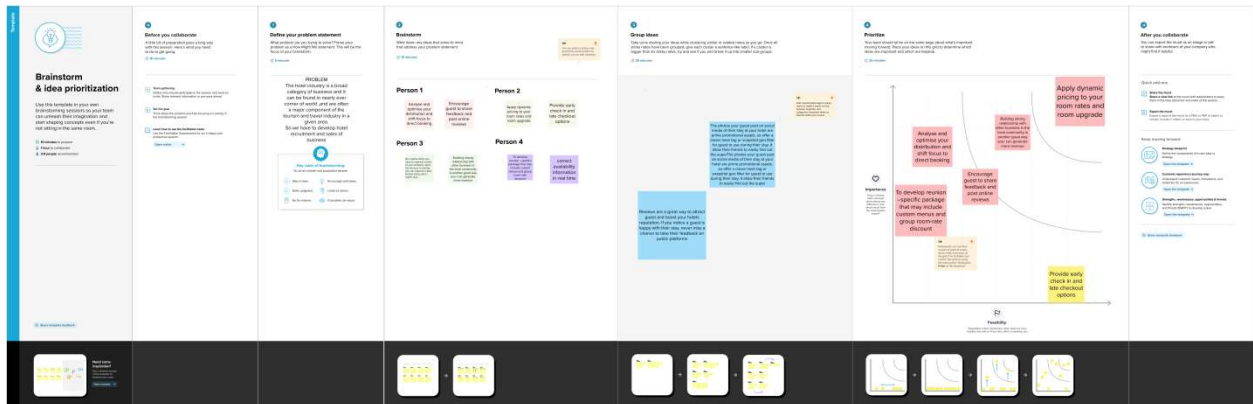
### **1.2.Purpose:**

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.

## 2.1. Empathy Map:



## 2.2.Ideation & Brainstorming Map:



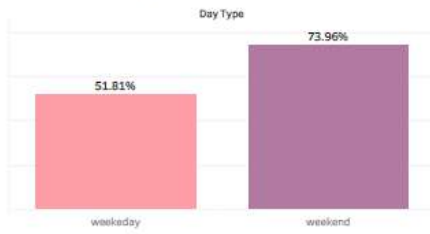
## 3.RESULT

### Dashboard (1):



## Dashboard (2):

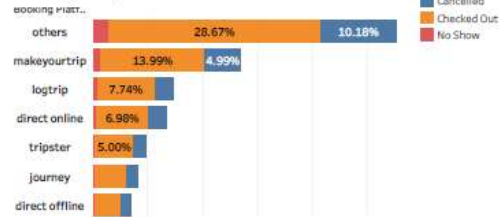
Occupancy of Day Type



Revenue By Room Class



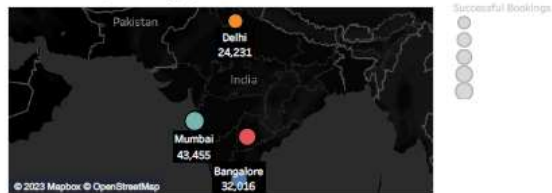
Booking % By Platforms



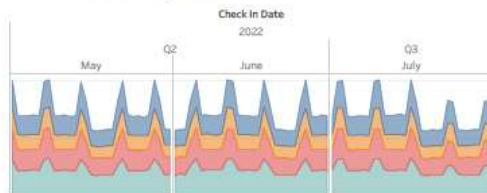
Revenue Contribution % By Category



Successfully Bokking by Date Wise



Successfull Booking Date

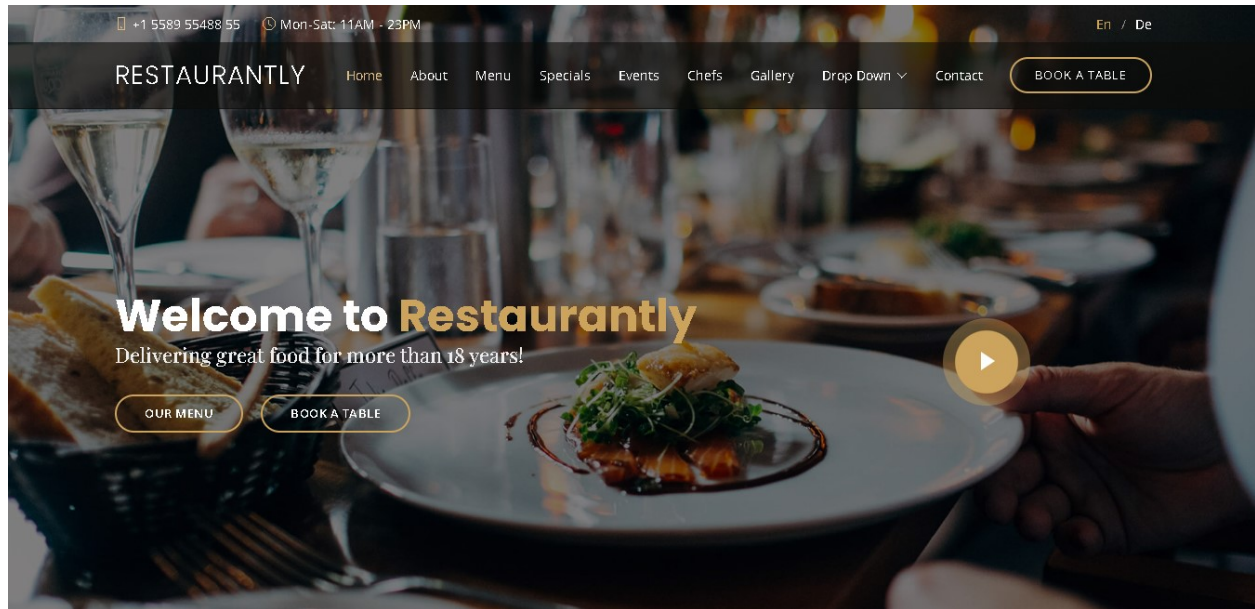


Story:

RADISSON HOTEL STORY



## Web Application:



## 4.ADVANTAGES & DISADVANTAGES

### Advantages of Efficiency & Performance of Radisson Hotel:

The strengths of Radisson Hotels looks at the key aspects of its business which gives it competitive advantage in the market. Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value. Below are the Strengths in the Efficiency Analysis of Radisson Hotels:

1. Top notch service and excellent customer service
2. Global presence –420+ hotels globally in over 75 countries
3. Goodwill from Employees and customers
4. They offer really go deals and promotional offers hence attracting more customers
5. Parent group adds to brand value
6. High Brand Recall

## **Disadvantages of Efficiency & Performance of Radisson Hotel:**

The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better. Here are the weaknesses in the Radisson Hotels Efficiency Analysis of Radisson Hotel:

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

## **5.APPLICATIONS**

- To ensure prompt response from hotel management staff, applicants should ensure all information provided on hiring materials remains accurate and up-to-date. Job seekers should keep in mind hiring managers may necessitate patience during the hiring process depending on multiple factors, including the number of applicants for similar positions, administrative responsibilities, and guest needs. Application follow-ups should take place over the phone or in person and should not interrupt peak check in and check out times. Ask hiring managers what the best time to inquire about hiring decisions and try to limit follow-ups to no more than once a week.

## **6.CONCLUSION**

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

## **7.FUTURE SCOPE**

Location is not that much impressive but the Business Class rooms are. Elegantly decked up, large rooms with spacious the area if you are staying here in any of the Business Class rooms. Breakfast spread is highly impressive, like any other prominent Radisson properties and you will love it. Staff members in front office except are not professional enough, need to be trained further. Travel desk is efficient and fast.