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

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PROJECT REPORT TEMPLATE

1. INTRODUCTION

1.1 Overview

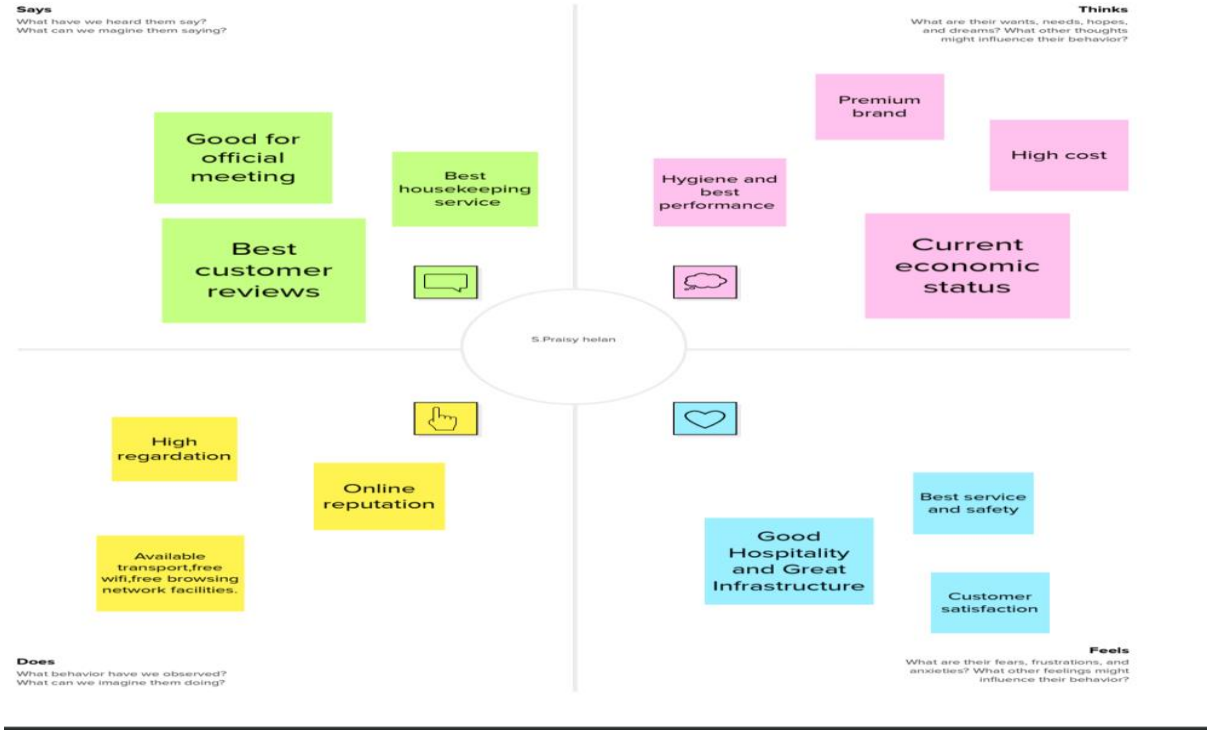
A Hotel is a place where traveller can receive food and shelter, provided he/she is in a position to pay for it and is in fit condition to be received. Radisson Hotel Group is a name synonymous with creative hospitality and innovative spirit. Our growth strategies and unique business model make us one of the most attractive and respected partners in the industry. Radisson Hotels is an International hotel chain headquartered in the United States. A division of the Radisson Hotel Group, it operates the brands Radisson Blu, Radisson RED, Radisson Collection, Country Inn & Suites, and Park Inn by Radisson, among others. Radisson Hotel Group ranks No. 143 on World's Best Employers. The survey data was gathered before the split into Radisson Hotel Group and Radisson Hotel Group Americas was finalized.

1.2 Purpose

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.

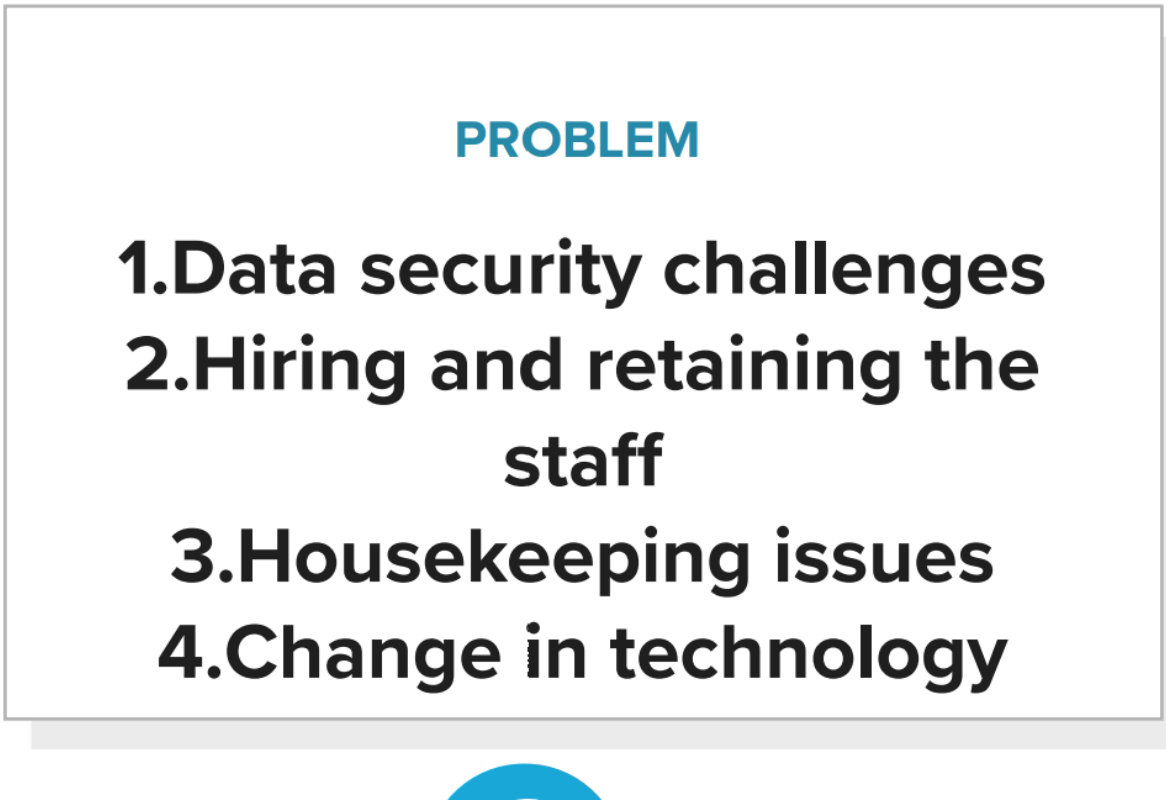
2. PROBLEM DEFINITION AND DESIGN THINKING

1.3 Empathy map

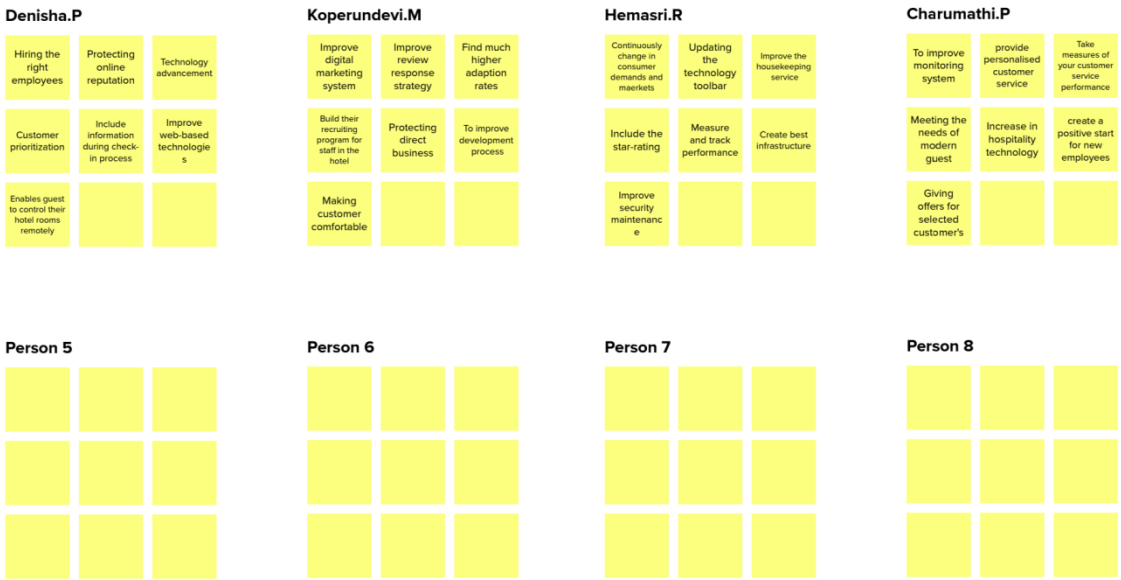


2.2 Ideation & brainstorming map

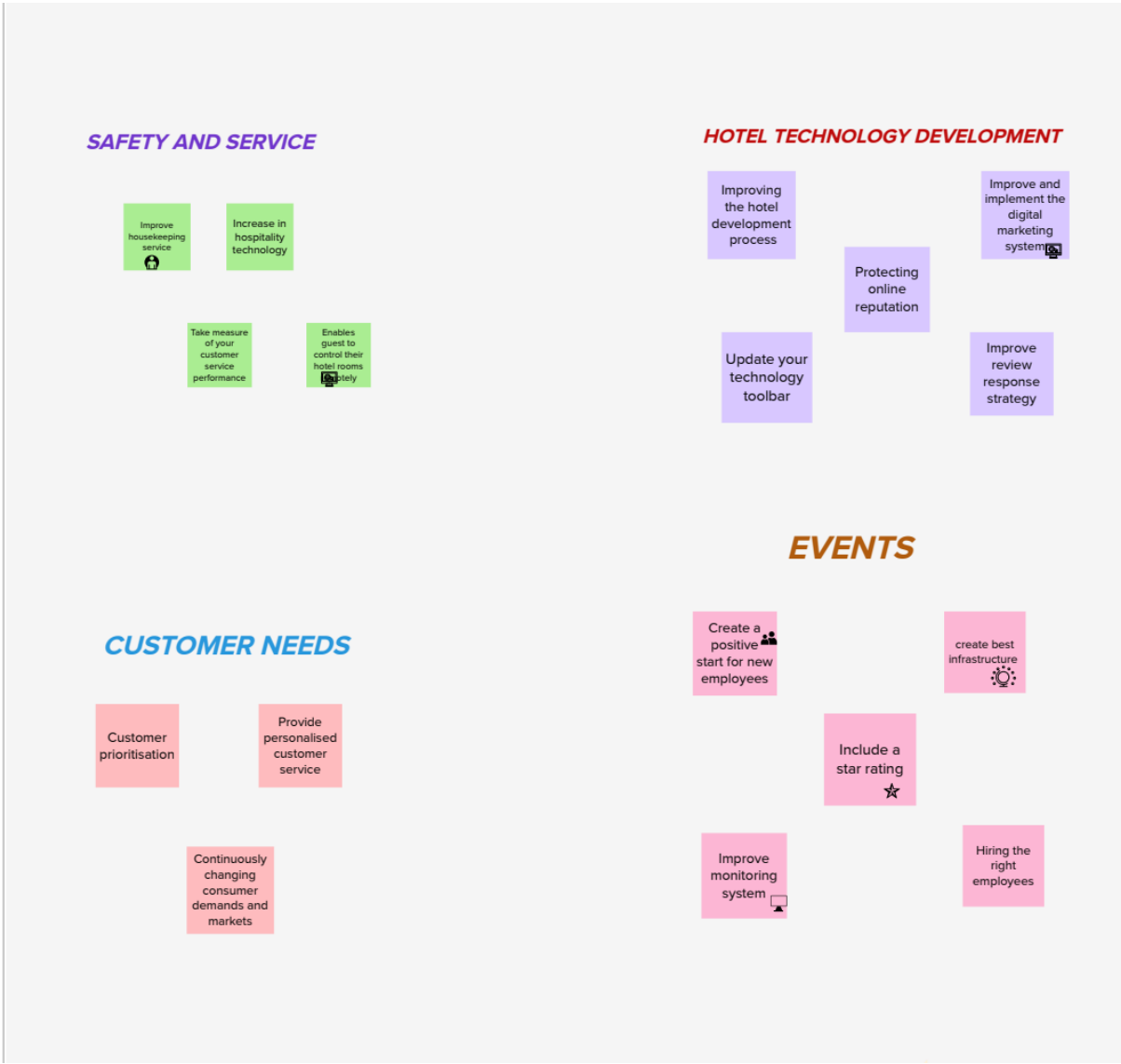
2.2.1 Define Problem



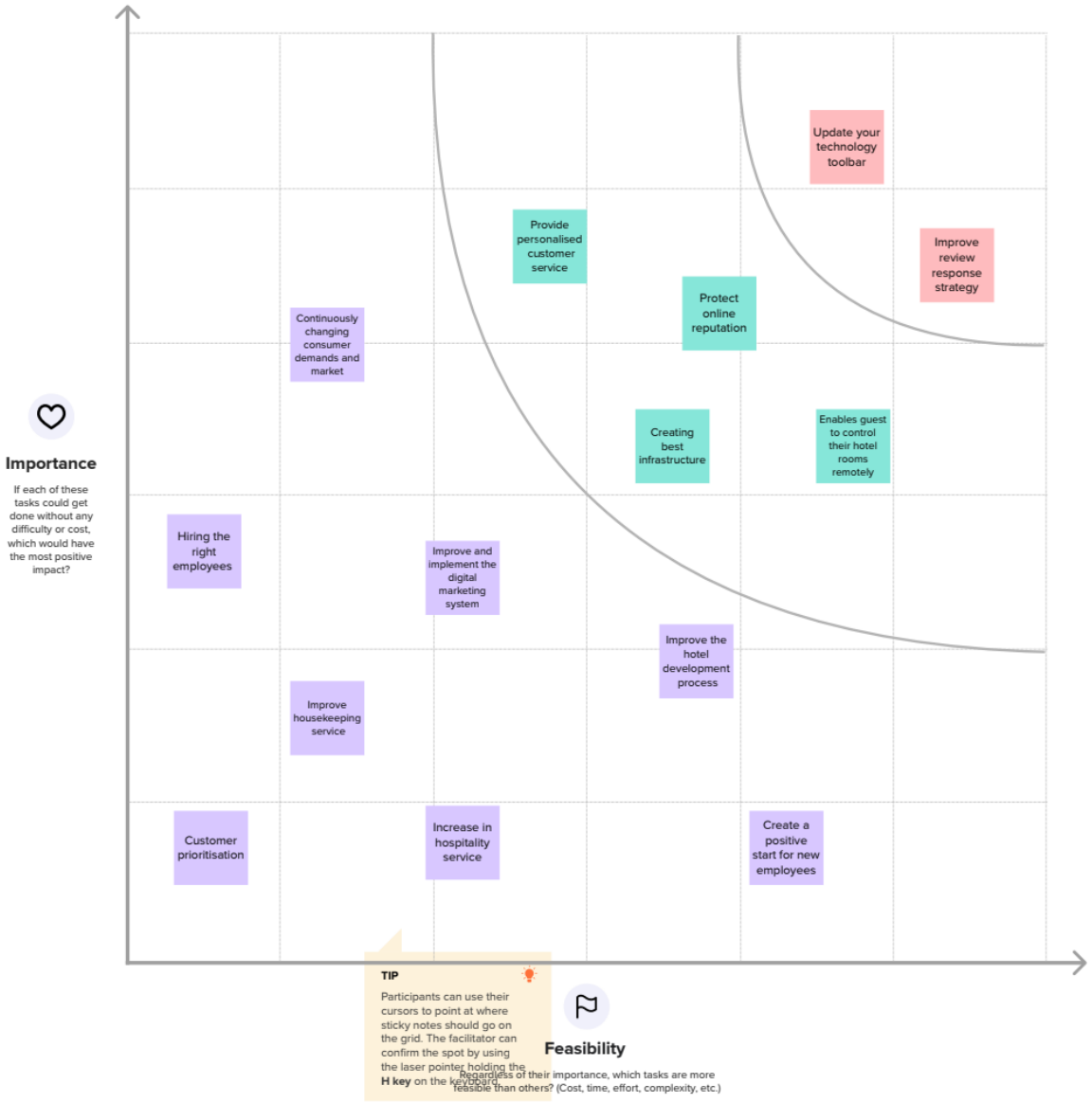
2.2.2 Brainstorm



2.2.3 Group ideas

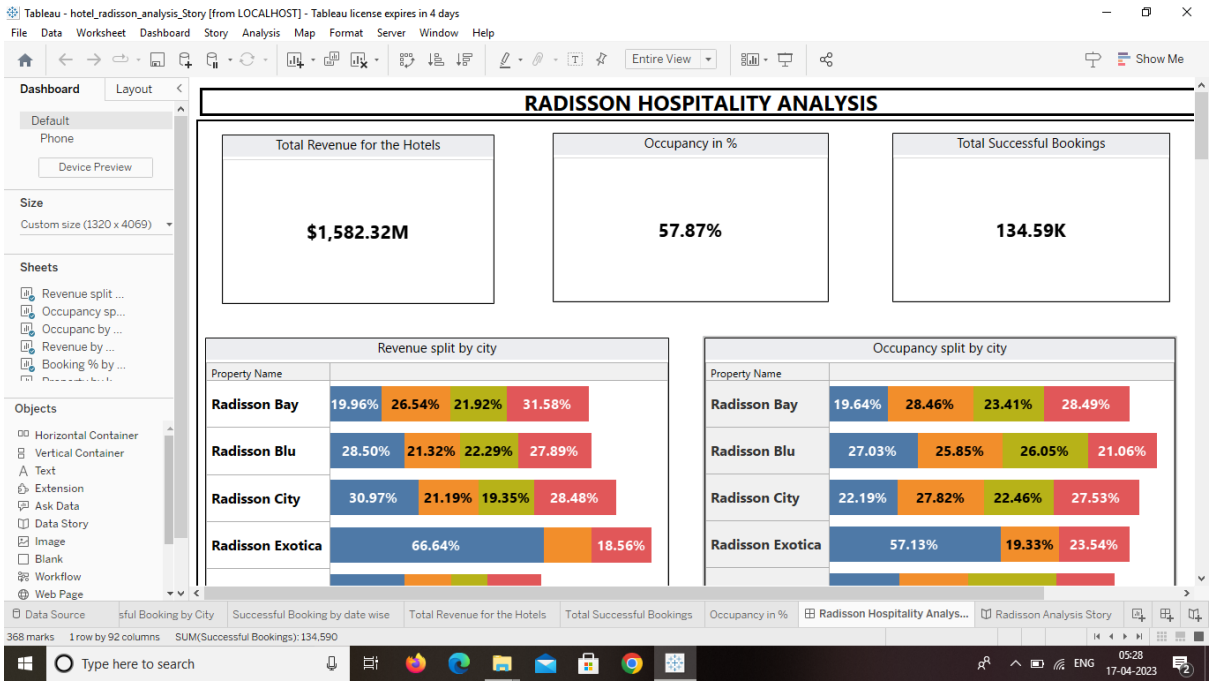


2.2.4 Prioritize

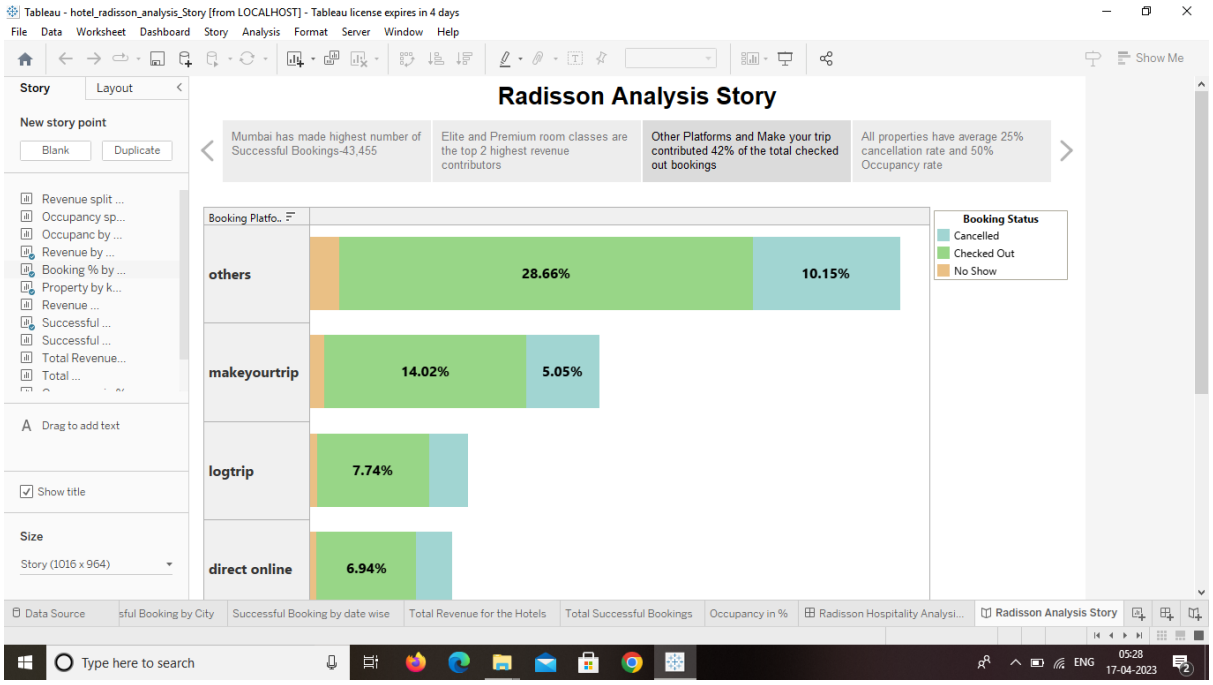


3. RESULT

3.1 Dashboard



3.2 Story



RADISSON HOTEL

Home About Events Dashboard & story Gallery Contact

Welcome to Radisson Hotel

Radisson Hotels is an international hotel chain headquartered in the United States. A division of the Radisson Hotel Group,it operates the brand Radisson Blu,Radisson RED,Radisson Collection,Country Inn Suites,and Park Inn by Radisson,among others.

Radisson Hotel Analysis

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 management, Radisson are 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.

EVENTS

Organize Your Events in our Radisson Hotel

Birthday Parties

$189

Private Parties

$290

Custom Parties

$99

GALLERY

Some photos from Our Restaurant

Analysis Dashboard

RADISSON HOSPITALITY ANALYSIS

Day Type: (All)

City: (All)

Total Revenue for the Hotels	Occupancy in %	Total Successful Bookings
$1,582.32M	57.87%	134.59K

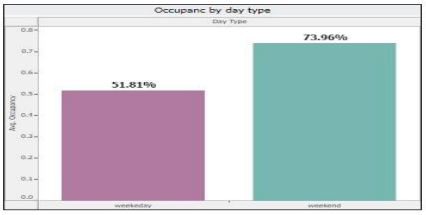
Revenue split by city

Property Name				
Radisson Bay	19.96%	26.54%	21.92%	31.58%
Radisson Blu	28.50%	21.32%	22.29%	27.89%
Radisson City	30.97%	21.19%	19.35%	28.48%
Radisson Exotica	66.64%	14.80%	18.56%	
Radisson Grands	35.53%			25.56%
Radisson Palace	33.30%		29.59%	22.44%
Radisson Season	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%			

Occupanc by day type

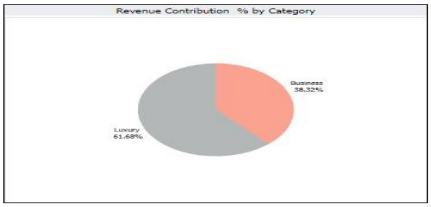


Revenue by room class

Booking % by platforms

Booking Platfor...		
others	28.66%	10.15%
makeyourtrip	14.02%	5.05%
logtrip	7.74%	
direct online	6.94%	
tripster	4.97%	
journey		
direct offline		

Revenue Contribution % by Category

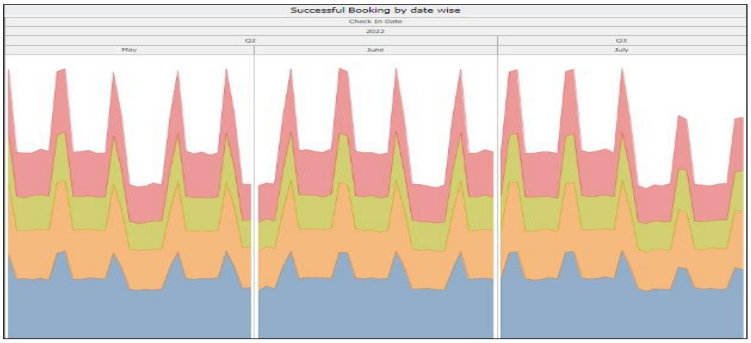


Property by key metrics

Property Name	Property...	Revenue	Capacity	Successful Book...	Occupancy %	Cancelled Book...
Radisson Bay	16562	$52.63M	9,016	4,820	53.46%	25.40%
	17562	$47.94M	7,636	3,424	44.84%	25.65%
	18562	$63.73M	11,132	7,333	65.87%	24.81%
	19562	$75.84M	8,832	5,812	65.81%	24.27%
Radisson Blu	16561	$53.93M	6,716	4,418	65.78%	25.87%
	17561	$68.97M	7,820	5,183	66.28%	24.50%
	18561	$51.59M	9,844	6,458	65.60%	24.19%
	19561	$67.48M	10,764	5,736	52.29%	24.39%
Radisson City	16560	$51.25M	8,740	4,693	53.70%	24.18%
	17560	$82.02M	11,316	6,013	53.14%	25.12%
	18560	$56.13M	10,028	6,638	66.19%	23.99%
	19560	$75.44M	9,108	5,979	65.65%	26.37%
Radisson Exotica	16559	$110.41M	11,132	7,338	65.92%	24.70%
	17559	$87.96M	9,292	6,142	66.10%	23.92%
	18559	$44.05M	11,776	5,256	44.63%	24.51%
	19559	$55.24M	8,740	4,705	53.83%	24.54%
Radisson Grands	16558	$33.64M	4,784	3,153	65.91%	24.83%
	17558	$69.71M	9,284	5,036	53.67%	25.58%
	18558	$42.68M	8,372	4,475	53.45%	25.14%
	19558	$50.15M	9,844	4,371	44.40%	24.61%
Radisson Palace	16563	$83.13M	10,764	7,147	66.40%	25.26%
	17563	$93.55M	9,568	6,337	66.23%	24.31%
	18563	$41.24M	8,924	4,728	52.98%	26.17%
	19563	$63.05M	10,120	5,413	53.49%	25.58%
Radisson Seaso.	17564	$60.57M	8,924	3,982	44.62%	25.08%

Successful Booking by City

Successful Booking by date wise



4. ADVANTAGES AND DISADVANTAGES

4.1Advantages

The Advantages of Radisson Hotels look 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 SWOT 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.

7. Making customer comfortable.

8. Good infrastructure and development process.

4.2 Disadvantages

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 SWOT Analysis:

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

We offer the right business model at the right location, for the right partner. Our objective is to offer you a solution tailor made to your asset. We transform all we do into a value proposition to our owners.

- Managed hotels
- Franchised hotels
- Leased hotels
- Hybrid transactions
- Around 65% of our owners have more than one hotel with us
- Earn points per US Dollars spent on eligible stays and food and beverage purchases charged to your room.
- Members save up to 60% more on booking directly from our website or mobile app.
- Enjoy access to the member only priority line for a faster check-in and check-out date. available at selected hotels only.
- Get 15% discounted food and beverages at participating hotel restaurant.
- Get rewarded with free night stays and members-only promotions.
- Enjoy a free room upgrade for eligible stays. Subject to availability and not guaranteed in residences, apartments, and long stay rates.
- On request check-in and check-out are subjected to availability.

- Activate the discount booster option up to 20% discount on your bookings.
- Receive exclusive benefits in your favourite hotel.
- Upon request, get priority on bookings in your favourite hotel once rooms are available if the hotel is fully booked.

6. CONCLUSION

The first step of our process is define problem statement and making solutions for our problems. Using these solution we made a ideation template. With these ideas we made a Empathy map and Brainstorming and ideation template, which is our first milestone Define problems or problem understanding. Secondly, according to our project we collect data sets from sources, and we made that data in SQL to make use of it. After that Tableau Software is installed and we connected to Tableau desktop to SQL Workbench successfully, which is our second milestone Data collection and extraction of database. Thirdly, we prepare the data for visualization, which is our third milestone data preparation. The next step is Number of unique visualizations we made a bar charts, line charts, map etc., We made visualization for our topics like, Revenue split by city, Occupancy split by city, Occupancy by day type, Revenue by room class, Booking % by platforms, Property by key metrics, Revenue contribution % by category, Successful booking by city, Successful booking by date wise, Total revenue for the hotel, Total successful bookings, Occupancy in %, which is pour fourth milestone data visualization. The next process is responsive and design of dashboard, a dashboard is a graphical user interface (GUI) that display information and data in an organized, easy-to-read format, which is our fifth milestone dashboard. Further process is number of scenes story is a way of presenting data and analysis in a narrative format, intending to make the information more engaging and easier to understand, which is our sixth

milestone story. Then amount of data rendered to DB, utilization of data files, number of calculation field, number of visualization or graphs, then save to tableau public, which is our

seventh milestone performance testing. The next process is embedded dashboard and story with web bootstrap, we made a template of our project using templates and we included our dashboard and story with the template, which is our eight milestone web integration. Project demonstration and documentation is our ninth milestone. We have nine milestone in our project handbook and we completed our project 'ANALYZING THE PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES '.

7. FUTURE SCOPE

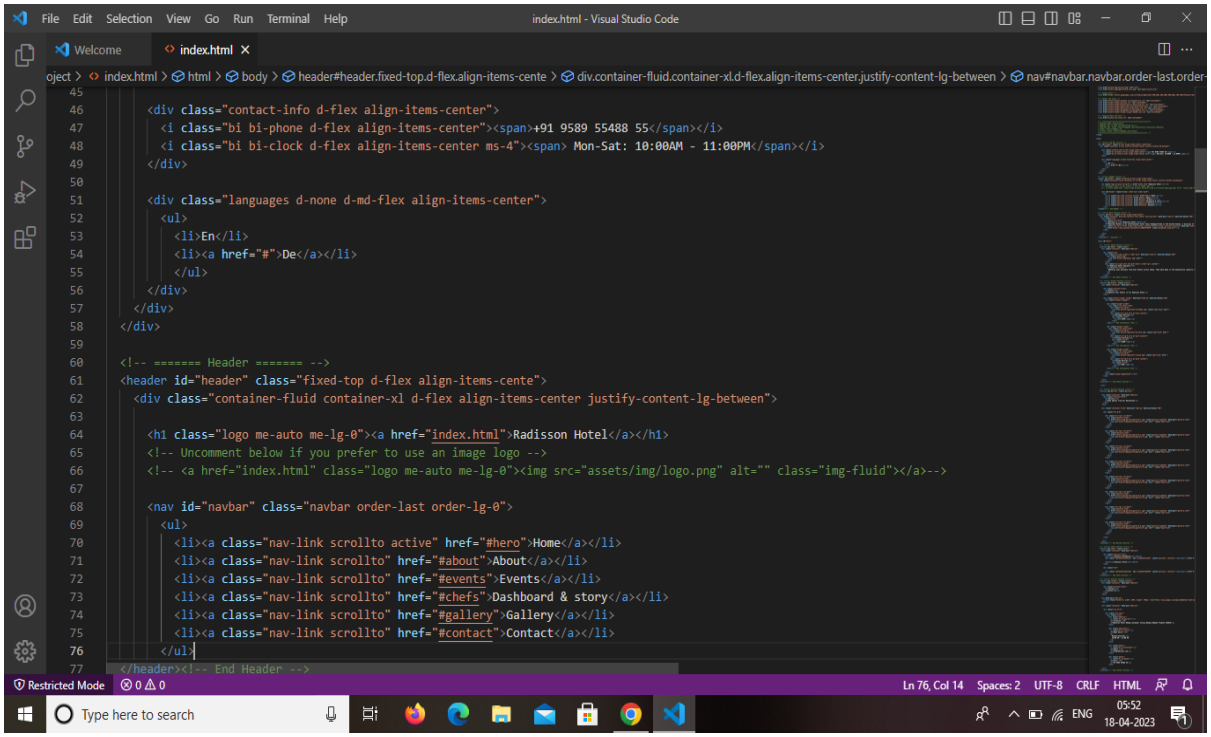
The opportunities for any brand can include areas of improvement to increase its business. A brand's opportunities can lie in geographic expansion, product improvements, better communication etc. Following are the opportunities in Radisson Hotels SWOT Analysis:

1. Using current economic scenario to increase clientele through special packages
2. Expansion of the global tourism market
3. Travellers are looking for novel destinations

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

A) SOURCE CODE



Dashboard Link:

https://public.tableau.com/views/hotel_radisson_analysis_Story/RadissonHospitalityAnalysisDashboard?:language=en-US&:display_count=n&:origin=viz_share_link

Story link:

https://public.tableau.com/views/hotel_radisson_analysis_16814829956890/RadissonAnalysisStory?:language=en-US&:display_count=n&:origin=viz_share_link