

Project Report Template

1 INTRODUCTION

1.1 Overview

A brief description about your project

1.2 Purpose

The use of this project. What can be achieved using this.

2 Problem Definition & Design Thinking

2.1 Empathy Map

Paste the empathy map screenshot

2.2 Ideation & Brainstorming Map

Paste the Ideation & brainstorming map screenshot

3 RESULT

Final findings (Output) of the project along with screenshots.

4 ADVANTAGES & DISADVANTAGES

List of advantages and disadvantages of the proposed solution

5 APPLICATIONS

The areas where this solution can be applied

6 CONCLUSION

Conclusion summarizing the entire work and findings.

7 FUTURE SCOPE

Enhancements that can be made in the future.

8 APPENDIX

A. Source Code

Attach the code for the solution built.

ANALYSING THE PERFORMANCE & EFFICIENCY OF THE RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES – PROJECT REPORT

❖ INTRODUCTION

1.1 OVER VIEW:

Radisson hotels is an international hotel chain headquartered in the United States. A Division of the RHG, it operates the brands Radisson Blu, Radisson Red, Radisson Collection, Country Inn & Suites and Park Inn by Radisson, among others. In June 2022, Radisson Hotels agreed to be purchased by choice Hotels for \$675 million. The deal closed on August 11, 2022.

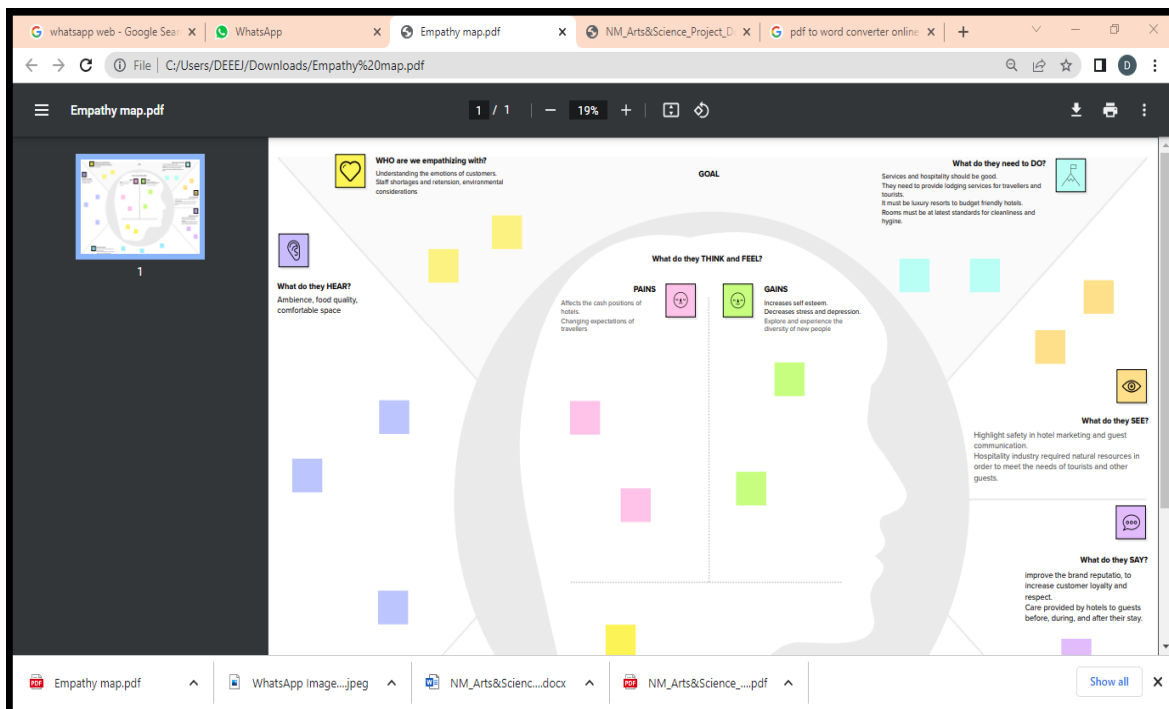
Due to strategic moves from other competitors and ineffective decision making in management, Radisson is losing its market share and revenue in the luxury/business hotels category. As a strategic move, the managing director of Radisson wanted to incorporate Business and Data Intelligence in order to regain their market share and revenue.

1.2 PURPOSE:

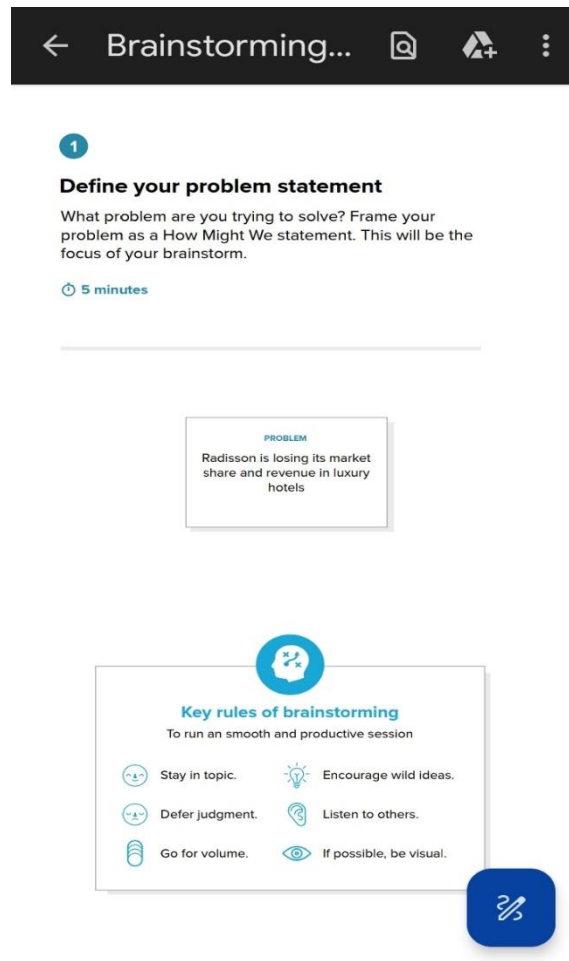
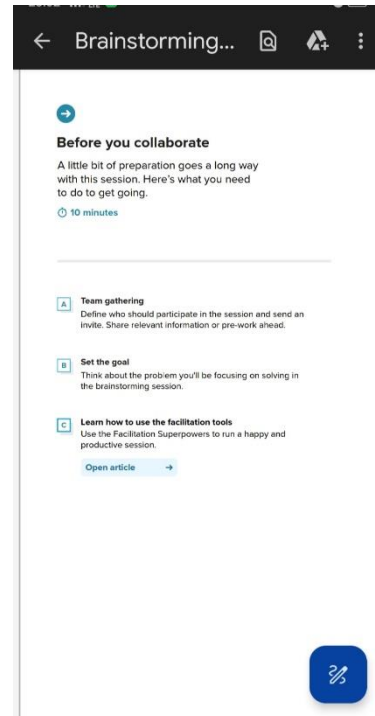
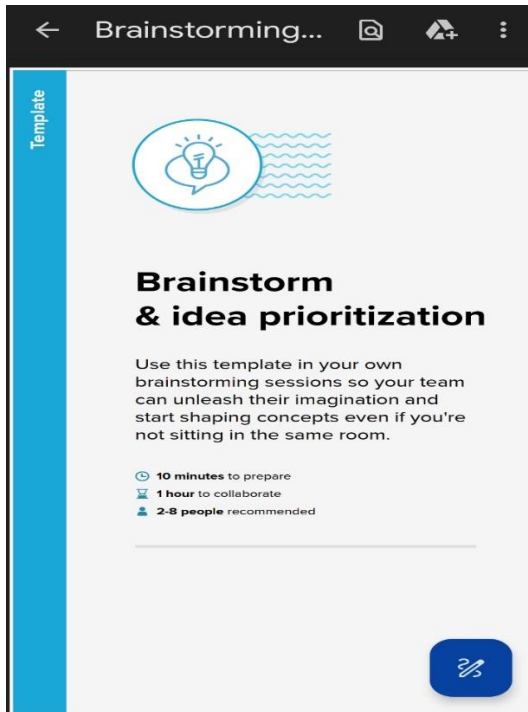
- Our task is to create an analytics dashboard & Story to provide them insights to make their better business decisions.

❖ PROBLEM DEFINITION & DESIGN THINKING

2.1 EMPATHY MAP:



2.2 BRAINSTORMING:



2

Brainstorm

Write down any ideas that come to mind that address your problem statement.

🕒 10 minutes

TIP
You can select a sticky note and hit the pencil [switch to sketch] icon to start drawing!

Dhanusha

Reduce your cost and hike your profits
Have some exceptional cost saving ideas
Revamp your pricing and cancellation policies
Always look on your customers review

Deepika

Implementing strategies for low occupancy to attract the customers
Need some strategic moves from other competitors
Continuously change customer demands and markets
Satisfy the needs of your employees

Charulatha

Apply strategies to improve your customer experience
Use culture based hotel management practices
Implement low season tactics
Make use of social media presence

Dhivya

Adopt new technology that simplifies your hotel's complex operations
Make effective decisions in management
Take ideas from your hotel staffs
Host events and special services

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

🕒 20 minutes

Always look on your Customer review
Implementing Strategies for low occupancy to attract the Customers
Make use of social media presence
Host events and adopt new technologies

TIP
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4

Prioritize

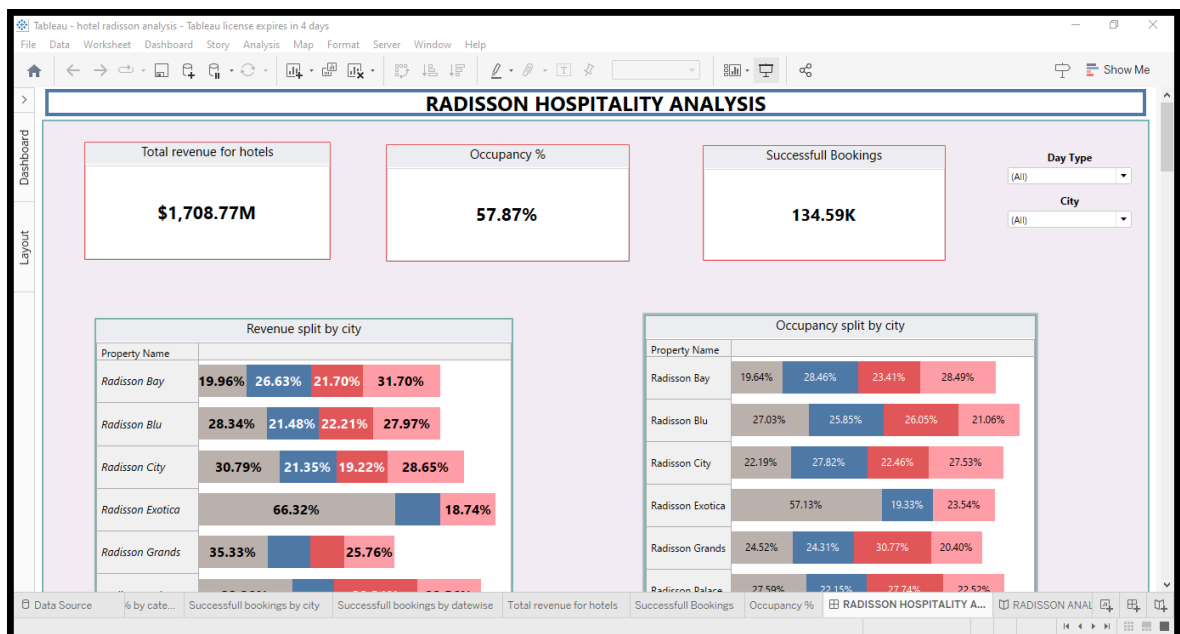
Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

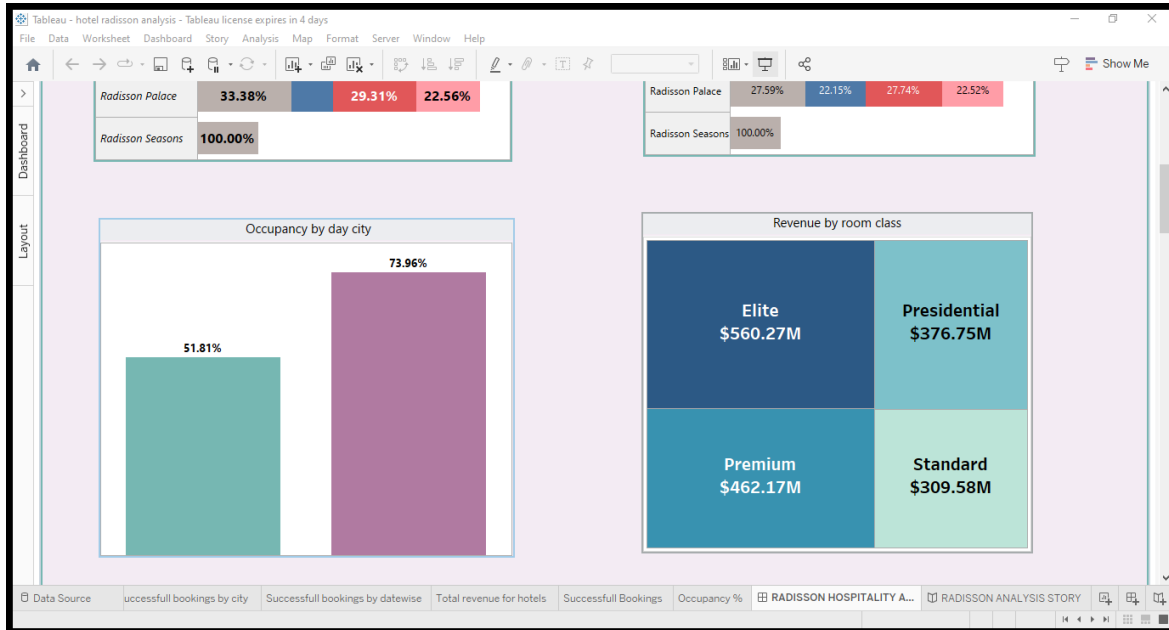
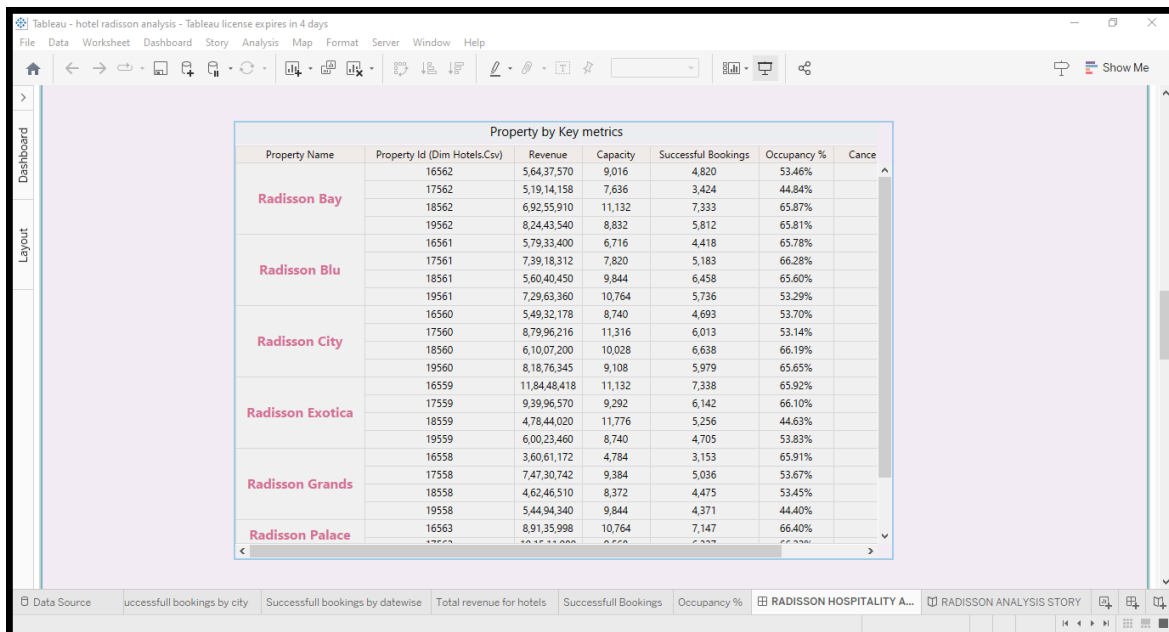
20 minutes



❖ RESULT

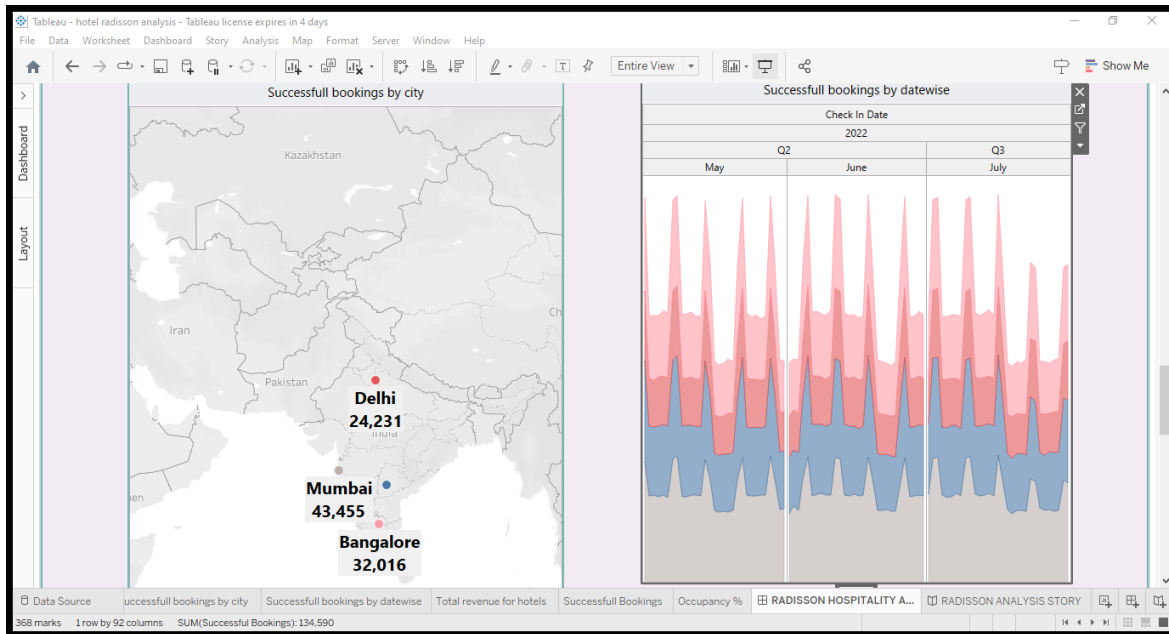
3.1 DASHBOARD:



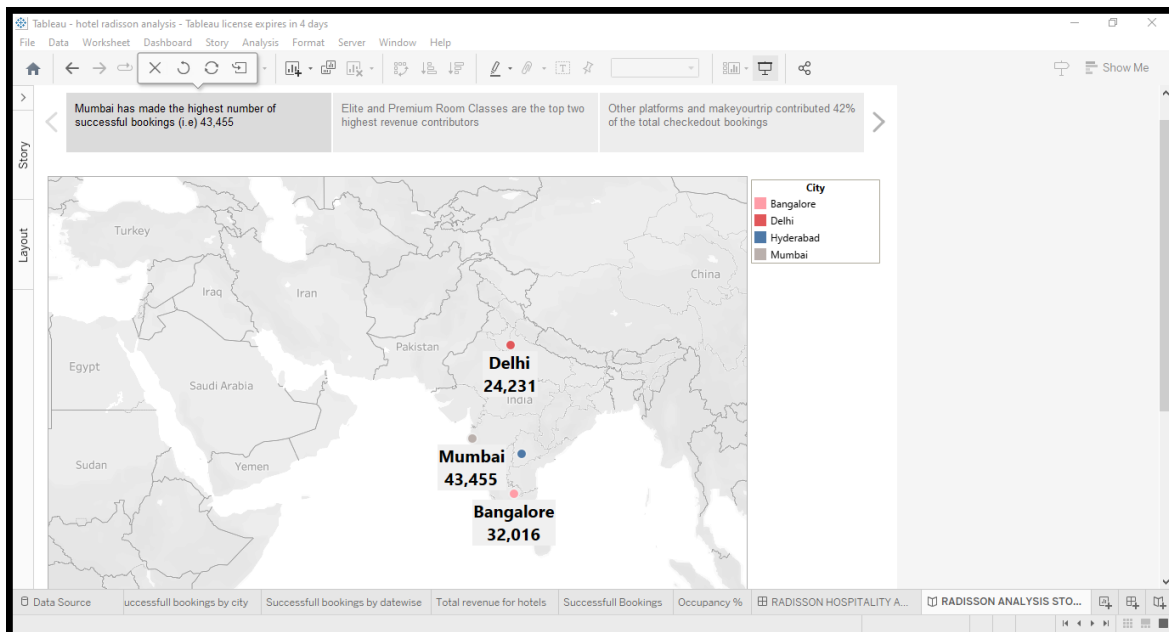



Property by Key metrics

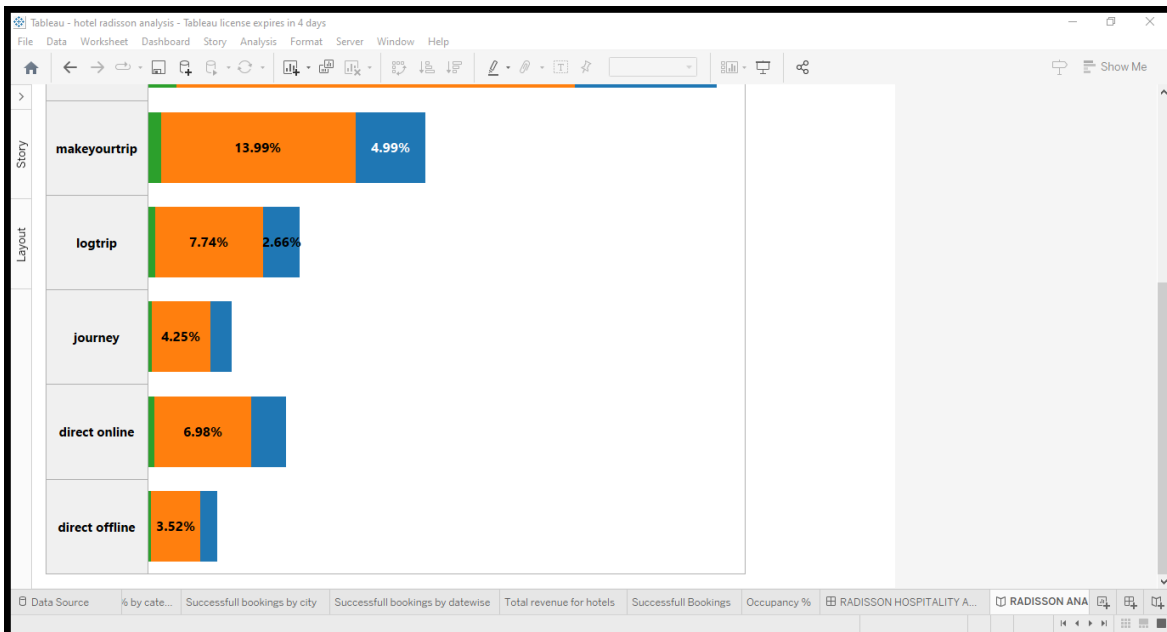
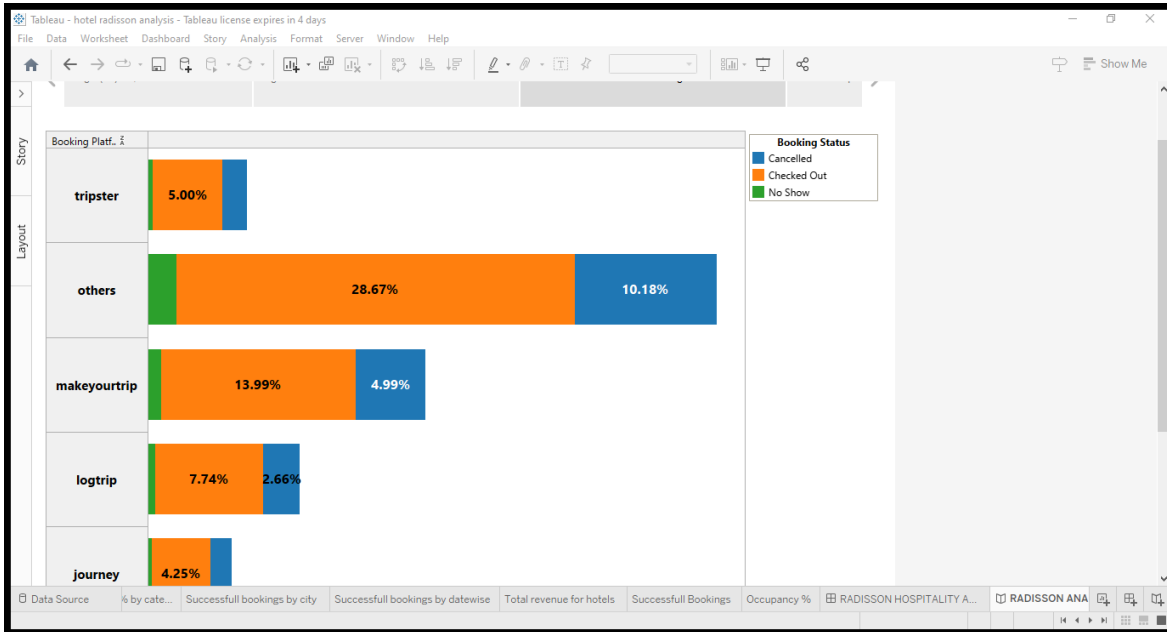
Property Name	Property Id (Dim Hotels.Csv)	Revenue	Capacity	Successful Bookings	Occupancy %	Cance
Radisson Bay	16562	5,64,37,570	9,016	4,820	53.46%	
	17562	5,19,14,158	7,636	3,424	44.84%	
	18562	6,92,55,910	11,132	7,333	65.87%	
	19562	8,24,43,540	8,832	5,812	65.81%	
Radisson Blu	16561	5,79,33,400	6,716	4,418	65.78%	
	17561	7,39,18,312	7,820	5,183	66.28%	
	18561	5,60,40,450	9,844	6,458	65.60%	
	19561	7,29,63,360	10,764	5,736	53.29%	
Radisson City	16560	5,49,32,178	8,740	4,693	53.70%	
	17560	8,79,96,216	11,316	6,013	53.14%	
	18560	6,10,07,200	10,028	6,638	66.19%	
	19560	8,18,76,345	9,108	5,979	65.65%	
Radisson Exotica	16559	11,84,48,418	11,132	7,338	65.92%	
	17559	9,39,96,570	9,292	6,142	66.10%	
	18559	4,78,44,020	11,776	5,256	44.63%	
	19559	6,00,23,460	8,740	4,705	53.83%	
Radisson Grands	16558	3,60,61,172	4,784	3,153	65.91%	
	17558	7,47,30,742	9,384	5,036	53.67%	
	18558	4,62,46,510	8,372	4,475	53.45%	
	19558	5,44,94,340	9,844	4,371	44.40%	
Radisson Palace	16563	8,91,35,998	10,764	7,147	66.40%	



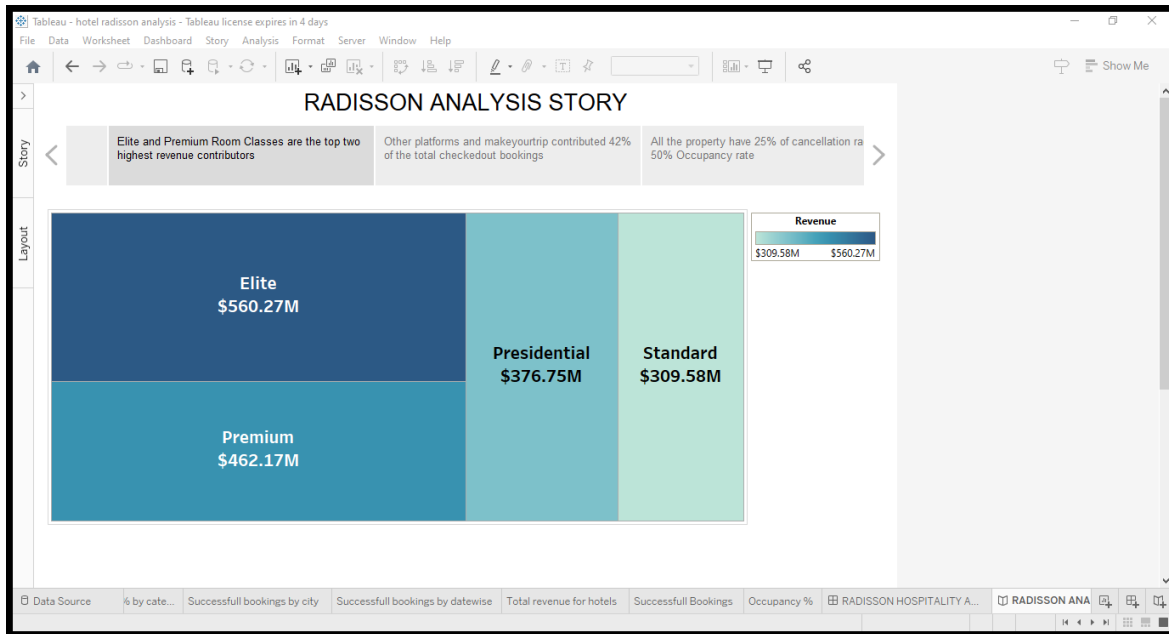
3.2 STORY:



Project Report Template



Project Report Template



RADISSON ANALYSIS STORY

Elite and Premium Room Classes are the top two highest revenue contributors

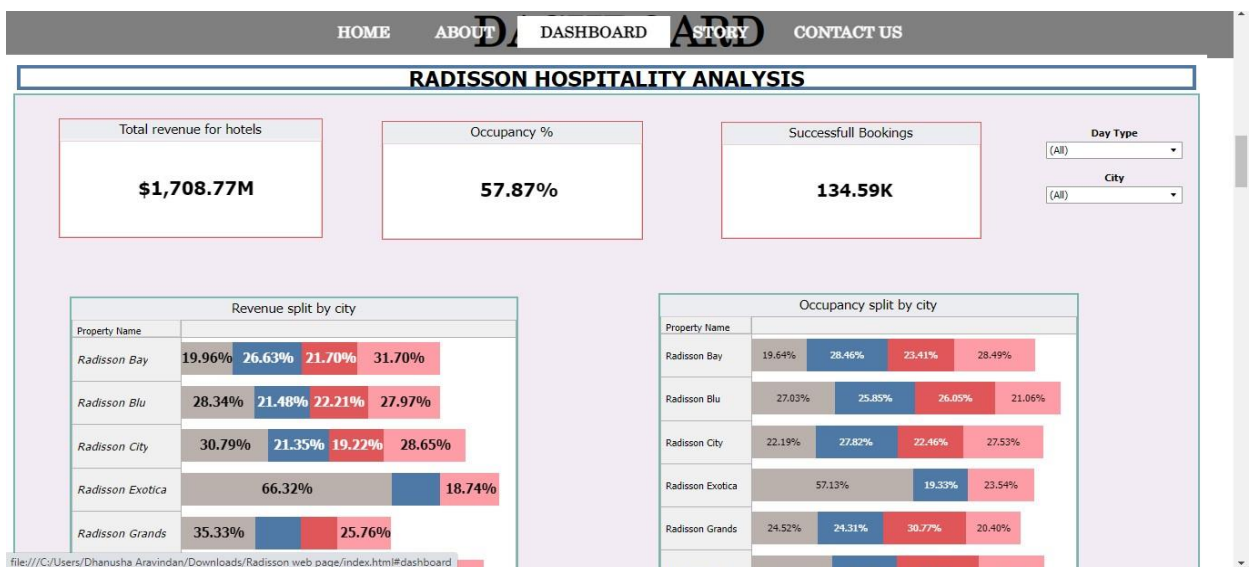
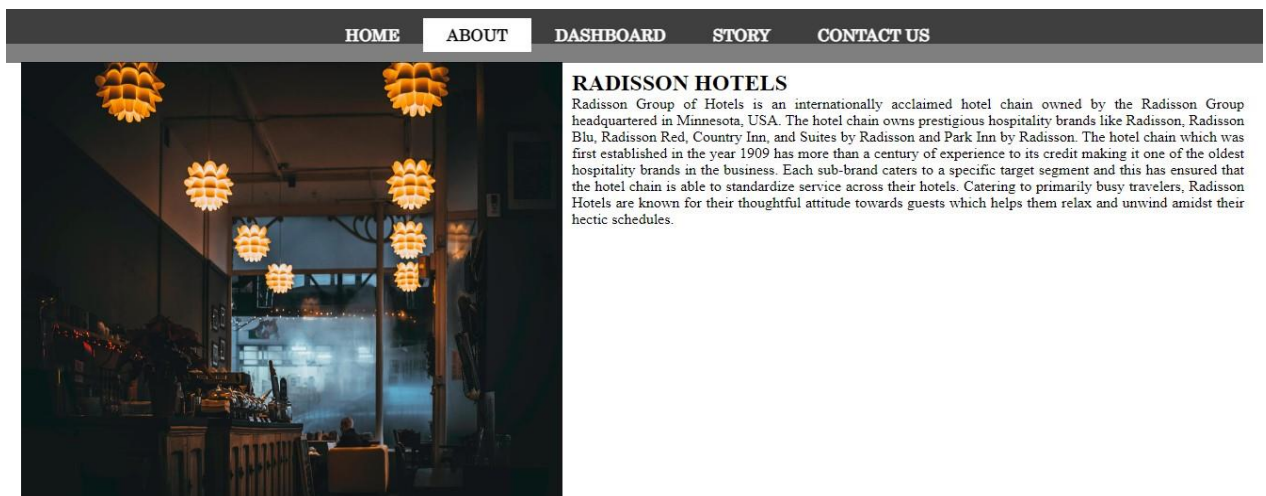
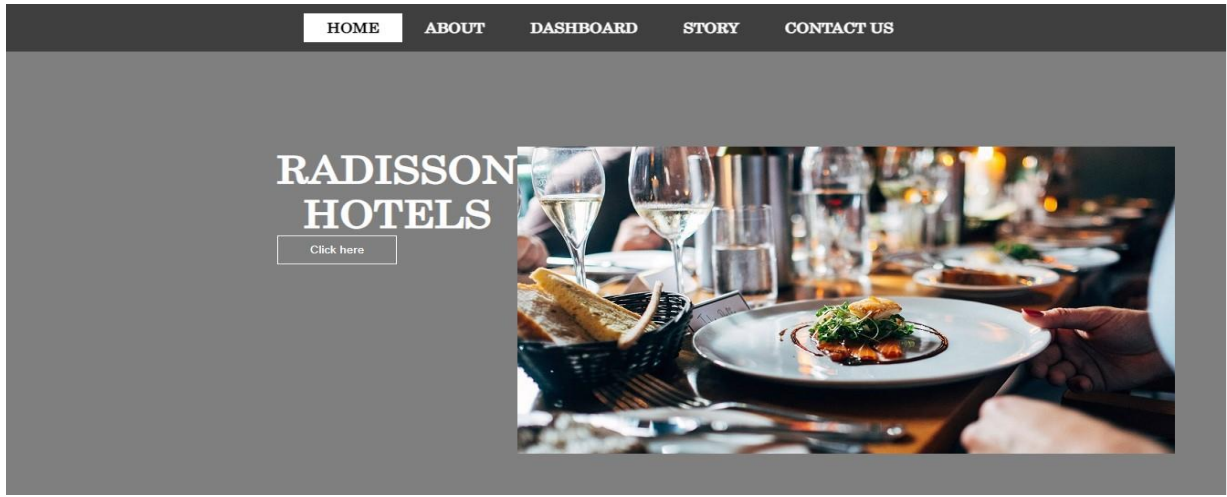
Other platforms and makeyourtrip contributed 42% of the total checkedout bookings

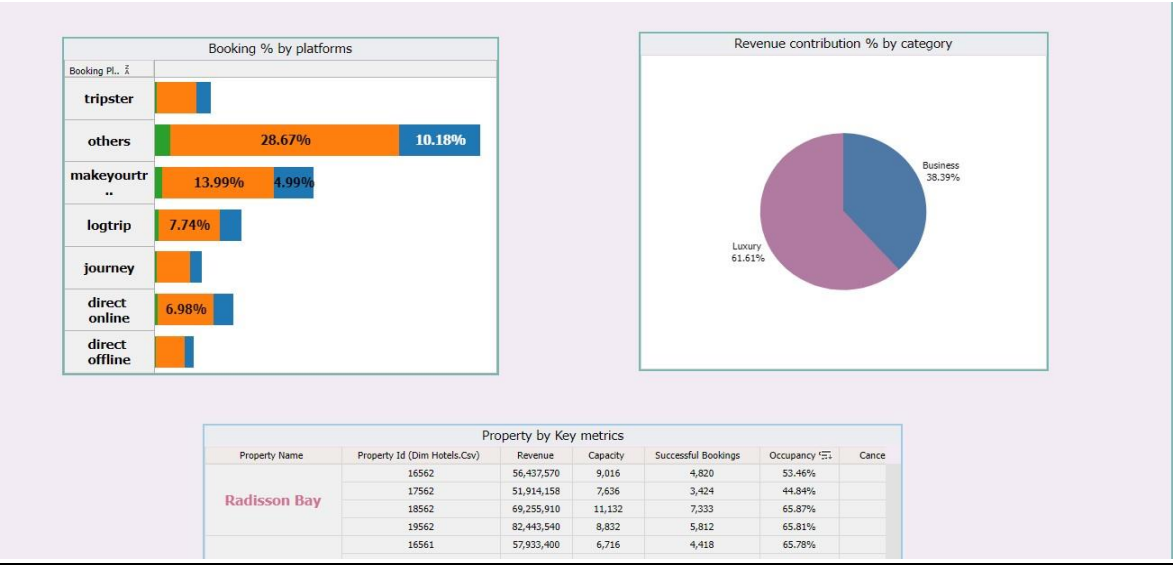
All the property have 25% of cancellation rate and 50% Occupancy rate

Property Name	Property Id (Dim Hotels.Csv)	Revenue	Capacity	Successful Bookings	Occupancy %	Cancelled bookings %
Radisson Bay	16562	5,64,37,570	9,016	4,820	53.46%	25.27%
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	19562	8,24,43,540	8,832	5,812	65.81%	24.33%
Radisson Blu	16561	5,79,33,400	6,716	4,418	65.78%	25.51%
	17561	7,39,18,312	7,820	5,183	66.28%	24.52%
	18561	5,60,40,450	9,844	6,458	65.60%	24.17%
	19561	7,29,63,360	10,764	5,736	53.29%	24.65%
Radisson City	16560	5,49,32,178	8,740	4,693	53.70%	24.12%
	17560	8,79,96,216	11,316	6,013	53.14%	25.06%
	18560	6,10,07,200	10,028	6,638	66.19%	24.03%
	19560	8,18,76,345	9,108	5,979	65.65%	26.38%
Radisson Exotica	16559	11,84,48,418	11,132	7,338	65.92%	24.61%
	17559	9,39,96,570	9,292	6,142	66.10%	24.01%
	18559	4,78,44,020	11,776	5,256	44.63%	24.35%
	19559	6,00,23,460	8,740	4,705	53.83%	24.48%
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Radisson Palace	16563	8,91,35,998	10,764	7,147	66.40%	25.26%
	17563	10,15,11,080	9,568	6,337	66.23%	24.38%
	18563	4,48,38,780	8,924	4,728	52.98%	25.95%
	19563	6,85,96,005	10,120	5,413	53.49%	25.35%
Radisson Seasons	17564	6,61,25,495	8,924	3,982	44.62%	24.79%

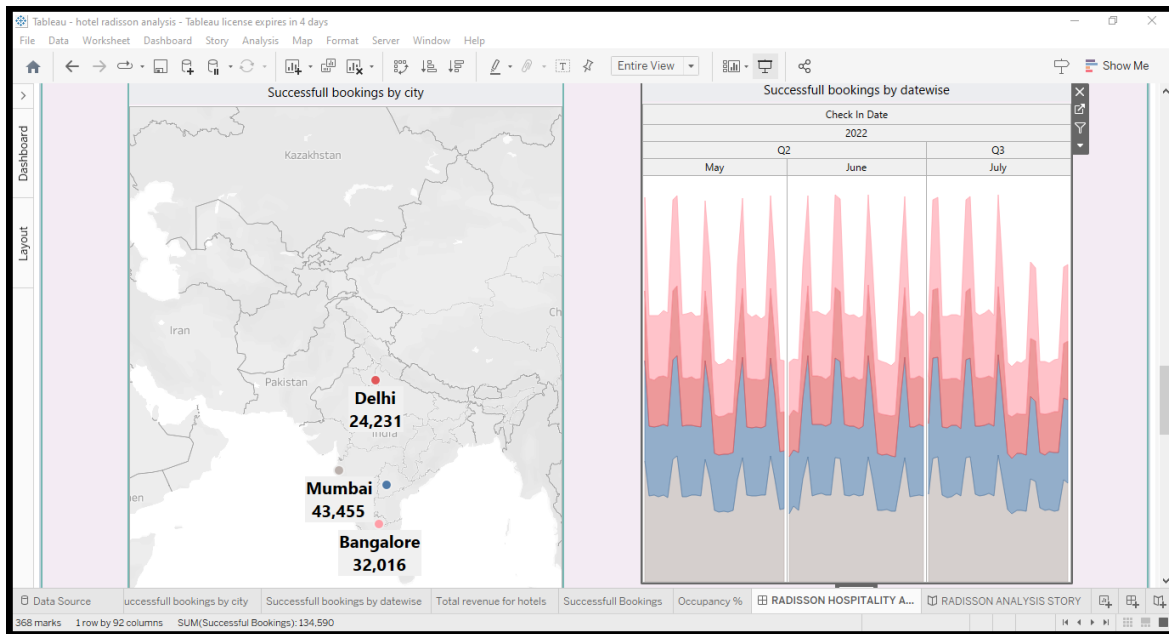
Successfull bookings by city Successfull bookings by datwise Total revenue for hotels Successful Bookings Occupancy % RADISSON HOSPITALITY A... RADISSON ANALYSIS STO...

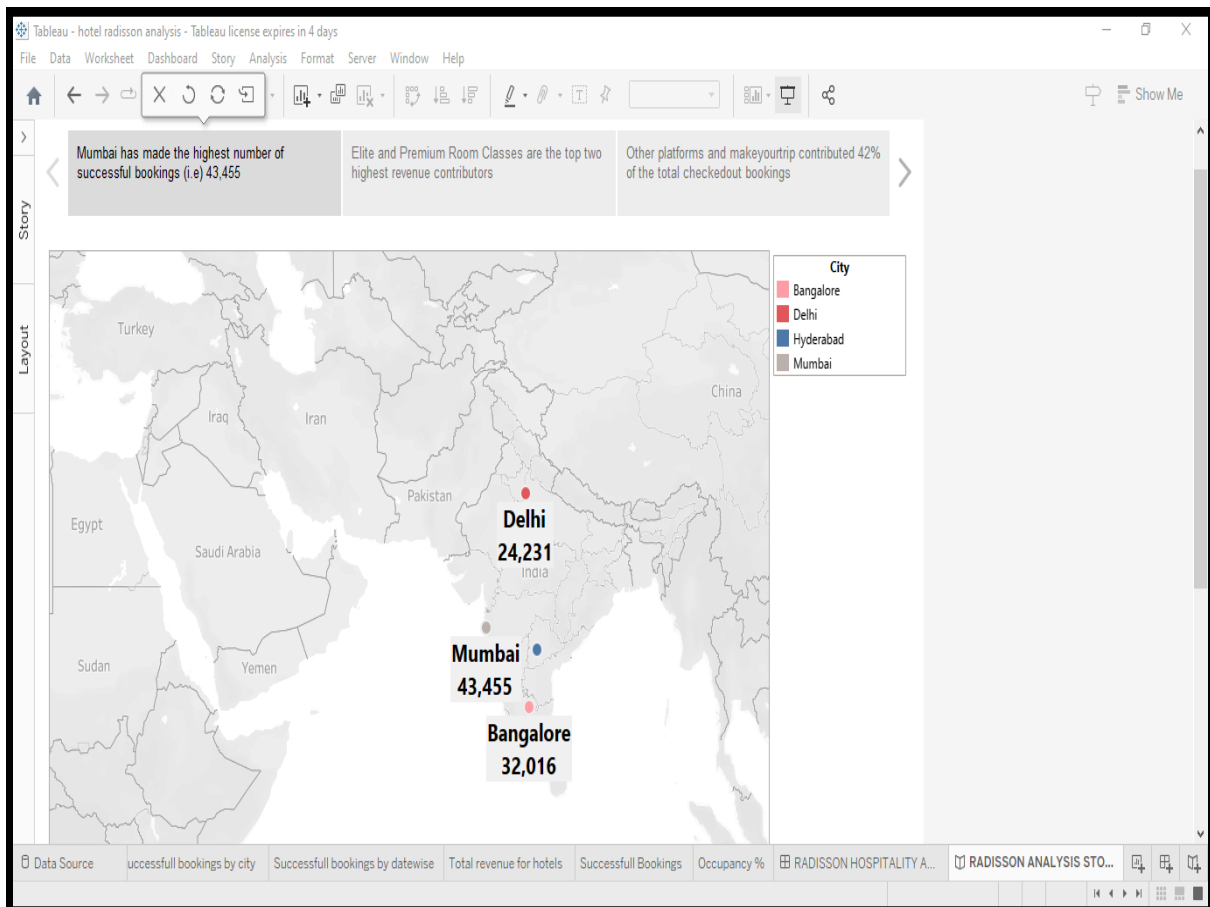
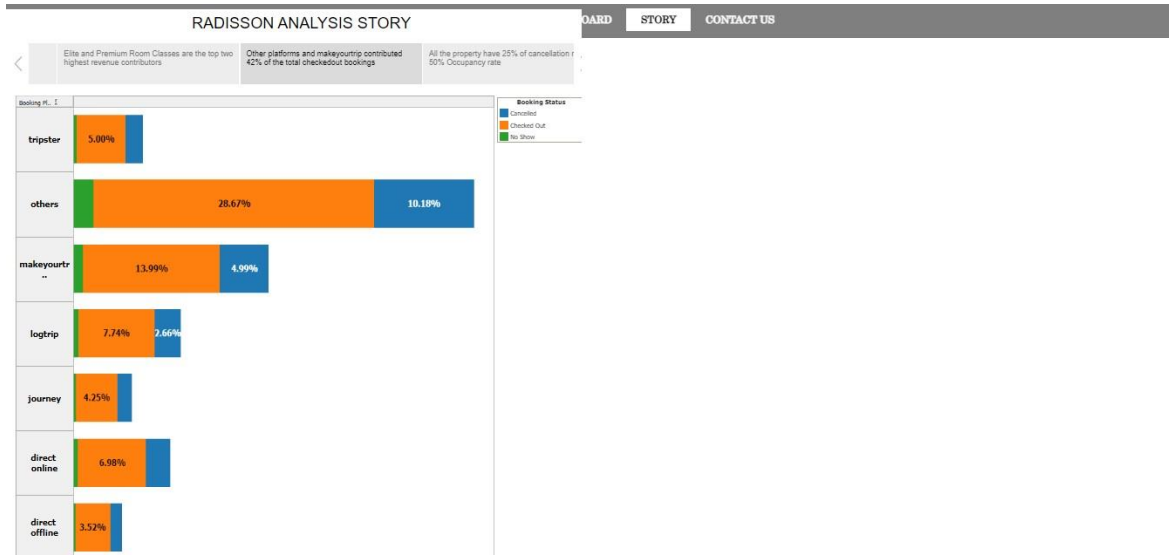
3.3 WEB PAGE:

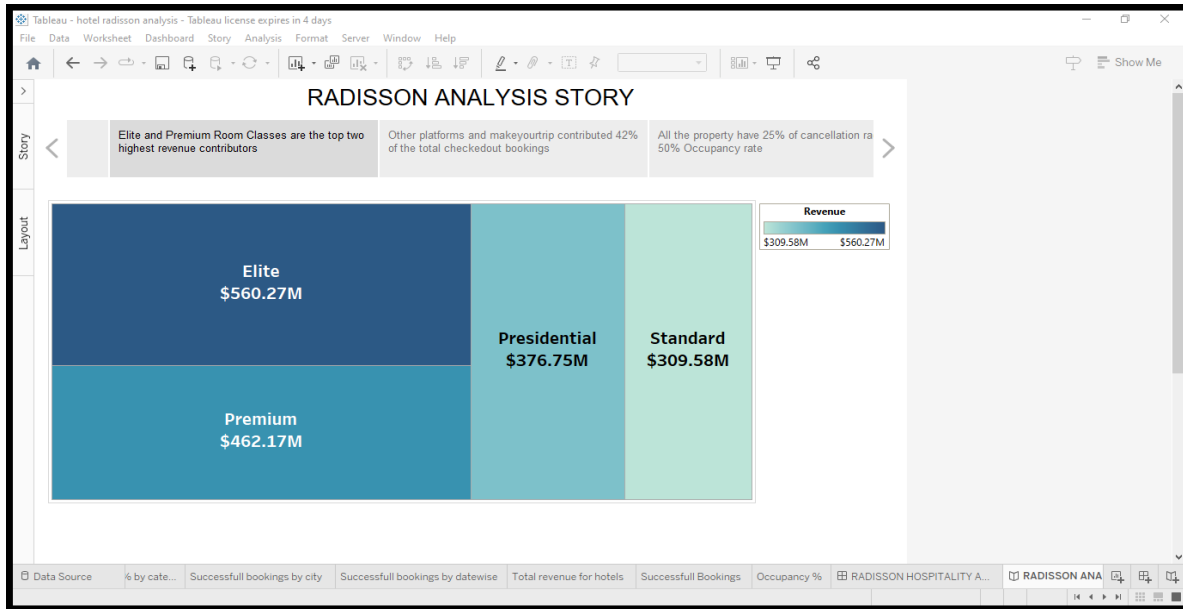




Property Name	Property Id (Dim Hotels.Csv)	Revenue	Capacity	Successful Bookings	Occupancy %	Cancel
Radisson Bay	16562	56,437,570	9,016	4,820	53.46%	
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Radisson Exotica	16559	118,448,418	11,132	7,338	65.92%	
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	17558	74,730,742	9,384	5,036	53.67%	
	18558	46,246,510	8,372	4,475	53.45%	
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	16563	89,135,998	10,764	7,147	66.40%	25.26%
Radisson Season's	17563	101,511,080	9,568	6,337	66.23%	24.38%
	18563	44,838,780	8,924	4,728	52.98%	25.95%
	19563	68,596,005	10,120	5,413	53.49%	25.35%
Radisson Season's	17564	66,125,495	8,924	3,982	44.62%	24.79%

ACT US

CONTACT US

Location: Radisson Blu Resort Temple Bay, Mamallapuram, Chennai-603104
 Open Hours: Monday-Saturday
 10.00AM-11.00PM
 Email: info@radisson.com

❖ ADVANTAGES AND DISADVANTAGES

➤ ADVANTAGES:

- ✚ Good infrastructure for collaboration.
- ✚ Appropriate superstructure to support the facilities.
- ✚ Great security support.
- ✚ Established fund.
- ✚ Positive market demand.
- ✚ Growing involvement from business community.
- ✚ Support from faith-based community.
- ✚ Willingness to try new approaches.
- ✚ Business hotel near to the national air port.
- ✚ Sufficient spaces.
- ✚ Monopoly business in event management.
- ✚ Attractive outlets and views.

➤ DISADVANTAGES:

- ✚ Lack of new funding.
- ✚ Lack of affordable accommodation facility.
- ✚ Job market/jobless recovery.
- ✚ No tourism legal support.
- ✚ Disconnect between urban and rural.
- ✚ Lack of political will.
- ✚ Education needed for provider community.
- ✚ Lack of skilled labor.

❖ APPLICATIONS

- Our aim is to deliver meaningful and memorable experiences. Radisson Blu offers an exciting range of flexible, developer-friendly building options – based on your specific project, budget and location.
- It seeks to improve efficiency and operational process performance, strategies are established so that a hotel can be differentiated from what its competitors offer, better ways are sought to improve user experience and customer satisfaction, etc.
- Developing the new operating model needed to support a single global Radisson Hotels brand including a new Digital organization to support the model.
- Defining an integrated AdTech and MarTech stack to support new capabilities in ad verification, ad serving, bidding, demand-side platforms, data management, data visualization, and more.
- Offering in-depth analysis of Radisson Hotels' principal markets, local media partners, competitor landscape, and individual customer behavior.
- Defining a global forecasting and cost recovery model, supporting the development and planning of Radisson Hotels' growth agenda.
- Embedding advanced analytical capabilities to support data-driven attribution and propensity models and optimize digital campaign performance.

❖ CONCLUSION

Thus, it can be concluded that the company strives for sustaining its spot in the market and surpassing its competitors. It is achieved through a thorough approach towards marketing mix and an attentive approach to the staff and clients. Despite the intense rivalry within the industry, Radisson Blu has been able to attain a great market share and achieve customer loyalty.

❖ FUTURE SCOPE

- As a leading international hotel group Radisson Hotel Group is committed to do its

part in helping to limit global warming to 1.5°C by 2050 and avert a climate crisis. Radisson Hotel Group now also joins leading companies in the Business Ambition for 1.5°C campaign and the UNFCCC Race to Zero campaign as part of an important, globally coordinated effort to reach the goal of Net-Zero.

- With the approved targets, Radisson Hotel Group has committed and confirmed it will reduce its absolute Scope 1 and Scope 2 GHG emissions by 46% by 2030, from a 2019 base year. The Group also commits to reduce absolute scope 3 GHG emissions from fuel and energy related activities and franchises by 28% within the same timeframe.
- Radisson Hotel Group actively strives to reduce its carbon footprint with a strategy focused on energy efficiency and renewable energy as two key impact levers. The Group is currently undergoing an energy transition and is rolling out renewable energy solutions that are designed to achieve the greatest carbon reduction impact tailored for each core market. Over the past 10 years, Radisson Hotel Group has made great strides and made excellent energy efficiency gains of 30%. These reductions will continue to increase as we look to certify more hotels with green building certificates. In 2021, the Group reduced its carbon emissions by 22% per square meter compared to 2019 and reduced its water footprint by 23% per square meter versus 2019."