

**DR. UMayAL RAMANATHAN COLLEGE FOR
WOMEN KARAikUDI**

UG DEPARTMENT OF PHYSICS

PROJECT TITLE

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

Submitted by,

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DEPARTMENT OF PHYSICS

**DR. UMayAL RAMANATHAN COLLEGE FOR
WOMEN KARAikUDI.**

1 INTRODUCTION

1.1 Overview

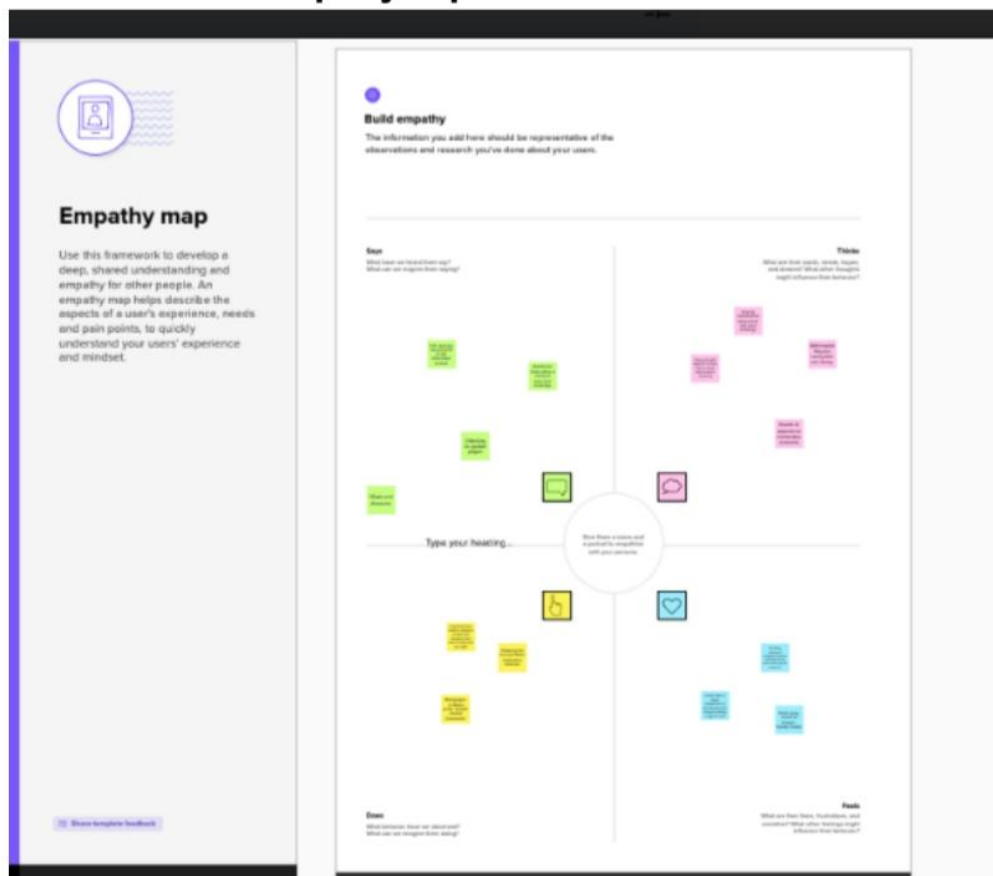
The Hotel Industry is a broad category of business that provide lodging services for travelers and tourists .Radisson owns multiple Five-star hotels across India. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in a given area.

1.2 purpose

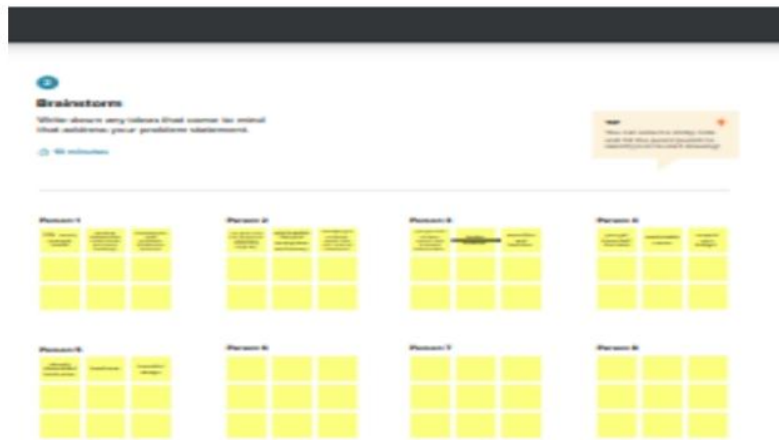
By conducting an analysis the company can identify areas for improvement and take steps to enhance the customer experience , and increase customer satisfaction and loyalty.

2 Problem Definition & Design Thinking

2.1 Empathy Map

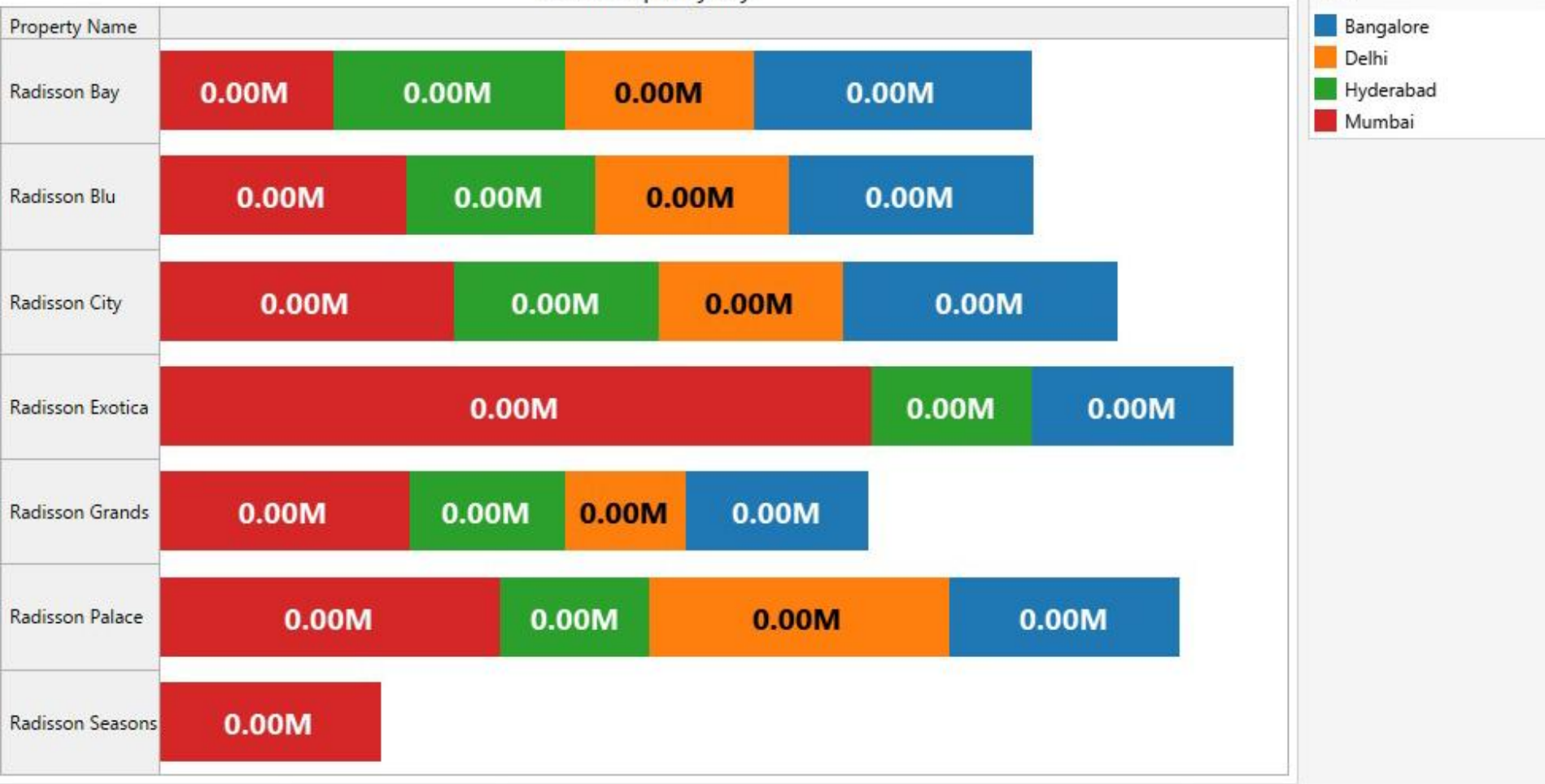


2.2 Ideation & Brainstorming Map

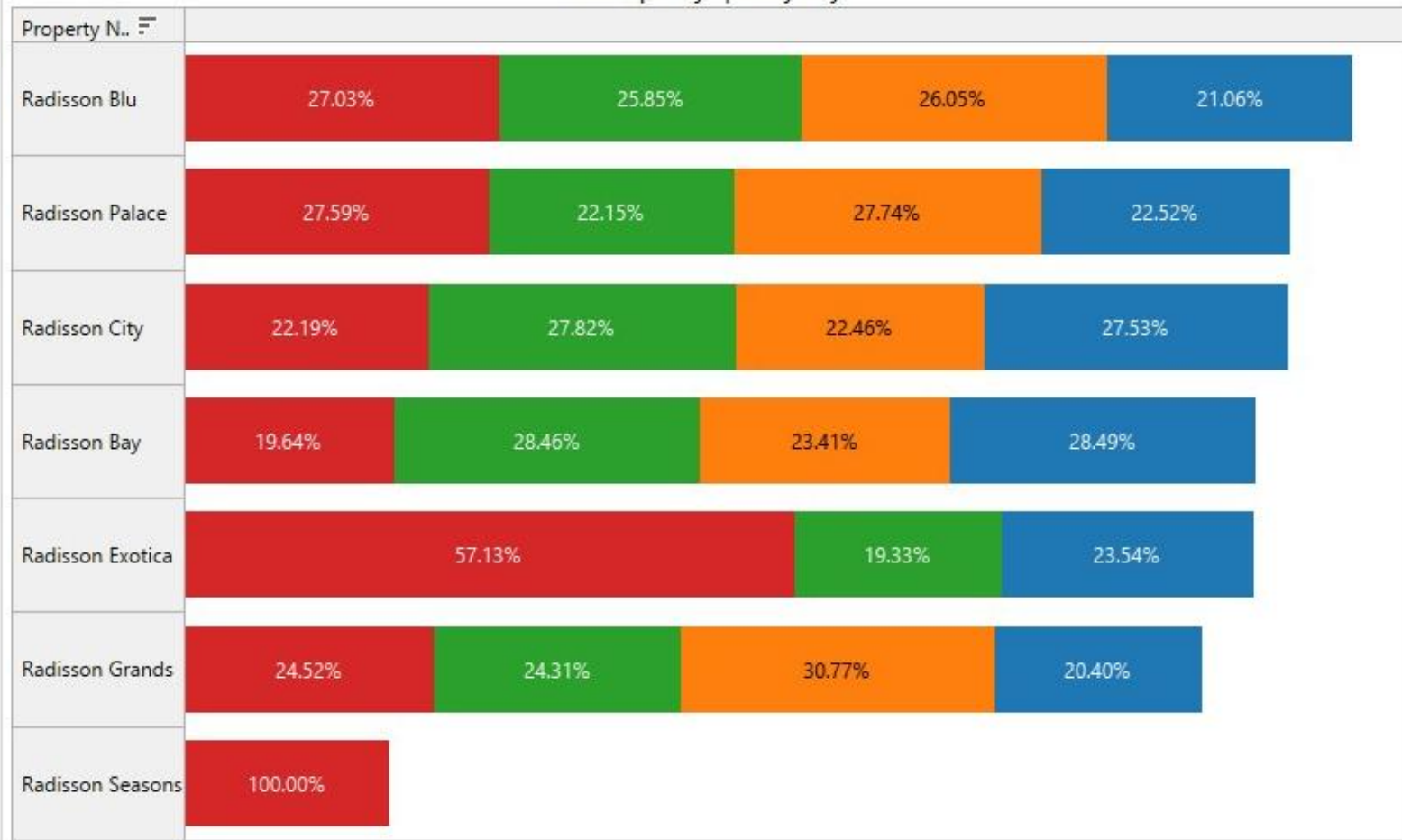


3 RESULT

Revenue split by city



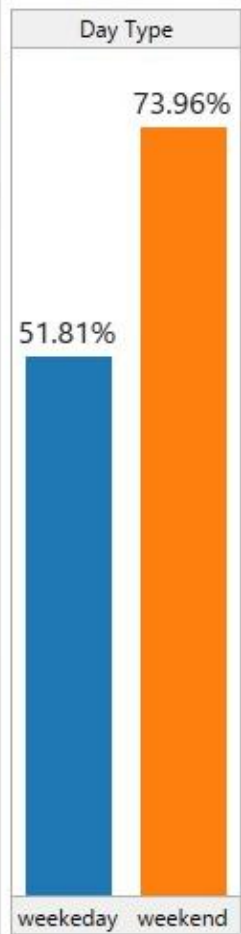
Occupancy split by city



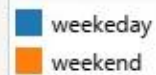
City



Occupancy by day type



Day Type



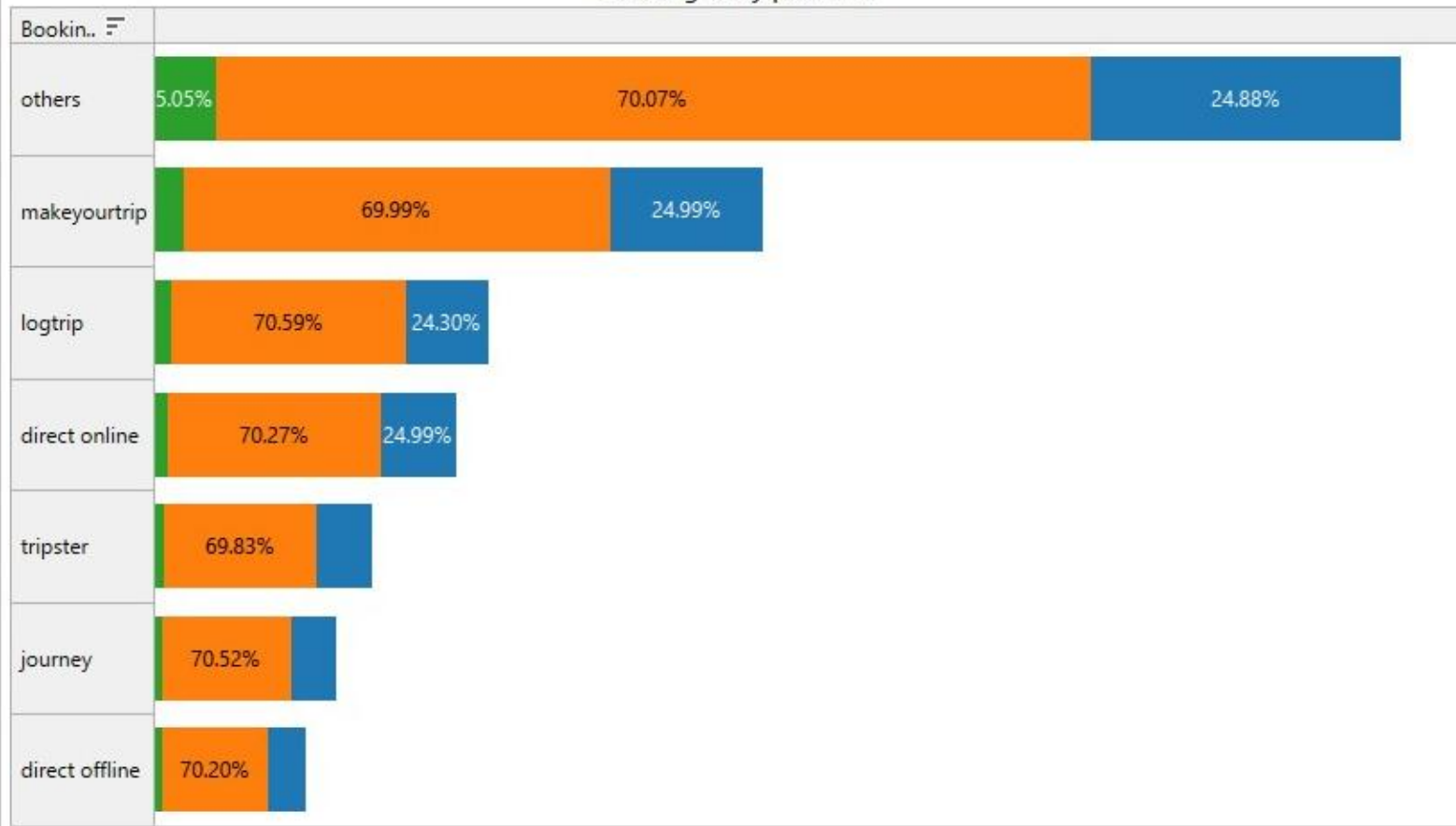
Revenue by room class

AGG(Revenue)



2B


Booking % by platform



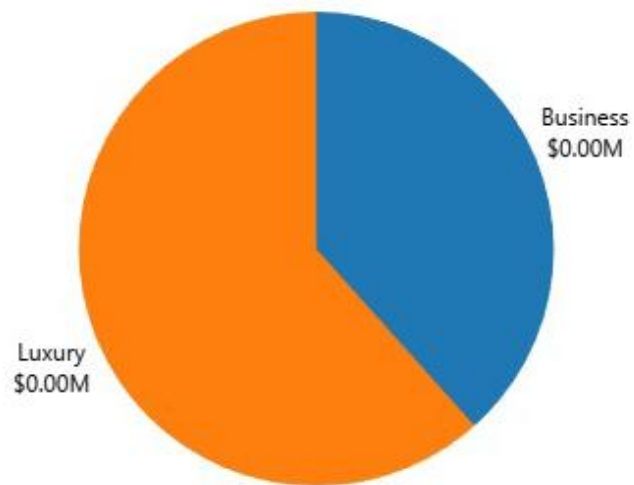
Booking Status

- Cancelled
- Checked Out
- No Show

Property by key metrics

Property Name 	Property I..	Revenue	Capacity	Successful ..	Occupancy..	Cancelled ..
Radisson Seaso..	17564	\$66.13M	8,924	3,982	44.62%	24.79%
Radisson Palace	16563	\$89.14M	10,764	7,147	66.40%	25.26%
	17563	\$101.51M	9,568	6,337	66.23%	24.38%
	18563	\$44.84M	8,924	4,728	52.98%	25.95%
	19563	\$68.60M	10,120	5,413	53.49%	25.35%
Radisson Grands	16558	\$36.06M	4,784	3,153	65.91%	25.06%
	17558	\$74.73M	9,384	5,036	53.67%	25.66%
	18558	\$46.25M	8,372	4,475	53.45%	24.98%
	19558	\$54.49M	9,844	4,371	44.40%	24.55%
Radisson Exotica	16559	\$118.45M	11,132	7,338	65.92%	24.61%
	17559	\$94.00M	9,292	6,142	66.10%	24.01%
	18559	\$47.84M	11,776	5,256	44.63%	24.35%
	19559	\$60.02M	8,740	4,705	53.83%	24.48%
Radisson City	16560	\$54.93M	8,740	4,693	53.70%	24.12%
	17560	\$88.00M	11,316	6,013	53.14%	25.06%
	18560	\$61.01M	10,028	6,638	66.19%	24.03%
	19560	\$81.88M	9,108	5,979	65.65%	26.38%
Radisson Blu	16561	\$57.93M	6,716	4,418	65.78%	25.51%
	17561	\$73.92M	7,820	5,183	66.28%	24.52%

Revenue Contribution %by category



AGG(Revenue)

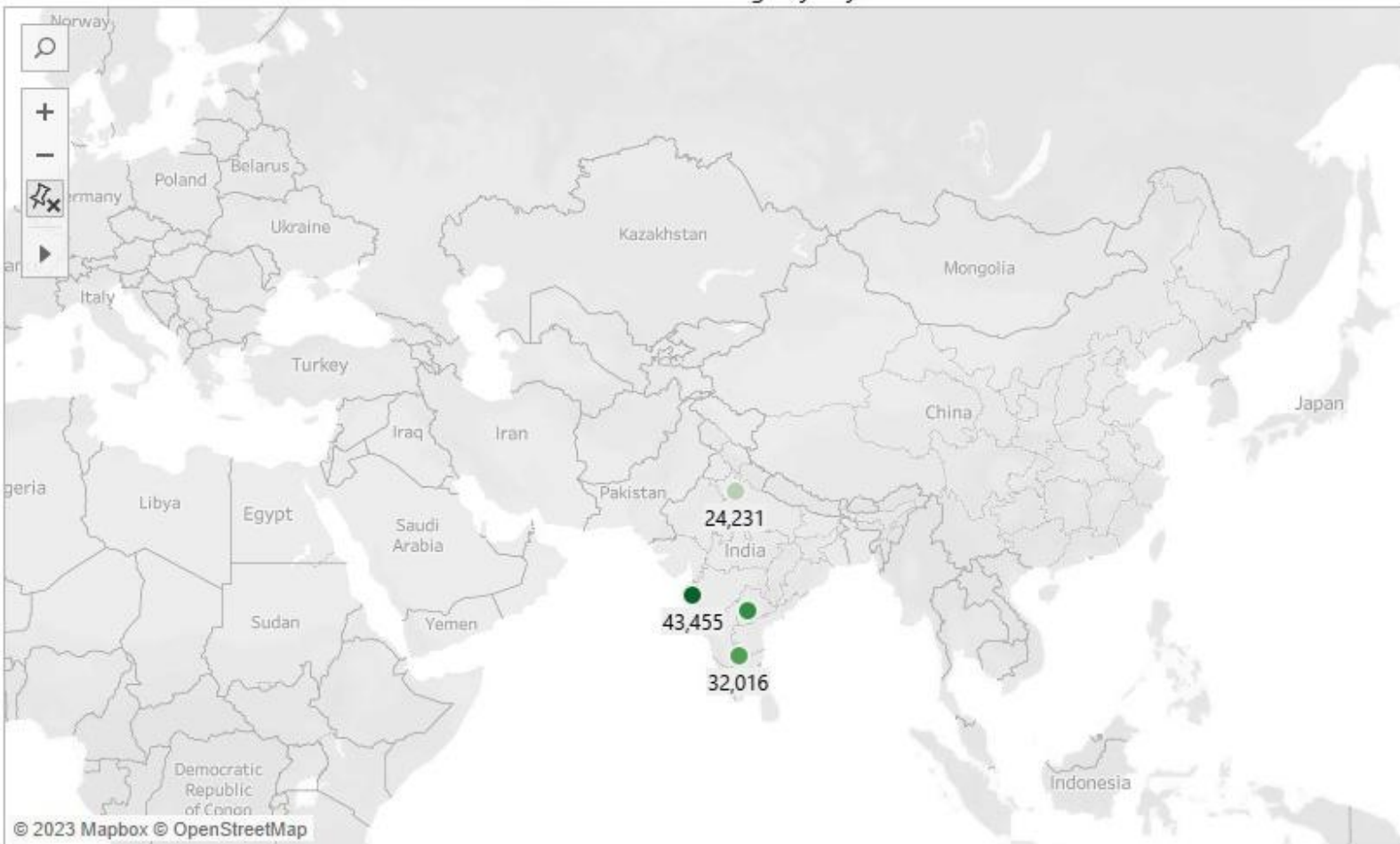
1,70,87,71,229

Category

Business

Luxury

Successful Bookings by city



SUM(Successful Booki...

24,231

43,455

Successful Bookings by Datawise

Check In Date

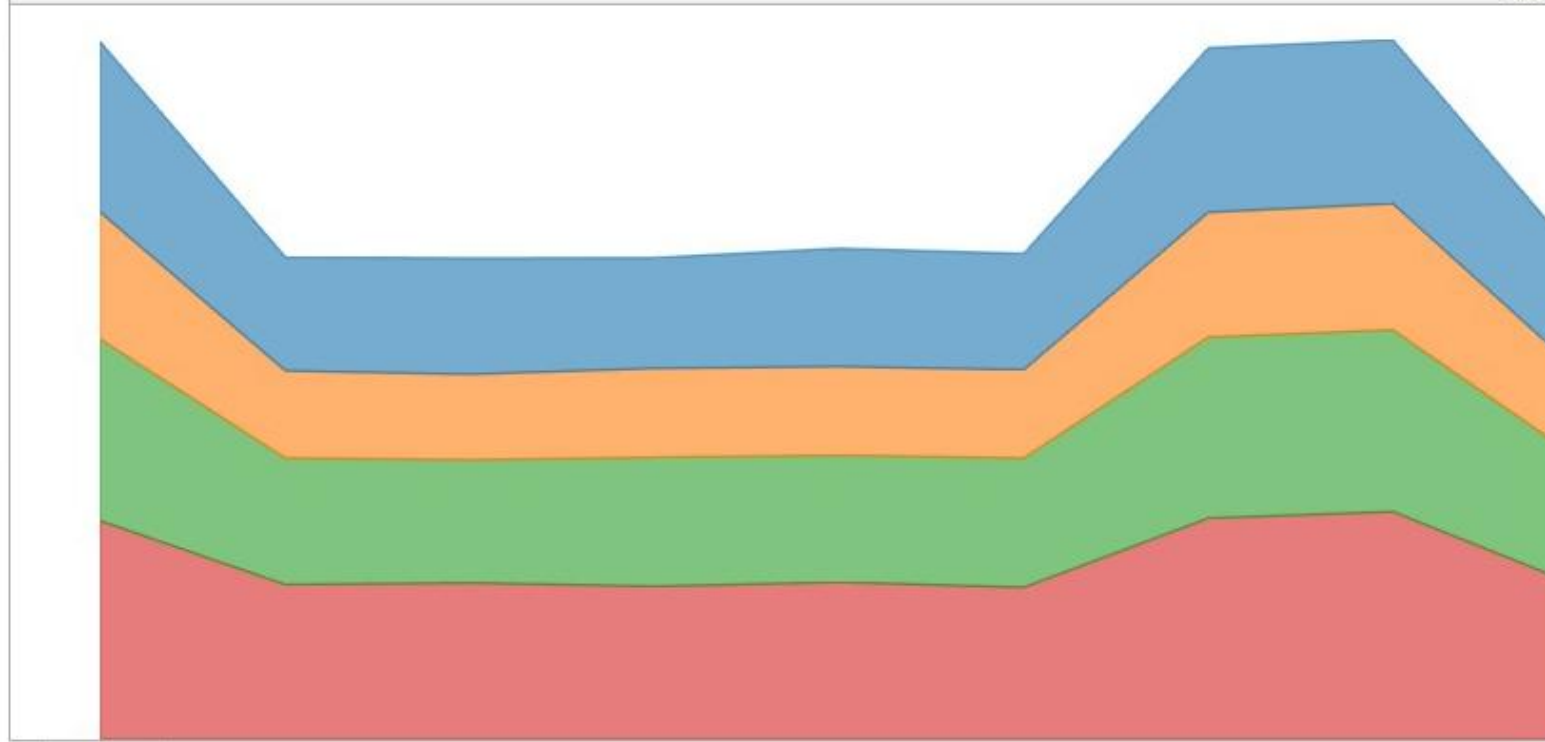
2022

Q2

May

City

- Bangalore
- Delhi
- Hyderabad
- Mumbai



<

>

Revenue

City

(All)



\$1,708.77M

Successful booking

134.59K

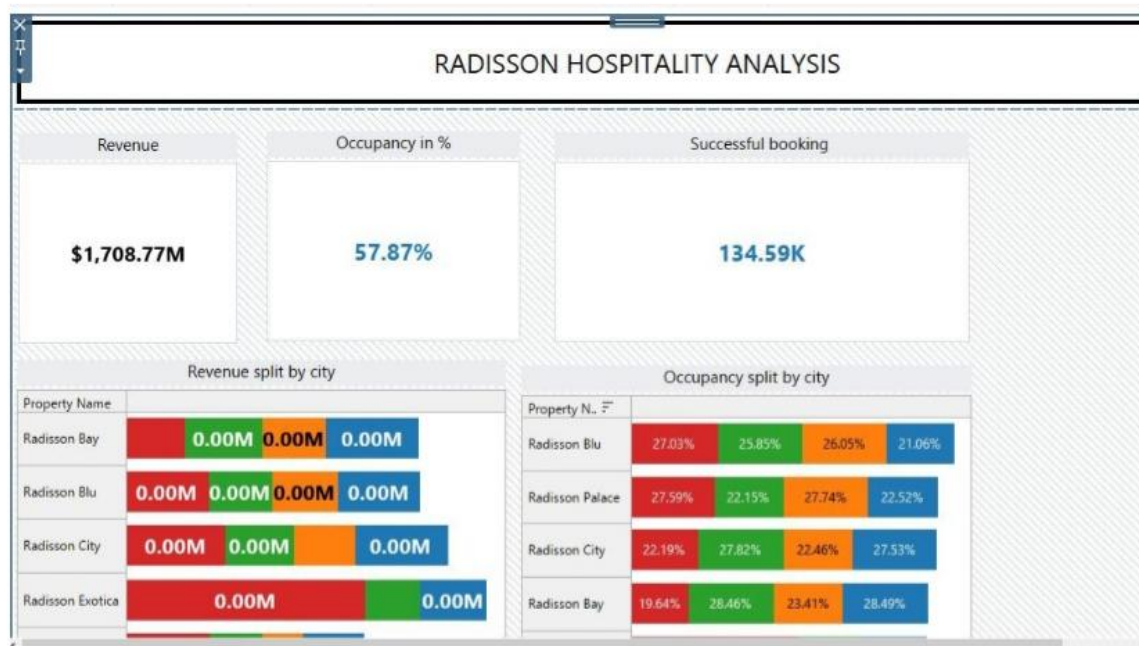
Occupancy in %

57.87%

Day Type

- ☒ (All)
- ☒ weekday
- ☒ weekend

STORY



4 Advantages and Disadvantages

Advantages:

- ***Guests to experience memorable moments.***
- ***Comfortable and well equipped rooms.***
- ***Clean and Tidy Environment.***
- ***Free Internet Access.***
- ***Quality customer service.***

DISADVANTAGES:

- ***The guest may be less likely to experience local food.***
- ***Food and Drinks are much more expensive than average.***

- ***It usually comprises a high-pressure environment.***
- ***It can involve long working hours.***
- ***It may involve extensive physical work.***

5 APPLICATIONS:

- ***Hospitality Management.***
- ***Sporting event venue & Restaurant.***
- ***Cruises and other tourism-related business.***
- ***Food and Beverage service Industry.***
- ***Technology sectors within the Hospitality Industry.***

6 CONCLUSION

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.

7 FUTURE SCOPE

- ***Airline Catering.***
- ***Hotel and Tourism Associations.***
- ***Food and Beverages.***
- ***Entertainment and Recreation.***