



# **1.INTRODUCTION**

## **1.1 OVERVIEW**

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**

Data visualization tools make it quick and easy to create charts and graphs which can be added to a customizable dashboard.; Besides looking beautiful, data visualization tools give us the ability to process information faster and to use that information to boost productivity and results.

# 2.PROBLEM DEFINITION AND DESIGN THINKING

## 2.1 EMPATHY MAP

Template



### Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



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### Build empathy

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say?  
What can we imagine them saying?

Developing the new operating model needed to support a single, unified business model based on building a new digital experience to support the model

Using an integrated architecture to support new capabilities in all marketing and sales, booking, reservation, and financial management due to regulatory changes

Offering in-depth analysis of business trends, market insights, local media partners, competitor analysis, and customer behavior

#### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Important criteria

value for money

location (proximity)

Easy and Reliability of booking

Local experience neighborhood

Accommodation type

#### Does

What behavior have we observed?  
What can we imagine them doing?

Defining a global business model and recovery model, including the development and pricing of various products, growth aspects

Enabling advanced analytics capabilities to support various business and property models and enhance digital marketing performance

Service Innovation, e.g.,

- unique, auction services
- a compelling value proposition

Process innovation, e.g.,

- a new sales channel
- a new marketing strategy
- a new revenue model
- a new data management and analytics platform

#### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Managing innovation, e.g.,

- agile management practices
- collaboration and knowledge sharing

Disruptive innovation, e.g.,

- new business models
- new revenue streams
- new data management and analytics platform

#### Analyzing the performance & efficiency of the decision hotels using data visualization techniques



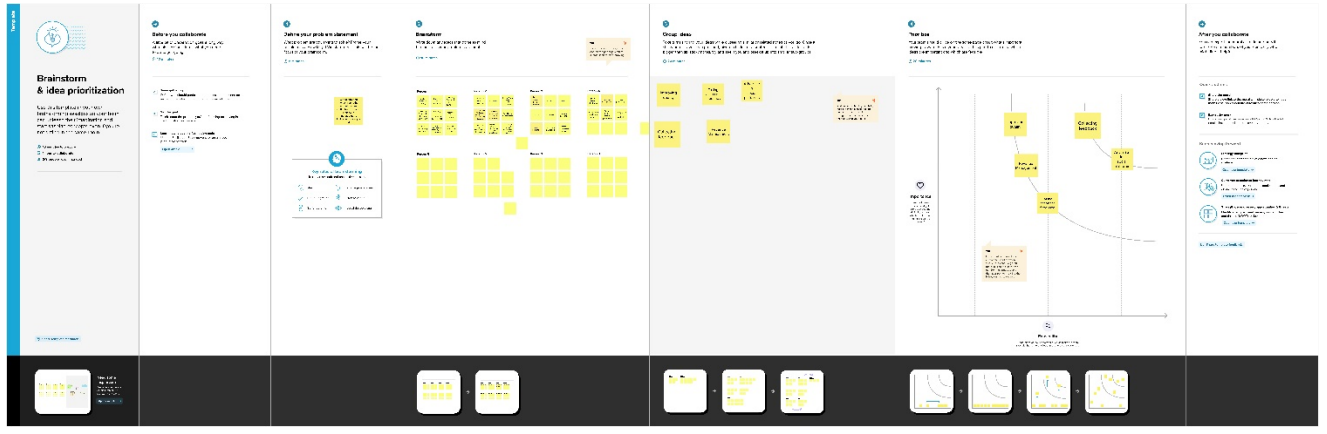
### Need some inspiration?

See a finished version of this template to kickstart your work.

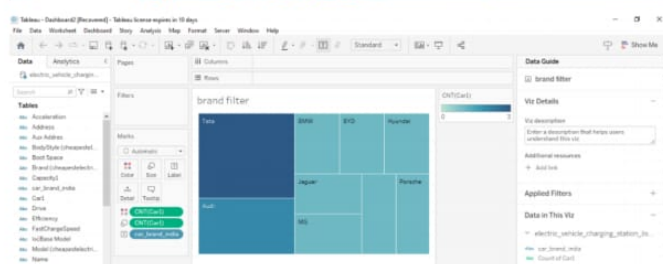
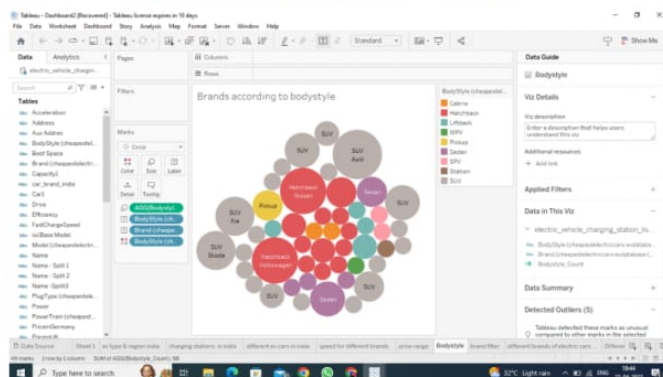
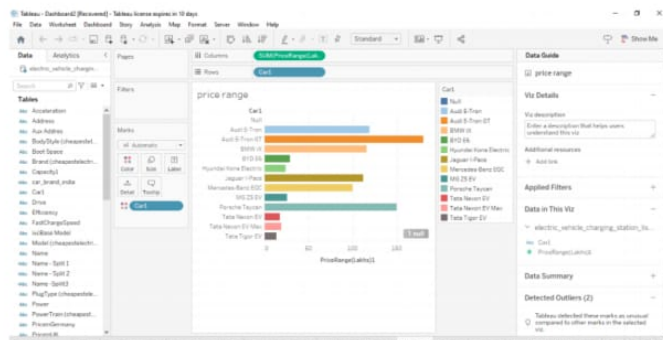
[Open example](#)

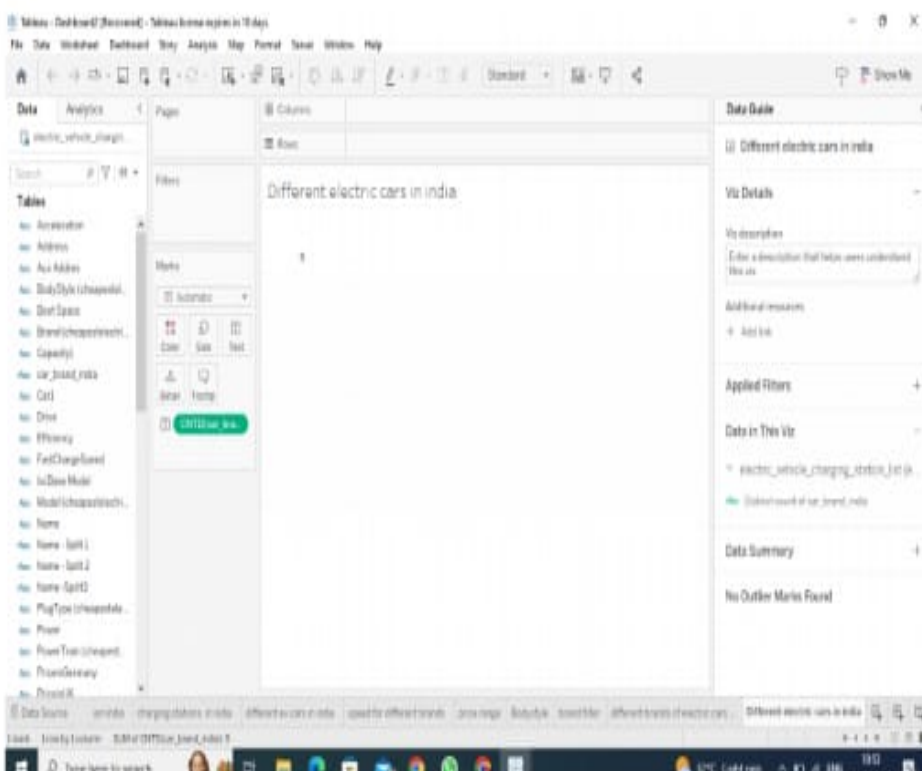
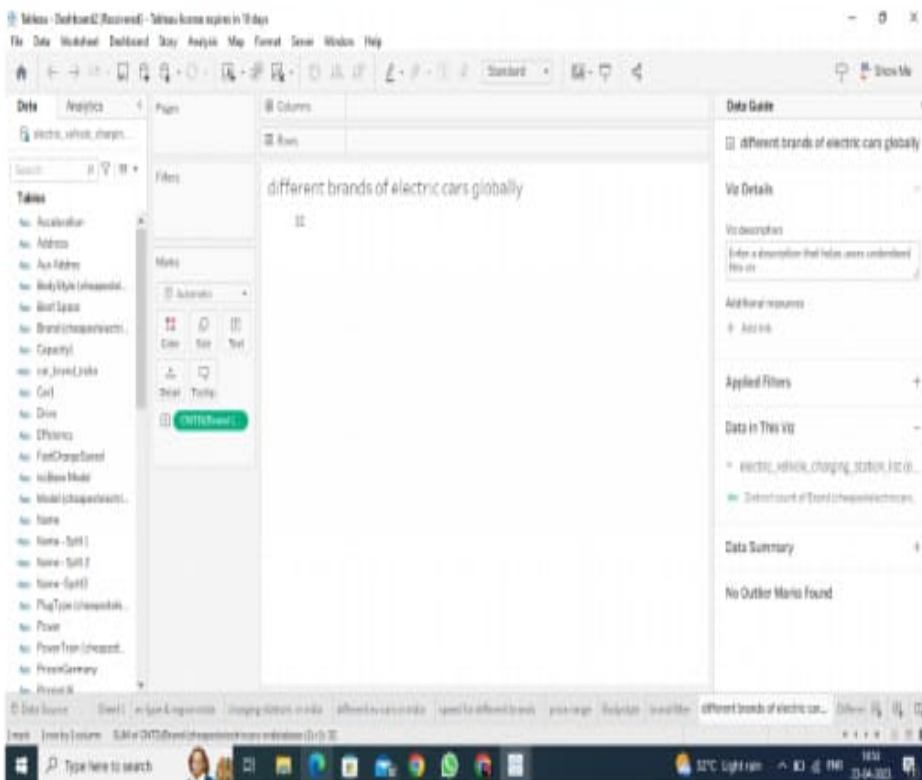


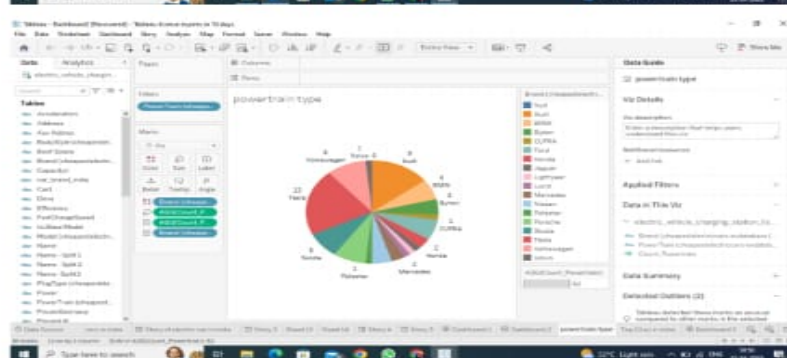
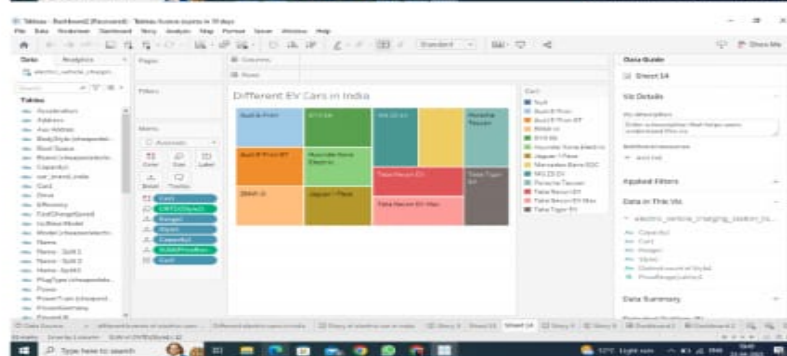
## 2.2 IDEATION AND BRAINSTORMING MAP



## 3.Result







## **4. ADVANTAGES AND DISADVANTAGES**

### **ADVANTAGES**

1. Better understanding
2. Easy sharing of information
3. Accurate analysis
4. Sales analysis
5. Finding relations between events
6. Modification of data
7. Exploring opportunities and trends
8. Geographical visualization

### **DISADVANTAGES**

1. It gives estimation not accuracy
2. Biased
3. Lack of assistance
4. Improper design issue
5. Wrong focused people can skip core messages

## **5. APPLICATIONS**

It has been identified that good and satisfactory service provided by employees will lead to customer satisfaction. In addition to that, it has been observed that when an employee is satisfied with the management of the company, they finally give better services to customers and good customer service is the essence of the Hotel Industry. Loyalty with customers is also linked with the performance of employees. If an employee is greeting well, this customer will increase customer loyalty towards the brand. Satisfaction of

employees had an impact on employees' perception about the company.

Making improvements involve working together measuring employee and customer satisfaction. To increase customer satisfaction, the management of Radisson Hotels needs to focus on the satisfaction of employees. To do so, the management needs to implement several programs that will ensure the satisfaction of employees so that efficiency and performance of the organization can be enhanced. The efficiency and performance will increase that will reinforce customer service. The management of the company needs to understand that employee should better understand the Radisson's vision and mission to be aligned with the firm. Radisson can do that by motivating its employees through Rewards and Incentives which in turn will present a chance for advancement.

## **6 CONCLUSIONS**

The use of Technology in the hospitality and tourism industry has helped speed up operations and helped the traveling process much more enjoyable and efficient. Technology not only helps large chain hotels but can also be useful to B and B's and other smaller companies in the industry.



## **7 FUTURE SCOPE**

Data analytics in the hospitality industry can help hoteliers to develop a strategy for managing revenue by using the data gathered from various sources like the information found on the internet. Through analysis of these data, they can make predictions that will help owners with forecasting.

## **8 APPENDIXES**

**Radisson analysis Dashboard-**

**[https://drive.google.com/file/d/1mLlw9nK4yxOrBMJqoFyj2xn7Xtsbg9MS/view?usp=drive\\_sdk](https://drive.google.com/file/d/1mLlw9nK4yxOrBMJqoFyj2xn7Xtsbg9MS/view?usp=drive_sdk)**

**Radisson analysis story-**

**<https://drive.google.com/file/d/1mTNdsbjVbI7F3Obf9wOqYXp29PnKEo8q/view?usp=drivesdk>**

**Video link-**

**<https://drive.google.com/file/d/1IV10T7wPFG0tpTeMJ3m7P0ErakmMiRFE/view?usp=drivesdk>**