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

1. INTRODUCTION

1.1 Overview

This project gives overview on analysing the performance and efficiency of the Radisson hotels using data visualization technique. Where Visualization of total revenue for hotels, successful booking data wise, successful booking by city, occupancy by date type, revenue by room class, revenue split by city, occupancy split by city.

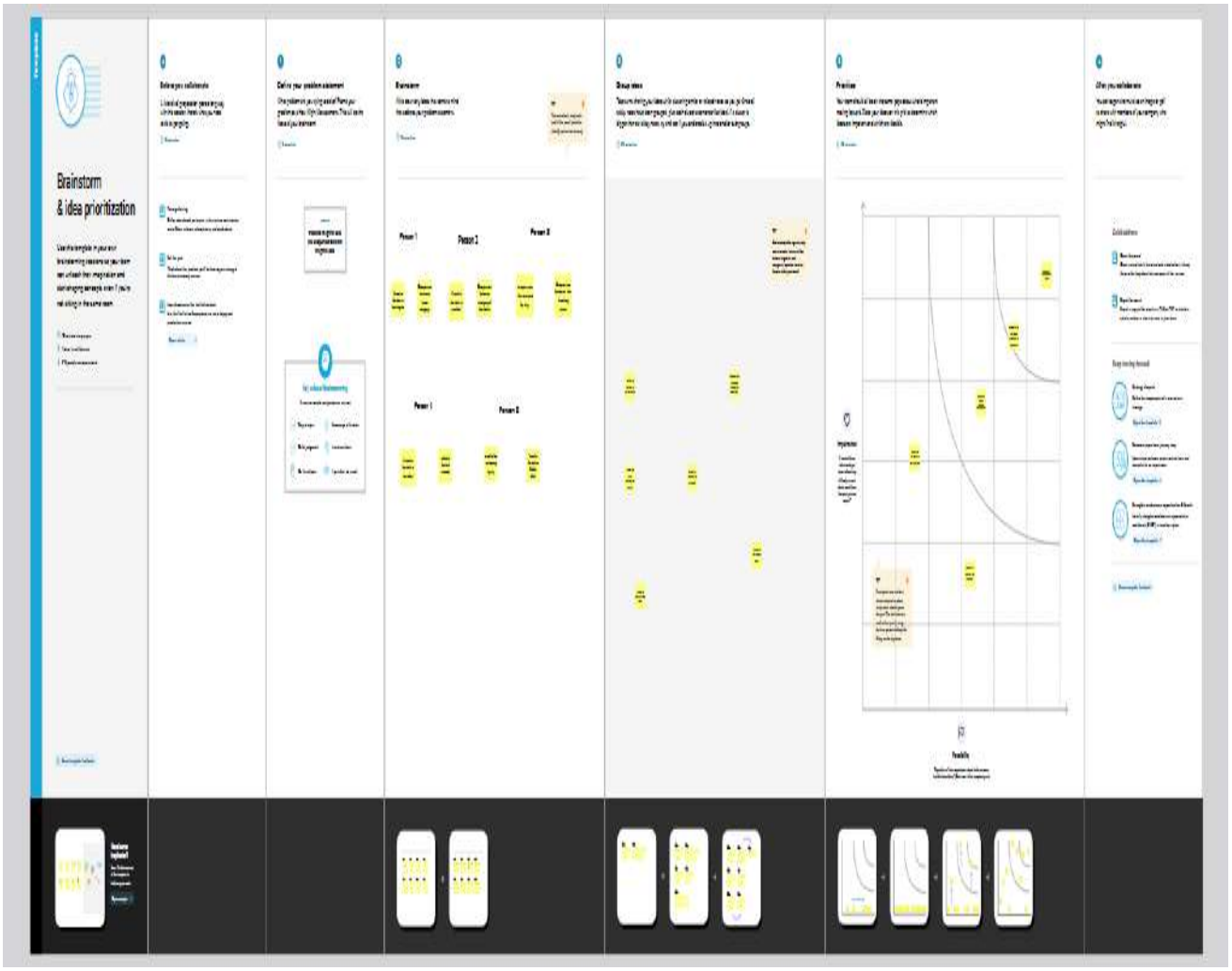
1.2 Purpose

This project is used to calculate the total revenue for hotel and also helps to find out which hotel has more occupancy by city and used to calculate the hotel revenue by room class. By using this project, we can achieve the successful booking by city and can able to find out the booking percentage by platform. And also this project used to calculate total revenue for hotel and which category has highest revenue. By using this project, we achieve the successful booking by date wise.

2. PROBLEM DEFINITION AND DEFINE THINKING

2.1 Empathy mapping

2.2.Ideation and brainstorming map



3.RESULT

By the analysis of the project we find that Mumbai has made highest number of successful booking-43,445. Elite and premium room class are the top two highest revenue contributors. Other platforms and make your trip contributed 42% of the total checked out bookings. All properties have average 25% cancellation rate and 50% Occupancy rate.

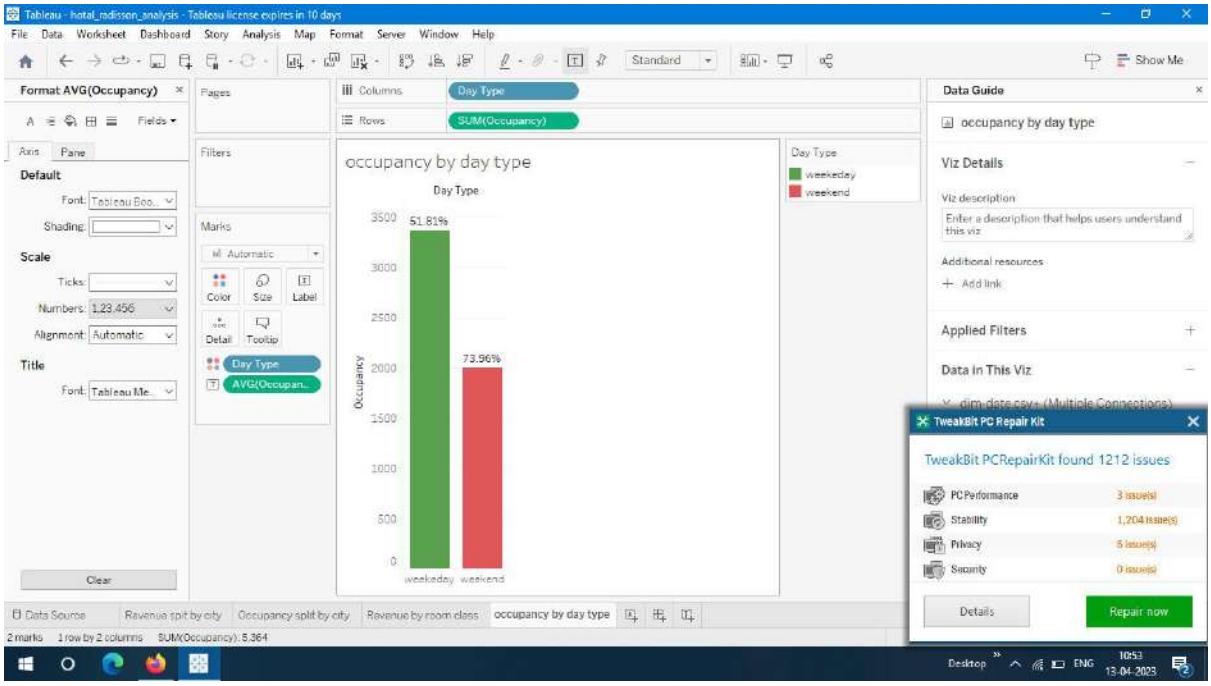


Tableau - hotal_mdisson_analysis - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Format AVG(Occupancy)
Columns Day Type
Rows SUM(Occupancy)
occupancy by day type
Day Type
weekday
weekend
51.81%
73.96%
Occupancy
Data Guide
occupancy by day type
Viz Details
Applied Filters
Data In This Viz
TweakBit PC Repair Kit
TweakBit PCRepairKit found 1212 issues
PC Performance 3 issue(s)
Stability 1,204 issue(s)
Privacy 5 issue(s)
Security 0 issue(s)
Details
Repair now

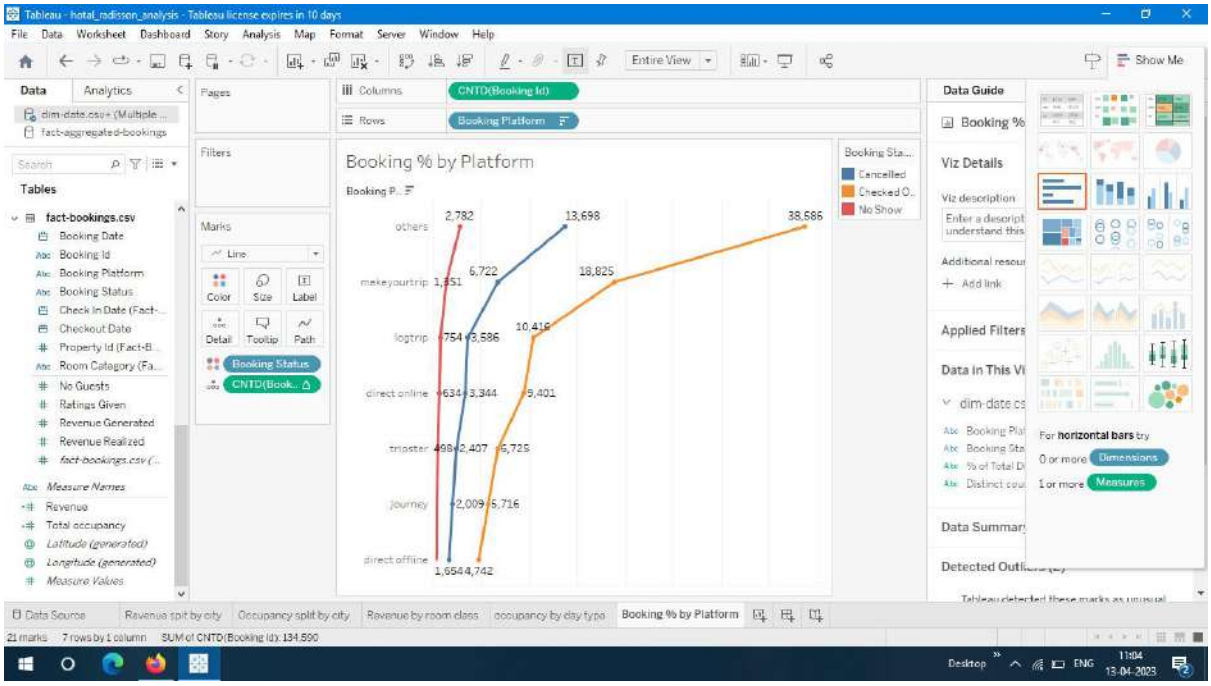


Tableau - hotal_mdisson_analysis - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Columns CNTD(Booking Id)
Rows Booking Platform
Booking % by Platform
others 2,782 13,698 38,586
makeyourtrip 1,851 6,722 18,825
logtrip 754 3,586 10,416
direct online 634 3,344 9,401
traveloka 498 2,407 6,725
journey 2,009 5,716
direct offline 1,654 4,742
Cancelled
Checked O..
No Show
Data Guide
Viz Details
Applied Filters
Data Summary
Detected Outliers
For horizontal bars try
0 or more Dimensions
1 or more Measures

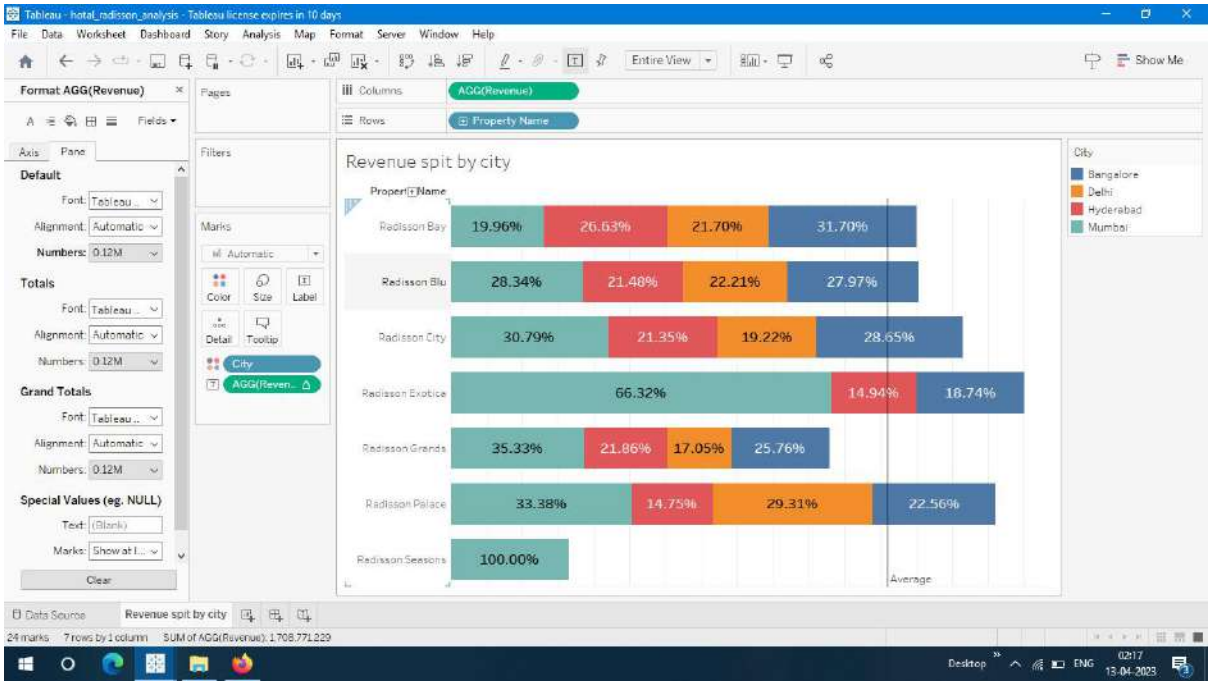
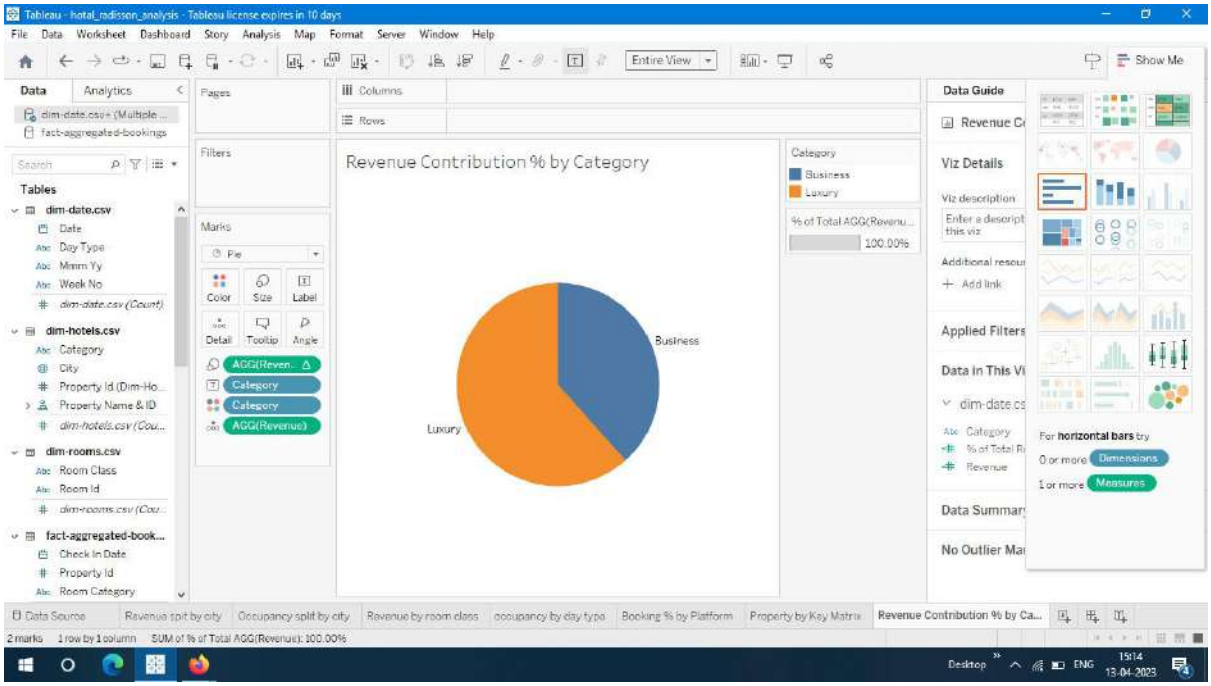


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Show Me
Format AGG(Revenue)
Pages
Columns
AGG(Revenue)
Rows
Property Name
Filters
Marks
Revenue spit by city
Property Name
Redisson Bay 19.96% 26.63% 21.70% 31.70%
Redisson Blu 28.34% 21.48% 22.21% 27.97%
Radisson City 30.79% 21.35% 19.22% 28.65%
Radisson Exotica 66.32% 14.94% 16.74%
Radisson Grands 35.33% 21.86% 17.05% 25.76%
Radisson Palace 33.38% 14.75% 29.31% 22.56%
Radisson Seasons 100.00%
Average
City
Bangalore
Delhi
Hyderabad
Mumbai
Data Source
Revenue spit by city
24 marks 7 rows by 1 column SUM of AGG(Revenue): 1,708,771,229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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Entire View
Show Me
Data
Analytics
Pages
Columns
Rows
Filters
Marks
Pie
Revenue Contribution % by Category
Business
Luxury
Category
% of Total AGG(Revenu...
100.00%
Data Guide
Viz Details
Applied Filters
Data Summary
No Outlier Ma
Tables
dim-date.csv
dim-hotels.csv
dim-rooms.csv
fact-aggregated-book...
Data Source
Revenue spit by city
Occupancy split by city
Revenue by room class
occupancy by day type
Booking % by Platform
Property by Key Matrix
Revenue Contribution % by Ca...
2 marks 1 row by 1 column SUM of % of Total AGG(Revenue): 100.00%

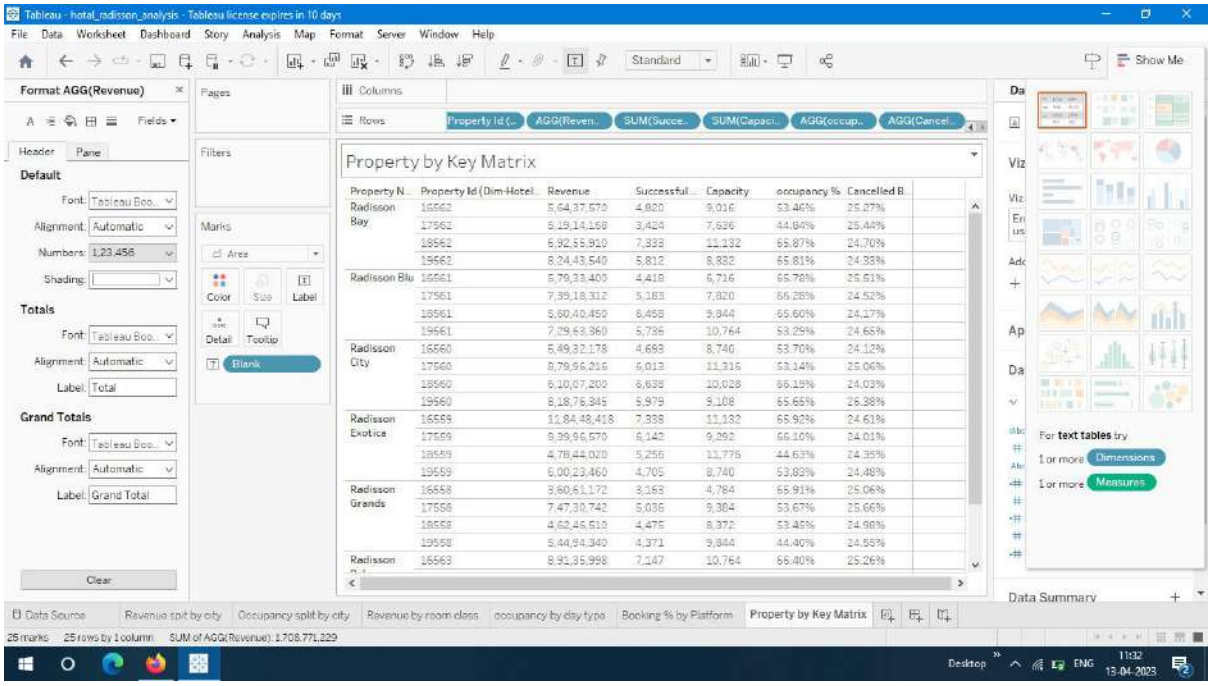


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
Property by Key Matrix
Property N..
Property Id (Dim-Hotel...
Revenue
Successful...
Capacity
occupancy %
Cancelled B...
Radisson Bay
Radisson Blu
Radisson City
Radisson Exotica
Radisson Grands
Data Summary
Data Source
Revenue split by city
Occupancy split by city
Revenue by room class
occupancy by day type
Booking % by Platform
Property by Key Matrix

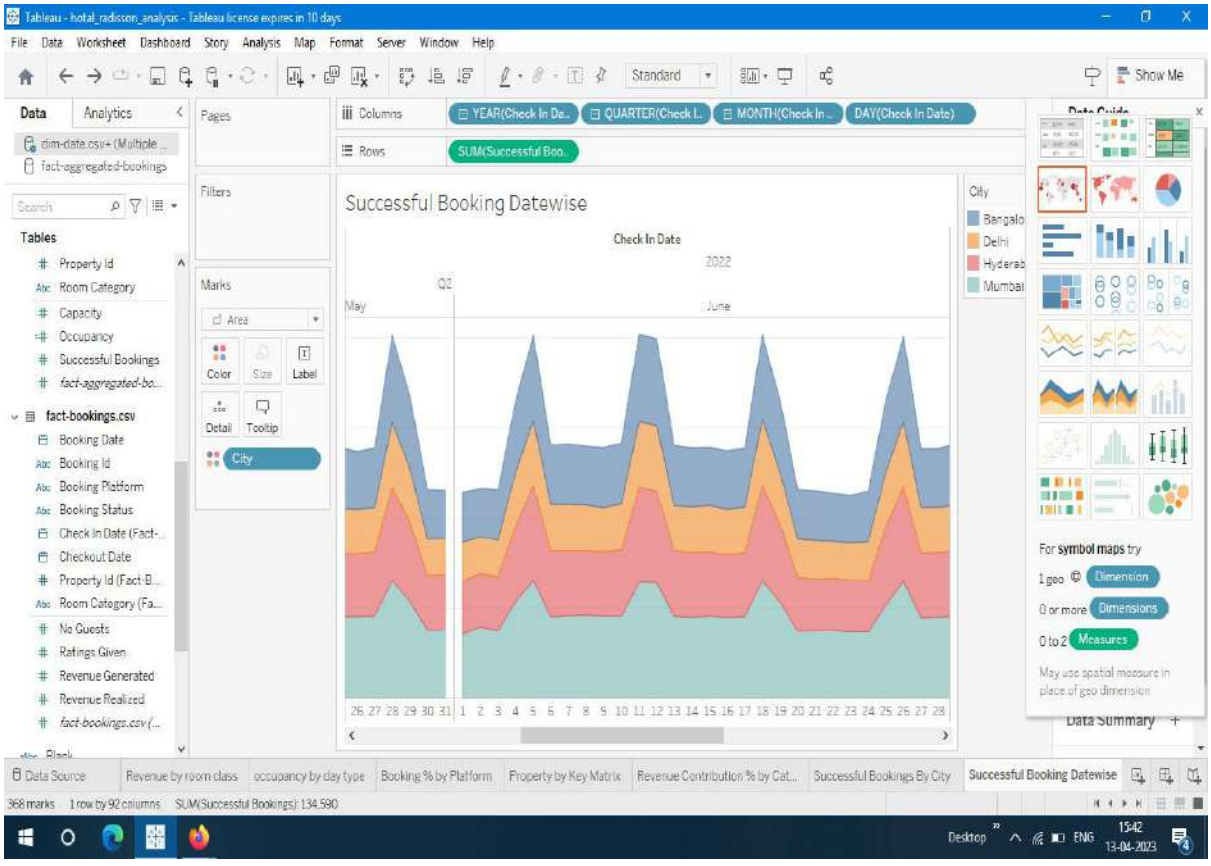


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
Successful Booking Datewise
Check In Date
2022
Q2
May
June
City
Bangalo
Delhi
Hyderab
Mumbai
Data Summary
Data Source
Revenue by room class
occupancy by day type
Booking % by Platform
Property by Key Matrix
Revenue Contribution % by Cat...
Successful Bookings By City
Successful Booking Datewise

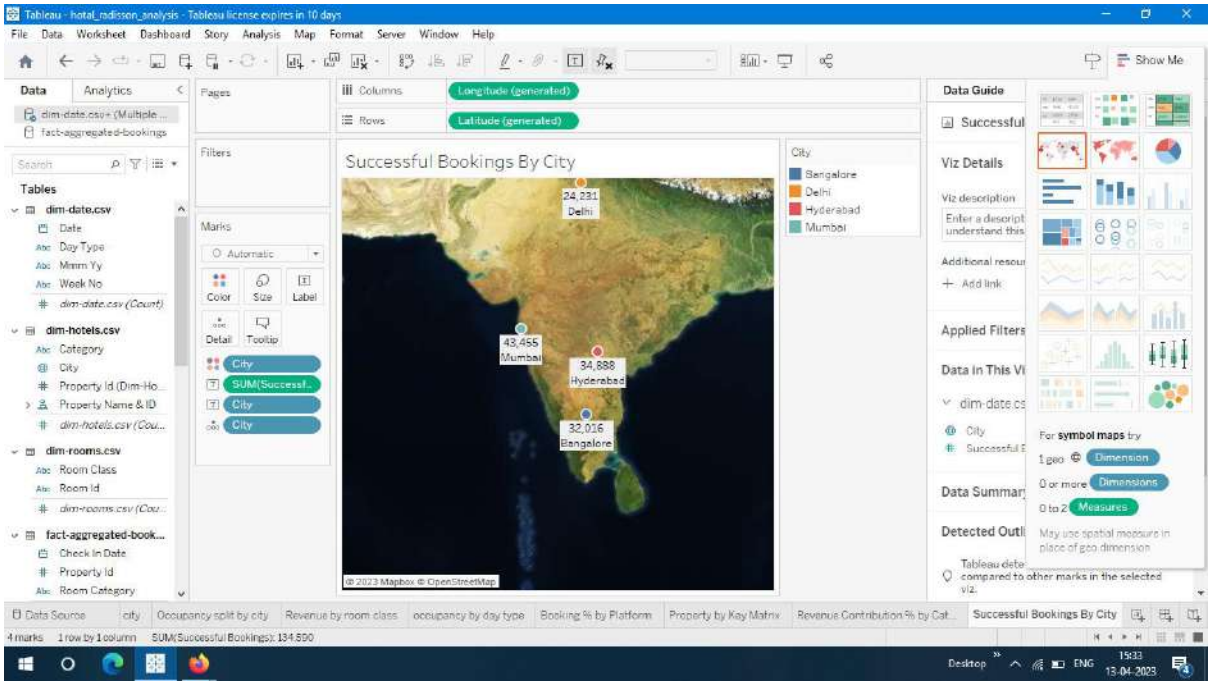


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Show Me
Data Analytics
Pages
Filters
Marks
Columns
Longitude (generated)
Rows
Latitude (generated)
Successful Bookings By City
24,231 Delhi
43,455 Mumbai
34,888 Hyderabad
32,016 Bangalore
© 2023 Mapbox © OpenStreetMap
City
Bangalore
Delhi
Hyderabad
Mumbai
Data Guide
Viz Details
Applied Filters
Data Summary
Detected Outli
For symbol maps try
1 geo Dimension
0 or more Dimensions
0 to 2 Measures
May use spatial measure in place of geo dimension
Data Source
Occupancy split by city
Revenue by room class
occupancy by day type
Booking % by Platform
Property by Key Matrix
Revenue Contribution % by Cat...
Successful Bookings By City
4 marks 1 row by 1 column SUM(Successful Bookings): 134,590
Desktop ENG 15:33 13-04-2023

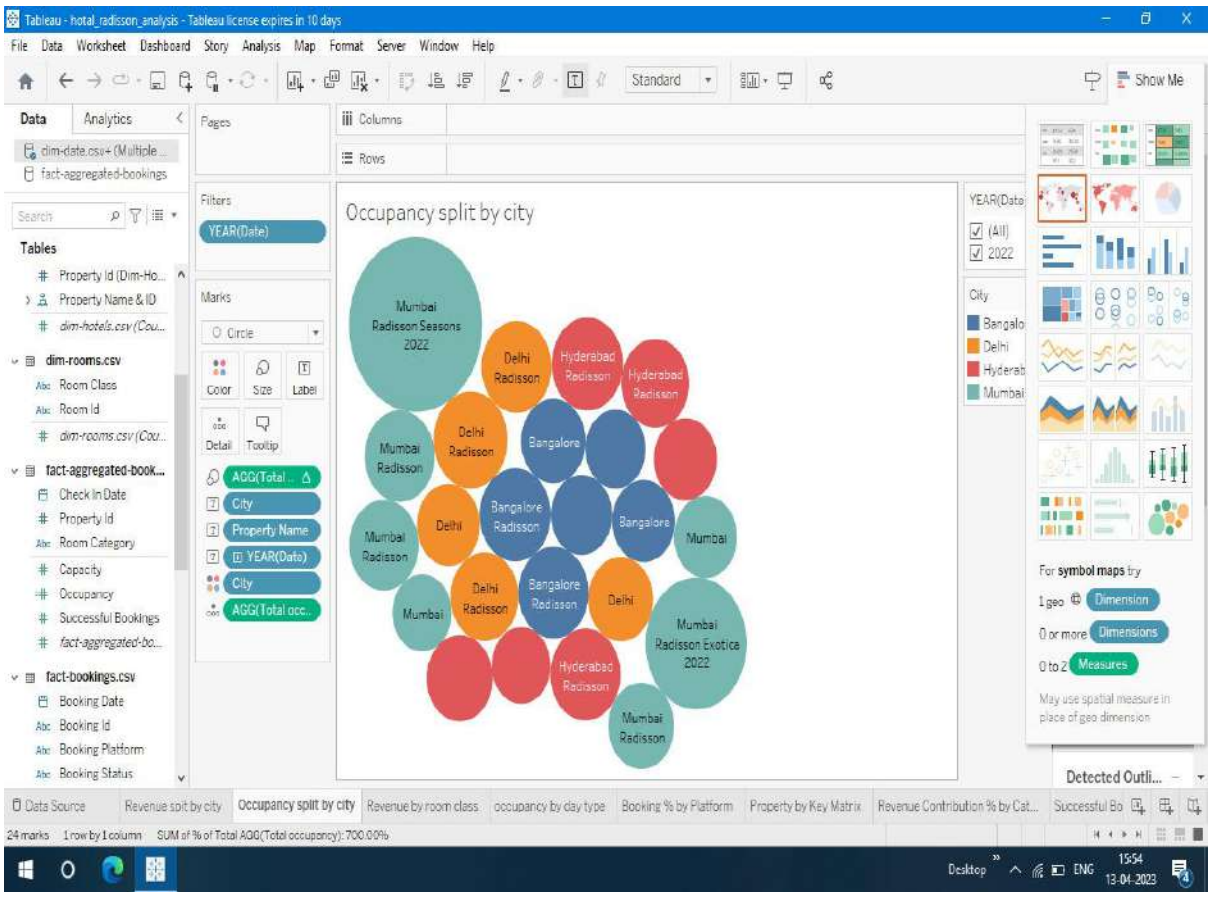


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
File Data Worksheet Dashboard Story Analysis Map Format Server Window Help
Standard
Show Me
Data Analytics
Pages
Filters
YEAR(Date)
Marks
Circle
Columns
Rows
Occupancy split by city
Mumbai Radisson Seasons 2022
Delhi Radisson
Hyderabad Radisson
Mumbai Radisson
Bangalore
Bangalore Radisson
Mumbai Radisson Exotica 2022
YEAR(Date)
(All)
2022
City
For symbol maps try
1 geo Dimension
0 or more Dimensions
0 to 2 Measures
May use spatial measure in place of geo dimension
Data Source
Revenue split by city
Occupancy split by city
Revenue by room class
occupancy by day type
Booking % by Platform
Property by Key Matrix
Revenue Contribution % by Cat...
24 marks 1 row by 1 column SUM of % of Total AGG(Total occupancy): 700.00%
Desktop ENG 15:54 13-04-2023

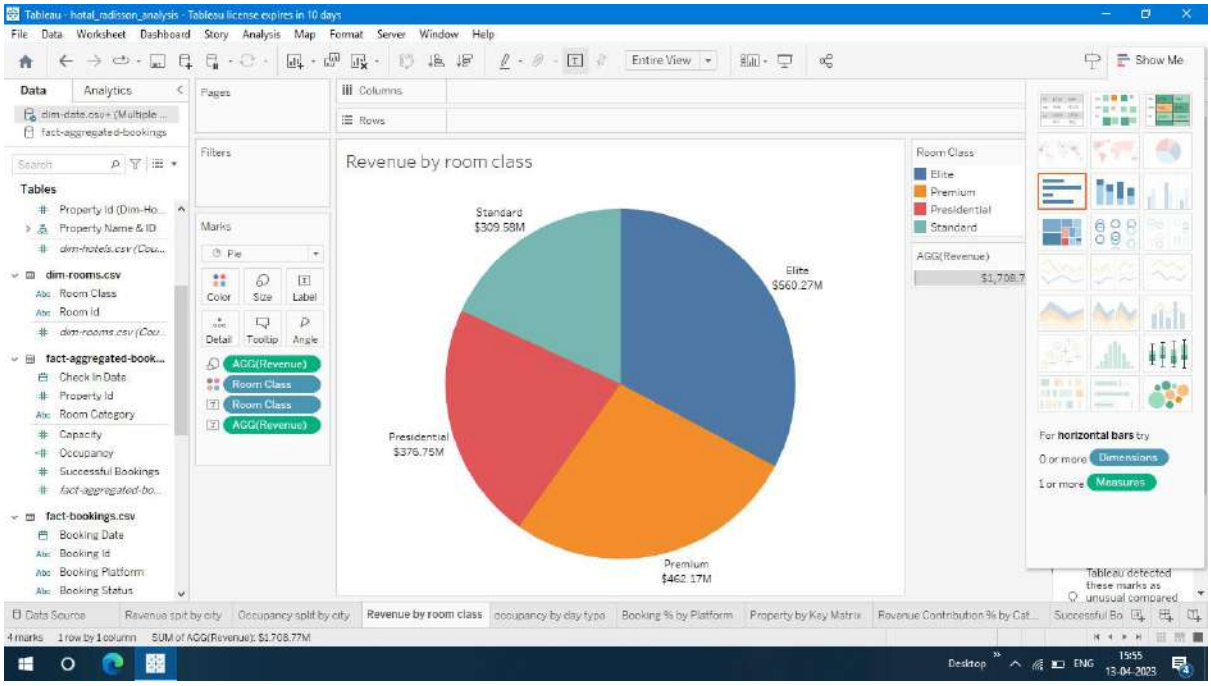


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
Revenue by room class
Standard
$309.58M
Elite
$560.27M
Presidential
$376.75M
Premium
$462.17M
Room Class
Elite
Premium
Presidential
Standard
AGG(Revenue)
$1,708.7
Tableau detected these marks as unusual compared

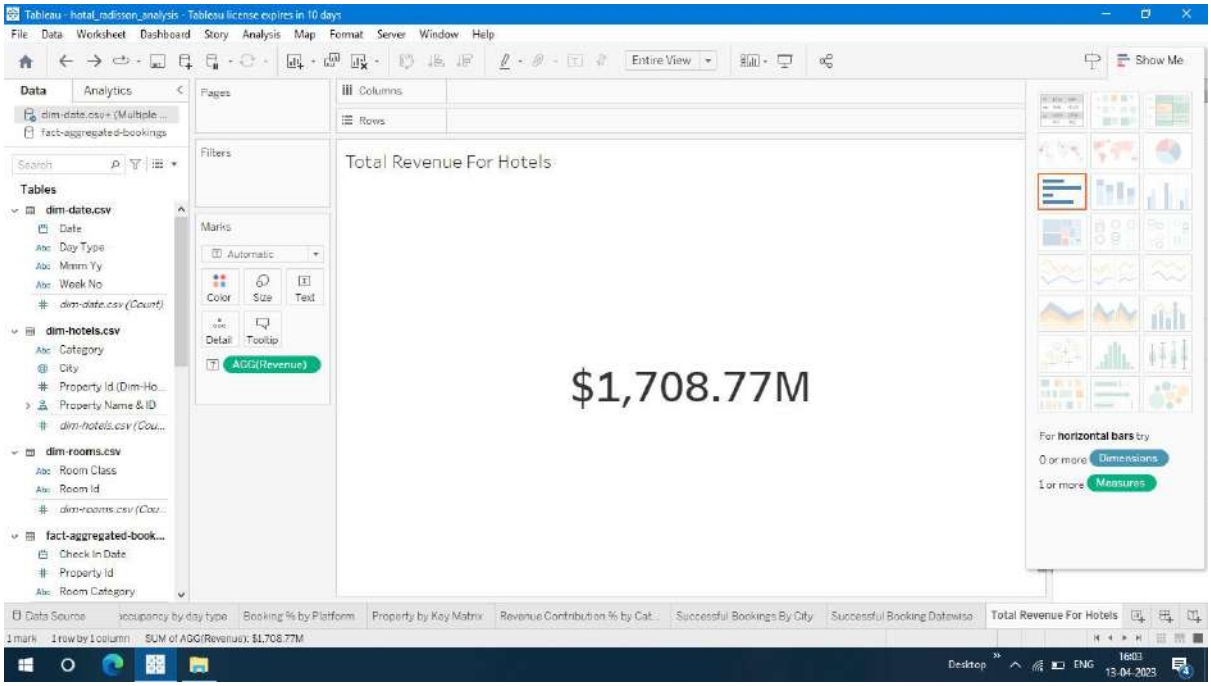
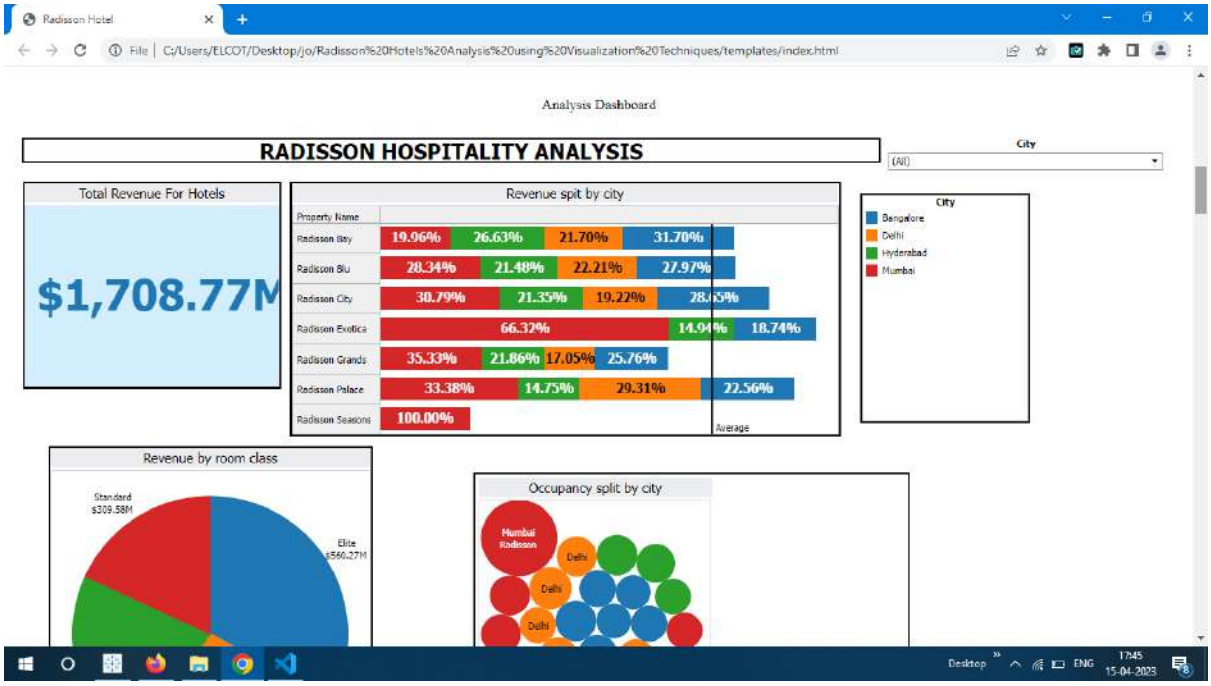
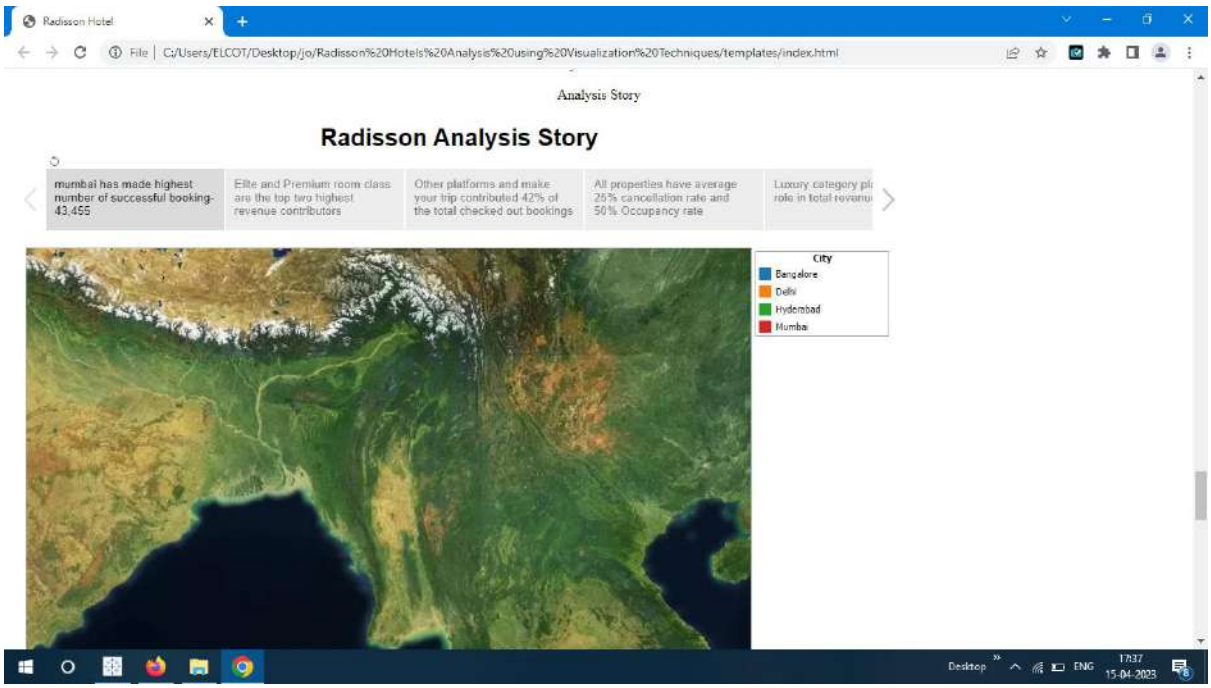


Tableau - hotal_radisson_analysis - Tableau license expires in 10 days
Total Revenue For Hotels
$1,708.77M





4.ADVANTAGE AND DISADVANTAGE:

ADVANTAGES:

1. In this we gain the knowledge about which city has highest revenue by Radisson hotels.
2. We get successful bookings by city in this project and it is applicable for find the Radisson hotel in better location.
3. In this we find total revenues for Radisson hotel.

4. And we calculated the successful booking by date wise, by using this we can say in which season has more successful bookings.
5. By using pie chart, we visualize which room class has highest revenue.

DISADVANTAGE:

1.By this project people can easily find out which hotel in top position and this is drawback to other hotels.

5. APPLICATION:

1.Evaluate hotels past financial performance.

2.Forecast a hotels future net income and cash floor.

3.Explain appropriate analyst adjustment to a hotel's financial statement to facilitate comparison with another hotel.

4. Can able to compare the revenue, successful bookings, occupancy with other hotels.

6.CONCLUSION:

Mumbai has made highest number of successful bookings 43,455. Elite and premium room class are the top to highest revenue contributors. Other platforms and make your trip contributor 42% of the total checked out bookings. All properties have average 25% cancellation rate and 50% occupancy rate. Luxury category plays major role in total revenue. The total of all hotels is $1,708.77 M. In 2022 Mumbai Radisson season and Mumbai Radisson exotica have highest occupancy.

7. FUTURE SCOPE:

Future scope of this project is the peoples can choice the best hotel in suitable place and also can select easily the better room class.

8. APPENDIX:

file:///C:/Users/ELCOT/Desktop/jo/Radisson%20Hotels%20Analysis%20using%20Visualization%20Techniques/templates/index.html