

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

1. INTRODUCTION

1.1. OVERVIEW

Radisson Hotels is one of the most famous hotels in India. It is well known for its services and hospitality. It values customer satisfaction above everything and strives to maximize it and build trust based relationship with the customers.

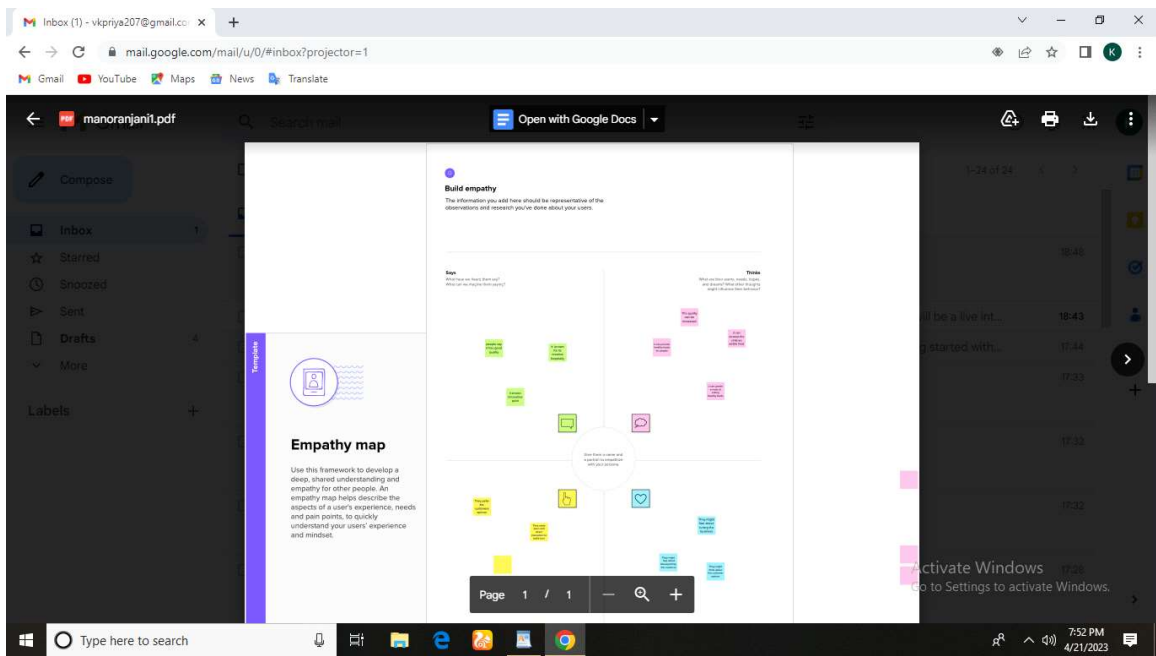
Radisson collection was formerly known as Quorvus Collection from 2014 to 2018. Quorvus collection was introduced in 2014 as a luxury brand.

1.2. PURPOSE

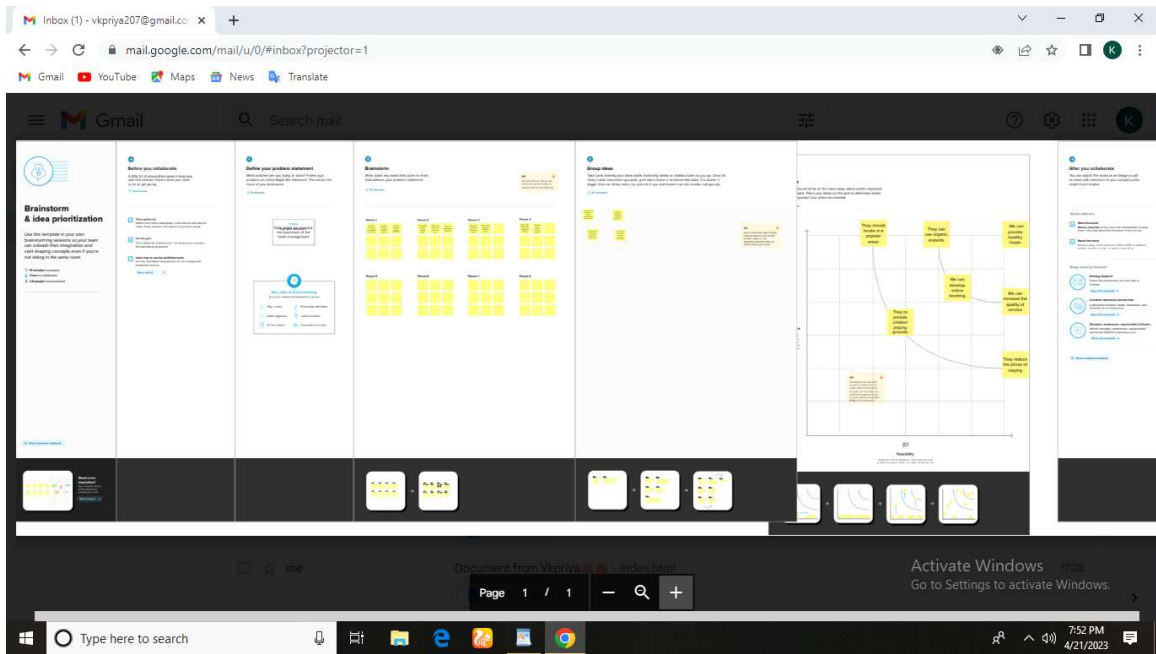
It is collecting data about performance and efficiency of the Radisson hotels to know their services and hospitality towards the customers.

2. PROBLEM DEFINITION AND DESIGN THINKING

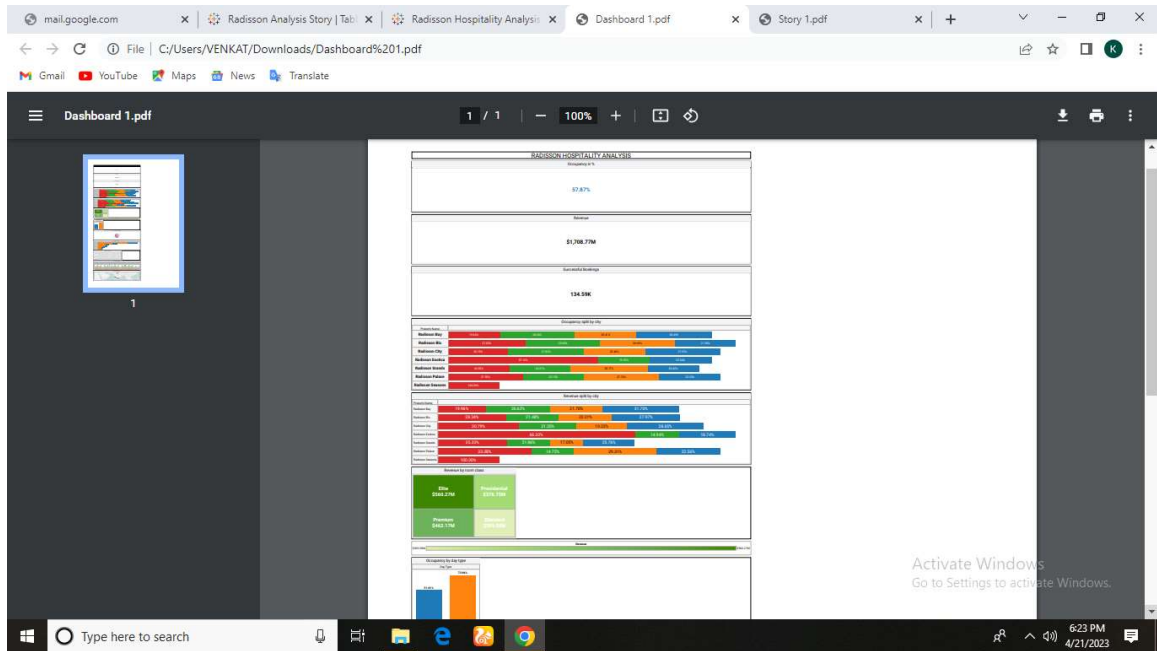
2.1. EMPATHY MAP

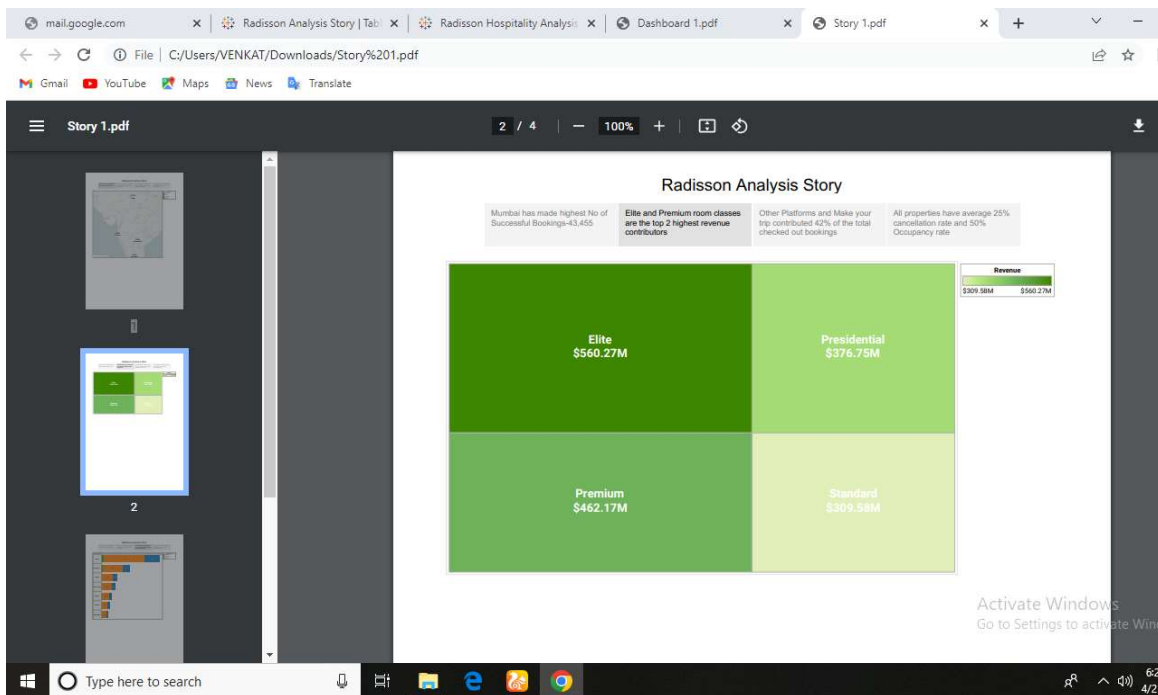
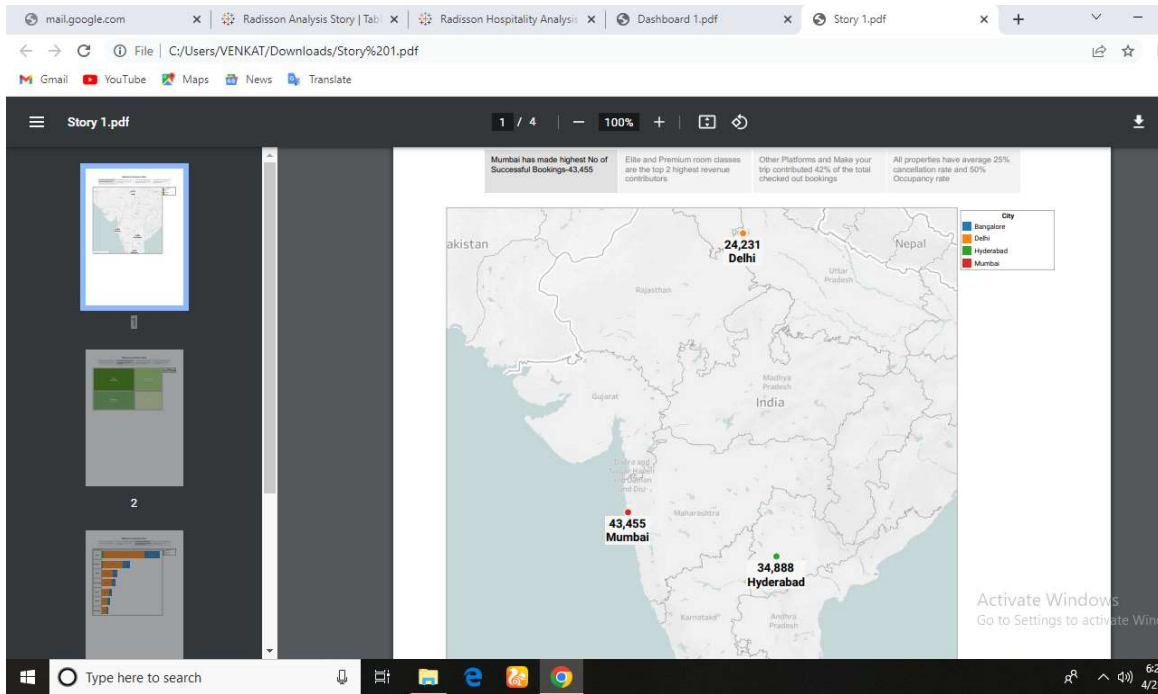


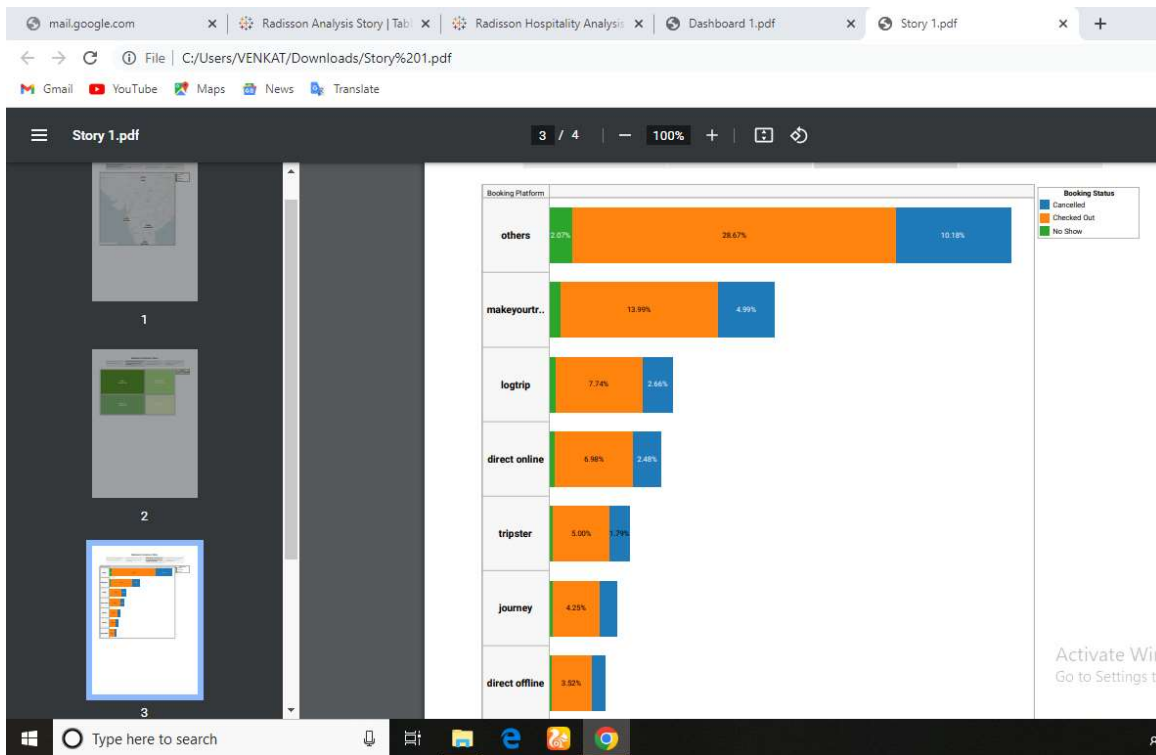
2.2 IDEATION AND BRAINSTORMING MAP



3.RESULT







4.ADVANTAGES AND DISADVANTAGES

ADVANTAGES

- Services
- Wide network
- Wide target segments
- High brand recall
- Hospitality towards customers
- High quality services
- Staff with 'Yes I can do anything' mind

DISADVANTAGES

- Expansion Plan
- High promotion cost
- Too much spread
- Plans to reposition and rebuild
- Disconnection between hotel branches due to huge spread

CONCLUSION

Radisson Hotels must keep up their good names in the hotel industry to maintain their business in this industry. They can improve themselves through various methods to increase their business. The quality and service of them can attract many customers by various means.

It may help them to increase their profit in many ways. The opinions of the customers are very important to maintain their good name in the hotel business industry.

