

Project title:

Analyzing the Performance & Efficiency of The Radisson Hotels using Data Visualization

1 Introduction:

1.1 Overview

The hotel industry is a broad category of businesses that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. 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.

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

Our long-term vision is to be the company of choice for guests, owners and talent. Whenever a guest plans a trip, or an investor or owner is thinking of a partner, or whenever someone is looking for a career in the hospitality industry, they will all think of Radisson Hotel Group first.

2 Problem Definition & Design Thinking :

2.1 Empathy Map

Template



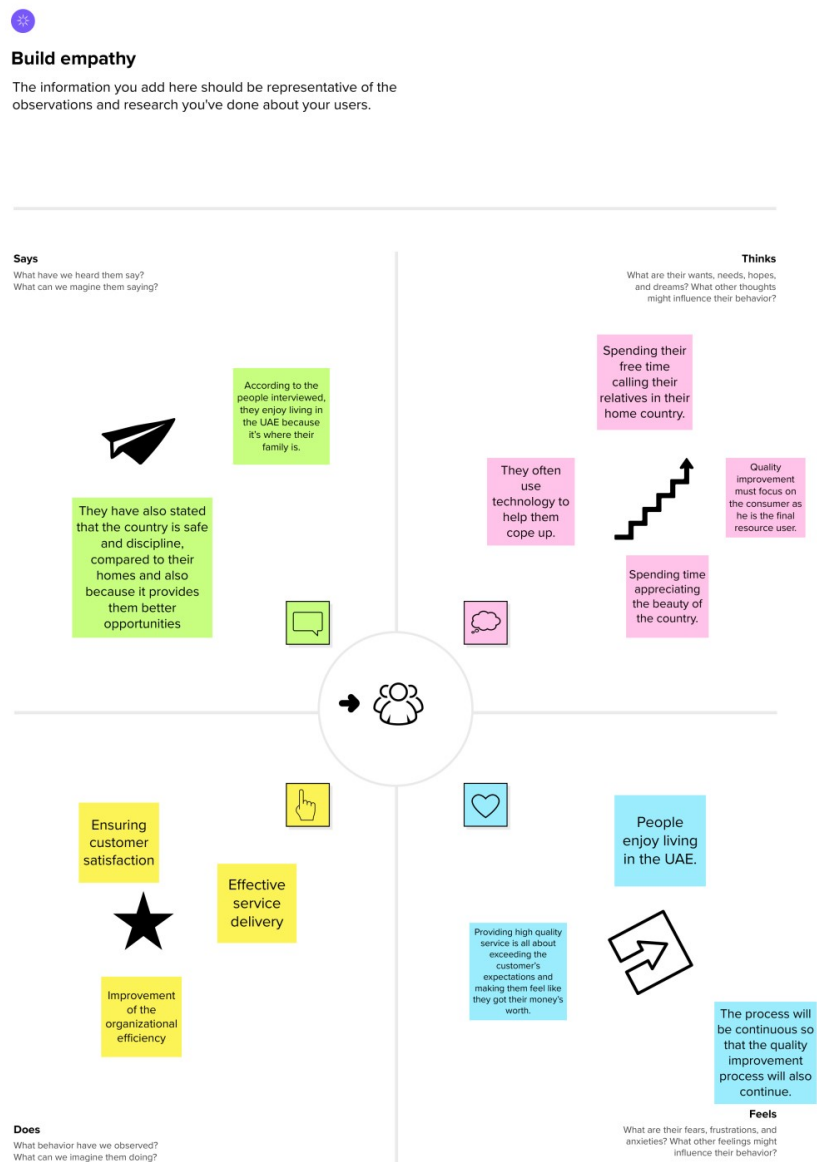
Empathy map

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?

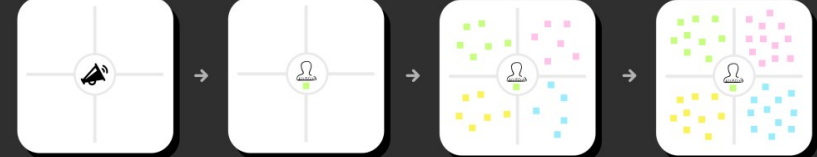
Thinks
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

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

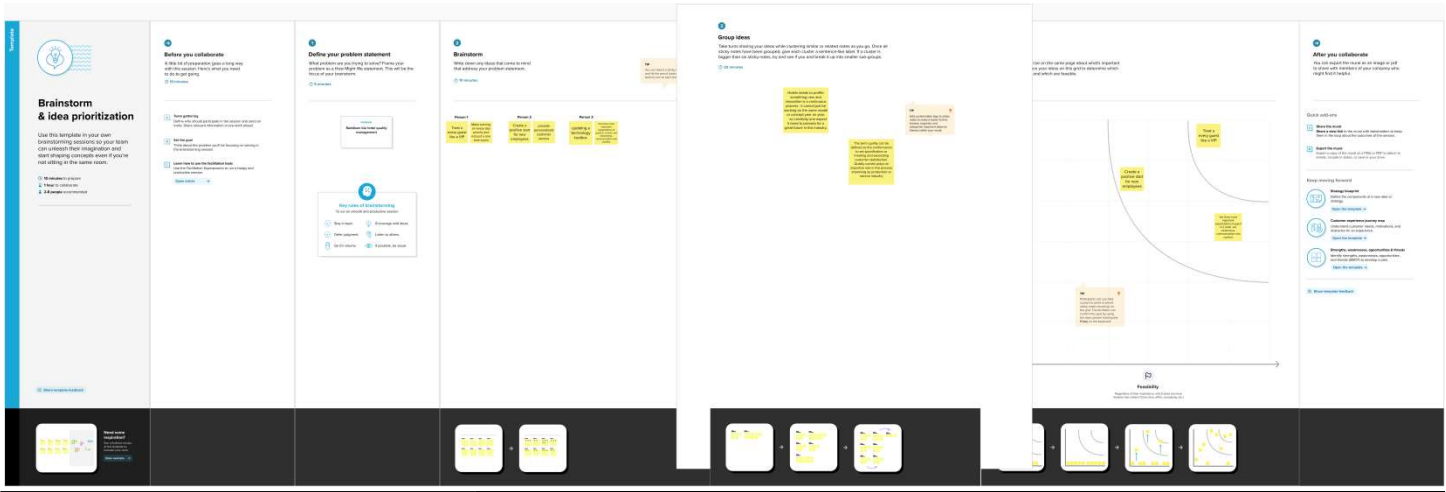
Feels
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?



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2.2 Ideation & Brainstorming Map



3 RESULT :

RADISSION STORY



RADISSION HOSPITALITY

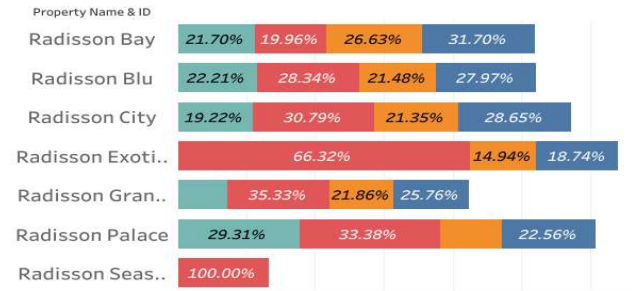
Total Successful Bookings

134.59K

Total Revenue for the hotels

\$1,708.77M

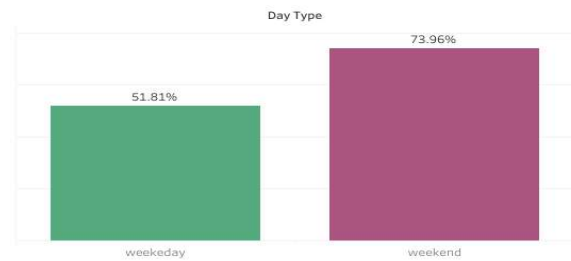
Revenue split by city



Occupancy split by city



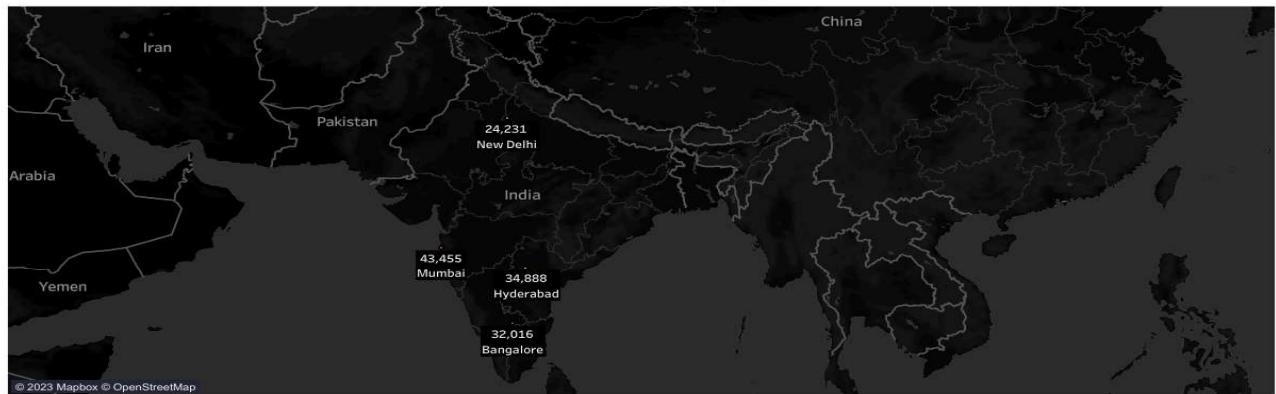
Occupancy by day type



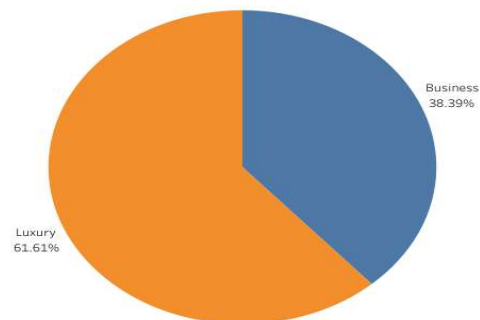
Revenue by room class



Successful Bookings by city

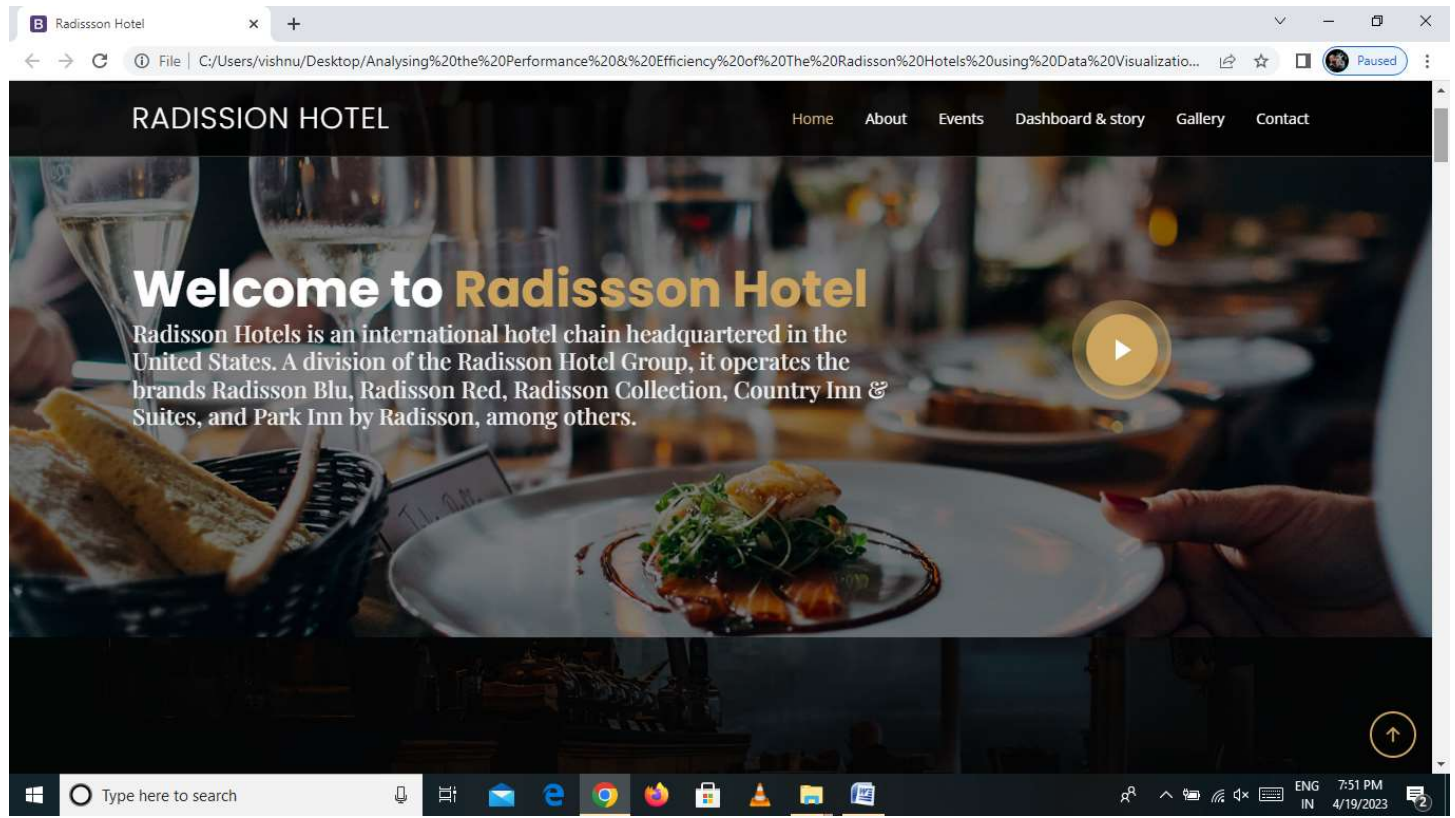


Revenue contribution % by category



Booking % by platform





4 ADVANTAGES

- ✓ Examine previous booking patterns to help increase future occupancy rates. Compare pricing with competitors to develop an effective pricing strategy. Analyze guest spending behavior to identify your most profitable segments.
- ✓ From a marketing standpoint, big data analytics in tourism provides the ability to more accurately predict demand, optimize pricing strategies, target marketing more precisely, and improve the customer experience
- ✓ Data analytics is important because it helps businesses optimize their performances. Implementing it into the business model means companies can help reduce costs by identifying more efficient ways of doing business and by storing large amounts of data.

DISADVANTAGES

- ✓ Staff come from many cultural and linguistic backgrounds. While quality translations are important for efficient marketing, there can also be a real risk of contact between multicultural colleagues getting lost in translation.
- ✓ Difficulty blending multiple personalities into a cohesive and unified team.

5 APPLICATIONS

- ✓ A Unified Customer Experience.
- ✓ Consolidate Data from Multiple Channels.
- ✓ Targeted Marketing and Discounts.
- ✓ Predictive Analytics.

6 CONCLUSION

Modern management faces three important challenges: developing good working relations between business and government, making the best uses of advancing technology, and ensuring constructive social change..

7 FUTURE SCOPE

Metrics such as the revenue per available room (RevPAR), the average daily rate (ADR) or the average occupancy rate (OCC) can be used to measure sales performance