PROJECT REPORT TEMPLATE

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

1. INTRODUCTION

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,600 hotels in operation and under development in 120 countries. The Group's overarching brand promise is Every Moment. The Radisson Hotel Group portfolio includes Radisson Collection, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel brought together under one commercial umbrella brand Radisson Hotels.

1.1 Overview

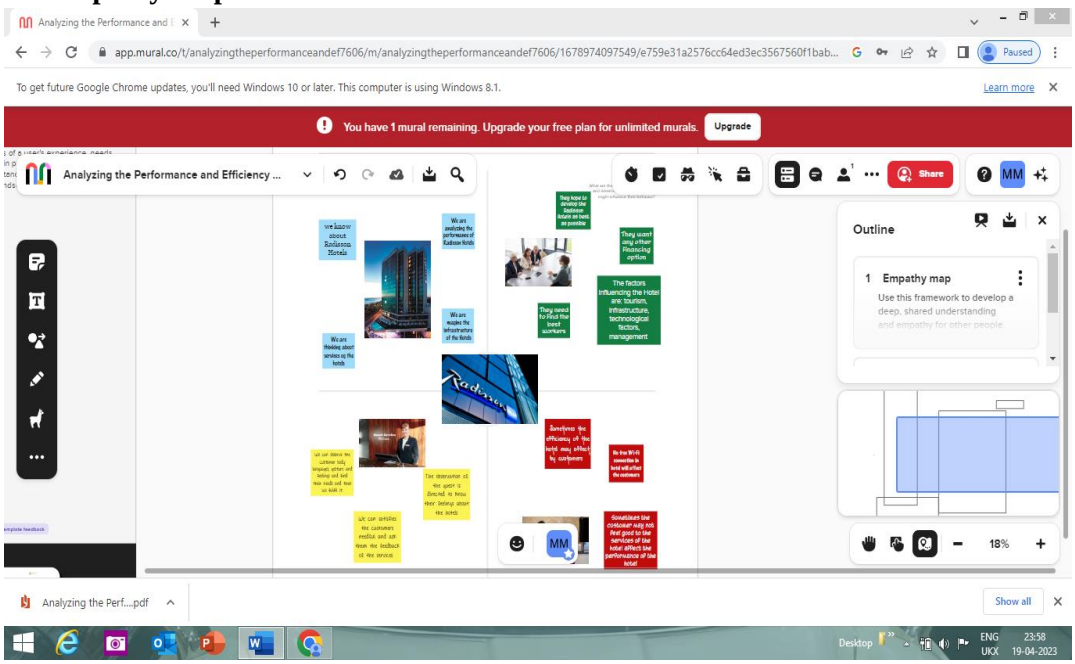
The long-term vision is to be the company of choice for guests, owners and talent. Whenever a guest plans a trip, or an investor or owner is thinking of a partner, or whenever someone is looking for a career in the hospitality industry, they will all think of Radisson Hotel Group first.

1.2 Purpose

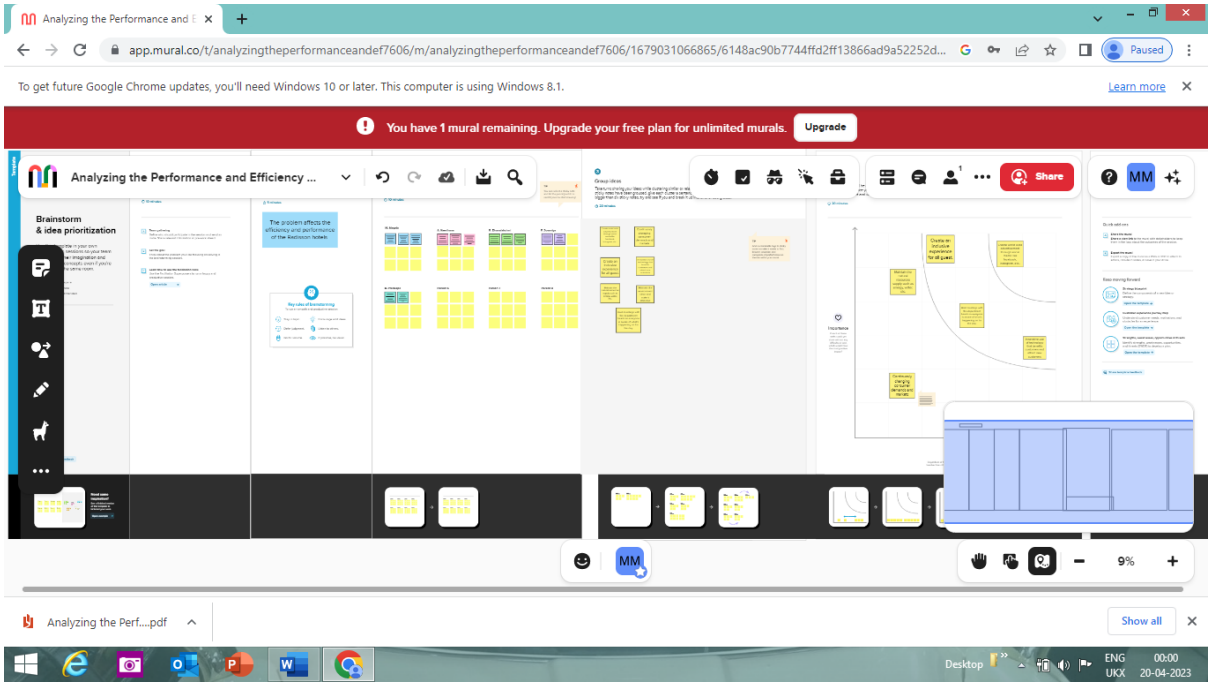
This project is based on the performance and efficiency of the Radisson Hotels. Knowing the performance can determine the priorities of taking decisions on suitable hotels. At Radisson Hotel Group be the first choice in the mind of guests, owners and talent. They practice strong beliefs and actions that respect the diversity of people, the community, ethics and the planet.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

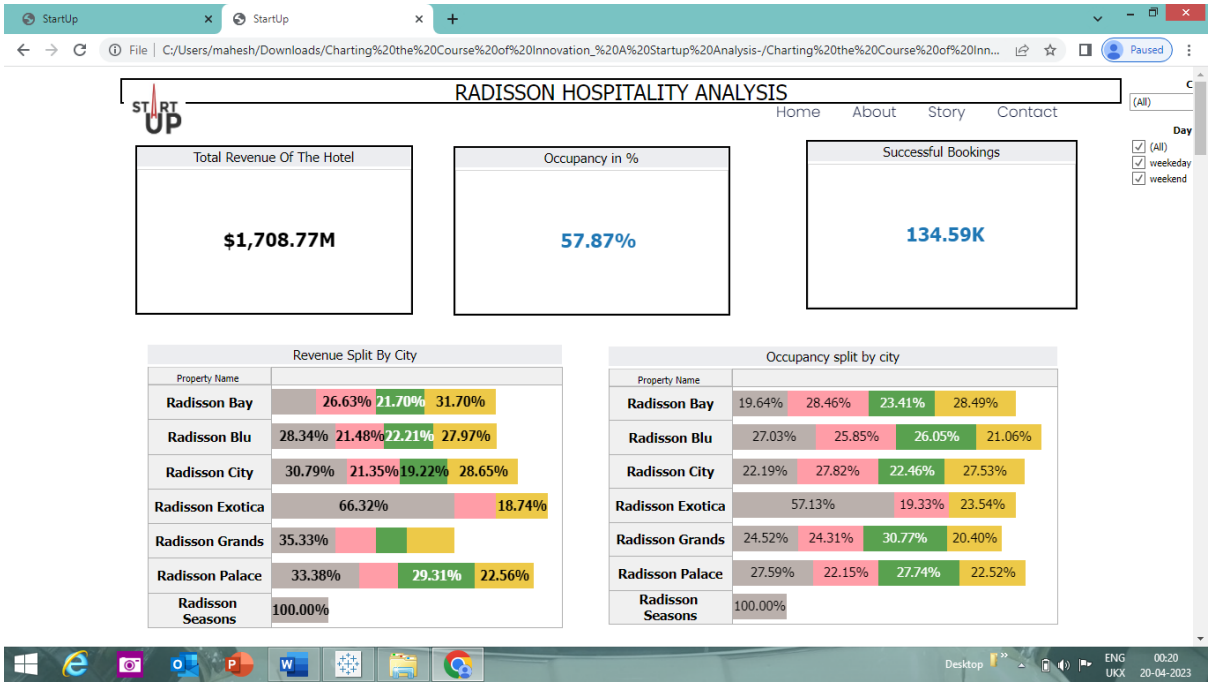


2.2 Ideation & Brainstorming Map

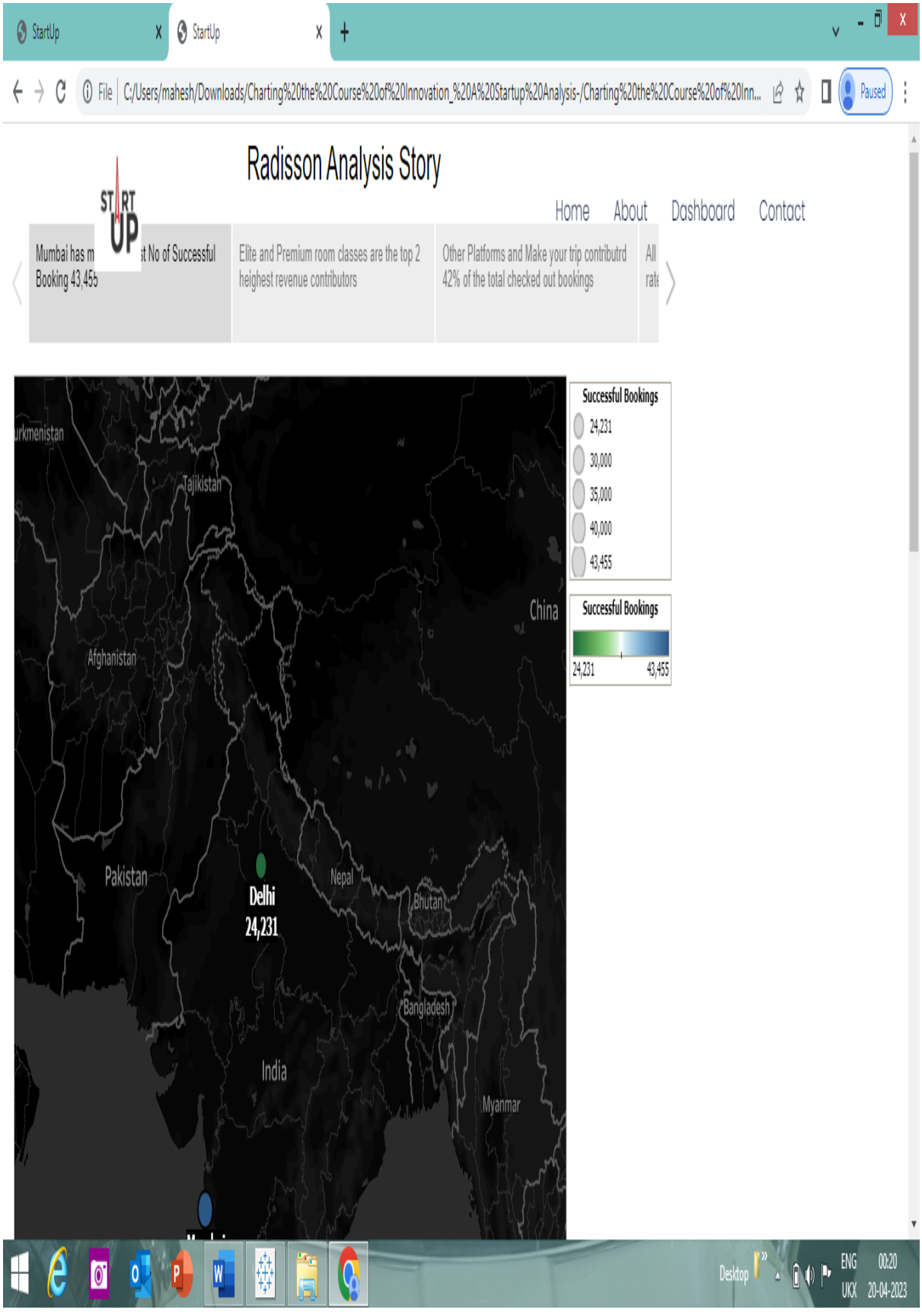


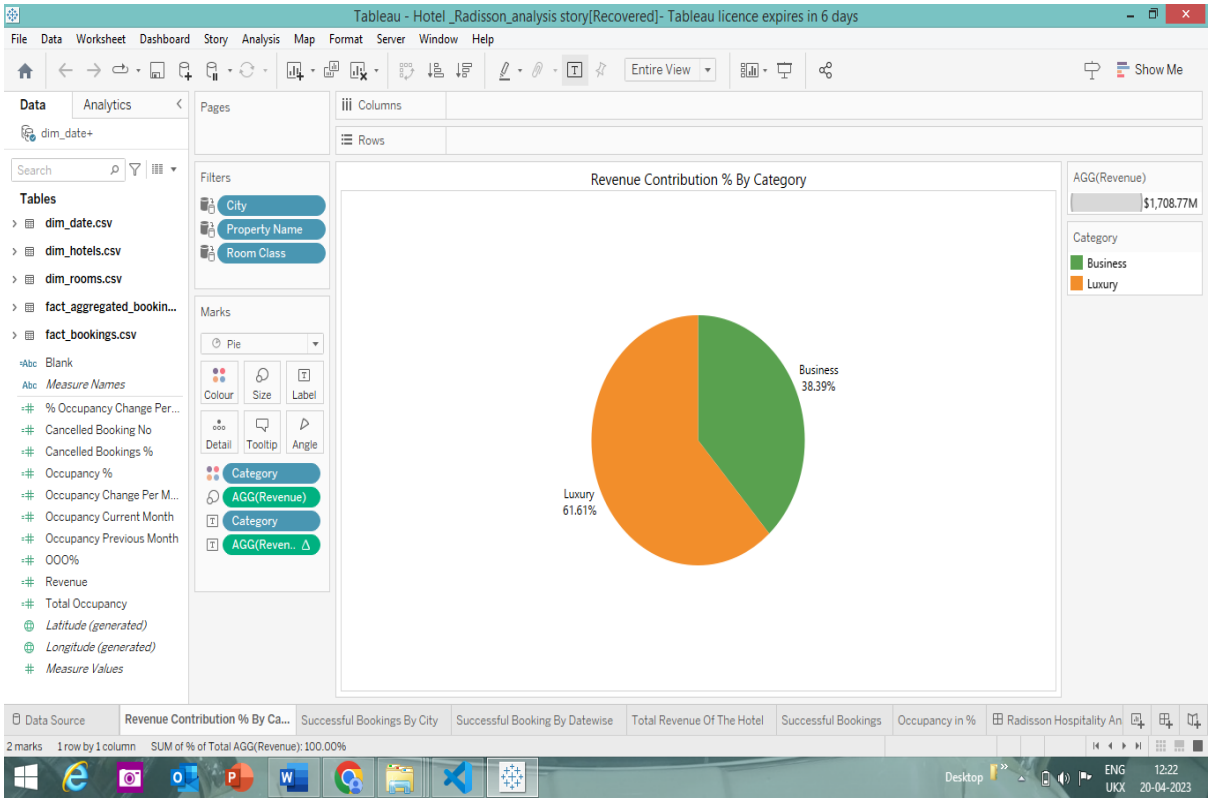
3. RESUT

Dashboard



Story


StartUp
StartUp
File C:/Users/mahesh/Downloads/Charting%20the%20Course%20of%20Innovation_%20A%20Startup%20Analysis-/Charting%20the%20Course%20of%20Inn...
Paused
Radisson Analysis Story
START UP
Home
About
Dashboard
Contact
Mumbai has m t No of Successful Booking 43,455
Elite and Premium room classes are the top 2 heighest revenue contributors
Other Platforms and Make your trip contributrd 42% of the total checked out bookings
All rate
Successful Bookings
24,231
30,000
35,000
40,000
43,455
Successful Bookings
24,231
43,455
Turkmenistan
Tajikistan
China
Afghanistan
Pakistan
Delhi
24,231
Nepal
Bhutan
Bangladesh
India
Myanmar
Desktop
ENG
UKX
00:20
20-04-2023



4. ADVANTAGES & DISADVANTAGE

The strength of Radisson Hotels looks at the key aspects of its business which gives it competitive advantage in the market. Take a hard look at what your competitors do better than you, and areas that guests have flagged inn negative feedback.

5. APPLICATIONS

This result has been used in the various hotels also like Holiday Residency, Hotel Trinity, etc. To increases the performance of the Radisson Hotels they satisfy the needs of the customer wants in right time.

6. CONCLUSION

Thus, it can be concluded that the company strives for sustaining its spot in the market and surpassing its competitors. It is achieved through approach towards marketing mix and an attentive approach to the staff and clients. Radisson has been able to attain a great market share and achieve customer loyalty.

7. FUTURE SCOPE

Analyzing the data will increasingly focus on data freshness and increased competitiveness among the other hotels. In future the Radisson Hotels will become top brand in the world and built more hotels in the future.