



Welcome

Project Report Template

Analyzing The Performance & Efficiency Of The Radisson Hotels Using Data Visualization Techniques

Servite Arts and Science College For Women,
T. Idiyapatti, Thogamalai, Karur

FACUTLTY MENTOR : Dr. A. THANGA PANDI., M.sc., M.Phil., BE.d., Ph.D.,

PROJECT DONE BY

R. MONIKA	- Team Leader
M. SWATHI	- Team Member
P. BACKIALAKSHMI	- Team Member
C. KANAGA	- Team Member

INTRODUCTION

❖ *The hotel industry is a broad category of businesses that provide lodging services for travelers 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.*

Purpose:

- At Radisson Hotel Group we strive to be the first choice in the mind of guests, owners and talent. In our journey to achieve this, we practice strong beliefs and actions that respect the diversity of people, the community, ethics and the planet.



Empathy map

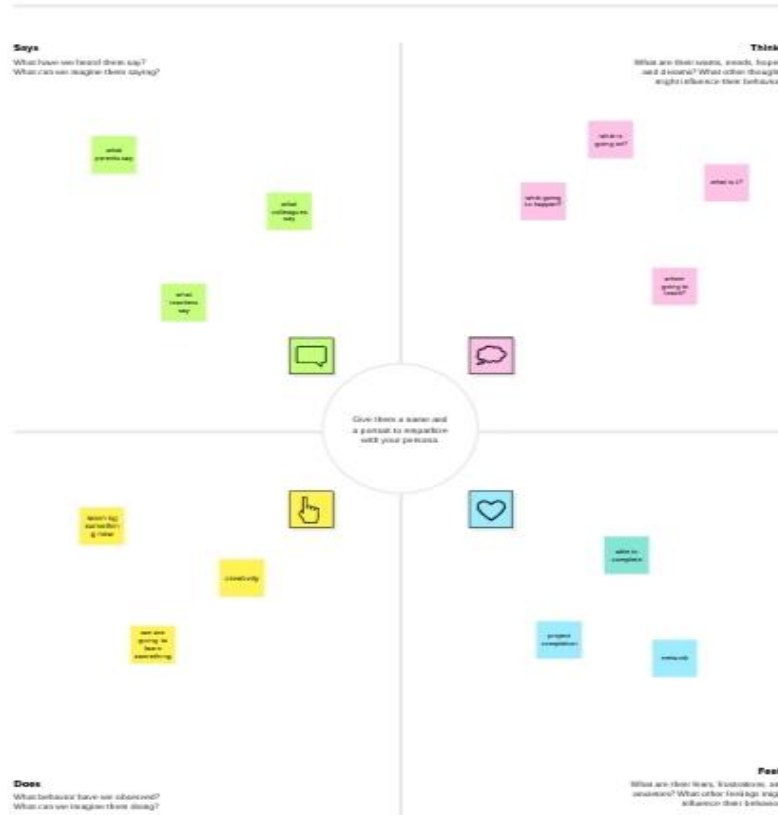
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

[Share template feedback](#)



Build empathy

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



Need some inspiration?

See a finished version of this template to get ideas for your work.

[Open example](#)





Untitled mural



Share



MR



Brainstorm & idea prioritization

Use this template to plan your brainstorming session or your team's idea prioritization session and start mapping concepts on a future and setting a timeline today.

- Brainstorming session
- Idea prioritization
- Timeline creation

Before you collaborate

A few minutes before your session, get everyone on the same page by sharing the agenda and the goals of your session.

2 Minutes

Get ready

Share the agenda and the goals of your session with everyone on the same page by sharing the agenda and the goals of your session.

2 Minutes

Get started

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Define your problem statement

Write down the problem statement and the goals of your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Brainstorm

Write down all the ideas that come to mind. Don't worry about whether they are good or bad. Just write them down. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Group ideas

Take a few minutes to group your ideas into categories. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Timeline

Write down the timeline for your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

After you collaborate

Take a few minutes to review your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Each session

Write down the agenda and the goals of your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Brainstorming session

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Idea prioritization

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Timeline creation

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Review session

Take a few minutes to review your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Brainstorming session

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Idea prioritization

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Timeline creation

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Review session

Take a few minutes to review your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Brainstorming session

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Idea prioritization

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Timeline creation

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Review session

Take a few minutes to review your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Brainstorming session

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Idea prioritization

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Timeline creation

Use the agenda and the goals of your session to start mapping concepts on a future and setting a timeline today.

2 Minutes

Review session

Take a few minutes to review your session. This will help you to stay focused on the problem and the goals of your session.

2 Minutes

Dashboard Layout

Default
Phone
Device Preview

Size
Custom size (1320 x 4069)

Sheets

- Revenue Split ...
- Occupancy Spli...
- Occupancy By...
- Revenue By ...
- Booking % By ...
- Revenue By ...

Objects

- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

RADISSON HOSPITALITY ANALYSIS

City: (All)

Day Type: (All)

Revenue

\$1,708.77M

Occupancy in %

57.87%

Successful Booking

134.59K

Revenue Split By City

Property Name	
Radisson Grands	35.33% 21.86% 25.76%
Radisson Seasons	100.00%
Radisson Bay	19.96% 26.63% 21.70% 31.70%
Radisson Blu	28.34% 21.48% 22.21% 27.97%
Radisson City	30.79% 21.35% 19.22% 28.65%
Radisson Palace	33.38% 14.75% 29.31% 22.56%
Radisson Exotica	66.32% 14.94% 18.74%

Occupancy Split By City

Property Name	
Radisson Bay	19.64% 28.46% 23.41% 28.49%
Radisson Blu	27.03% 25.85% 26.05% 21.06%
Radisson City	22.19% 27.82% 22.46% 27.53%
Radisson Exotica	57.13% 19.33% 23.54%
Radisson Grands	24.52% 24.31% 30.77% 20.40%
Radisson Palace	27.59% 22.15% 27.74% 22.52%
Radisson Seasons	100.00%

Data Source: Revenue contribution % By Cate... Successful Booking By city-Sheet Successful Booking by datawise Revenue Successful Booking Occupancy in % Radisson Hospitality Analysis

Monika ravi



Dashboard Layout

Default

Phone

Device Preview

Size

Custom size (1320 x 4069)

Sheets

Revenue Split ...

Occupany Spli...

Occupancy By...

Revenue By ...

Booking % By ...

Revenue By ...

Objects

Horizontal Container

Vertical Container

Text

Extension

Ask Data

Data Story

Image

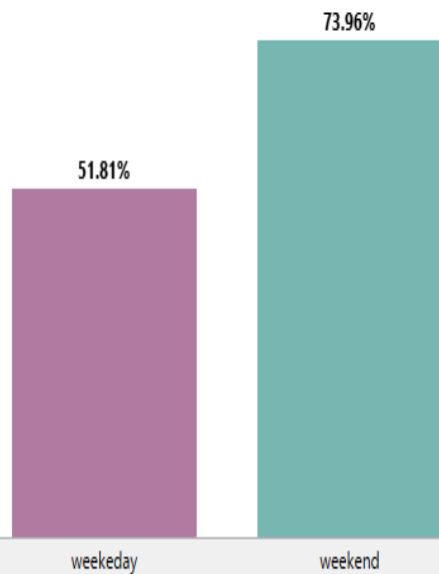
Blank

Workflow

Web Page

Occupancy By Day Type

Day Type



Revenue By Room class

Elite
\$560.27MPresidential
\$376.75MPremium
\$462.17MStandard
\$309.58M

Booking % By Platforms

Booking ..

others

28.67%

10.18%

makeyourtrip

13.99%

4.99%

logtrip

7.74%

Revenue contribution % By Category





Story Layout

New story point

Blank

Duplicate

Revenue Split ...

Occupancy Spli...

Occupancy By...

Revenue By ...

Booking % By ...

Property By K...

Revenue ...

Successful ...

Successful ...

Revenue

Successful ...

Drag to add text

Show title

e

Story (1016 x 964)

Radisson Analysis Story

Mumbai has made highest
No of Successful
Bookings-43,455

Elite & Premium room
classes are the top 2
highest revenue

Other Platforms and Make
your trip contributed 42%
of the checked bookings

All the properties have
average 25% cancellation
rate and 50% occupancy



Data Source

Revenue contribution % By Cate...

Successful Booking By city-Sheet

Successful Booking by datawise

Revenue

Successful Booking

Occupancy in %

Radisson Hospitality Analysis

Story 1

Monika ravi

Navigation icons: back, forward, search, etc.

ADVANTAGES:

- ✓ It allows us to quickly visualize trends and patterns thanks to its graphic nature.
- ✓ Easily understandable way of displaying complex data.
- ✓ Provides the possibility of interactively exploring different aspects and opportunities of the data displayed.

DISADVANTAGES

- ✓ If the data used is biased, the output will be biased too.
- ✓ It can be easy to misinterpret the information and make wrong assumptions.
- ✓ The data can be misrepresented when not using the right format to visualize it.

APPLICATIONS:

- Revenue management service
- Over all guest experience
- Effective marketing
- Competitor analysis
- Better services



CONCLUSION:

- ❑ The hospitality industry provides the good service for their client with their variety service.



FUTURE SCOPE:

- Data visualization uncovers trends, patterns, and relationships that are not easily discernible from numerical data or traditional forms of representation. Deeper insights and interrelationships can be obtained through data visualization



THANKING
YOU