



ANALYZING THE
PERFORMANCE & EFFICIENCY OF THE
RADISSON HOTELS USING DATA
VISUALIZATION TECHNIQUES
Project Based Experiential Learning Program

Mini project on
THE RADISSON HOTEL:
ANALYSING THE PERFORMANCE & EFFICIENCY OF THE
RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES

BACHELOR OF SCIENCE

In

MATHEMATICS

By

S. MUTHAMIL

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S. RAJADURAI



RAJAPALAYAM RAJUS' COLLEGE

A Linguistic Minority Co-Education Institution & Affiliate Madurai Kamaraj University

Reaccredited B++NAAC (CGPA 2.93) in III cycle

RAJAPALAYAM

**Analyzing the performance & Efficiency of the Radisson
Hotels using Data visualization Techniques**



INTRODUCTION:

1.1. OVERVIEW:

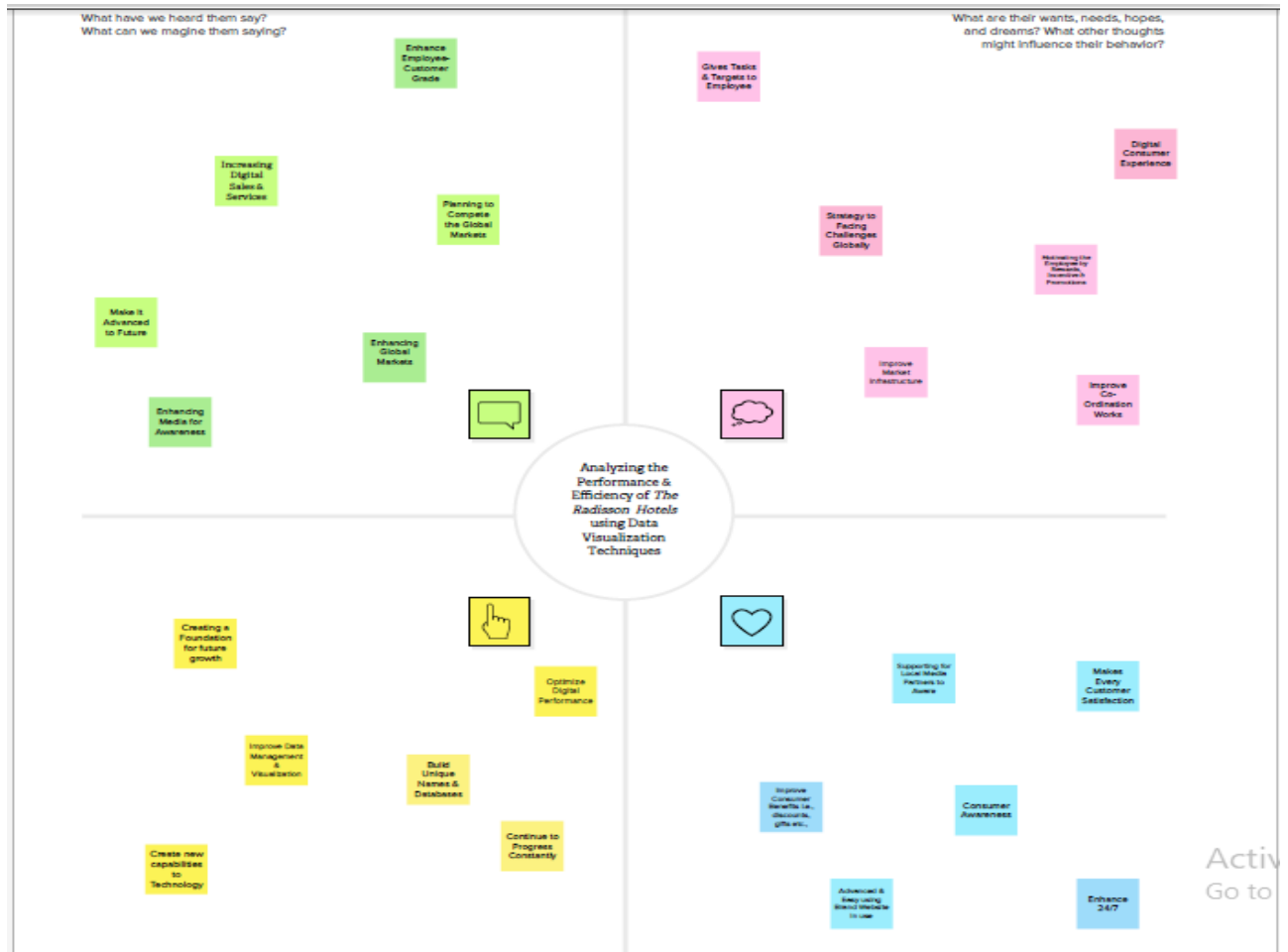
At Radisson Hotel Group we strive to be the first choice in the minds of guests, owners and talent. In our journey to achieve this, we practice strong beliefs and actions that respect the diversity of people, the community, ethics and the planet. We are present in over 95 countries with nine distinctive brands. Together with our partners, we continue to develop new hotels and generate synergies to go much further. Our team is committed to extra thoughtful care and is passionate about delivering an amazing hotel experience. While each of our team members at Radisson Hotel Group plays a unique role, they all serve as brand ambassadors working to deliver memorable moments and turn guests into passionate brand advocates.

1.2. PURPOSE:

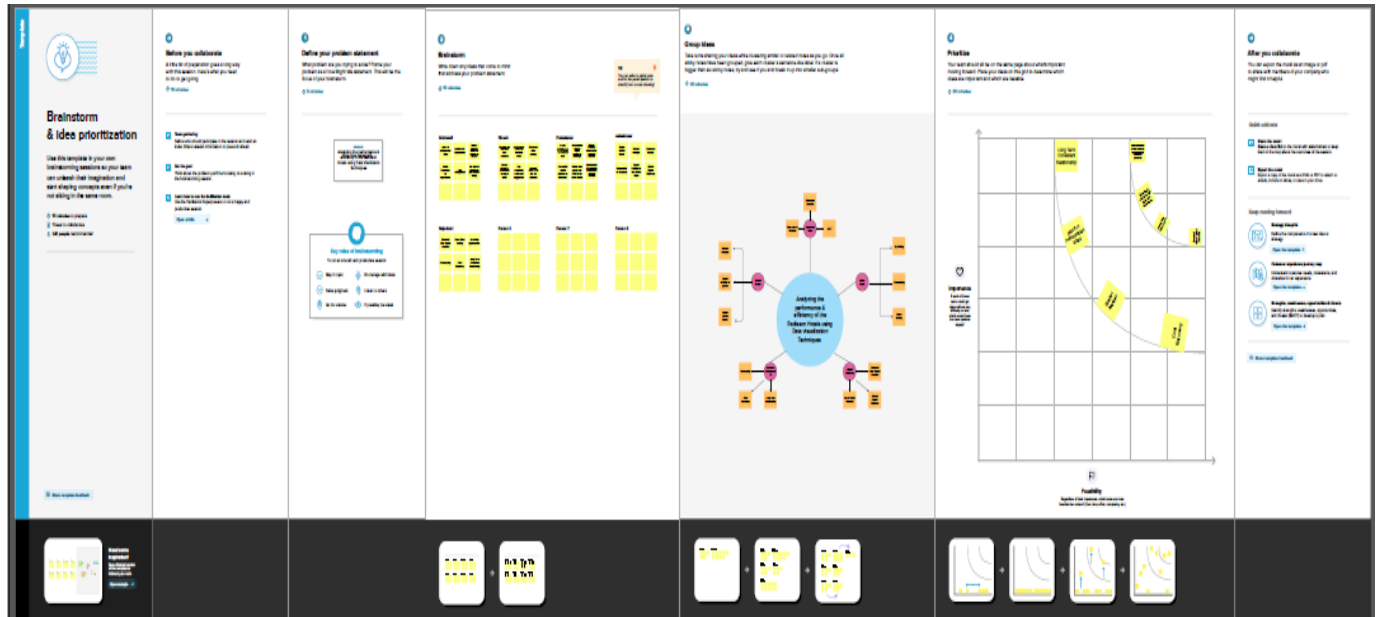
Our long-term vision is to be the company of choice for guests, owners and talent. Whenever a guest plans a trip, or an investor or owner is thinking of a partner, or whenever someone is looking for a career in the hospitality industry, they will all think of Radisson Hotel Group first. At the heart of Radisson Hotel Group is our brand promise, Every Moment Matters. More than our signature, it is how we do business and who we are at the core. We create memorable moments and company success by inspiring our team members with our core beliefs.

PROBLEM DEFINITION & DESIGN THINKING:

2.1. EMPATHY MAP:



2.2. IDEATION & BRAINSTORMING MAP:



RESULTS:



RADISSON HOTEL ANALYSIS

\$742.70M

\$0.00M

134.59K

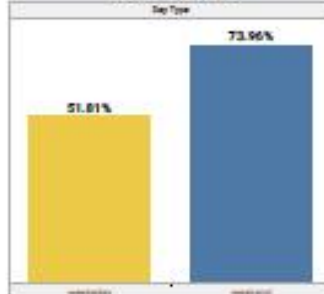
Revenue Split by City

| Property Name | 2014 | 2015 | 2016 |
|-------------------|--------|-------|-------|
| Radiation Bay | 4.04% | 4.04% | |
| Radiation Blu | 4.29% | 4.29% | |
| Radiation City | 3.18% | 3.56% | 4.84% |
| Radiation Exotics | 12.42% | | 3.55% |
| Radiation Grande | 4.42% | | |
| Radiation Palace | 5.93% | 5.21% | 4.01% |
| Radiation Seasons | 3.85% | | |

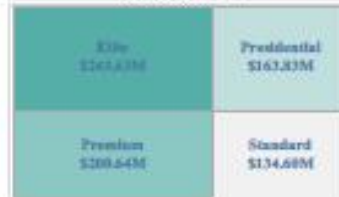
Occupancy Split by City

| Property Name | 2019 | 2020 | 2021 |
|------------------|---------|--------|--------|
| Radisson Bay | 28.46% | 23.41% | 28.48% |
| Radisson Blu | 27.03% | 25.89% | 26.05% |
| Radisson City | 22.19% | 27.82% | 22.46% |
| Radisson Excite | 57.13% | | 23.54% |
| Radisson Grande | 24.52% | 24.31% | 30.77% |
| Radisson Prime | 37.59% | 22.15% | 27.74% |
| Radisson Seasons | 100.00% | | |

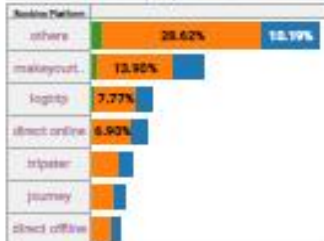
Occupancy by Day Type



Revenue by Room Class



Booking % by Platform



Revenue contribution % by category

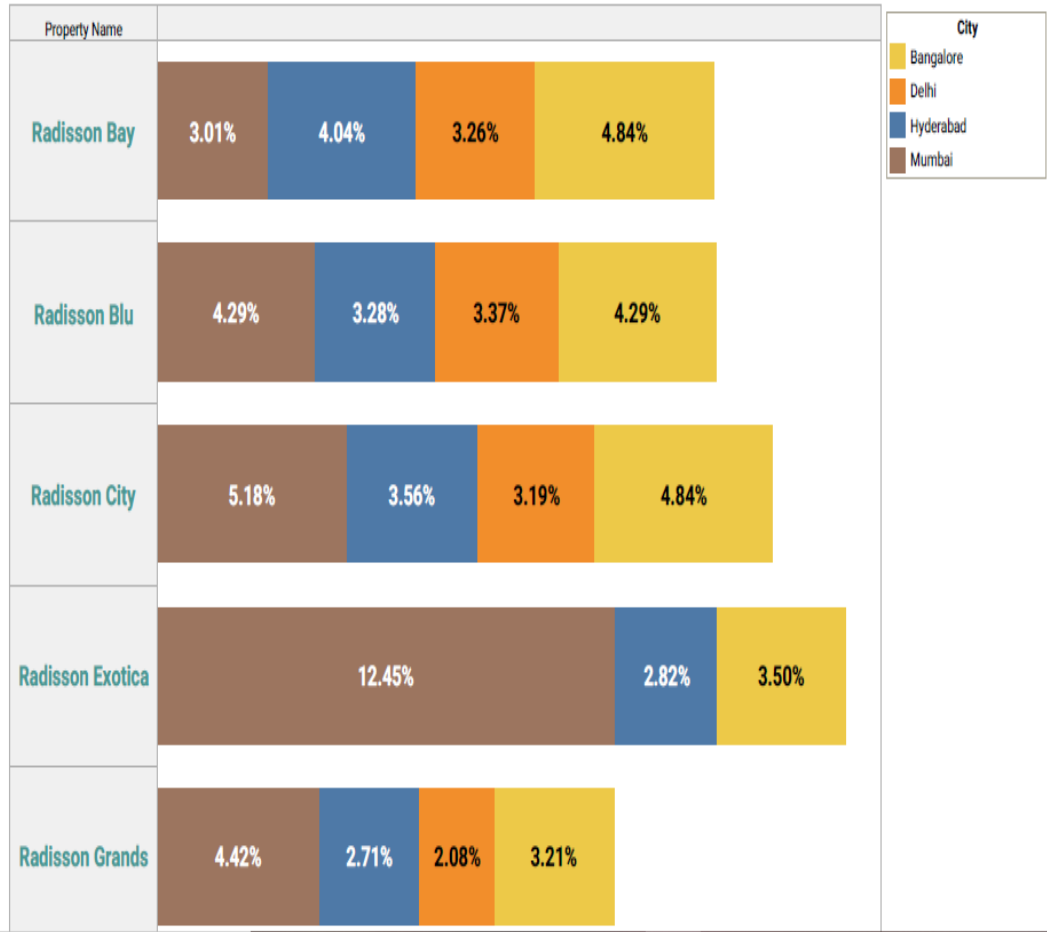


Property by Key Metrics

| Property Class | Area (ac) | Revenue | Capacity | Revenue/Chair | Capacity % | Cost/Chair |
|----------------|-----------|-----------|----------|---------------|------------|------------|
| Redwood Bay | 105632 | \$35,544M | 8,832 | \$,813 | 65.01% | 24.23% |
| | 104362 | \$24,598M | 11,132 | 7,333 | 55.67% | 25.53% |
| | 104362 | \$24,244M | 9,616 | 4,820 | 53.46% | 25.86% |
| | 177942 | \$22,388M | 7,636 | 3,424 | 44.84% | 26.48% |
| Redwood Sho | 172481 | \$31,946M | 7,836 | \$,183 | 56.26% | 24.91% |
| | 79981 | \$31,878M | 16,764 | 5,735 | 32.24% | 24.56% |
| | 156891 | \$25,626M | 4,715 | 4,459 | 55.78% | 25.78% |
| | 105811 | \$24,376M | 9,844 | 5,651 | 54.65% | 24.15% |
| Totals | 1,038,464 | \$11,216 | 6,603 | 24.14% | 24.92% | |
| Totals | 709,066 | \$35,846M | 9,168 | \$,567 | 55.16% | 25.71% |

Story 1

| | | | | | | |
|--------------------------------|----------------------|--------------------------|----------------------|----------------------------------|--|------------------------------|
| Most reachable cities in India | About the room class | Radisson exotica is high | Radisson Blu is high | weekend is better than week days | online is the best mode to use than online | property by the key matrices |
|--------------------------------|----------------------|--------------------------|----------------------|----------------------------------|--|------------------------------|



Active
Go to

ABOUT

Rajapalayam Rajus' College

Our long term vision is to be the company of choice for guests,owners and talent

THE RIGHT WRITERS

RADISSON HOTELS



MUTHAMIL
Team Leader



PRABAKARAN
Team Member



SELVA KUMAR
Team Member



DINESH
Team Member



RAJADURAI
Team Member

ADVANTAGES & DISADVANTAGES:

POSITIVE

The hotels are in a Great location accessible to a lot of restaurants including Nando's and shopping places. The price paid was great security was created. The staff are very helpful and courteous. Prasoon convinced me to stay for one night when I was in the process of cancelling 3 nights booking. Again, I was unhappy due to some weird smell in the corridor outside my room. They informed that they are working on it and in 15 Minutes things were OK. The following staff are good:

1. Surrender ready to ensure guests' comfort.
2. Prasoon at Front Desk...very good smiling face and ready to help.
3. Mahender good housekeeping guy.

It was a wonderful stay. The hotel staff is very courteous. Prasoon, the front office guy, was very helpful. The room was clean. Bit small but the location is excellent. Room service was prompt. It's in the middle of can naught place.

This truly the best breakfast I have had the device is excellent and Twinkle is a little star, The staff at this hotel are first class and being our first time in India it is good to be in such a superb place, I highly recommend the kebab restaurant upstairs also.

It was an amazing experience staying here at Radisson. The staff were helpful, especially Indarpreet. The rooms were gorgeous. I will 100% recommend this place. We were staying at the Centre of the city, very nice.

NEGATIVE:

- 1.Felt unsafe in the area outside the hotel - felt like staying in past 7pm.
- 2.Radisson Blu Airport shuttle was too expensive - it's better to rent an Uber to bring you from the airport
- 3.Rooms were dirty
- 4.Walls/Doors are thin - you can hear the person coughing next door, or people walking in the hallway

5.I found it weird that the hotel staff requested to take our picture with a digital camera to “circulate it amongst staff” when they had our passport information. We did not want to use the spa after that experience.

APPLICATIONS:

The essence of Radisson Blu is reflected in every aspect of who we are and what we do. We provide unparalleled service, comfort, and style while creating meaningful and memorable experiences.

By paying close attention to the small details that make a big difference, we inspire unforgettable experiences with every stay.

Choose stylish and elegant hotels that are created with your mind. Enjoy a warm welcome with our inviting ambience and thoughtful touches designed to please. Let our attentive team take care of the small details that make a big difference to your stay in the most desirable of destinations, which combine convenience and individuality.

CONCLUSION:

This was our last hotel stay in Ireland before returning home. Our rooms were very nice and comfortable. The room was clean and roomy. The bathroom was especially nice. We had a very restful night. Continental breakfast was good. Checking was quick without any hassles. We attended an Irish dinner show in town, so we were not able to eat in the restaurant. The location was great, even though we did not have time to see any of the local sights before departing.

FUTURE SCOPES:

Five-Year Plan

Last year Radisson also kicked off its five-year plan, which President Americas Ken Greene told attendees is “all about growth.” But growth, he added, does not happen without action, and the company is on target with its first phase of improving operational support, investing in tools and programs and enhancing the overall brand experience. “This sets the stage for phase two of our strategic plan, which is exponential growth for the years ahead. Everything we have done is designed with owners and operations in mind.”

The Radisson brand alone has 13 properties slated to open across the Americas this year, including a flagship property in New York City's Times Square.

The Radisson Blu brand, meanwhile, is expanding in key gateway cities, and is poised to have a presence in 25 major markets. An upcoming Radisson Blu will be the tallest hotel in Anaheim, Calif., when it opens in mid-2020, and a new Toronto hotel is in the works as well.

As it expands its global footprint, Radisson Hotel Group also is focused on improving overall brand standards. It eliminated 18 percent of its Radisson-branded rooms last year, part of what Greene reminded the crowd is a two-prong strategy to elevate the brand: "Part ways with low-quality hotels and improve the properties that stay," he said. "We are holding owners accountable for consistency."

New Deals

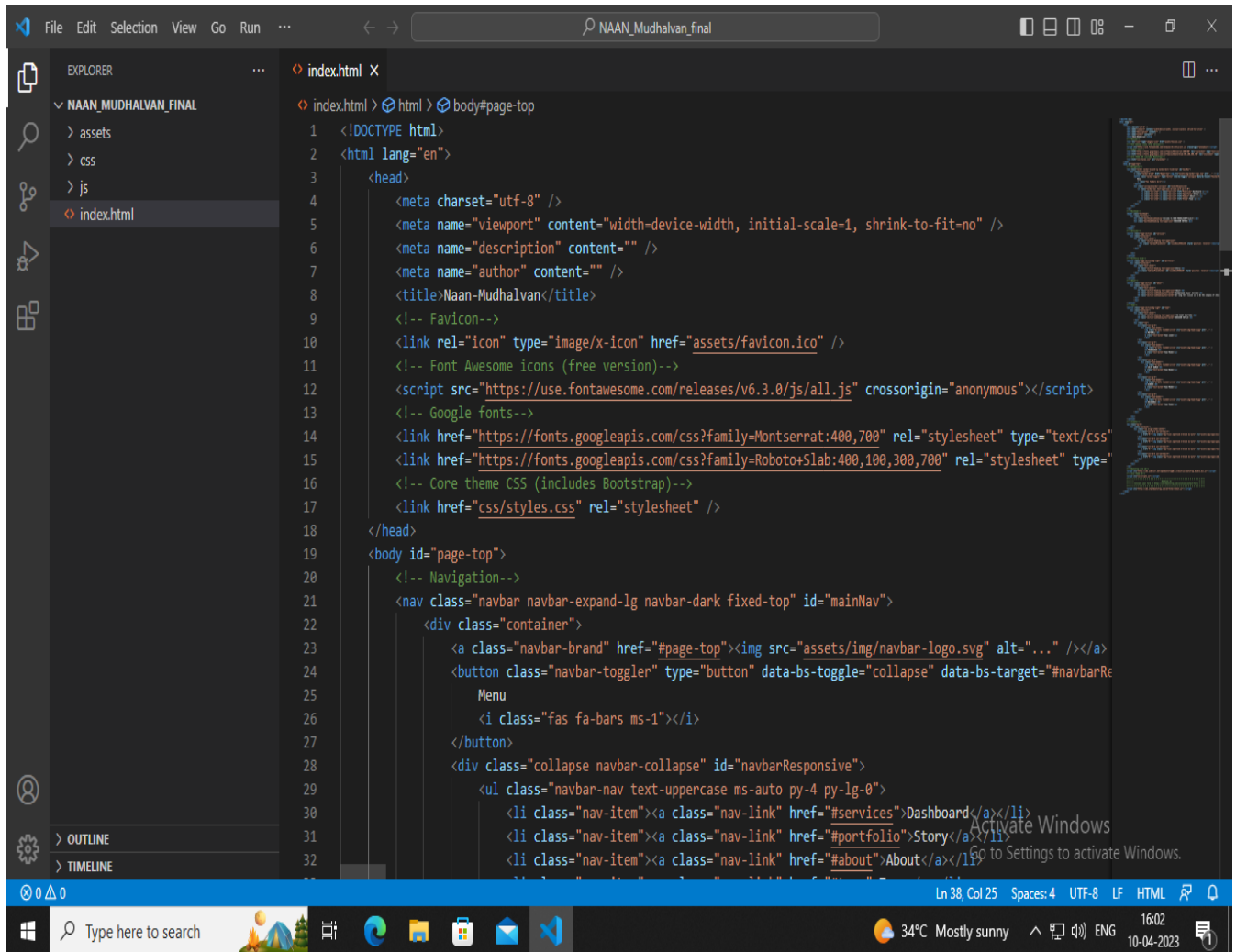
At the conference, Radisson announced six properties for the Americas portfolio, including a Radisson Red and three Radisson Blu hotels. "Last year at our conference, we shared our plans for expansion and how we will further establish the Radisson Blu and Radisson Red brands in the Americas," Kidd said. "Seeing our vision come to fruition is very rewarding, along with introducing our brands to new markets."

The new-build 130-room Radisson Red San Francisco Airport is slated to open in Q4 2022; the 229-room Radisson Blu Grenada Beach Resort—a conversion of a Radisson-branded hotel—will reopen under its new moniker in December 2020; the 151-room Radisson Blu Hotel Fargo will open in Q1 2020; the Radisson Blu Admiral Hotel Toronto-Harborfront—formerly the Radisson Admiral Hotel Toronto-

Harborfront—will mark the brand’s Canadian debut when it opens this summer; the 141-room Country Inn & Suites by Radisson, North Little Rock, Ark., will open in Q3 after a \$3-million renovation; and the 95-room Radisson Plaza Hotel Del Bosque actually opened in Lima, Peru, during the opening general session.

At year's end 2018, Radisson had 634 hotels with 68,321 guestrooms open across North and South America, with a further 72 hotels with 7,842 rooms in various stages of development.

APPENDIX:



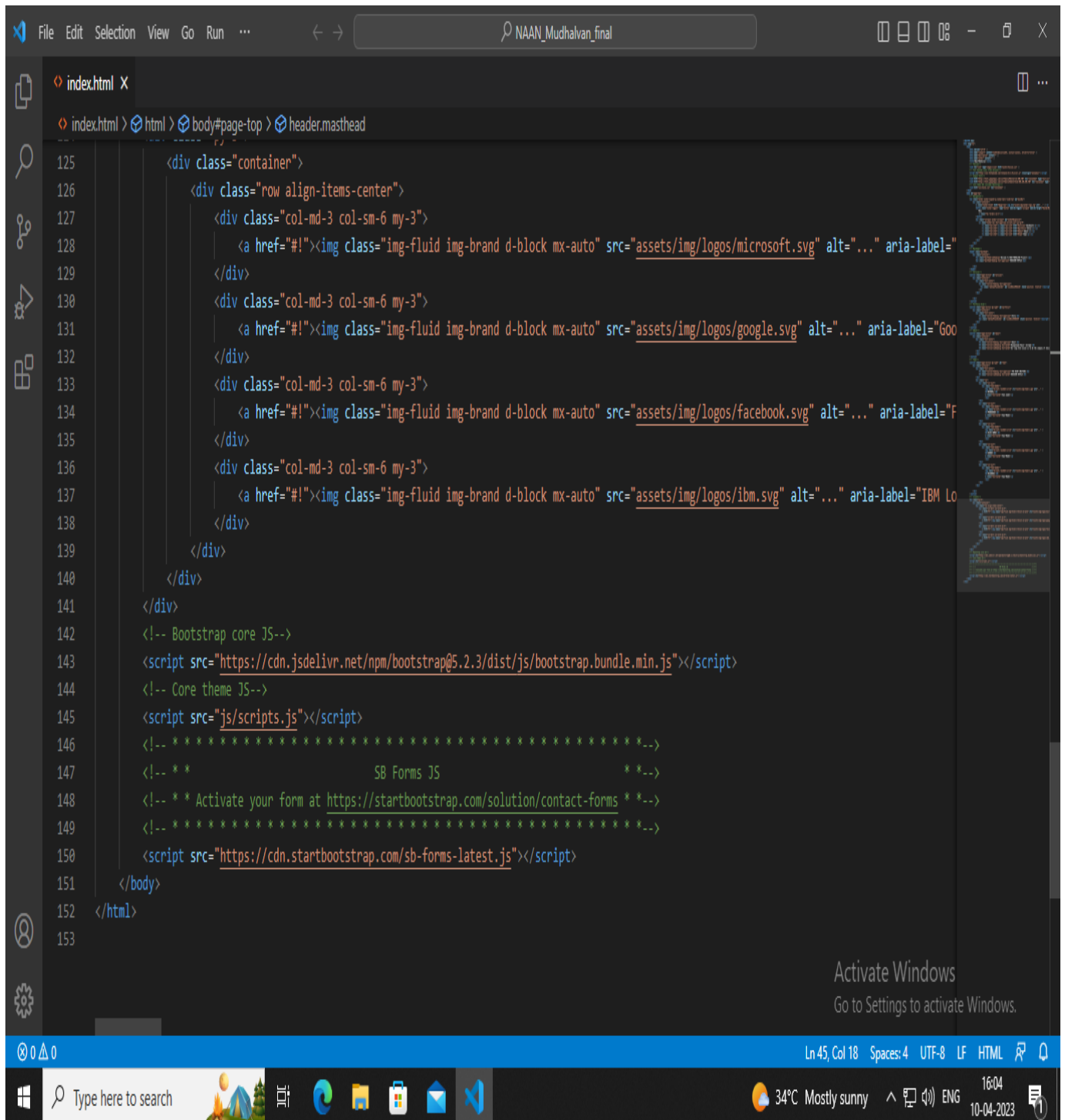
```
index.html X
index.html > html > body#page-top > header.masthead
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="utf-8" />
5     <meta name="viewport" content="width=device-width, initial-scale=1, shrink-to-fit=no" />
6     <meta name="description" content="" />
7     <meta name="author" content="" />
8     <title>Naan-Mudhalvan</title>
9     <!-- Favicon -->
10    <link rel="icon" type="image/x-icon" href="assets/favicon.ico" />
11    <!-- Font Awesome icons (free version) -->
12    <script src="https://use.fontawesome.com/releases/v6.3.0/js/all.js" crossorigin="anonymous"></script>
13    <!-- Google fonts -->
14    <link href="https://fonts.googleapis.com/css?family=Montserrat:400,700" rel="stylesheet" type="text/css" />
15    <link href="https://fonts.googleapis.com/css?family=RobotoSlab:400,100,300,700" rel="stylesheet" type="text/css" />
16    <!-- Core theme CSS (includes Bootstrap) -->
17    <link href="css/styles.css" rel="stylesheet" />
18  </head>
19  <body id="page-top">
20    <!-- Navigation -->
21    <nav class="navbar navbar-expand-lg navbar-dark fixed-top" id="mainNav">
22      <div class="container">
23        <a class="navbar-brand" href="#page-top"></a>
24        <button class="navbar-toggler" type="button" data-bs-toggle="collapse" data-bs-target="#navbarResponsive" aria-controls="navbarResponsive"
25          <i class="fas fa-bars ms-1"></i>
26        </button>
27        <div class="collapse navbar-collapse" id="navbarResponsive">
28          <ul class="navbar-nav text-uppercase ms-auto py-4 py-lg-0">
29            <li class="nav-item"><a class="nav-link" href="#services">Dashboard</a></li>
30            <li class="nav-item"><a class="nav-link" href="#portfolio">Story</a></li>
31            <li class="nav-item"><a class="nav-link" href="#about">About</a></li>
32          </ul>
33        </div>
34      </div>
35    </nav>
36    <!-- Masthead -->
37    <header class="masthead">
38      <div class="container">
39        <div class="masthead-subheading">Welcome To NAAN MUDHALVAN Project!</div>
40        <div class="masthead-heading text-uppercase">RADISSON HOTELS</div>
41      </div>
42    </header>
43    <!-- Services -->
44    <section class="page-section" id="services">
45      <div class="container">
46        <div class="text-center">
47          <h2 class="section-heading text-uppercase">
48            <div class="tableauPlaceholder" id="viz1681119582136" style="position: relative"><noscript><a href="#"><img alt="RADISSON H
49          </h2>
50        </div>
51      </div>
52    </section>
53    <!-- Portfolio Grid -->
54    <section class="page-section bg-light" id="portfolio">
55      <div class="container">
56        <div class="text-center">
57          <h2 class="section-heading text-uppercase">Story</h2>
58          <div class="tableauPlaceholder" id="viz1681119486249" style="position: relative"><noscript><a href="#"><img alt="RADISSON H
59        </div>
60      </div>
61    </section>
62  </body>
63</html>
```

```
index.html X
index.html > html > body#page-top > header.masthead
33    <li class="nav-item"><a class="nav-link" href="#team">Team</a></li>
34  </ul>
35 </div>
36 </nav>
37 <!-- Masthead -->
38 <header class="masthead">
39   <div class="container">
40     <div class="masthead-subheading">Welcome To NAAN MUDHALVAN Project!</div>
41     <div class="masthead-heading text-uppercase">RADISSON HOTELS</div>
42   </div>
43 </header>
44 <!-- Services -->
45 <section class="page-section" id="services">
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48       <h2 class="section-heading text-uppercase">
49         <div class="tableauPlaceholder" id="viz1681119582136" style="position: relative"><noscript><a href="#"><img alt="RADISSON H
50       </h2>
51     </div>
52   </div>
53 </section>
54 <!-- Portfolio Grid -->
55 <section class="page-section bg-light" id="portfolio">
56   <div class="container">
57     <div class="text-center">
58       <h2 class="section-heading text-uppercase">Story</h2>
59       <div class="tableauPlaceholder" id="viz1681119486249" style="position: relative"><noscript><a href="#"><img alt="RADISSON H
60     </div>
61   </div>
62 </section>
63 </body>
64</html>
```



```
File Edit Selection View Go Run ... NAAN_Mudhalvan_final
index.html x
index.html > html > body#page-top > header.masthead
64 </div>
65 </section>
66 <!-- About-->
67 <section class="page-section" id="about">
68 <div class="container">
69 <div class="text-center">
70 <h2 class="section-heading text-uppercase">About</h2>
71 <h3 class="section-subheading text-muted">Rajapalayam Rajus' College</h3>
72 <h3 class="section-subheading text-muted">Our long term vision is to be the company of choice for guests,owners and talent </h3>
73 </div>
74 </div>
75 </section>
76 <!-- Team-->
77 <section class="page-section bg-light" id="team">
78 <div class="container">
79 <div class="text-center">
80 <h2 class="section-heading text-uppercase">THE RIGHT WRITERS</h2>
81 <h3 class="section-subheading text-muted">RADISSON HOTELS</h3>
82 </div>
83 <div class="row">
84 <div class="col-lg-4">
85 <div class="team-member">
86 
87 <h4>MUTHAMIL</h4>
88 <p class="text-muted">Team Leader</p>
89 </div>
90 </div>
91 <div class="col-lg-4">
92 <div class="team-member">
93 
94 <h4>PRABAKARAN</h4>
95 <p class="text-muted">Team Member</p>
96 </div>
97 </div>
98 </div>
99 </div>
100 </div>
101 </div>
102 </div>
103 </div>
104 </div>
105 </div>
106 </div>
107 </div>
108 </div>
109 </div>
110 </div>
111 </div>
112 </div>
113 </div>
114 </div>
115 </div>
116 </div>
117 </div>
118 </div>
119 </div>
120 </div>
121 </div>
122 </div>
123 <!-- Clients-->
124 <div class="py-5">
125 <div class="container">
126 <div class="row align-items-center">
127 <div class="col-md-3 col-sm-6 my-3">
```

```
File Edit Selection View Go Run ... NAAN_Mudhalvan_final
index.html x
index.html > html > body#page-top > header.masthead
96 </div>
97 </div>
98 <div class="col-lg-4">
99 <div class="team-member">
100 
101 <h4>SELVA KUMAR</h4>
102 <p class="text-muted">Team Member</p>
103 </div>
104 </div>
105 <div class="col-lg-4">
106 <div class="team-member">
107 
108 <h4>DINESH</h4>
109 <p class="text-muted">Team Member</p>
110 </div>
111 </div>
112 <div class="col-lg-4">
113 <div class="team-member">
114 
115 <h4>RAJADURAI</h4>
116 <p class="text-muted">Team Member</p>
117 </div>
118 </div>
119 </div>
120 </div>
121 </div>
122 </div>
123 <!-- Clients-->
124 <div class="py-5">
125 <div class="container">
126 <div class="row align-items-center">
127 <div class="col-md-3 col-sm-6 my-3">
```



THANK YOU