

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

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.

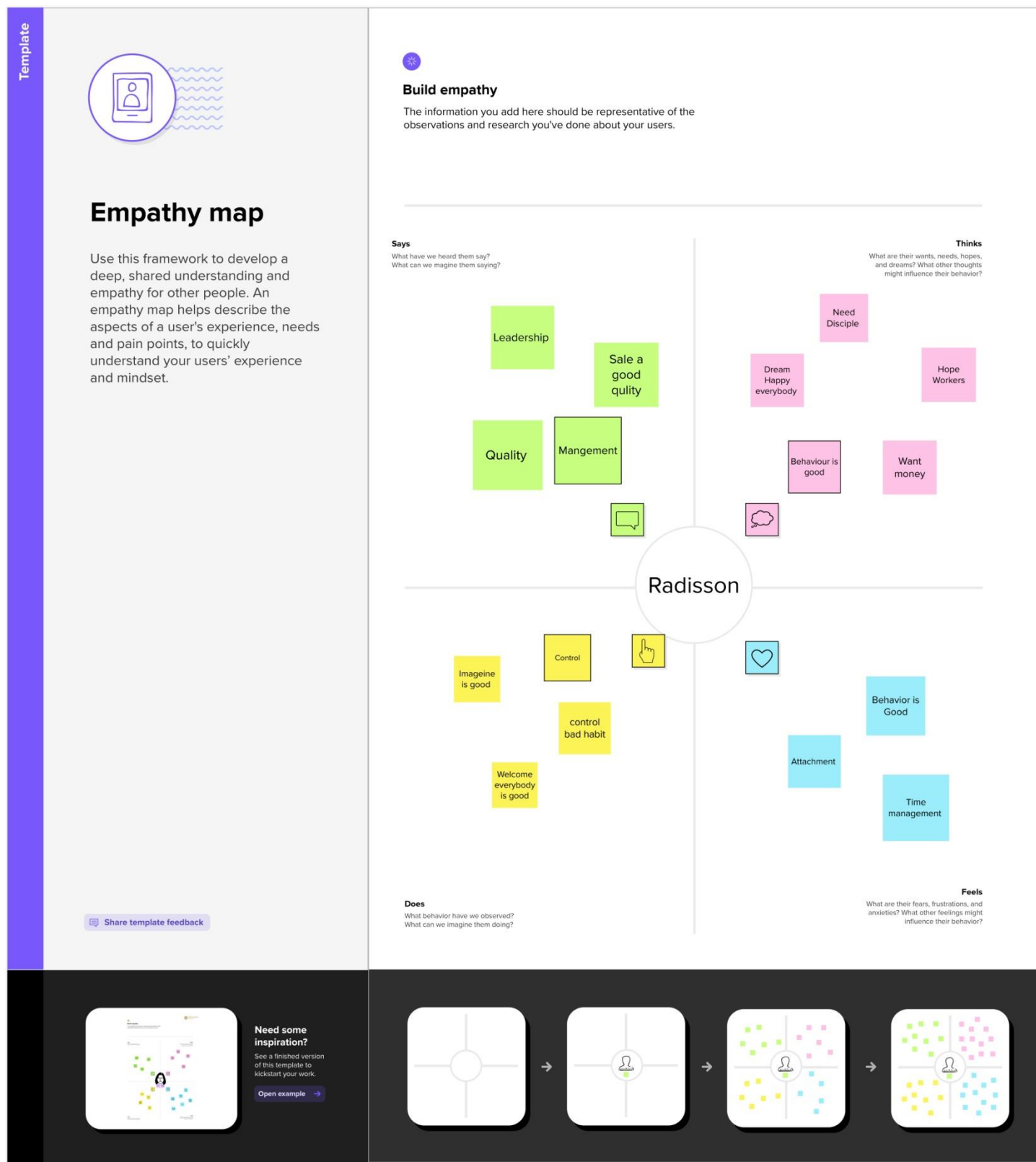
Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category. 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

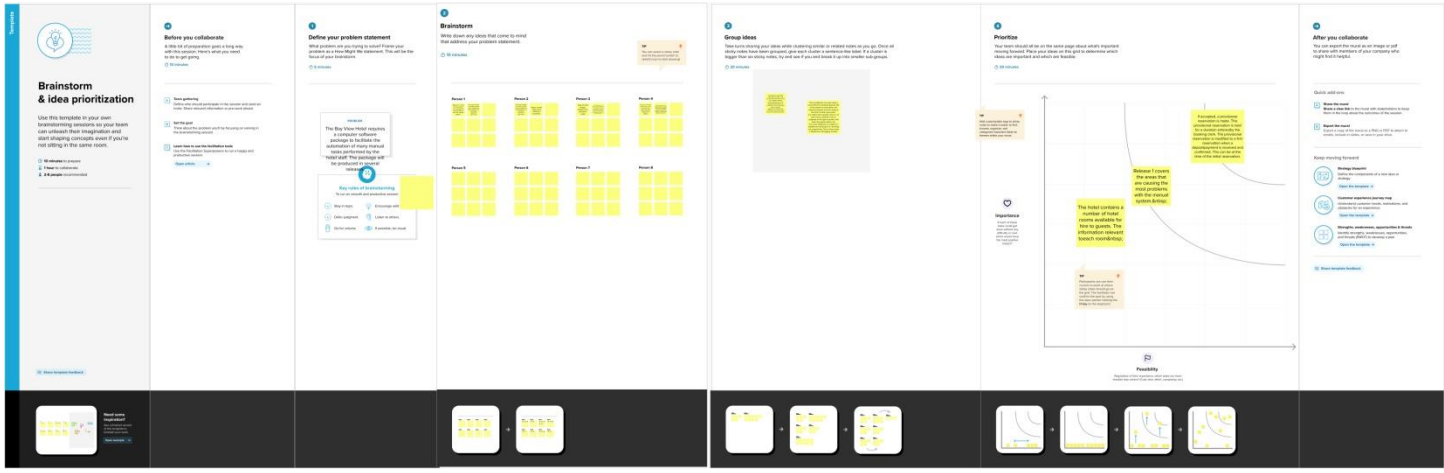
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2.PROBLEM DEFINITION & DESIGN THINKING:

2.1 Empathy Map



2.2 Ideation & Brainstorming Map:

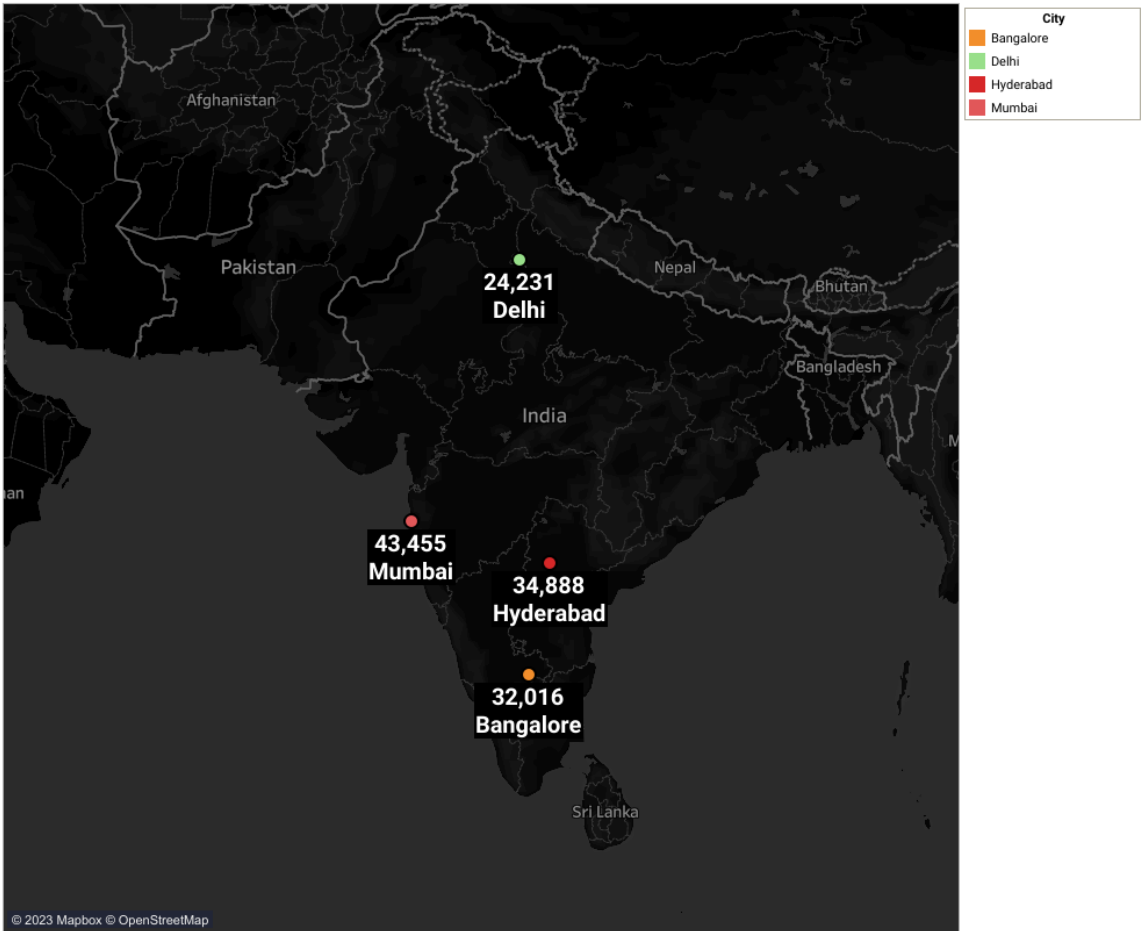


3.RESULT :

Story

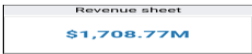
Radisson Analysis Story

Mumbai has made highest No of successful Bookings-43,455	Elite and premium room classes are the top 2 highest revenue contributors	Other platforms and make your trip contributed 42% of the total checked out bookings	All properties have average 25% cancellatin rate and 50% Occupancy rate
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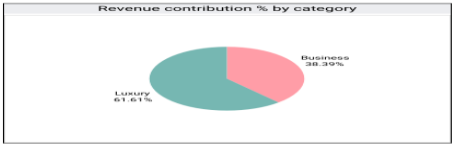
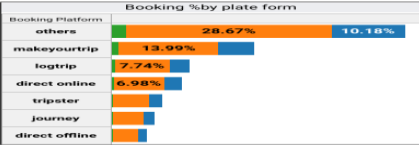
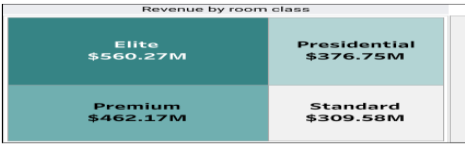
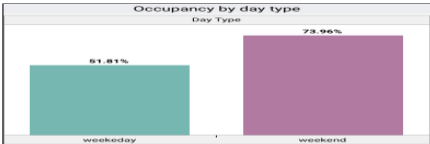
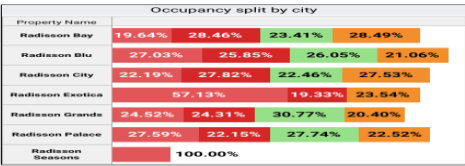
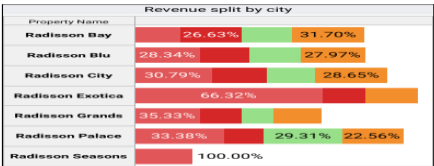


Dashboard

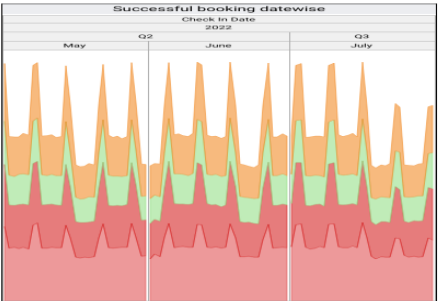
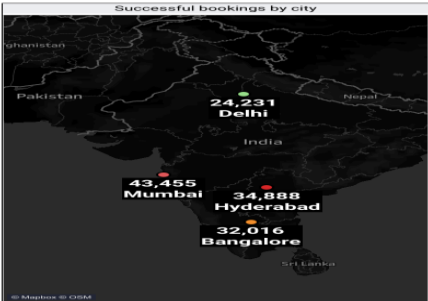
RADISSON HOSPITALITY ANALYSIS



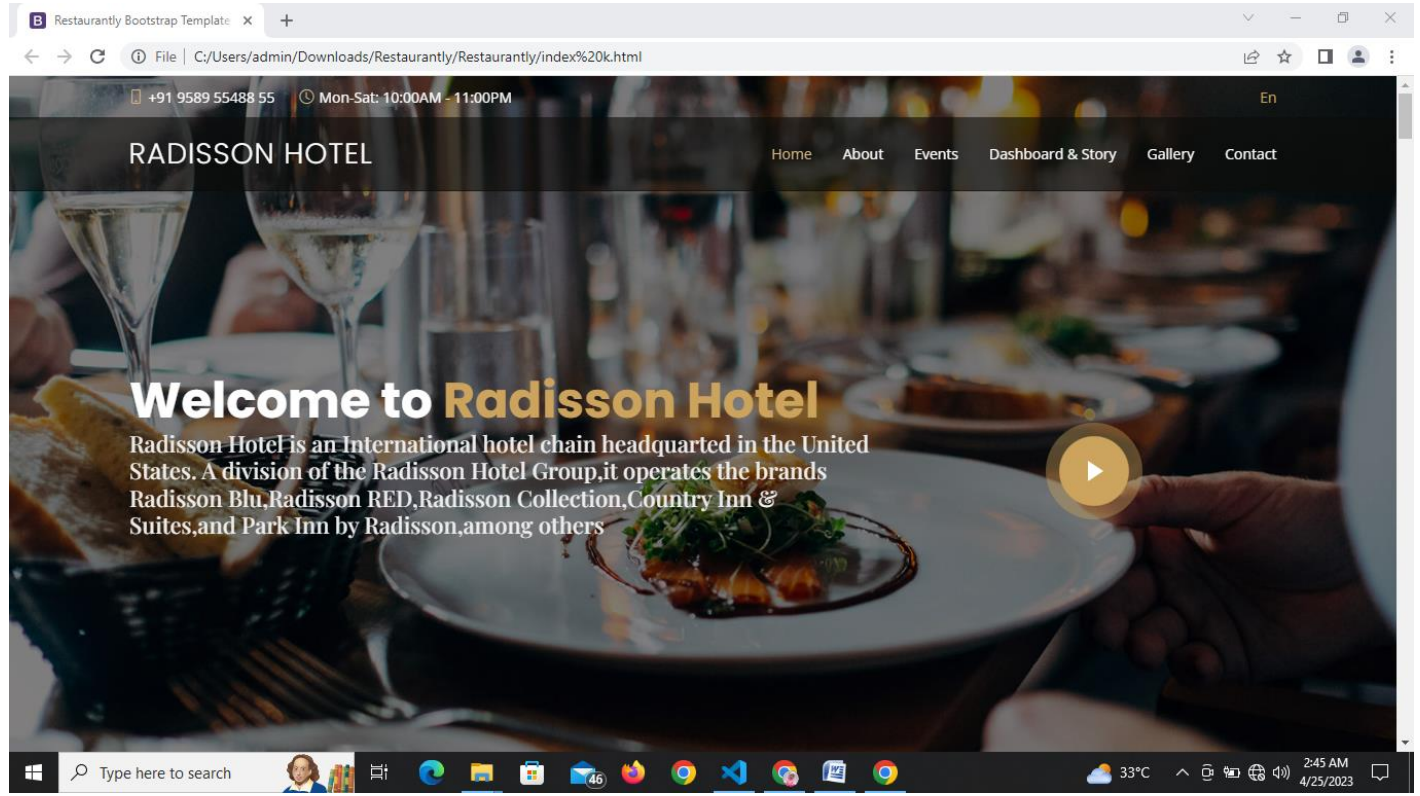
City
All
Day Type



Property by key metrics						
Property Name	Property ID	revenue	Capacity	Successful Bookin.	Occupancy%	Cancelled bookin.
Radisson Bay	16562	555.44M	9,916	4,820	58.46%	0.252697095
	17562	551.91M	7,636	3,454	44.94%	0.254380641
	18562	565.26M	11,132	7,333	65.87%	0.245565771
Radisson Blu	16563	585.44M	8,832	5,812	65.81%	0.243358745
	16561	557.93M	6,716	4,418	65.78%	0.255092802
	17561	573.92M	7,820	5,183	66.34%	0.245524773
Radisson City	16561	556.04M	9,844	6,458	65.60%	0.241715701
	16561	572.96M	10,764	5,736	53.29%	0.246513250
	16560	554.93M	8,740	4,693	53.70%	0.241210313
Radisson Exotica	17560	588.00M	11,316	6,013	53.14%	0.250623649
	18560	551.01M	10,028	6,038	60.19%	0.240283218
	19560	581.88M	9,108	5,979	65.65%	0.263756481
Radisson Grande	16559	5116.40M	11,132	7,338	65.92%	0.2401116108
	17559	594.00M	9,392	6,142	65.10%	0.240149788
	18559	547.84M	11,776	5,256	44.63%	0.243521202
Radisson Palace	16559	560.02M	8,740	4,705	53.83%	0.244845909
	16558	535.06M	4,784	3,153	65.91%	0.250555027
	17558	574.73M	9,384	5,036	53.67%	0.254552820
Radisson Seasons	18558	546.25M	8,372	4,475	53.45%	0.249833402
	19558	554.49M	9,844	4,971	44.40%	0.245481583
Radisson Seasons	16563	589.14M	10,764	7,147	66.40%	0.252553519



Web application:



4. ADVANTAGES & DISADVANTAGES:

Advantages of Efficiency & Performance of Radisson Hotel:

The strengths of Radisson Hotels look at the key aspects of its business which gives it competitive advantage in the market. Some important factors in a brand's strengths include its financial position, experienced workforce, product uniqueness & intangible assets like brand value. Below are the Strengths in the Efficiency Analysis of Radisson Hotels:

1. Top notch service and excellent customer service .
2. Global presence –420+ hotels globally in over 75 countries.
3. Goodwill from Employees and customers .
4. They offer really go deals and promotional offers hence attracting more customers.

Disadvantages of Efficiency & Performance of Radisson Hotel:

The weaknesses of a brand are certain aspects of its business which are it can improve to increase its position further. Certain weaknesses can be defined as attributes which the company is lacking or in which the competitors are better. Here are the weaknesses in the Radisson Hotels Efficiency Analysis of Radisson Hotel:

5 .APPLICATIONS:

To ensure prompt response from hotel management staff, applicants should ensure all information provided on hiring materials remains accurate and up-to-date. Job seekers should keep in mind hiring managers may necessitate patience during the hiring process depending on multiple factors, including the number of applicants for similar positions, administrative responsibilities, and guest needs. Application follow-ups should take place over the phone or in person and should not interrupt peak check in and check out times. Ask hiring managers what the best time to inquire about hiring decisions and try to limit follow-ups to no more than once a week.

6.CONCLUSION:

1. The most stylish hotel in our country.
2. Increased our cities beauty.
3. By attracting tourist from outside company.
4. Helping our countries economy to develop faster.

7.FUTURE SCOPE:

Location is not that much impressive but the Business Class rooms are. Elegantly decked up, large rooms with spacious the area if you are staying here in any of the Business Class rooms. Breakfast spread is highly impressive, like any other prominent Radisson properties and you will love it. Staff members in front office except are not professional enough, need to be trained further. Travel desk is efficient and fast.