

ANALYZING THE PERFORMANCE & EFFICIENCY THE RADISSON HOTELS

USING DATA VISUALIZATION TECHNIQUES



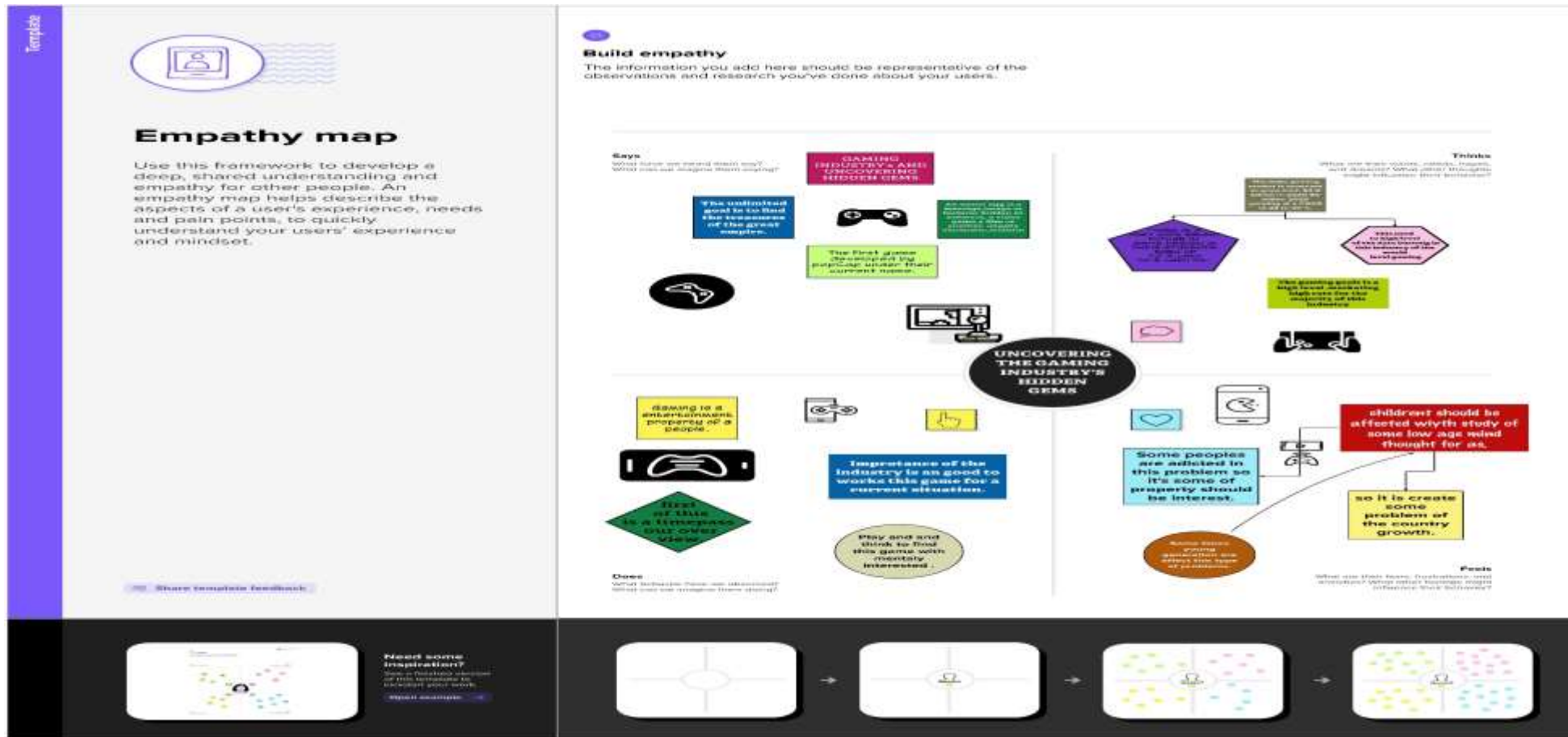
MEMBERS:

- **K.DIVYA**
- **P.NANTHINI**
- **M.PRAMEENA**
- **C.SANGEETHA**

INTRODUCTION:

- The hotel industry is a broad category of businesses that provided lodging services for travellers and tourists.
- This can include a wide range of establishments from luxury resorts to budgets friendly motels as well as extended stays 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.

TASK 1



BRAINSTORMING

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start sketching concepts even if you're not sitting in the same room.

- 1. Brainstorm ideas
- 2. Share solutions
- 3. All people collaborate

28 ideas generated

Before your collaboration

It's vital for all participants to get on the same page with the subject. Check a subject you want to talk or design.

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Define your problem statement

What problem are you trying to solve? Frame your problem as a challenge or statement. It should be the focus of your brainstorm.

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Brainstorm

Brainstorm any ideas that come to mind. Don't worry about your ideas being too simple or too obvious.

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Group Ideas

Take notes on your ideas while brainstorming. Write down any ideas that come to mind. Don't worry about your ideas being too simple or too obvious.

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Prioritize

Take notes on all the ideas that come to mind. Write down any ideas that come to mind. Don't worry about your ideas being too simple or too obvious.

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After your collaboration

Take notes on all the ideas that come to mind. Write down any ideas that come to mind. Don't worry about your ideas being too simple or too obvious.

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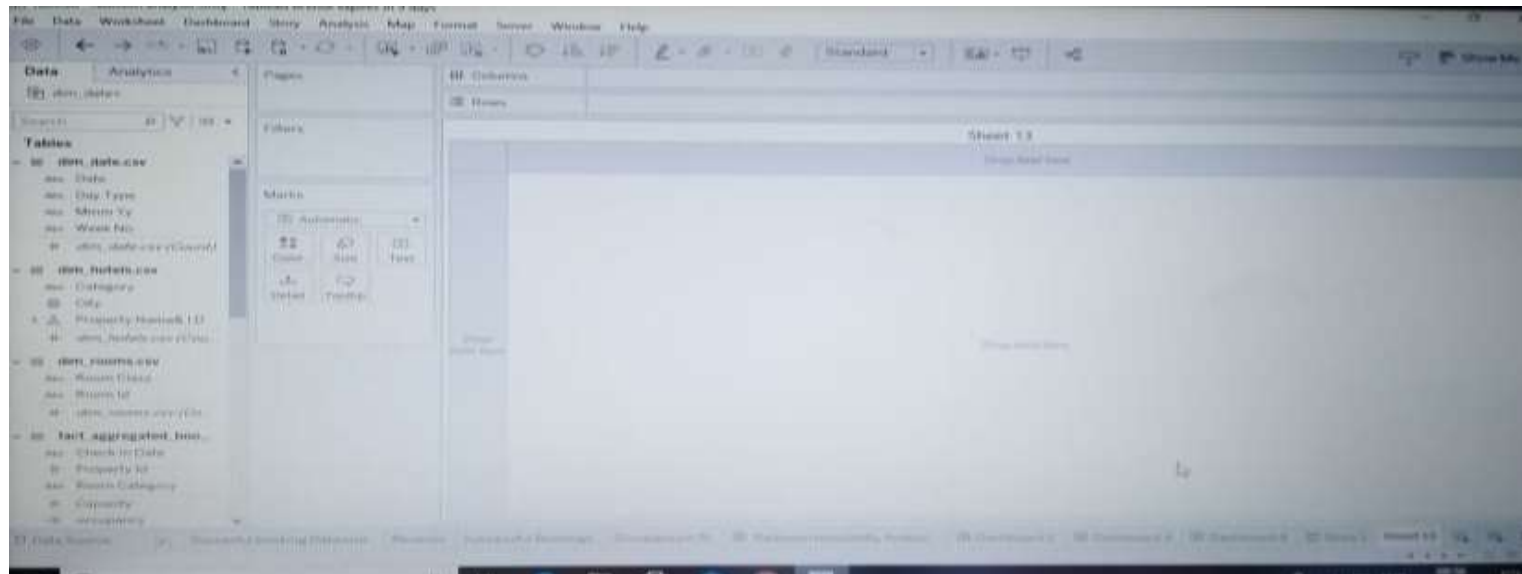
26. Brainstorming

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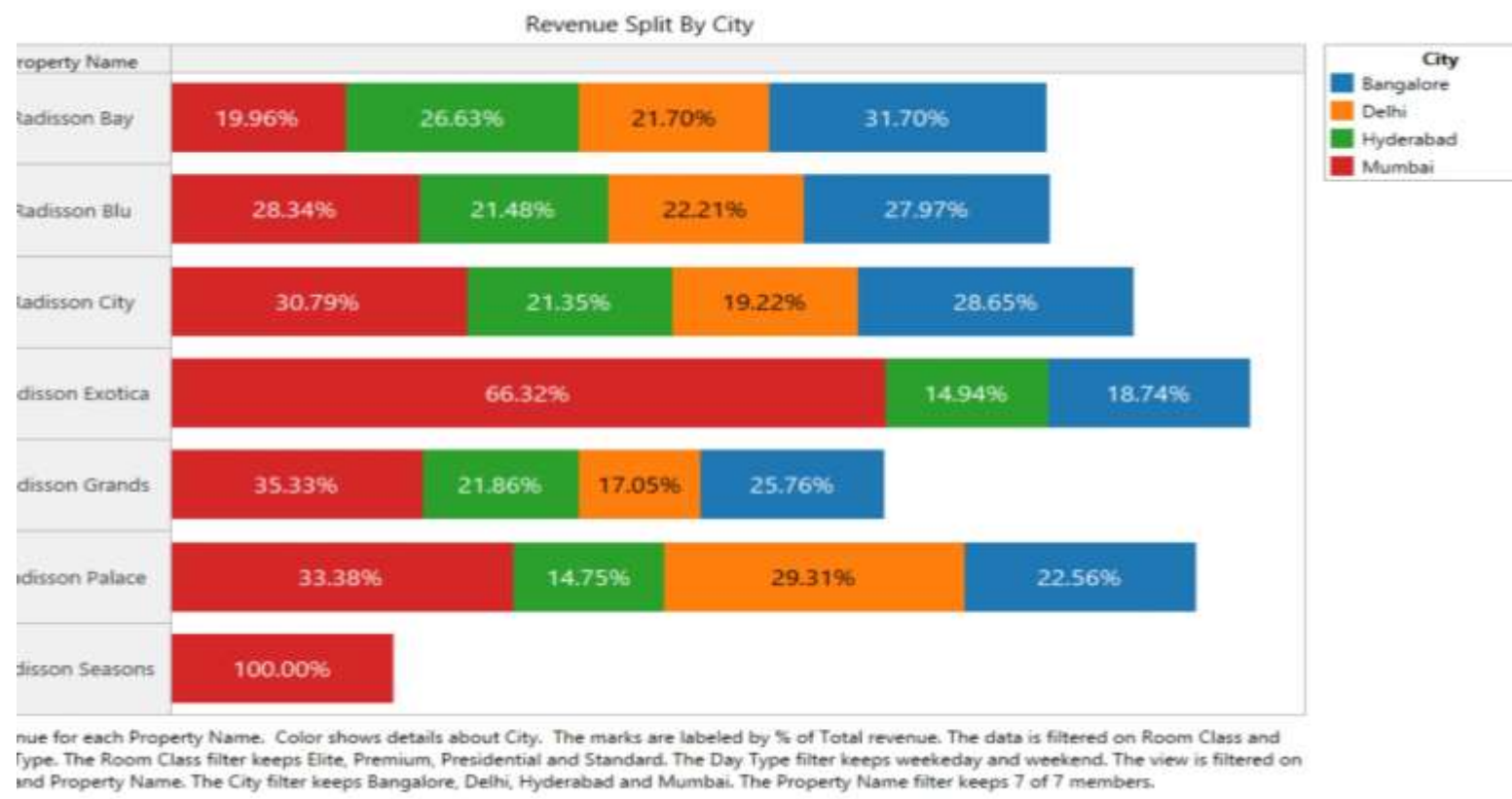
TASK 2

- The collect data set in the project data collection and extraction from the data base, the data sheets is collect the project manual.

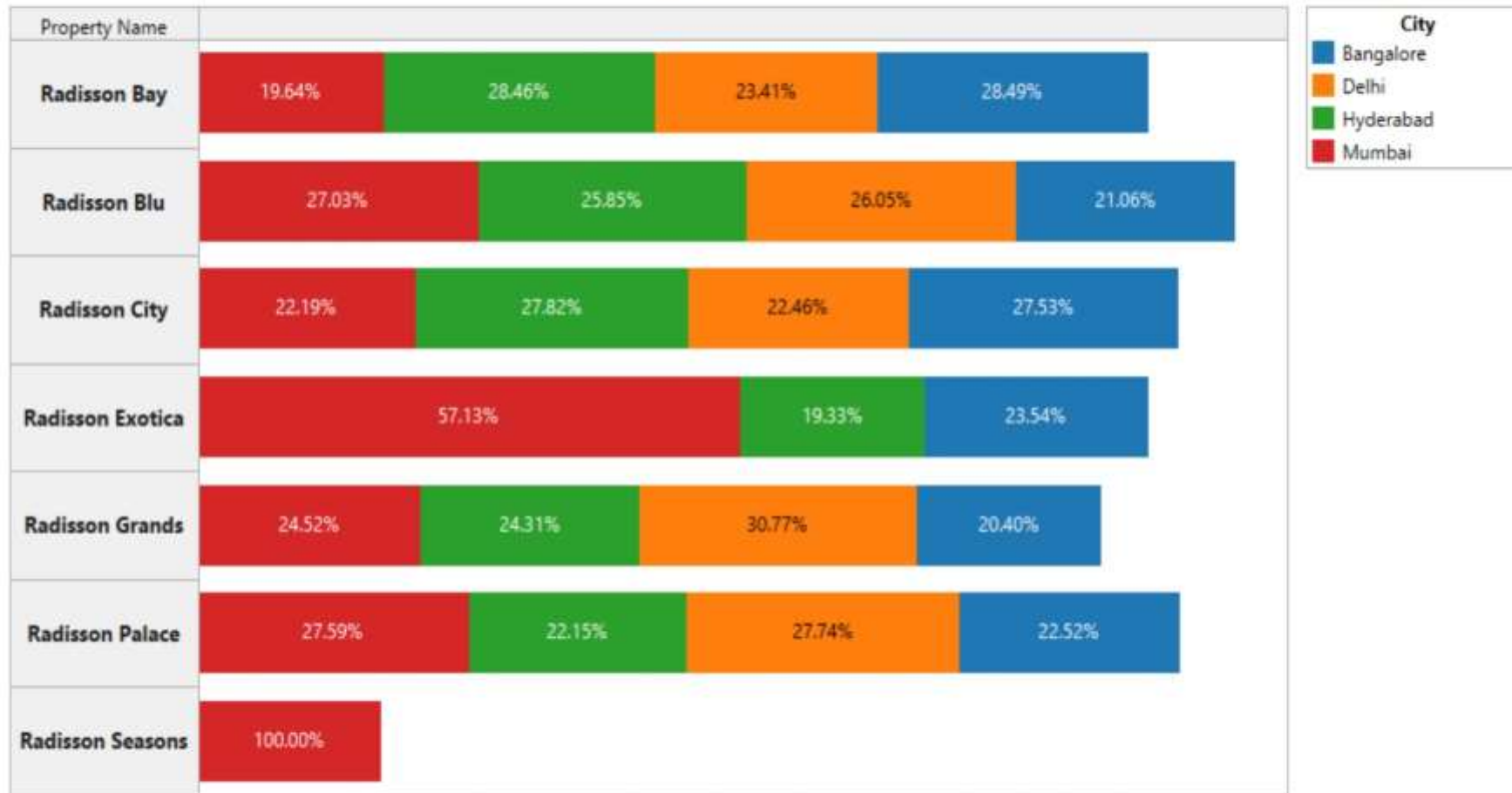


TASK 3

VISUALIZATION



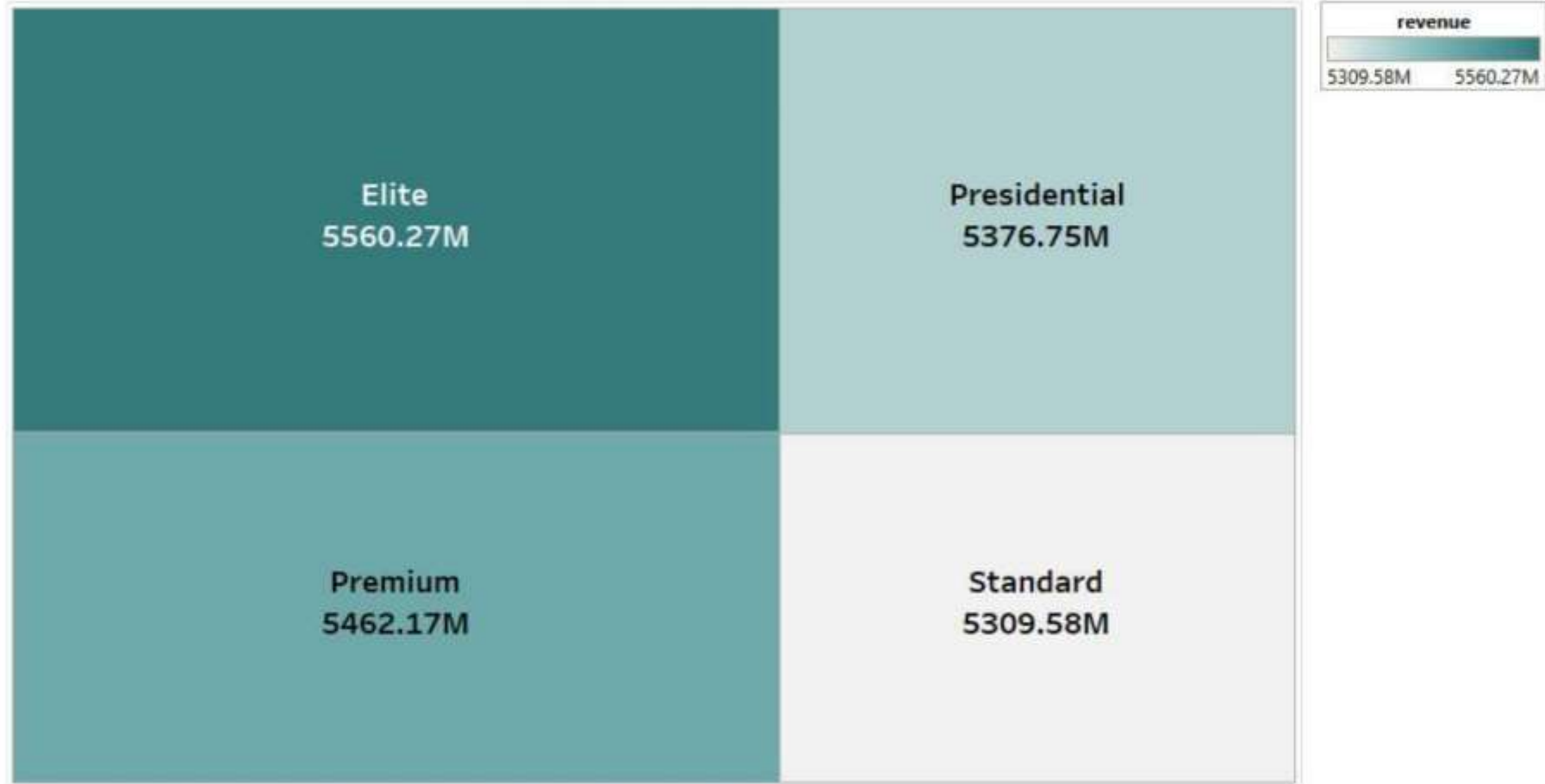
occupancy Spilt by city



Total occupancy for each Property Name. Color shows details about City. The marks are labeled by % of Total total occupancy. The data is filtered on Room Class, which keeps Elite, Premium, Presidential and Standard. The view is filtered on City and Property Name. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members.

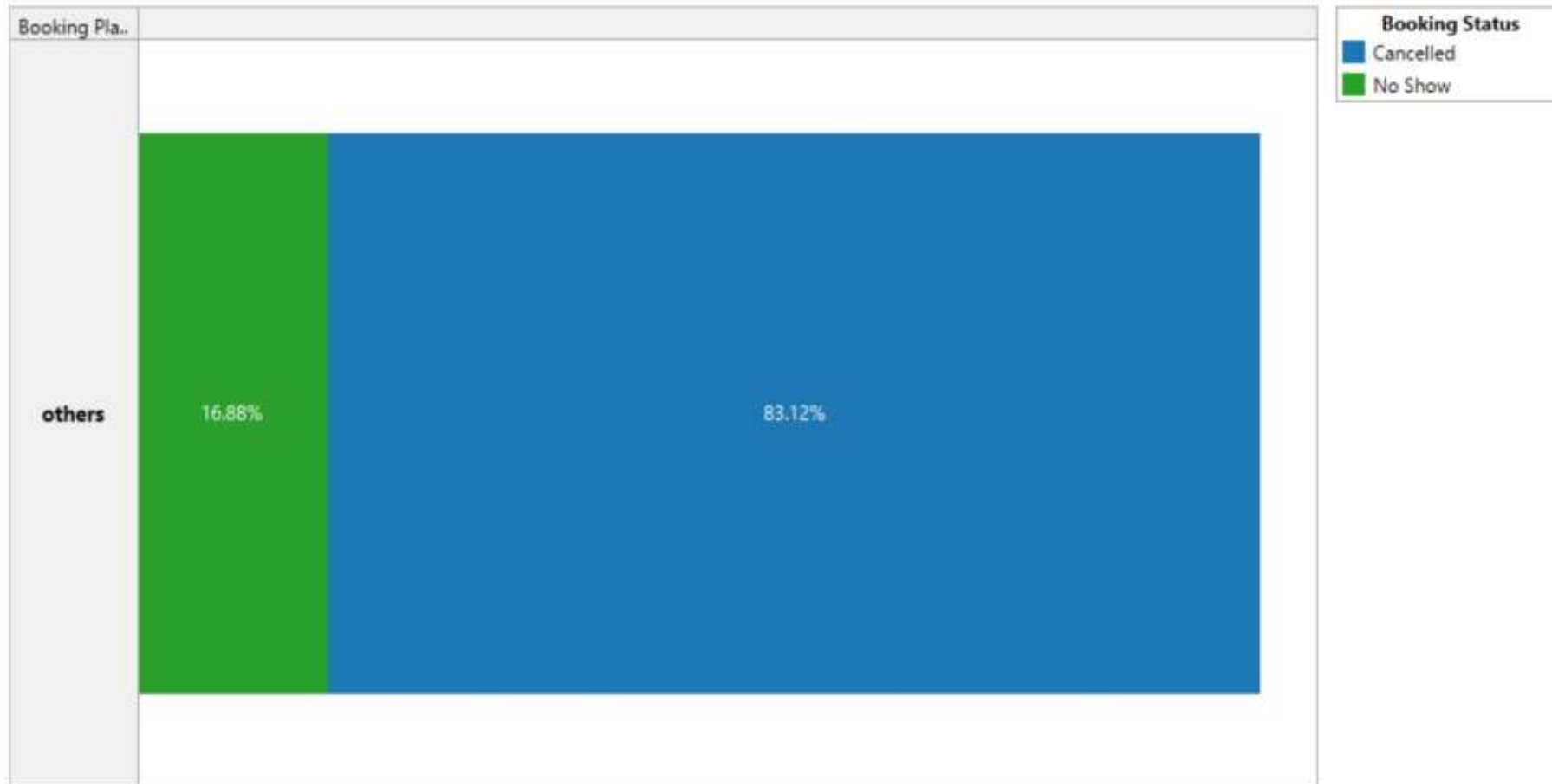


Revenue By rooms clocks



Room Class and revenue. Color shows revenue. Size shows revenue. The marks are labeled by Room Class and revenue. The data is filtered on City and Property Name. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members. The view is filtered on Room Class, which keeps Elite, Premium, Presidential and Standard.

Booking % by platforms



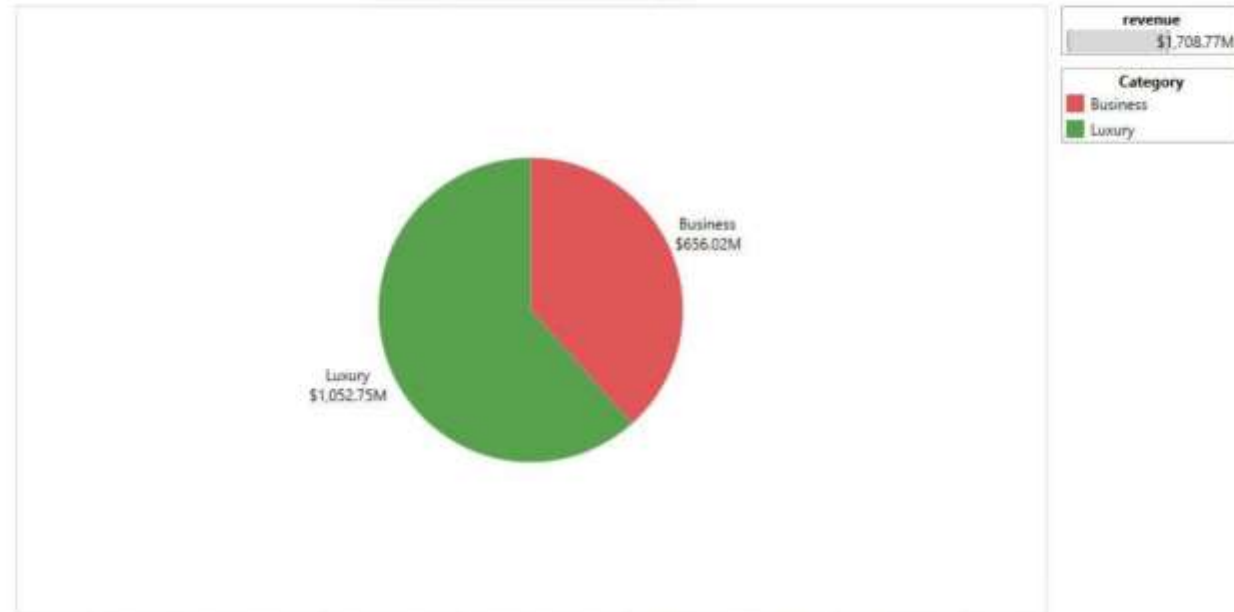
Distinct count of Booking Id for each Booking Platform. Color shows details about Booking Status. The marks are labeled by % of Total Distinct count of Booking Id. The data is filtered on City, Property Name and Room Class. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard. The view is filtered on Booking Platform and Exclusions (Booking Platform,Booking Status). The Booking Platform filter keeps others. The Exclusions (Booking Platform,Booking Status) filter keeps 20 members.

Property By Key Metrics

| Property Name | Property Id | revenue | Capacity | Successful Bookin.. | Occupancy% | Cancelled Bookings% | |
|------------------|-------------|--------------|----------|---------------------|------------|---------------------|--|
| Radisson Bay | 16562 | 5,64,37,570 | 9,016 | 4,820 | 53.46% | 25.27% | |
| | 17562 | 5,19,14,158 | 7,636 | 3,424 | 44.84% | 25.44% | |
| | 18562 | 6,92,55,910 | 11,132 | 7,333 | 65.87% | 24.70% | |
| | 19562 | 8,24,43,540 | 8,832 | 5,812 | 65.81% | 24.33% | |
| Radisson Blu | 16561 | 5,79,33,400 | 6,716 | 4,418 | 65.78% | 25.51% | |
| | 17561 | 7,39,18,312 | 7,820 | 5,183 | 66.28% | 24.52% | |
| | 18561 | 5,60,40,450 | 9,844 | 6,458 | 65.60% | 24.17% | |
| | 19561 | 7,29,63,360 | 10,764 | 5,736 | 53.29% | 24.65% | |
| Radisson City | 16560 | 5,49,32,178 | 8,740 | 4,693 | 53.70% | 24.12% | |
| | 17560 | 8,79,96,216 | 11,316 | 6,013 | 53.14% | 25.06% | |
| | 18560 | 6,10,07,200 | 10,028 | 6,638 | 66.19% | 24.03% | |
| | 19560 | 8,18,76,345 | 9,108 | 5,979 | 65.65% | 26.38% | |
| Radisson Exotica | 16559 | 11,84,48,418 | 11,132 | 7,338 | 65.92% | 24.61% | |
| | 17559 | 9,39,96,570 | 9,292 | 6,142 | 66.10% | 24.01% | |
| | 18559 | 4,78,44,020 | 11,776 | 5,256 | 44.63% | 24.35% | |
| | 19559 | 6,00,23,460 | 8,740 | 4,705 | 53.83% | 24.48% | |
| Radisson Grands | 16558 | 3,60,61,172 | 4,784 | 3,153 | 65.91% | 25.06% | |
| | 17558 | 7,47,30,742 | 9,384 | 5,036 | 53.67% | 25.66% | |
| | 18558 | 4,62,46,510 | 8,372 | 4,475 | 53.45% | 24.98% | |
| | 19558 | 5,44,94,340 | 9,844 | 4,371 | 44.40% | 24.55% | |
| Radisson Palace | 16563 | 8,91,35,998 | 10,764 | 7,147 | 66.40% | 25.26% | |
| | 17563 | 10,15,11,080 | 9,568 | 6,337 | 66.23% | 24.38% | |
| | 18563 | 4,48,38,780 | 8,924 | 4,728 | 52.98% | 25.95% | |
| | 19563 | 6,85,96,005 | 10,120 | 5,413 | 53.49% | 25.35% | |
| Radisson Seasons | 17564 | 6,61,25,495 | 8,924 | 3,982 | 44.62% | 24.79% | |

Blank broken down by Property Name, Property Id (Dim Hotels.Csv), revenue, sum of Capacity, sum of Successful Bookings, Occupancy% and Cancelled Bookings%. The data is filtered on City and Room Class. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Room Class filter keeps Elite, Premium, Presidential and Standard. The view is filtered on Property Name, which keeps 7 of 7 members.

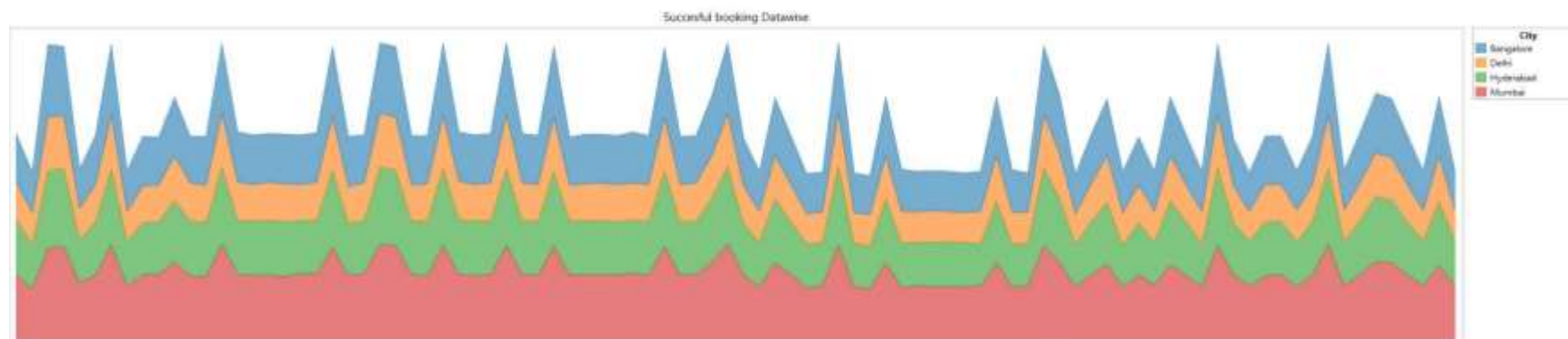
Revenue Contribution % By Category



Category and revenue. Color shows details about Category. Size shows revenue. The marks are labeled by Category and revenue. The data is filtered on City, Property Name and Room Class. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard.



Map based on Longitude (generated) and Latitude (generated). Color shows details about City. The marks are labeled by sum of Successful Bookings and City. Details are shown for City. The data is filtered on Property Name and Room Class. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard. The view is filtered on City, which keeps Bangalore, Delhi, Hyderabad and Mumbai.



Sum of Successful Bookings for each Check In Date. Color shows details about City. The data is filtered on Property Name and Room Class. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard. The view is filtered on City, which keeps Bangalore, Delhi, Hyderabad and Mumbai.

Revenue

\$1,708.77M

Revenue. The data is filtered on City, Property Name and Room Class. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard.

Successful Bookings

134.59K

Sum of Successful Bookings. The data is filtered on City, Property Name, Room Class and Day Type. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard. The Day Type filter keeps weekday and weekend.

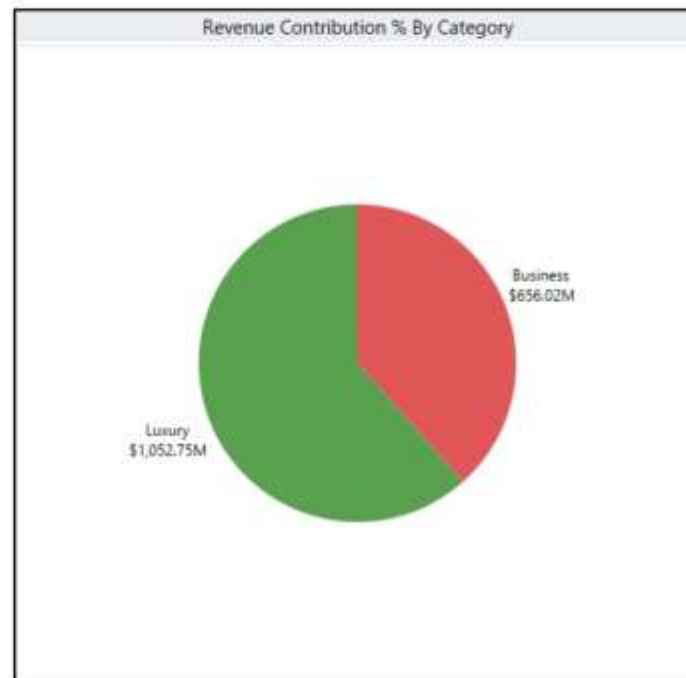
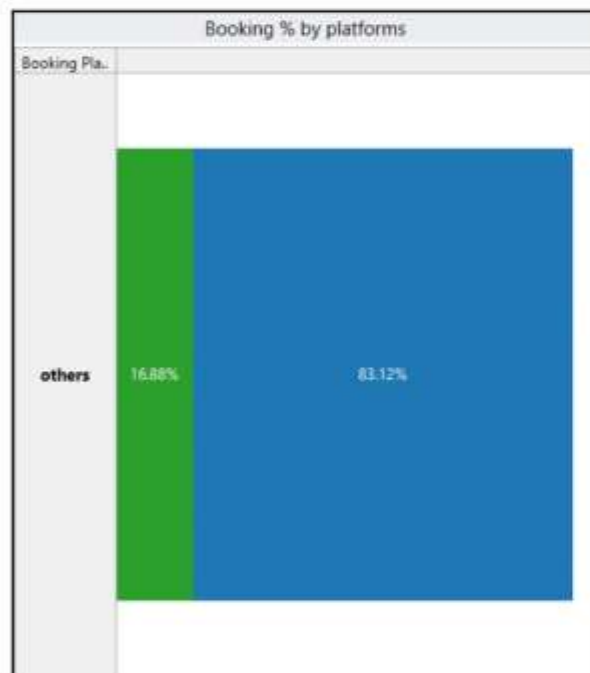
Occupancyin %

536437.29%

Sum of occupancy. The data is filtered on Day Type, City, Property Name and Room Class. The Day Type filter keeps weekday and weekend. The City filter keeps Bangalore, Delhi, Hyderabad and Mumbai. The Property Name filter keeps 7 of 7 members. The Room Class filter keeps Elite, Premium, Presidential and Standard.

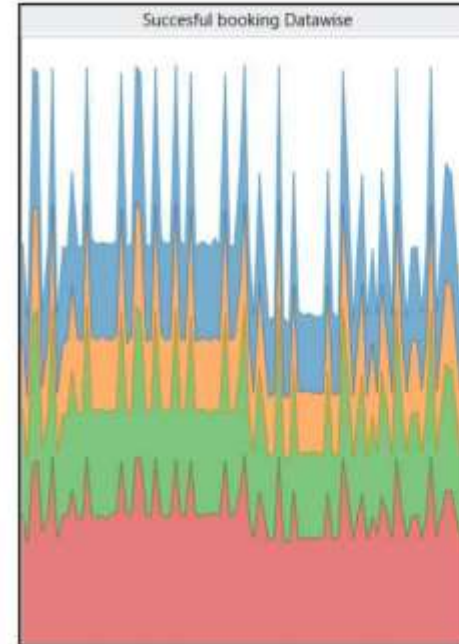
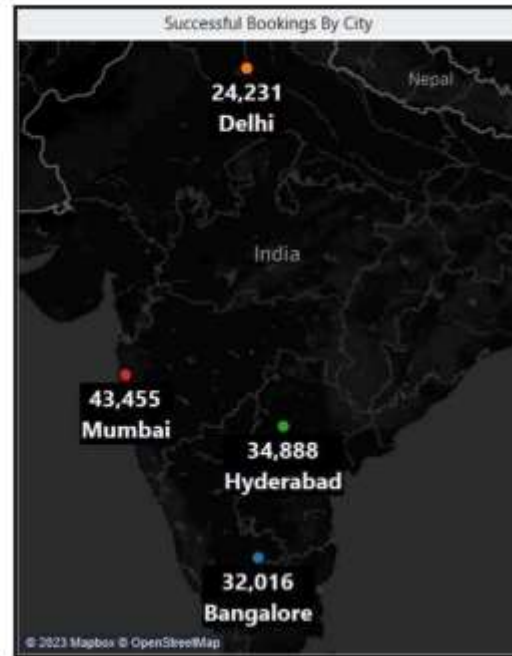
TASK 4 DASHBOARD





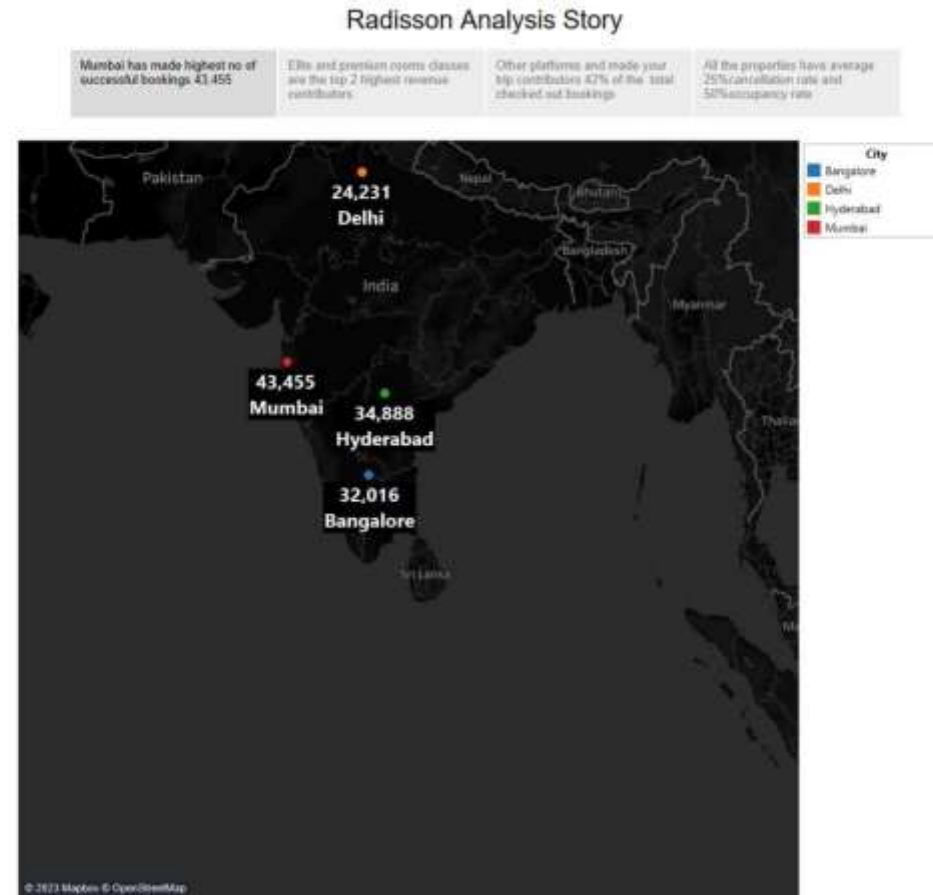
Dashboard 3

| Property By Key Metrics | | | | | | |
|-------------------------|-------------|--------------|----------|--------------------|------------|---------------------|
| Property Name | Property I. | revenue | Capacity | Successful Bookin. | Occupancy% | Cancelled Bookings% |
| Radisson Bay | 16562 | 5,64,37,570 | 9,016 | 4,820 | 53.46% | 25.27% |
| | 17562 | 5,19,14,158 | 7,636 | 3,424 | 44.84% | 25.44% |
| | 18562 | 6,92,55,910 | 11,132 | 7,333 | 65.87% | 24.70% |
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| | 18561 | 5,60,40,450 | 9,844 | 6,458 | 65.60% | 24.17% |
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| | 17560 | 8,79,96,216 | 11,316 | 6,013 | 53.14% | 25.06% |
| | 18560 | 6,10,07,200 | 10,028 | 6,638 | 66.19% | 24.03% |
| | 19560 | 8,18,76,345 | 9,108 | 5,979 | 65.65% | 26.38% |
| Radisson Exotica | 16559 | 11,84,48,418 | 11,132 | 7,338 | 65.92% | 24.61% |
| | 17559 | 9,39,96,570 | 9,292 | 6,142 | 66.10% | 24.01% |
| | 18559 | 4,78,44,020 | 11,776 | 5,256 | 44.63% | 24.35% |
| | 19559 | 6,00,23,460 | 8,740 | 4,705 | 53.83% | 24.48% |
| Radisson Grands | 16558 | 3,60,61,172 | 4,784 | 3,153 | 65.91% | 25.06% |
| | 17558 | 7,47,30,742 | 9,384 | 5,036 | 53.67% | 25.66% |
| | 18558 | 4,62,46,510 | 8,372 | 4,475 | 53.45% | 24.98% |
| | 19558 | 5,44,94,340 | 9,844 | 4,371 | 44.40% | 24.55% |
| Radisson Palace | 16563 | 8,91,35,998 | 10,764 | 7,147 | 66.40% | 25.26% |
| | 17563 | 10,15,11,080 | 9,568 | 6,337 | 66.23% | 24.38% |
| | 18563 | 4,48,38,780 | 8,924 | 4,728 | 52.98% | 25.95% |
| | 19563 | 6,85,96,005 | 10,120 | 5,413 | 53.49% | 25.35% |



TASK 5

STORY



Radisson Analysis Story

Mumbai has made highest no. of successful bookings 43,455

Elite and premium rooms classes are the top 2 highest revenue contributors

Other platforms and made your trip contributors 42% of the total checked out bookings

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



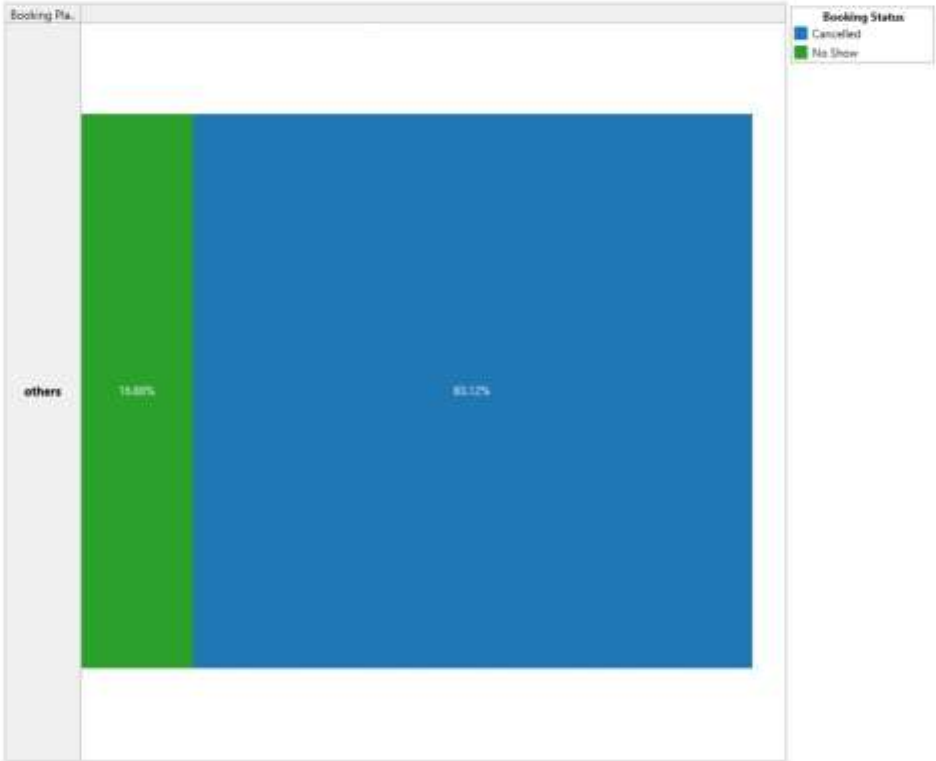
Radisson Analysis Story

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Elite and premium rooms classes are the top 2 highest revenue contributors

Other platforms and made your trip contributors 42% of the total checked out bookings

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

| Property Name | Property ID | Revenue | Capacity | Successful Bookin. | Occupancy% | Cancelled Bookings% | |
|------------------|-------------|--------------|----------|--------------------|------------|---------------------|--|
| Radisson Bay | 16662 | 5,64,37,570 | 9,016 | 4,620 | 51.46% | 25.27% | |
| | 17562 | 5,19,14,158 | 7,636 | 3,424 | 44.84% | 23.44% | |
| | 18562 | 6,92,55,910 | 11,132 | 7,333 | 65.87% | 24.70% | |
| | 19562 | 8,24,43,540 | 8,832 | 5,812 | 65.81% | 24.33% | |
| Radisson Blu | 16561 | 5,79,33,400 | 6,716 | 4,418 | 65.78% | 25.51% | |
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| Radisson City | 16560 | 5,49,32,178 | 8,740 | 4,693 | 53.70% | 24.12% | |
| | 17560 | 8,79,86,214 | 11,316 | 6,013 | 53.14% | 25.06% | |
| | 18560 | 6,10,07,200 | 10,028 | 6,638 | 66.19% | 24.03% | |
| | 19560 | 8,18,76,348 | 9,108 | 5,979 | 65.65% | 26.38% | |
| Radisson Exotica | 16559 | 11,84,48,418 | 11,132 | 7,338 | 65.92% | 24.61% | |
| | 17559 | 9,39,96,570 | 9,292 | 6,142 | 66.10% | 24.07% | |
| | 18559 | 4,78,44,020 | 11,776 | 5,256 | 44.63% | 24.35% | |
| | 19559 | 6,00,23,460 | 8,740 | 4,703 | 53.83% | 24.48% | |
| Radisson Grand | 16558 | 3,60,61,172 | 4,784 | 3,153 | 65.91% | 25.06% | |
| | 17558 | 7,47,30,742 | 9,384 | 5,036 | 53.67% | 25.88% | |
| | 18558 | 4,62,46,510 | 8,372 | 4,473 | 53.43% | 24.98% | |
| | 19558 | 5,44,84,340 | 9,844 | 4,371 | 44.40% | 24.55% | |
| Radisson Palace | 16563 | 8,91,35,998 | 10,764 | 7,147 | 66.40% | 25.28% | |
| | 17563 | 10,15,11,080 | 9,568 | 6,337 | 66.23% | 24.38% | |
| | 18563 | 4,48,18,780 | 8,924 | 4,728 | 52.98% | 25.95% | |
| | 19563 | 6,85,96,005 | 10,120 | 5,413 | 53.49% | 25.35% | |
| Radisson Seasons | 17564 | 6,61,25,495 | 8,924 | 3,982 | 44.62% | 24.79% | |

ADVANTAGES

- Better agreement
- A superior method
- Simple sharing of data
- Precise investigation
- Deals investigation

DISADVANTAGES

- It gives assessment not exactness
- One sided
- Absence of help
- Inappropriate
- Wrong engaged individuals can skip center messages.

Application:

- A unified customer experience, many customers use multiple devices when browsing ,booking and following up with hotels.
- Consolidate data from multiple channels
- Targeted marketing and discounts.

Future scope:

They can find work in variety of government sectors, including airlines, Indian railways ,Indian navy hospitality services ,shipping and cruise lines ,state tourism development corporations and so.

Conclusion:

From the analysis of empirical data ,it was found that hotel Radisson blu is struggling was international issues. from organizational innovation aspects, the restaurant section is unable to cover up its costs,This is because of the slipping customers who prefer to stay at the hotel,however for other restaurants for lunch and dinner because of cost difference as identified in the problems formulation.