

Project Report

Introduction:

Overview:

Analyzing Radisson Hotel's performance to improve its efficiency and promote its market share.

Purpose:

This project helped us to learn more about Data visualization techniques.

4. Advantages:

Experts in managing relationships, brands and owner's asset, with the best people in the business.

Disadvantage:

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.

5) Applications ;

Focus on Organizing events .

work on building local tie ups .

Use influencers as an advertising .

6) conclusion ;

Radisson is one of the Best 5 star hotel in all over the world . Due to its misstrategies and poor marketing it faces losses . If we improve its marketing strategies and customer service it will become successful again .

7) Future scope :

To make this hotel to be the company of choice for guests , owners and talent .

2) problem Definition & Design Thinking [Attach Backside]

3) Result [Attach Backside]



Build empathy

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

Says

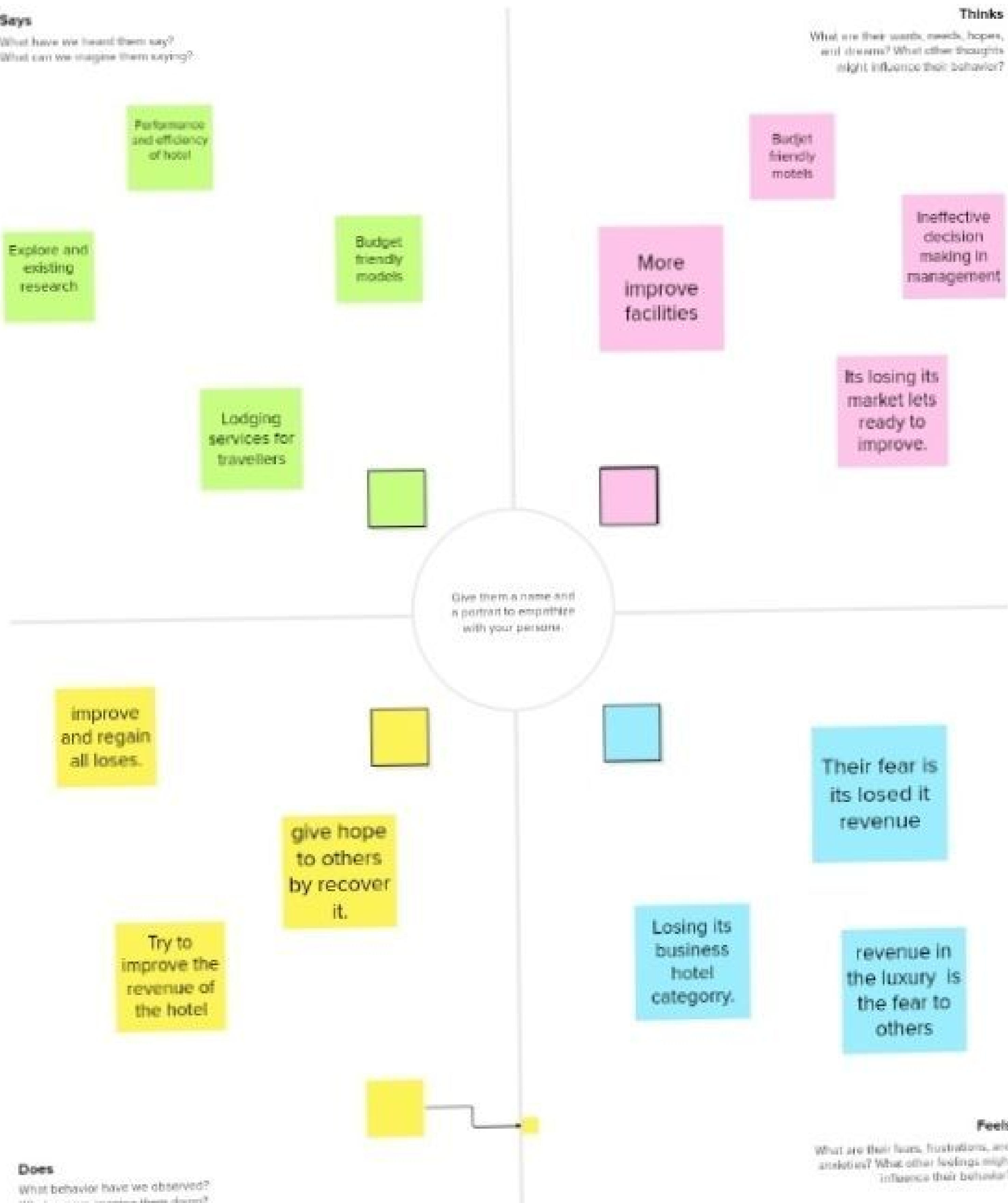
What have we heard them say?
What can we imagine them saying?

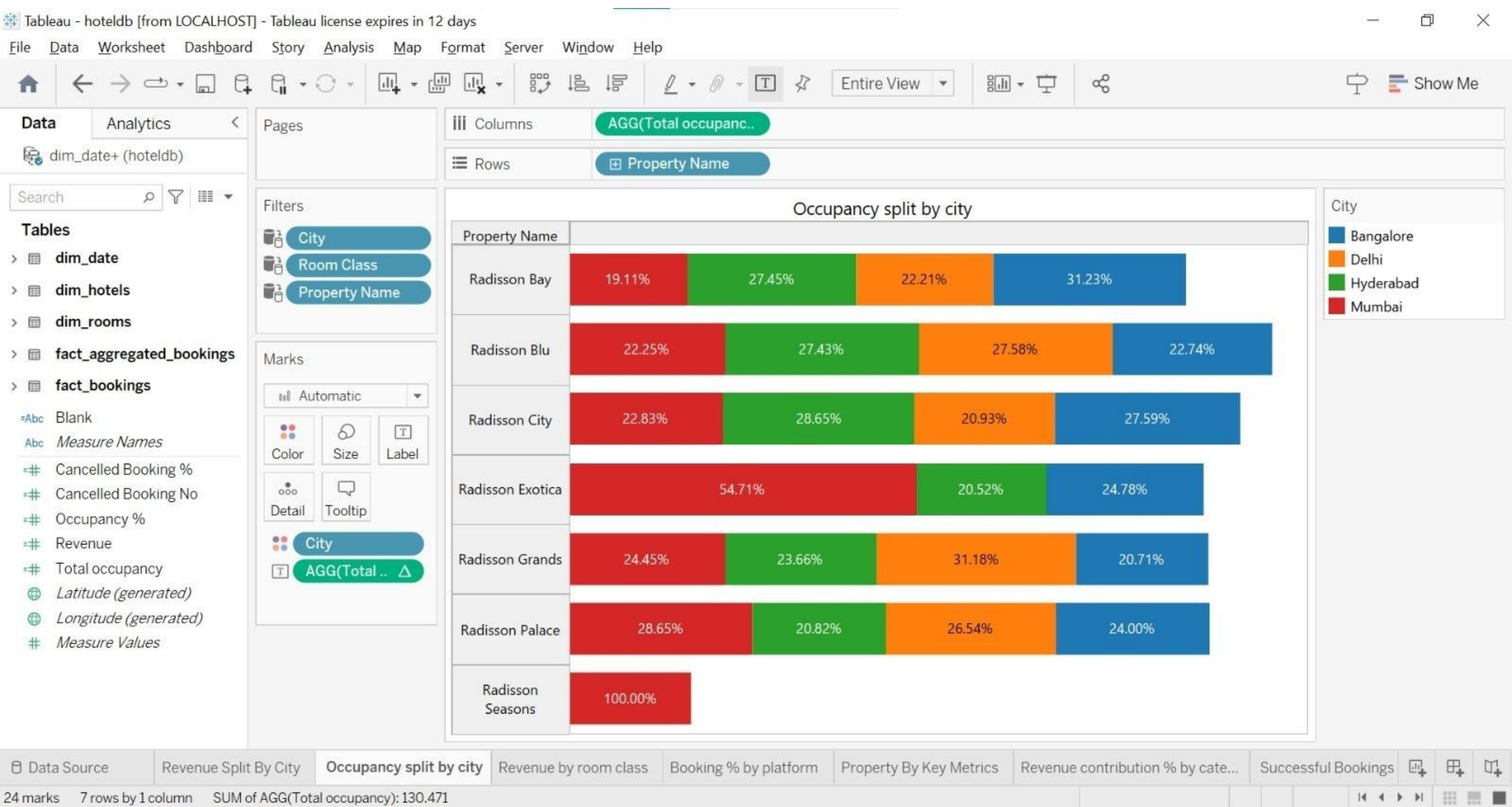
Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

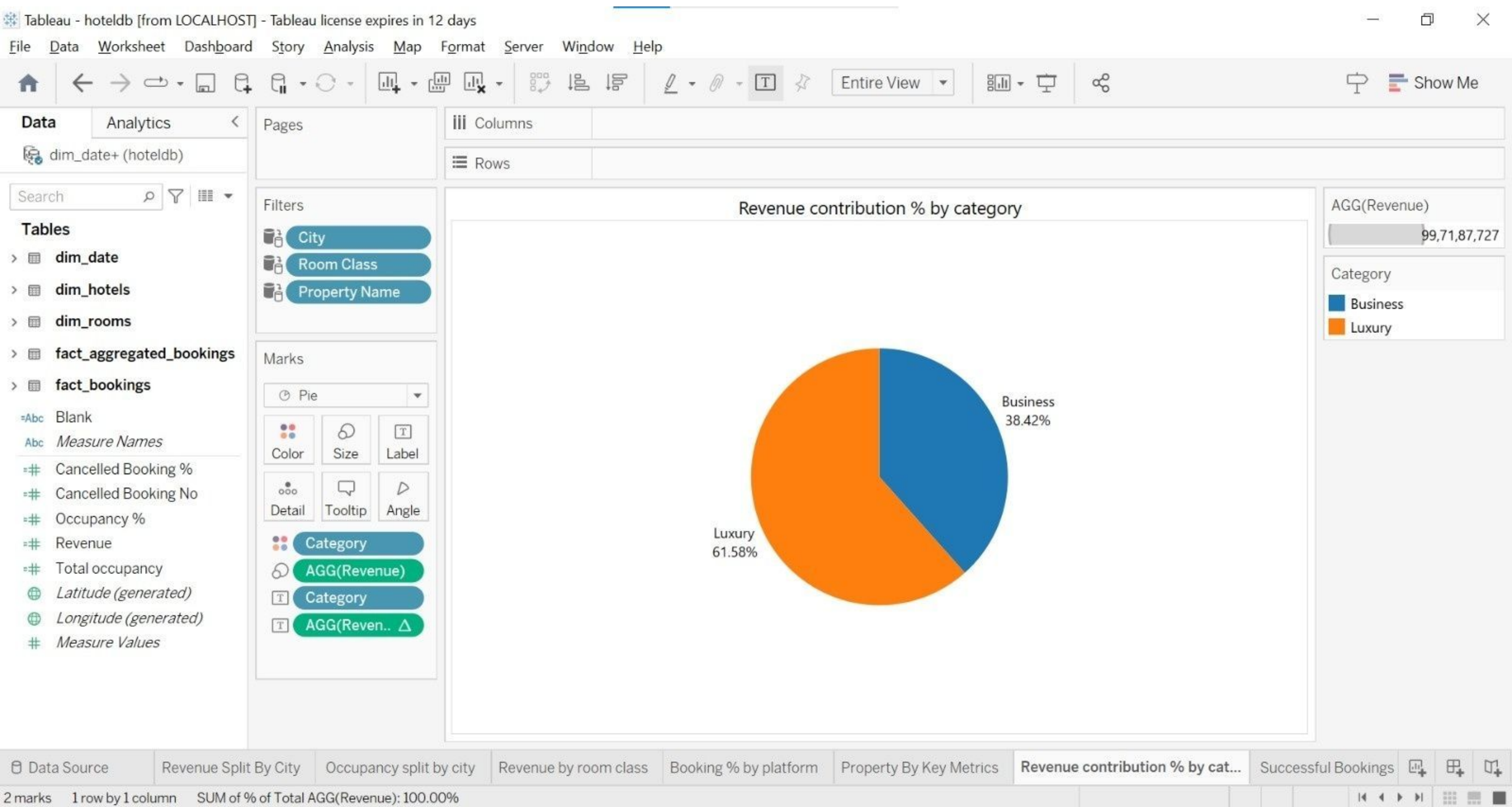
Feels

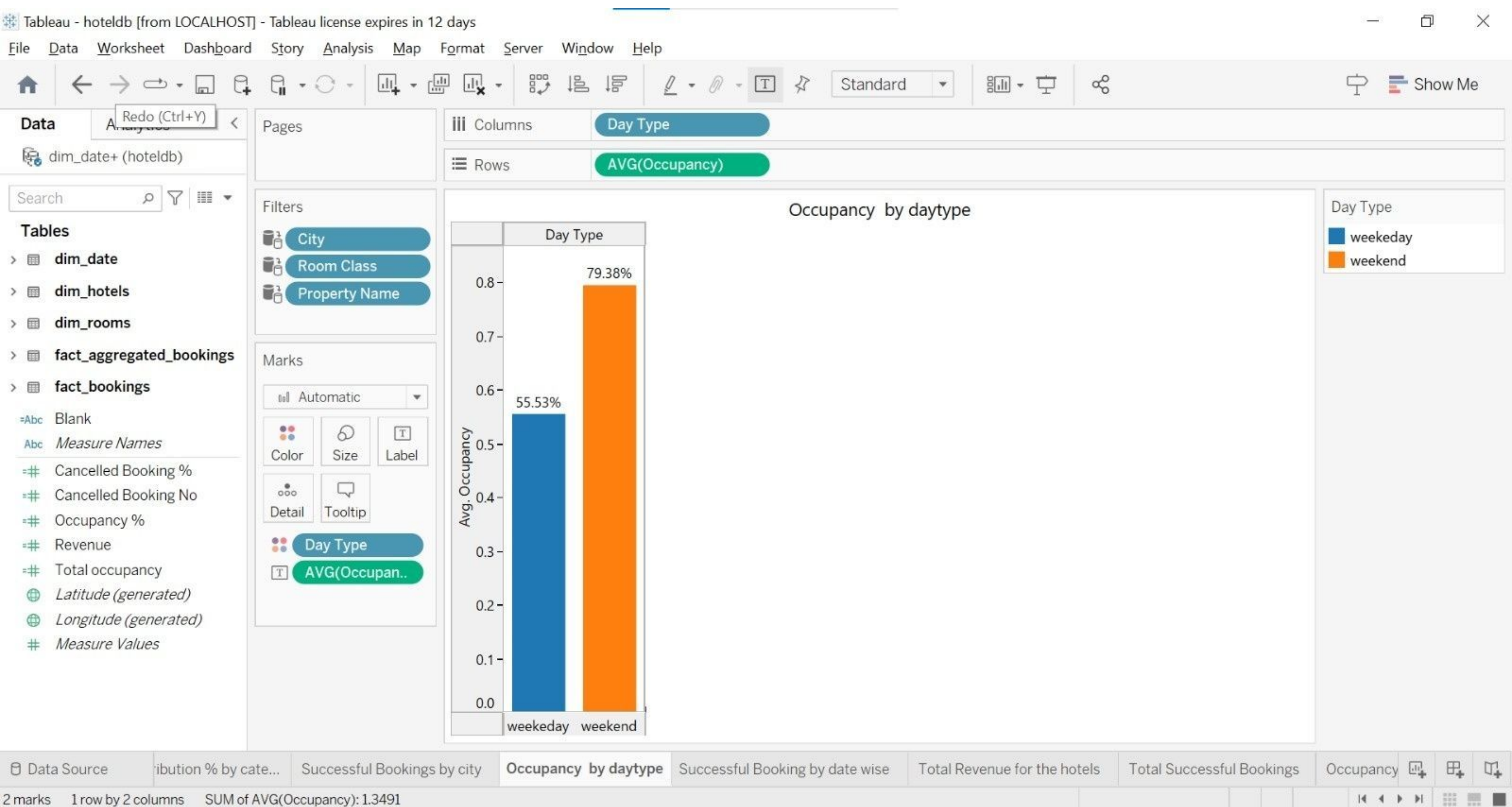
What are their fears, frustrations, and
anxieties? What other feelings might
influence their behavior?

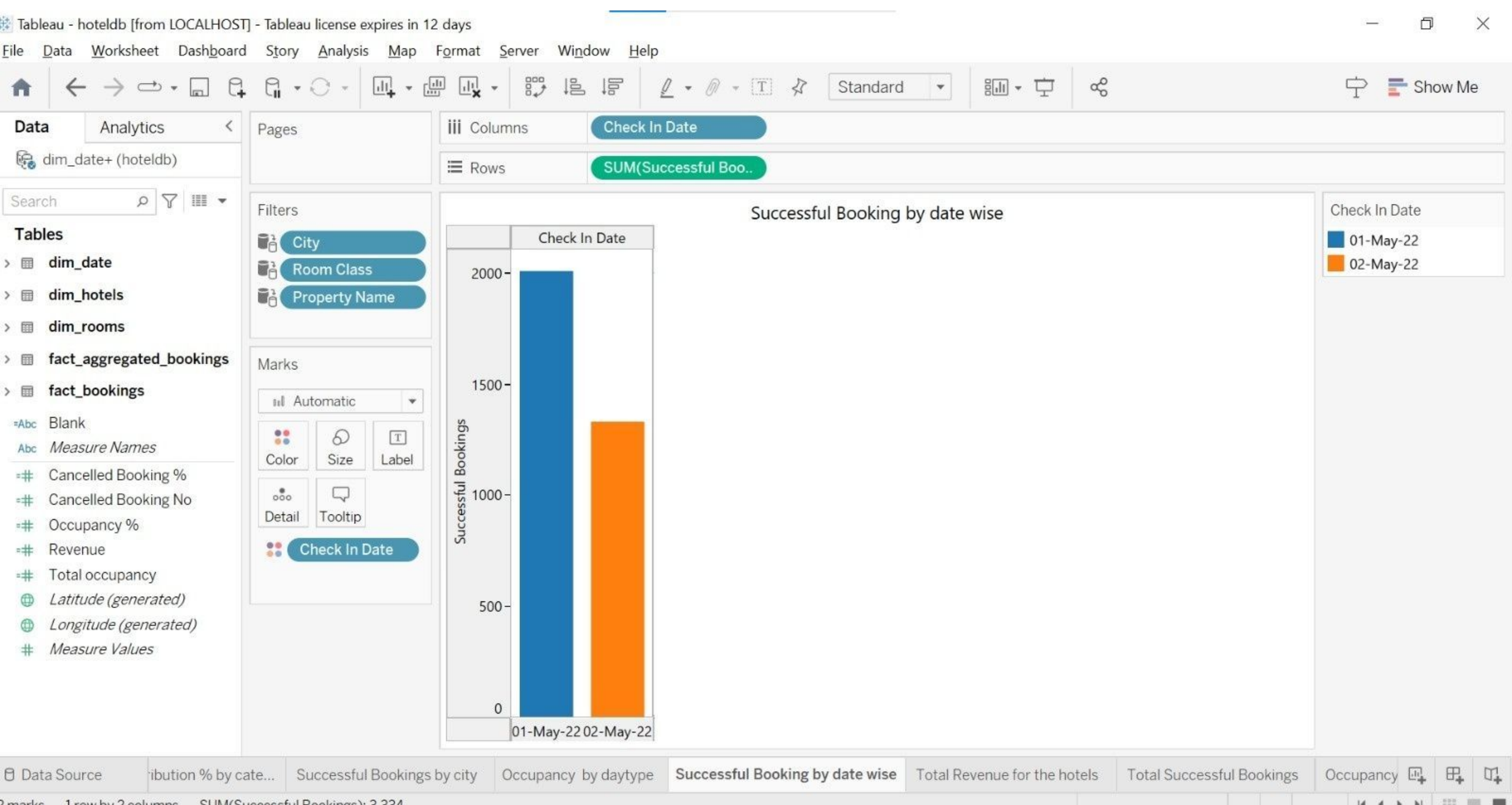


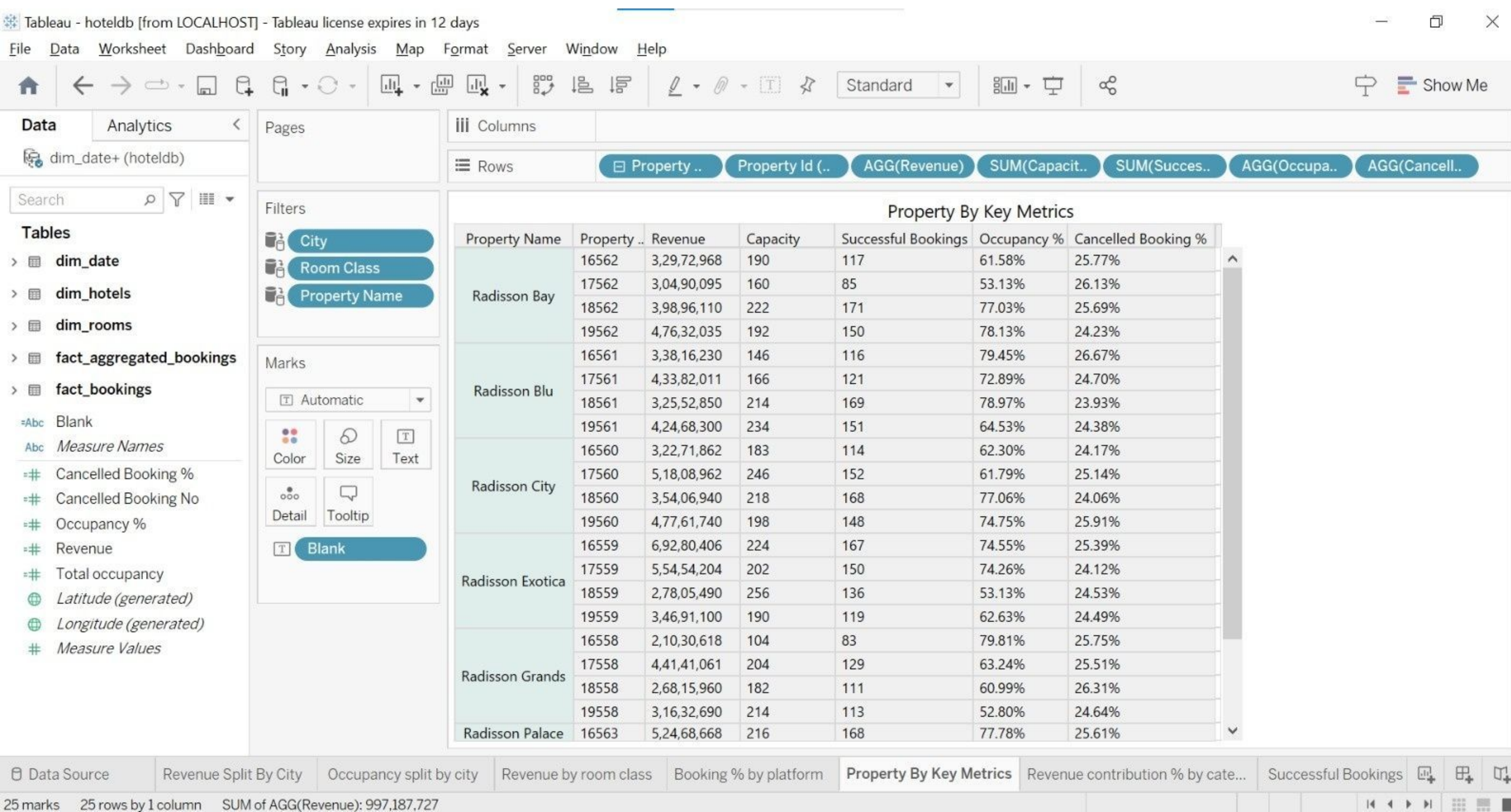


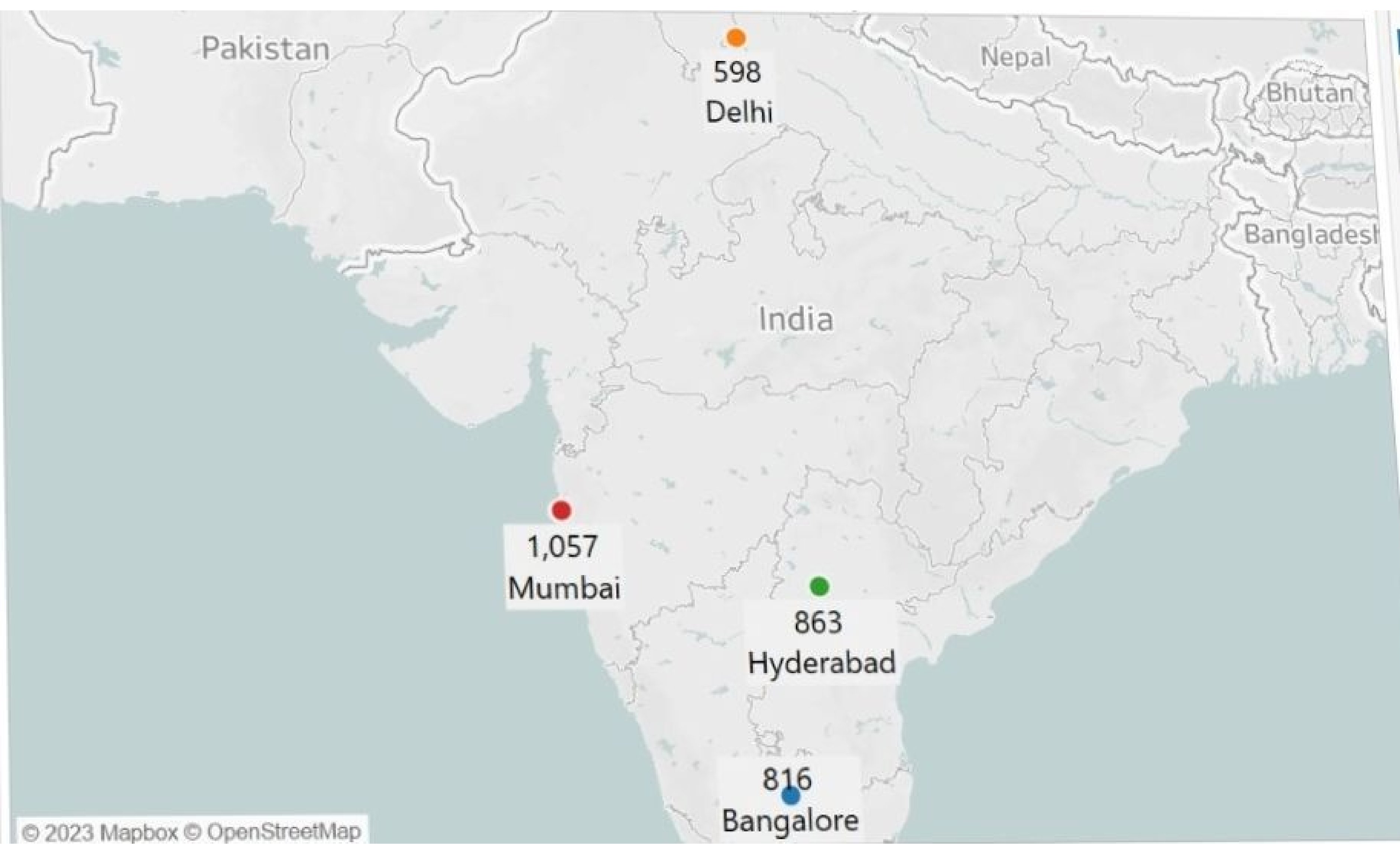












Elite
\$327.26M

Presidential
\$219.93M

Premium
\$269.25M

Standard
\$180.75M

