

# **PROJECT REPORT**

## **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.

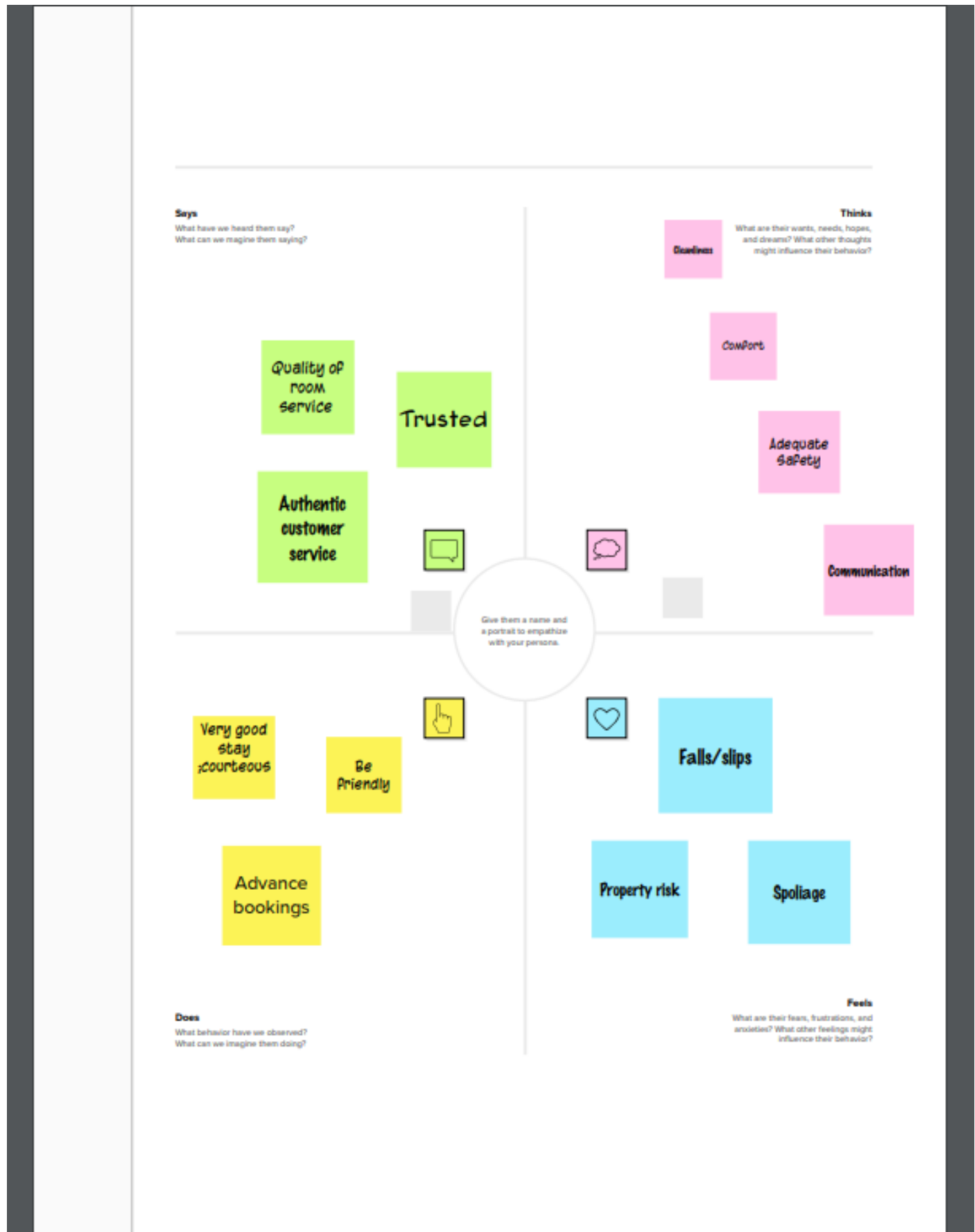
Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category.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

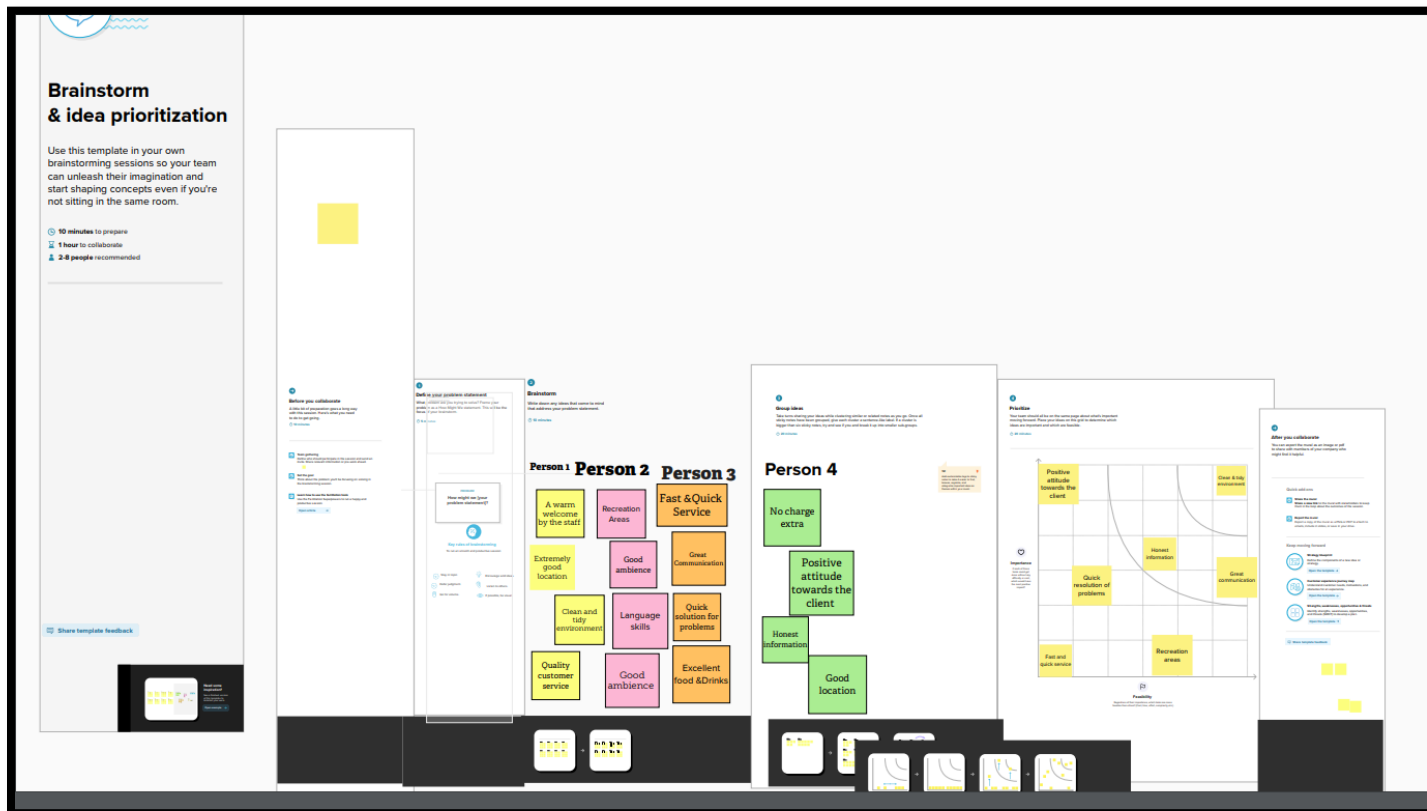
To create an analytics dashboard & story to provide them insights to make better business decisions.

## **2.PROBLEM DEFINITION & DESIGN THINKING**

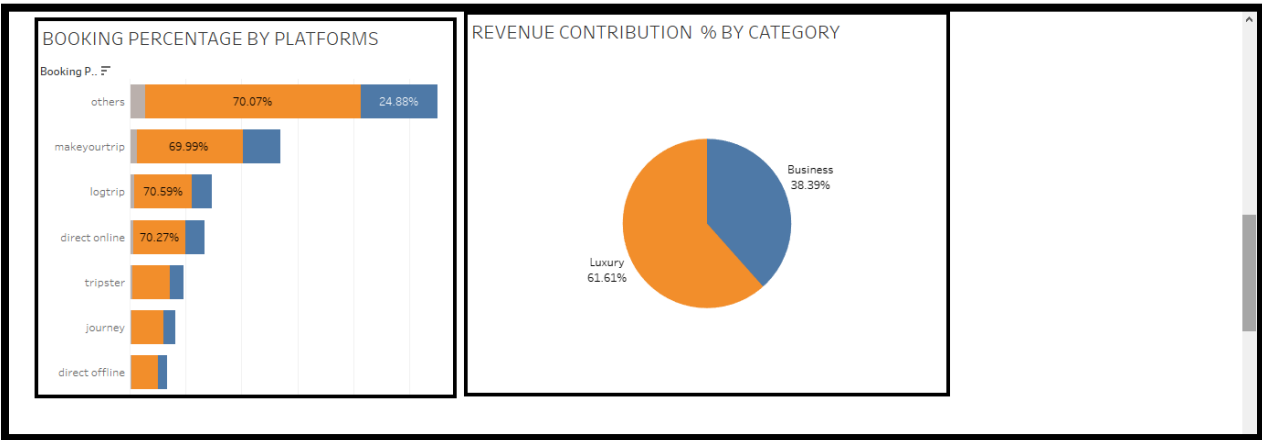
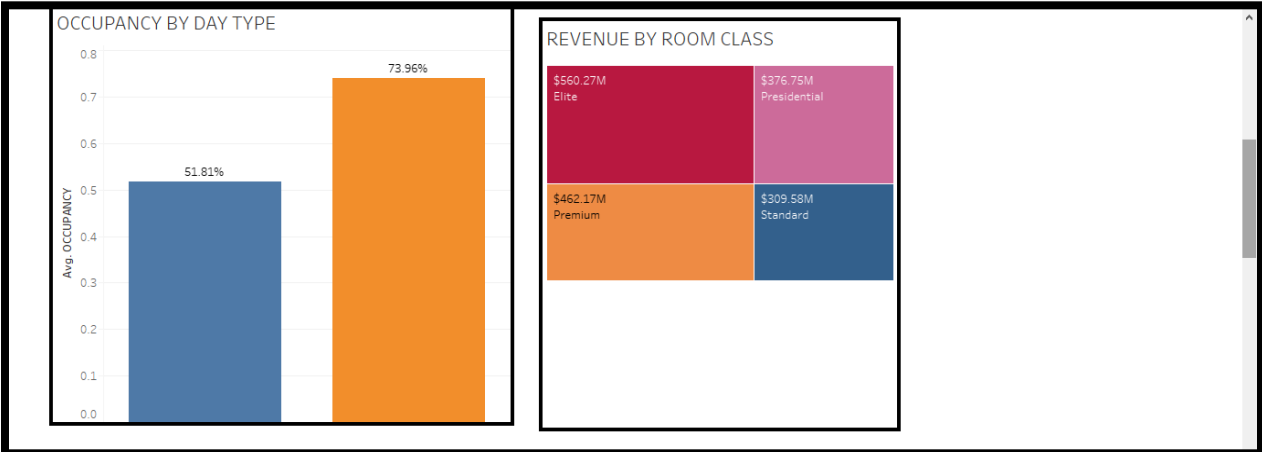
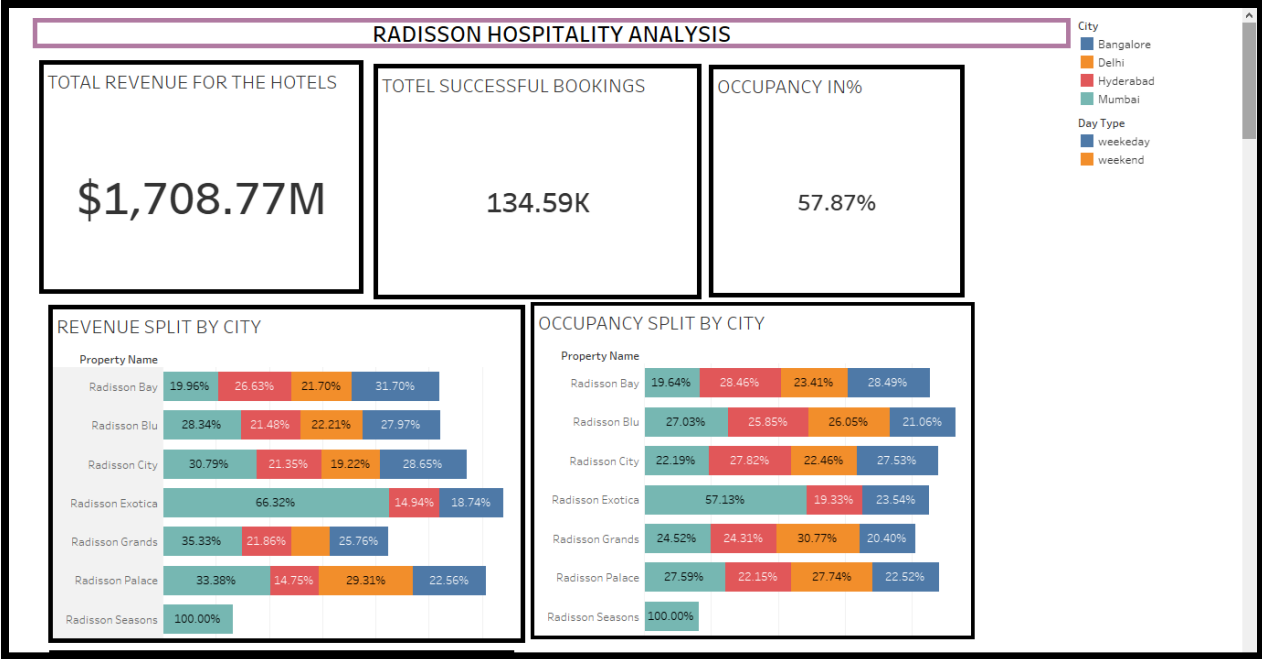
# 2.1 EMPATHY MAP



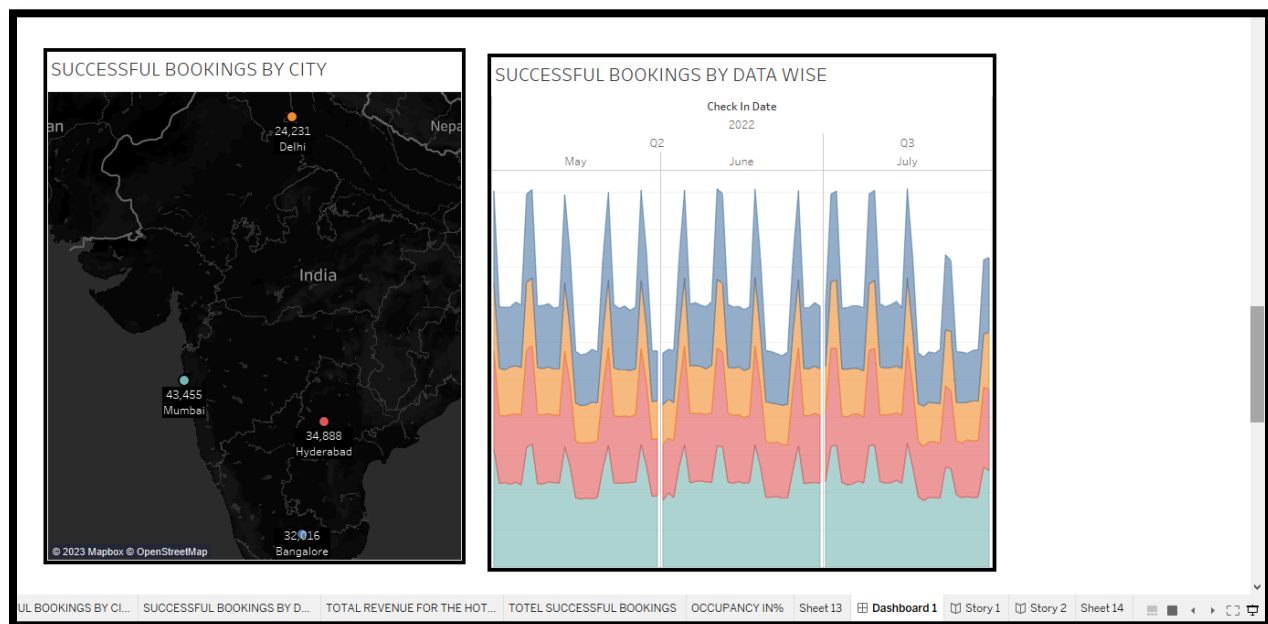
## 2.2 IDEATION & BRAINSTORMING MAP



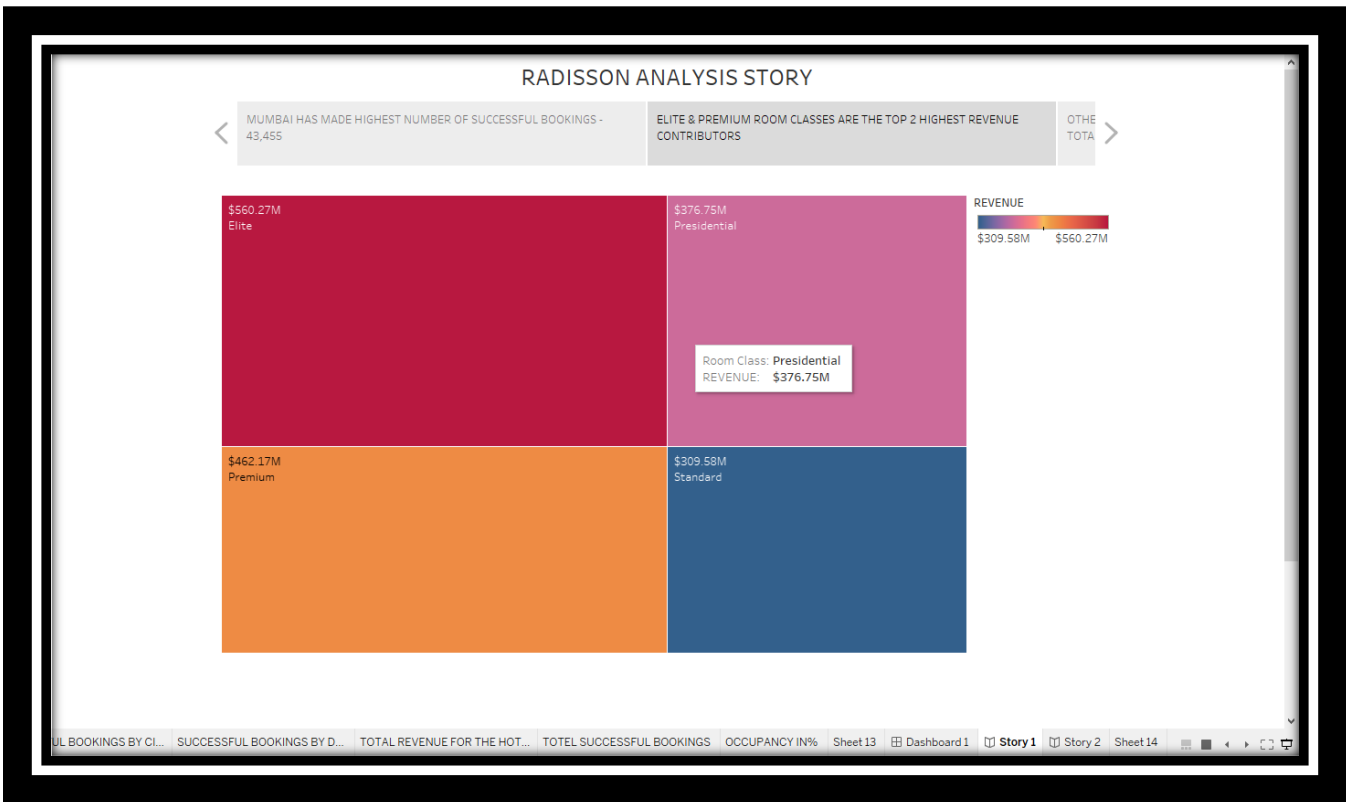
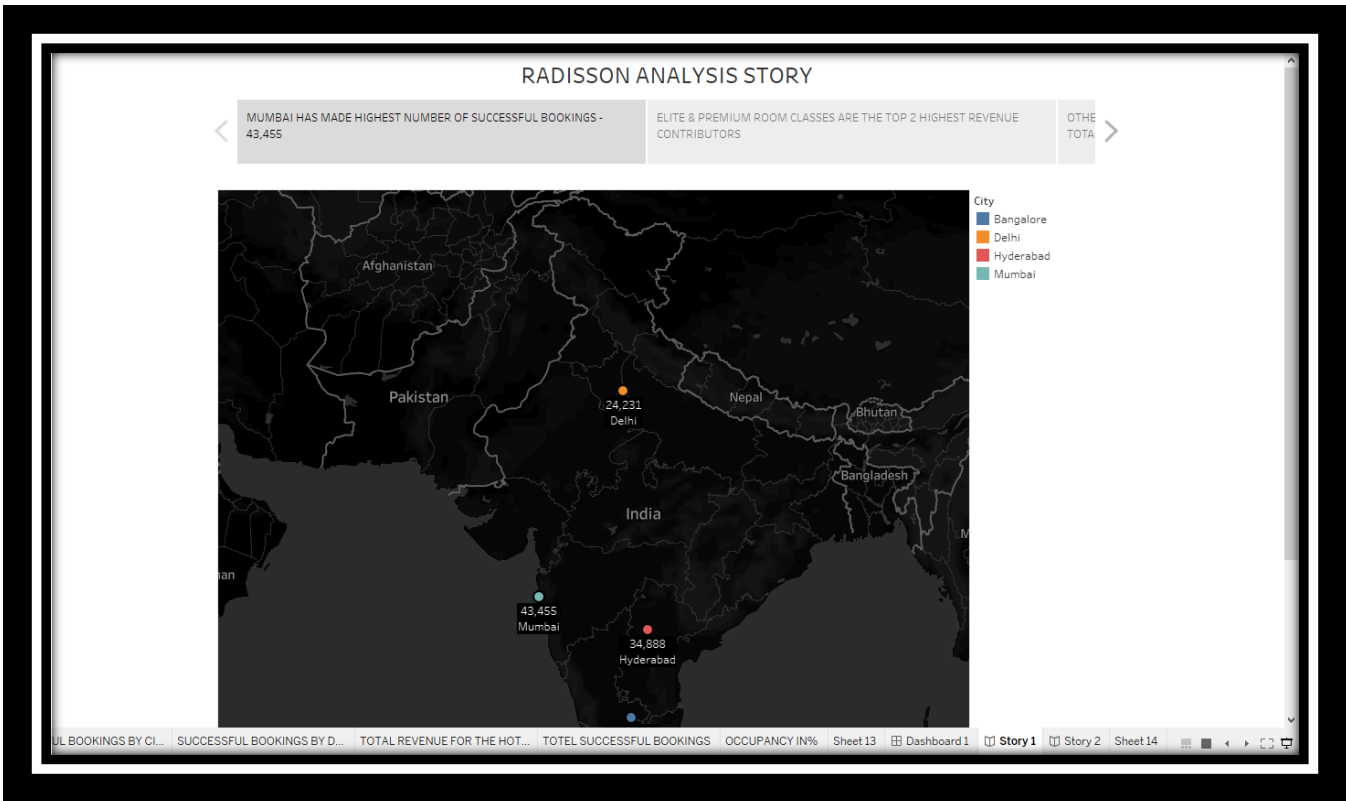
## 3.RESULTS DASHBOARD

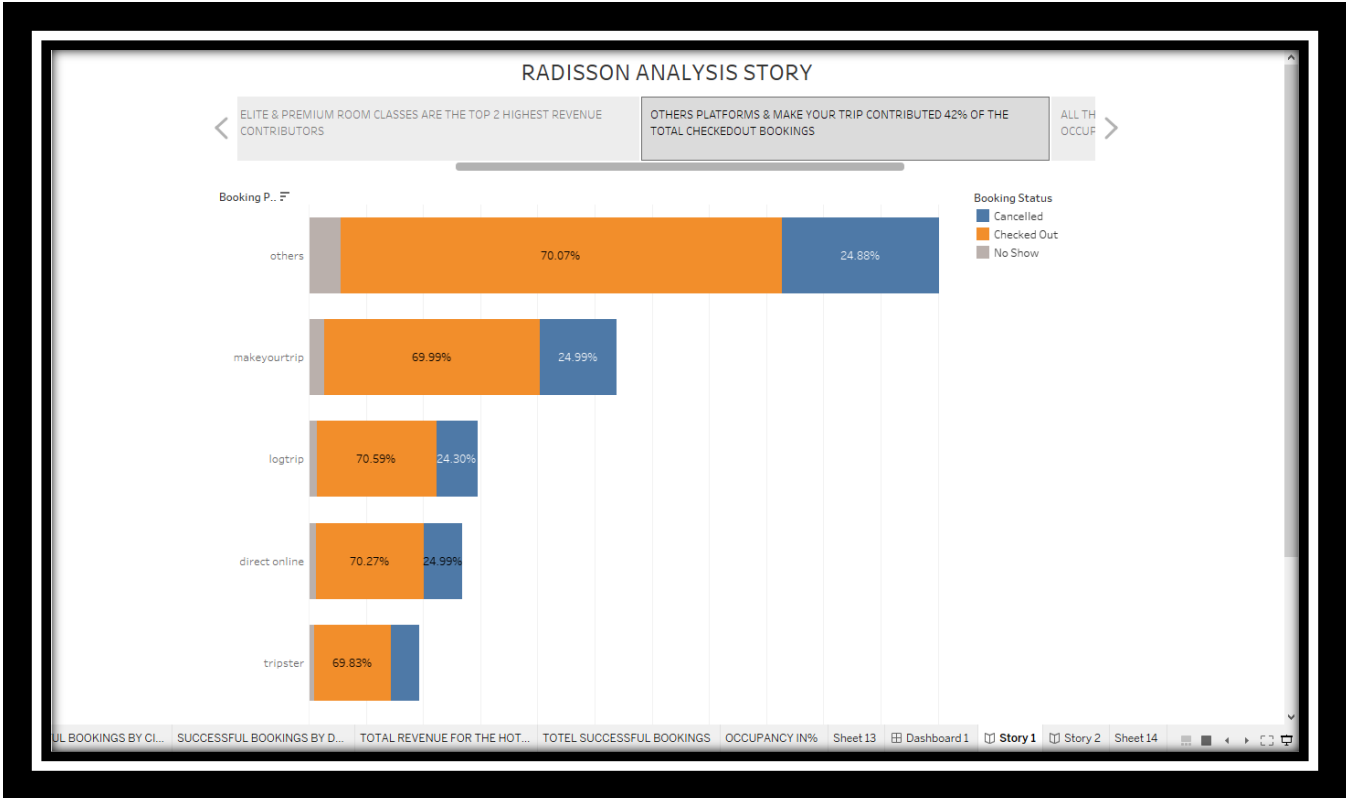


PROPERTY BY KEY METRICS						
Property Na...	Property Id (Dim Hotels ...	REVENUE	Capacity	Successful Bookings	OCCUPANCY %	CANCELLED..
Radisson Bay	16562	5,64,37,570	9,016	4,820	53.46%	0
	17562	5,19,14,158	7,636	3,424	44.84%	0
	18562	6,92,55,910	11,132	7,333	65.87%	0
	19562	8,24,43,540	8,832	5,812	65.81%	0
Radisson Blu	16561	5,79,33,400	6,716	4,418	65.78%	0
	17561	7,39,18,312	7,820	5,183	66.28%	0
	18561	5,60,40,450	9,844	6,458	65.60%	0
	19561	7,29,63,360	10,764	5,736	53.29%	0
Radisson City	16560	5,49,32,178	8,740	4,693	53.70%	0
	17560	8,79,96,216	11,316	6,013	53.14%	0
	18560	6,10,07,200	10,028	6,638	66.19%	0
	19560	8,18,76,345	9,108	5,979	65.65%	0
Radisson Exotica	16559	11,84,48,418	11,132	7,338	65.92%	0
	17559	9,39,96,570	9,292	6,142	66.10%	0
	18559	4,78,44,020	11,776	5,256	44.63%	0
	19559	6,00,23,460	8,740	4,705	53.83%	0
Radisson Grands	16558	3,60,61,172	4,784	3,153	65.91%	0
	17558	7,47,30,742	9,384	5,036	53.67%	0
	18558	4,62,46,510	8,372	4,475	53.45%	0
	19558	5,44,94,340	9,844	4,371	44.40%	0
Radisson Palace	16563	8,91,35,998	10,764	7,147	66.40%	0
	17563	10,15,11,080	9,568	6,337	66.23%	0
	18563	4,48,38,780	8,924	4,728	52.98%	0
	19563	6,85,96,005	10,120	5,413	53.49%	0
Radisson Seasons	17564	6,61,25,495	8,924	3,982	44.62%	0



**STORY**





OTHERS PLATFORMS & MAKE YOUR TRIP CONTRIBUTED 42% OF THE TOTAL CHECKEDOUT BOOKINGS

ALL THE PROPERTIES HAVE AVERAGE 25% CANCELLATION RATE AND 50% OCCUPANCY RATE

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UL BOOKINGS BY CL... SUCCESSFUL BOOKINGS BY D... TOTAL REVENUE FOR THE HOT... TOTAL SUCCESSFUL BOOKINGS OCCUPANCY IN% Sheet 13 Dashboard 1 Story 1 Story 2 Sheet 14

# WEB LINK

+91 9589 55488 55 Mon-Sat: 10:00AM - 11:00PM

Radisson Hotel

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Welcome to Radisson Hotel

**Radisson Hotels is an international hotel chain headquartered in the United States. A division of the Radisson Hotel Group, it operates the brands Radisson Blu, Radisson RED, Radisson Collection, Country Inn & Suites, and Park Inn by Radisson, among others.**

Radisson Hotel Analysis

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 are 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.



## **ADVANTAGES**

- ❖ HELPS US TO COMPARE PERFORMANCE AND TRACK CHANGES OVER TIME
- ❖ THE GRAPH SHOWS DISTRIBUTION AND RELATIONSHIPS
- ❖ MAKE BREAKDOWN OF REVENUE AND CUSTOMER DEMOGRAPHICS IDENTIFICATION MORE EASIER.

## **DISADVANTAGES**

- 1.IT MOSTLY ANALYSIS GENERAL TRENDS, WHICH MEANS IT TENDS TO IGNORE INDIVIDUAL PRICES.
- 2.REVENUE IMPACT UNDERCUTTING POTENTIAL\_REVENUES BY DISCOUNTS.
- 3.LONG WORKING HOURS





## **APPLICATIONS**

**PROVIDE INSIGHTS TO MAKE BETTER BUSINESS DECISION .**

## **CONCLUSION**

This project helps hotel managers get a full overview of the hotel key metrics in a glimpse. Check the bookings' source and the financial status against your targets. On a daily or monthly basis, you can check the revenue figures and forecast the numbers for the upcoming months.

## **FUTURE SCOPE**

-  IMPROVING THE SPEED OF TABLEAU SOFTWARE.
-  ALLOWING THE PERMITTABLE USERS TO EDIT THE WORKBOOKS.
-  INCREASING THE LICENSE TIME FOR SERVERS.
-  SSSS GIVING DOWNLOADING OPTION IN TABLEAU SOFTWARE