

Analysing the Performance & Efficiency of The Radisson Hotels using Data Visualization Techniques

INTRODUCTION:

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 budgetfriendly 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.

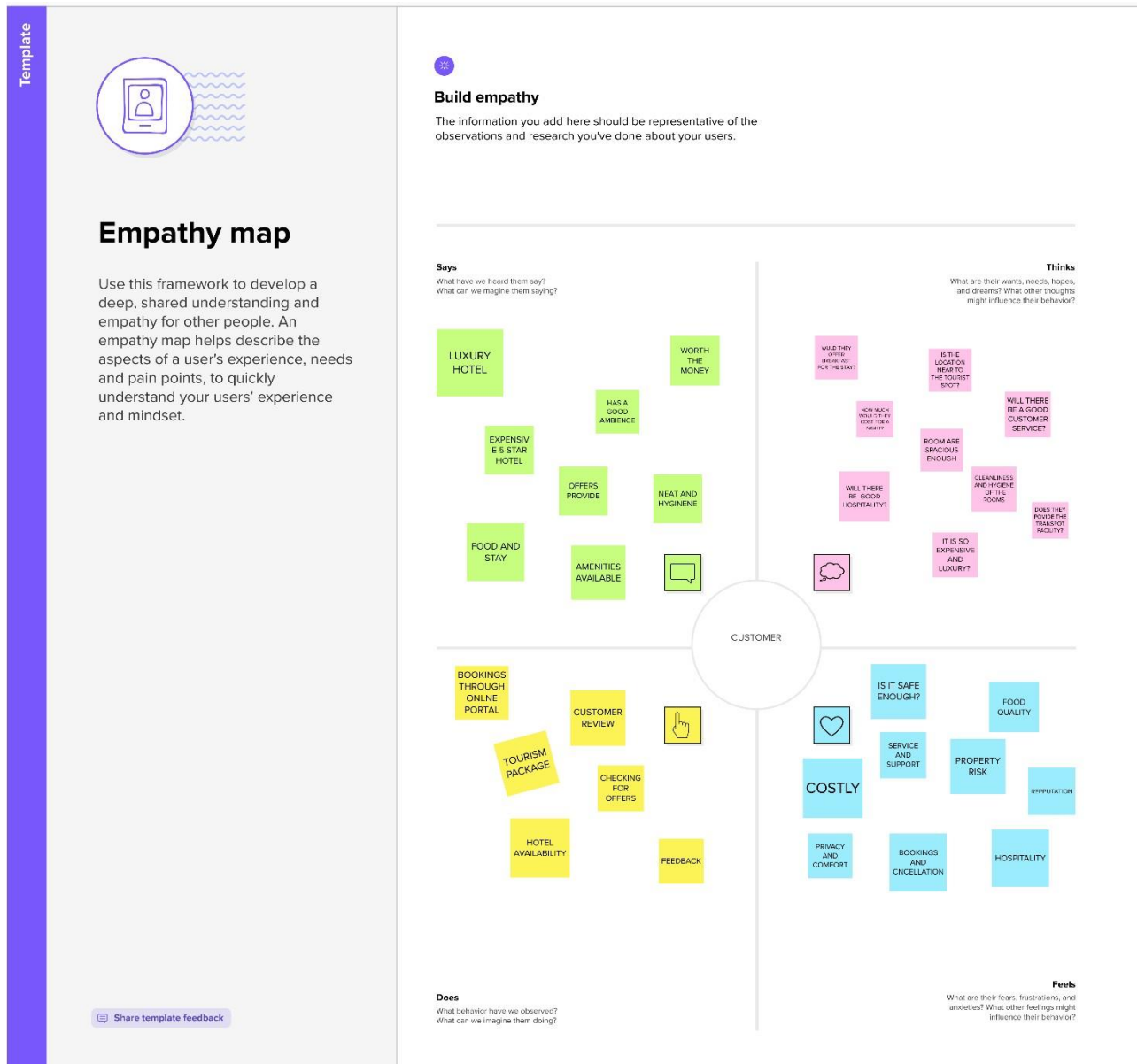
Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decisionmaking in management, Radisson is losing its market share and revenue in the luxury/business hotels category.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

Purpose:

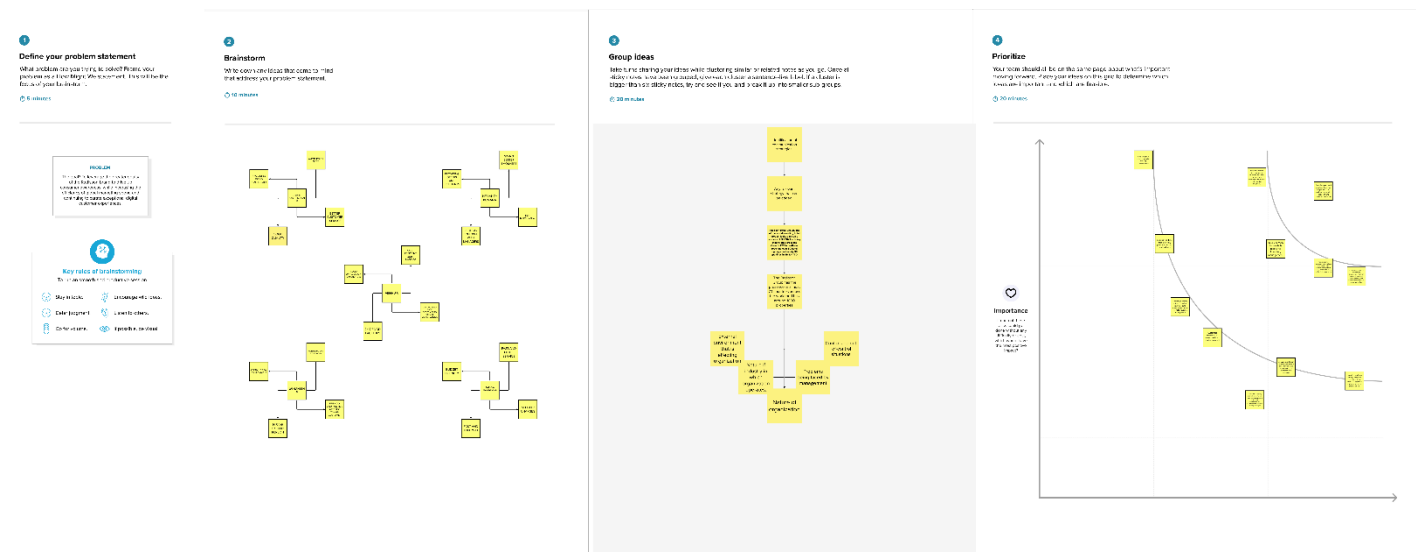
The business requirements for analysing the performance and efficiency of Radisson Hotels include identifying KPIs, comparing performance across different hotels, identifying patterns and trends over time, identifying affecting factors, creating interactive dashboards and reports, identifying areas for improvement, making data-driven decisions, comparing to industry average and creating forecasting models for future performance. The ultimate goal is to gain insights and improve performance through data visualization techniques.

PROBLEM DEFINITION & DESIGN THINKING:

Empathy Map:

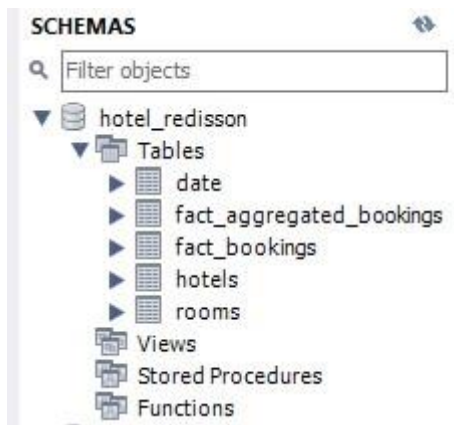


Ideation & Brainstorming Map:



RESULT:

Dtabase connectivity:



SCHEMAS

Filter objects

hotel_redisson

- Tables
 - date
 - fact_aggregated_bookings
 - fact_bookings
 - hotels
 - rooms
- Views
- Stored Procedures
- Functions

sys

vnkr

Administration Schemas

Information

Schema: **hotel_redisson**

mysql

hotel_redisson.date

Table Details

| | |
|------------------------|--|
| Engine: | InnoDB |
| Row format: | Dynamic |
| Column count: | 4 |
| Table rows: | 92 |
| AVG row length: | 178 |
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| Index length: | 0.0 bytes |
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| File format: | |
| Data path: | C:\ProgramData\MySQL\MySQL Server 8.0\Data\hotel_redisson\date.ibd |
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| Create time: | 2023-04-08 13:53:28 |
| Auto increment: | |
| Table collation: | utf8mb4_0900_ai_ci |
| Create options: | |
| Comment: | |

Navigator: hotel_redisson.date hotel_redisson.fact_bookings hotel_redisson.hotels hotel_redisson.rooms **hotel_redisson.fact_aggregated_bookings**

SCHEMAS

Filter objects

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sys

vnkr

Administration Schemas

Information

Table: **fact_aggregated_bookings**

Columns:

| | |
|---------------------|------|
| property_id | int |
| check_in_date | text |
| room_category | text |
| successful_bookings | int |
| capacity | int |

mysql

hotel_redisson.fact_aggregated_bookings

Table Details

| | |
|------------------------|--|
| Engine: | InnoDB |
| Row format: | Dynamic |
| Column count: | 5 |
| Table rows: | 9171 |
| AVG row length: | 58 |
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| Auto increment: | |
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| Create options: | |
| Comment: | |

Navigator

SCHEMAS

Filter objects

hotel_redisson

Tables

date

fact_aggregated_bookings

fact_bookings

hotels

rooms

Views

Stored Procedures

Functions

sys

vnkr

Administration

Schemas

Information

Table: rooms

Columns:

room_id

room_class

text

text

hotel_redisson.date

hotel_redisson.fact_bookings

hotel_redisson.fact_bookings

hotel_redisson.hotels

Info

Columns

Indexes

Triggers

Foreign keys

Partitions

Grants

DDL

mysql

hotel_redisson.fact_bookings

Table Details

Engine:

InnoDB

Row format:

Dynamic

Column count:

12

Table rows:

133641

AVG row length:

137

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Index length:

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Max data length:

0.0 bytes

Data free:

4.0 MiB

Table size (estimate):

17.5 MiB

File format:

Data path:

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Update time:

Create time:

2023-04-08 15:51:40

Auto increment:

Table collation:

utf8mb4_0900_ai_ci

Create options:

Comment:

Navigator

SCHEMAS

Filter objects

hotel_redisson

Tables

date

fact_aggregated_bookings

fact_bookings

hotels

rooms

Views

Stored Procedures

Functions

sys

vnkr

Administration

Schemas

Information

Table: fact_aggregated_bookings

Columns:

property_id

check_in_date

room_category

successful_bookings

capacity

int

text

text

int

int

hotel_redisson.date

hotel_redisson.fact_bookings

hotel_redisson.hotels

hotel_redisson.rooms

Info

Columns

Indexes

Triggers

Foreign keys

Partitions

Grants

DDL

mysql

hotel_redisson.rooms

Table Details

Engine:

InnoDB

Row format:

Dynamic

Column count:

2

Table rows:

4

AVG row length:

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Max data length:

0.0 bytes

Data free:

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Table size (estimate):

16.0 KiB

File format:

Data path:

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Create time:

2023-04-08 13:57:46

Auto increment:

Table collation:

utf8mb4_0900_ai_ci

Create options:

Comment:

Navigator: hotel_redisson.date hotel_redisson.fact_bookings hotel_redisson.hotels hotel_redisson.rooms

SCHEMAS

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Administration Schemas Information

Table:
fact_aggregated_bookings

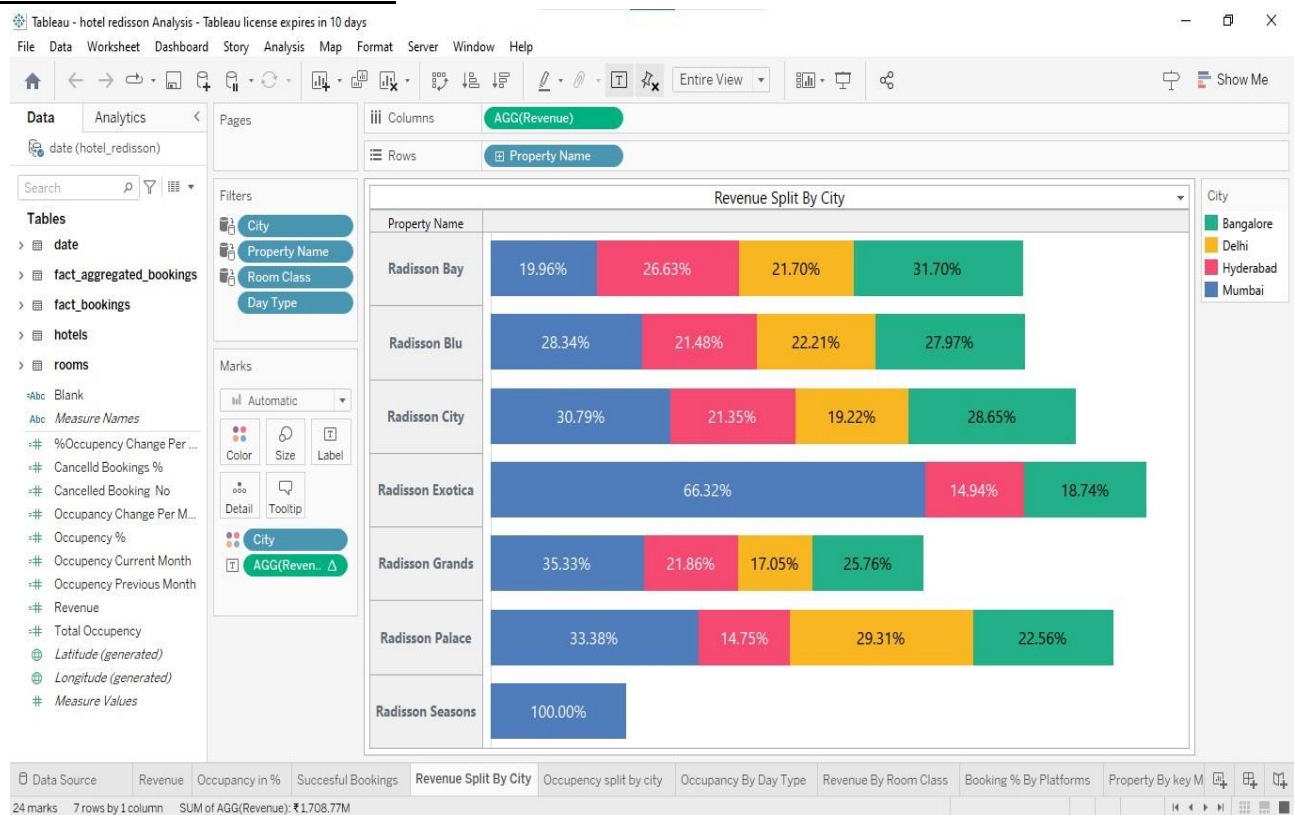
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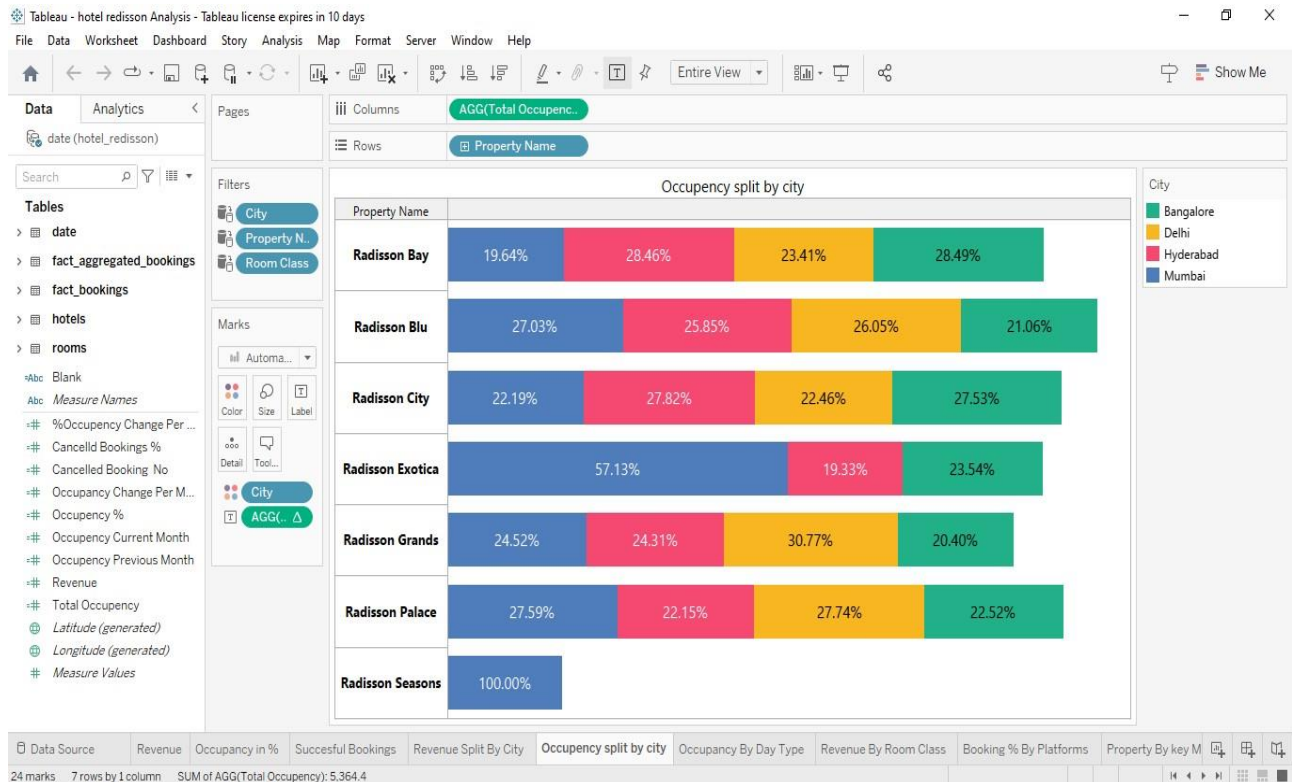
mysql
hotel_redisson.hotels

Table Details

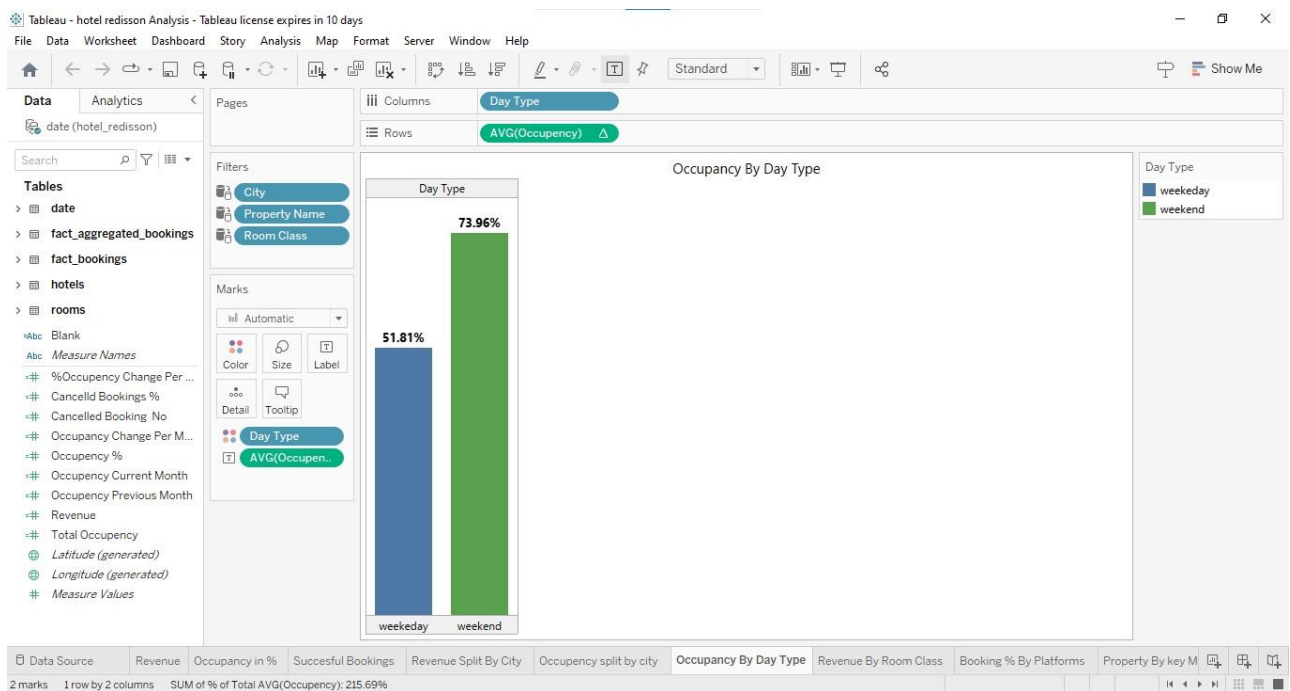
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| Table rows: | 25 |
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| File format: | |
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| Create options: | |
| Comment: | |



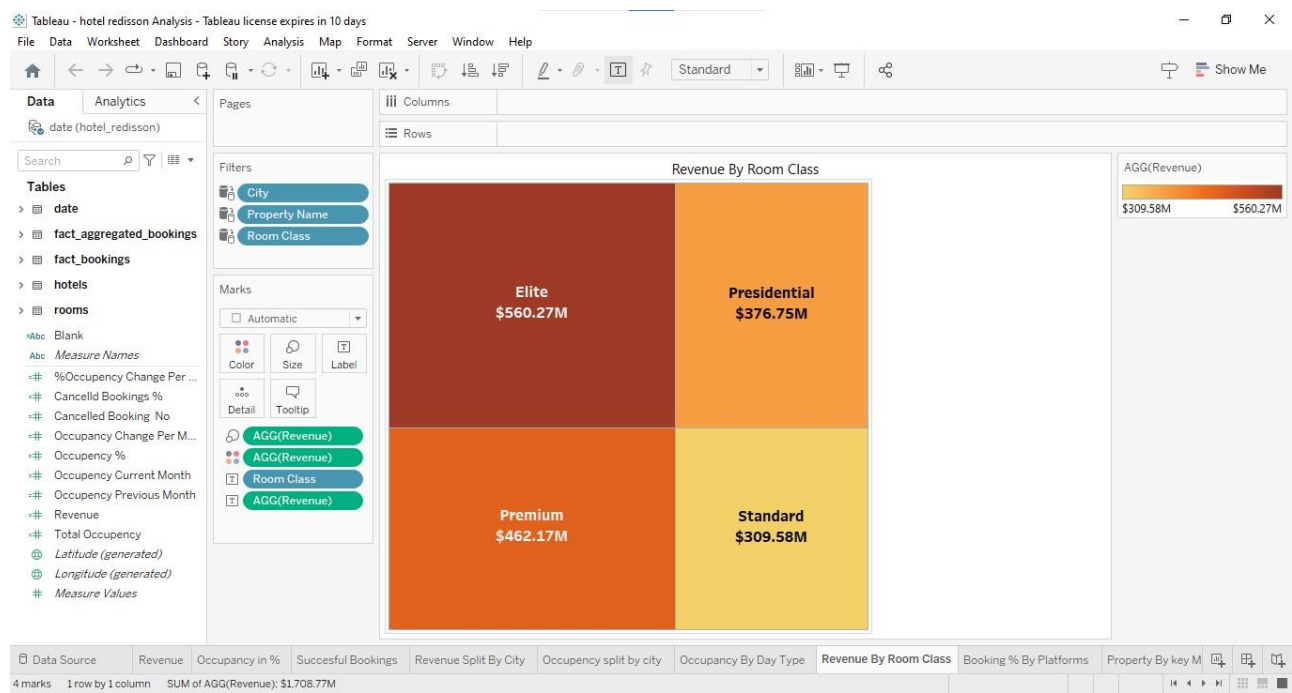
OCCUPENCY SPLIT BY CITY:



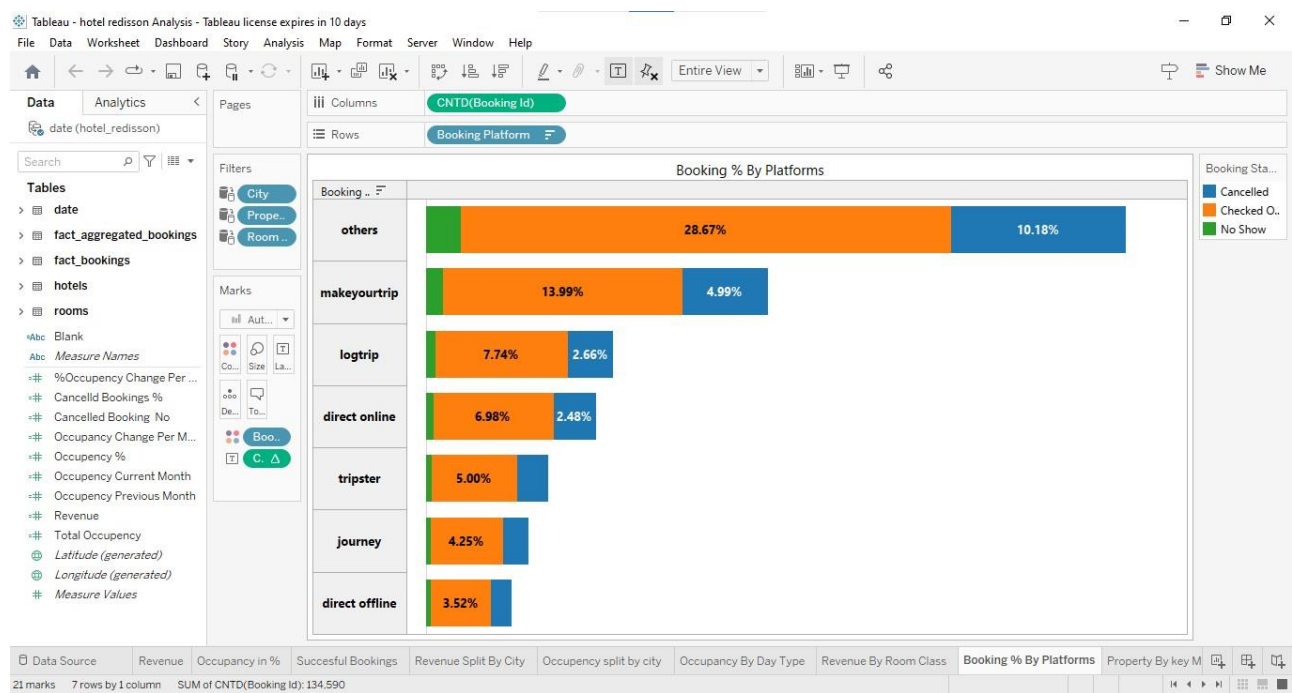
OCCUPENCY BY DAY TYPE:



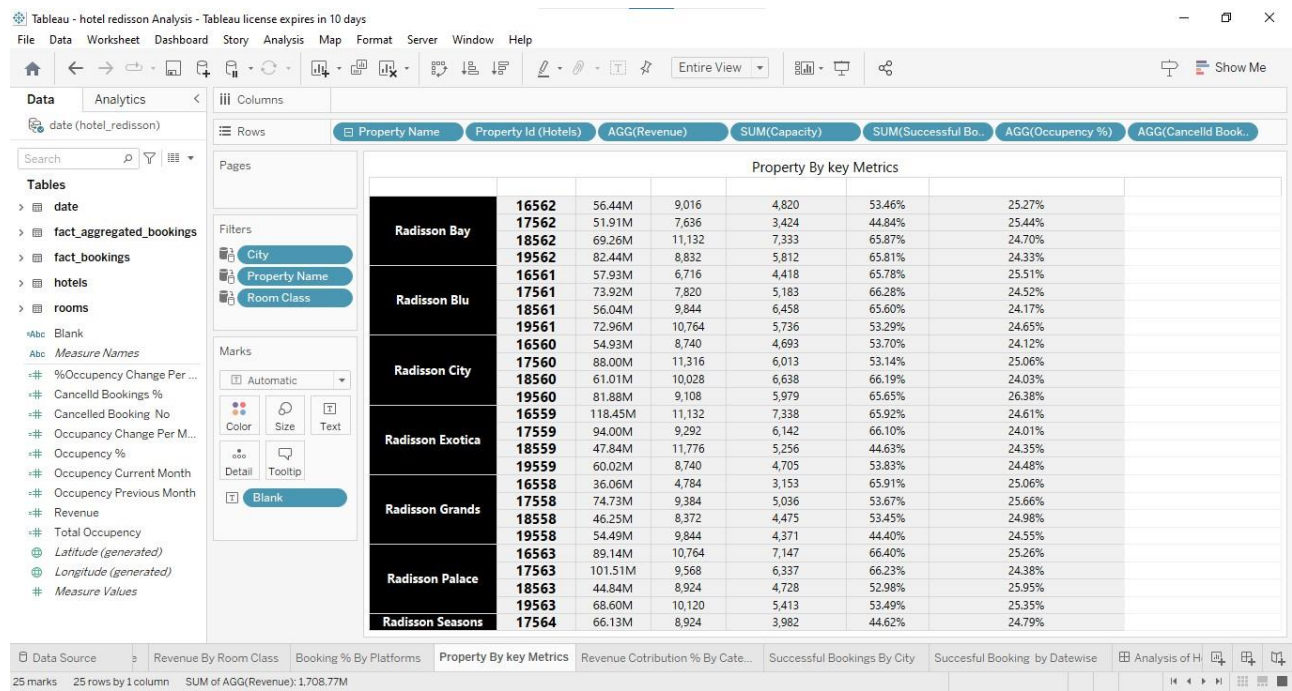
REVENUE BY ROOM CLASS:



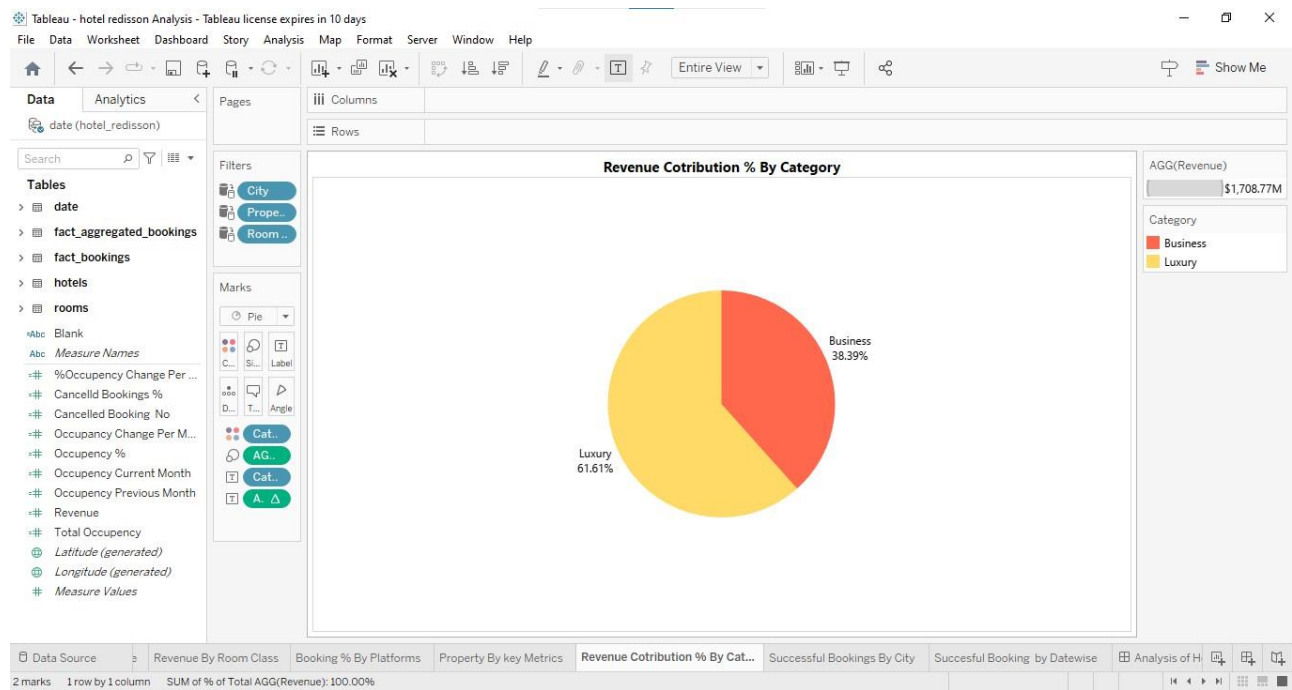
BOKING % BY PLTFORMS:



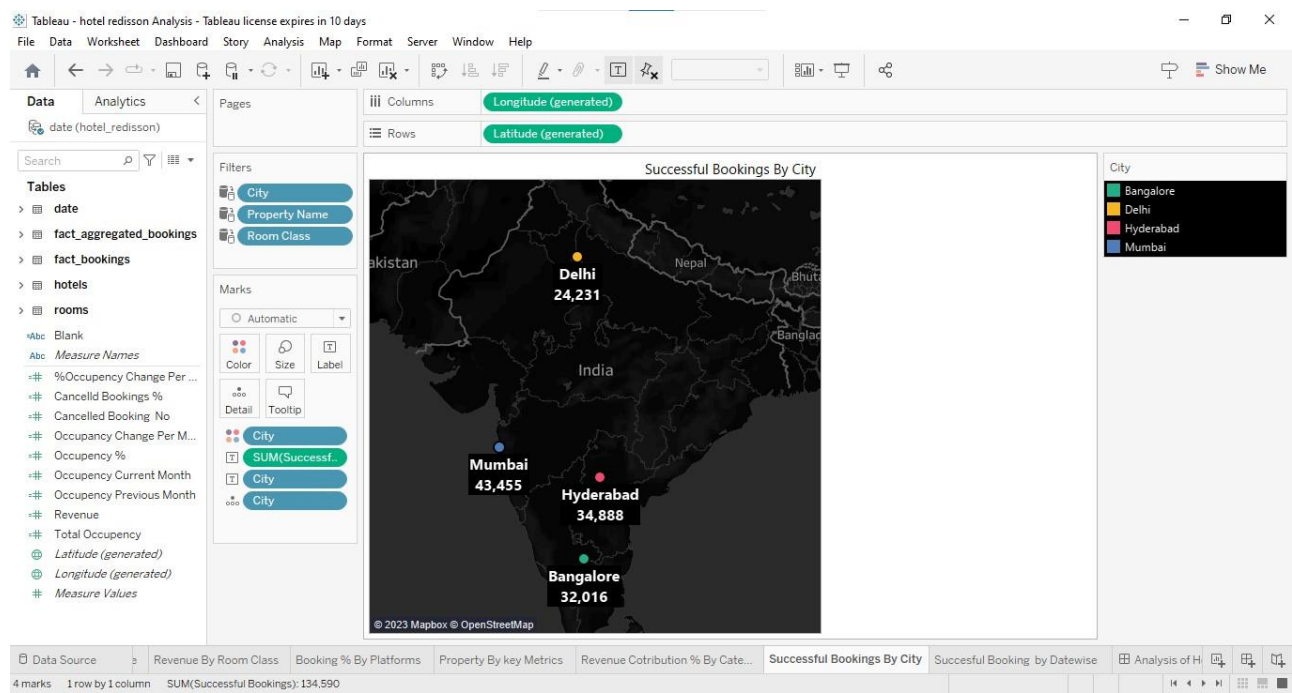
PROPERTY BY KEY METRICS



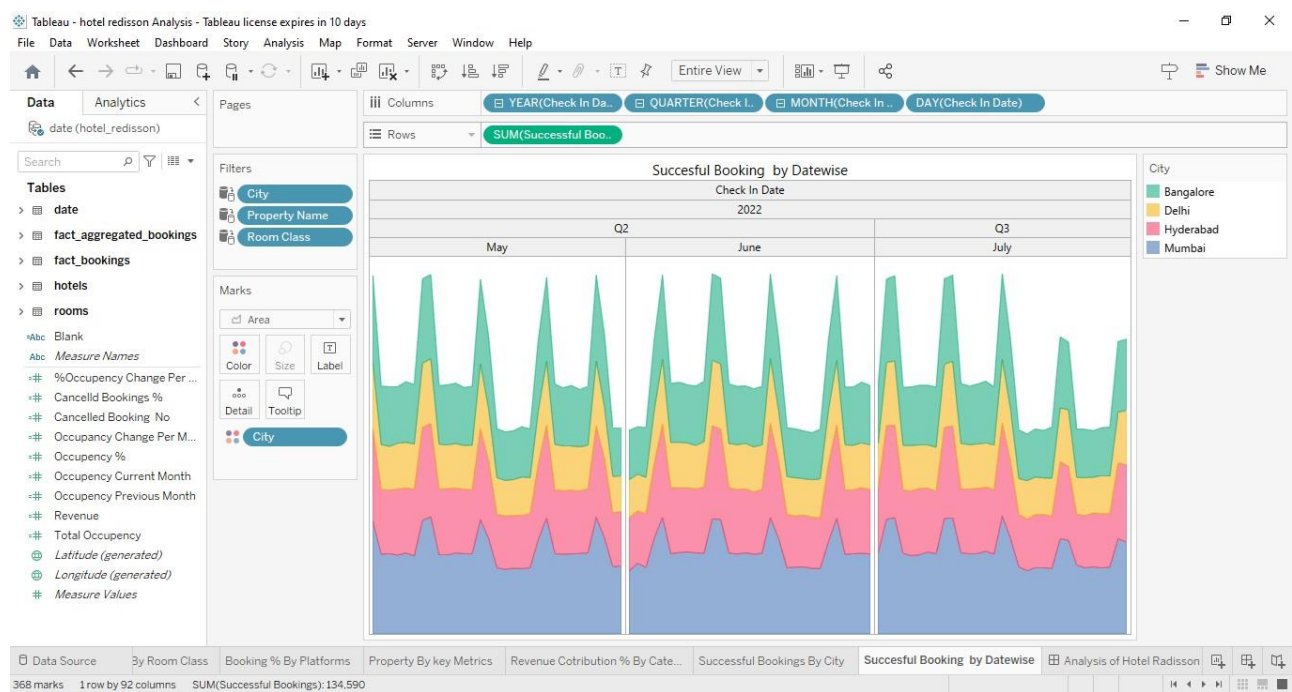
REVENUE CONTRIBUTION BY % CATEGORY:



SUCCESSFUL BOOKINGS BY CITY:



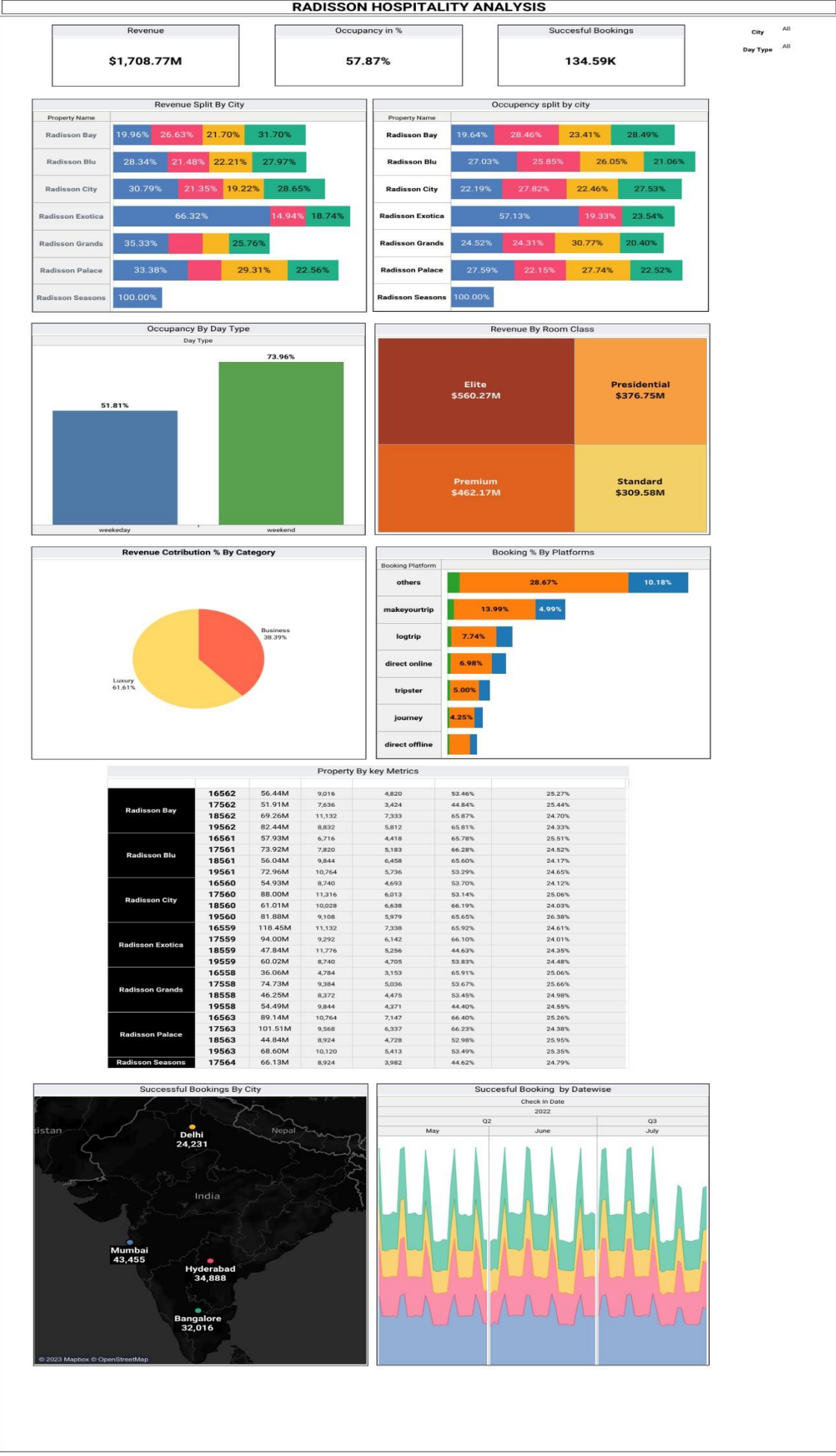
SUCCESSFUL BOOKING BY DATEWISE:



TOTAL REVENUE ,OCCUPNCY IN % AND SUCCESSFUL BOOKINGS:

| | | |
|---------------|----------------|--------------------|
| Total Revenue | Occupancy in % | Succesful Bookings |
| \$1,708.77M | 57.87% | 134.59K |

DASHBAORD :



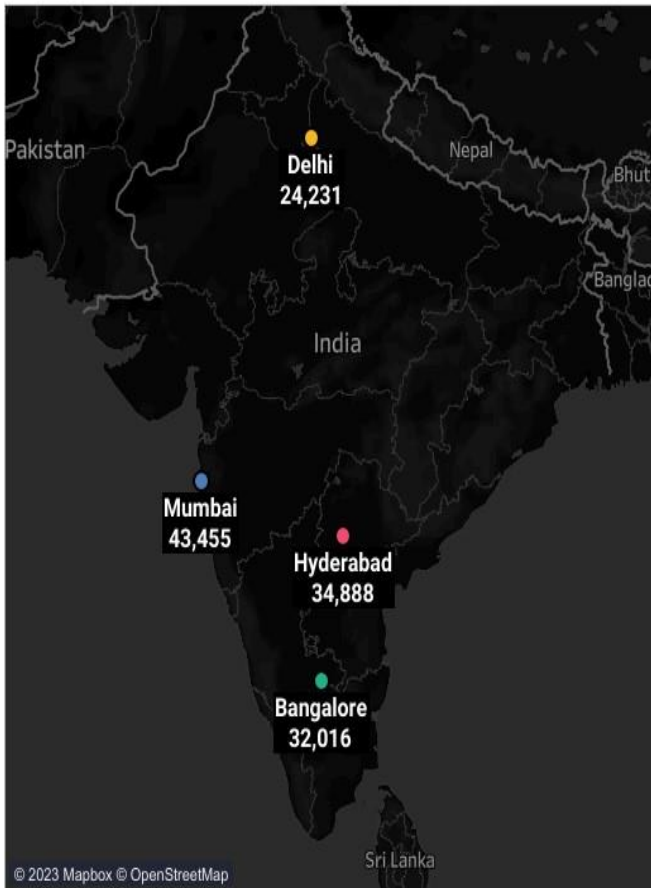
Radisson Analysis Story

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
total checked out bookings

All have averge 25%
cancellation rate and 50%
Occupancy rate



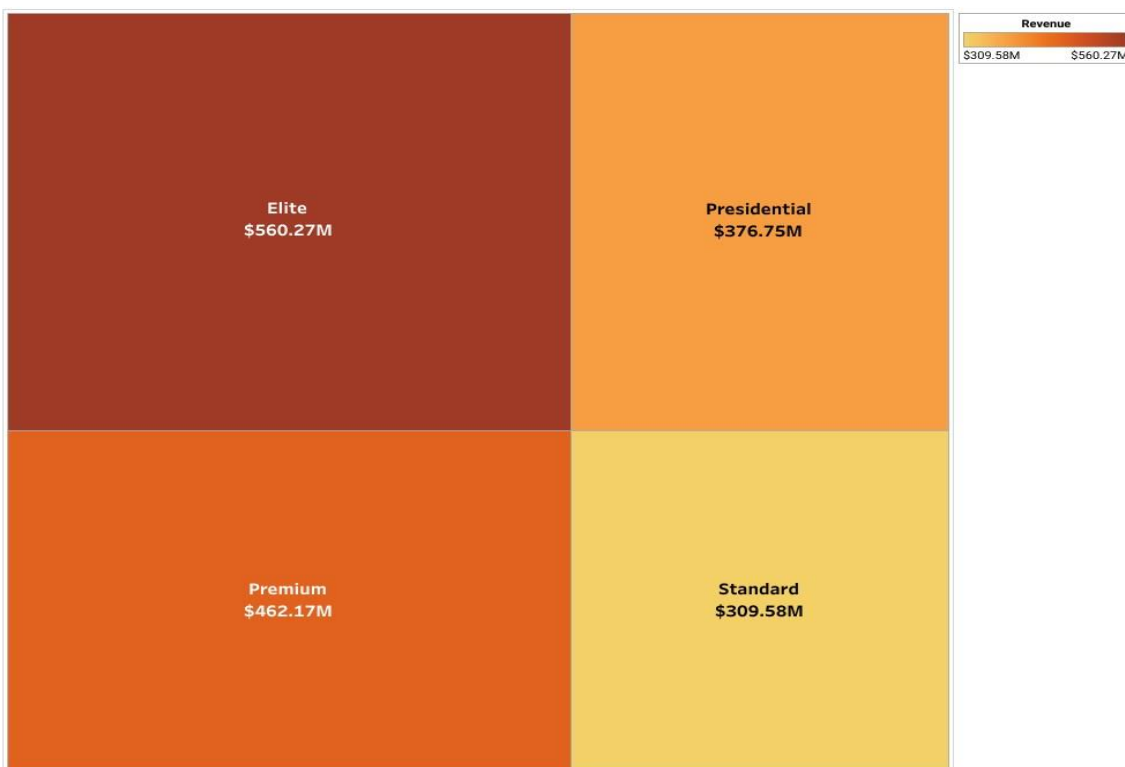
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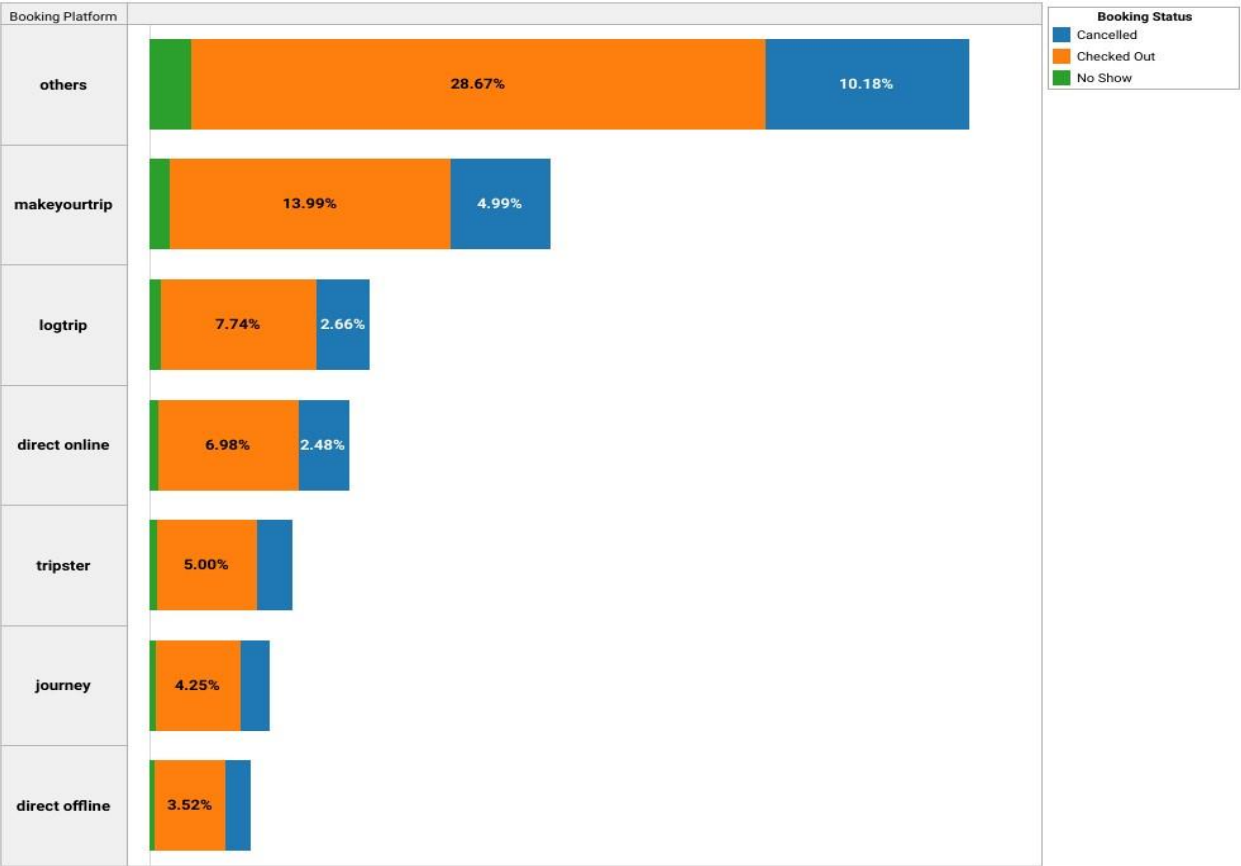
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| Radisson Bay | 16562 | 56.44M | 9,016 | 4,820 | 53.46% | 25.27% | |
|------------------|-------|---------|--------|-------|--------|--------|--|
| | 17562 | 51.91M | 7,636 | 3,424 | 44.84% | 25.44% | |
| | 18562 | 69.26M | 11,132 | 7,333 | 65.87% | 24.70% | |
| | 19562 | 82.44M | 8,832 | 5,812 | 65.81% | 24.33% | |
| Radisson Blu | 16561 | 57.93M | 6,716 | 4,418 | 65.78% | 25.51% | |
| | 17561 | 73.92M | 7,820 | 5,183 | 66.28% | 24.52% | |
| | 18561 | 56.04M | 9,844 | 6,458 | 65.60% | 24.17% | |
| | 19561 | 72.96M | 10,764 | 5,736 | 53.29% | 24.65% | |
| Radisson City | 16560 | 54.93M | 8,740 | 4,693 | 53.70% | 24.12% | |
| | 17560 | 88.00M | 11,316 | 6,013 | 53.14% | 25.06% | |
| | 18560 | 61.01M | 10,028 | 6,638 | 66.19% | 24.03% | |
| | 19560 | 81.88M | 9,108 | 5,979 | 65.65% | 26.38% | |
| Radisson Exotica | 16559 | 118.45M | 11,132 | 7,338 | 65.92% | 24.61% | |
| | 17559 | 94.00M | 9,292 | 6,142 | 66.10% | 24.01% | |
| | 18559 | 47.84M | 11,776 | 5,256 | 44.63% | 24.35% | |
| | 19559 | 60.02M | 8,740 | 4,705 | 53.83% | 24.48% | |
| Radisson Grands | 16558 | 36.06M | 4,784 | 3,153 | 65.91% | 25.06% | |
| | 17558 | 74.73M | 9,384 | 5,036 | 53.67% | 25.66% | |
| | 18558 | 46.25M | 8,372 | 4,475 | 53.45% | 24.98% | |
| | 19558 | 54.49M | 9,844 | 4,371 | 44.40% | 24.55% | |
| Radisson Palace | 16563 | 89.14M | 10,764 | 7,147 | 66.40% | 25.26% | |
| | 17563 | 101.51M | 9,568 | 6,337 | 66.23% | 24.38% | |
| | 18563 | 44.84M | 8,924 | 4,728 | 52.98% | 25.95% | |
| | 19563 | 68.60M | 10,120 | 5,413 | 53.49% | 25.35% | |
| Radisson Seasons | 17564 | 66.13M | 8,924 | 3,982 | 44.62% | 24.79% | |

ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- **Customer Service:** As their tagline for Radisson is a clear indication the motto for service of this hotel brand is “Yes I can.” The staff members are taught not to say no or disapprove of customers’ requests. They are always friendly and eager to help. This guarantees that their services are top-quality that is consistent with their hotels across the world.
- **The wide network:** The Radisson Group has a presence in seventy-three countries and is home to more than 1000 hotels. While most of their properties are located in the United States where they have extensive networks, however, the hotel chain is also present throughout the
- **Customer Service:** Shangri-La Hotels and Resorts are renowned for their top service and guests are treated with plenty of personal attention. The interior of the restaurant is grand and the architecture is inspiring and the quality of service is the same across all of its properties.

- **Radisson Rewards:** Radisson has gained a lot of attention for its rewards program which is often regarded as an industry standard. Their rewards program consists of rates for members that are less than the normal rates of rooms for regular customers. Individualized services include discounts on drinks and food and complimentary award nights. Points can be earned for stays at all Radisson hotels and can be exchanged at all of their properties.
- **Broad areas of focus:** The hotel chain owns famous hospitality brands such as Radisson, Radisson Blu, Radisson Red and Radisson Red, Country Inns and Suites in Radisson, and Park Inn by Radisson. While Radisson Blu is a reference to hotels in the United States which cater to high-end tourists, Radisson Red is for young people, and Park Inn is for the economy segment. The hotel chain, therefore, has something for everyone which allows them to reach a wider audience.
- **A high brand recognition:** Radisson is a group of hotels that have a distinctive brand identity that is associated with top-of-the-line service quality. Through its “every moment matters” tagline, which also represents its philosophy of service
- the company is able to feel emotionally connected to its guests.

DISADVANTAGES:

- **Plans for expansion:** Radisson Group is looking to expand its operations further into the Asia Pacific and this will also be accompanied by a reorganization and changes in leadership. This will mean lots of costs and could cost the business. The restructuring and change in leadership might also require the need to shift the organizational culture, which could be difficult.
- **High promotion cost:** The Radisson Group is planning to change its position and rebrand itself for which the budget allocated is 200 million dollars. At a time when hotels are experiencing cost management issues, this may not be the best choice.
- **Too many variations:** Radisson Group has under its portfolio eight distinct hotel brands spread across eight segments and operating across over 73 nations spread across different continents. This widespread is creating unison between the categories of hotels and sub-brands. This also confuses customers who are expecting the same quality of service at every Radisson hotel but does not be aware that it can vary in accordance with the market segment that the subbrand serves.

CONCLUSION

Out of my study, I have learned essential facts about banquet operation, necessary equipment for operation, food and beverage, customer satisfaction, bar provision, etc in order to be effective I come to know interesting and useful information about the banquet and the places where the foods and beverages are served. Here also, I have learned essential facts about alcohol and its usage, and message. Before preparing this research paper I hardly knew anything about banquet operations and alcohol and the current situation in the world. At the time of its preparation, I come to know interesting and useful information about banquet operations and foods and alcohol and its abuse.

FUTURE SCOPE:

Changes in Trends in the Market Trends:

The growing emphasis on customer service is reducing the price sensitivity of the average customer. Hotels in the business class are benefiting greatly from the increase in corporate travel abroad. Another trend in the market that favours hospitality businesses is the less cost of travel abroad which is why it is crucial for hotels to be present throughout the globe.

APENDEX: