

## **Milestone 1: Define Problem / Problem Understanding**

### **Activity 1: Specify the business problem**

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

### **Activity 2: Business requirements**

The business requirements for analyzing 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

### **Activity 3: Literature Survey (Student Will Write)**

Concept of innovation. In the modern global economic literature concept of innovation is interpreted as the transformation of potential scientific and technological progress in the real new products and technologies. Ambiguous interpretation of the concept is associated with the fact that some authors have studied it in terms of subject-technological approach; others highlighted action-functional essence of innovation. In the first case innovation discussed as the finished result. But while discussing activity-functional approach, it is generalized common understanding of innovation as a process of production of a new product. Combining both options determine innovation as the ultimate result of creative activity to originate and implement new or improved products and technologies. It should be mentioned that the exceptional role in revealing the concept of “innovation” belongs to prominent scientists J. Schumpeter, which considers innovation as an invention that is fundamentally changing management as well as technology with a new combination of resources (Schumpeter, 1934). As Drucker said (Drucker, 1992), innovation should appear as an opportunity. The result of these opportunities is the creation of a new service and product or changing both options. Innovation cannot be only an idea or philosophy; innovation can be defined as a practice, a process or a product. In the literature, there are hundreds of

definitions of innovation. For example, on the basis of the content or the internal of innovation, there are technical, economic, organizational, management, etc. Thus, according to various Russian authors often under innovation are implied: the result of creative ideas (Философова, Быков, 2008), first practical application of the new solution (Голдякова, 2006) new products, ideas, objects, solutions which are qualitatively different from existing ones (Яновский, 2004), material result, received from capital investment in a new technology (Балобанов, 2001). Classification of innovation. Basic classification of innovation was proposed by German scientist Gerhard Mensch (Mensch, 1979). He proposed to distinguish innovations into three groups: basics, improving, and pseudo-innovation. Other authors distinguish innovation by mechanism of implementation, innovation potential, peculiarity of the innovation process, their effectiveness (Пригожин, 1989), on purpose, shape and location of the application (Балабанов, 2001); subject and scope of application, type of needs satisfaction (Quintane et al, 2011); on the degree of novelty, scope and place of use, time of use (Титов, 2001). While assessing the various points of view in innovation systematizing question, it was selected the basic criteria for the classification and proposed a generalized scheme of innovation classification

#### **Activity 4: Social or Business Impact.**

Social Impact: Improve safety of customers & can get customer or guest satisfaction, and hygiene food.

Business Model/Impact: By conducting an analysis the company can identify areas for improvement and take steps to enhance the customer experience, and increase customer satisfaction and loyalty. Improve its brand reputation, which can lead to increased customer loyalty and repeat business.