

Analyzing The Performance & Efficiency Of The Radisson Hotels Using Data Visualization Techniques

1. INTRODUCTION

1.1 Overview

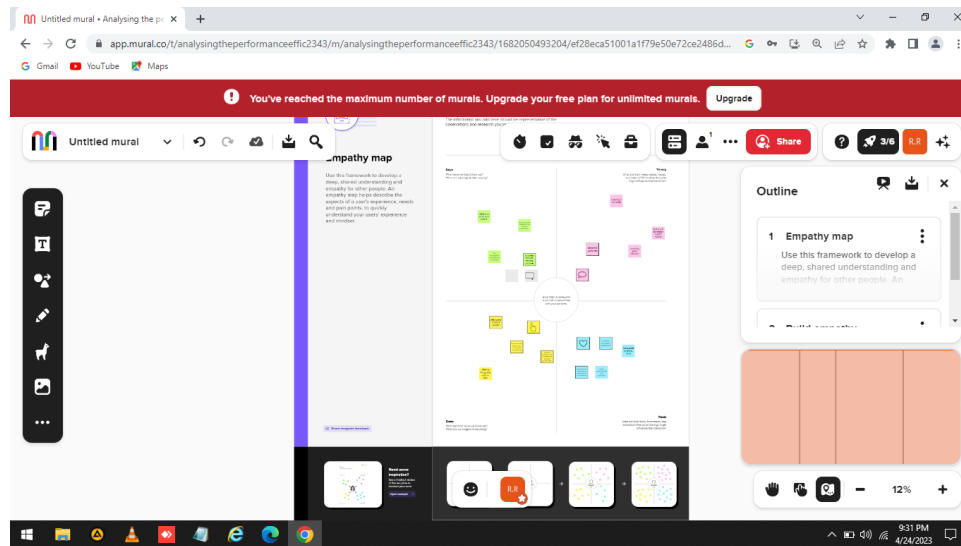
The hotel industry is a broad category of businesses that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in given areas.

1.2 Purpose

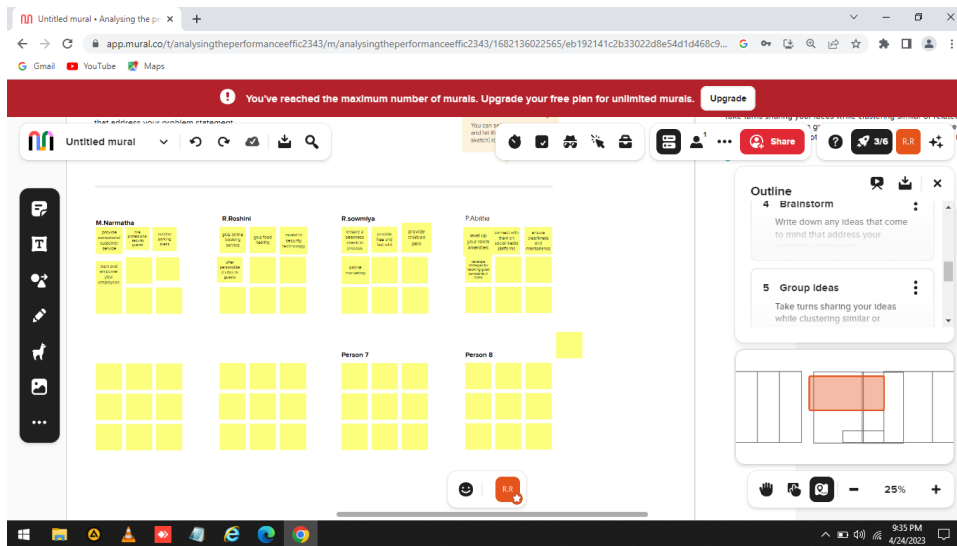
A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of analyzing the performance and efficiency of Radisson Hotels, a literature survey would involve reviewing studies and articles that have been published on the topic of hotel performance and efficiency, as well as studies specific to Radisson hotels.

2. Problem Definition & Design Thinking

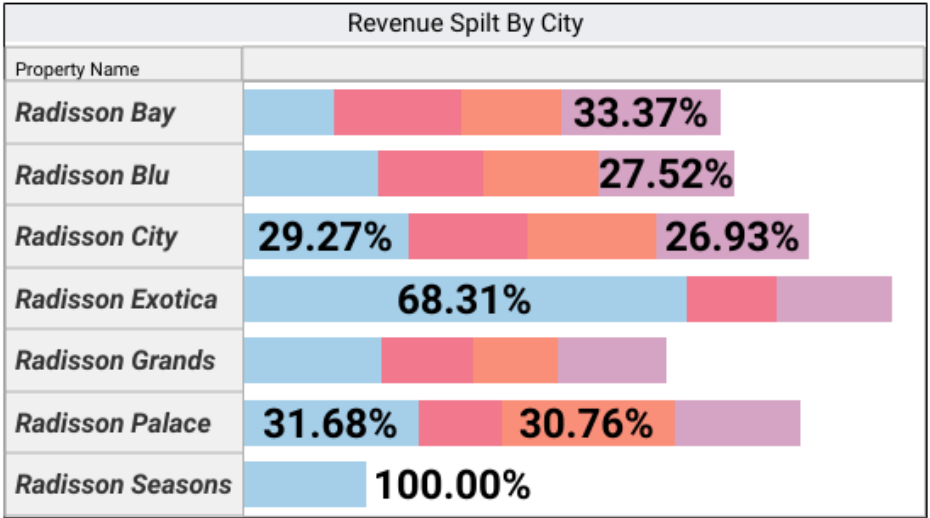
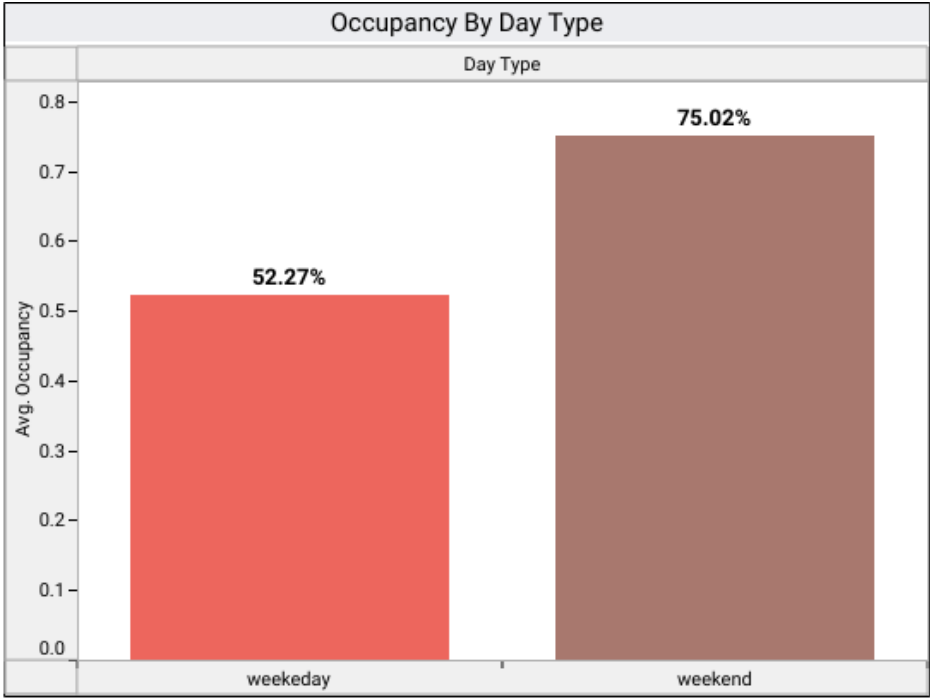
2.1 Empathy Map



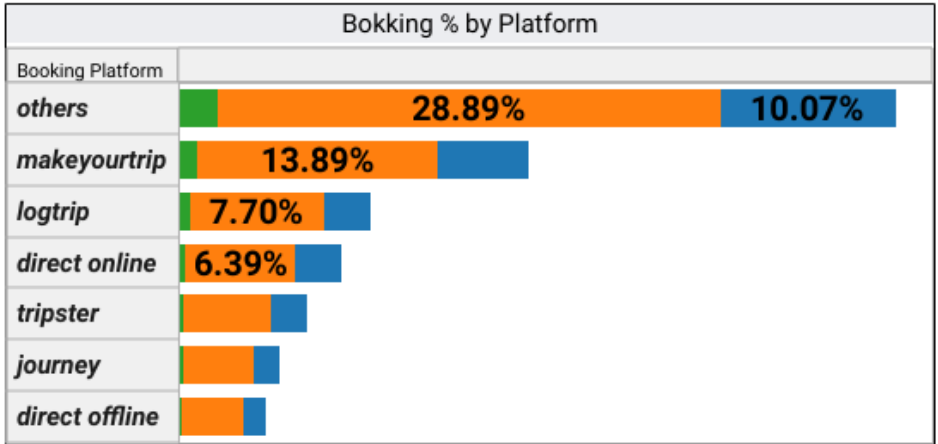
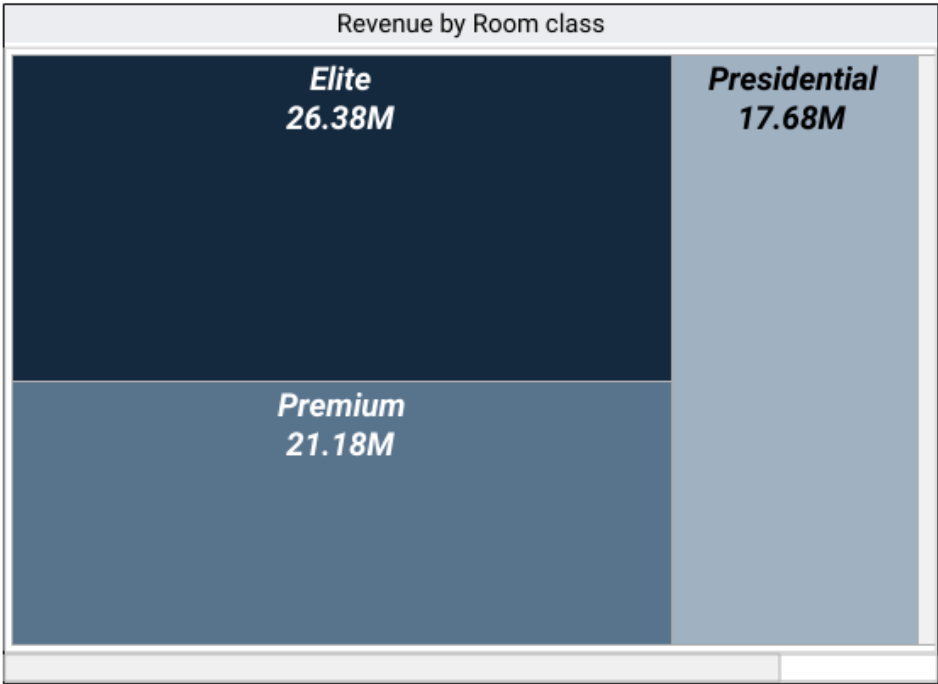
2.2 Ideation & Brainstorming Map



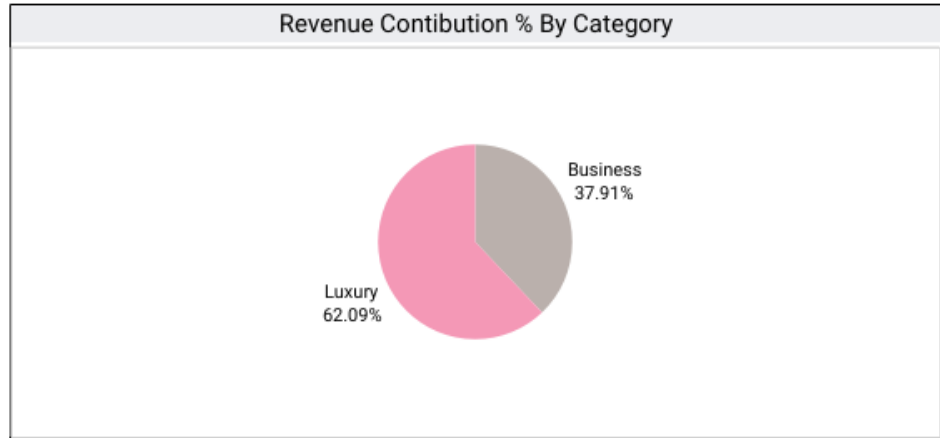
3.RESULT

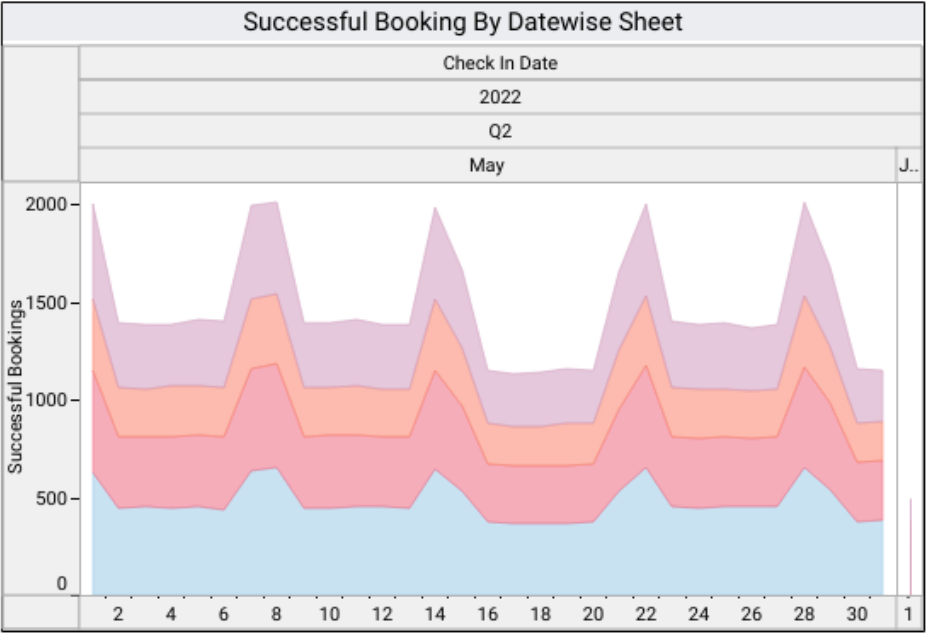


Occupancy Spilt By City				
Property Name				
Radisson Bay	19.53%	28.55%	23.18%	28.73%
Radisson Blu	26.94%	25.76%	26.18%	21.12%
Radisson City	22.16%	27.88%	22.23%	27.73%
Radisson Exotica	57.04%	19.46%	23.51%	
Radisson Grands	24.78%	24.32%	30.51%	20.40%
Radisson Palace	27.39%	22.38%	27.87%	22.37%
Radisson Seasons	100.00%			



Property By Key Metrics						
Property Name	Property I..	Revenue	Capacity	Successful Booki..	Occupancy %	Cancelled Booking..
Radisson Bay	16562	2.43M\$	3,112	1,661	53.37%	30.70%
	17562	2.20M\$	2,593	1,173	45.24%	32.28%
	18562	3.10M\$	3,789	2,522	66.56%	26.20%
	19562	3.87M\$	3,029	2,014	66.49%	23.05%
Radisson Blu	16561	2.80M\$	2,305	1,530	66.38%	26.39%
	17561	3.31M\$	2,697	1,778	65.93%	21.15%
	18561	2.54M\$	3,350	2,224	66.39%	26.33%
	19561	3.28M\$	3,663	1,978	54.00%	31.94%
Radisson City	16560	3.11M\$	2,979	1,604	53.84%	23.40%
	17560	4.02M\$	3,853	2,074	53.83%	23.81%
	18560	2.90M\$	3,409	2,292	67.23%	21.54%
	19560	3.70M\$	3,133	2,082	66.45%	23.88%
Radisson Exotica	16559	6.60M\$	3,822	2,513	65.75%	24.63%
	17559	4.16M\$	3,163	2,113	66.80%	24.91%
	18559	2.20M\$	4,010	1,819	45.36%	25.20%
	19559	2.78M\$	2,969	1,614	54.36%	24.77%
Radisson Grands	16558	2.05M\$	1,653	1,089	65.88%	25.54%
	17558	3.37M\$	3,231	1,759	54.44%	30.04%
	18558	2.23M\$	2,836	1,538	54.23%	20.87%





Revenue sheet

\$79.81M

RADISSION ANALYSIS STORY

Mumbai has made highest no of succesful booking-14,927

Elite and premium room classes are the highest revenue contributors

others and make your trip contributed 42% of the total checkout bookings

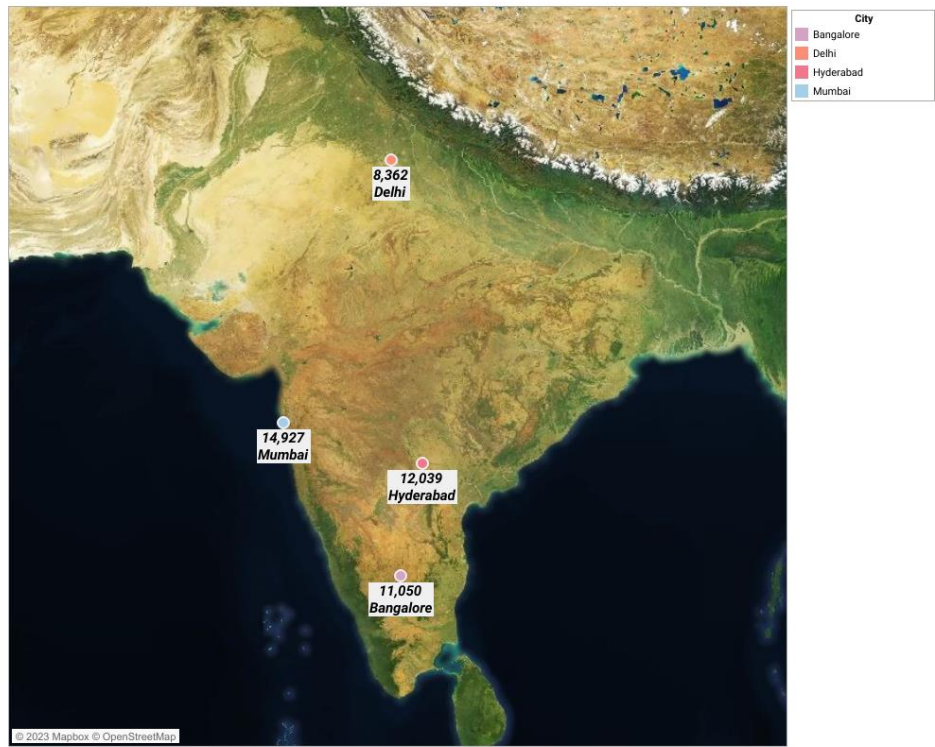
All properties have average 25% cancellation rate and 50% occupancy rate

Property Name	Property Id (Hotels)	Revenue	Capacity	Successful Bookings	Occupancy %	Cancelled Booking %	
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	19558	2.63M\$	3,357	1,509	44.95%	20.87%	
Radisson Palace	16563	4.17M\$	3,706	2,478	66.86%	21.65%	
	17563	4.29M\$	3,249	2,163	66.57%	30.31%	
	18563	2.02M\$	3,063	1,644	53.67%	26.85%	
	19563	3.07M\$	3,440	1,853	53.87%	28.28%	
Radisson Sea..	17564	2.98M\$	3,023	1,354	44.79%	23.46%	

Measure Values
0.45100.00

RADISSION ANALYSIS STORY

Mumbai has made highest no of successful booking-14,927	Elite and premium room classes are the highest revenue contributors	others and make your trip contributed 42% of the total checkout bookings	All properties have average 25% cancellation rate and 50% occupancy rate
---	---	--	--



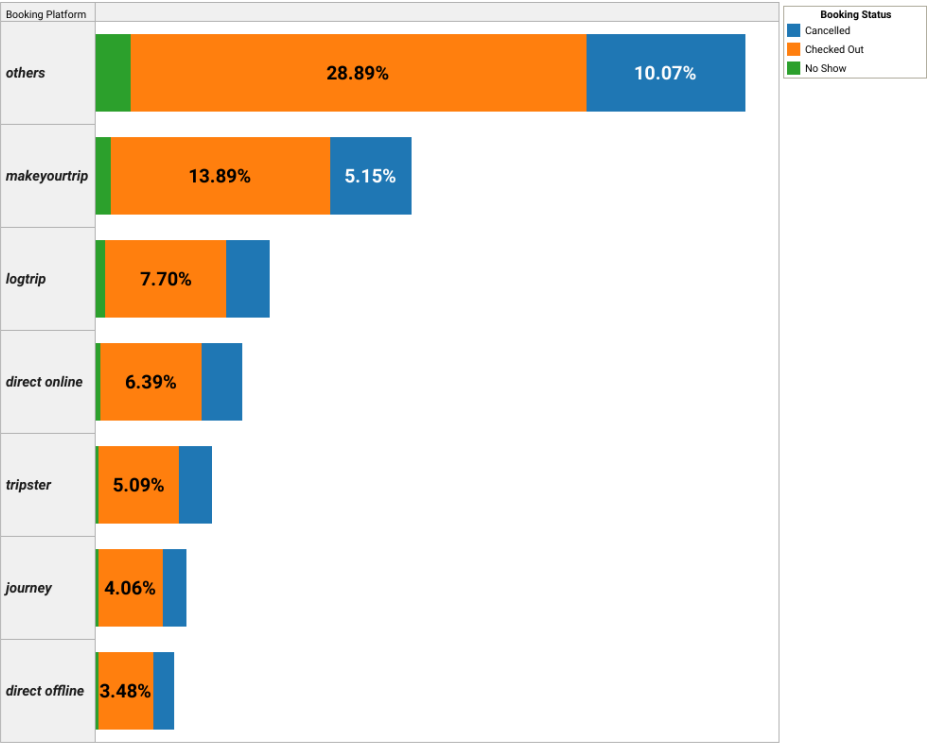
RADISSION ANALYSIS STORY

Mumbai has made highest no of succesful booking-14,927

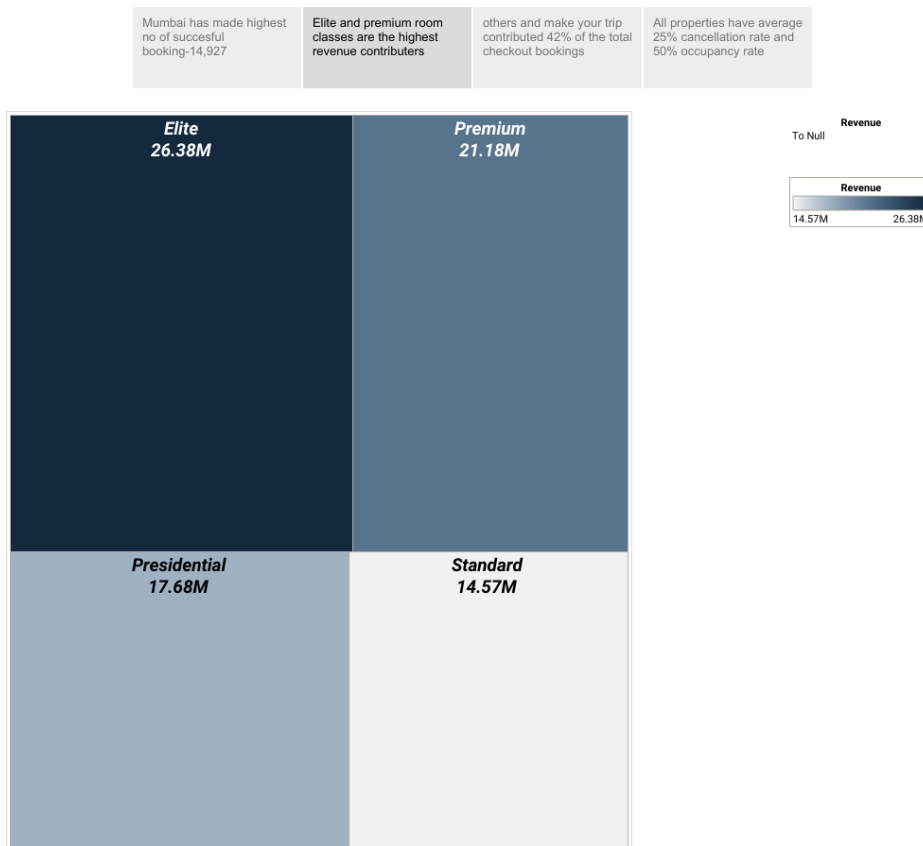
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others and make your trip contributed 42% of the total checkout bookings

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



RADISSON ANALYSIS STORY



4.ADVANTAGES AND DISADVANTAGES

The business requirements for analyzing the performance and efficiency of Radisson Hotels include indentifying KPIs ,comparing performance across iffereent hotels,interactive dashboard and reports,making data driven decisions,comparing to industry average and createing forecasting models for future performance

The ultimate goals is to gain insights and improve performance through data visualization thechniques.

5.APPLICATION

Improve safety of costumers and can get costumer or guest satisfaction and hygiene food.

6.conclusion

By conducting an analysis the company can identify areas for improvement and take steps to enhance the customer experience , and increase customer satisfation and loyalty .Improve its brand reputation , which can lead to increased customer loyalty and repeat bussiness.

7.FUTURE SCOPE

The Hotel management is one of the highly job oriented field; it covers a wide range of survices including food service,accomodation and catering.

8.appendix

A.Source Code

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
<meta charset="utf-8">
```

```
<meta content="width=device-width, initial-scale=1.0"  
name="viewport">
```

<title>Radisson Hotel</title>

<meta content="" name="description">

<meta content="" name="keywords">

<!-- Favicons -->

<link rel="stylesheet"
href="{{url_for('static',filename='img/favicon.png')}}"
rel="icon">

<link rel="stylesheet"
href="{{url_for('static',filename='img/apple-touch-icon.png')}}"
rel="apple-touch-icon">

<link rel="stylesheet"
href="{{url_for('static',filename='vendor/animate.css/animate.
min.css')}}">

<!-- Google Fonts -->

<link
href="https://fonts.googleapis.com/css?family=Open+Sans:300
,300i,400,400i,600,600i,700,700i|Playfair+Display:ital,wght@0,
400;0,500;0,600;0,700;1,400;1,500;1,600;1,700|Poppins:300,3
00i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">

<!-- Vendor CSS Files -->

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/animate.css/animate.
min.css')}}">
```

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/aos/aos.css')}}">
```

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/bootstrap/css/bootstr
ap.min.css')}}">
```

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/bootstrap-
icons/bootstrap-icons.css')}}">
```

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/boxicons/css/boxicons
.min.css')}}">
```

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/glightbox/css/glightbo
x.min.css')}}">
```

```
<link rel="stylesheet"
href="{{url_for('static',filename='vendor/swiper/swiper-
bundle.min.css')}}">
```

<!-- Template Main CSS File -->

```
<link rel="stylesheet"
href="{{url_for('static',filename='css/style.css')}}">

<!--
=====
===

* Template Name: Restaurantly - v3.9.1

* Template URL: https://bootstrapmade.com/restaurantly-
restaurant-template/

* Author: BootstrapMade.com

* License: https://bootstrapmade.com/license/

=====
==== -->

</head>

<body>

<!-- ===== Top Bar ===== -->

<div id="topbar" class="d-flex align-items-center fixed-top">

    <div class="container d-flex justify-content-center justify-
content-md-between">

        <div class="contact-info d-flex align-items-center">
```



```
<i class="bi bi-phone d-flex align-items-center"><span>+91  
9589 55488 55</span></i>
```

```
<i class="bi bi-clock d-flex align-items-center ms-4"><span>  
Mon-Sat: 10:00AM - 11:00PM</span></i>
```

```
</div>
```

```
</div>
```

```
</div>
```

```
<!-- ===== Header ===== -->
```

```
<header id="header" class="fixed-top d-flex align-items-  
cente">
```

```
<div class="container-fluid container-xl d-flex align-items-  
center justify-content-lg-between">
```

```
<h1 class="logo me-auto me-lg-0"><a href="{  
url_for('index')} }">Radisson Hotel</a></h1>
```

```
<!-- Uncomment below if you prefer to use an image logo --  
>
```

```
<!-- <a href="index.html" class="logo me-auto me-lg-  
0"></a>-->
```

```
<nav id="navbar" class="navbar order-last order-lg-0">
  <ul>
    <li><a class="nav-link scrollto active"
href="#hero">Home</a></li>
    <li><a class="nav-link scrollto"
href="#about">About</a></li>
    <li><a class="nav-link scrollto"
href="#events">Events</a></li>
    <li><a class="nav-link scrollto" href="#chefs">Dashboard
& Story</a></li>
    <li><a class="nav-link scrollto"
href="#gallery">Gallery</a></li>
    <li><a class="nav-link scrollto"
href="#contact">Contact</a></li>
  </ul>
  <i class="bi bi-list mobile-nav-toggle"></i>
</nav><!-- .navbar -->

</div>
</header><!-- End Header -->
```

```
<!-- ===== Hero Section ===== -->
```

```
<section id="hero" class="d-flex align-items-center">
```

```
  <div class="container position-relative text-center text-lg-  
start" data-aos="zoom-in" data-aos-delay="100">
```

```
    <div class="row">
```

```
      <div class="col-lg-8">
```

```
        <h1>Welcome to <span>Radisson Hotel</span></h1>
```

```
        <h2>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.</h2>
```

```
      </div>
```

```
      <div class="col-lg-4 d-flex align-items-center justify-  
content-center position-relative" data-aos="zoom-in" data-aos-  
delay="200">
```

```
        <a  
href="https://www.youtube.com/watch?v=u6BOC7CDUTQ"  
class="lightbox play-btn"></a>
```

```
      </div>
```

```
    </div>
```

</div>

</section><!-- End Hero -->

<main id="main">

<!-- ===== About Section ===== -->

<section id="about" class="about">

<div class="container" data-aos="fade-up">

<div class="row">

<div class="col-lg-6 order-1 order-lg-2" data-aos="zoom-in" data-aos-delay="100">

<div class="about-img">

</div>

</div>

<div class="col-lg-6 pt-4 pt-lg-0 order-2 order-lg-1 content">

<h3>Radisson Hotel Analysis</h3>

<p class="fst-italic">

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.

<p>

</p>

</div>

</div>

</div>

</section><!-- End About Section -->

<!-- ===== Events Section ===== -->

<section id="events" class="events">

<div class="container" data-aos="fade-up">

<div class="section-title">

<h2>Events</h2>

```
<p>Organize Your Events in our Radisson Hotel</p>
</div>
```

```
<div class="events-slider swiper" data-aos="fade-up" data-
aos-delay="100">
```

```
<div class="swiper-wrapper">
```

```
<div class="swiper-slide">
```

```
<div class="row event-item">
```

```
<div class="col-lg-6">
```

```

```

```
</div>
```

```
<div class="col-lg-6 pt-4 pt-lg-0 content">
```

```
<h3>Birthday Parties</h3>
```

```
<div class="price">
```

```
<p><span>$189</span></p>
```

```
</div>
```

```
<p class="fst-italic">
```

```
</p>
```

</div>

</div>

</div><!-- End testimonial item -->

<div class="swiper-slide">

<div class="row event-item">

<div class="col-lg-6">

</div>

<div class="col-lg-6 pt-4 pt-lg-0 content">

<h3>Private Parties</h3>

<div class="price">

<p>\$290</p>

</div>

<p class="fst-italic">

</p>

</div>

</div>

</div><!-- End testimonial item -->

<div class="swiper-slide">

<div class="row event-item">

<div class="col-lg-6">

</div>

<div class="col-lg-6 pt-4 pt-lg-0 content">

<h3>Custom Parties</h3>

<div class="price">

<p>\$99</p>

</div>

</div>

</div>

</div><!-- End testimonial item -->

</div>


```
<div class="swiper-pagination"></div>
</div>
```

```
</div>
</section><!-- End Events Section -->
```

```
<!-- ===== Gallery Section ===== -->
<section id="gallery" class="gallery">
```

```
<div class="container" data-aos="fade-up">
  <div class="section-title">
    <h2>Gallery</h2>
    <p>Some photos from Our Restaurant</p>
  </div>
</div>
```

```
<div class="container-fluid" data-aos="fade-up" data-aos-
delay="100">
```

```
<div class="row g-0">
```

```
<div class="col-lg-3 col-md-4">
```

```
<div class="gallery-item">
  <a href="static/img/gallery/gallery-1.jpg" class="gallery-
lightbox" data-gall="gallery-item">
    
  </a>
</div>
</div>
```

```
<div class="col-lg-3 col-md-4">
  <div class="gallery-item">
    <a href="static/img/gallery/gallery-2.jpg" class="gallery-
lightbox" data-gall="gallery-item">
      
    </a>
  </div>
</div>
```

```
<div class="col-lg-3 col-md-4">
  <div class="gallery-item">
```

```
<a href="static/img/gallery/gallery-3.jpg" class="gallery-  
lightbox" data-gall="gallery-item">
```

```

```

```
</a>
```

```
</div>
```

```
</div>
```

```
<div class="col-lg-3 col-md-4">
```

```
<div class="gallery-item">
```

```
<a href="static/img/gallery/gallery-4.jpg" class="gallery-  
lightbox" data-gall="gallery-item">
```

```

```

```
</a>
```

```
</div>
```

```
</div>
```

```
<div class="col-lg-3 col-md-4">
```

```
<div class="gallery-item">
```

```
<a href="static/img/gallery/gallery-5.jpg" class="gallery-  
lightbox" data-gall="gallery-item">
```

```
        
```

```
    </a>
```

```
</div>
```

```
</div>
```

```
<div class="col-lg-3 col-md-4">
```

```
    <div class="gallery-item">
```

```
        <a href="static/img/gallery/gallery-6.jpg" class="gallery-  
lightbox" data-gall="gallery-item">
```

```
            
```

```
        </a>
```

```
    </div>
```

```
</div>
```

```
<div class="col-lg-3 col-md-4">
```

```
    <div class="gallery-item">
```

```
        <a href="static/img/gallery/gallery-7.jpg" class="gallery-  
lightbox" data-gall="gallery-item">
```

```
            
```


</div>

</div>

<div class="col-lg-3 col-md-4">

<div class="gallery-item">

</div>

</div>

</div>

</div>

</section><!-- End Gallery Section -->

<!-- ===== Chefs Section ===== -->

<section id="chefs" class="chefs">

<div class="container" data-aos="fade-up">

<div class="section-title">

<center><p>Analysis Dashboard</p></center>

<div class='tableauPlaceholder' id='viz1682317530449'
style='position: relative'><noscript><img
alt='RADISSION HOSPITALITY ANALYSIS '
src='https://public.tableau.com/static/images/ho/hotel_radisson_analysis_hyper_16823139975820/Radissionhospitalityanalysis/1_rss.png'
style='border: none' /></noscript><object
class='tableauViz' style='display:none;'><param
name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param
name='site_root' value='' /><param name='name'
value='hotel_radisson_analysis_hyper_16823139975820/Radissionhospitalityanalysis' /><param name='tabs' value='no'
/><param name='toolbar' value='yes' /><param
name='static_image'
value='https://public.tableau.com/static/images/ho/hotel_radisson_analysis_hyper_16823139975820/Radissionhospitalityanalysis/1.png' />
<param name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param
name='display_spinner' value='yes' /><param

```
name='display_overlay' value='yes' /><param
name='display_count' value='yes' /><param name='language'
value='en-US' /></object></div>      <script
type='text/javascript'>      var divElement =
document.getElementById('viz1682317530449');      var
vizElement = divElement.getElementsByTagName('object')[0];
if ( divElement.offsetWidth > 800 ) {
vizElement.style.width='1320px';vizElement.style.height='4096
px';} else if ( divElement.offsetWidth > 500 ) {
vizElement.style.width='1320px';vizElement.style.height='4096
px';} else {
vizElement.style.width='100%';vizElement.style.height='3927px'
;}      var scriptElement =
document.createElement('script');      scriptElement.src
= 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement,
vizElement);      </script>
```

```
<center><p>Analysis Story</p></center>
</div>
```

```
<div class="row">
```

```

<div class='tableauPlaceholder' id='viz1682317242373'
style='position: relative'><noscript><a href='#'><img
alt='RADISSION ANALYSIS STORY '
src='https://public.tableau.com/static/images/ho/hotel_radisson_analysis_hyper_16823139975820/Story1/1_rss.png' style='border: none'
/></a></noscript><object class='tableauViz'
style='display:none;'><param name='host_url'
value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param name='path'
value='views/hotel_radisson_analysis_hyper_16823139975820/Story1?language=en-US&embed=true&publish=yes' /> <param
name='toolbar' value='yes' /><param name='static_image'
value='https://public.tableau.com/static/images/ho/hotel_radisson_analysis_hyper_16823139975820/Story1/1.png' /> <param
name='animate_transition' value='yes' /><param
name='display_static_image' value='yes' /><param
name='display_spinner' value='yes' /><param
name='display_overlay' value='yes' /><param
name='display_count' value='yes' /><param name='language'
value='en-US' /><param name='filter' value='publish=yes'
/></object></div>
<script type='text/javascript'>
var divElement =
document.getElementById('viz1682317242373');
var vizElement = divElement.getElementsByTagName('object')[0];

```



```
vizElement.style.width='1016px';vizElement.style.height='991p
x';          var scriptElement =
document.createElement('script');          scriptElement.src
= 'https://public.tableau.com/javascripts/api/viz_v1.js';
vizElement.parentNode.insertBefore(scriptElement,
vizElement);          </script>
```

```
</div>
```

```
</div>
```

```
</section><!-- End Chefs Section -->
```

```
<!-- ===== Contact Section ===== -->
```

```
<section id="contact" class="contact">
```

```
<div class="container" data-aos="fade-up">
```

```
<div class="section-title">
```

```
<h2>Contact</h2>
```

```
<p>Contact Us</p>
```

```
</div>
```

```
</div>
```

```
<div class="container" data-aos="fade-up">
```

```
<div class="row mt-5">
```

```
<div class="col-lg-4">
```

```
<div class="info">
```

```
<div class="address">
```

```
<i class="bi bi-geo-alt"></i>
```

```
<h4>Location:</h4>
```

```
<p>Radisson Hotel Bhopal,Gulmohar Colony, Bhopal,  
Madhya Pradesh 462039</p>
```

```
</div>
```

```
<div class="open-hours">
```

```
<i class="bi bi-clock"></i>
```

```
<h4>Open Hours:</h4>
```

```
<p>
```

```
Monday-Saturday:<br>
```

```
10:00 AM - 11:00 PM
```

```
</p>
```

```
</div>
```

```
<div class="email">
```

<i class="bi bi-envelope"></i>

<h4>Email:</h4>

<p>info@radisson.com</p>

</div>

<div class="phone">

<i class="bi bi-phone"></i>

<h4>Call:</h4>

<p>+91 9589 55488 55</p>

</div>

</div>

</div>

<div class="col-lg-8 mt-5 mt-lg-0">

<div class="mapouter"><div
class="gmap_canvas"><iframe class="gmap_iframe"
frameborder="0" scrolling="no" marginheight="0"
marginwidth="0"
src="https://maps.google.com/maps?width=600&height=
400&hl=en&q=radisson

```
bhopal& t=& z=14& ie=UTF8& iwloc=B&
output=embed"></iframe><a
href="https://mcpedls.com/">minecraft
download</a></div><style>.mapouter{position:relative;text-
align:right;width:600px;height:400px;}.gmap_canvas
{overflow:hidden;background:none!important;width:600px;hei
ght:400px;}.gmap_iframe
{width:600px!important;height:400px!important;}</style></div
>
```

```
</div>
```

```
</div>
```

```
</div>
```

```
</section><!-- End Contact Section -->
```

```
</main><!-- End #main -->
```

```
<!-- ===== Footer ===== -->
```

```
<footer id="footer">
```

```
<div class="footer-top">
```

```
<div class="container">
```

```
<div class="row">
```

```
<div class="col-lg-3 col-md-6">
  <div class="footer-info">
    <h3>Radisson Hotel</h3>
    <p>
      Radisson Hotel Bhopal,Gulmohar Colony <br>
      Bhopal, Madhya Pradesh 462039<br><br>
      <strong>Phone:</strong> +91 9589 55488 55<br>
      <strong>Email:</strong> info@radisson.com<br>
    </p>
    <div class="social-links mt-3">
      <a href="#" class="twitter"><i class="bx bxl-
twitter"></i></a>
      <a href="#" class="facebook"><i class="bx bxl-
facebook"></i></a>
      <a href="#" class="instagram"><i class="bx bxl-
instagram"></i></a>
      <a href="#" class="google-plus"><i class="bx bxl-
skype"></i></a>
      <a href="#" class="linkedin"><i class="bx bxl-
linkedin"></i></a>
    </div>
  </div>
</div>
```

</div>

<div class="col-lg-2 col-md-6 footer-links">

<h4>Useful Links</h4>

<i class="bx bx-chevron-right"></i> Home

<i class="bx bx-chevron-right"></i> About us

<i class="bx bx-chevron-right"></i> Services

</div>

</div>

</div>

</div>

</div>

```
<div class="container">
  <div class="copyright">
    &copy; Copyright <strong><span>Radisson
Hotel</span></strong>. All Rights Reserved
  </div>
  <div class="credits">
    <!-- All the links in the footer should remain intact. -->
    <!-- You can delete the links only if you purchased the pro
version. -->
    <!-- Licensing information:
https://bootstrapmade.com/license/ -->
    <!-- Purchase the pro version with working PHP/AJAX
contact form: https://bootstrapmade.com/restaurantly-
restaurant-template/ -->
    Designed by <a
href="https://bootstrapmade.com/">SmartBridge</a>
  </div>
</div>
</footer><!-- End Footer -->

<div id="preloader"></div>
```

```
<a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-arrow-up-short"></i></a>
```

```
<!-- Vendor JS Files -->
```

```
<script src="{{ url_for('static', filename='vendor/aos/aos.js') }}"></script>
```

```
<script src="{{ url_for('static', filename='vendor/bootstrap/js/bootstrap.bundle.min.js') }}"></script>
```

```
<script src="{{ url_for('static', filename='vendor/glightbox/js/glightbox.min.js') }}"></script>
```

```
<script src="{{ url_for('static', filename='vendor/isotope-layout/isotope.pkgd.min.js') }}"></script>
```

```
<script src="{{ url_for('static', filename='vendor/swiper/swiper-bundle.min.js') }}"></script>
```

```
<script src="{{ url_for('static', filename='vendor/php-email-form/validate.js') }}"></script>
```

```
<!-- Template Main JS File -->
```



```
<script src="{{ url_for('static', filename='js/main.js')
}}"></script>
```

```
</body>
```

```
</html>
```