

## CATEGORY:

Data Analytics with Tableau

## PROJECT TITLE :

Analyzing the performance and Efficiency of the Radisson Hotels using data visualization Techniques

### 1. INTRODUCTION:

*1.1 Overview: A brief description about your project.*

*1.2 Purpose: The use of this project. What can be achieved using this.*

#### 1 Problem Definition & Design Thinking.

At Radisson Hotel Group they are committed to caring for people, our community and the planet, and they lead many actions that create a ripple effect of positive impact. Our reports and policies describe the most material corporate responsibility and sustainability aspects of our operations. Acting on these causes is essential to business success and our responsibility as global citizens. Their aim is to create shared value and bring positive benefits to the

communities in which they operate through their high-quality services, economic development and employment opportunities, environmental sustainable initiatives, and community involvement.

## **2.1. Empathy Map**



## Retrospective

Use this framework to reflect on recent work. This simple structure is useful both alone and in groups.

Created in partnership with



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### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)

### Reflect on the topic

Working silently and individually, have each person create a few sticky notes in all four quadrants below for about five minutes. With the remaining time, discuss notes in each quadrant.

#### What went well?

What should we keep doing?  
What should we celebrate?  
Where did we make progress?

#### What went poorly?

Where did we have problems?  
What was frustrating to us or others?  
What held us back?

TOPIC  
Workstation engineering team  
April 10

Product team feedback discussion notes

Product team feedback discussion notes

Specify the business problem

Specify the business problem

Setting team KPI

Collect the team

Connect L&E with Teams

Perhaps S.O. Operations

Use of unique visualizations

Perhaps the team has visualization

Response and Design of ChatGPT

No of hours of time

Amount of time consumed in L&E

What ideas do you have?  
What ideas do you have for future work together?  
Where do you see opportunities to improve?  
What has unlocked potential?

How should we take action?  
What do you believe we should do next?  
What specific things should we change?  
What should extend beyond this meeting?





## Retrospective

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## Reflect on the topic

Working silently and individually, have each person create a few sticky notes in all four quadrants below for about five minutes. With the remaining time, discuss notes in each quadrant.

### What went well?

What should we keep doing?  
What should we celebrate?  
Where did we make progress?

TOPIC  
Workstation  
engineering team  
Spring 10

### What went poorly?

Where did we have problems?  
What was frustrating to us or others?  
What held us back?

Workstation  
works  
multiple team  
also tracks  
remote data

Business  
requirements

Specify the  
business  
problem

Source of  
business  
requirements

Isolating  
data in DB

Collect the  
dataset

Connect DB  
with  
Tableau



Perform  
SQL  
Operations

No of Unique  
Visualizations

Prepare the  
data for  
Visualization

Integration  
and Design  
of  
Dashboard

No of  
Screens of  
story

Amount of  
Data  
Submitted  
to DB

### What ideas do you have?

What ideas do you have for future work together?  
Where do you see opportunities to improve?  
What has untapped potential?

### How should we take action?

What do you believe we should do next?  
What specific things should we change?  
What should extend beyond this meeting?



## 2.2. Ideation & Brainstorming Map

**Brainstorm & idea prioritization**

Use this template to guide your brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. Write down the problem
- 2. Write down the goal
- 3. All people brainstorm

**Before you collaborate**

A little bit of preparation goes a long way with the session. Here's what you need to do to get going.

- 1. Set the scene
- 2. Set the goal
- 3. Set the rules
- 4. Set the time
- 5. Set the space
- 6. Set the mood
- 7. Set the energy
- 8. Set the focus

**Define your problem statement**

What problem are you trying to solve? Frame your problem in three (3) to five statements. This will be the focus of your brainstorm.

**Brainstorm**

Write down any ideas that come to mind. Don't worry about your problem statement.

**Group ideas**

Your team should come along with their ideas and add them to the map. Once you have all ideas, write them down and group them into categories. Then, write down the ideas that you think are the most promising.

**Bottom Bar Icons:**

- 1. Brainstorm & idea prioritization
- 2. Before you collaborate
- 3. Define your problem statement
- 4. Brainstorm
- 5. Group ideas



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

⌚ 10 minutes to prepare  
⌚ 1 hour to collaborate  
👥 2-8 people recommended

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### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

⌚ 10 minutes

- A** Team gathering  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.
- B** Set the goal  
Think about the problem you'll be focusing on solving in the brainstorming session.
- C** Learn how to use the facilitation tools  
Use the Facilitation Superpowers to run a happy and productive session.

[Open article](#)



### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

⌚ 5 minutes



### Key rules of brainstorming

To run a smooth and productive session

- ⌚ Stay in topic.
- 💡 Encourage wild ideas.
- ⌚ Defer judgment.
- 👂 Listen to others.
- 🗣️ Go for volume.
- 👁️ If possible, be visual.



### Need some inspiration?

See a filtered version of this template to kickstart your work.

[Open example](#)

2

## Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

TIP

You can select a sticky note and hit the pencil (switch to select) icon to start drawing!

Person 1

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 2

Company name  
Company goals  
Company values  
Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 3

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 4

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 5

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 6

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 7

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

Person 8

Business model  
Revenue stream  
Market segment  
Value proposition  
Channels  
Customer segments  
Cost structure  
Key resources  
Key activities  
Key partners

3

## Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

20 minutes

TIP

Add a sentence-like label to sticky notes to make it easier to find, organize, organize, and categorize important ideas as they relate to your work.

Specify the business problem





### Prioritize

① 20 minutes



### After you collaborate

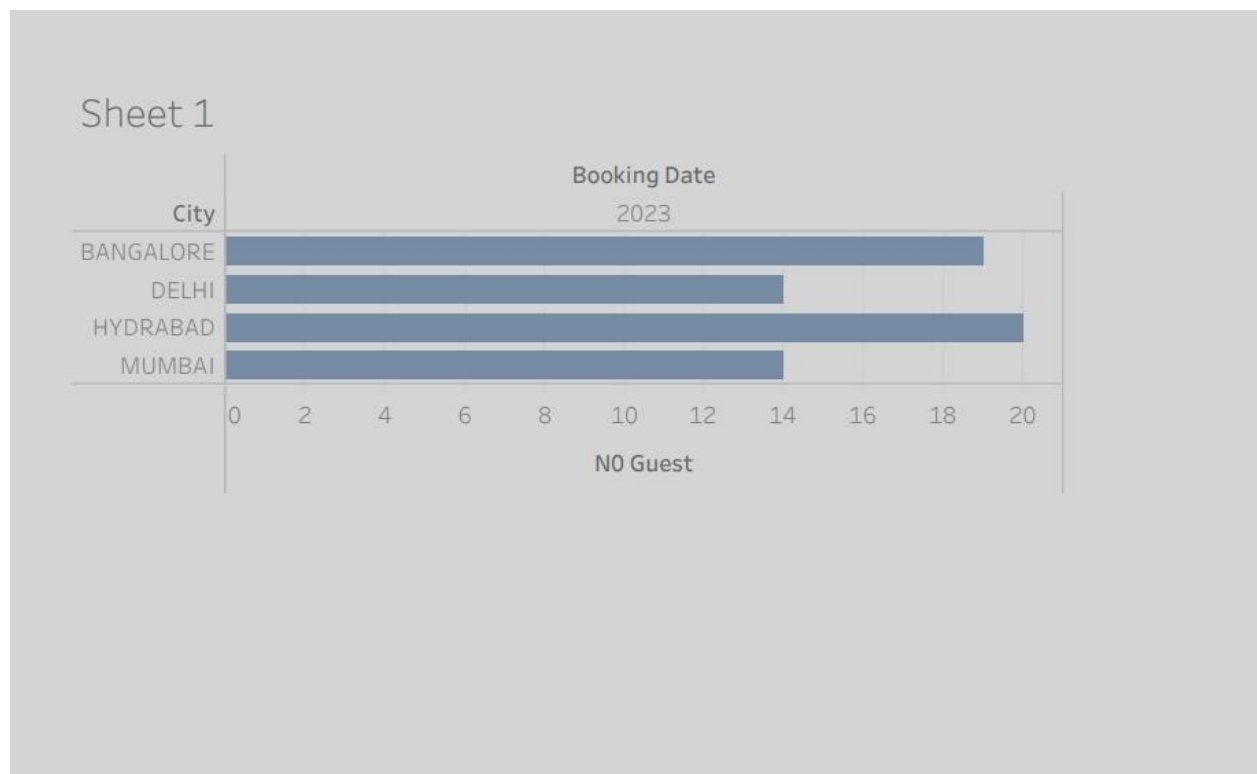
Quick add-ons

- Keep moving forward

- [Share template feedback](#)

## 2 RESULT

Our aim is to create shared value and bring positive benefits to the communities in which we operate through our high-quality services, economic development and employment opportunities, environmental sustainable initiatives, and community involvement. Our commitment to ethical excellence is our heartbeat and we are recognized as a trusted global leader when it comes to being a responsible business.



## 4 .ADVANTAGES & DISADVANTAGES

In 2021, RHG counted 146 nationalities amongst our team members. Women comprise 44% of our team members while 56% are men. Of our total workforce, 13% is outsourced labour, mainly for house holding, security, Food & Beverage and gardening services. In 2021, 31% of RHG team members were covered by collective bargaining agreements, 93% of the other hotels practice other forms of workplace cooperation, enabling consultation between management and team members. These consultations are designed to improve our team member welfare and to develop mutually acceptable solutions for common challenge.

Reducing youth unemployment is a global responsibility. According to the ILO, 68 million young people are unemployed and 126 million are working but living in extreme or moderate poverty. The situation has become more complicated by the effects of the pandemic.

RHG understands that we have a role to play in addressing the issue of unemployment and offer easy training or employment and offer easy training or employment access to vulnerable youth. Where business permits, we have created job opportunities for underprivileged you. In 2021, tourism around the world and RHG continued to be impacted by the global pandemic. Despite this impact, RHG remains committed to its strategic plan, which makes the company

ready for the full rebound of tourism and travel and which includes Responsible Business as one of the key initiatives.

## **RADISSON FLEX**

RHG's new hydroid work model, Radisson Flex, helps shift our people-centric ethos towards even greater flexibility, autonomy, trust, collaboration and connectivity as we strive to achieve our company's goals.

Radisson Flex offers all our Corporate and Area team members more individual choice about when, where and how they work. They will continue to enjoy the social engagement and collaboration of an office environment. But, supported and connected by innovative technology, they can also work remotely to suit their personal preferences.

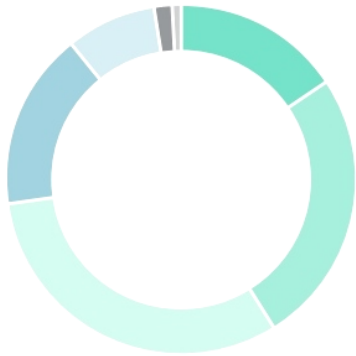
## **5. APPLICATIONS**

Every hotels undergoes an internal audit every second year, Elements of the audit include control of background checks for all positions that handle cash as apart of their role, or other sensitive positions. The background check must be done by an external company. Other elements are checked including supplier contract approval, work permits for team members outsourced companies, reference checks on other partners of suppliers and background checks n outsourced team members in Accounting & finance Human Resources, Security, IT, Front Office and

Food & Beverage. An outsourced company cannot sub-contract any activities delivered to the hotel without written approval from RHG. In 2021, 29% of our managed and leased hotels have been audited.

IF RHG receives such a report, the supplier is requested to comment and if required, RHG may request the supplier to implement an improvement plan to correct the issue. If the supplier does not act or respond to the report or concern and is not willing to work on correcting the issue, they can be subjected to disciplinary action. This can include termination as a supplier, and review by local authorities.

However, best practice suggests we try to work with the supplier to improve their practices rather than dropping them. Suppliers are requested to notify their employees, and any sub-contractors who work for RHG that they may report serious or sensitive concerns, or possible breaches of the Supplier code of conduct.



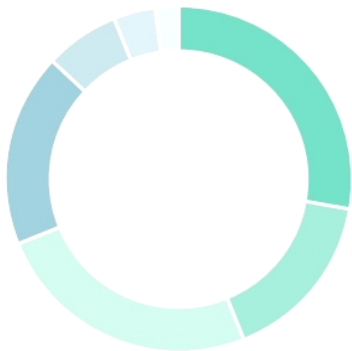
TEAM MEMBERS BY AGE

Below 24	12%
Between 25 - 30	22%
Between 31 - 40	33%
Between 41 - 50	20%
Between 51 - 60	10%
Between 61 - 65	2%
Above 65	1%



TEAM MEMBERS BY GENDER

Male	56%
Female	44%

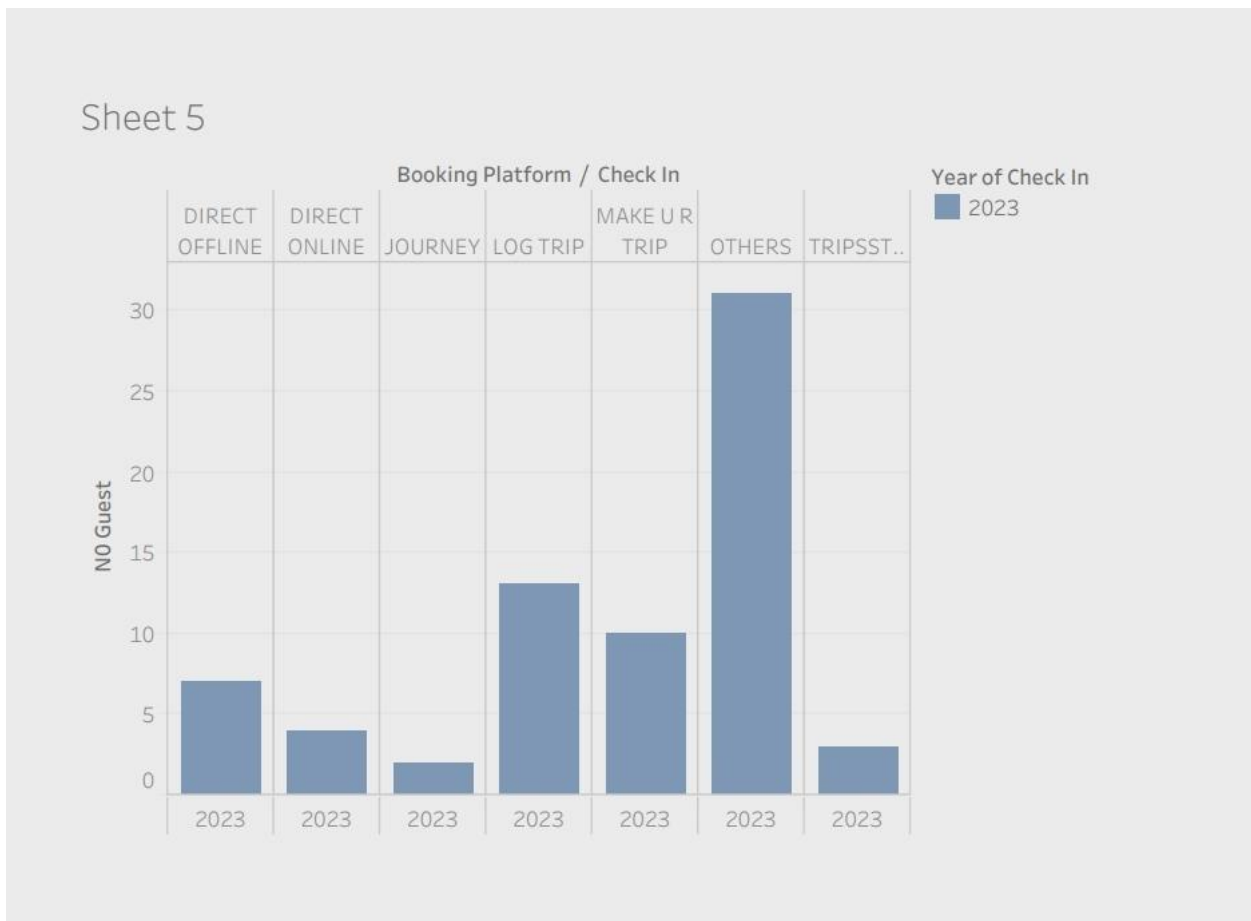


EMPLOYEES BY SENIORITY

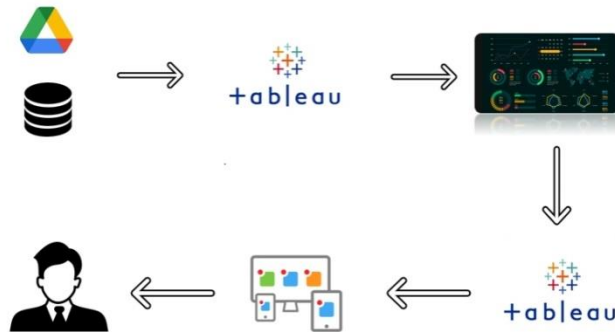
Below 1 Y	28%
Between 1 - 2 Y	16%
Between 3 - 5 Y	25%
Between 6 - 10 Y	18%
Between 11 - 15 Y	7%
Between 16 - 25 Y	4%
Above 26 Y	2%

**ORGANIZATION AND GOVERNANCE:**

Each hotel is expected to have a responsible business coordinator and responsible business team. The responsible business coordinator and their team jointly define the responsible business action plans in line with both regional and group priorities. Regular environmental statistics for leased and managed hotels are collected in the Think Planet section of our financial reporting and consolidation system.



Hotels report their full responsible business performance in the yearly responsible business report , which contains 100-plus checkpoints on think people. Think community and think planet.



## Project Flow

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
    - Specify the business problem
    - Business requirements
    - Literature Survey
    - Social or Business Impact.
  - Data Collection & Extraction from Database
    - Collect the dataset,
    - Storing Data in DB
    - Perform SQL Operations
    - Connect DB with Tableau
  - Data Preparation
    - Prepare the Data for Visualization
  - Data Visualizations
    - No of Unique Visualizations
  - Dashboard
    - Responsive and Design Dashboard
-



## **PROJECT DESCRIPTION:**

The hotel industry is a broad category of business that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budgets-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 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.

## **Radisson Hotels safety protocol**

One of our highest priorities is the health, safety and security of our guests, team members and business partners, COVID-19 has fundamentally changed the way we live, meet and work, in response to the global COVID-19 pandemic. We and a team of experts have augmented our existing health and safety processes and developed the Radisson Hotels Safety Protocol. This in-depth cleanliness, disinfection and prevention protocol was created in partnership with SGS and is

designed to ensure your safety and peace of mind from check-in to check-out. At Radisson Hotels, we are focused on providing the time space and place for an unforgettable vacation at any one of our resorts and leisure destinations worldwide. To help ensure guests enjoy peace of mind on their next escape. RHG defined a specific version of the 20-step Radisson Hotels Safety Protocol for resorts, which includes specific protocols for kids' clubs, sports and spa activities.



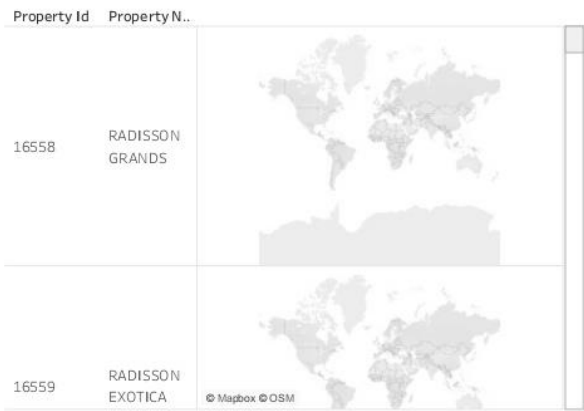
We also have a global commitment to abolishing the use plastic straws and plastic stirrers in our hotels, offering guests eco-friendly alternatives upon request. All hotels are encouraged to reduce plastic waste by working with the supply chain and by introducing initiatives like reusable water bottles.



## Sustainable Buildings

The new Radisson Resort & Spa Lonavala in India is designed to set new standards for environmentally conscious building. The whole property has been designed to combine sustainability with aesthetic appeal, blending harmoniously with the surrounding countryside. Stones from the site have been re-purposed to clad the entire exterior while the landscaping uses local native vegetation. The open atrium reduces the need for air conditioning and all operations are designed to lower costs and energy consumption. The many sustainable features include waste recycling, solar, energy and water harvesting.

Sheet 3

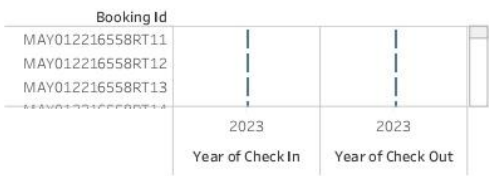


Sheet 1



Category  
BUSINESS  
LUXURY

Sheet 2



Sheet 4





**HOTEL NAME****COUNTRY**

Europe	
Park Inn by Radisson, Linz	Austria
Radisson Blu Park Royal Palace Hotel, Vienna	Austria
Park Inn by Radisson Antwerp Berchem	Belgium
Park Inn by Radisson, Brussels Airport	Belgium
Park Inn by Radisson, Brussels Midi	Belgium
Park Inn by Radisson, Leuven	Belgium
Radisson Blu Hotel, Antwerp	Belgium
Radisson Blu Hotel, Hasselt	Belgium
Radisson Blu Palace Hotel, Spa	Belgium
Radisson Collection Hotel, Grand Place Brussels	Belgium
Radisson RED, Brussels	Belgium
Radisson Blu Resort & Spa, Split	Croatia
Radisson Blu Hotel, Larnaca	Cyprus
Radisson Blu Scandinavia Hotel, Aarhus	Denmark
Radisson Blu Scandinavia Hotel, Copenhagen	Denmark
Radisson Collection Royal Hotel, Copenhagen	Denmark
Park Inn by Radisson Central Hotel, Tallinn	Estonia
Park Inn by Radisson Meriton Conference & Spa Hotel, Tallinn	Estonia
Radisson Blu Hotel, Olümpia	Estonia
Radisson Blu Grand Hotel, Tammer	Finland
Radisson Blu Hotel, Aleksanteri	Finland
Radisson Blu Hotel, Espoo	Finland
Radisson Blu Hotel, Oulu	Finland
Radisson Blu Marina Palace Hotel, Turku	Finland
Radisson Blu Plaza Hotel, Helsinki	Finland
Radisson Blu Royal Hotel, Helsinki	Finland
Radisson Blu Seaside Hotel, Helsinki	Finland
Park Inn by Radisson, Lille Grand Stade	France
Radisson Blu Hôtel Champs Elysées, Paris	France
Radisson Blu Hotel, Biarritz	France
Radisson Blu Hotel, Lyon	France
Radisson Blu Hotel, Marseille Vieux Port	France
Radisson Blu Hotel, Nantes	France
Radisson Blu Hotel, Nice	France

HOTEL NAME	COUNTRY
Radisson Blu Hotel, Paris Boulogne	France
Radisson Blu Hotel, Paris, Marne-La-Vallée	France
Radisson Blu Hotel, Toulouse Airport	France
Radisson Blu Resort & Spa, Ajaccio Bay	France
Radisson Blu, Batumi	Georgia
Park Inn by Radisson Hotel, Berlin Alexanderplatz	Germany
Park Inn by Radisson, Frankfurt Airport	Germany
Park Inn by Radisson, Lübeck	Germany
Park Inn by Radisson, Nürnberg	Germany
Park Inn by Radisson, Stuttgart	Germany
Radisson Blu Schwarzer Bock Hotel, Wiesbaden	Germany
Radisson Blu Hotel, Cologne	Germany
Radisson Blu Hotel, Dortmund	Germany
Radisson Blu Hotel, Erfurt	Germany
Radisson Blu Hotel, Hamburg	Germany
Radisson Blu Hotel, Hamburg Airport	Germany
Radisson Blu Hotel, Hannover	Germany
Radisson Blu Hotel, Karlsruhe	Germany
Radisson Blu Hotel, Rostock	Germany
Radisson Blu Media Harbour Hotel, Düsseldorf	Germany
Radisson Blu Senator Hotel, Lübeck	Germany
Radisson Collection Hotel, Berlin	Germany
Radissonblu Conference Hotel	Germany
Park Inn by Radisson Hotel and Spa, Zalakaros	Hungary
Park Inn by Radisson Hotel, Budapest	Hungary
Park Inn by Radisson Sárvár Resort & Spa	Hungary
Park Inn by Radisson, Reykjavik Keflavik Airport	Iceland
Radisson Blu 1919 Hotel, Reykjavik	Iceland
Park Inn by Radisson, Shannon Airport	Ireland
Radisson Blu Hotel, Dublin Airport	Ireland
Radisson Blu St. Helen's Hotel, Dublin	Ireland
Radisson Blu Hotel, Milan	Italy
Park Inn by Radisson, Astana	Kazakhstan
Radisson Hotel, Astana	Kazakhstan
Park Inn by Radisson, Riga Barona	Latvia

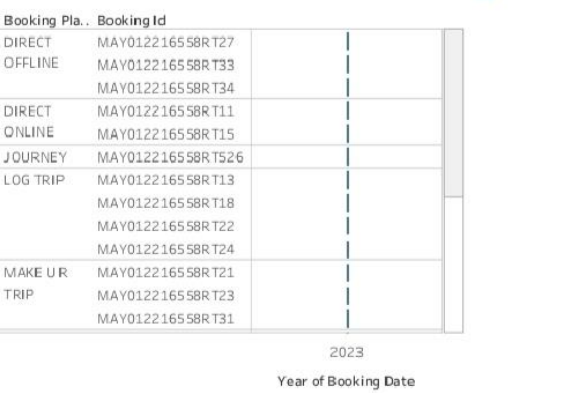
# Disaster Relief

RHG reacted swiftly to support the community when large parts of Europe were devastated by catastrophic flooding in summer 2021.

Sheet 5



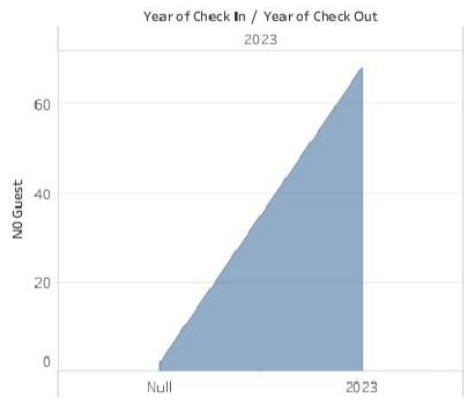
Sheet 6



Sheet 7



Sheet 8



Germany and Belgium were especially badly hit, suffering multiple fatalities, widespread power outages, evacuations and damage to infrastructure.

## 6. CONCLUSION

Our code of business ethics governs how we do business. It enables us to take positions on key issues of business ethics with a single voice. The code includes ten principles which guide us whenever a business decision needs to be made.

The principles are:

1. Respect the law
2. Show respect for all persons in all situations
3. Think ethically
4. Act fairly
5. Do not discriminate against anyone for any reason
6. Honest and transparent
7. Loyal to our employer
8. Do not exploit the company's resources
9. Think of safety at all times
10. Take care of the earth

A key element of business ethics at RHG is the business ethics hotline. Any team member with concerns or questions about the code is encouraged to raise these directly with their supervisor, human resources department or person of trust in the hotel or regional organization.



## Safe Travels

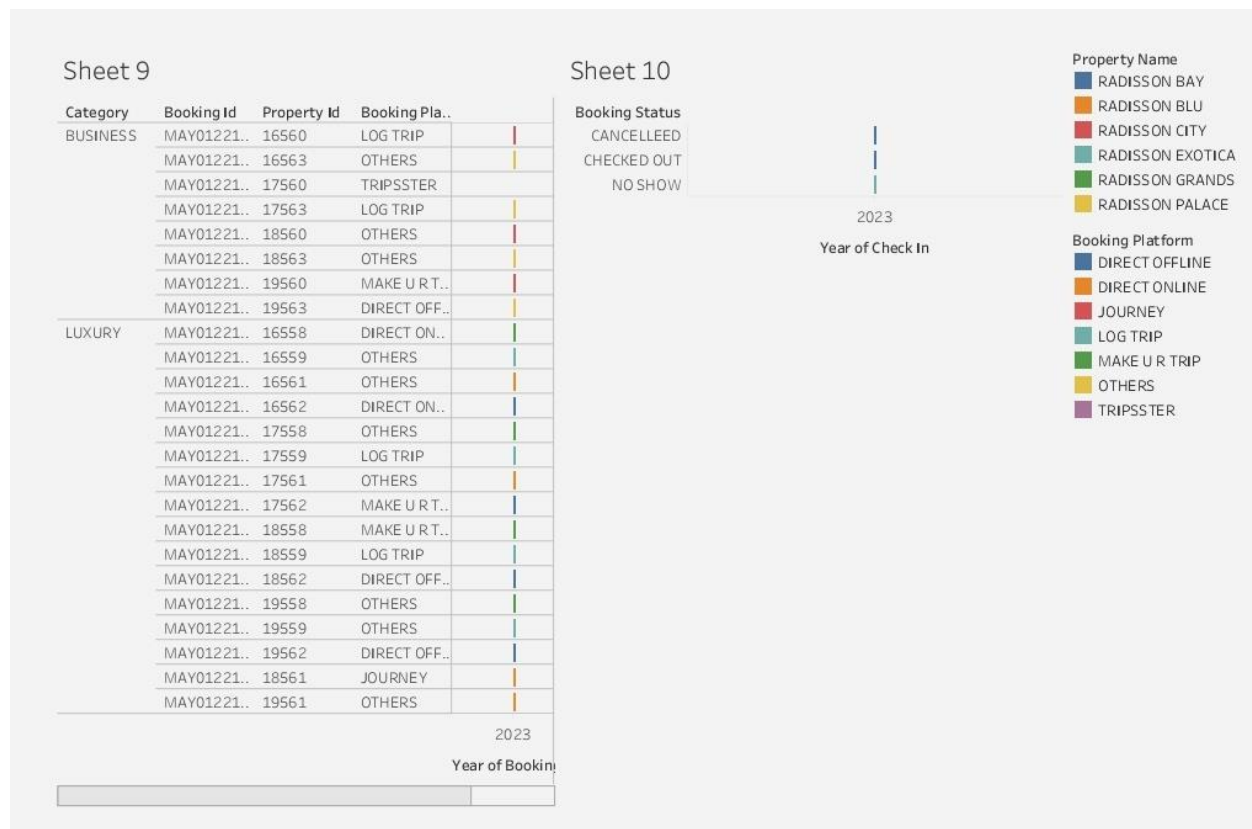
RHG announced its support and endorsement of the World Travel and Tourism “Safe Travels” protocols, the industry’s new global hospitality framework to provide consistency to destinations and countries as well as guidance to travel providers ,operators and travellers, about the new approach to health and hygiene in the post COVID-19 world. RHG played a leading role in the development of the “Safe Travels” guidelines which are currently recognized by over 400 destinations. The ultimate objective of the framework is to reassure and in still confidence in guests as they begin to travel again via a globally consistent and unifying framework.



Where allowed and in accordance with privacy regulations, RHG properties around the world have organized vaccination information and access campaigns, to help protect health of team members.

## 7. FUTURE SCOPE

Suppliers constitute a key stakeholder group for the company and as a part of its pathway to a net-zero carbon future by 2050. Our sourcing strategy supports our efforts to integrate and promote responsible practice and apply sustainability criteria in all areas of the supply chain processes:



- Green Energy sourcing
- Net zero focused sourcing initiatives
- Local sourcing initiatives
- Eliminate single-use plastics
- Transition to cage-free eggs
- Sustainability visibility in supply chain

## Talent Management

RHG has aligned our culture to create a guest-focused experience which successfully delivers our Every Moment Matters brand promise to guests, owners and talent. Our culture empowers all RHG team members to ensure a consistent experience for every guest at every property and workplace around the globe. Believing in our promise means that we seize every moment as an opportunity to serve, improve, innovate, have fun, make an impression, go above and beyond, learn, stretch and grow.

- Deliver memorable moments every day, everywhere, every time
- Enjoy serving with our “Yes I Can!” spirit
- Grow talent, talent grows us
- Value open and direct interactions to build trust
- Believe anything is possible
- Have fun in all that we do.

RHG’s new hybrid work model, Radisson Flex, helps shift our people-centric ethos towards even greater flexibility autonomy, trust, collaboration and connectivity as we strive to achieve our company’s goals.

Radisson Flex offers all our Corporate and Ares team members more individual choice about when, where and how they work. They will continue to enjoy the social engagement and collaboration of an office environment. But, supported and connected by innovative technology, they can also work remotely to suit their personal preferences.

