



# ***Analyzing the Performance & Efficiency of the Radisson Hotels using Data Visualization Techniques***



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# INTRODUCTION

Radisson Hotels is a global chain of upscale and luxury hotels that offer a range of hospitality services for its guests. As with any hospitality business, performance and efficiency are critical factors for ensuring customer satisfaction, financial stability, and long-term growth. To that end it is worth analyzing how Radisson Hotels fare in terms of performance and efficiency.

In this context, performance refers to the ability of the hotel chain to deliver high quality services, meet customer expectations, and generate revenue.

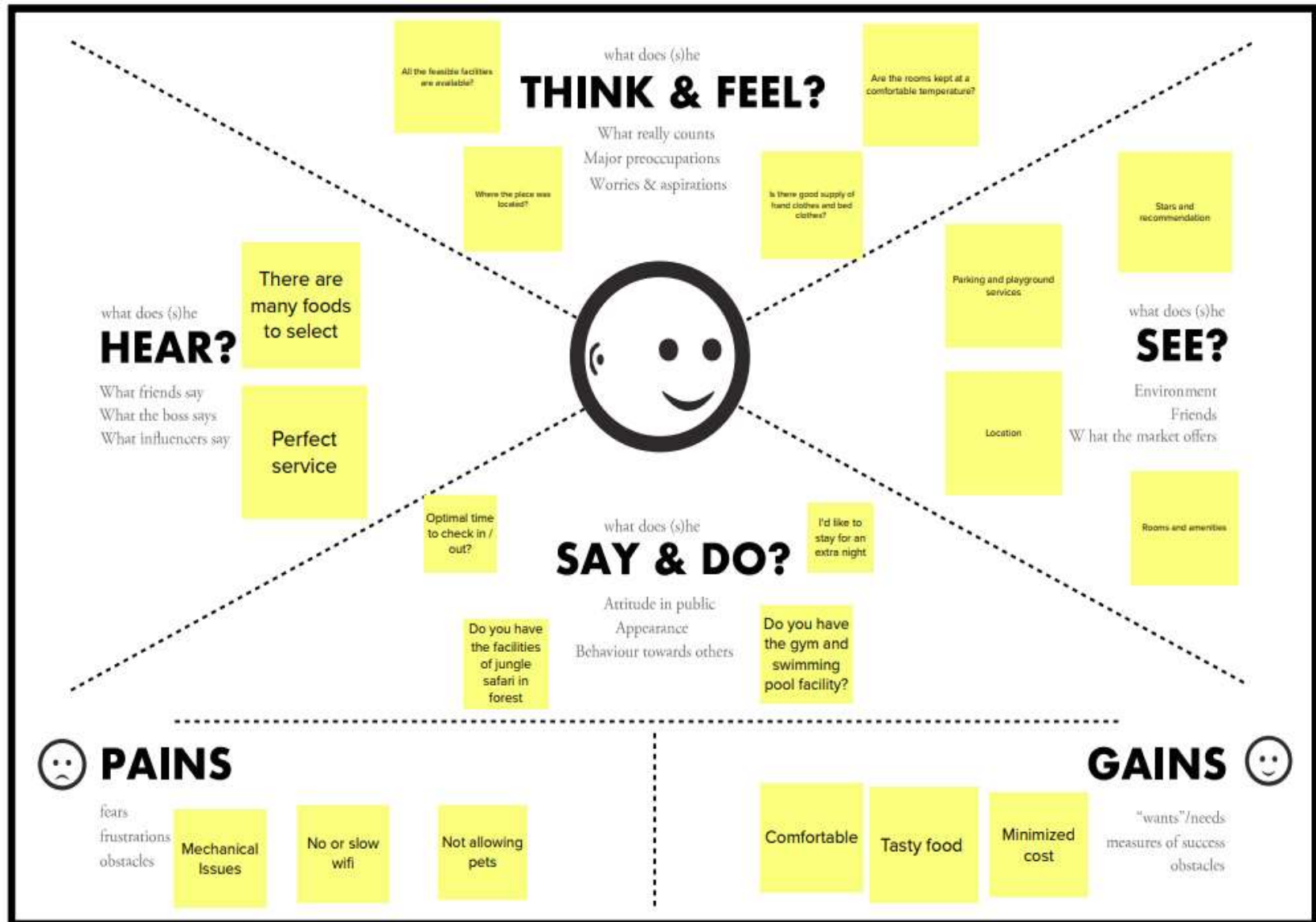
## OVERVIEW

In general, Radisson hotels strive to provide a high level of service and comfort to their guests. Some common features the Radisson hotels offer to ensure guest satisfaction include free Wi-Fi, fitness centers, business centres and on-site restaurants. Additionally, many Radisson hotels have implemented eco-friendly initiatives to reduce their environmental impact. Overall, the performance and efficiency of a Radisson hotel would heavily depend on the management and staff at that specific location.

## PURPOSE

The purpose of performance and efficiency in Radisson hotels is to ensure that the hotel is running smoothly and effectively while meeting the needs and expectations of their guests. This includes maintaining high levels of customer satisfaction, maximizing profits, and minimizing costs. To achieve these goals, Radisson hotels may focus on areas such as optimizing their operations, increasing employee productivity, improving service quality, and implementing cost-saving measures. By maintaining performance and efficiency, Radisson hotels can remain competitive in the industry and continue to provide a positive guest experience.

# EMPATHY MAP:



# BRAINSTORMING:

## Person 1

Giving conscious hospitality

Create special offers during local and seasonal events

Provide a satisfactory service to customers

Offer branded welcome gifts

## Person 2

Focus on customer

Offering marketing services on an individual basis

Development of hotels in main locations of the city

Tasty and hygienic food

## Person 3

The ambience of the hotel rooms Will be neat, clean and attractive

Leverage the Carlson companies advantages

Good communication skills

Fortifying global brand presence

## Person 4

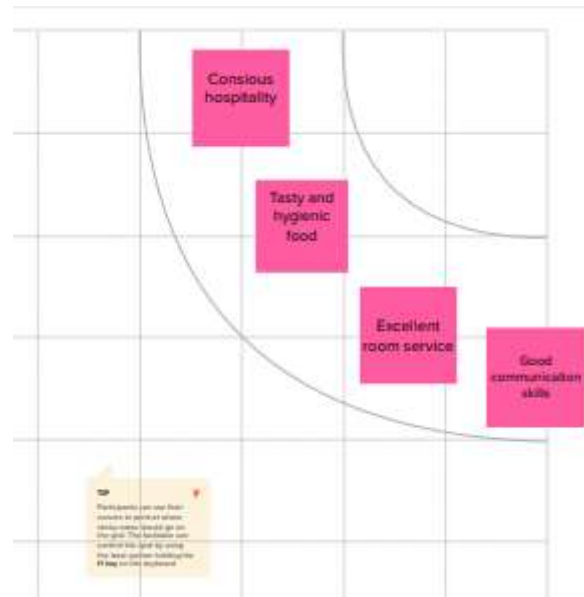
Impress the visitors before their arrival

Offer the customers with free vouchers

Train the employees to deliver world-class service

Maintain excellent room services

# IDEA PRIORITIZATION:



# **DATASET EXPLANATION:**

**SALES DATA:** This data set includes information about the number of rooms booked, revenue generated, average room rates, and occupancy rates. Radisson hotels use this data to identify trends, forecast sales, and make decisions about pricing and promotions.

**CUSTOMER DATA:** This data set includes information about guests, such as their name, address, email, phone number, and booking history.

**MARKETING AND ADVERTISING DATA:** This set includes information about marketing and advertising campaigns, such as email open rates, click-through rates, and conversion rates. Radisson hotels utilize this data to evaluate the performance of their campaigns and adjust strategies accordingly

# STORY ABOUT PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS

VALUE AND BOOKING PLATFORM

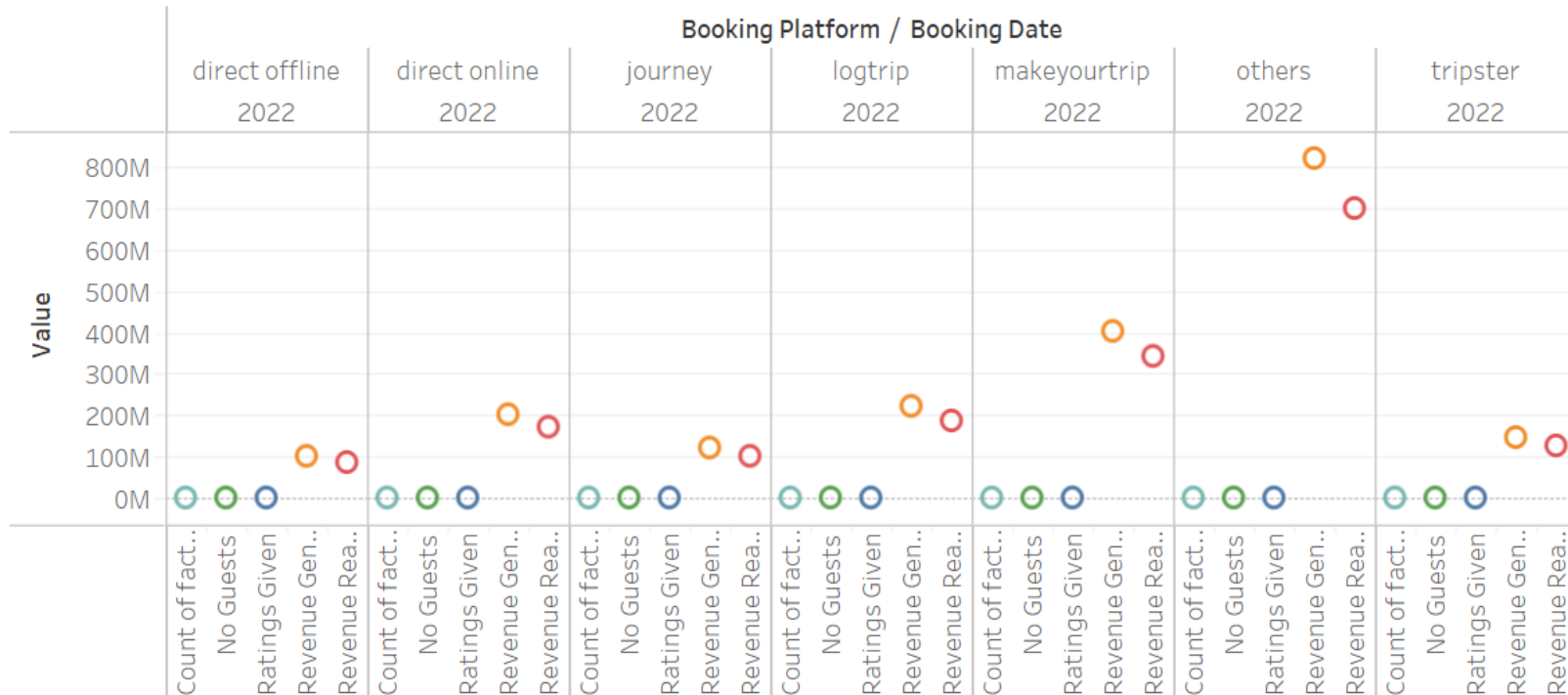
ROOM CATEGORY

Piechart Ratings

Booking Platform and Room category

BOOKING STATUS

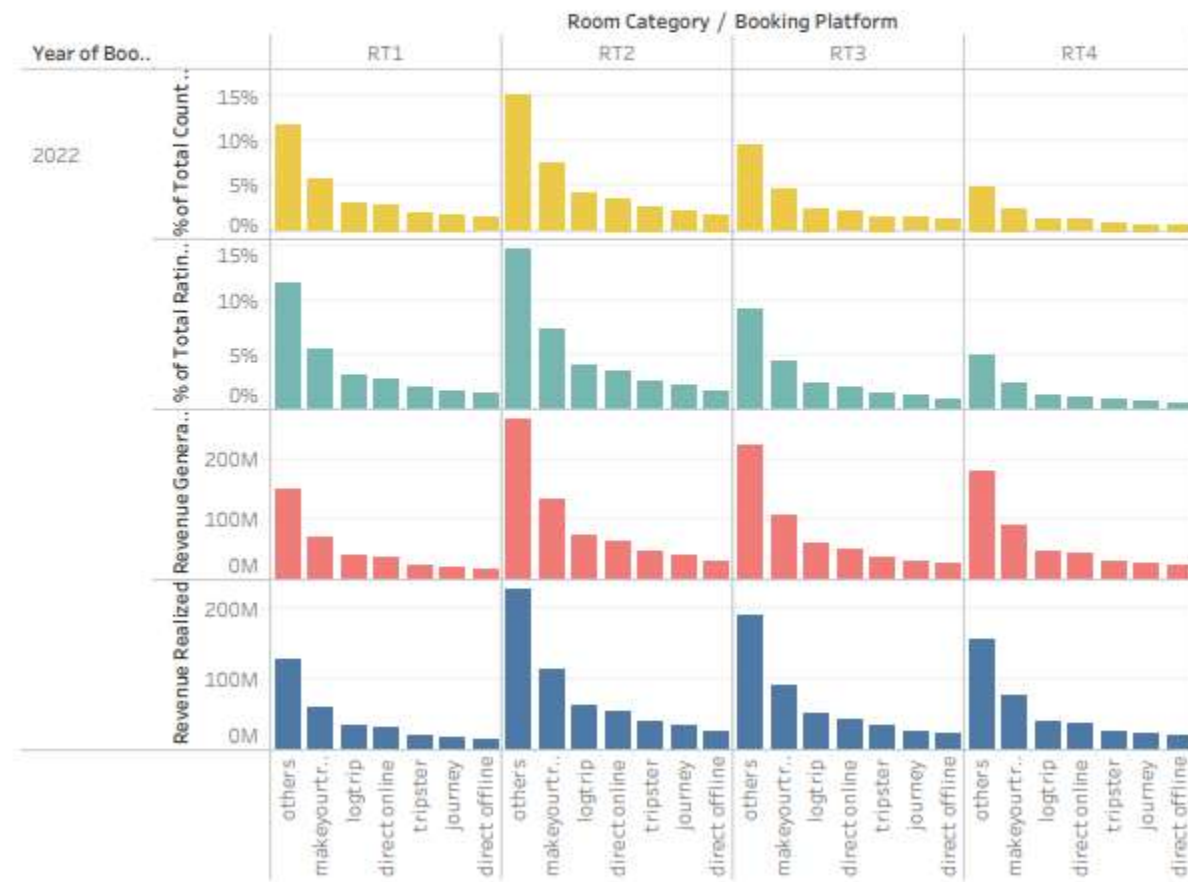
CITIES COMPA



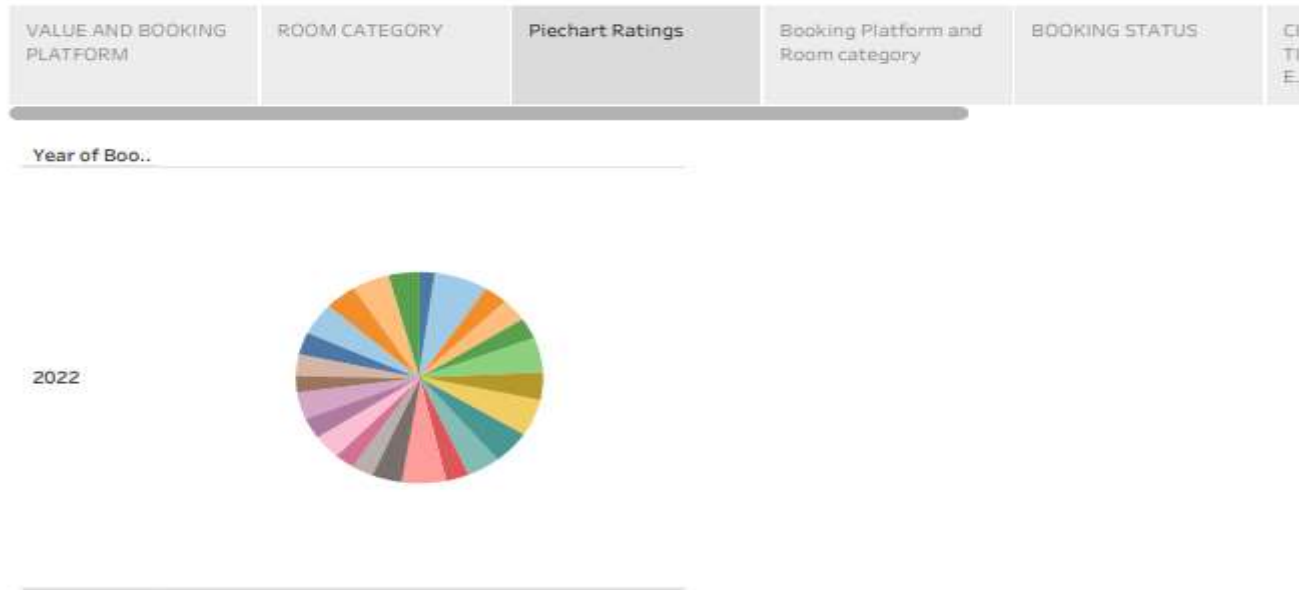


# STORY ABOUT PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS

VALUE AND BOOKING PLATFORM	ROOM CATEGORY	Piechart Ratings	Booking Platform and Room category	BOOKING STATUS	CITY
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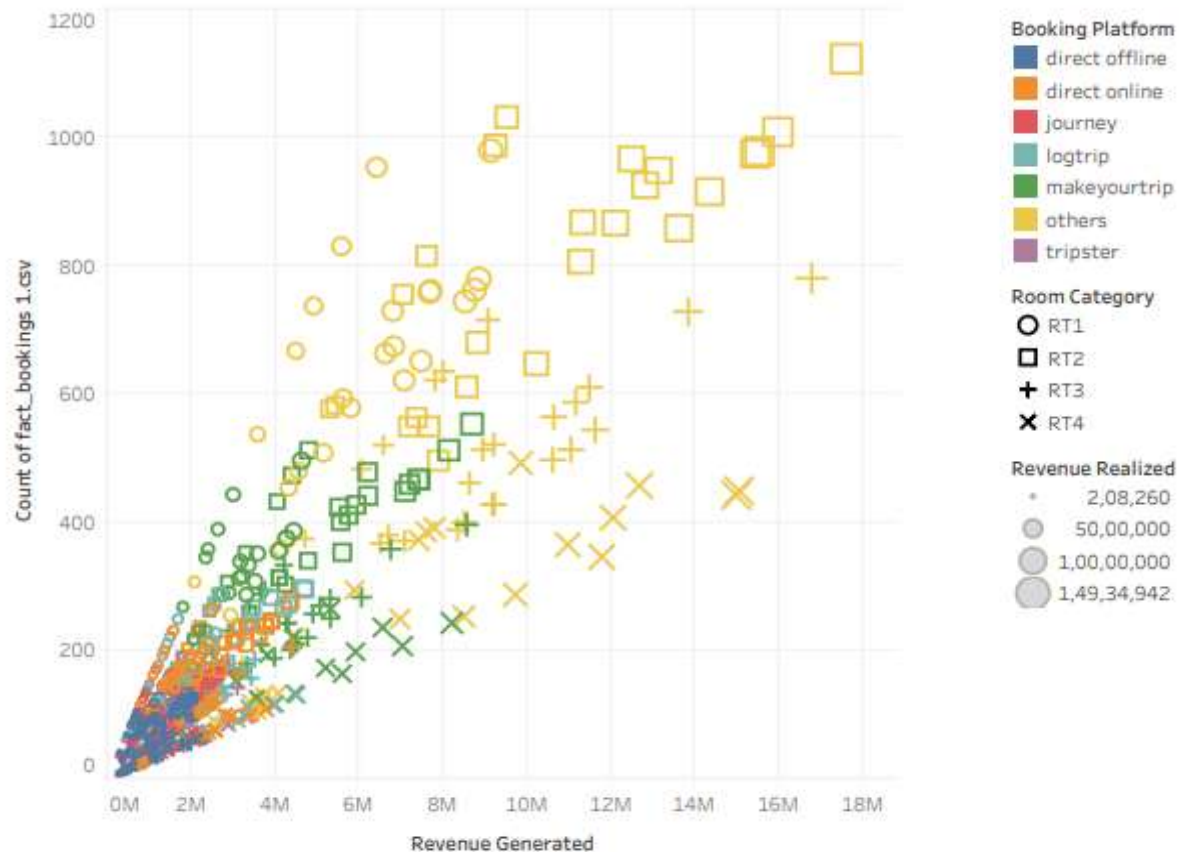


# STORY ABOUT PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS

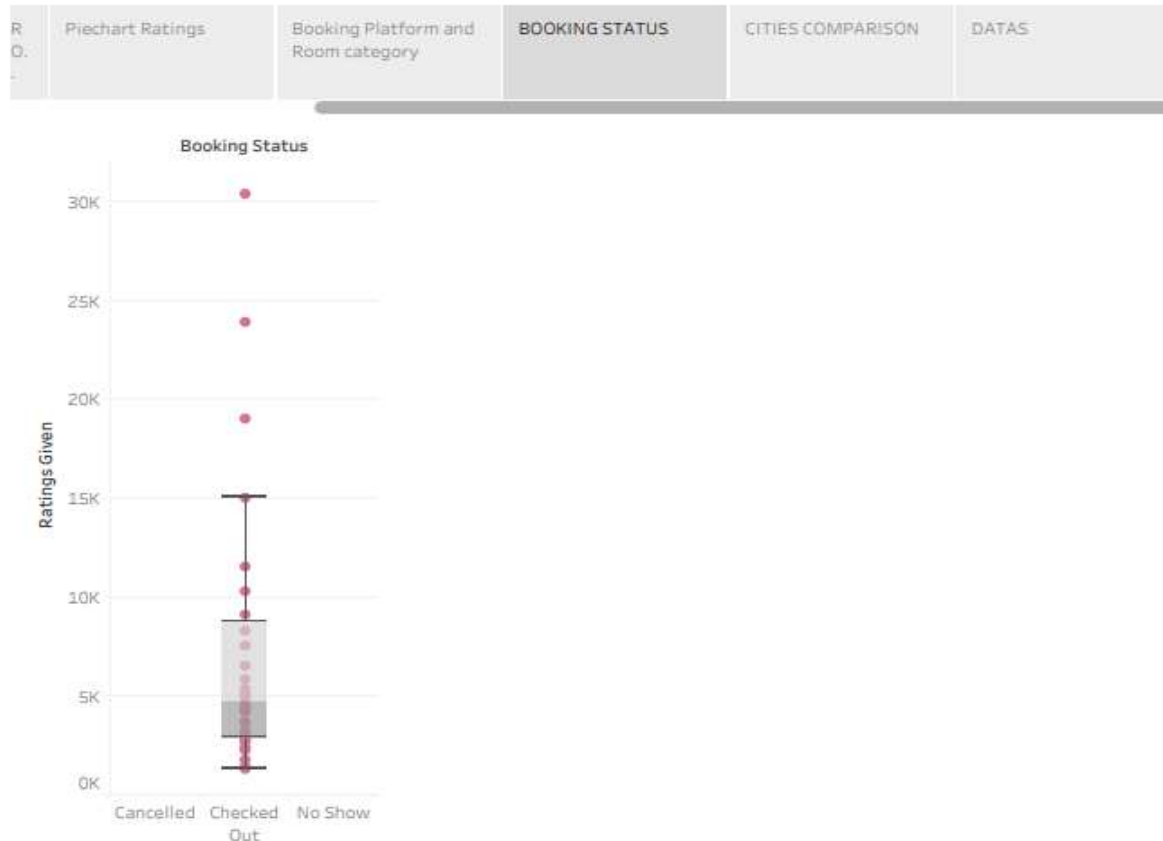


# STORY ABOUT PERFORMANCE AND EFFICIENCY OF RADISSON HOTELS

ROOM CATEGORY	Piechart Ratings	Booking Platform and Room category	BOOKING STATUS	CITIES COMPARISON	D A -
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R O.	Piechart Ratings	Booking Platform and Room category		BOOKING STATUS		CITIES COMPARISON		DATAS

Luxury 16558 Delhi	Luxury 17559 Mumbai	Luxury 17561 Mumbai	Luxury 17562 Mumbai	Luxury 18558	Business 16560 Delhi	Business 16563 Delhi	Business 17560 Mumbai	Count of dim_hotels1.csv <div>1</div>
Luxury 16559 Mumbai								
Luxury 16561 Delhi	Luxury 18559 Hyderabad		Luxury 19558 Bangalore	Luxury 19559 Bangalore	Business 17563 Mumbai	Business 17564 Mumbai	Business 18560	
Luxury 16562 Delhi	Luxury 18561 Hyderabad		Luxury 19561					
Luxury 17558 Mumbai	Luxury 18562 Hyderabad		Luxury 19562		Business 19560			

Count of dim\_hotels1.csv

1

# DASHBOARD ON PERFORMANCE AND EFFICIENCY ON RADISSON HOTELS

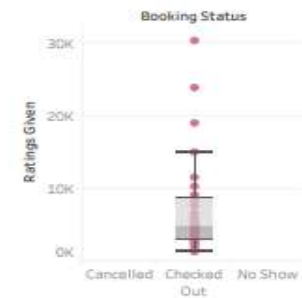
*Horizontal Bars-Room category & Platforms*



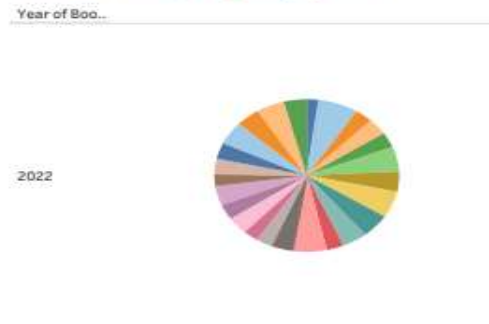
*Side by side circles-Measure names and values*



*Box & Whisker Plots-Booking status & Ratings*



*Pie chart-Ratings & Booking Date*



# FUTURE SCOPE:

The future scope of performance and efficiency of Radisson hotels lies in embracing emerging technologies and trends to enhance the overall guest experience. For instance implementing contactless services digitizing processes and utilizing artificial intelligence to personalize guest experiences can all improve efficiency while enhancing customer satisfaction.

Radisson hotels can also focus on sustainability and environmental responsibility, incorporating eco-friendly practices such as reducing waste and conserving resources, to appeal to the growing trend of conscious consumerism. This not only contributes to a better guest experience but also helps the hotel reduce operating costs and demonstrate social responsibility.



# CONCLUSION:

In conclusion, the performance and efficiency of Radisson hotels have been commendable over the years. The brand has been successful in providing exceptional customer service and delivering an excellent guest experience.

Going forward, Radisson hotels can continue to focus on implementing innovative technologies to enhance efficiency and streamline processes. This could include contactless services, adoption of AI and digitization of operations. Additionally, a strong focus on sustainability and environmental responsibility can improve brand reputation and reduce operating costs in the long run.

*.....THANK  
YOU.....*