

Marudhar Kesari Jain College for Women, Vaniyambadi.

Thiruvalluvar University, Serkkadu, Vellore.

Department of physics

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

NM ID: NM2023TMID24914

Projects Students:

1. Shalini A (Team lead)
2. Soundarya C
3. Sowmiya S
4. Durgadevi T M
5. Gracy M

## 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 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.

## **1.2 Purpose:**

The purpose of the project is to use data analyzation techniques to analyse the given data of the hotel functionalities. By analysis the previous data we try to figure out the best possible future solutions.

Today's data visualization tools are efficient enough to help you refine this data, analyze it to gain useful insights, and interact with data to get your queries resolved. Where all these factors affect decision-making, the future of data visualization has much more to offer.

The data-related complexities are causing frequent and rapid changes in technology, and data visualization services are no exception. What should businesses expect from this technology in the upcoming years? How robust will this technology become, say, in the next 5–10 years? Will the investments those businesses are making in data visualization result in success even after a period? What points should organizations consider before contacting data visualization solution providers for tools and technologies?

## **2.Problem definition and design thinking:**

### **2.1 Empathy map:**



## Build empathy

The information you add here should be representative of the observations and research you've done about your users.

### Says

What have we heard them say?  
What can we imagine them saying?

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.

They have been in hotel industry more than 100 years

Radisson holds multiple 5 stars hotels

across the country

### Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

overall performance increase

Increase in market share

Losing revenue in the luxury/business hotel category

category



incorporate Business and Data Intelligence in order to regain their market share and revenue

comparing performance across different hotels

identifying areas for improvement, making data-driven decisions

Enhance customer satisfaction and brand reputation

Improve performance through data visualization techniques

Ultimate goal is to gain insights

### Does

What behavior have we observed?  
What can we imagine them doing?

### Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

## 2.2 Brainstorm and idea prioritization:

1

### 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

#### PROBLEM

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.



#### Key rules of brainstorming

To run an smooth and productive session



Stay in topic.



Encourage wild ideas.



Defer judgment.



Listen to others.

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 sketch) icon to start drawing!

### Shalini A

The quality of the service should meet the levels

Empower the employees

Marketing the services in online



### Gracy M

The management must go the current trend of youngsters

Ask the customers to fill the feedback form at the end of their tenure of staying

KKeep track of KPI's



### Durgadevi T M

Good customer service

Ensure cleanliness and maintenance

conduct online poll voting on topics the best liked food in Radisson



### Sowmiya S

Easy room bookings and table reservation

connect the customers on online platforms

Review the data once in a while to understand the customers likeliness



### Soundarya C

Listen to guest complaints patiently

Train the staffs for world class service

Maintain the data in a proper hierarchy



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

Enhance guest communication and personalize the guest experience by understanding the data of the former.

Data analytics in hotel industry can help in managing revenue by using data gathered from various sources like information found on the internet.

Different kinds of data can help in improving revenue management, such as available rooms, menu of the day, past occupancy level, and key performance level.

#### TIP



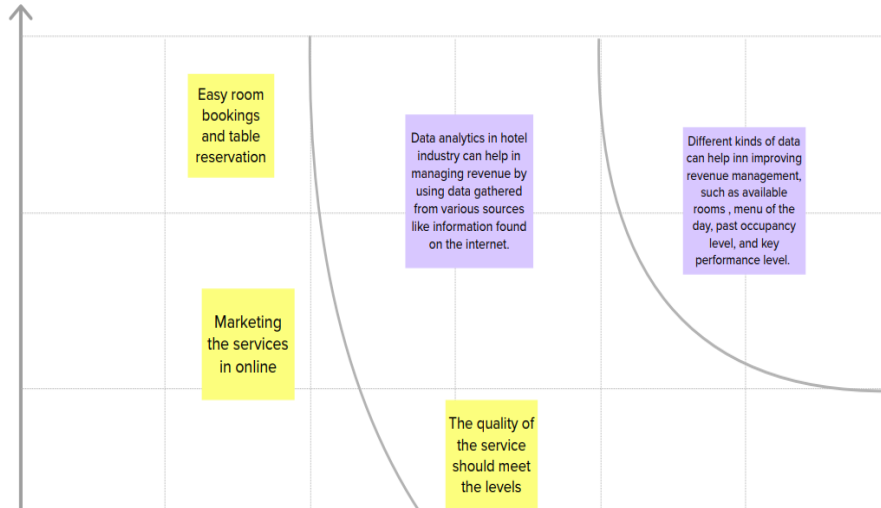
Add customizable tags to sticky notes to make it easier to find, browse, organize, and categorize important ideas as themes within your mural.

4

## Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕒 20 minutes



## Importance

If each of these tasks could get done without any difficulty or cost, which would have the most positive impact?



### TIP

Participants can use their cursors to point at where sticky notes should go on the grid. The facilitator can confirm the spot by using the laser pointer holding the **H** key on the keyboard.



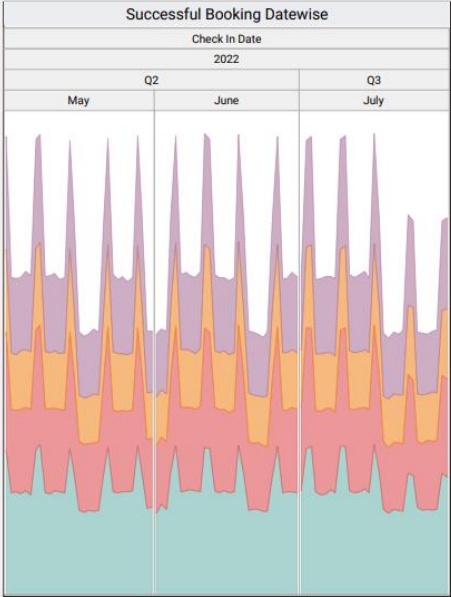
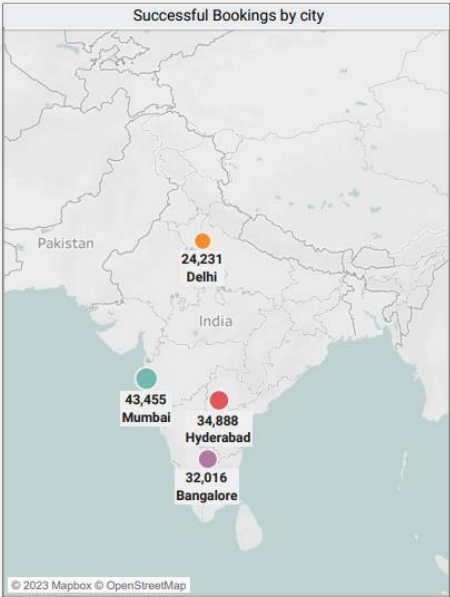
3.RESULT:

Dashboard Screenshot:

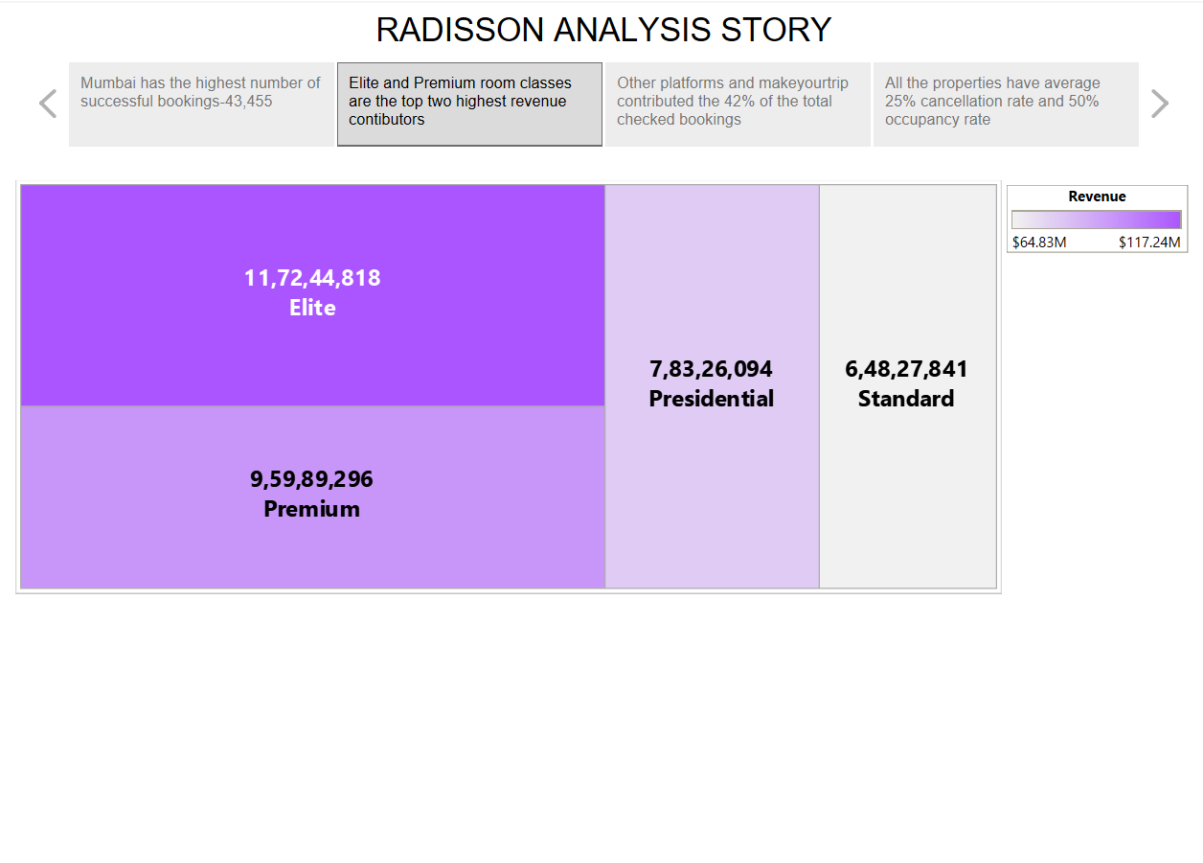
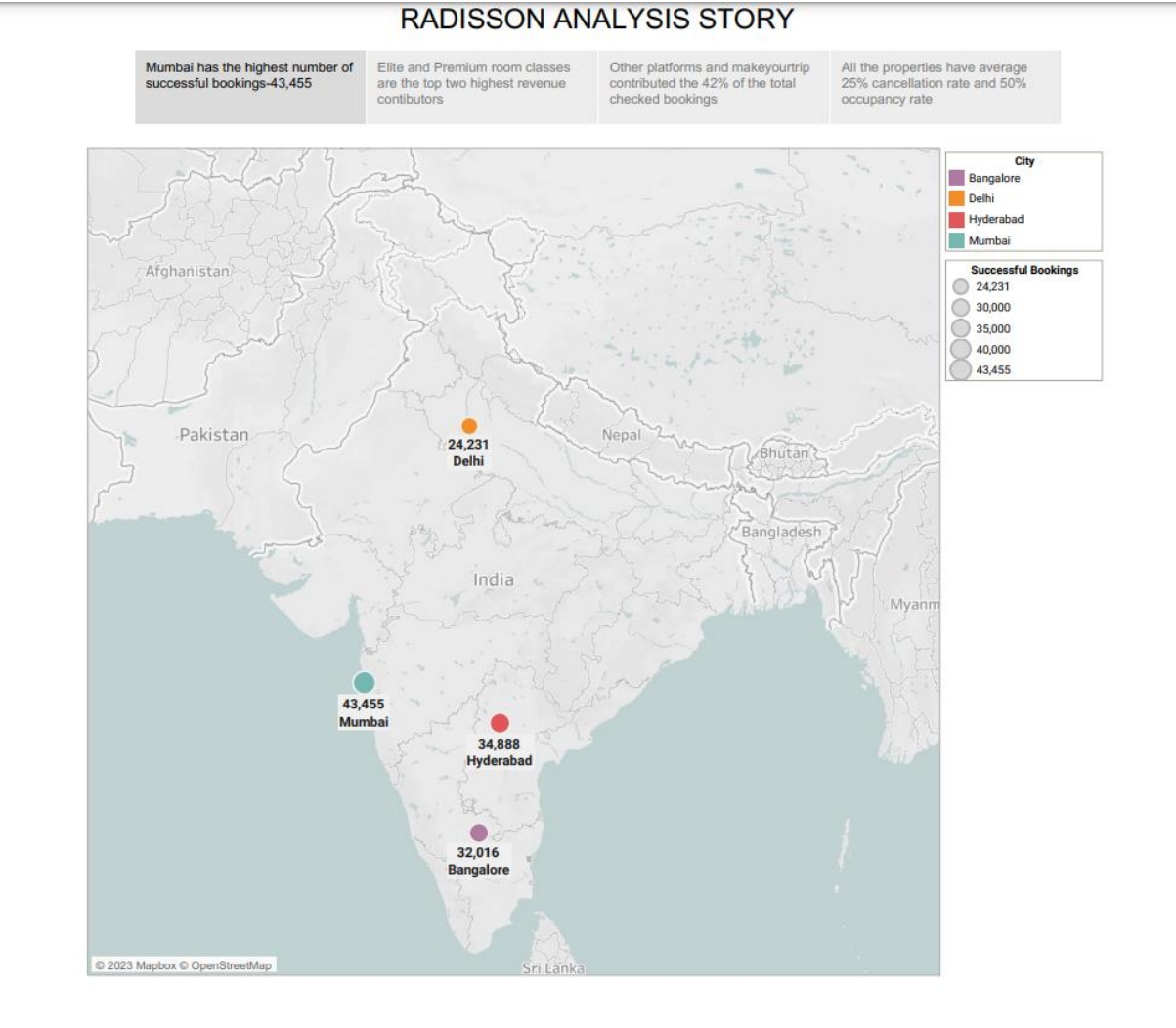




Property by key me						
Property Name	Property Id (Hotels)	Revenue Generated	Capacity	Successful Bookin..	occupancy %	Cancelled Bo..
Radisson Bay	16562	\$13.69M	9,016	4,820	53.46%	28.21%
	17562	\$12.80M	7,636	3,424	44.84%	26.64%
	18562	\$17.10M	11,132	7,333	65.87%	26.38%
	19562	\$20.42M	8,832	5,812	65.81%	22.13%
Radisson Blu	16561	\$14.29M	6,716	4,418	65.78%	26.38%
	17561	\$17.84M	7,820	5,183	66.28%	22.94%
	18561	\$13.84M	9,844	6,458	65.60%	25.40%
	19561	\$18.25M	10,764	5,736	53.29%	25.00%
Radisson City	16560	\$13.38M	8,740	4,693	53.70%	24.44%
	17560	\$21.69M	11,316	6,013	53.14%	24.54%
	18560	\$14.95M	10,028	6,638	66.19%	24.62%
	19560	\$20.42M	9,108	5,979	65.65%	23.56%
Radisson Exotica	16559	\$28.47M	11,132	7,338	65.92%	24.60%
	17559	\$22.85M	9,292	6,142	66.10%	23.95%
	18559	\$11.91M	11,776	5,256	44.63%	24.49%
	19559	\$14.60M	8,740	4,705	53.83%	26.22%
Radisson Grands	16558	\$8.74M	4,784	3,153	65.91%	24.70%
	17558	\$18.64M	9,384	5,036	53.67%	25.21%
	18558	\$11.51M	8,372	4,475	53.45%	25.64%
	19558	\$13.39M	9,844	4,371	44.40%	23.18%
Radisson Palace	16563	\$22.13M	10,764	7,147	66.40%	24.68%
	17563	\$24.39M	9,568	6,337	66.23%	26.15%
	18563	\$11.06M	8,924	4,728	52.98%	25.76%
	19563	\$16.88M	10,120	5,413	53.49%	25.86%
Radisson Seasons	17564	\$15.75M	8,924	3,982	44.62%	24.02%



Story Screenshots:



<

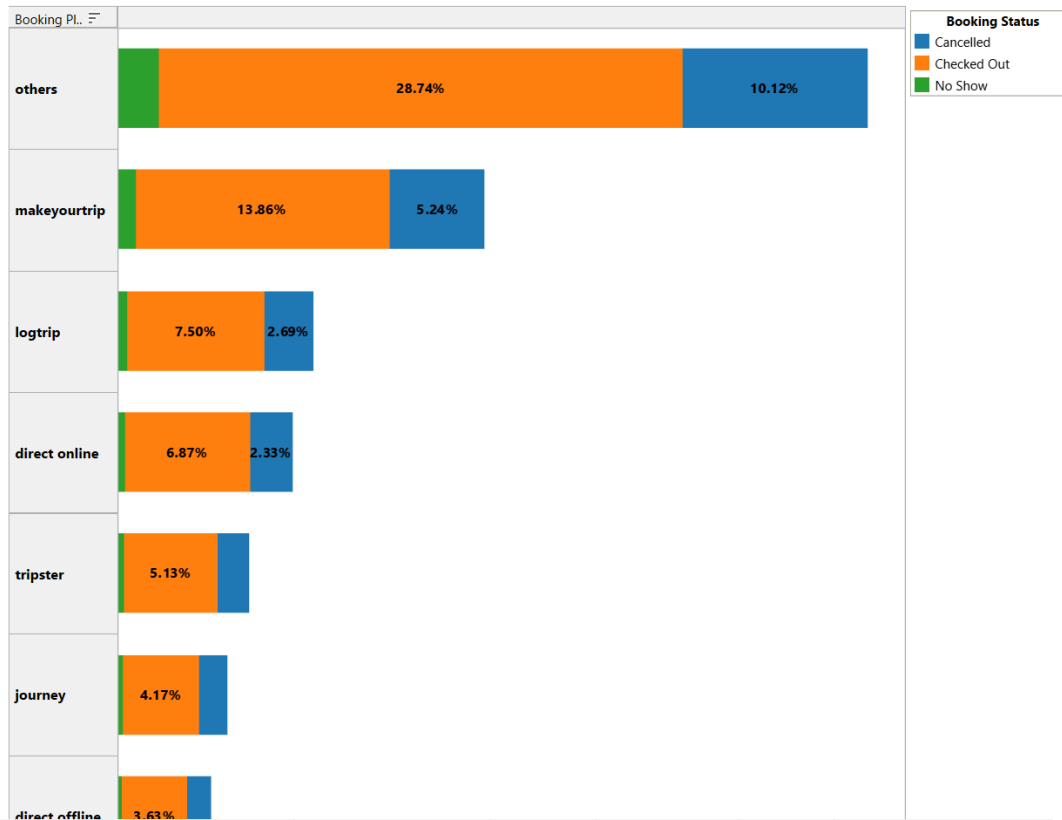
Mumbai has the highest number of successful bookings-43,455

Elite and Premium room classes are the top two highest revenue contributors

Other platforms and makeyourtrip contributed the 42% of the total checked bookings

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

>



Booking Status

Cancelled

Checked Out

No Show

## RADISSON ANALYSIS STORY

<

Mumbai has the highest number of successful bookings-43,455

Elite and Premium room classes are the top two highest revenue contributors

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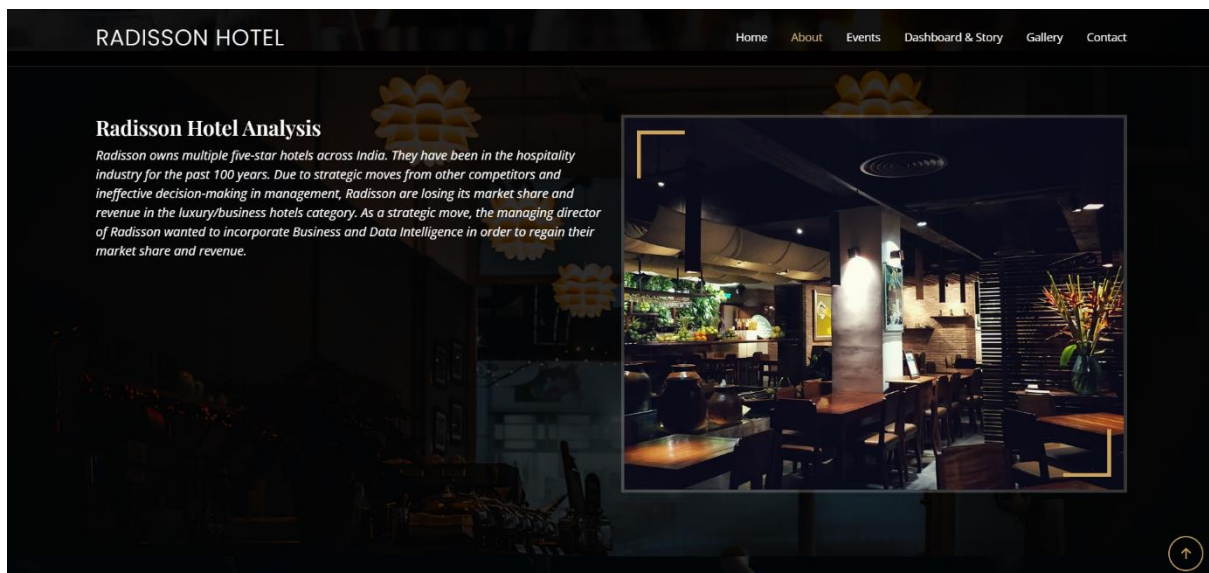
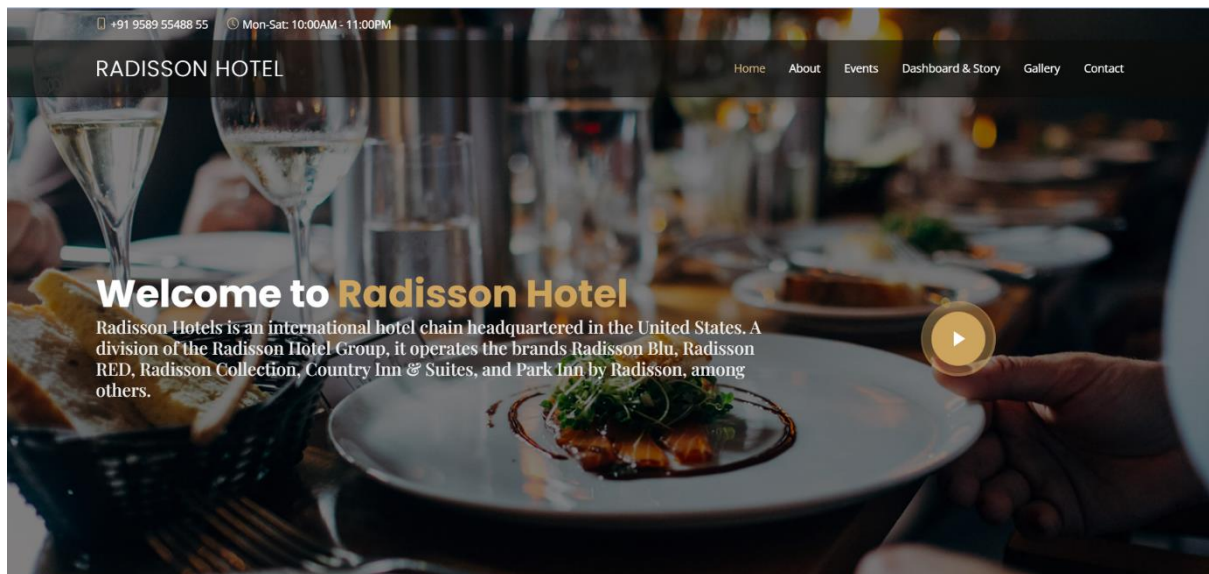
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Web integration:

Hotel Radisson Bootstrap screenshot:





## EVENTS

## Organize Your Events in our Radisson Hotel



Private Parties  
**\$290**



## GALLERY

## Some photos from Our Restaurant



## Analysis Dashboard

## RADISSON HOSPITALITY ANALYSIS

Revenue

**\$356.39M**

occupancy%

**57.87%**

Successful bookings

**134.59K**

city

- ☒ (All)  
☒ Bangalore  
☒ Delhi  
☒ Hyderabad  
☒ Mumbai

Day Type

(All)

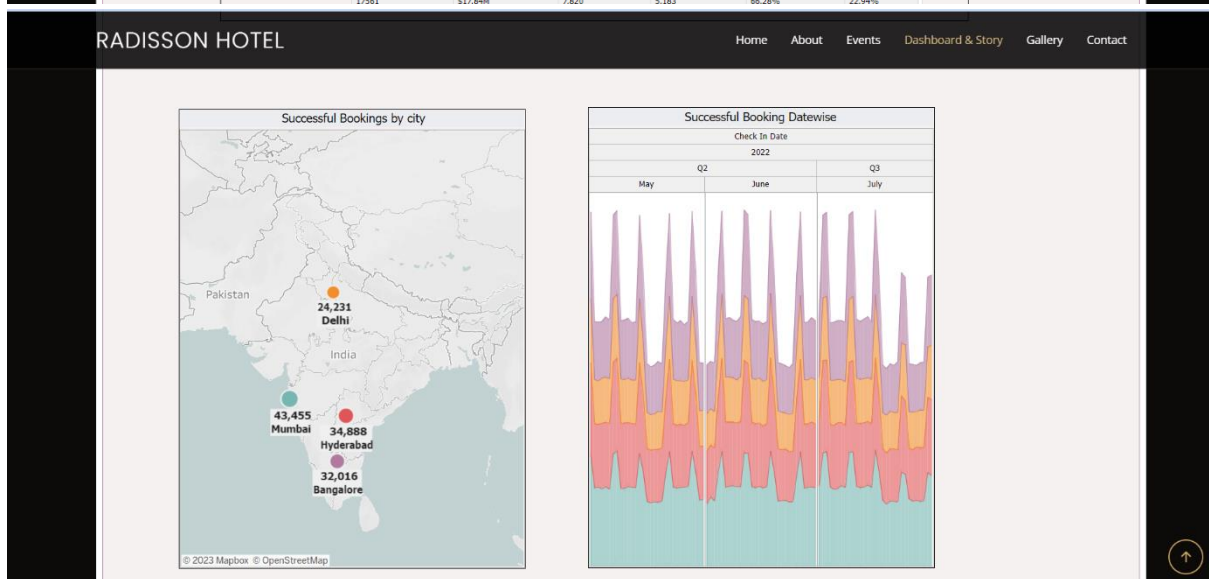
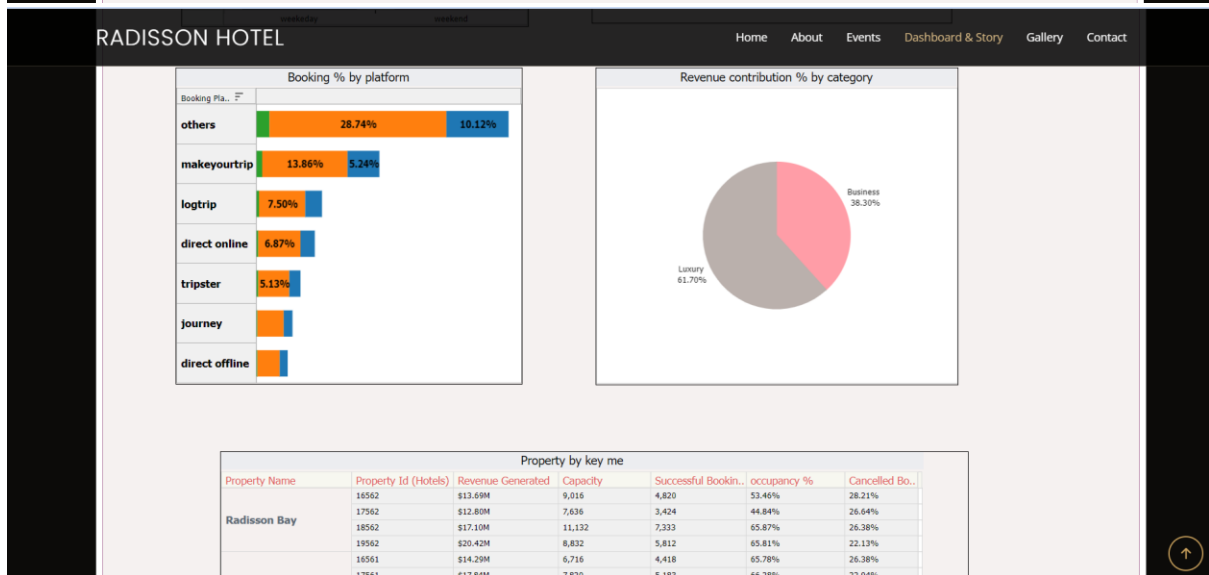
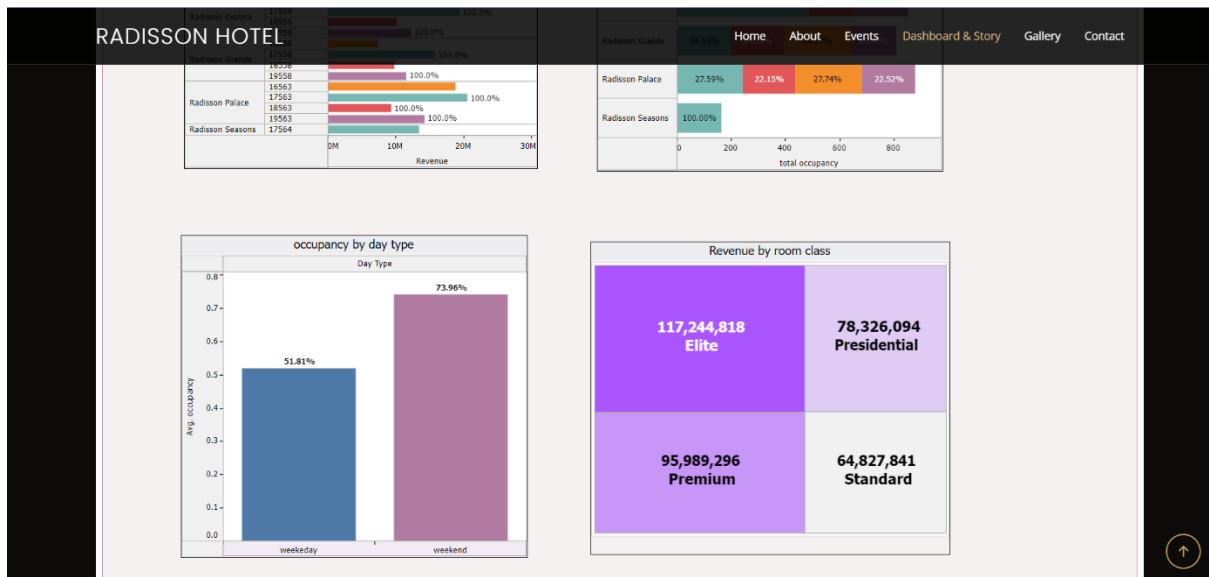
Revenue split by city

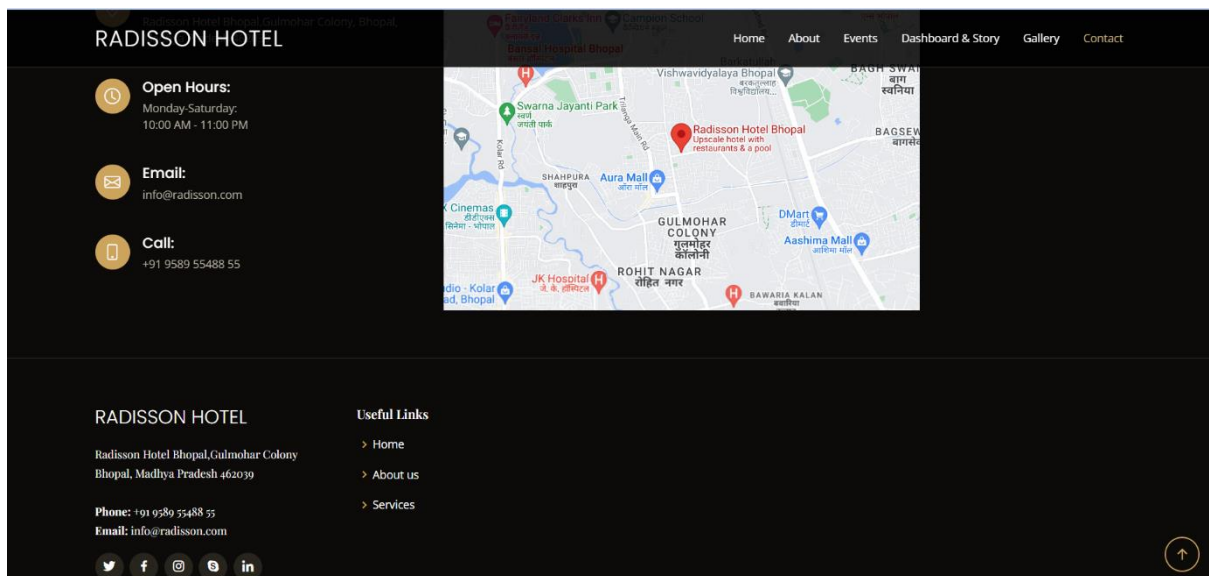
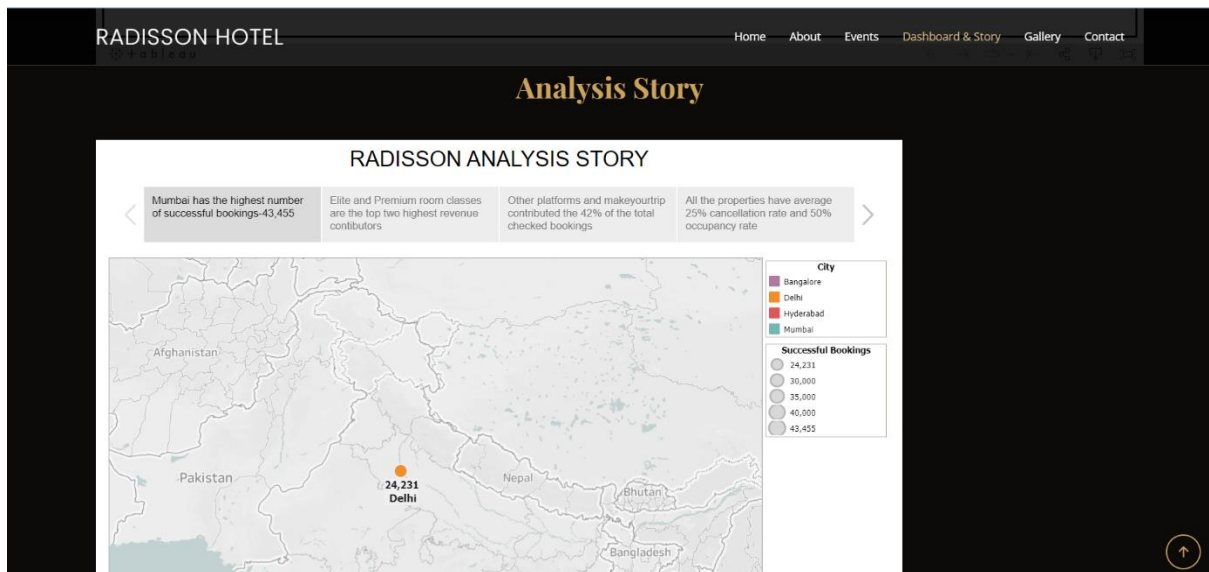
Property Name	Property Id (H.)	Revenue	100.0%
Radisson Bay	16562	100.0%	
	17582	100.0%	
	18562	100.0%	
Radisson Blu	19562	100.0%	
	16561	100.0%	
	17561	100.0%	
Radisson City	18561	100.0%	
	19561	100.0%	
	16560	100.0%	
Radisson Fortra	17560	100.0%	
	18560	100.0%	
	19560	100.0%	
Radisson Fortra	16559	100.0%	
	17559	100.0%	
	18559	100.0%	

occupancy split by city

Property Name	Property Id (H.)	Occupancy	100.0%
Radisson Bay	16562	28.46%	23.41%
	17582	28.46%	23.41%
	18562	28.46%	23.41%
Radisson Blu	19562	27.03%	25.80%
	16561	27.03%	25.80%
	17561	27.03%	25.80%
Radisson City	18561	22.19%	27.82%
	19561	22.19%	27.82%
	16560	22.19%	27.82%
Radisson Fortra	17560	22.19%	27.82%
	18560	22.19%	27.82%
	19560	22.19%	27.82%
Radisson Fortra	16559	22.19%	27.82%
	17559	22.19%	27.82%
	18559	22.19%	27.82%







## Amount of data used:

The screenshot shows the MySQL Workbench interface with the 'hotel\_radisson.date' table selected. The left sidebar displays the 'SCHEMAS' tree with 'hotel\_radisson' expanded, showing tables like 'date', 'fact\_aggregated\_bookings', 'fact\_bookings', 'hotels', and 'rooms'. The main pane shows the 'Table Details' for 'hotel\_radisson.date'.

Property	Value
Engine	InnoDB
Row format	Dynamic
Column count	4
Table rows	84
AVG row length	195
Data length	16.0 KiB
Index length	0.0 bytes
Max data length	0.0 bytes
Data free	0.0 bytes
Table size (estimate)	16.0 KiB
File format	
Data path	C:\ProgramData\MySQL\MySQL Server 8.0\Data\hotel_radisson\data.ibd
Update time	
Create time	2023-04-16 21:07:12

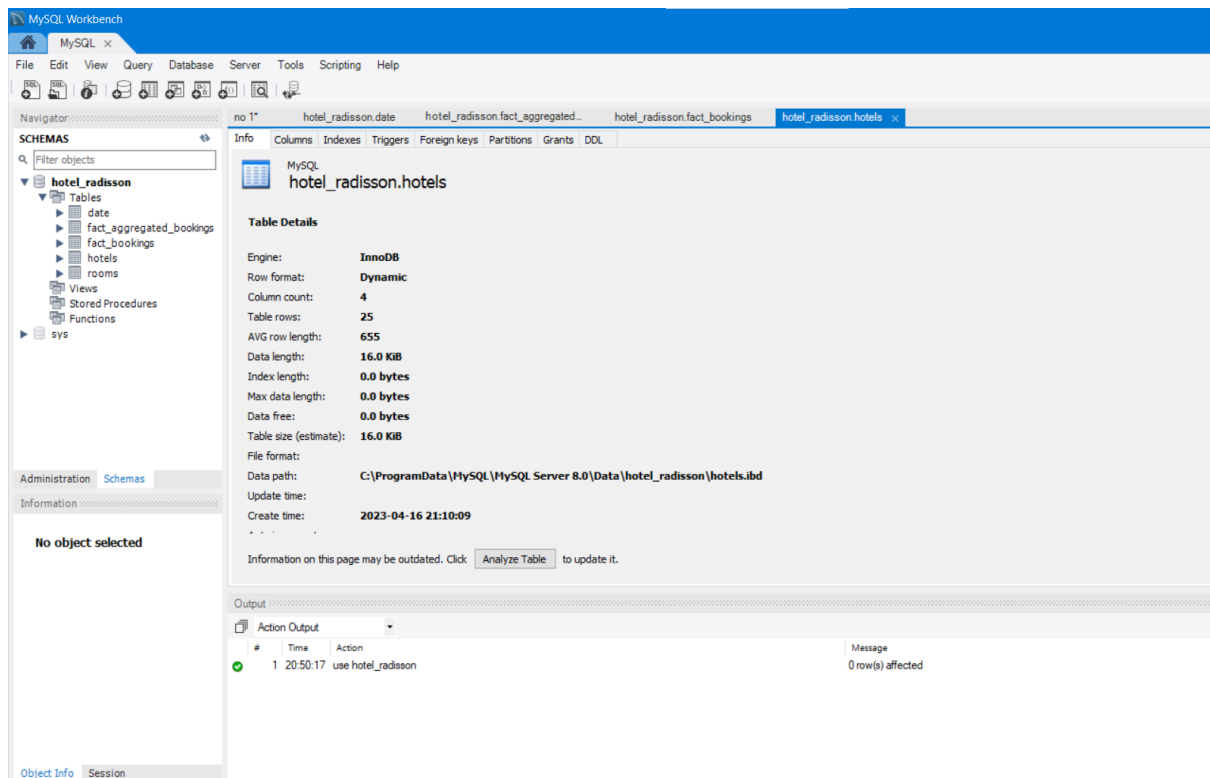
The Output pane shows a successful action: 'use hotel\_radisson' at 20:50:17, affecting 0 rows.

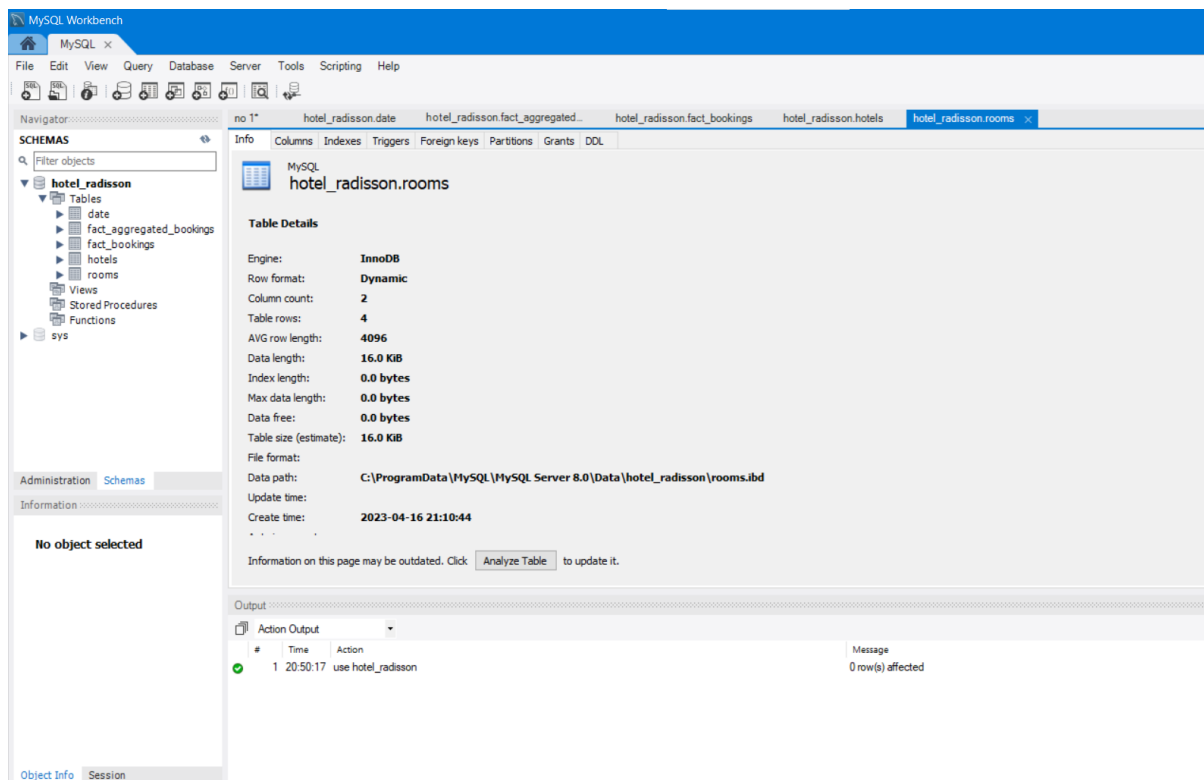
The screenshot shows the MySQL Workbench interface with the 'hotel\_radisson.fact\_aggregated\_bookings' table selected. The left sidebar displays the 'SCHEMAS' tree with 'hotel\_radisson' expanded, showing tables like 'date', 'fact\_aggregated\_bookings', 'fact\_bookings', 'hotels', and 'rooms'. The main pane shows the 'Table Details' for 'hotel\_radisson.fact\_aggregated\_bookings'.

Property	Value
Engine	InnoDB
Row format	Dynamic
Column count	5
Table rows	9171
AVG row length	58
Data length	528.0 KiB
Index length	0.0 bytes
Max data length	0.0 bytes
Data free	0.0 bytes
Table size (estimate)	528.0 KiB
File format	
Data path	C:\ProgramData\MySQL\MySQL Server 8.0\Data\hotel_radisson\fact_aggregated_bookings.ibd
Update time	
Create time	2023-04-16 21:11:08

The Output pane shows a successful action: 'use hotel\_radisson' at 20:50:17, affecting 0 rows.







## Number of field calculations

=Abc Blank

Abc *Measure Names*

=# %occupancy change per month

=# Cancelled Booking %

=# Cancelled Booking No

=# occupancy %

=# occupancy change per month

=# occupancy current month

=# occupancy previous month

=# Revenue

=# total occupancy

🌐 *Latitude (generated)*

🌐 *Longitude (generated)*

# *Measure Values*

## 4.ADVANTAGES

### **i)Better agreement**

In business numerous a period it happens that we need to look at the exhibitions of two components or two situations. A conventional methodology is to experience the massive information of both the circumstances and afterward examine it. This clearly will kill a great deal of time.

### **ii)A superior method**

It can tackle the difficulty of placing the information of both perspectives into the pictorial structure. This will unquestionably give a superior comprehension of the circumstances. For instance, Google patterns assist us with understanding information identified with top ventures or inquiries in pictorial or graphical structures.

### **iii)Simple sharing of data**

With the representation of the information, organizations present another arrangement of the correspondence. Rather than sharing the cumbersome information, sharing the visual data will draw in and pass on across the data which is more absorbable.

### **iv)Precise investigation**

With the assistance of information perception, it gets more obvious the patterns and hence draws a superior surmising of the information. Accordingly, giving associations an edge over the adversaries.

### **v)Deals investigation**

With the assistance of information representation, a salesman can without much of a stretch comprehend the business chart of items. With information perception instruments like warmth maps, he will have the option to comprehend the causes that are pushing the business numbers up just as the reasons that are debasing the business numbers. Information representation helps in understanding the patterns and furthermore

different variables like sorts of clients keen on purchasing, rehash clients, the impact of topography, and so forth.

#### **vi)Discovering relations between occasions**

A business is influenced by a lot of elements. Finding a relationship between these elements or occasions encourages chiefs to comprehend the issues identified with their business. For instance, the Online business market is anything but another thing today. Each time during certain happy seasons like Christmas or Thanksgiving the diagrams of online organizations go up. Along these lines, state if an online organization is doing a normal of a \$1 million business in a specific quarter and the business ascends in straightaway, at that point they can rapidly discover the occasions comparing to it.

#### **vii)Adjustment of information**

The solid purpose of information perception is that the information based on which the data is introduced in a visual configuration can be changed or altered along these lines giving a possibility for the business personals to build up a better correspondence with the crowd.

#### **viii)Investigating openings and patterns**

With the huge loads of information present, the business chiefs can discover the profundity of information in regard to the patterns and openings around them. Utilizing information representation, the specialists can discover the examples in the conduct of their clients, subsequently preparing for them to investigate patterns and open doors for the business.

#### **ix)Geological perception**

One of the solid purposes of information perception is geological representation. In this, specialists have the upside of area data giving information to day by day investigation.

### **DISADVANTAGES**

#### **i)It gives assessment not exactness**

While the information is exact in foreseeing the circumstances, the perception of similar just gives the assessment. It without a doubt is anything but difficult to change over the robust and protracted information into simple Pictorial configuration yet such a portrayal of data may prompt theoretical ends now and then.

## **ii)One-sided –**

The essential arrangement of information representation occurs with the human interface, which means the information that turns out to be the base of perception can be one-sided. The individual bringing the information for the equivalent may just think about the significant part of the information or the information that requirements center and may reject the remainder of the information which may prompt one-sided results.

## **iii)Absence of help –**

One of the downsides of information perception is that it can't help, which means an alternate gathering of the crowd may decipher it in an unexpected way.

## **iv)Inappropriate plan issue –**

On the off chance that information perception is viewed as such a correspondence. At that point, it must be certifiable in clarifying the reason. In the event that the plan isn't legitimate, at that point, this can prompt disarray in correspondence.

## **v)Wrong engaged individuals can skip center messages –**

One of the issues with information perception is however it could be logical its clearness in clarification is totally subject to the focal point of its crowd.

# **5.Applications**

## **1. Can assist in improving revenue management**

Data analytics in the hospitality industry can help hoteliers to develop a strategy for managing revenue by using the data gathered from various sources like the information found on the internet.

Through analysis of these data, they can make predictions that will help owners with forecasting. They would learn about:

- Expectation in terms of demand for accommodation in the hotels

- The best price-value ratio for their guests

Revenue management professionals are in search of opportunities for marketing services to the right buyer through an appropriate marketing channel at a fair price.

Various measurements are monitored by experts for determining how competitive a property is, in comparison to its competitors.

Different kinds of data can be beneficial in improving revenue management, such as current bookings, past occupancy levels, and other key performance statistics.

## **2. Helps in improvisation of services and guest experience**

By using hotel data analytics, you can get information like customers' feedback about their services and experience at the hotel.

This information is readily available on platforms like social media, reviews made on magazines and hotel websites, or even notes left for the hotel.

However, for reviews, you can also use a traditional survey method which is more detailed, and provides insight into factors that influence guests' booking decisions.

With this information, hotel owners and managers can know about their property's strengths and weaknesses. Hoteliers can also improve their services and provide guests better experiences.

By using data analytics for hotels, new perspectives can be generated in the hospitality industry. Hoteliers can discover new and better ways to leverage big data for attracting customers and increasing sales.

## **3. Data analytics can improve the effectiveness of your marketing**

With proper data analysis, the hotel industry can improvise and make its marketing more effective, by knowing exactly what to market to potential customers.

This enables advertisers to build more unique segments that may assist in identifying key consumer groups who frequently visit hotels or other relevant locations.

If a guest books the property for the whole family, then with the help of data analytics, one can market the family activities available in the hotel.

If one usually comes for business, they will showcase activities related to business, which will effectively influence them to come to the hotel. Also, you can market to a specific demographic to beat your competition through target marketing.

#### **4. Helps to scout the business environment and competition**

To stay ahead in the industry, hotels must keep an eye out for the competition, and there is no better way of doing so than with the use of data analytics.

Competitor rates can be determined using real-time data analytics that compares your hotel's current pricing strategy to your compset.

This assists in determining the right price for each room using competitive pricing that operates 24/7, resulting in increased hotel bookings.

The data collected can help you figure out what others in the hotel industry are doing, and how to become better than them in terms of services and experience.

#### **5. Aids in providing additional services**

Hotels communicate with existing and potential guests in a number of ways, allowing them to collect large amounts of data. When data is properly gathered and analyzed, it will show a great deal about not just the programs that guests use, but also the services that they avail.

In addition to this, hotel owners are able to decide on new products and services to introduce. If guests often request gym equipment that the hotel is lacking, this can assist them to refurbish their gym.

Data analytics can also help in making decisions about forming partnerships with other companies, such as taxi companies, pubs, restaurants, and travel agencies.

The use of data analytics in the hotel industry is essential for increasing productivity, efficiency, and profitability. The outcomes of data analysis informs a business where they can optimize, whether operations need improvement, which activities can gain higher efficiency, and more.

## **6. Can help in using social media platforms to your advantage**

social media platforms are the most powerful tools for engaging and connecting with the audience from all over the world.

These media tools are important, especially if you want to have better communication with your guests and remain ahead of the competition.

It's feasible for guests to interact with the hotel in new ways because of social media. Nowadays, they are using it for requests, needs, opinions, or concerns. Whereas, hoteliers may use these platforms to offer useful information to their guests about their services.

On the other hand, being active on social media also means that customers may use it to express their dissatisfaction over the services they received.

Visual analysis and exploration techniques are taking an entirely new form and shape. Evolving sources of intelligence, advancements in technology, the dominance of cameras and sensors, and the multidimensional approach is helping data scientists and analysts enjoy the benefits of analytics and insights, with data visualization playing a major role.

## **6.Future scope:**

According to studies, 90 percent of the information the human brain grasps comes from visuals, and intelligently designed infographics make a 30 percent better choice over plain text. These stats represent how visualization can be helpful for your business to achieve new heights in the data-driven future.



Visuals aren't only more comfortable to understand but also produce a more convincing argument. Tableau finds that business managers with visual analysis and exploration tools are 28% more likely to get timely information than those who depend on managed reporting. The same report also reveals, 48% of these managers could reach information without IT assistance.

The future of data visualization will depend on this capability to wrap information scattered over reports and spreadsheets into sensible visuals and provide it to end-users and the target market segments. Data science technologies such as Business Intelligence and Analytics are making modern businesses smarter. AI-based visualization makes data discovery a quick and easy job. What's more, it assists users in finding the information they are looking for and also makes recommendations that convert into benefits. Machine learning (ML) and natural language processing (NLP) can be deployed to divulge crucial insights from data, reducing the data visualization workload for humans.

## **7.Conclusion:**

Visual profiling of large datasets can only be ensured with data visualization. Over time, data visualization has gained reliance by acquiring robustness and flexibility. Visualization enables users to access data, extract actionable insights, and decide on a suitable course of action while making way through the complexities. Using dashboard and story analysis of hotel Radisson we can analyse each and every aspect of profit, loss, successful booking, which branch has the highest occupancy, revenue by date wise. Data analytics provides a great insight for the upliftment and growth of an industry. Formal methods of record maintenance takes effort of human intervention. But the latest data analytics has reduced our efforts of analysis and along with it also provides a great rate of accuracy. MySQL , Tableau, Visual studio code web applications has been great help in completion of the project.

## 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 href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- 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:300,300i,400,400i,500,500i,600,600i,700,700i"
rel="stylesheet">

  <!-- Vendor CSS Files -->
  <link href="assets/vendor/animate.css/animate.min.css" rel="stylesheet">
  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css"
rel="stylesheet">
  <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
  <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="assets/css/style.css" rel="stylesheet">

  <!-- =====
  * 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="index.html">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>
        </div>
      </div>
    </div>
  </section>

```

```

        <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><span>$290</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>Custom Parties</h3>
            <div class="price">
                <p><span>$99</span></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="assets/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="assets/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="assets/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="assets/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="assets/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="assets/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="assets/img/gallery/gallery-7.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="assets/img/gallery/gallery-8.jpg" class="gallery-
lightbox" data-gall="gallery-item">
                
            </a>
        </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='viz1681885809583' style='position:
relative'><noscript><a href='#'><img alt='RADISSON HOSPITALITY ANALYSIS '
src='https://public.tableau.com/static/images/ho/hotal
_radisson_analysis__16818775694860/RadissonHospitalityAnalysisDashboard&#
7;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='site_root' value=''
/><param name='name'
value='hotal_radisson_analysis__16818775694860/RadissonHospitalityAnalysis
Dashboard' /><param name='tabs' value='no' /><param name='toolbar' value='yes'
/><param name='static_image'
value='https://public.tableau.com/static/images/ho/hotal
_radisson_analysis__16818775694860/RadissonHospitalityAnalysisDashboard&
#7;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('viz1681885809583');
        var vizElement
= divElement.getElementsByTagName('object')[0];
        if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1320px';vizElement.style.height='4087px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1320px';vizElement.style.height='4087px';} else {
vizElement.style.width='100%';vizElement.style.height='3377px';}
        var scriptElement =
document.createElement('script');
        scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
        viz
Element.parentNode.insertBefore(scriptElement,
vizElement);
    </script>
    <div class='tableauPlaceholder' id='viz1670919440303'
style='position: relative'><noscript><a href='#'><img alt='Radisson
Hospitality Analysis '
src='https://public.tableau.com/static/images/ho/hotel
_16709175271200/RadissonHospitalityAnalysisDashboard&#7;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='site_root' value=''
/><param name='name'
value='hotel_16709175271200/RadissonHospitalityAnalysisDashboard' /><param
name='tabs' value='no' /><param name='toolbar' value='yes' /><param

```

```

name='static_image'
value='https://public.tableau.com/static/images/ho/hotal_16709175271200/RadissonHospitalityAnalysisDashboard/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('viz1670919440303');
var vizElement
= divElement.getElementsByTagName('object')[0];
if (
divElement.offsetWidth > 800 ) {
vizElement.style.width='1320px';vizElement.style.height='4096px';} else if (
divElement.offsetWidth > 500 ) {
vizElement.style.width='1320px';vizElement.style.height='4096px';} else {
vizElement.style.width='100%';vizElement.style.height='3527px';}
var scriptElement =
document.createElement('script');
scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';
viz
Element.parentNode.insertBefore(scriptElement,
vizElement);
</script>

<center><p>Analysis Story</p></center>
</div>
<div class='tableauPlaceholder' id='viz1681886439950' style='position:
relative'><noscript><a href='#'><img alt='RADISSON ANALYSIS STORY '
src='https://public.tableau.com/static/images/ho/hotal_radisson_analysis__16818775694860/Radissonanalysisstory/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='site_root' value=''
/><param name='name'
value='hotal_radisson_analysis__16818775694860/Radissonanalysisstory'
/><param name='tabs' value='no' /><param name='toolbar' value='yes' /><param
name='static_image'
value='https://public.tableau.com/static/images/ho/hotal_radisson_analysis__16818775694860/Radissonanalysisstory/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('viz1681886439950');
var vizElement

```

```

=
divElement.getElementsByTagName('object')[0];                                vizElement.st
yle.width='1016px';vizElement.style.height='991px';                            var
scriptElement =
document.createElement('script');                                scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';                                viz
Element.parentNode.insertBefore(scriptElement,
vizElement);                                </script>
    <div class="row">

        <div class='tableauPlaceholder' id='viz1670925082098'
style='position: relative'><noscript><a href='#'><img alt='Radisson Analysis
Story '
src='https://public.tableau.com/static/images/ho/hotel
_16709175271200/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='site_root' value=''
/><param name='name' value='hotel_16709175271200/Story1' /><param
name='tabs' value='no' /><param name='toolbar' value='yes' /><param
name='static_image'
value='https://public.tableau.com/static/images/ho/hotel_16709175271200/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('viz1670925082098');                                var vizElement
=
divElement.getElementsByTagName('object')[0];                                vizElement.st
yle.width='1016px';vizElement.style.height='991px';                            var
scriptElement =
document.createElement('script');                                scriptElement.src =
'https://public.tableau.com/javascripts/api/viz_v1.js';                                viz
Element.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;height:400px;}.gmap_ifr
ame {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>
        <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">About us</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Services</a></li>
        </ul>
    </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="assets/vendor/aos/aos.js"></script>
<script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>
<script src="assets/vendor/glightbox/js/glightbox.min.js"></script>
<script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>
<script src="assets/vendor/swiper/swiper-bundle.min.js"></script>
<script src="assets/vendor/php-email-form/validate.js"></script>

```

```
<!-- Template Main JS File -->  
<script src="assets/js/main.js"></script>  
  
</body>  
  
</html>
```

----- END OF REPORT-----