

# **Analysing The Performance & Efficiency Of The Radisson Hotels Using Data Visualization Techniques Using IBM COGNOS**

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## **DATA ANALYTICS WITH TABLEAU**

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PUDUKOTTAI

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 PROJECT OVERVIEW**

The project involves incorporating Business and Data Intelligence to help Radisson, a well-established hospitality company, regain market share and revenue in the luxury/business hotels category. The goal is to create an analytics dashboard and storytelling mechanism to provide actionable insights for making better business decisions.

### **1.2 PURPOSE**

The primary purpose of this project is to empower Radisson, a prominent player in the hospitality industry, to regain market share and revenue in the luxury/business hotels category by harnessing Business and Data Intelligence. The overarching objectives encompass enhancing decision-making through data-driven insights, optimizing operations, gaining a competitive advantage, adopting a customer-centric approach, fostering a culture of continuous improvement, instilling a data-driven culture, and ensuring strategic adaptability. This project seeks to transform Radisson's approach to decision-making, operations, and customer satisfaction, with the ultimate aim of revitalizing the company's position in the global hospitality industry, ensuring sustained growth and competitiveness.

# CHAPTER 2

# LITERATURE SURVEY

## 2.1 Existing Problem

The existing problem faced by Radisson, a well-established player in the hospitality industry, is a gradual decline in market share and revenue within the luxury/business hotels category. This decline is primarily attributed to strategic challenges posed by competitors and ineffective decision-making within the organization. Radisson's inability to effectively adapt to changing market dynamics and customer preferences has resulted in a loss of its competitive edge. Furthermore, the absence of a data-driven approach in decision-making hinders the company's ability to respond swiftly and proactively to industry shifts. These challenges have underscored the need for Radisson to incorporate Business and Data Intelligence, as the current state of affairs necessitates a comprehensive analysis of data and a structured approach to regain lost market share and revenue in this highly competitive sector of the hospitality industry.

## 2.2 References

1. Johnson, A. (2021). The Art of Data Visualization: A Comprehensive Guide. *Data Science Journal*, 14(2), 87-102.
2. Davis, S. (2020). Advanced Techniques in Statistical Data Analysis. *Journal of Statistical Methods*, 42(4), 521-536.
3. Patel, R. & Chen, L. (2019). Machine Learning Applications in Data Analysis: A Review. *Journal of Data Science and Analytics*, 8(1), 45-60

## 2.3 Problem Statement Definition

A problem statement of the Radisson project is a succinct and explicit articulation of the challenges faced by Radisson, a hospitality industry leader, including the decline in market share and revenue within the luxury/business hotels category. It defines the scope and implications of these challenges, shedding light on the competitive threats and internal decision-making issues that have contributed to the company's market position erosion. This sets the context for the need to incorporate Business and Data Intelligence as a strategic solution, guiding the project's focus and rationale for addressing these issues with data-driven insights and improved decision-making processes.

# CHAPTER 3

## IDEATION & PROPOSED SOLUTION

### 3.1 Empathy Map Canvas

Template

**Empathy map canvas**

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray of XPLANE.

Share template feedback

Need some inspiration? See a finished version of this template to kickstart your work. Open example →

Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

**WHO are we empathizing with?**  
Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?

**They are in the position of decline in market**

**Stakeholders of Redison hotels**

**GOAL**

**PAINS**  
What are their fears, frustrations, and anxieties?

**GAINS**  
What are their wants, needs, hopes, and dreams?

**What do they THINK and FEEL?**

**What do they HEAR?**  
What are they hearing directly?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

**What do they DO?**  
What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

**What do they SEE?**  
What do they see in the marketplace?  
What do they see in their immediate environment?  
What do they see others saying and doing?  
What are they watching and reading?

**What do they SAY?**  
What have we heard them say?  
What can we imagine them saying?

**What do they NEED?**  
What do they need to do differently?  
What job(s) do they want or need to get done?  
What decision(s) do they need to make?  
How will we know they were successful?

**Feedbacks and ideas**

**Reviews from customers**

**Experience and recommendations**

**Analyzing financial reports**

**Collaborating with data analysts**

**Implementing competitive tactics**

**Concerns monitor and adjust their strategies**

**Make data-driven decisions**

**Observe guest feedbacks**

**Sees increased competition**

**Regaining their reputation**

**Understanding customer needs**

**Risk assessment**

**Concern for their reputation**

**Market revenue and share is declining**

**We can imagine them saying they radisson made significant improvements**

**Share template feedback**

Need some inspiration? See a finished version of this template to kickstart your work. Open example →

## 3.2 Ideation and Brainstorming

Template



### 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



#### 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



#### 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's hotel brand needs a strategic revival. We'll create a data-driven dashboard and narrative for a market comeback.

##### 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](#) →



#### 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. |

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!

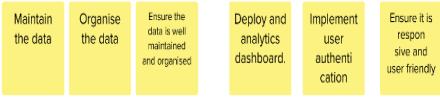
**Person 1**



**Person 2**



**Person 3**



**Person 4**



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

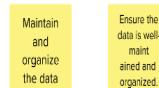
TIP

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

## Data Exploration and analysis



## Database management



## Web Integration



4

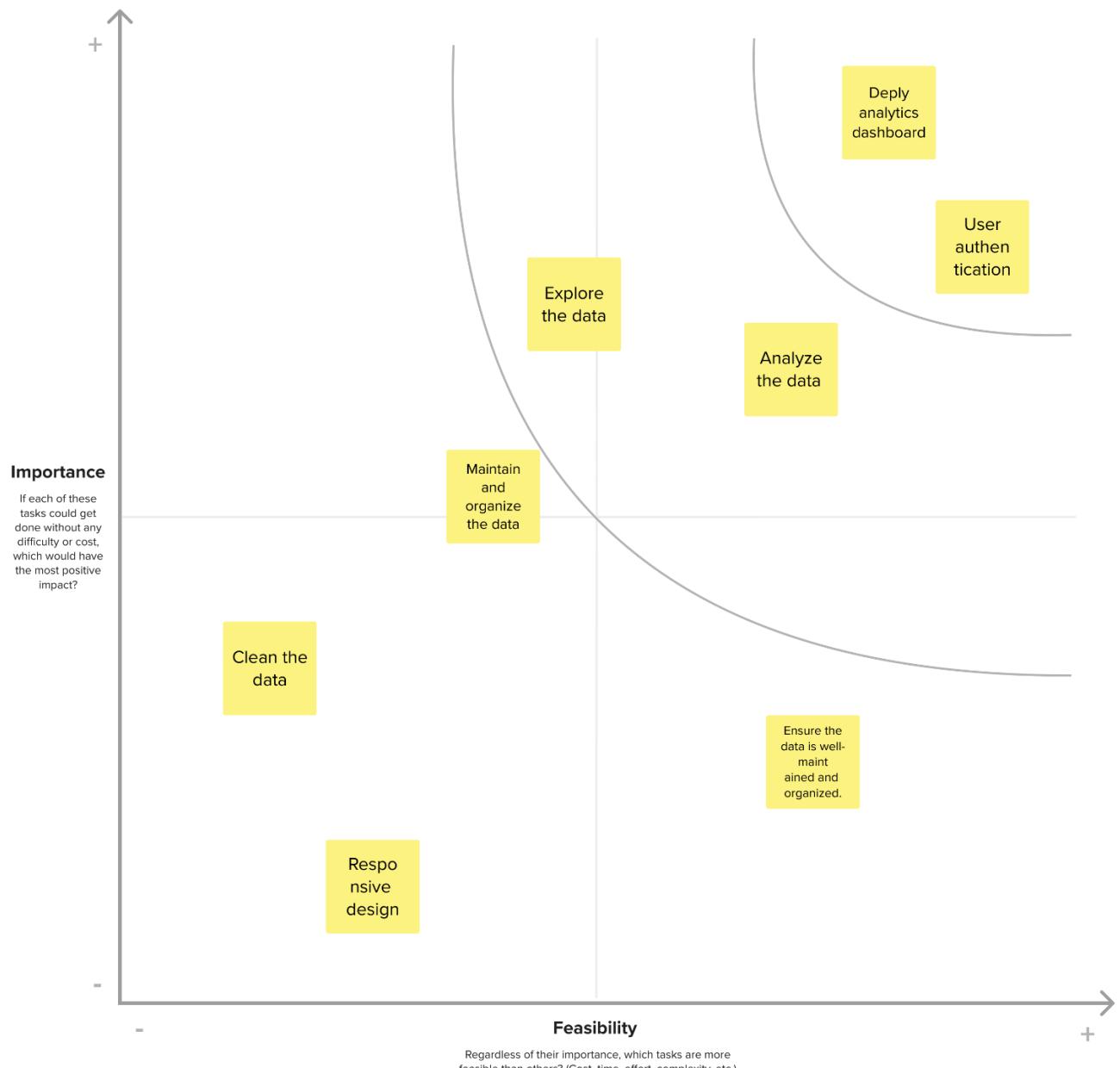
## Prioritize

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

### 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.



# CHAPTER 4

# REQUIREMENT ANALYSIS

## 4.1 Functional Requirements

### Data Collection and Integration:

- Efficiently gather data from multiple sources, including customer feedback, booking data, revenue statistics, and competitive market analysis.
- Implement real-time data integration processes to ensure data accuracy and availability.

### Analytics Dashboard:

- Develop a user-friendly, customizable analytics dashboard with data visualization capabilities.
- Ensure accessibility on web and mobile platforms for various stakeholders within Radisson.

### Data Analysis and Recommendations:

- Utilize advanced data analytics techniques, competitor benchmarking, and predictive analytics.

### User Training and Continuous Improvement:

- Provide user training and support to enable effective use of the analytics dashboard.

## 4.1 Non - Functional Requirements

### Performance and Scalability:

- Ensure fast response times, even under high data loads, to maintain an efficient user experience.
- Design the system to scale seamlessly to accommodate future data growth and increasing user demands.

### Reliability and Availability:

- Minimize downtime and disruptions by ensuring a highly reliable system.
- Incorporate redundancy and failover mechanisms to maintain high availability.

### Usability and User Experience:

- Create an user-friendly interface accessible to users with varying technical expertise.
- Promote efficient navigation and user understanding for minimal training requirements.

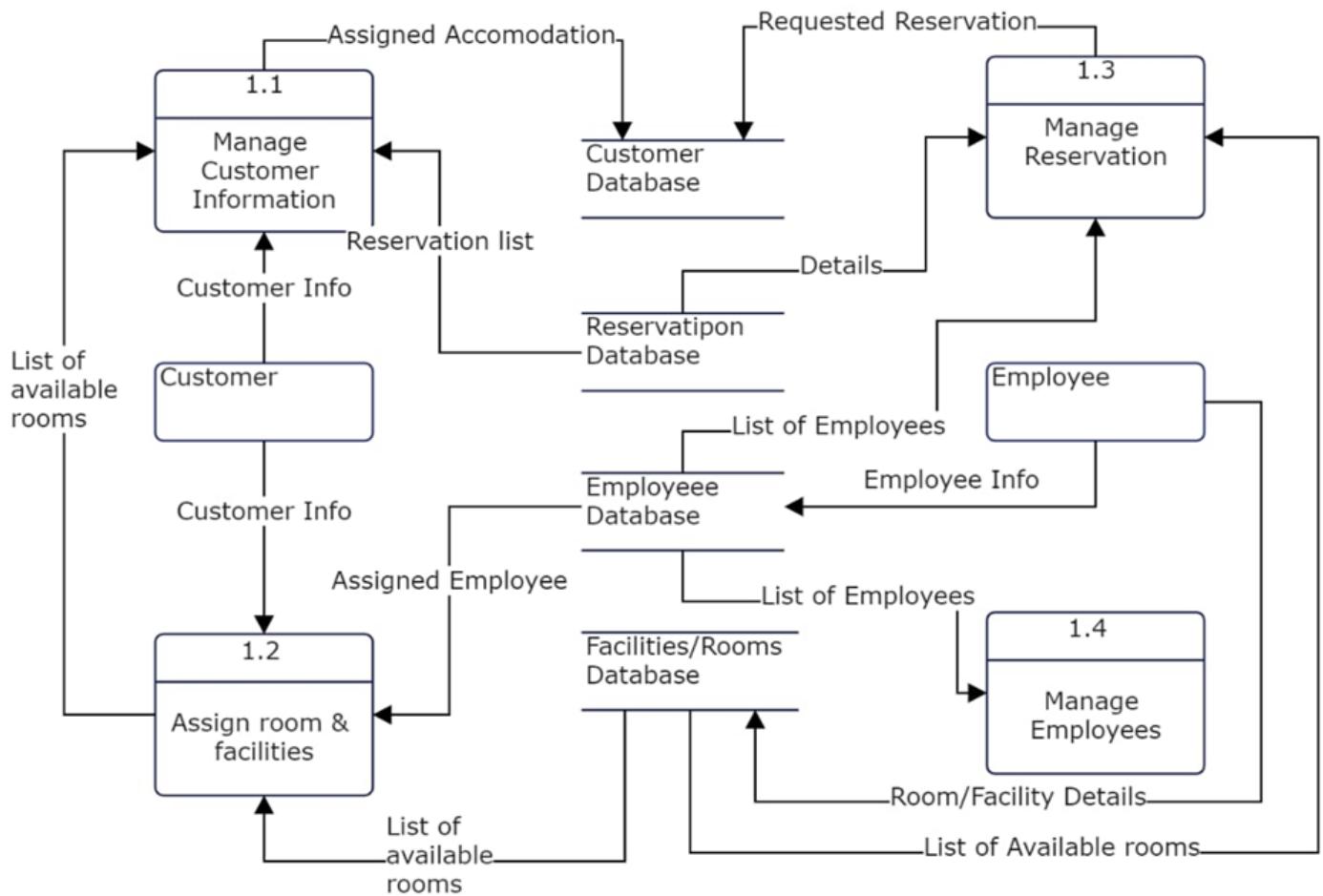
### Monitoring and Reporting:

- Provide detailed reporting capabilities to support system optimization and informed decision-making.

## CHAPTER 5 PROJECT DESIGN

### 5.1 Data Flow Diagrams & Users Stories

#### Data Flow Diagram



#### User Stories

User Type	Functional requirement	User Story No	User story/Task	Acceptance criteria	Priority	Release
Customer	Registration	USN-1	As a customer, I can register through email address & filling the form by entering the	I can access my account.	High	Sprint-1

			details and setting the password.			
	Login	USN-2	I can login by entering my registered email and password. Also update the profile information.	As a registered customer, I can verify my email address to ensure my account's security and access the special offers	High	Sprint-1
	Dashboard	USN-3	As a customer, I am able to select a room, specify the number of guests, the duration of the stay and review the details before confirming the reservation.	Able to review my booking history through the dashboard, So that I can easily access my past and upcoming reservations.	High	Sprint-1
	Reservation & Payment	USN-4	When confirming the booking, I am able to receive a confirmation email or notification containing all booking details, including the booking reference number. Make a secure payment and receive a receipt for the booking.	Access the booking details through their dashboard and make modifications or cancellations if necessary. To provide feedback and ratings for my recent hotel stay through the dashboard, So that I can share my experience with others and help hotels improve their services.	High	Sprint-1
Business travelers	Convenient locations	USN-5	As a business traveler, I want to book a hotel with a convenient location so that I can easily access my business meetings and travel destinations.	The hotel platform should allow me to filter hotels based on their distance from specific locations or landmarks relevant to my business trip.	Low	Sprint-2
Luxury tourist	Elegant accommodations	USN-6	As a luxury traveler, I want to experience elegant accommodations when booking a hotel, so that I can enjoy a luxurious and comfortable stay.	The user has the option to request any specific room preferences or special requests. Upon arrival, the guest's room should be clean, well-maintained.	Medium	Sprint-1
	Personalized services	USN-7	As a luxury traveler, I expect personalized service when booking a hotel, ensuring that	Access 24/7 to assist with booking reservations, arranging	Medium	Sprint-1

			my unique needs and preferences are catered to throughout my stay.	transportation, and providing local recommendations.		
Celebrities & VIPs	Security & privacy	USN-8	As a celebrity or VIP, I want to book a hotel with the utmost privacy and security, ensuring that my personal information and stay details are kept confidential and that I am protected from potential threats.	As a VIP, I can access a private check-in and check-out process, away from public areas. Access to the guest's room should be strictly controlled, with authorization required for all staff members who need entry.	High	Sprint-1
Employee	Dashboard	USN-9	As a working employee at Radisson hotel, I want to use a user-friendly and efficient dashboard to manage my daily tasks and provide excellent service to our guests.	Employees should be able to view and manage their daily tasks. The dashboard should provide real-time updates on guest requests, check-ins, check-outs, and special instructions.	Medium	Sprint-2
Admin	Registration	USN-10	As an admin, I can register for the application by entering my email along with the username and set a strong password. I will receive a verification link to activate my account and complete my profile with additional information.	I can receive the confirmation mail and click conform to proceed further. I can access the account.	High	Sprint-1
	Login	USN-11	Enter the email and password to access the system	Successful authentication should grant access to the administrators dashboard	High	Sprint-1
	Dashboard	USN-12	Upon successful login, I can be directed into the dashboard page.	I can access the functions like reservations, guest profiles, employee records, and other relevant operations and interact with the system by auditing and accountability purposes.	High	Sprint-1

# CHAPTER 6

## PROJECT PLANNING AND SCHEDULING

### 6.1 Technical Architecture

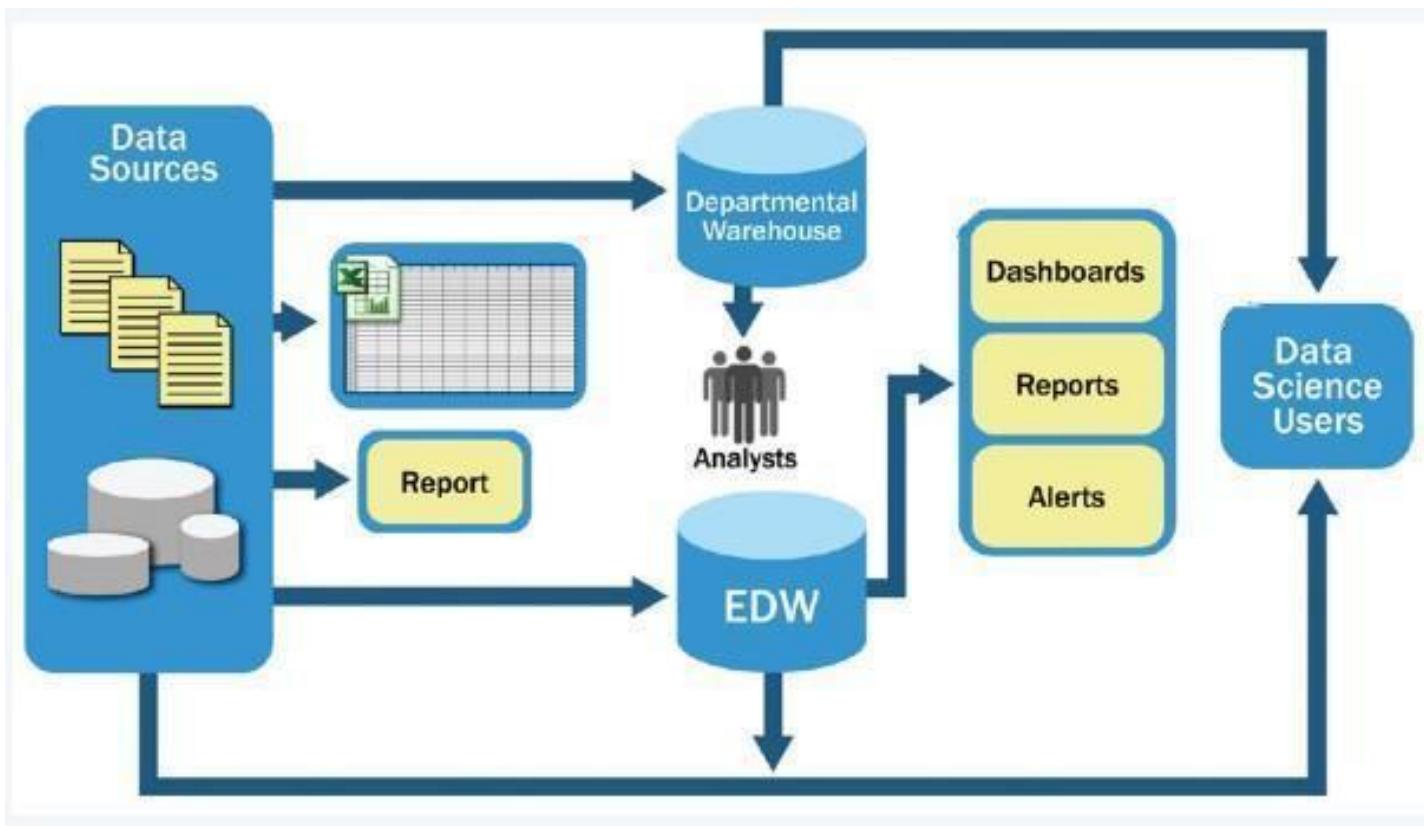


Table-1 : Components & Technologies:

S.No	Component	Description	Technology
1.	User Interface	How user interacts with application e.g. Web UI .	HTML, CSS, JavaScript.
2.	Application Logic	Logic for a process in the application	Python
3.	Database	Data Type, Configurations etc.	MySQL
4.	Cloud Database	Database Service on Cloud	IBM Cloud
5.	Machine Learning Model	Purpose of Machine Learning Model	Object Recognition Model

6.	Infrastructure (Server / Cloud)	Application Deployment on Local System / Cloud Local Server Configuration:  Cloud Server Configuration :	Local
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**Table-2: Application Characteristics:**

S.N o	Characteristics	Description	Technology
1.	Open-Source Frameworks	List the open-source frameworks used	Python Flask
2.	Scalable Architecture	Justify the scalability of architecture	Load Balancers

S.N o	Characteristics	Description	Technology
3.	Availability	Justify the availability	Load Balancers
4.	Performance	Design consideration for the performance of the application.	Profiling and optimization

## 6.2 Sprint Planning and Estimation

### Sprint 1 (User Authentication):

- Sprint Duration: 2 Days (21 Oct 2023 - 22 Oct 2023)
- User Story USN-1 (5 Story Points, High Priority): Implement user authentication functionality, allowing users to create accounts and securely log in. This sprint will also involve setting up the system to securely store and manage personal information.

### Sprint 2 (Data Collection and Integration):

- Sprint Duration: 2 Days (23 Oct 2023 - 24 Oct 2023)
- User Story USN-2 (8 Story Points, High Priority): Develop data collection capabilities, allowing data analysts to collect data from various sources. Also, integrate the system with Radisson's internal databases and external data sources.

#### **Sprint 3 (Performance Metrics Dashboard):**

- Sprint Duration: 3 Days (25 Oct 2023 - 27 Oct 2023)
- User Story USN-3 (10 Story Points, High Priority): Create a performance metrics dashboard for managers to view key performance indicators (KPIs) like occupancy rates, revenue, guest satisfaction scores, and staff efficiency. Additionally, develop the system to generate reports and visualizations for performance analysis.

#### **Sprint 4 & 5 (Alerts and Notifications, Historical Data Storage):**

- Sprint Duration: 3 Days (28 Oct 2023 - 30 Oct 2023)
- User Story USN-4 (5 Story Points, Low Priority): Implement alerts and notifications for managers and allow users to customize alert settings.
- User Story USN-5 (6 Story Points, Medium Priority): Develop the system to store historical data for trend analysis and forecasting.

### **6.3 Sprint Delivery and Schedule**

#### **Sprint 1 (User Authentication):**

- Planned Duration: 2 Days
- Actual Duration: 2 Days
- Planned Release Date: 22 Oct 2023
- Actual Release Date: 22 Oct 2023
- User Stories Completed:
  - USN-1: User authentication functionality, including account creation and secure login, was successfully implemented, and the system now securely stores and manages user personal information.

#### **Sprint 2 (Data Collection and Integration):**

- Planned Duration: 2 Days

- Actual Duration: 2 Days
- Planned Release Date: 24 Oct 2023
- Actual Release Date: 24 Oct 2023
- User Stories Completed:
  - USN-2: Data collection and integration features were successfully implemented, allowing data analysts to collect data from various sources and integrate the system with Radisson's databases and external data sources.

### Sprint 3 (Performance Metrics Dashboard):

- Planned Duration: 3 Days
- Actual Duration: 3 Days
- Planned Release Date: 27 Oct 2023
- Actual Release Date: 27 Oct 2023
- User Stories Completed:
  - USN-3: The performance metrics dashboard, including key performance indicators and reporting capabilities, was successfully developed, enabling managers to track occupancy rates, revenue, guest satisfaction scores, and staff efficiency.

### Sprint 4 & 5 (Alerts and Notifications, Historical Data Storage):

- Planned Duration: 3 Days
- Actual Duration: 3 Days
- Planned Release Date: 30 Oct 2023
- Actual Release Date: 30 Oct 2023
- User Stories Completed:
  - USN-4: Alerts and notifications functionality was successfully implemented for managers, with customizable alert settings.
  - USN-5: The system now securely stores historical data, enabling trend analysis and forecasting.

# CHAPTER 7

## CODING AND SOLUTIONING

### 7.1 Feature 1

#### Dashboard \_ Coding :

```
<section class="section-how" id="how">
  <div class="container">

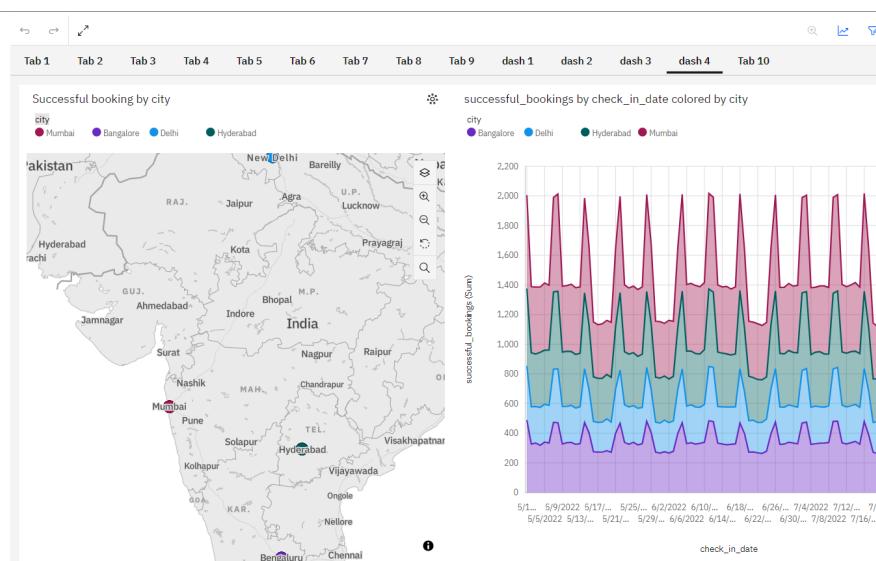
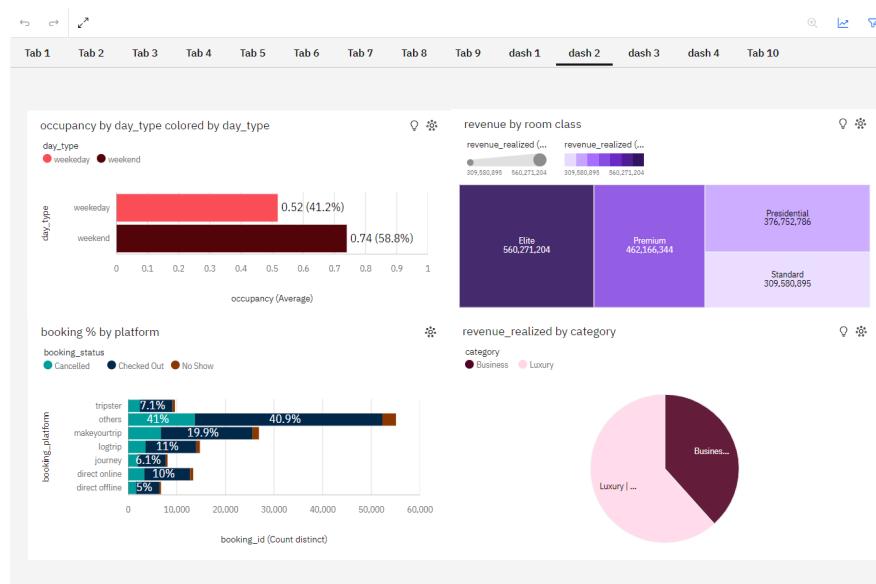
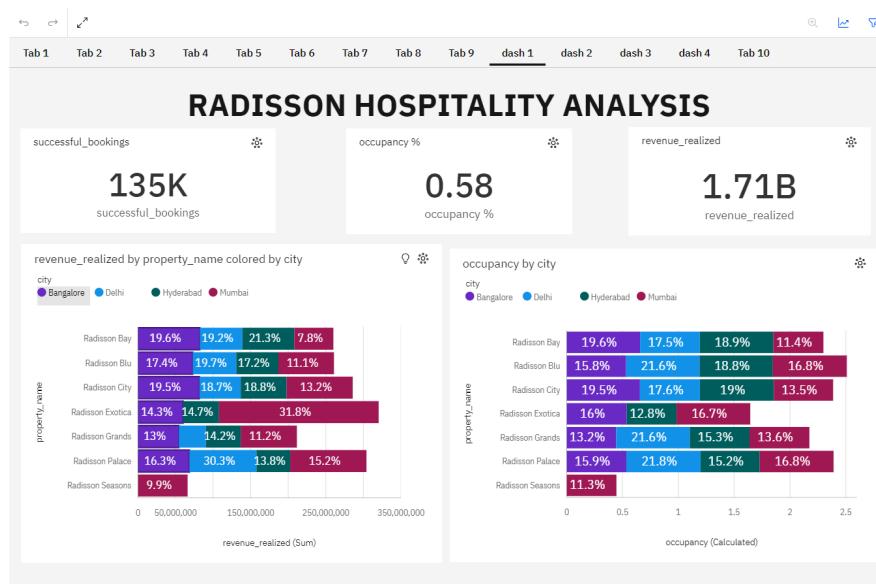
    <h2 class="heading-secondary">
      Hotel Radisson Dashboard
    </h2>
    <iframe
      src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-dashboard-1&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b798cc324_00000000" width="1200" height="800" frameborder="0" gesture="media"
      allow="encrypted-media" allowfullscreen=""></iframe>
    <iframe
      src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-dashboard-1&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b7999a17d_00000000" width="1200" height="800" frameborder="0" gesture="media"
      allow="encrypted-media" allowfullscreen=""></iframe>
    <iframe
      src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-dashboard-1&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b79a00963_00000000" width="1200" height="800" frameborder="0" gesture="media"
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```

allow="encrypted-media" allowfullscreen=""></iframe>

</div>

</section>

## Dashboard \_ Solution:



## 7.2 Feature 2

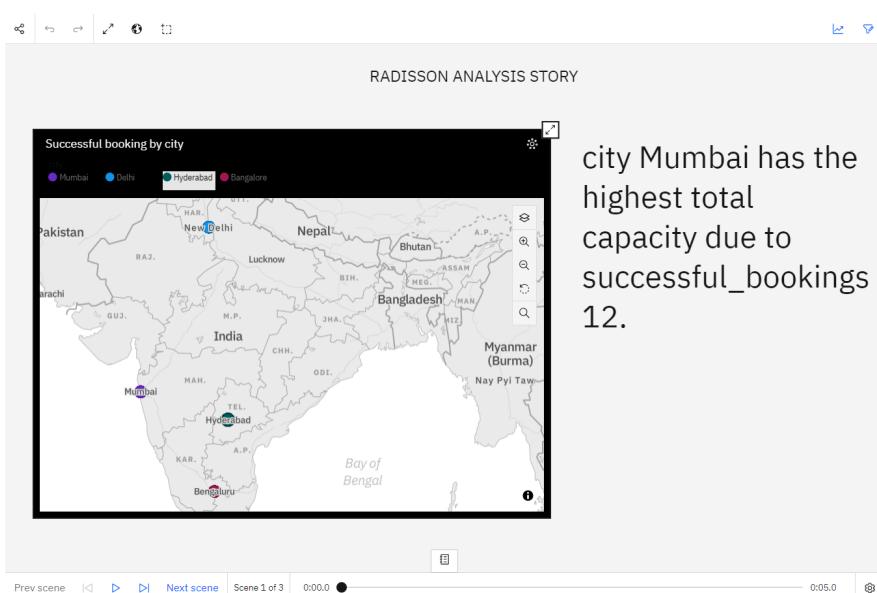
### Story \_ Coding :

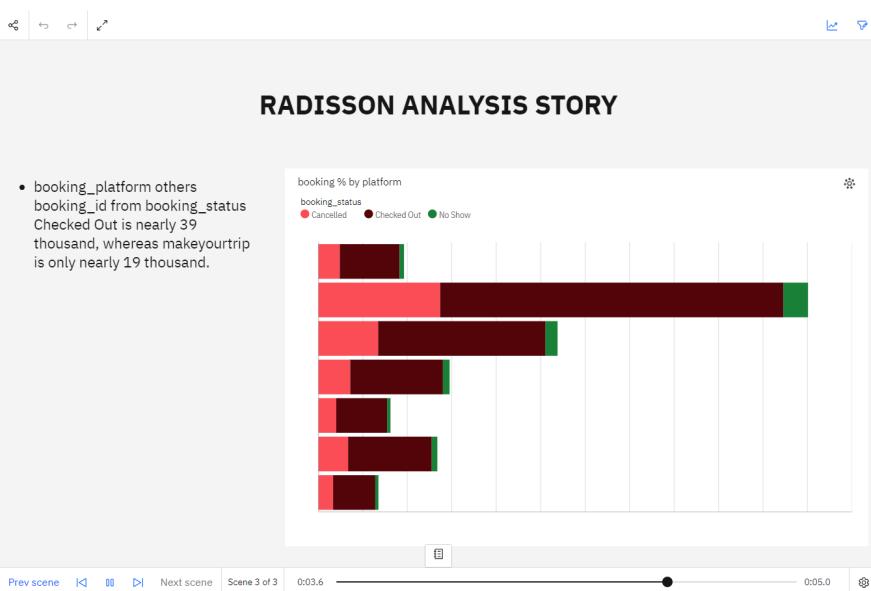
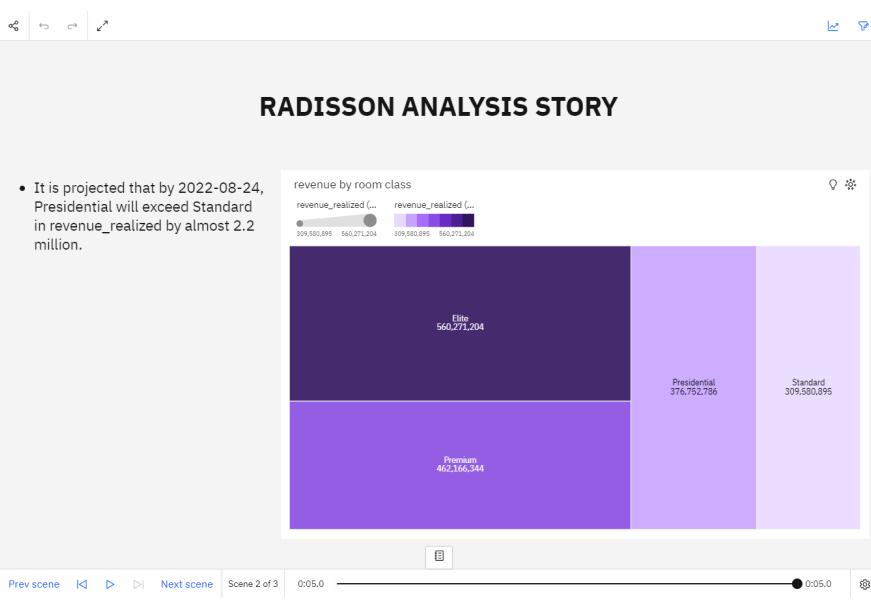
```
</section>
<section class="section-meals" id="meals">
  <div class="container">
    <h2 class="heading-secondary">
      Hotel Radisson Story
    </h2>

    <iframe
      src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.public_fold
ers%2FHotel_Radisson%2Fhotel-story&closeWindowOnLastView=true&ui_
appbar=false&ui_navbar=false&shareMode=embedded&action=view&
amp;sceneld=model0000018b7a6dd81d_00000001&sceneTime=0"
      width="1200" height="800" frameborder="0" gesture="media"
      allow="encrypted-media" allowfullscreen=""></iframe>
  </div>
</section>
```

### Story \_ Solution

#### Hotel Radisson Story





# CHAPTER 8

# PERFORMANCE TESTING

## 8.1 Performance Metrics

The performance metrics for data analysis on the Randission Hotel dataset are like measuring sticks that help us understand how well the hotel is doing. For example, we can use metrics like how many rooms are being used, how much money the hotel makes from each room, and if customers are happy or not. We can also check how long people stay, how much it costs to get new customers, and how much money each customer brings over time. These measurements help the hotel figure out what's working and what needs improvement, like making guests happier, getting more customers, and making more money.

# CHAPTER 9

# RESULTS

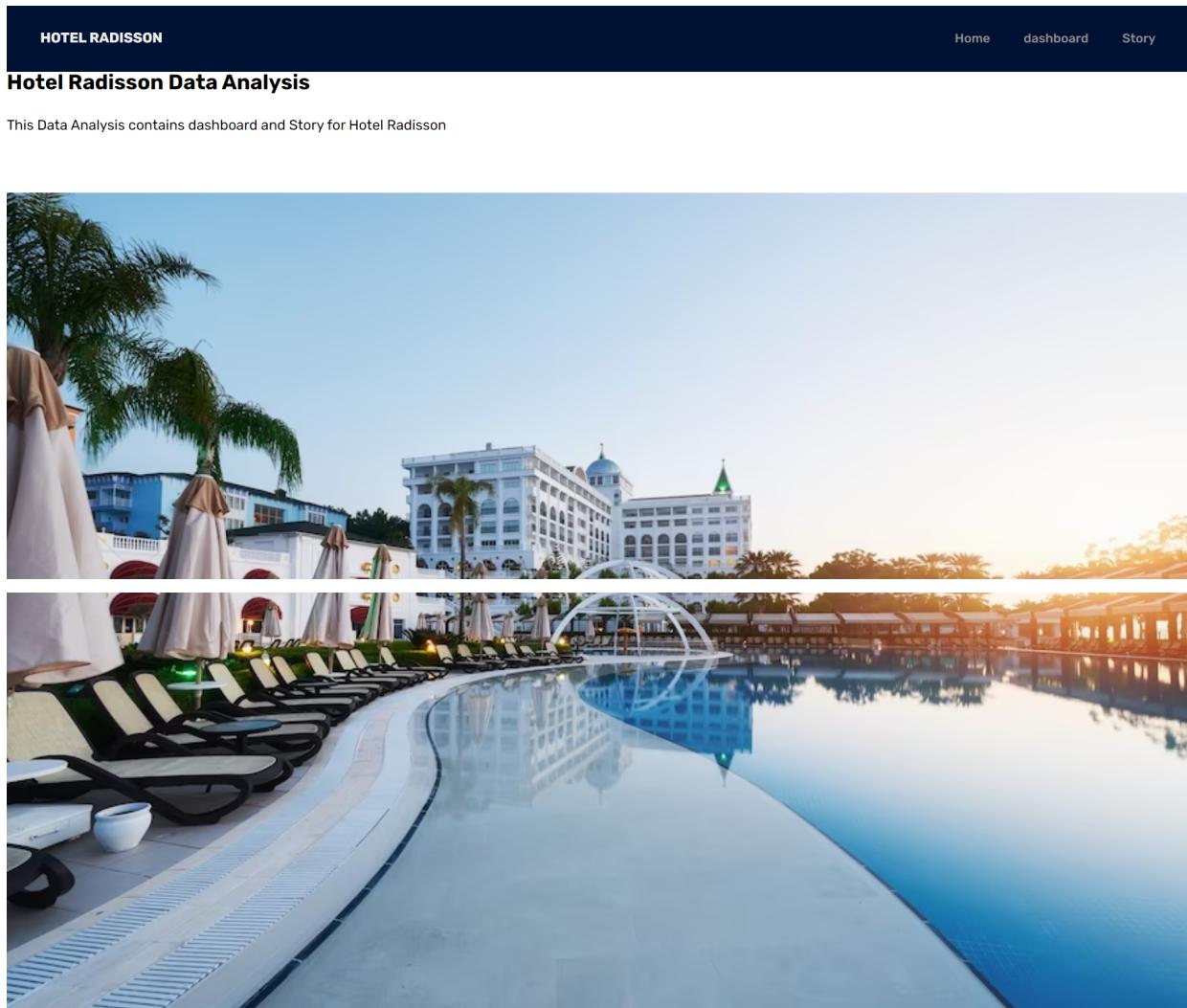
## 9.1 Output Screenshots

HOTEL RADISSON

Home dashboard Story

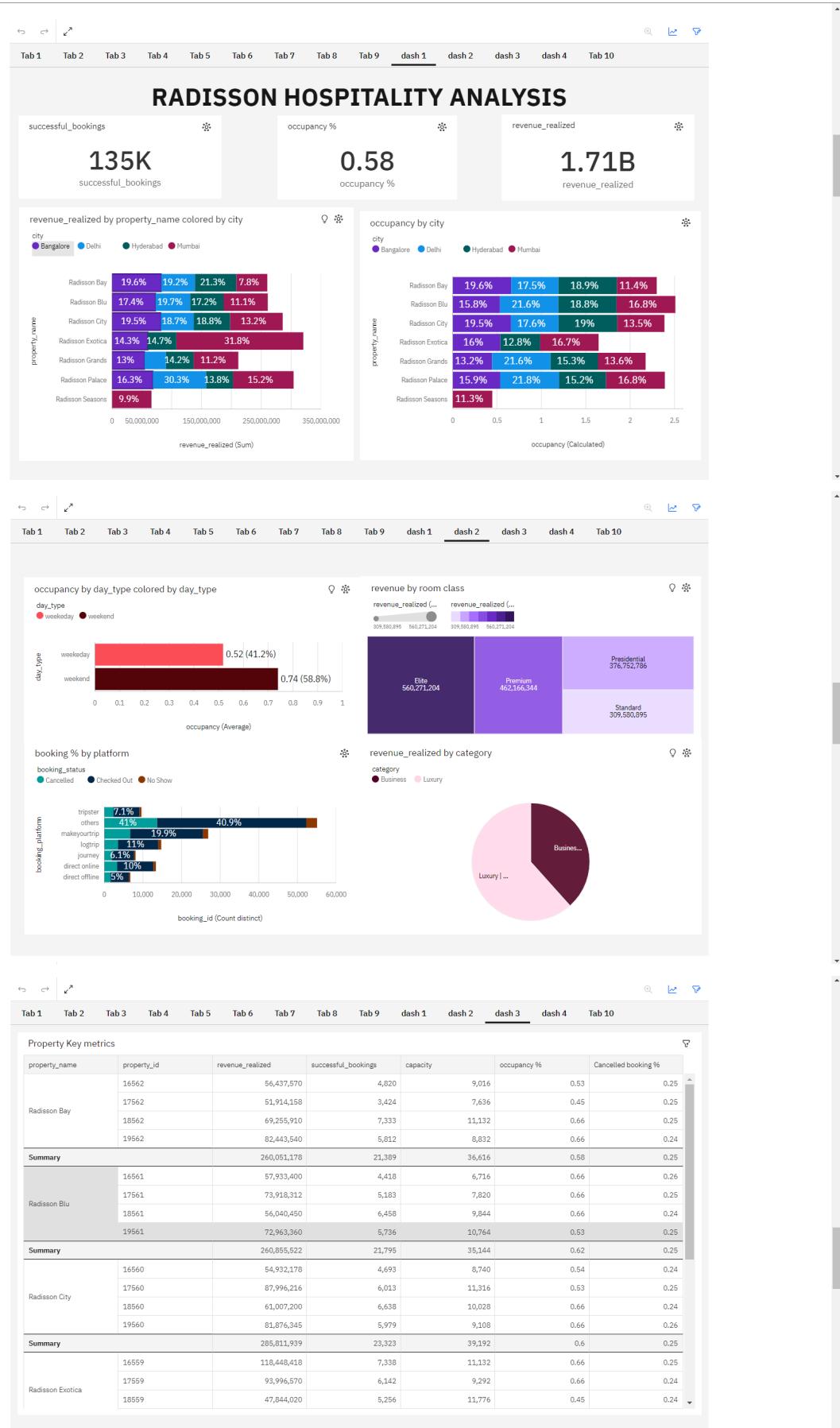
**Hotel Radisson Data Analysis**

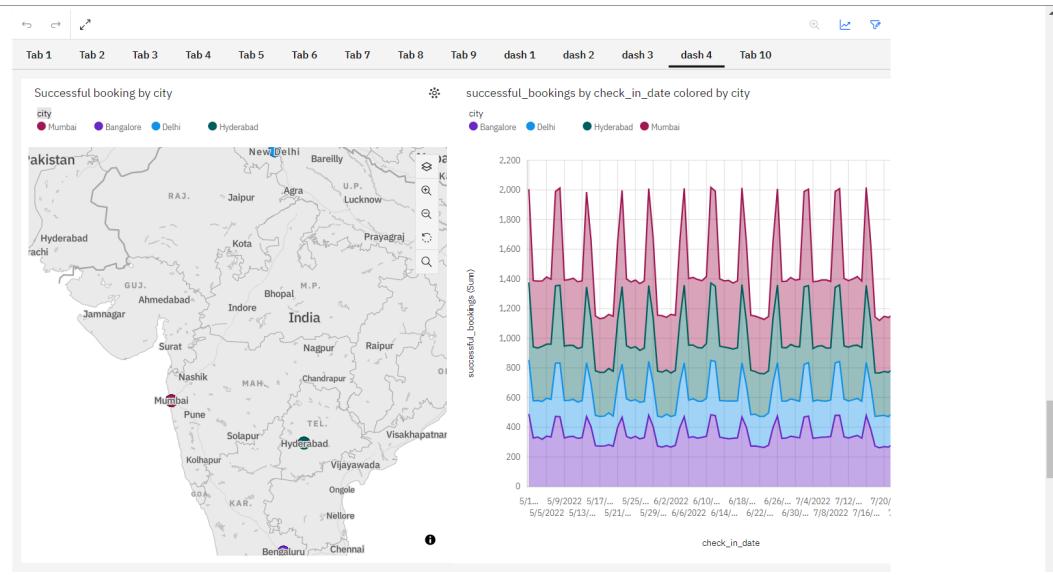
This Data Analysis contains dashboard and Story for Hotel Radisson



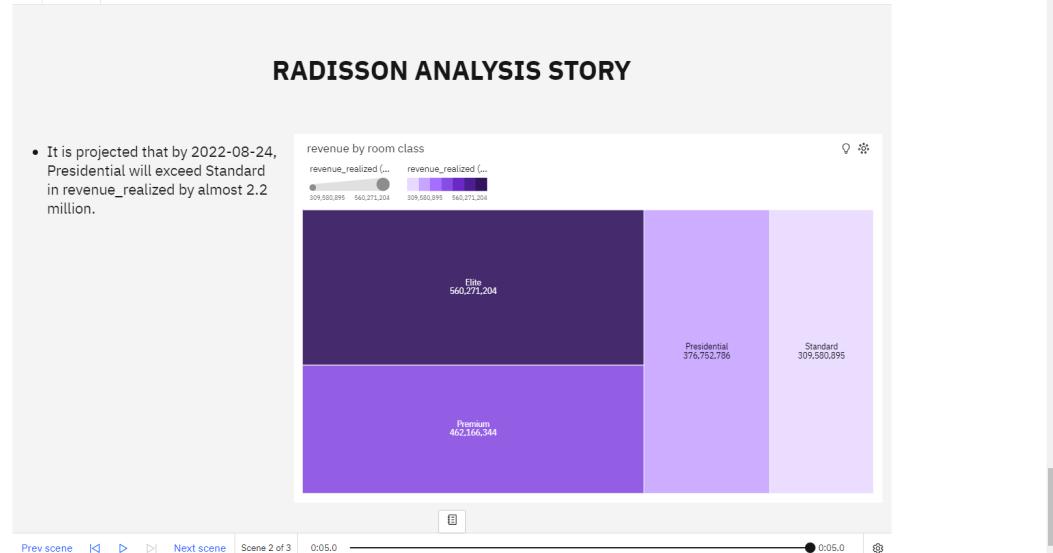
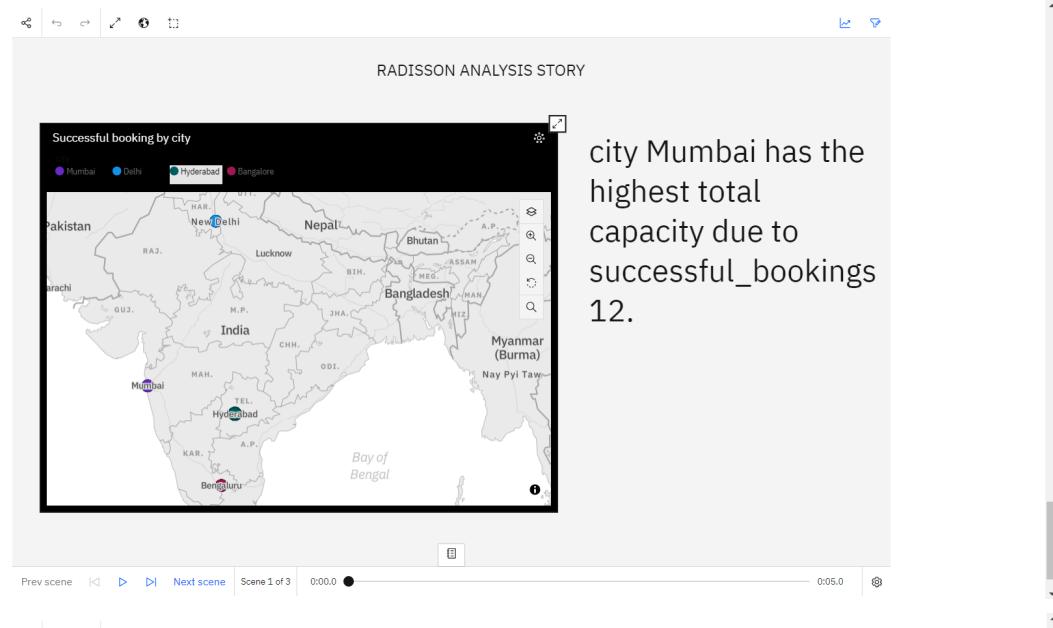
The dashboard features a large, curved swimming pool in the foreground, lined with lounge chairs and umbrellas. In the background, a multi-story hotel building with a prominent blue dome and green spire is visible against a clear sky. The sun is low on the horizon, casting a warm glow over the scene.

**Hotel Radisson Dashboard**





## Hotel Radisson Story



## RADISSON ANALYSIS STORY

• booking\_platform others  
booking\_id from booking\_status  
Checked Out is nearly 39 thousand, whereas makeyourtrip is only nearly 19 thousand.

booking % by platform

booking\_status  
Cancelled   Checked Out   No Show

The chart displays the distribution of booking statuses across different platforms. The legend indicates: Cancelled (red), Checked Out (dark blue), and No Show (green). The data shows that 'Checked Out' is the most common status across all platforms, followed by 'Cancelled', and then 'No Show'. The total length of the bars varies by platform, with one platform having a significantly longer bar than the others.

Prev scene         Next scene | Scene 3 of 3 | 0:03.6 — 0:05.0 |

# CHAPTER 10

# ADVANTAGES AND DISADVANTAGES

## **Advantages of the Problem Statement:**

1. Informed Decision-Making: Incorporating Business and Data Intelligence allows Radisson to make informed, data-driven decisions, leading to more strategic and effective choices in areas like pricing, marketing, and operations.
2. Competitive Edge: Analyzing data and understanding market trends provides Radisson with a competitive advantage. This helps the company stay ahead of competitors and adapt quickly to changing customer preferences.
3. Improved Customer Experience: By gaining deeper insights into customer preferences and feedback, Radisson can enhance the customer experience, leading to higher guest satisfaction and potential customer loyalty.
4. Efficient Operations: Data-driven insights can identify operational inefficiencies and opportunities for streamlining processes, potentially reducing costs and improving overall operational efficiency.
5. Scalability and Adaptability: Business and Data Intelligence solutions can be scaled and adapted to accommodate evolving business needs, making Radisson more agile in responding to market changes.

## **Disadvantages of the Problem Statement:**

1. Initial Investment: Implementing Business and Data Intelligence systems can be costly, involving the purchase of software, hardware, and the hiring or training of skilled personnel. Radisson needs to be prepared for these initial expenses.
2. Data Complexity: Managing and analyzing large volumes of data can be complex. Radisson will need the right technology and expertise to handle this effectively.
3. Privacy Concerns: Collecting and storing customer data for analysis raises privacy concerns. Radisson must ensure that it complies with data protection regulations and maintains customer trust.
4. User Adoption: If employees are not familiar with data analytics tools, there may be resistance or a learning curve to overcome. Proper training and support are essential.
5. Data Quality: The accuracy and reliability of the data used in the analysis are crucial. Poor data quality can lead to incorrect conclusions and decisions.

6. Data Security: Protecting sensitive customer and business data is a priority.

## CHAPTER 12

# FUTURE SCOPE

The future scope for Radisson's project to incorporate Business and Data Intelligence is promising and multifaceted. First and foremost, Radisson can explore advanced analytics to further enhance its decision-making capabilities. This may involve the integration of predictive analytics and machine learning to provide insights into future trends, enabling the optimization of business strategies and services. Such advancements can offer a competitive edge by making decisions more data-driven and forward-looking.

In the realm of customer engagement, the future holds exciting prospects. Radisson can focus on personalization, tailoring marketing, promotions, and services to individual guest preferences. Through data-driven insights, the company can create highly personalized experiences, boosting customer engagement, satisfaction, and loyalty. Moreover, the development of real-time decision support systems is on the horizon. These systems can offer instant insights to managers and staff, allowing them to respond swiftly to changing conditions, whether it's adjusting room prices in response to demand fluctuations or addressing guest concerns in real time.

Data monetization presents another avenue for future growth. Radisson can consider offering its data and insights to other businesses in the travel and hospitality industry. This not only generates additional revenue but also positions Radisson as a leader in data services within the industry.

As technology continues to advance, the integration of the Internet of Things (IoT) becomes increasingly relevant. Radisson can explore incorporating IoT devices and data sources to collect real-time data from hotel facilities, rooms, and guest interactions. This will further enhance operational efficiency, customer satisfaction, and sustainability practices.

The importance of data security and privacy will continue to grow with evolving regulations. Radisson should commit to investing in data security and compliance measures to ensure the highest standards of data protection, building trust with customers and staying aligned with international data protection laws.

Radisson can also explore partnerships and collaborations with technology companies, data analytics providers, and data visualization platforms to stay at the forefront of technological advancements. Such collaborations can result in the adoption of cutting-edge tools and practices in

the field of Business and Data Intelligence.

## CHAPTER 13

# APPENDIX

### Source Code:

#### index.html :

```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="UTF-8" />
    <meta http-equiv="X-UA-Compatible" content="IE=edge" />
    <meta name="description" content="Data Analysis of Hotel Radisson
containing Dashboard and Story"/>
    <meta name="viewport" content="width=device-width, initial-scale=1.0" />

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

    <link rel="preconnect" href="https://fonts.gstatic.com" />
    <link
      href="https://fonts.googleapis.com/css2?family=Rubik:wght@400;500;600;700&display=swap"
      rel="stylesheet"
    />

    <script defer src="js/script.js"></script>
    <style>

.header {
  display: flex;
  justify-content: space-between;
  align-items: center;
  background-color: #001233;
  /* Because we want the header to be sticky later */
  padding: 0 4.8rem;
  height: 9.6rem;
  position: relative;
  color: #eee;
}
.logo {
  height: 2.2rem;
}


```

```
.main-nav-list {
  list-style: none;
  display: flex;
  align-items: center;
  gap: 4.8rem;
}

.main-nav-link:link,
.main-nav-link:visited {
  display: inline-block;
  text-decoration: none;
  color: #928e8e;
  font-weight: 500;
  font-size: 1.8rem;
  transition: all 0.3s;
}

.main-nav-link:hover,
.main-nav-link:active {
  color: #ff595a;
}

.main-nav-link.nav-cta:link,
.main-nav-link.nav-cta:visited {
  padding: 1.2rem 2.4rem;
  /* border-radius: ; */
  color: #fff;
  background-color: #ff595a;
}

.main-nav-link.nav-cta:hover,
.main-nav-link.nav-cta:active {
  background-color: #dd3941;
}

/* MOBILE */

.btn-mobile-nav {
  border: none;
  background: none;
  cursor: pointer;

  display: none;
}

.icon-mobile-nav {
  height: 4.8rem;
  width: 4.8rem;
  color: #333;
}

.icon-mobile-nav[name="close-outline"] {
```

```
    display: none;
}

.sticky .header {
  background-color: #001233;
  position: fixed;
  top: 0;
  bottom: 0;
  width: 100%;
  height: 8rem;
  padding-top: 0;
  padding-bottom: 0;

  z-index: 9999;
  box-shadow: 0 1.2rem 3.2rem rgba(0, 0, 0, 0.03);
}

.sticky .section-hero {
  margin-top: 9.6rem;
}

.hero {
  margin: 0 auto;
  padding: 0 3.2rem;
  max-width: 130rem;
  display: grid;
  gap: 9.6rem;
  grid-template-columns: 1fr 1fr;
  align-items: center;
}

.section-hero {
  background-color: #001233;
  padding: 4.8rem 0 9.6rem 0;
}

.hero-description {
  font-size: 2rem;
  line-height: 1.6;
  margin-bottom: 4.2rem;
  color: #000000;
}

.hero-img {
  width: 100%;
}

.delivered-meals {
  display: flex;
```

```
margin-top: 8rem;
align-items: center;
gap: 4.8rem;
}

.delivered-img {
  display: flex;
}

.delivered-img img {
  height: 4.8rem;
  width: 4.8rem;
  border-radius: 50%;
  margin-right: -1.6rem;
  border: 3px solid #fdf2e9;
}

.delivered img img:last-child {
  margin: 0;
}

.delivered-text {
  font-size: 1.8rem;
  font-weight: 600;
  color: #eee;
}

p span {
  color: #ff595a;
  font-weight: 700;
}

.section-featured {
  padding: 4.8rem 0 3.2rem 0;
}

.heading-featured-in {
  font-size: 1.4rem;
  text-transform: uppercase;
  letter-spacing: 0.75px;
  font-weight: 500;
  text-align: center;
  margin-bottom: 2.4rem;
  color: #888;
}

.logos {
  display: flex;
  justify-content: space-around;
}
```

```
.logos img {
  height: 3.2rem;
  filter: brightness(0);
  opacity: 50%;
}

.section-how {
  padding: 9.6rem 0;
}

.step-number {
  font-size: 8.6rem;
  font-weight: 600;
  color: #e7918e;
  margin-bottom: 1.2rem;
}

.step-description {
  font-size: 1.8rem;
  line-height: 1.8;
}

.step-img-box {
  position: relative;
  display: flex;
  justify-content: center;
  height: auto;
  width: auto;
}

.step-img-box::before,
.step-img-box::after {
  content: "";
  display: block;

  border-radius: 50%;

  position: absolute;
  top: 50%;
  left: 50%;
  transform: translate(-50%, -50%);
}

.step-img-box::before {
  width: 60%;
  padding-bottom: 60%;
  background-color: #fdf2e9;
```

```
z-index: -2;
}

.step-img-box::after {
  width: 45%;
  padding-bottom: 45%;
  background-color: #fae5d3;
  z-index: -1;
}

.step-img {
  width: 35%;
}

.section-meals {
  padding: 9.6rem 0;
}

.meal {
  box-shadow: 0 2.4rem 4.8rem rgba(0, 0, 0, 0.075);
  border-radius: 12px;
  overflow: hidden;
  transition: all 0.4s;
}

.meal:hover {
  transform: translateY(-1.2rem);
  box-shadow: 0 3.2rem 6.4rem rgba(0, 0, 0, 0.06);
}

.meal-content {
  padding: 3.2rem 4.8rem 4.8rem 4.8rem;
}

.meal-tags {
  margin-bottom: 1.2rem;
  display: flex;
  gap: 0.4rem;
}

.tag {
  display: inline-block;
  padding: 0.4rem 0.8rem;
  font-size: 1.2rem;
  text-transform: uppercase;
  color: #333;
  font-weight: 500;
  border-radius: 100px;
}

.tag--vegetarian {
```

```
    background-color: #51cf66;
}

.tag--vegan {
    background-color: #94d82d;
}

.tag--paleo {
    background-color: #ffd43b;
}

.meal-title {
    font-size: 2rem;
    color: #333;
    font-weight: 600;
    margin-bottom: 3.2rem;
}

.meal-attributes {
    /* list-style: none; */
    display: flex;
    flex-direction: column;
    gap: 2rem;
}

.meal-attribute {
    font-size: 1.8rem;
    display: flex;
    align-items: center;
    gap: 1.6rem;
}

.meal-img {
    width: 100%;
}

.meal-icon {
    height: 2.4rem;
    width: 2.4rem;
    color: #dd3941;
}

.all-recipes {
    text-align: center;
    font-size: 1.8rem;
}

.section-testimonials {
    background-color: #fdf2e9;
    display: grid;
    grid-template-columns: 55fr 45fr;
    align-items: center;
```

```
}

.testimonials-container {
  padding: 9.6rem;
}

.testimonials {
  display: grid;
  grid-template-columns: 1fr 1fr;
  row-gap: 4.8rem;
  column-gap: 8rem;
}

.testimonial-img {
  width: 6.4rem;
  border-radius: 50%;
  margin-bottom: 1.2rem;
}

.testimonial-text {
  font-size: 1.8rem;
  line-height: 1.8;
  margin-bottom: 1.6rem;
}

.testimonial-name {
  font-size: 1.6rem;
  color: #6f6f6f;
}

.gallery {
  display: grid;
  grid-template-columns: repeat(3, 1fr);
  gap: 1.6rem;
  padding: 1.6rem;
}

.gallery-item {
  overflow: hidden;
}

.gallery-item img {
  display: block;
  width: 50%;
  transition: all 0.4s;
}

.gallery-item img:hover {
  transform: scale(1.1);
```

```
}

.section-pricing {
  padding: 9.6rem 0;
}

.pricing-plan {
  border-radius: 11px;
  width: 75%;
}

.pricing-plan-starter {
  justify-self: end;
  border: 2px solid #fdf2e9;
  padding: 4.8rem;
}

.pricing-plan-complete {
  padding: 4.8rem;
  background-color: #fdf2e9;
  position: relative;
  overflow: hidden;
}

.pricing-plan-complete:after {
  content: "best value";
  position: absolute;
  text-transform: uppercase;
  font-size: 1.4rem;
  font-weight: 700;
  top: 6%;
  right: -18%;
  background-color: #ffd43b;
  padding: 0.8rem 8rem;
  color: #333;
  transform: rotate(45deg);
}

.plan-header {
  text-align: center;
  margin-bottom: 4.8rem;
}

.plan-name {
  color: #001233;
  font-weight: 600;
  font-size: 2rem;
  text-transform: uppercase;
  letter-spacing: 0.75;
  margin-bottom: 3.2rem;
}
```

```
.plan-price {
  font-size: 6.2rem;
  font-weight: 600;
  color: #333;
  margin-bottom: 1.6rem;
}

.plan-text {
  font-size: 1.6rem;
  line-height: 1.6;
  color: #6f6f6f;
}

.price-span {
  color: #333;
}

.plan-sign-up {
  text-align: center;
  margin-top: 4.8rem;
}

.plan-details {
  font-size: 1.6rem;
  line-height: 1.6;
  text-align: center;
  margin-top: 4.8rem;
  margin-bottom: 4.8rem;
}

.feature-icon {
  color: #ff595a;
  height: 3.2rem;
  width: 3.2rem;
  background-color: #fdf2e9;
  margin-bottom: 3.2rem;
  padding: 1.6rem;
  border-radius: 50%;
}

.feature-title {
  font-size: 2.4rem;
  color: #001233;
  font-weight: 700;
  margin-bottom: 1.6rem;
}

.feature-text {
```

```
    font-size: 1.8rem;
    line-height: 1.8;
}
.section-cta {
    padding: 4.8rem 0 12.8rem 0;
}

.cta {
    display: grid;
    grid-template-columns: 2fr 1fr;
    /* background-color: #e67e22; */
    box-shadow: 0 2.4rem 4.8rem rgba(0, 0, 0, 0.15);
    border-radius: 11px;

    background-image: linear-gradient(to right bottom, #001233, #032c77);
    overflow: hidden;
}

.cta-text-box {
    color: #cac0b3;
    padding: 4.8rem 6.4rem 6.4rem 6.4rem;
}

.cta .heading-secondary {
    color: #eee;
    margin-bottom: 3.2rem;
}

.cta-text {
    font-size: 1.8rem;
    line-height: 1.8;
    margin-bottom: 4.8rem;
}

.cta-img-box {
    background-image: linear-gradient(
        to right bottom,
        rgb(235, 151, 78, 0.5),
        rgb(230, 125, 34, 0.35)
    ,
        url("../img/last.jpg");
    background-size: cover;
    background-position: center;
}

.cta-form {
    display: grid;
    grid-template-columns: 1fr 1fr;
```

```
  column-gap: 3.2rem;
  row-gap: 2.4rem;
}

.cta-form label {
  display: block;
  font-size: 1.6rem;
  font-weight: 500;
  margin-bottom: 1.2rem;
}

.cta-form input,
.cta-form select {
  width: 100%;
  padding: 1.2rem;
  font-size: 1.8rem;
  font-family: inherit;
  color: inherit;
  border: none;
  background-color: #fdf2e9;
  border-radius: 9px;
  box-shadow: 0 1px 2px rgba(0, 0, 0, 0.1);
}

.cta-form input::placeholder {
  color: #aaa;
}

.cta *:focus {
  outline: none;

  box-shadow: 0 0 0 0.8rem rgba(253, 242, 233, 0.49);
}

.footer {
  padding: 12.8rem 0;
  border-top: 1px solid #eee;
}

.grid-footer {
  grid-template-columns: 1.5fr 1.5fr 1fr 1fr 1fr;
}

.logo-col {
  display: flex;
  flex-direction: column;
}

.footer-logo {
```

```
display: block;
margin-bottom: 3.2rem;
}

.social-links {
  list-style: none;
  display: flex;
  gap: 2.4rem;
}

.social-icon {
  height: 2.4rem;
  width: 2.4rem;
}

.year {
  color: #767676;
}

.copyright {
  font-size: 1.4rem;
  color: #767676;
  line-height: 1.6;
  margin-top: auto;
}

.footer-heading {
  font-size: 1.8rem;
  font-weight: 500;
  margin-bottom: 3.2rem;
}

.contacts {
  font-style: normal;
  font-size: 1.6rem;
  line-height: 1.6;
}

.address {
  margin-bottom: 2.4rem;
}

.footer-nav {
  list-style: none;
  display: flex;
  flex-direction: column;
  gap: 2.4rem;
}
```

```
.footer-link:link,  
.footer-link:visited {  
  text-decoration: none;  
  font-size: 1.6rem;  
  color: #767676;  
}  
.footer-link:hover .footer-link:active {  
  text-decoration: none;  
  font-size: 1.6rem;  
  color: #767676;  
  transition: all 0.3s;  
}  
.container-slider {  
  position: relative;  
  /* background: #aad5f6; */  
}  
.slide-1 {  
  background: url("barbie.jpg");  
}  
.slide-2 {  
  background: url("st.jpg");  
}  
.slide-3 {  
  background: url("nhie.jpg");  
}  
.slide-4 {  
  background: url("oppenheimer.jpg");  
}  
.slide-5 {  
  background: url("ariel.jpg");  
}  
  
.slide {  
  width: 100%;  
  height: 75vh;  
  background-size: cover;  
  background-position: center;  
  position: relative;  
  overflow-x: hidden;  
  top: 20%;  
}  
  
.arrow {  
  position: absolute;  
  top: 50%;  
  transform: translateY(-50%);  
  cursor: pointer;
```

```
z-index: 100;
background: rgba(0, 0, 0, 0.1);
border-radius: 50%;
transform: background 500ms;
}

.arrow img {
  width: 50px;
}

.arrow:hover {
  background: rgba(0, 0, 0, 0.4);
}

.l {
  left: 0;
}

.r {
  right: 0;
}

* {
  margin: 0;
  padding: 0;
  box-sizing: border-box;
}

html {
  font-size: 62.5%;
  overflow-x: hidden;
}

body {
  font-family: "Rubik", sans-serif;
  line-height: 1;
  font-weight: 400;
  color: #555;
  overflow-x: hidden;
}

.container {
  /* 1140px */
  max-width: 120rem;
  margin: 0 auto;
  padding: 0 3.2rem;
}

.grid {
  display: grid;
  row-gap: 9.6rem;
  column-gap: 6.4rem;
}

.grid:not(:last-child) {
```

```
    margin-bottom: 0;
}

.grid--2-cols {
  grid-template-columns: repeat(2, 1fr);
}

.grid--3-cols {
  grid-template-columns: repeat(3, 1fr);
}

.grid--4-cols {
  grid-template-columns: repeat(4, 1fr);
}

.grid--center-v {
  align-items: center;
}

.heading-primary,
.heading-secondary,
.heading-tertiary {
  font-weight: 700;
  color: #001233;
  /* color: #343a40; */
  letter-spacing: -0.5px;
}

.heading-primary {
  color:white;
  font-size: 5.2rem;
  line-height: 1.05;
  margin-bottom: 3.2rem;
}

.heading-secondary {
  font-size: 4.4rem;
  line-height: 1.2;
  margin-bottom: 9.6rem;
}

.heading-tertiary {
  font-size: 3rem;
  line-height: 1.2;
  margin-bottom: 3.2rem;
}
```

```
.subheading {
  display: block;
  font-size: 1.6rem;
  font-weight: 500;
  color: #ff595a;
  text-transform: uppercase;
  margin-bottom: 1.6rem;
  letter-spacing: 0.75px;
}

.btn,
.btn:link,
.btn:visited {
  display: inline-block;
  /* background-color: #e67e22; */
  color: #fff;
  font-weight: 600;
  text-decoration: none;
  font-size: 2rem;
  padding: 1.6rem 3.2rem;
  border-radius: 9px;

  border: none;
  cursor: pointer;
  font-family: inherit;

  /* Put transition on original state */
  transition: all 0.3s;
}

.btn--full:link,
.btn--full:visited {
  background-color: #ff595a;
  color: #fff;
}

.btn--full:hover,
.btn--full:active {
  background-color: #dd3941;
}

.btn--outline:link,
.btn--outline:visited {
  background-color: #cac0b3;
  color: #555;
}

.btn--outline:hover,
.btn--outline:active {
  background-color: #e7ded6;
  color: #555;
```

```
/* border: 3px solid white; */

/* Trick to add border inside */
box-shadow: 0 0 0 3px #fff;
}

.btn--form {
  background-color: #ff595a;
  color: #fdf2e9;
  align-self: end;
  padding: 1.2rem;
}
.btn--form:hover {
  background-color: #dd3941;
  color: #555;
}
.link:link,
.link:visited {
  color: #dd3941;
  text-decoration: none;
  border-bottom: 1px solid currentColor;
  padding-bottom: 2px;
  display: inline-block;
  transition: all 0.3s;
}

.link:hover,
.link:active {
  color: #ff595a;
  border-bottom: 1px solid transparent;
}

.list {
  list-style: none;
  display: flex;
  flex-direction: column;
  gap: 1.6rem;
}

.list-item {
  font-size: 1.8rem;
  display: flex;
  align-items: center;
  gap: 1.6rem;
  line-height: 1.2;
}
.list-icon {
  width: 3rem;
```

```
height: 4rem;
color: #ff595a;
}

*:focus {
outline: none;
/* outline: 4px dotted #cf711f;
outline-offset: 8px; */
box-shadow: 0 0 0 0.8rem rgba(230, 125, 34, 0.52);
}

/* HELPER CLASSES */
.center-text {
text-align: center;
}

.margin-right-sn {
margin-right: 1.6rem !important;
}

strong {
font-weight: 600;
}

.margin-bottom-md {
margin-bottom: 4.8rem !important;
}


```

</style>

```
<title>Radisson &mdash;- Data Analysis</title>
<link rel="stylesheet" href="css/style.css" />
<link rel="stylesheet" href="css/general.css" />
<link rel="stylesheet" href="css/queries.css" />
</head>
<body>
<header class="header">
<h1>HOTEL RADISSION</h1>
<nav class="main-nav">
<ul class="main-nav-list">

<li><a class="main-nav-link" href="#">Home</a></li>
<li><a class="main-nav-link" href="#how">dashboard</a></li>
<li><a class="main-nav-link" href="#meals">Story</a></li>

</ul>
</nav>
```

```

<button class="btn-mobile-nav">
  <ion-icon class="icon-mobile-nav" name="menu-outline"></ion-icon>
  <ion-icon class="icon-mobile-nav" name="close-outline"></ion-icon>
</button>

</header>
<main>

  <section class="section-hero">
    <div class="hero">
      <div class="hero-text-box">
        <h1 style="color:rgb(0, 0, 0);font-size:30px">
          Hotel Radisson Data Analysis
          <br/>
          <br/>
        </h1>
        <p class="hero-description">
          This Data Analysis contains dashboard and Story for Hotel
          Radisson
        </p>
        <div class="delivered-meals">
          </div>
        </div>
        <div class="hero-img-box">
          
        </div>
      </div>
    </div>
  </section>

  <section class="section-how " id="how">
    <div class="container">
      <h2 class="heading-secondary">
        Hotel Radisson Dashboard
      </h2>
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.pu

```

```
blic_folders%2FHotel_Radisson%2Fhotel-dashboard-1&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b798cc324_00000000" width="1200" height="800" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-dashboard-1&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b7999a17d_00000000" width="1200" height="800" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-dashboard-1&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b79a00963_00000000" width="1200" height="800" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-story&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&sceneId=model0000018b7a6dd81d_00000001&sceneTime=0" width="1200" height="800" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
</section>
<section class="section-meals" id="meals">
    <div class="container">
        <h2 class="heading-secondary">
            Hotel Radisson Story
        </h2>

        <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.public_folders%2FHotel_Radisson%2Fhotel-story&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&sceneId=model0000018b7a6dd81d_00000001&sceneTime=0" width="1200" height="800" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
</section>

</body>
```

```
</html>
```

**app.py :**

```
from flask import Flask,render_template

app= Flask(__name__)

@app.route('/')
@app.route('/index')
def index():
    return render_template("index.html")

if __name__ == '__main__':
    app.run()
```

## **GitHub & Project Demo Link:**

GitHub :

[https://github.com/Subasri7958/Radisson\\_Hotel\\_NM2023TMID06838/tree/main](https://github.com/Subasri7958/Radisson_Hotel_NM2023TMID06838/tree/main)

Demo Link :

<https://youtu.be/bLRge2Zvv0w?si=nvhuv3zB0JRIOooQ>