<u>Radisson</u> <u>Hotel</u> <u>Using</u> <u>Data</u> <u>Visualization</u> <u>Techniques</u>

    A hotel is a managed building or establishment which provides customers with a place to stay overnight on a short-term basis in exchange for money. The specific features and services provided to guests can differ quite drastically from one hotel to another, and hotel owners generally aim to attract a particular type of customer through their pricing model and marketing strategy or via the range of services they offer.

Revenue Radisson model Diagram
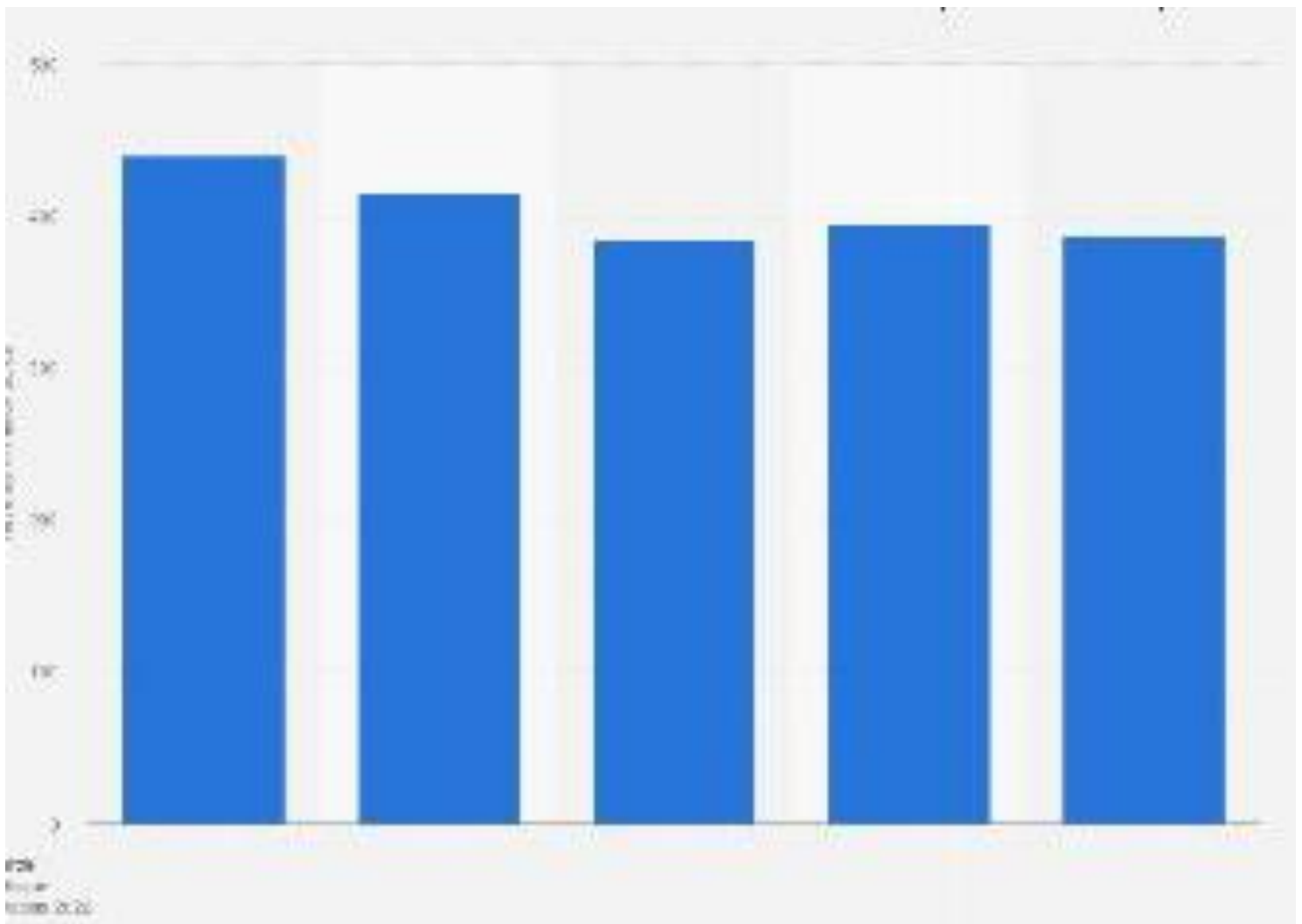
When doing business, it is important to know the strengths and weaknesses one has. In the upcoming dashboards, we have provided an analysis of how each hotel chain is doing compared to its competitors in those locations primarily. This is particularly efficient when we have large hotel chains in the same area, and they need to compete among themselves to be better at maintaining profits in that region. The data that we require for this is minimal from the hotels. The data are as follows: Hotel name, City where it is located, Room rates on a particular date, customers checked in that particular day, daily expenses, Online Bookings, Direct Bookings, and Cancellation rate on that day, etc.

<u>Hotel Business Intelligence:</u>

Data is everywhere. In our computers, in our phones, in the cloud, and virtually every kind of system or software that records information. Let's just say there is a lot of data out there. Once you have all of your data, what next? We've talked about **data platforms** and their value to the hospitality industry, but there is still one important key factor that is crucial to gaining all advantages from a data platform's ability to analyze and visualize: hotel Business Intelligence and its corresponding to According to is "the procedural and technical infrastructure that collects, stores and analyzes the data produced by a company's activities. Business intelligence is meant to take in all the data generated by a business and present easy-to-digest performance measures and trends that will inform management decisions." Essentially, it is the act of making data-driven decisions based on data analysis and data visualization in order to better a business's strategy and success. While you might think this is simply common sense because once you have your analysis, wouldn't you easily make better decisions? Not exactly.

Business intelligence isn't as easy as it sounds because there are a lot of tools, processes, and factors involved that allow you to go from A to B where your data analytics become data-driven decisions.

Dashboard

While dashboards are extremely relevant and useful to hoteliers, they lack the extra step that business intelligence tools offer. As a decision-maker in any industry, analytics dashboards are essential to see how your business is performing, trends occurring in your performance, and other valuable facts produced from your data. Business Intelligence tools for hospitality and in general, however, allow human beings to make more accurate decisions based

on the data analysis to reduce costs, increase profits, and all in all, improve the business. While we as hoteliers are hired to make these decisions based on our knowledge and experiences, hotel Business Intelligence tools simply enhance our thought processes by guiding us to the right answers and facts that we might not have seen by glancing at our data dashboards. Instead of manually sorting through the data from a hotel's PMS, POS, revenue management tools, reservation systems, golf & spa management systems, etc., BI tools help speed up the manual work and automate the decision making efforts that would have taken hoteliers more time and effort to produce.
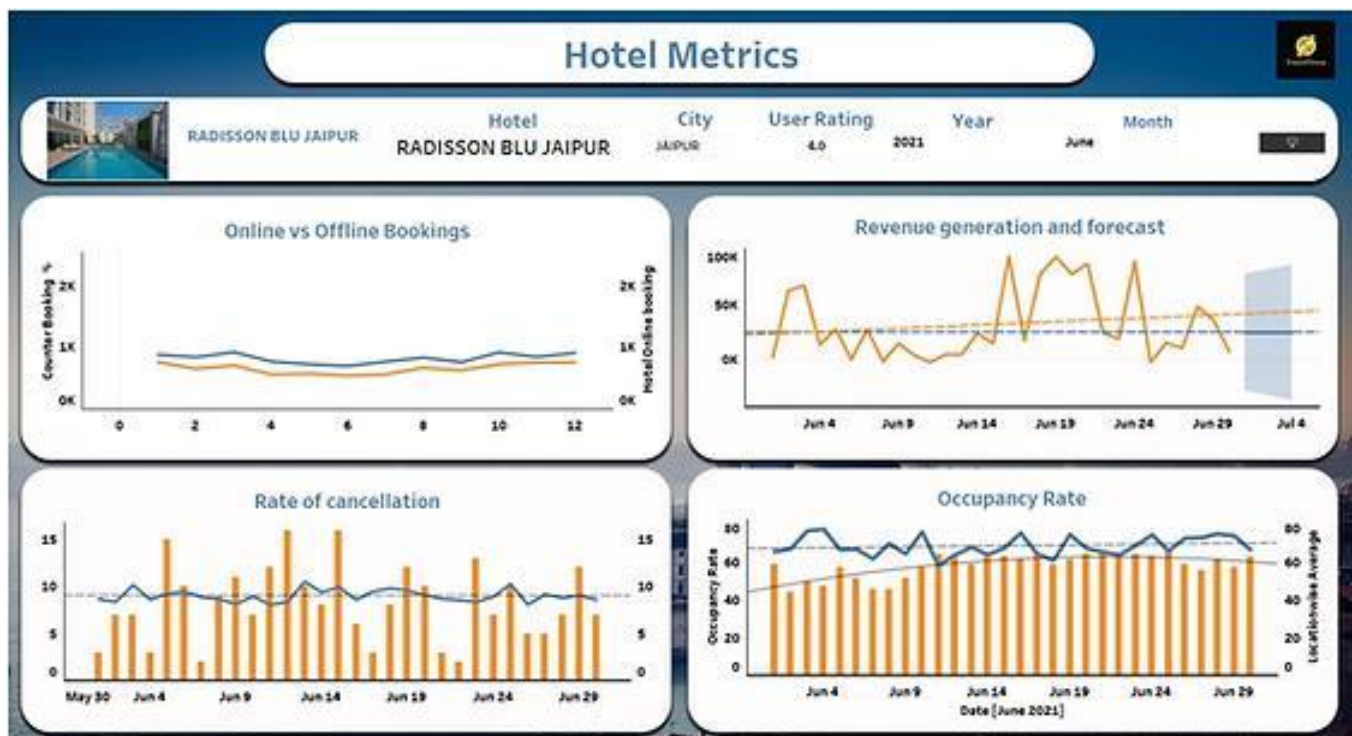
In the next dashboard, here we are focusing mainly on the financial perspective of the hotels selected. Firstly we are showing how the hotels are doing in terms of bookings compared to the other hotels in that region. As we showed in the last dashboard, we have the occupancy rate chart. Adding to that, the bookings chart can show the booking count in particular. For example, Radisson has more rooms compared to its competitors in that region, so its occupancy rate can be low, but if the bookings are better, that will help the owner gain a perspective that is maintaining that many rooms in that particular region are not beneficial.

Next, we have shown the return on investment in three different charts. In the first one, we have ROI over the past seven years. Next, we have enabled filters so that we can show the ROI for a selected month for various years. Next, we are showing the ROI of the current month, the previous month, and the upcoming month for various years we have data for. The line charts in these also show how the other hotels in that particular region have fared during that time. This works in two ways. One, we are giving an idea of how profitable the hotel has been to its competitors. Two, we are showing how the profits have grown or reduced over time. This will help the hotel owners realize if there is any particular time or situation when cost cuts or better marketing is necessary for increasing sales to maintain a steady profit.

The first one is Online vs. Offline bookings. Here only the filtered data for a particular hotel is being shown. As we can see that the chart shows, the offline bookings of this chain have been consistently more than its online bookings, so from here, we can instruct the hotel owner that he needs to market their hotels in the online domain for better results from the online domain as well.