

# PROJECT REPORT

## INTRODUCTION

A company founded by Curtis L. Carlson in 1938 was formally known as Carlson Companies Inc. in 1962; Curt Carlson purchased the nationally known Radisson Hotel in Minneapolis, USA. The company is comprised of four different groups known as Carlson Wagonlit, Carlson Hospitality Worldwide, Carlson Marketing Group and Carlson Leisure Group. The basic formula of running a hotel chain was based on "growth at any cost" and they were opening hotels at about 1 hotel in 7 days.

As a result of growth at any cost strategy, the focus of the hotel was diverted from customers to growth strategy. In addition to that, the company started facing challenges of low employee satisfaction and service in-consistencies. The company got into deep trouble because the management was not proceeding in a clear direction. Furthermore, the company was not focused on building a brand image to build customer loyalty. After analyzing the whole situation, the President and Vice President of the company the hotel. This project was unsuccessful because numerous visitors did not even finish them; as a result the organization was required to take some different measures. Radisson could enhance the experience of customers by giving membership benefits and discount programs. Customers who visited on a continuous basis may get a steeper discount than consistent inn rates. Guests who fill out the card completely or take a review over the Internet may get a ten percent rebate off their following visit. Customer recognition is a vital idea, particularly in an industry that characterizes their services as an "experience." By improving their services for customers with completely coordinated information frameworks, they provide astounding solid and reliable services. With these set-up measures, satisfaction of employees and customers remain predictable and continue to progress constantly.

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Management of Radisson also applied IT techniques to incorporate the information related to their guests backed by marketing infrastructure. The main focus of the hotel became the training of employees to create a network that could be globally accessed by all the Radisson Hotels globally. This helped the company to build a uniform database structure all over the world. The primary motive

behind these designs was to ensure reliable and consistent relationships with all guests and customers of Radisson Hotels. With the help of new systems, the hotel management would be able to plan better marketing strategies to attract customers. Along with that, it will help the company to build strong and long-term relationship with its guests by providing facilities that they do not get anywhere else. With the help of internet technology, the guest may check-in in the hotel from anywhere including airports, from their laptops or cell phones, etc. Advance check-in will help the business to make advance preparations for guests.

Radisson Hotel Group has selected Reltio's cloud-native software-as-a-service platform to unlock the group's enterprise data and accelerate its business transformation.

The company will implement Reltio's platform to continuously consolidate the group's data in real time across its hotels. By deploying the Reltio platform, Radisson can leverage accurate, consistent and comprehensive information

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## **1.OVERVIEW**

The hotel industry is a broad category of businesses that provide lodging services for travelers 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.

## **2. PURPOSE**

Data Analytics is the process of looking at different aspects of a given dataset to find trends and solutions. In the past, it was a hefty task that required lots of work and dedication. Now, it has become much easier due to technology.

hospitality sector is adopting data analytics as technology advances and more industries follow the trend. Since the COVID-19 pandemic has imposed many limits on travel and tourism, the hospitality sector, a key driver of the global economy's growth has suffered greatly.

has forced hotel owners to become more creative & tech-savvy to gain customers. They need to use AI, data analytics, etc. to boost performance and create a unique marketing strategy and occupancy rates to stay ahead of the curve.

Data Analytics for managers can help in studying demand and customer behavior to boost overall profits. Firms must assess the value of data analytics and how it can maximize revenue as the world starts to return to what it was before.

Effective analytics can aid in the development of intelligent marketing and logistics strategies, as well as the identification of target audience. This approach has shown to be quite significant in the hotel business.

Guests' sentiments must be carefully monitored by hospitality services at all times. Here are some of the most important hotel reports to keep an eye on.

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.

## **THE PROBLEM AND PROBLEM DEFINITIONS**

Technology is transforming every aspect of the hospitality industry, from online booking, guest apps and in-stay experiences to management tools, industry analytics and more. One crucial area that is often overlooked however, is a hotel's legal department. While this is undoubtedly one of the most important parts of a company's structure, many legal processes and procedures are still completed manually.

departments could be on the verge of a digital revolution however, as cutting-edge solutions create new ways of working. This is the view of, Radisson Hotel Group's General Counsel for Asia Pacific, who believes that hospitality companies that embrace legal tech could become much more efficient, while reducing the risk of significant, unforeseen expenses.

Based in Singapore, oversees all legal, employment, disputes and corporate governance issues for Radisson Hotel Group in Asia Pacific, including hotel agreements for the portfolio. With almost 15 years of experience as a legal advisor, she has been involved with major projects, cross-border deals and joint ventures across Asia Pacific.

With such extensive expertise, understands how the current system of hotel contracting and contract management is a hidden pain point for hotel groups. Issues such as a lack of uniformity and confusing wording in documents can cause a company to lose between 5% and 40% of value on any given deal<sup>1</sup> – a staggering statistic that becomes even more amplified for a group that deals with hundreds of management or franchise agreements.

By employing Artificial Intelligence (AI) however, believes that the hospitality industry could eliminate these inefficiencies. AI-enabled contracting software could create algorithms to recognize patterns and identify anomalies, enable data driven pattern efficiencies which can be applied to business, making documents more standardized, easier to organize and reducing the risk of human error. Automated solutions could sort through large volumes of documents, read them quickly and accurately, and extract and analyze data. The process of data analysis is an important one; a multinational operator with a large number of partnerships, such as Radisson Hotel Group, could easily keep track of any terms and clauses that could contain concealed costs and importantly support to enable operational efficiencies.

“Accurate legal contracting is critical for any hotel company, but especially for a major player like Radisson Hotel Group, which is in the process of exponentially expanding its portfolio. As part of our digital transformation strategy, we are examining how we can manage contracts more effectively, inspect their contents and discover any potential issues that may cause problems for either party further down the line, while supporting optimal application of team resources, giving individuals the right tools to optimize their roles and enhance productivity.” commented.

Radisson Hotel Group is currently undertaking a historic expansion drive, focusing on Asia Pacific’s exciting emerging markets. Overall, the company expects to increase its portfolio exponentially in the coming years. Target markets include China, India, Vietnam, Thailand, Australia and New Zealand, which will see the introduction of a wide range of industry-leading brands and innovative new concepts.

This is running in parallel with the group’s digital transformation, which was implemented in 2019 and featured the launch of EMMA, an advanced global technology platform. This is already moving the business forward, by allowing Radisson Hotel Group to harness big data and improve every aspect of its operations, with an integrated system for property management, reservations, distribution, sales, catering, loyalty programs and more. The group is also piloting new guest experiences, such as online check-in/out, and ways of boosting productivity, including revenue management and pricing tools.

For however, the introduction of smart solutions to support legal teams could have as big – if less obvious – an impact on the hospitality industry as online booking tools and mobile apps.

“The legal profession needs to embrace technology. Failure to do so could have serious implications for a company, including reduced productivity, looser security and the danger of human error, which, in the worst-case scenario, can lead to malpractice suits. With so many manual, time-consuming procedures potentially being automated, legal teams would be free to focus on other important work. It really is an exciting time,