PROJECT REPORT TEMPLATE

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 project used for;

Business requirements:

The business requirements for analyzing the performance and efficiency of Radisson Hotels include identifying KPIs, comparing performance across different hotels, identifying patterns and trends over time, identifying affecting factors, creating interactive dashboards and reports, identifying areas for improvement, making datadriven decisions, comparing to industry average and creating forecasting models for future performance. The ultimate goal is to gain insights and improve performance through data visualization techniques.

Literature Survey:

A literature survey is a method of researching existing literature and studies related to a specific topic. In the context of analyzing the performance and efficiency of Radisson Hotels, a literature survey would involve reviewing studies and articles that have been published on the topic of hotel performance and efficiency, as well as studies specific to Radisson Hotels.The literature survey would include sources such as academic journals, industry reports, and online articles. It would aim to identify key performance indicators (KPIs) and metrics that are commonly used to measure hotel performance and efficiency, as well as any best practices or strategies that have been identified for improving performance.The literature survey would also explore any existing research on Radisson Hotels specifically, and would aim to identify any unique challenges or opportunities that the hotel chain faces in terms of performance and efficiency

Social or Business Impact:

Social Impact: Improve safety of customers & can get customer or guest satisfaction, and hygiene food.

Business Model/Impact: By conducting an analysis the company can identify areas for improvement and take steps to enhance the customer experience, and increase customer satisfaction and loyalty.Improve its brand reputation, which can lead to increased customer loyalty and repeat business.

Better business decisions:

Data visualization enables you to effortlessly create intuitive and interactive visualizations. Hence, you can quickly analyze complex datasets in your dashboards.It helps you to easily find key insights. Data visualization software, like Yellowfin, Power BI and Tableau, simplifies the process of representing complex data in an easily understandable format for everyone using simple visual formats, like charts and graphs. People tend to understand visual things quicker than written forms, like reports.
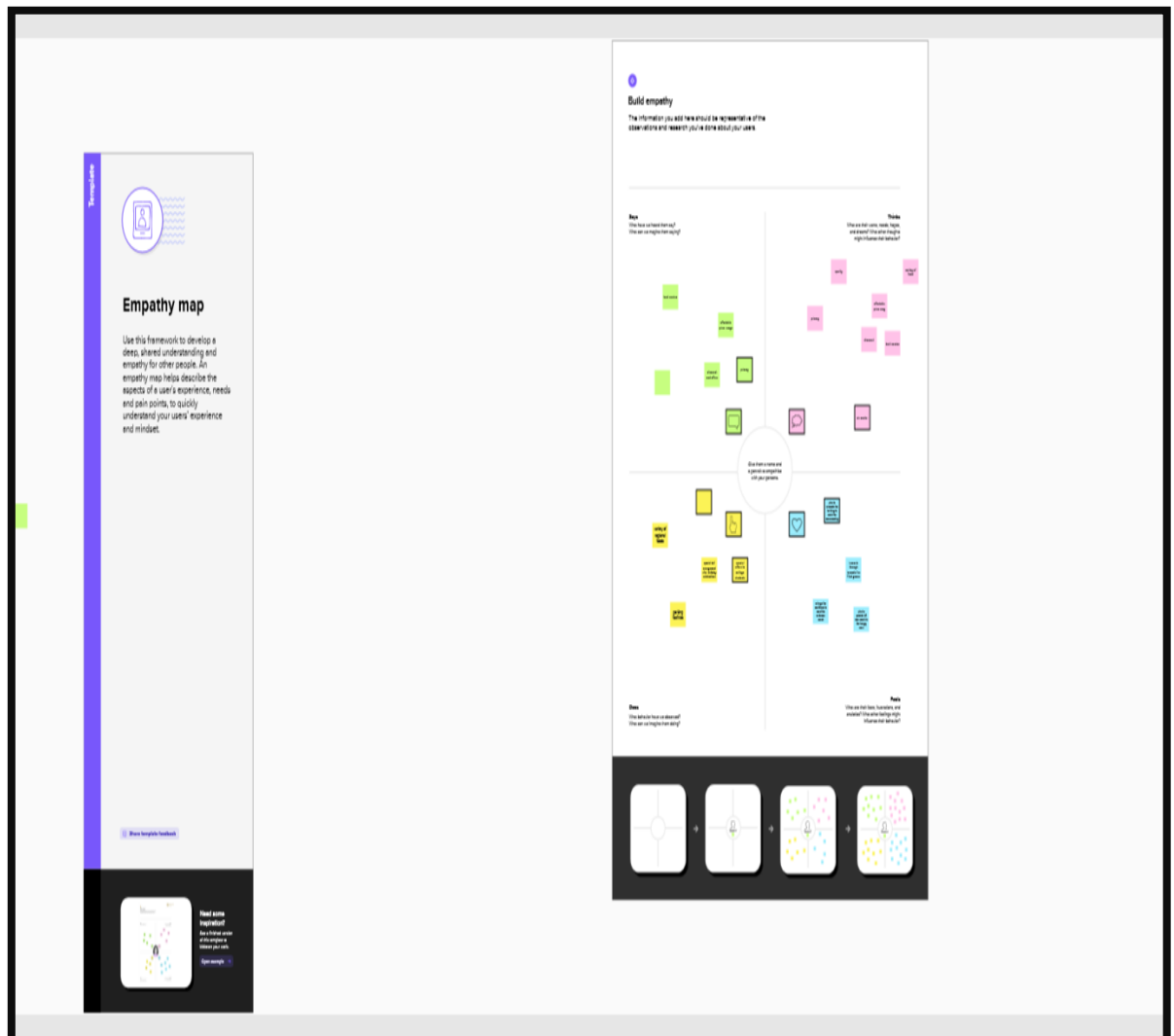
By visually presenting the information in your dashboard, you can make complex data easily understandable and accessible for everyone.As a result, the data visualization tool can enhance collaboration and communication in the decision-making approach. Also, it can significantly reduce imprecision in data. Hence, you can make significantly better business decisions, and grow your company.
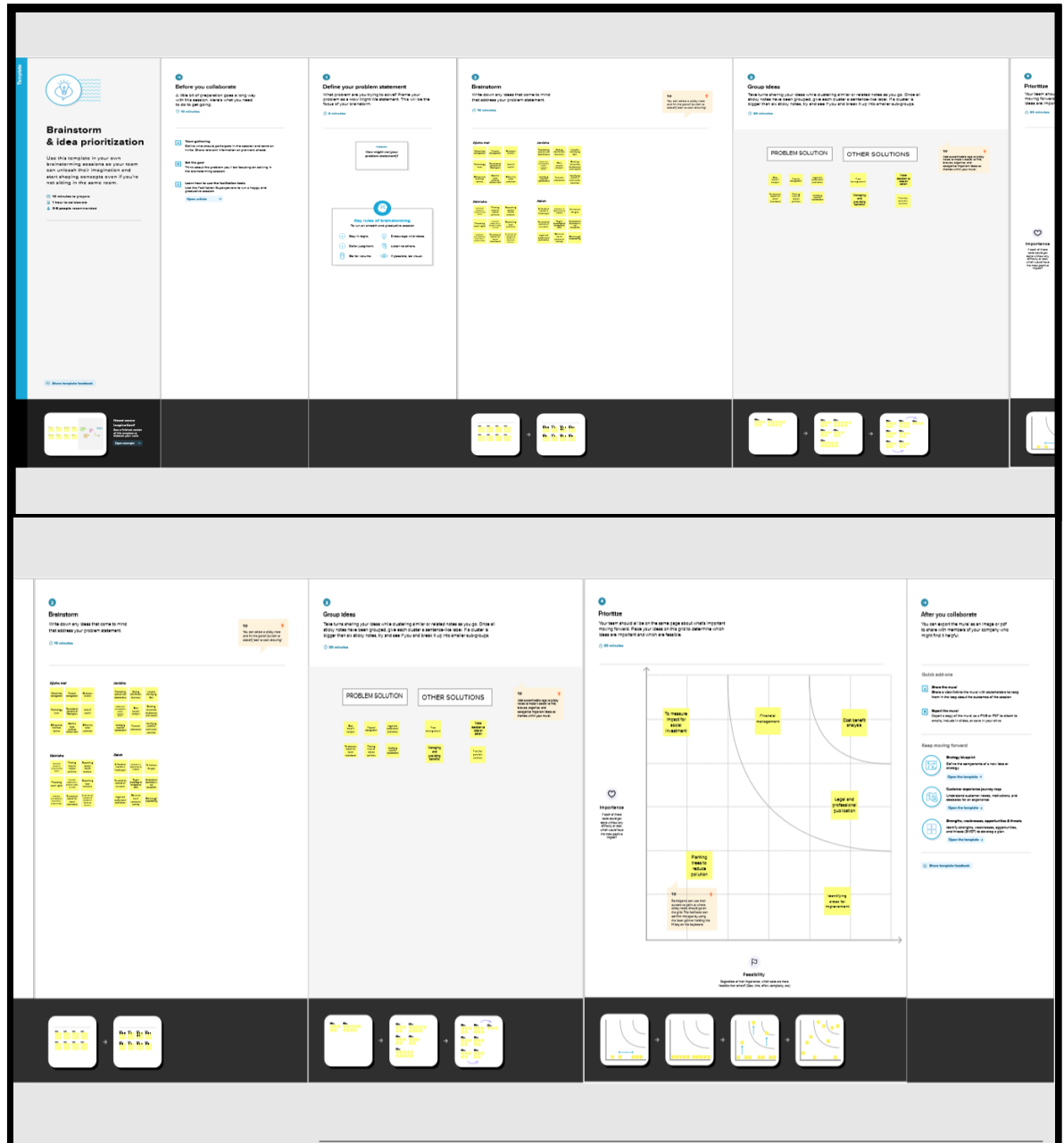
Easier trend analysis and exploration:

The best data visualization tools, like Yellowfin and Power BI, enable effortless trend analysis. They help you to quickly analyze current and historical events, and predict future events, like potential growth or decline of sales and revenue for the next year.You can use different types of visualizations to perform trend analysis. Examples include the Area Graph, Line Graph, Histogram, Bubble Chart, Spiral Plot, and Steam Graph.These solutions typically provide detailed dashboard and visualization design tools so that you can apply best practices to your chosen charts and graphs, such color, font, and rich media customization to make each visual custom-tailored for your intended audience - and visually appealing. Some tools, such as Yellowfin, provide a wide array of lesser available visualization types in addition to extensible tooling.
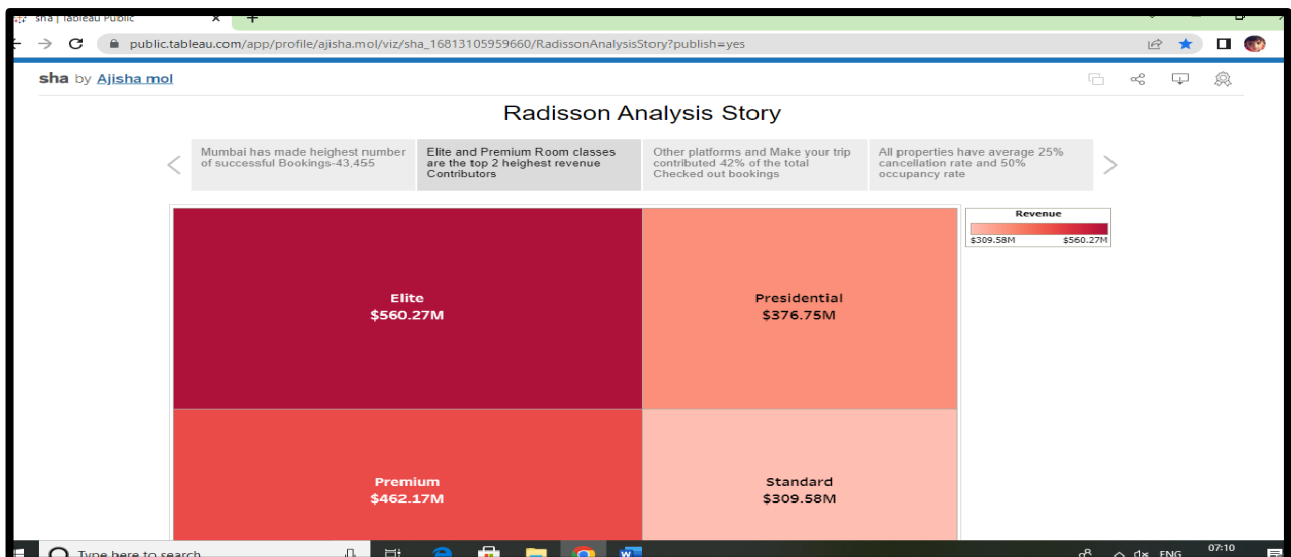
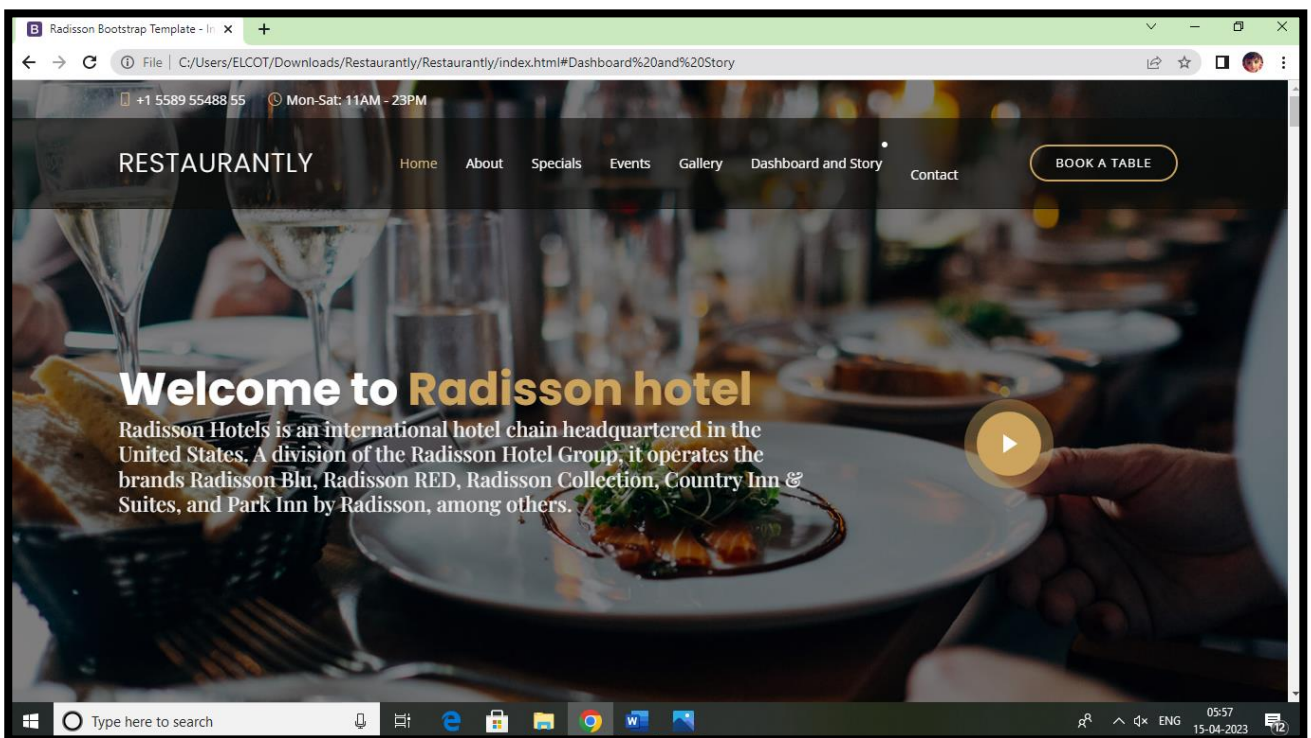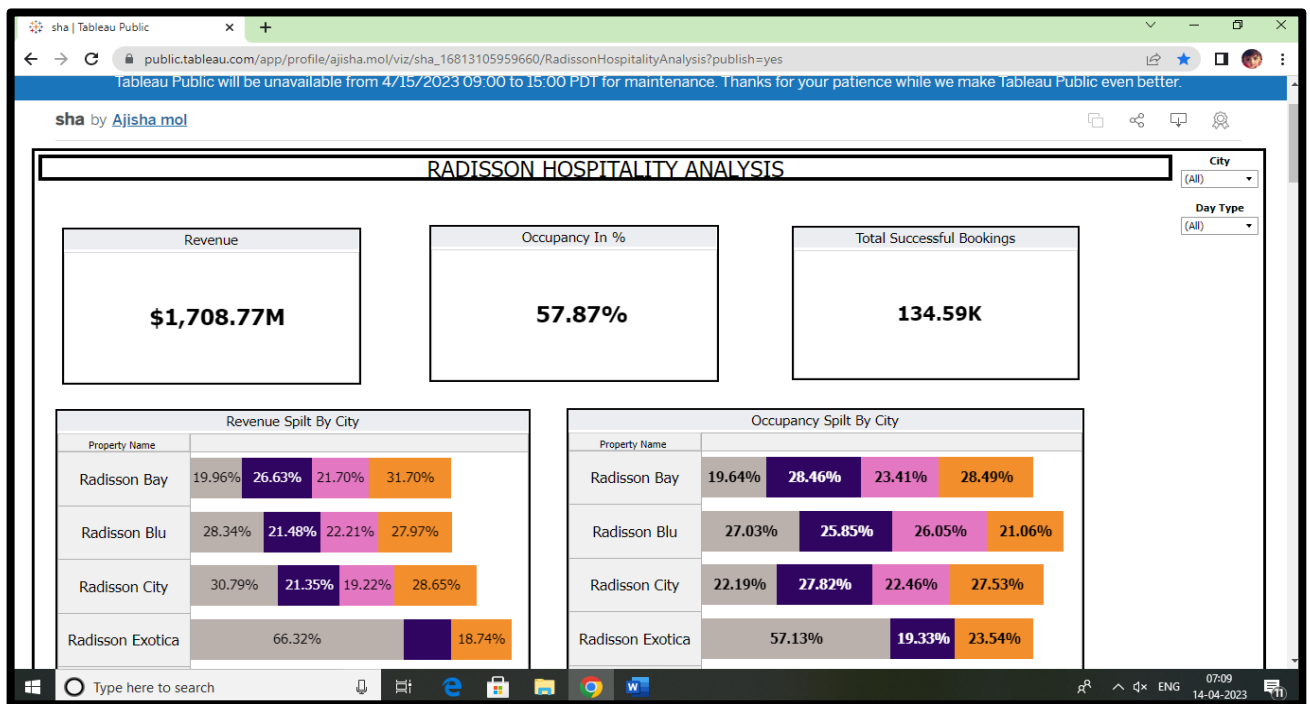# 2.Problem Definition & Design Thinking

2.1. Empathy Map

2.2.Ideation & Brainstorming Map

3.RESULT

4.ADVANTAGES & DISADVANTAGES

Advantages:

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.

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.

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.

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.

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.

Disadvantages

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.

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.

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.

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.

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

Marketing

In marketing analytics, data visualisation is a boon. We may use visuals and reports to analyse various patterns and trends analysis, such as sales analysis, market research analysis, customer analysis, defect analysis, cost analysis, and forecasting. These studies serve as a foundation for marketing and salesVisual aids can assist your audience grasp your main message by visually engaging them and visually engaging them. The major advantage of visualising data is that it can communicate a point faster than a boring spreadsheet. In b2b firms, data-driven yearly reports and presentations don't fulfil the needs of people who are seeing the information. They are unable to grasp the art of engaging with their audience in a meaningful or memorable manner. Your audience will be more interested in your facts if you present them as visual statistics, and you will be more inclined to act on your discoveries.

Business intelligence

When compared to local options, cloud connection can provide the cost-effective "heavy lifting" of processor-intensive analytics, allowing users to see bigger volumes of data from numerous sources to help speed up decision-making.Because such systems can be diverse, comprised of multiple components, and may use their own data storage and interfaces for access to stored data, additional integrated tools, such as those geared toward business intelligence (BI), help provide a cohesive view of an organization's entire data system (e.g., web services, databases, historians, etc.).Multiple datasets can be correlated using analytics/BI tools, which allow for searches using a common set of filters and/or parameters. The acquired data may then be displayed in a standardised manner using these technologies, giving logical "shaping" and better comparison grounds for end users.

Food delivery apps

When you place an order for food on your phone, it is given to the nearest delivery person. There is a lot of math involved here, such as the distance between the delivery executive's present position and the restaurant, as well as the time it takes to get to the customer's location Users may obtain data on average wait times, delivery experiences, other records, customer service, meal taste, menu options, loyalty and reward point programmes, and product stock and inventory data with the help of the data.

Book your stay quickly
Spend more time on the important things in life with our time-saving features

- **In-app credit card reader for faster booking**
- **Get your booking confirmation instantly**
- **No need to print! Add your booking to your digital wallet**
- **Save upcoming stays to your calendar**

Manage your bookings

- **Change your mind: Manage your reservations on the go**
- **Rebook your favorite hotels quickly with our Book Again feature**
- **Retrieve additional reservation information**

Never miss out on offers
Stay up to date with all the latest special offers with the Radisson Hotels app

- **Receive notifications on special deals and discounts**
- **Discover offers via our search and filter features**

6.CONCLUSION

Lately, hoteliers have realized that using data analytics to implement <u>Business Intelligence</u> (BI) can improve their services, enhance marketing strategies, and even gain more in their line.It can also be used to uncover perspectives that contribute to strategic business decisions. With data, you will find key answers that can facilitate product growth, better decision making, optimized offerings, and decreased costs.You can access this data from the internet, through guests' reviews, travel guides, and even on various social media platforms. Data is the new oil and the ones making the best out of it are getting an edge over the competition. So, what are you waiting for? Start using hotel data analytics today.

7.FUTURE SCOPE

Visualization is quickly growing in importance in the world of big data. Businesses can no longer afford to operate without graphs and dashboards in their arsenal since they're extremely useful for presenting and understanding complex information. All the technology surrounding us, and mobile devices, in particular, has turned into data sources that changed the way organizations collect and crunch numbers with the goal of generating actionable insights. The best way for humans to perceive complex data is by means of sight, so in this post, we'll have a look at data visualization trends in 2023 and beyond that will help you get the most out of your analytics.

THANK YOU