

Project Report Template

1.INTRODUCTION

1.1 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

perating model

Developing the new operating model needed to support a single global Radisson Hotels brand including a new Digital organization to support the model.

Technology

Defining an integrated AdTech and MarTech stack to support new capabilities in ad verification, ad serving, bidding, demand-side platforms, data management, data visualization, and more.

Market analysis

Offering in-depth analysis of Radisson Hotels' principal markets, local media partners, competitor landscape, and individual customer behavior.

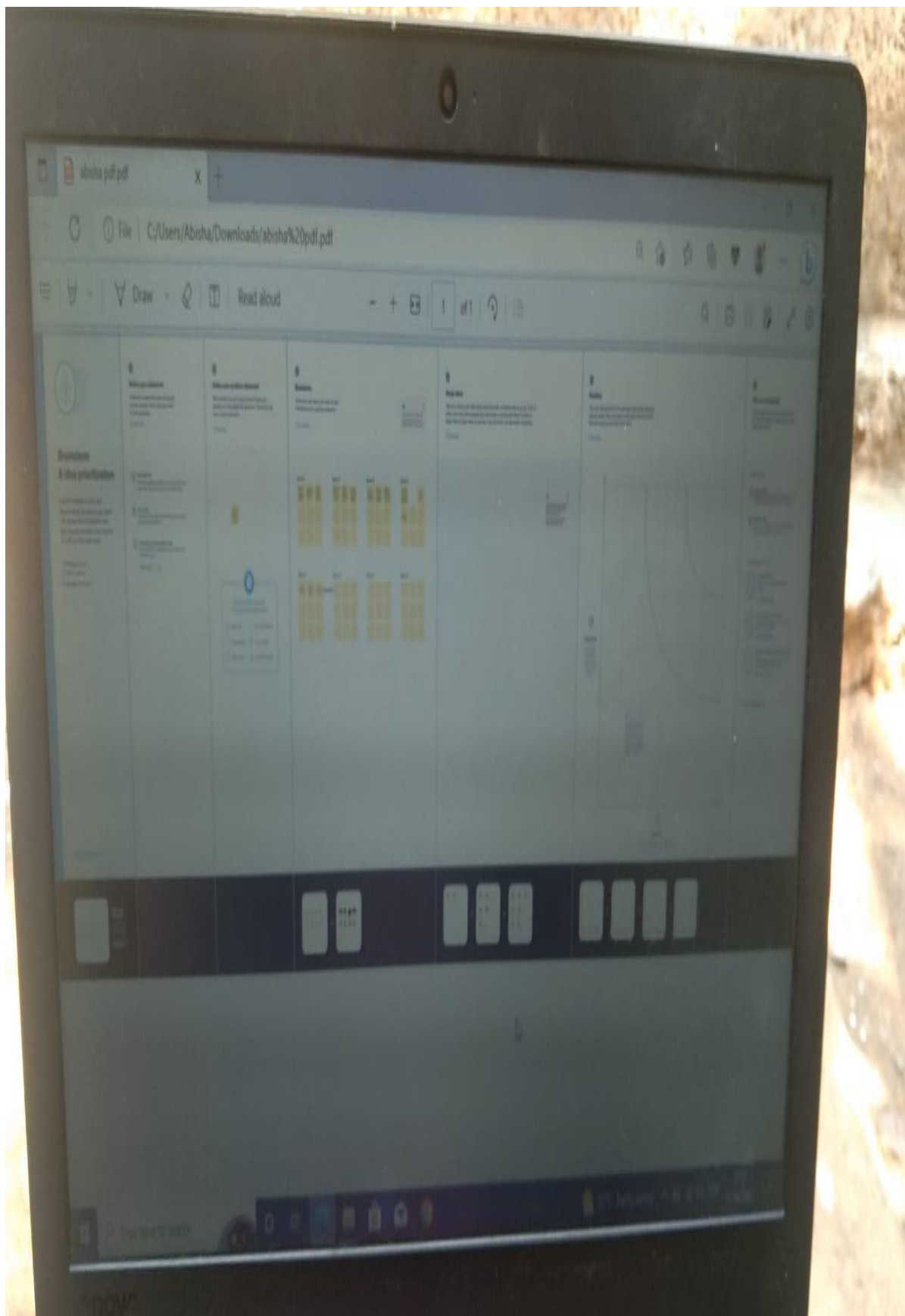
Forecasting and cost recovery

Defining a global forecasting and cost recovery model, supporting the development and planning of Radisson Hotels' growth agenda.

Advanced analytics

Embedding advanced analytical capabilities to support data-driven attribution and propensity models and optimize digital campaign performance.

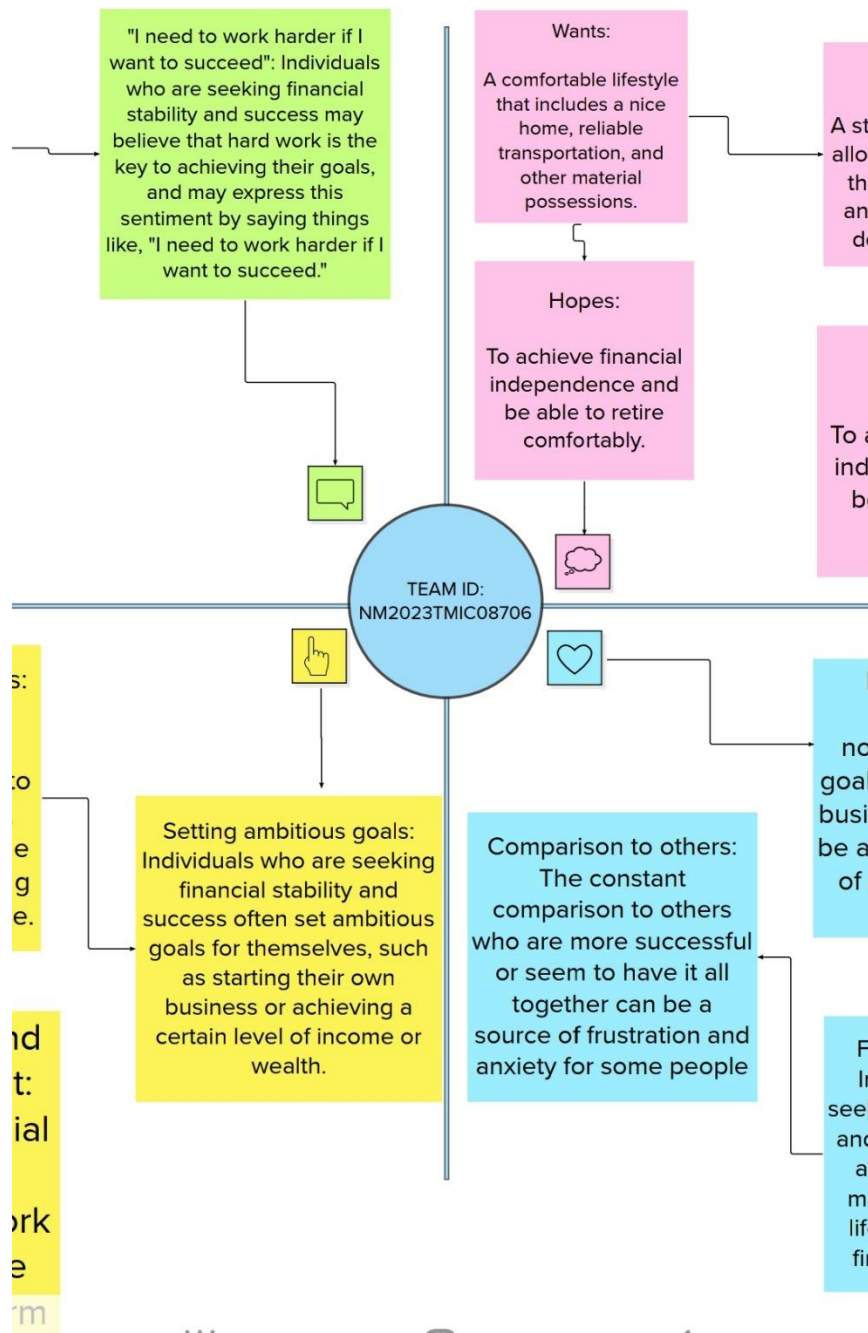
PROBLEM DEFINITION & DESIGN THINKING;



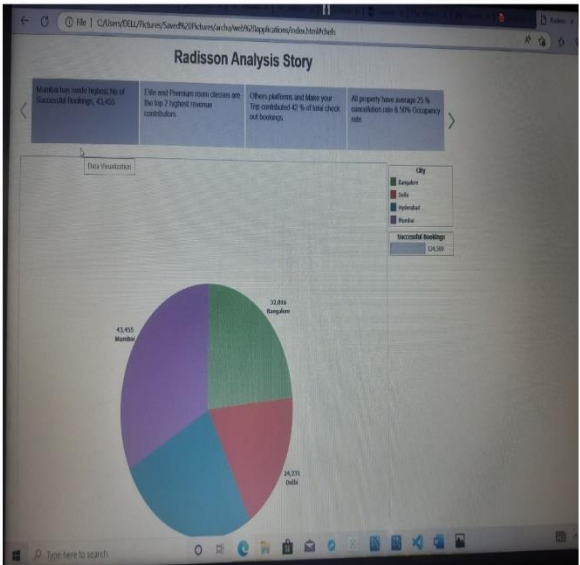
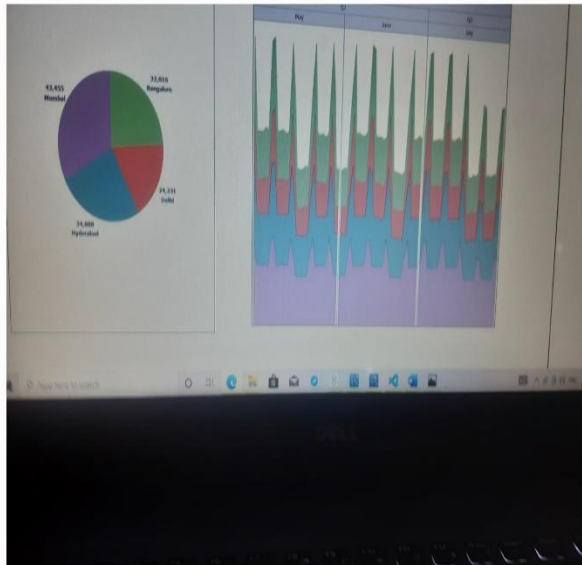
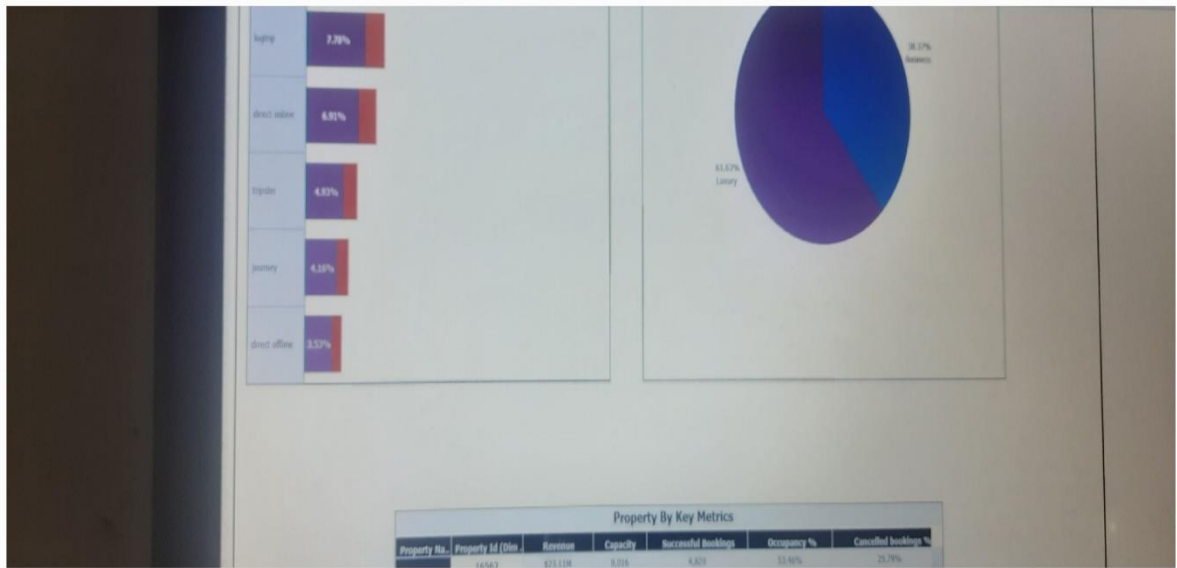
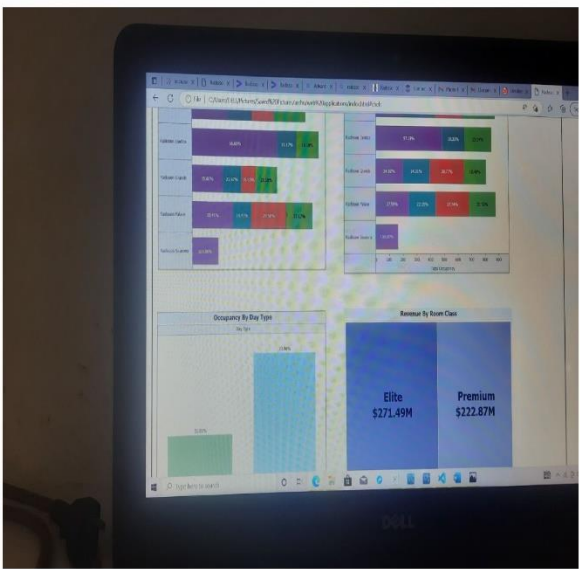
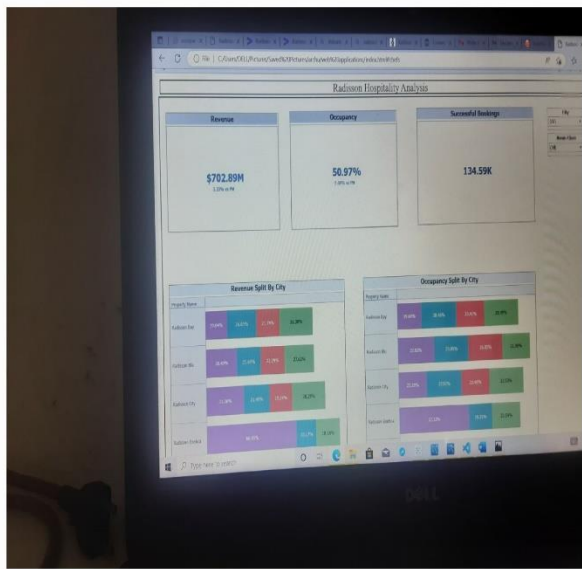


Empathy

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



RESULT;



ADVANTAGE AND DISADVANTAGE;

Advantages	Disadvantages
High Performance	Poor Versioning
Mobile-Friendly	No automatic refreshing of reports
Extensive customer resources	Need manual effort
Excellent mobile support	Not a comprehensive solution
Easy to upgrade	No version control
Low cost	Requires SQL knowledge
Quality Customer Service	-
Ease of Use	-

Application;

In a variety of positions available in the hospitality industry, Radisson seeks to fill jobs such as front desk attendants, housekeepers, door attendants, concierge, and other various restaurant roles and maintenance positions. Entry-level worker must only meet general hiring requirements, such as standing at least 18 years of age and in possession of high school diplomas. Previous experience remains beneficial but not specifically required for most entry-level positions. Applicants should exhibit team-oriented attitudes, flexible scheduling options, and excellent customer-service skills.

conclusion

With a variety of positions available in the hospitality industry, Radisson seeks to fill jobs such as front desk attendants, housekeepers, door attendants, concierge, and other various restaurant roles and maintenance positions. Entry-level worker must only meet general hiring requirements, such as standing at least 18 years of age and in possession of high school diplomas. Previous experience remains beneficial but not specifically required for most entry-level positions. Applicants should exhibit team-oriented attitudes, flexible scheduling options, and excellent customer-service skills.

future scope

We take our “We grow talent, talent grows us” culture belief to heart by focusing on developing our Moment Makers. An ever-growing Radisson Academy offer aims to equip you with key skills and boost your potential through customized training programs right from your day one. We are dedicated to individual development and have a strong performance culture that facilitates your career growth at all levels.

