ANALYZING THE PERFORMANCE AND EFFICIENCY OF THE RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES

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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.
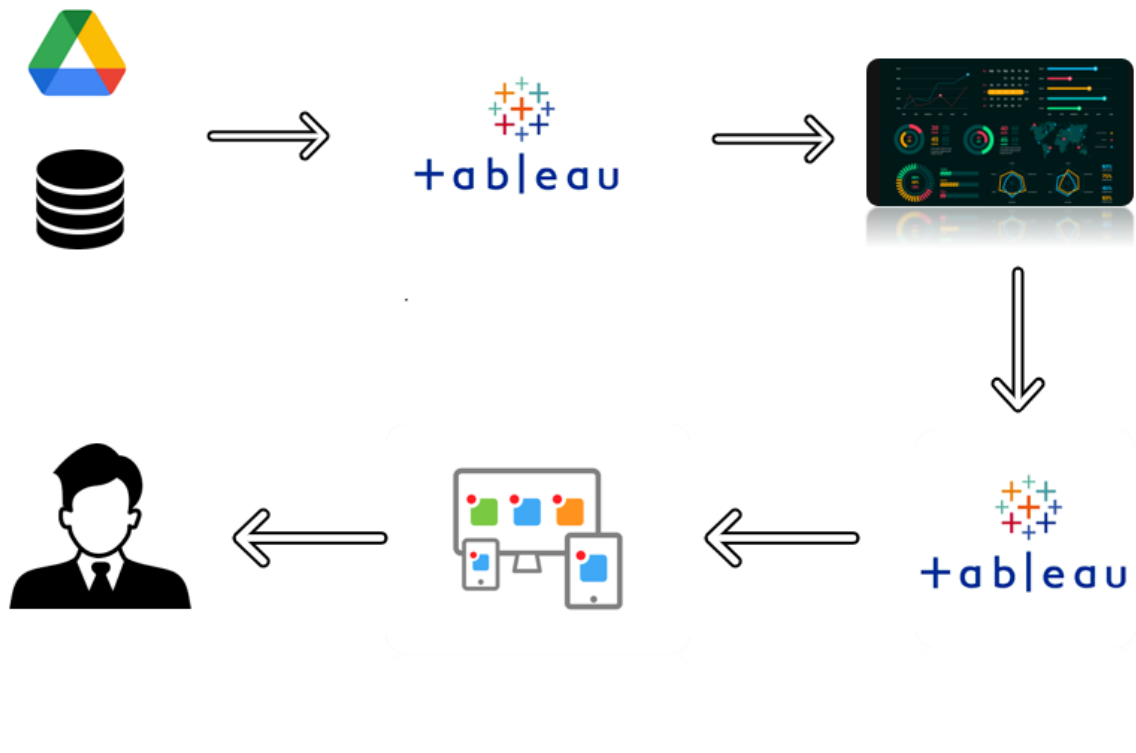
1.2 Purpose

The 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 data-driven 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.
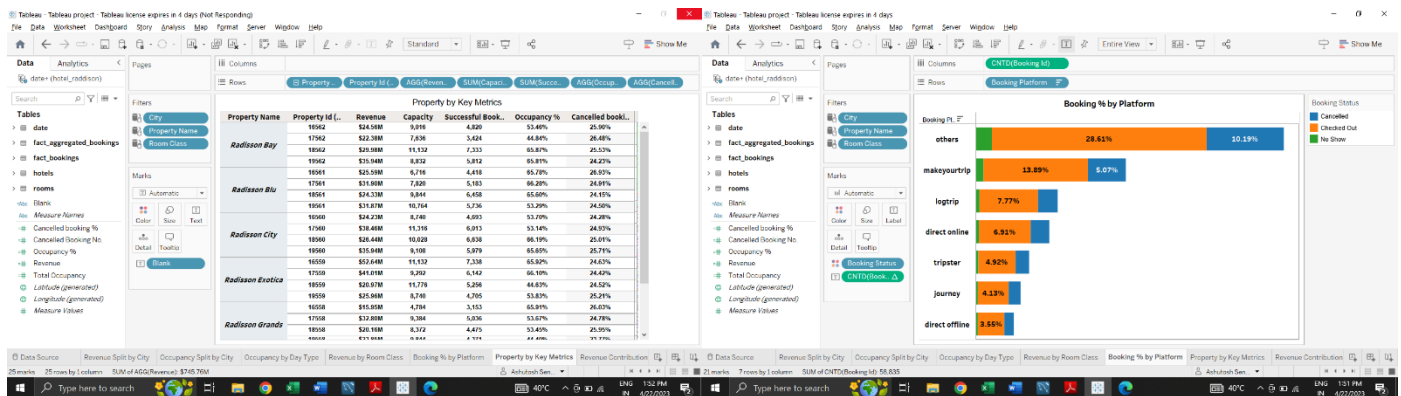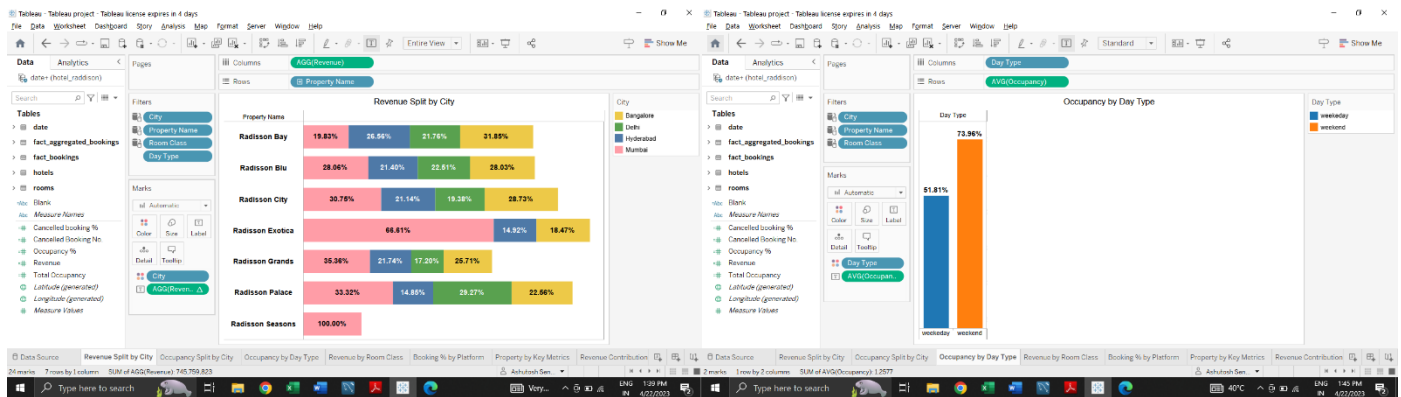
In the context of analyzing the performance and efficiency of Radisson Hotels, a literature survey would involve reviewing studies and articles that have been published on the topic of hotel performance and efficiency, as well as studies specific to Radisson Hotels.The literature survey would include 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
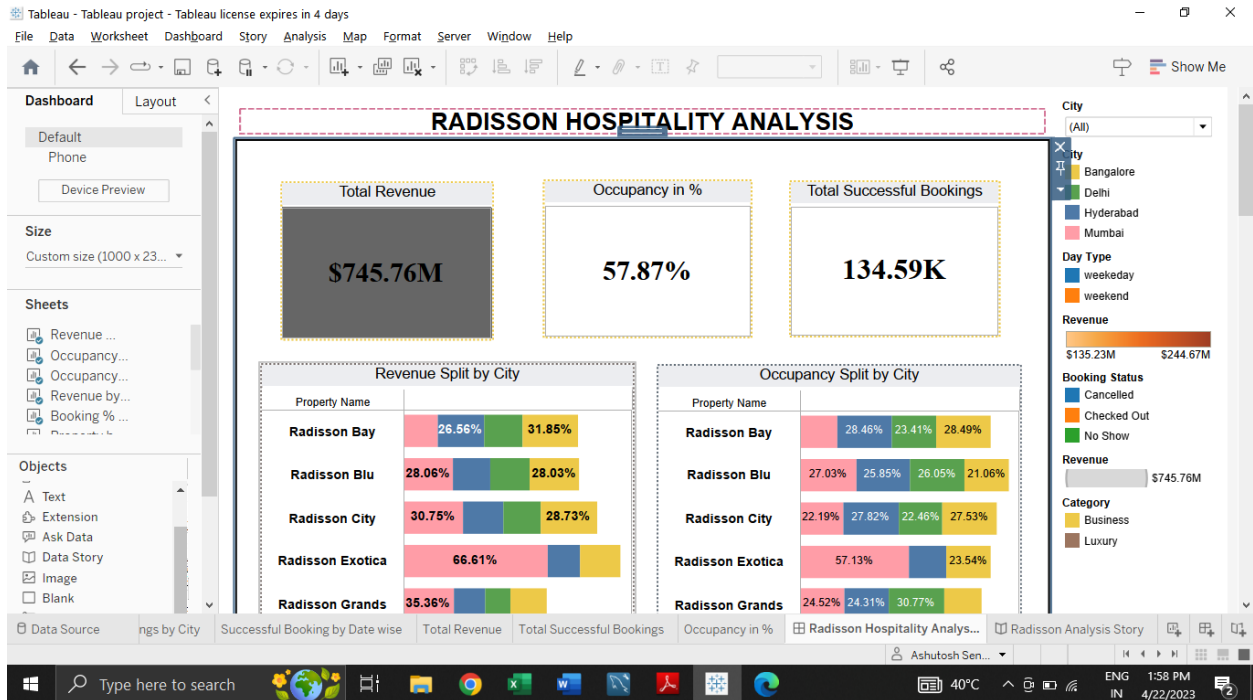
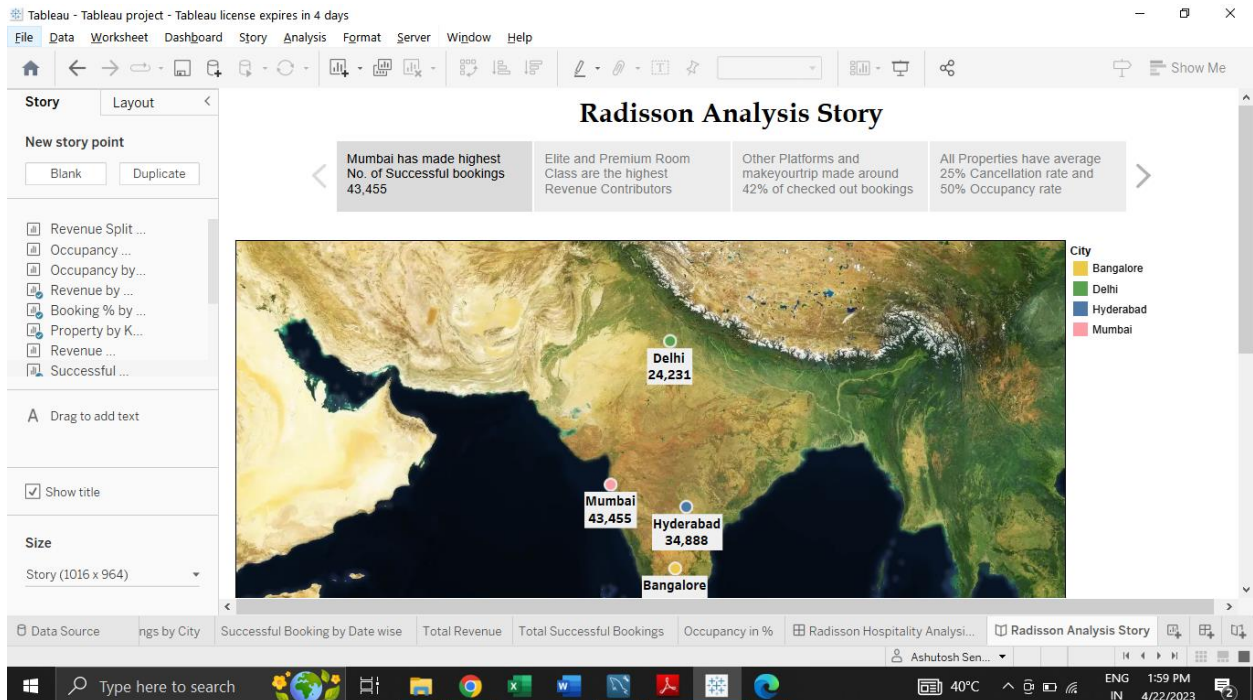# PROBLEM DEFINITION AND & DESIGN THINKING

2.1 Empathy Map

2.2 Ideation & Brainstorming Map

RESULT

Dashboard

Story

ADVANTAGES & DISADVANTAGES

Advantages:

- Data visualization is the change of crude information tables into numeric delineations that recount a story. Choosing what data to share, just as how to share it, are the two principal decisions in the making of a viz.

- Data visualization can take numerous structures. As a rule, perceptions are diagrams, outlines, plots, and different types of mathematical clarifications. However, depending on it, information representation doesn't end there. Guides, pictures, and air pocket diagrams are additional sorts of information perception. Any time you see a guide with nations featured for accentuation, you're taking a gander at an information representation.

- Also, the utilization of intelligent devices is viewed as the most elevated type of information representation. By and large, this just method the utilization of channels inside standard representations. For instance, envision you have a bar graph that shows the richness paces of the three most affluent nations in North America. An intuitive information perception may incorporate a drop-down menu so the client can change to another mainland. In the event that she chooses Europe, we would see the ripeness rates in Germany, France, and Italy.

Disadvantages:

- 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.

- 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.

- 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.

- 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.

APPLICATION

- Data analytics can be applied to help in improving Transportation Systems and the intelligence around them. The predictive method of the analysis helps find transport problems like Traffic or network congestion. It helps synchronize the vast amount of data and uses them to build and design plans and strategies to plan alternative routes and reduce congestion and traffic, which in turn reduces the number of accidents and mishappenings. Data Analytics can also help to optimize the buyer's experience in the travels by recording the information from social media. It also helps travel companies fix their packages and boost the personalized travel experience as per the data collected.

- There are different logistic companies like DHL, FedEx, etc that use data analytics to manage their overall operations. Using the applications of data analytics, they can figure out the best shipping routes, and approximate delivery times, and also can track the real-time status of goods that are dispatched using GPS trackers. Data Analytics has made online shopping easier and more demandable.

- The web search engines like Yahoo, Bing, Duckduckgo, and Google use a set of data to give you when you search a data. Whenever you hit on the search button, the search engines use algorithms of data analytics to deliver the best-searched results within a limited time frame. The set of data that appears whenever we search for any information is obtained through data analytics.

CONCLUSION

The use of Analytics is taking incredible walks on practically all roads over the globe. On the off chance that we can get information and examine it, it can help in expanding our general occupation productivity to a ton. Improving productivity also increases the overall profitability of the company as well as reduces the number of errors and uncertainty. Whenever utilized correctly, data analytics can achieve a significant positive effect on our general public and world everywhere and increment the general efficiency of specific areas.

To solidify Data Analysis & Management concepts, you should check out our Integrated Program In Business Analytics, in collaboration with IIM Indore. This 10-month online live program is easy to understand and designed by highly experienced experts to help learners become Future Leaders and transition into leadership roles.

FUTURE SCOPE

- Data Analytics helps government organizations and companies in collecting data and identifying patterns in that data. These extensive insights into the data help organizations in decision-making that is based on the data, therefore automating the process. **Data Analytics Courses** are transforming businesses and reducing the time and cost invested in making quick decisions.

- Companies have experienced a significant impact because of the data analytics industry, especially in their day-to-day businesses. Data analytics courses online have allowed industries to automate several aspects of their businesses.

- Data is the new oil, and so government organizations and companies are focusing on it to make better products and deliver higher-quality services. Indian companies have been estimated to send 2 billion US Dollars in the financial year of 2021, recording an 11.5% growth.