



Analyzing the Performance & Efficiency of The Radisson Hotels using Data Visualization Techniques

Project by

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Introduction:

Radisson Hotels is an international hotel chain headquartered in the United States. A division of the Radisson hotel group, it operates the brands Radisson Blu, Radisson red, Radisson collection, country Inn&suites and park Innby Radisson, among others.

Problem Definition & Design Thinking:

Empathy map

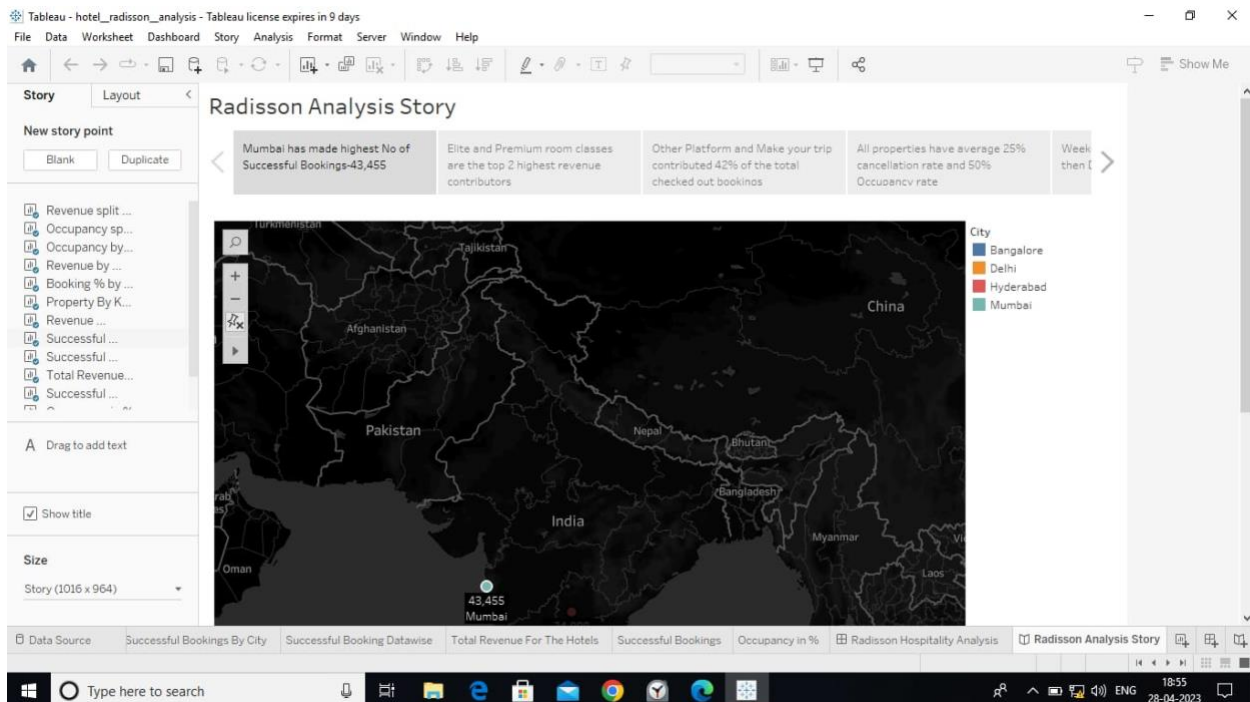


Ideation & Brainstorming Map:

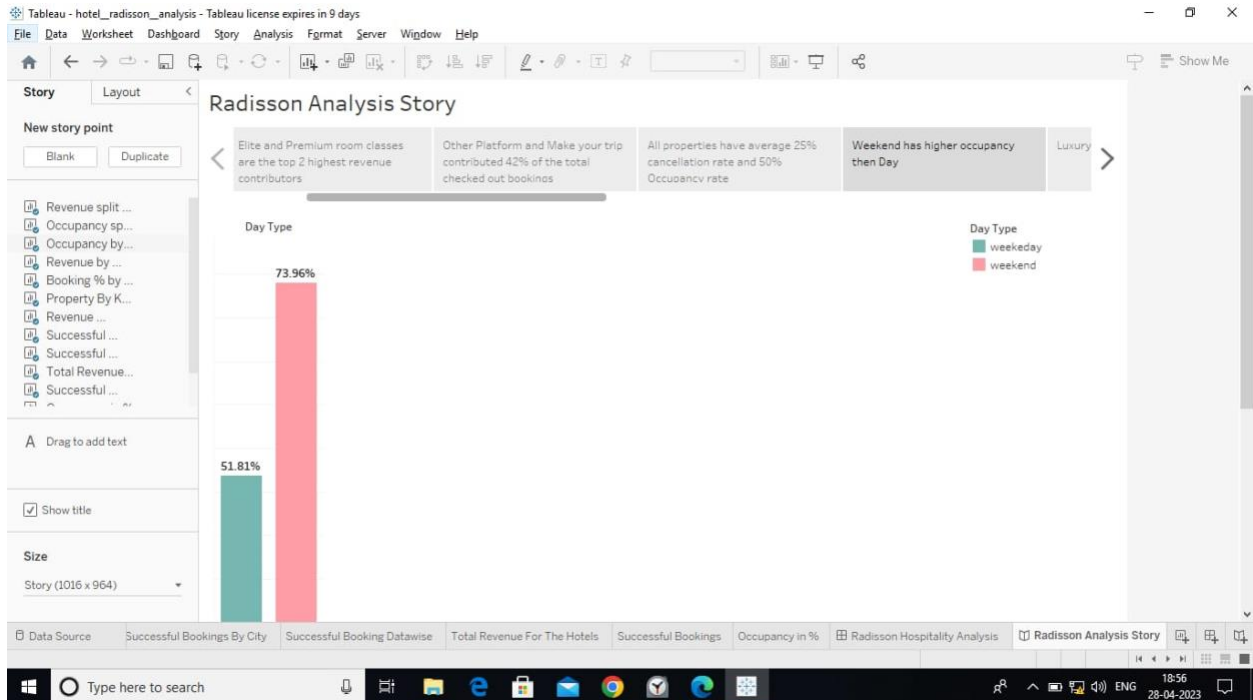


Result:

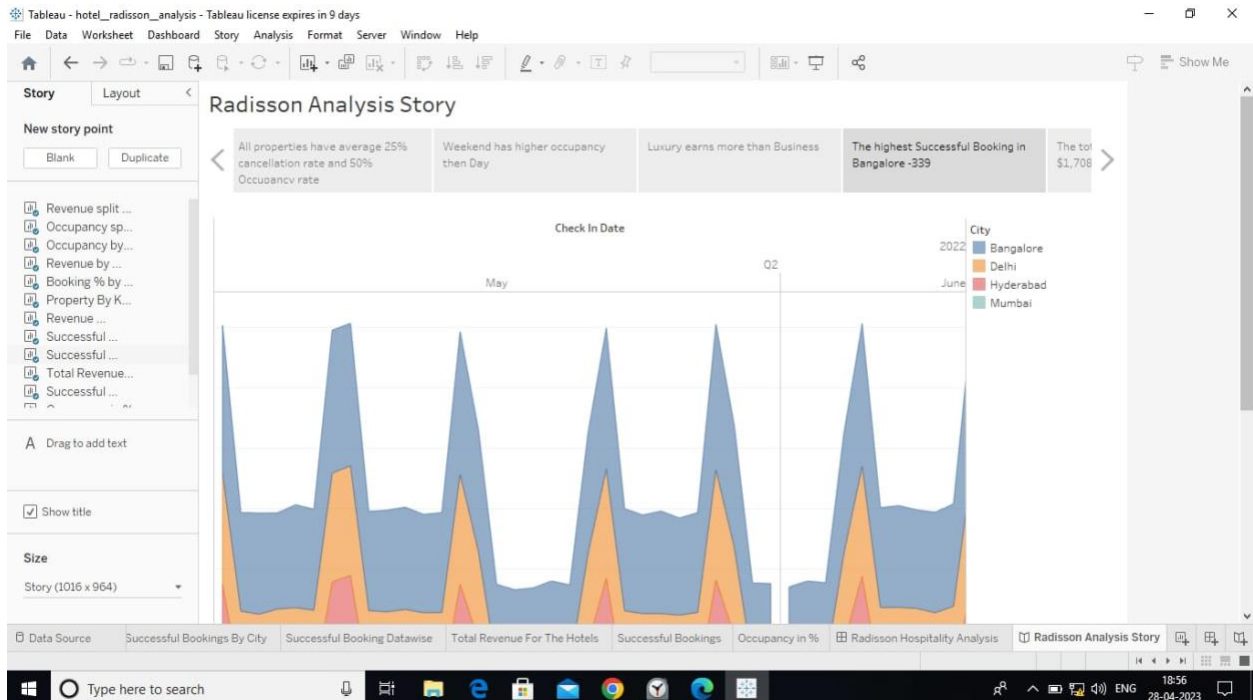
Mumbai has made highest No of successful
Bookings 43,455



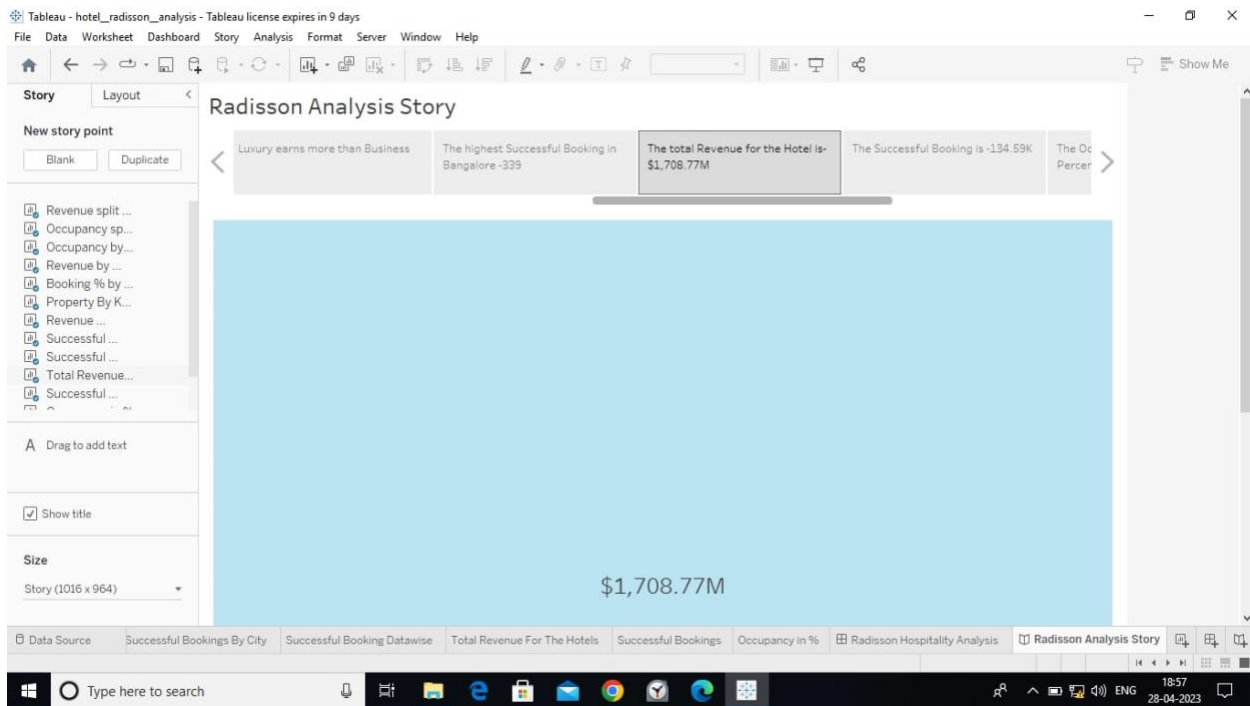
Weekend has a higher occupancy then Day



The highest successful Booking in Bangalore 339



The total Revenue for the hotel is\$1,708.77M



ADVANTAGES:

Top notch service and excellent customer service.

Global presence 420+hotels globally in over 75 countries.

Good will from Employees and customer.

They offer really go deals and promotional offers hence attracting more customers.

Parent group adds to brand value.

High Brand recall.

Disadvantages:

The brand name comes way perception of being expensive.

Current encomic status is bound to take a toll on spending power.

Still trying to establish itself in the emerging . economies

Application:

Value for money.

High quality but authentic service.

Personalized experience.

Easy and efficient communication.

Cleanliness matters.

Pleasant Aroma.

Mobile information and ordering.

Conclusion:

As we all know hotel is a place where customer are provided accommodation, meals, and other services in exchange for money. The main goal of hotel is to provide proper satisfaction and proper quality of service

to the payable customer. Taking about Radisson hotel is totally fine and good. Free parking, free wifi, welcome juice etc.

Future Scope:

The opportunities for any brand can include areas of improvement to increase its business. A brand opportunities can lie in geographic expansion, products improvement, better communication.

Using current economic scenario to increase clientele through special packages.

Expansion of the global tourism market.

Travellers are looking for novel destinations.

Appendix:

Radisson Hospitality Analysis Dashboard:

https://public.tableau.com/app/profile/atchaya.s/viz/RadissonHospitalityAnalysis_16825191676490/RadissonHospitalityAnalysis?publish=yes

Radisson Analysis Story:

<https://public.tableau.com/app/profile/atchaya.s/viz/Ra>

[dissonAnalysisStory_16825231363890/RadissonAnalysisStory?publish=yes](#)

Dashboard & Story with Web bootstrap:

[file:///C:/Users/ELCOT/Download/Arsha/Arsha/index.html](#)