1   **INTRODUCTION**

     1.1   Overview

        A brief description about your project

     1.2   Purpose

        The use of this project. What can be achieved using this.

2   **Problem Definition & Design Thinking**

     2.1 Empathy Map

        Paste the empathy map screenshot

     2.2 Ideation & Brainstorming Map

        Paste the Ideation & brainstorming map screenshot

3   **RESULT**

    Final findings (Output) of the project along with screenshots.

4   **ADVANTAGES & DISADVANTAGES**

    List of advantages and disadvantages of the proposed solution

5   **APPLICATIONS**

    The areas where this solution can be applied

6   **CONCLUSION**

    Conclusion summarizing the entire work and findings.

7   **FUTURE SCOPE**

    Enhancements that can be made in the future.

8   **APPENDIX**

     A. Source Code

        Attach the code for the solution
           built.

Analyzing The Performance & Efficiency of The Radisson Hotels Using Data Visualization Techniques

## 1 INTRODUCTION

1.1 Overview

Project Description:

The hotel industry is a wide range of companies that provide accommodation services to travelers and tourists. This includes facilities ranging from luxury resorts to budget motels, extended stay hotels and boutique hotels. Hotels can be found in nearly every region of the world and are often an important part of a particular region's tourism and travel industry. Radisson owns several five-star hotels across India. 100 years in the hospitality industry. Strategic moves and ineffective management decisions by other competitors are causing Radisson to lose market share and revenue in the luxury/business hotel category. In a strategic move, Radisson's CEO wanted to integrate business and data intelligence to regain market share and revenue. Our job is to create analytical dashboards and stories to provide insights for making better business decisions.

1.2 Purpose

Performance data is critical in the hospitality industry to evaluate and improve hotel operations. This data can be used to demonstrate the hotel's value to stakeholders such as investors and destination marketing organizations. Hotel performance data reports typically include metrics such as average daily room rate, revenue per available room, and market analysis. Factors such as sales performance, innovation and service excellence should be considered when evaluating a hotel's performance. In addition, there are key metrics such as average revenue per available room, which vary by market, segment and time of year. By analyzing performance data, hotels can identify areas for improvement and make data-driven decisions to improve operations.

2   Problem Definition & Design Thinking

2.1 Empathy Map
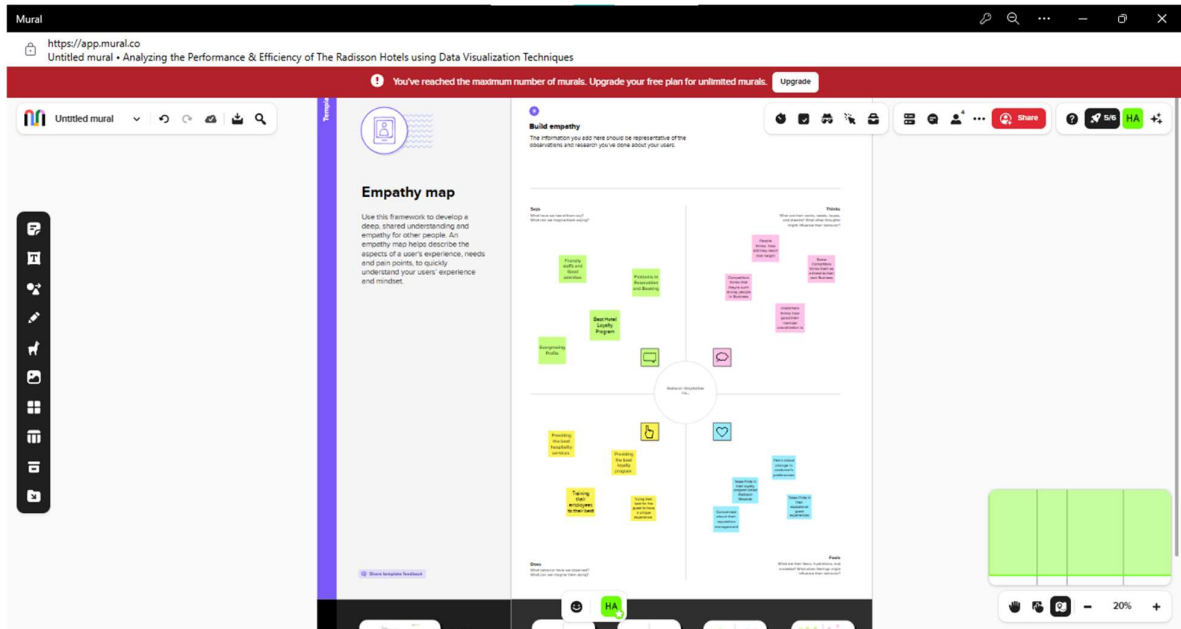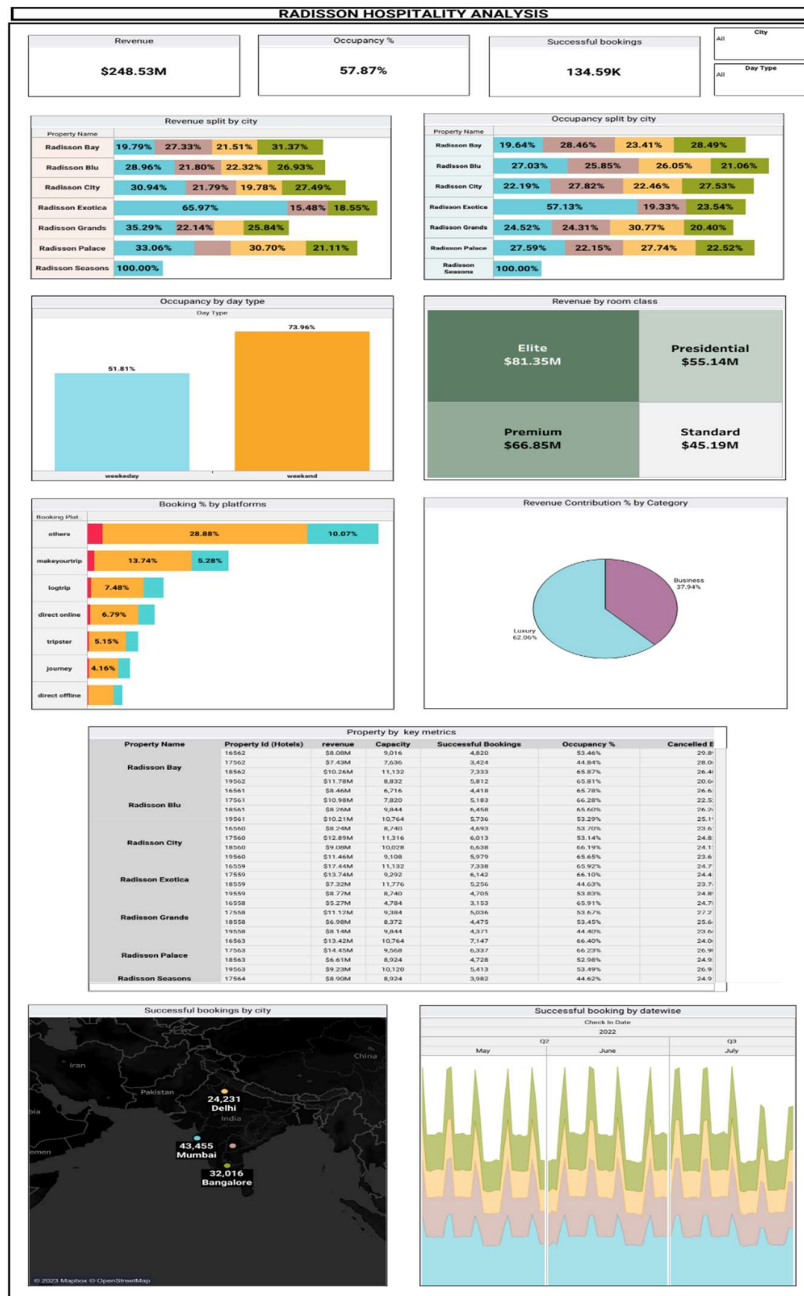

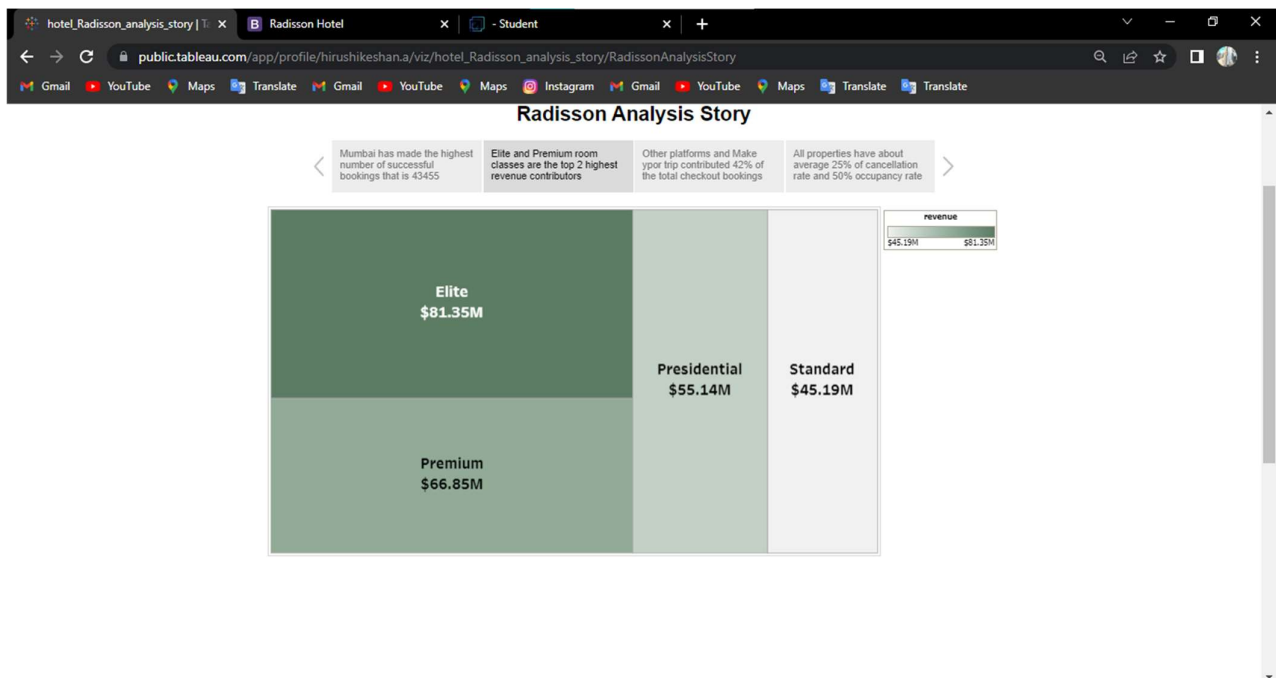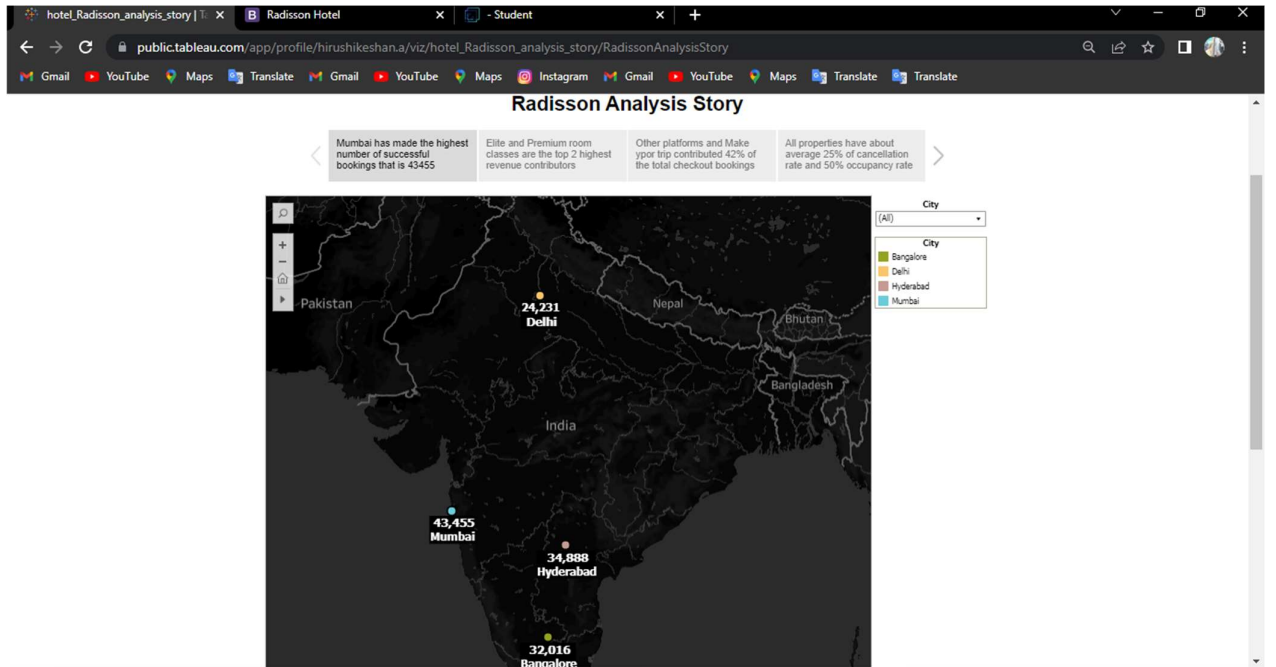### 2.2 Ideation & Brainstorming Map
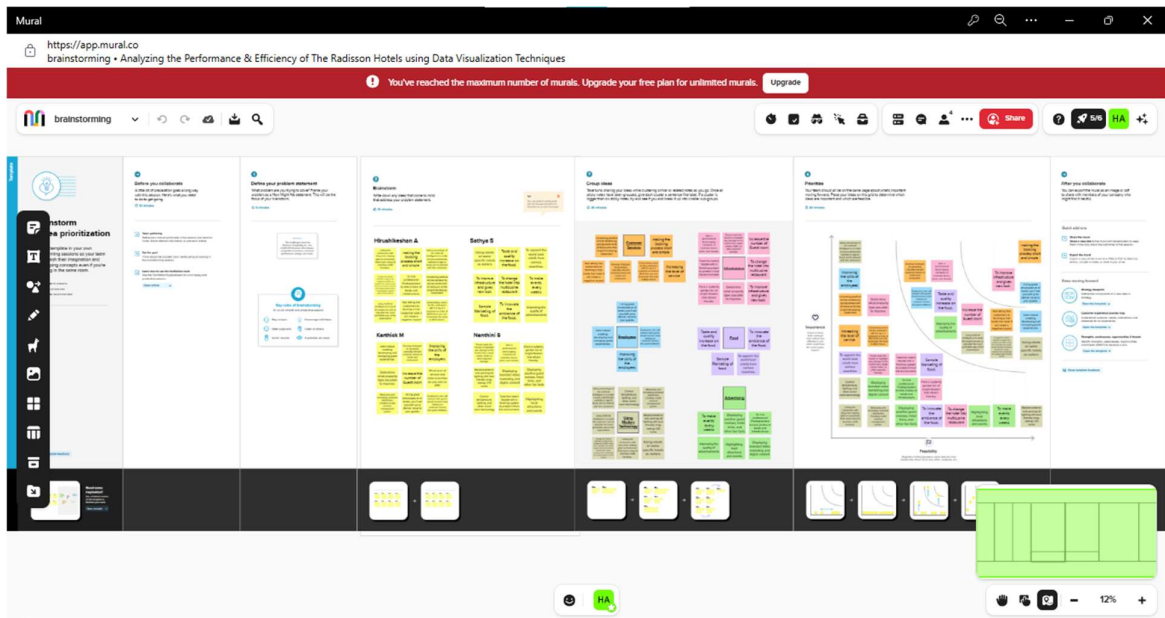
3   RESULT

Worksheets are created with a given dataset in Tableau, dashboards and stories are created with worksheets. I published the dashboard and story files in Tableau. Published dashboards and stories are
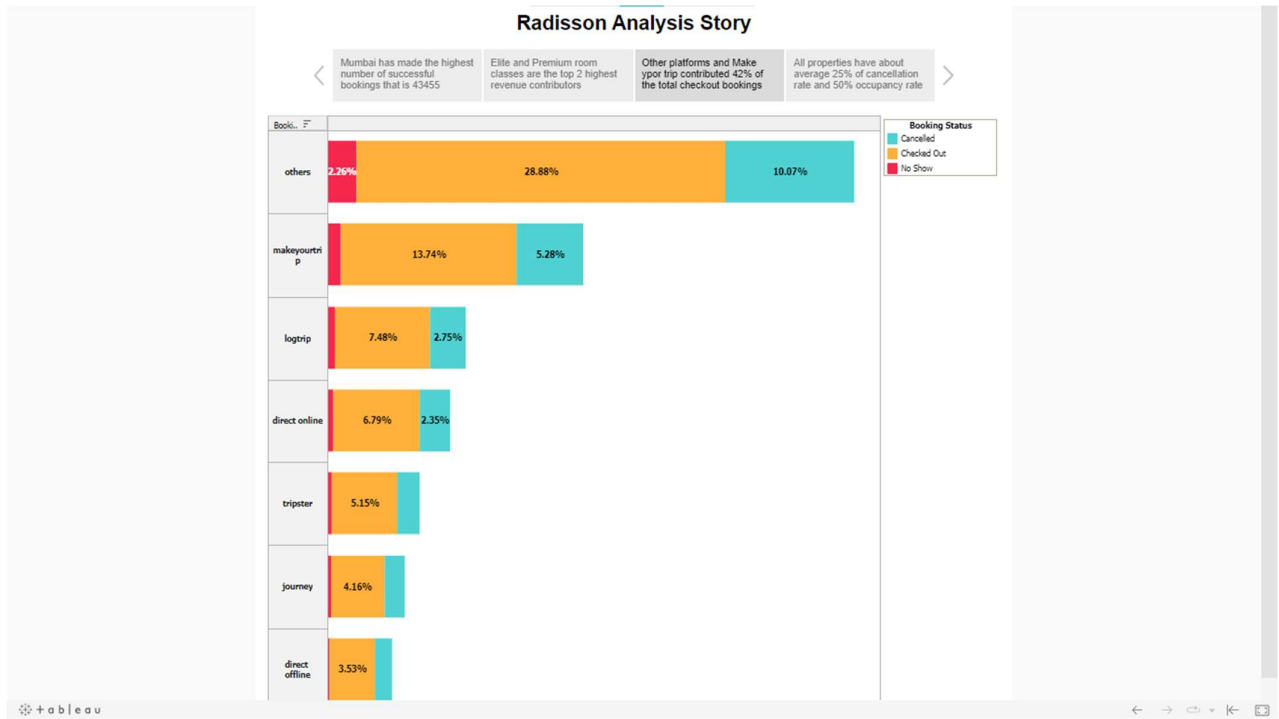
Dashboard:

Stories:

Project Report

Web Integration: Dashboard & Story embed with UI with Flask

Dashboard:
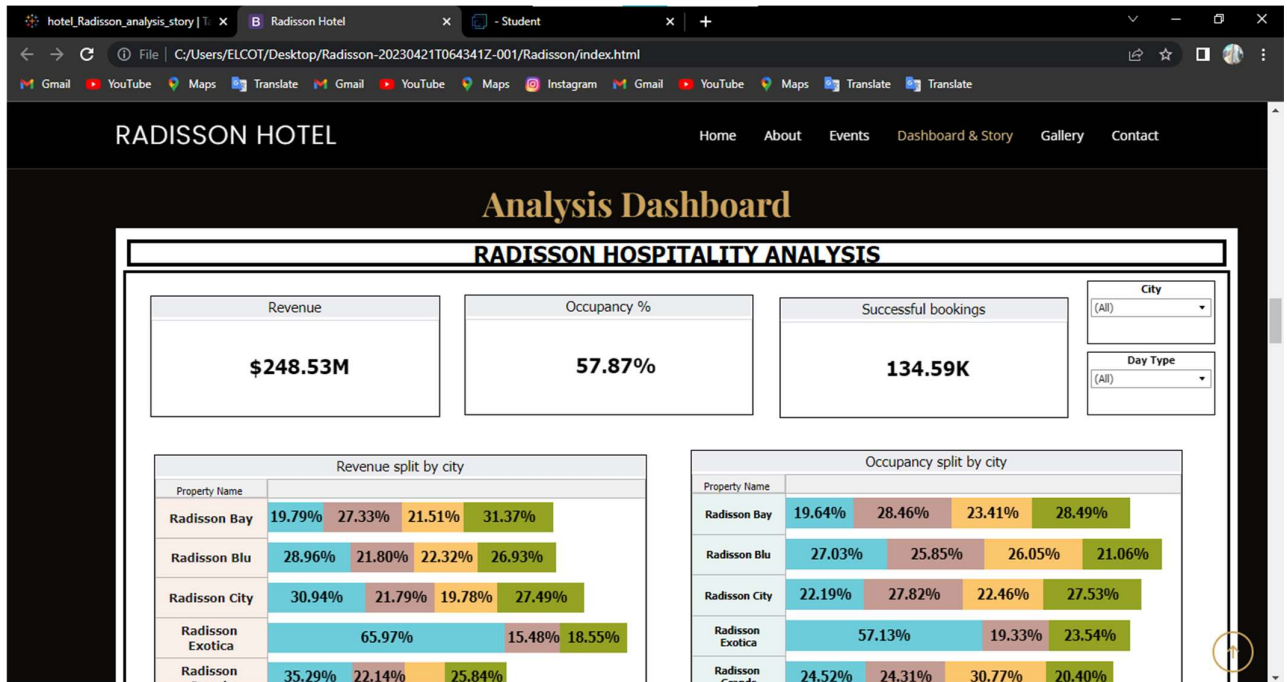
Story:
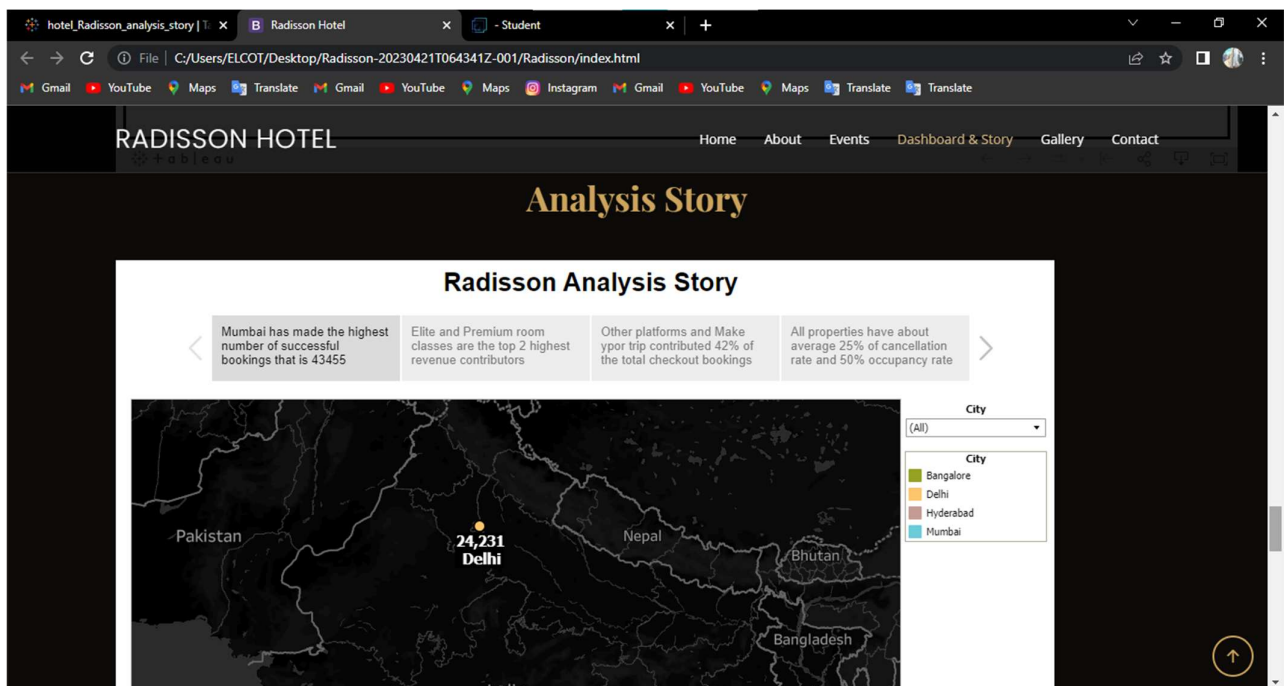
4   ADVANTAGES & DISADVANTAGES

Advantages:

- Real-time data analytics help optimize operations and improve guest experience

- The hospitality industry is growing rapidly and performance data helps your business stay competitive

- Intelligent technology and predictive maintenance help monitor and optimize energy consumption

- Tracking key performance indicators (KPIs) helps hotel owners make effective decisions based on past performance

- Data analytics can improve productivity, efficiency and profitability in the hospitality industry

Disadvantages:

- Lack of power measurement is prone to false positive or false negative results

- Without tracking key performance indicators (KPIs), it is difficult to make effective decisions based on past performance

- Lack of real-time data analytics can lead to poor inventory management and waste

- Service and guest experience cannot be improved without data analytics

- High turnover and low retention rates can occur without proper workforce management, which can be improved with performance data

5 APPLICATIONS

- Track key performance indicators (KPIs) to make effective decisions based on past performance

- Use AI and data science to improve revenue management, operational analytics, and energy consumption management

- Deliver consistent customer experiences, integrate data from multiple channels, and target marketing with data analytics

- Keeping up with trends and staying competitive in a constantly evolving market environment

- Use data analytics to increase revenue, save costs and optimize hotel operations

6 CONCLUSIONS

Capturing and analyzing performance data in the hospitality industry at Radisson offers several benefits, including:

- Make effective decisions based on past performance and performance

- Identifying key performance indicators (KPIs) that can be tracked and analyzed on a regular basis can provide a strong foundation for business decisions and success.

- Improving revenue management, operational analytics, and energy consumption management using AI and data science

- Stay competitive and keep up with fast-growing industry trends

- Increase business value and improve financial performance

7 FUTURE SCOPE

It uses data analytics to analyze demand and customer behavior patterns to help hotels effectively manage guest influx. Continuous tracking of key performance indicators (KPIs) to make effective decisions based on past performance and success. Use AI and data science to improve revenue management, operational analytics, and energy consumption management. Create business value by using big data analytics to improve financial performance and other aspects of hotel performance. Ability to understand customers, customers and operations in greater detail through business data analytics.

8 APPENDIX

- [Tableau public link for Hirushikeshan A](#)
- [Source code](#)