

ANALYZING THE PERFORMANCE AND EFFICENCY OF THE RADISSON HOTELS USING DATA VISUALIZATION TECHNIQUES.

1. INTRODUCTION

1.1. Overview

This project gives us details about which division of Radisson hotels giving successful room bookings in particular state or country, and analyse the performance of the rooms like elite, premium, presidential and standard. Then analyze the successful bookings by city and successful bookings by datewise , analyze the revenue contribution in percentage by category wise.

And also analyze which kind of hotel room booking platform gives more contribution to us.

1.2. Purpose

Use of the Project

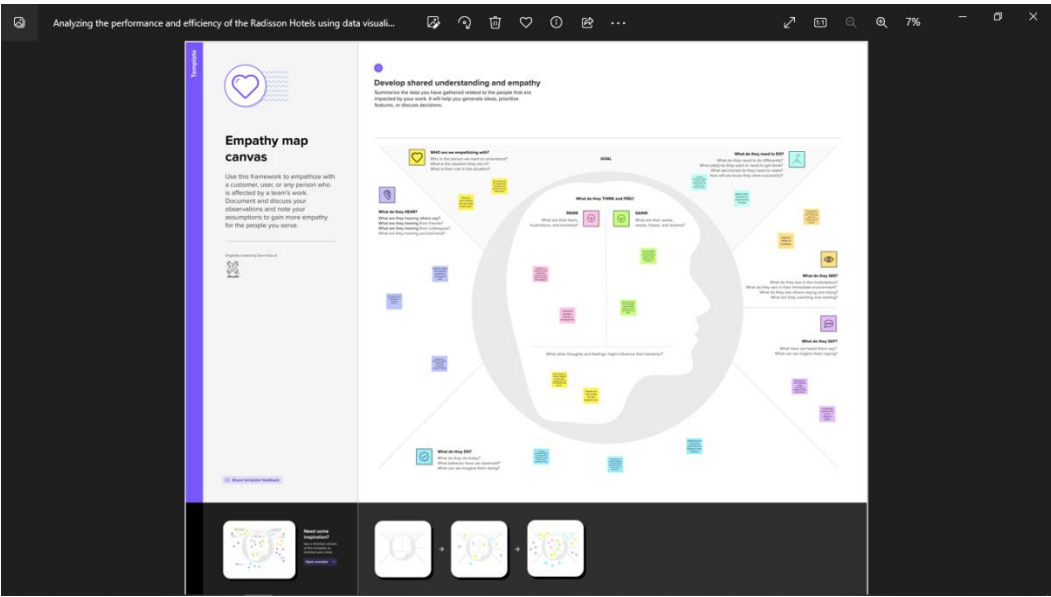
Result of the Radisson hotels analysis can be used to identify giving more revenue depends on the kind of room classes, total revenue for the hotel then it uses to find the cancellation and occupancy rate of room bookings.

Our task is use to create an analytics dashboard & story to provide them insights to make better business decisions.

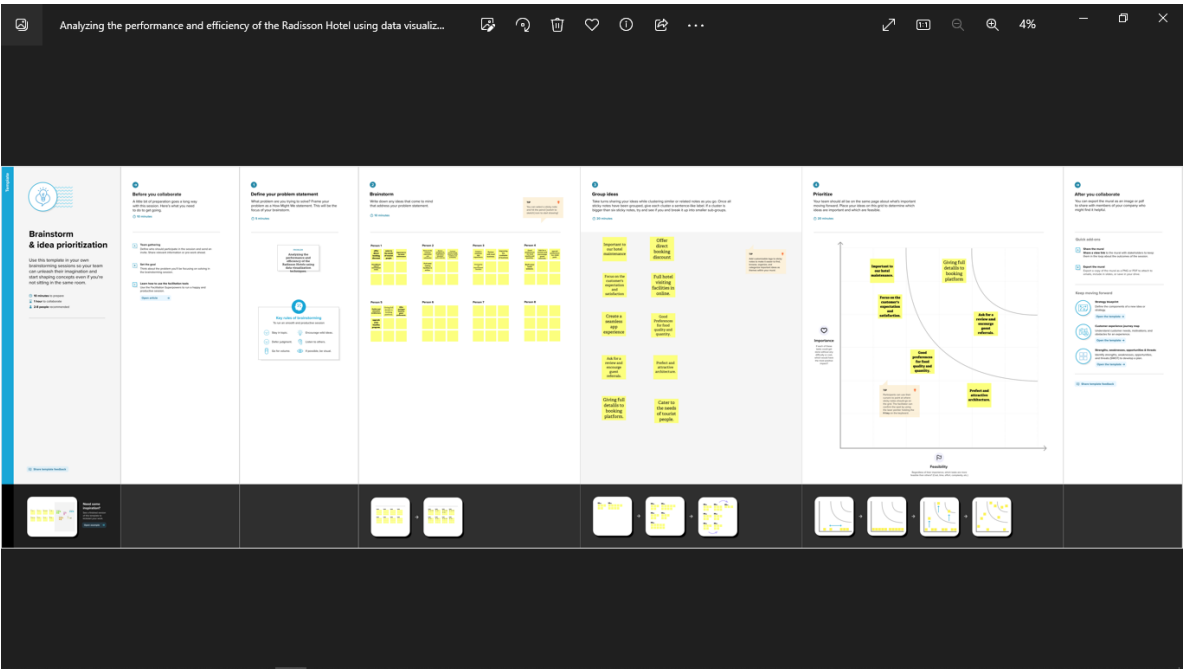
As a strategic move, The managing director of Radisson wanted to incorporate business and data intelligence in order to regain their market share and revenue.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 Empathy Map



2.2.Ideation and brainstorming map



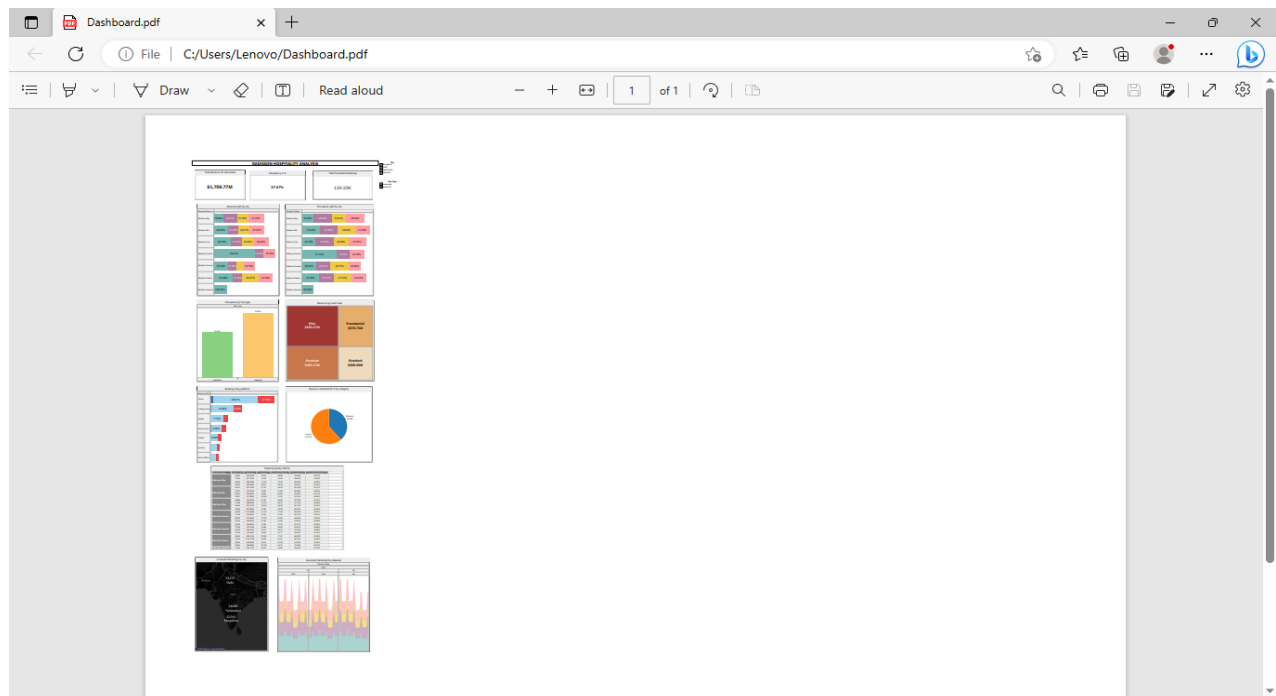
3. Results

3.1. Data Model

Object Name	Field in the Objects	Data type
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Object1 Tableau public	Dimension Measure	String Integer
Object 2 SQL Server	Column	Char

3.2. Activity and Screenshots



4. TRAILHEAD PROFILE PUBLIC URL:

Team leader- <https://trailblazer.me/id/harshu14>

Member 1- <https://trailblazer.me/id/mgokila>

Member 2- <http://trailblazer.me/id/kalavathi12345>

Member 3- <https://trailblazer.me/id/sdinesh63>

Member 4- <https://trailblazer.me/id/charminyuvu>

5. ADVANTAGES AND DISADVANTAGES

Advantages:

- 1) Create an analytics dashboard and story to provide the insights to make better business decisions.
- 2) Data Visualization can help people quickly identify patterns, trends and outliers in the data.
- 3) There is up to a 50% discount on the total food bill and 20% discount on the total beverage bill.
- 4) Hotels can be found in nearly every corner of the world
- 5) The Radisson hotel industry is a broad category of businesses that provide lodging services for travellers and tourists.

Disadvantages:

- 1) Radisson is losing its market share and revenue in the luxury/business hotel category.
- 2) Ineffective decision making in management.
- 3) If the booking status is cancelled, then 40% of the revenue generated is deducted and the remaining is refunded to the customer.
- 4) Sometimes hotel management and food is not satisfactory for the customers.
- 5) The brand name comes with a perception of being expensive.

6. APPLICATION:

Energy efficiency:

Over the past 10 years, Radisson hotels group has made great strides and made great excellent energy efficiency gains of 30%.

Carbon reduction:

Radisson committed to science based net zero by 2050 and actively strives to reduce our carbon footprint.

7. CONCLUSION:

Radisson Hospitality Analysis are plays an important part of the hotel industry, as it helps to understand the needs and preferences of consumers and to identify opportunities for growth and innovation.

In the result of this project gives Mumbai has made highest No. of successful bookings- 43,455.

All the properties have average 25% cancellation rate and 50% Occupancy rate.

8. FUTURE SCOPE:

Radisson hotel group is one of the world's leading hotel groups, has received confirmation and validation of its near-term Science Based Target (SBTs) aligned with its commitment to be Net-zero by 2050.

Radisson hotel group plans to add 100 hotels in India by the end of 2025 as part of its ambitious plans.