

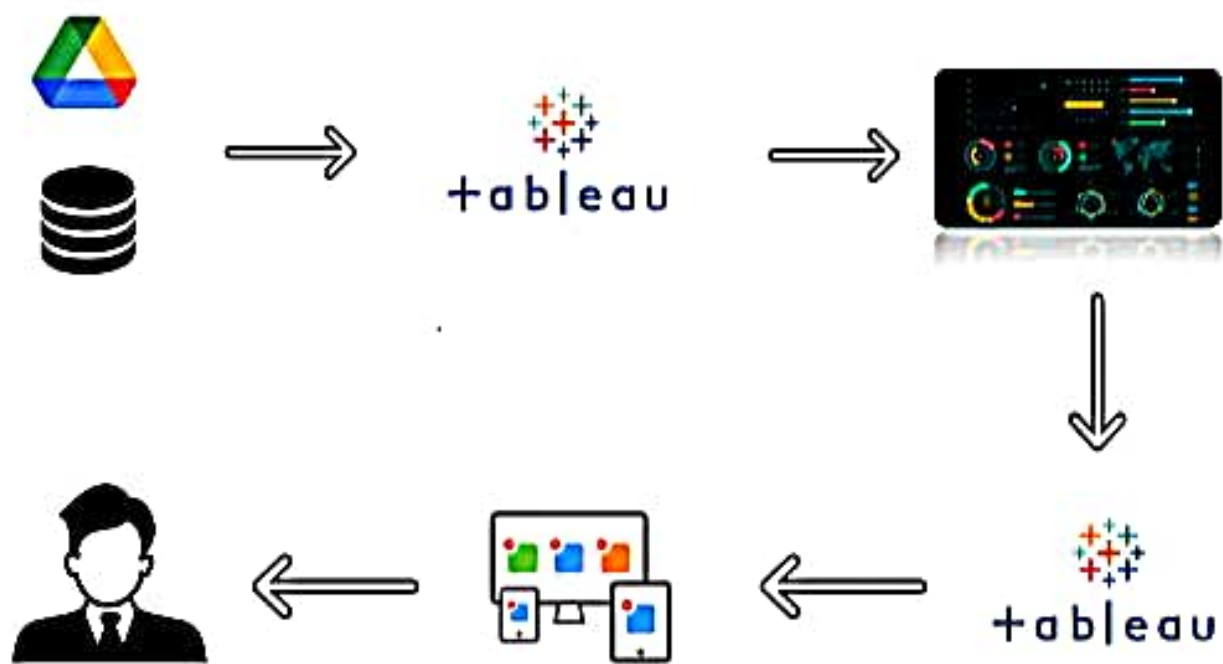
PROJECT DESCRIPTION

Project Description:

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.

Technical Architecture:



Project Flow

To accomplish this, we have to complete all the activities listed below,

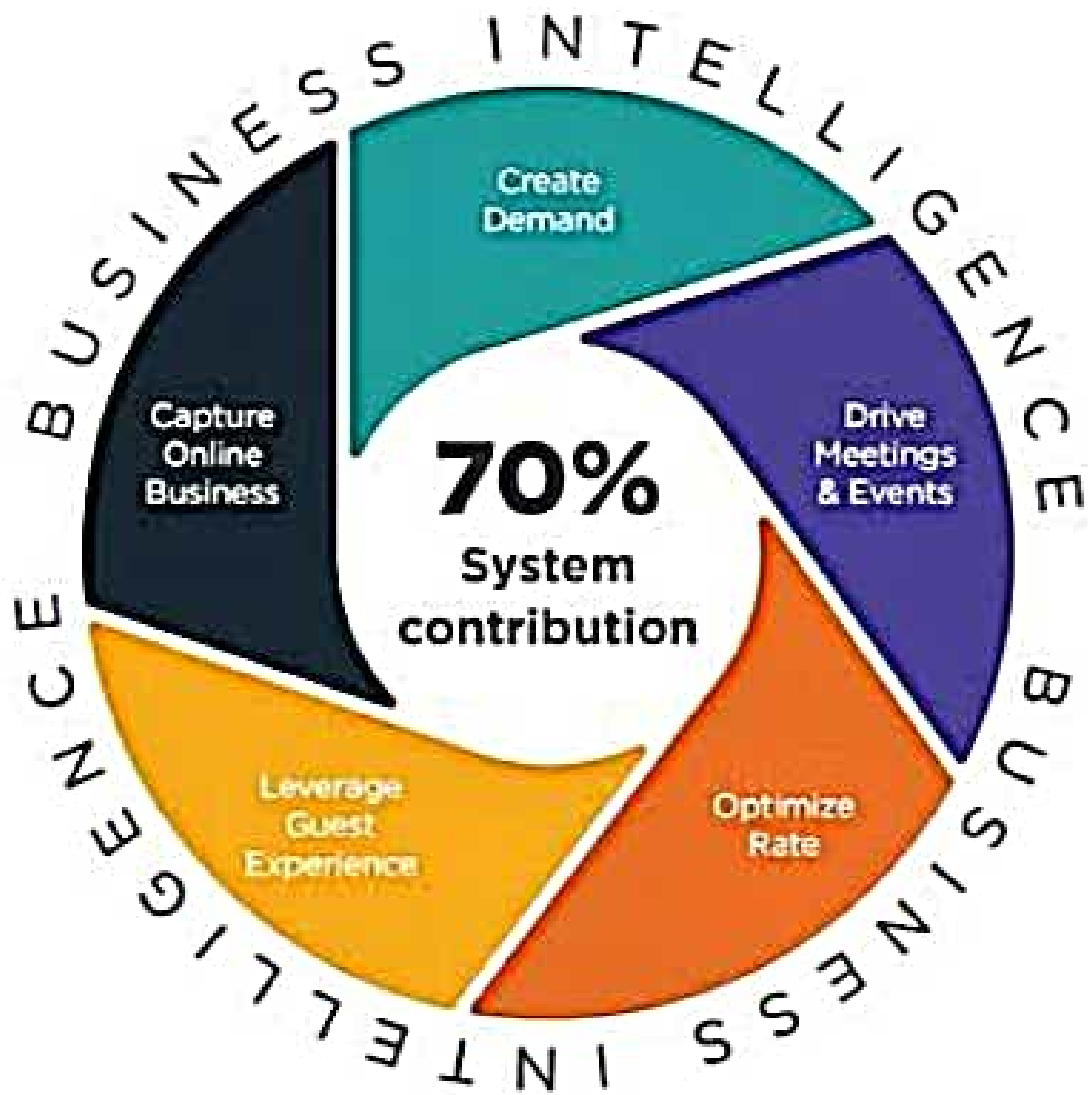
- Define Problem / Problem Understanding
 - Specify the business problem
 - Business requirements
 - Literature Survey
 - Social or Business Impact.
- Data Collection & Extraction from Database
 - Collect the dataset,
 - Storing Data in DB
 - Perform SQL Operations
 - Connect DB with Tableau
- Data Preparation
 - Prepare the Data for Visualization
- Data Visualizations
 - No of Unique Visualizations
- Dashboard
 - Responsive and Design of Dashboard

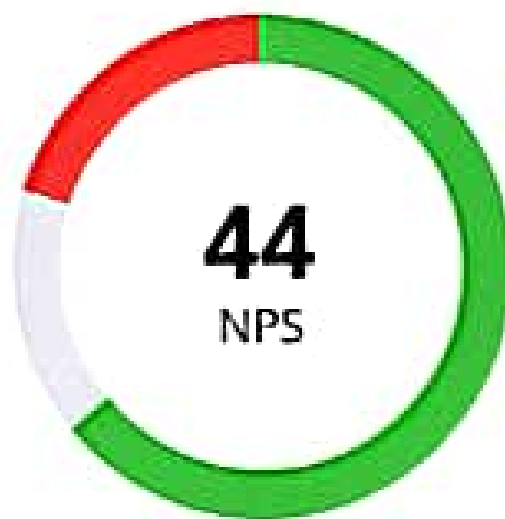
- Story
 - No of Scenes of Story
- Performance Testing
 - Amount of Data Rendered to DB '
 - Utilization of Data Filters
 - No of Calculation Fields
 - No of Visualizations/ Graphs
- Web Integration
 - Dashboard and Story embed with UI With Flask
- Project Demonstration & Documentation
 - Record explanation Video for project end to end solution
 - Project Documentation-Step by step project development procedure

Radisson Hotels

Introduction:

A company founded by Curtis L. Carlson in 1938 was formally known as Carlson Companies Inc. in 1962; Curt Carlson purchased the nationally known Radisson Hotel in Minneapolis, USA. The company is comprised of four different groups known as Carlson Wagonlit, Carlson Hospitality Worldwide, Carlson Marketing Group and Carlson Leisure Group. The basic formula of running a hotel chain was based on "growth at any cost" and they were opening hotels at about 1 hotel in 7 days.





64%

Promoters

16%

Passives

20%

Detractors

