1.INTRODUCTION:

1.1 Overview:

Radisson is a global brand with a presence in over 110 countries . The company was founded in 1960 and is headquarted in Brussels, Belgium .Radisson operates under the Radisson hotel group. This hotel is named for their modern design and exceptional service.

Radisson hotel is a reputable and well respected brand in the hospitality industry offering high quality accomodations and service to travelers around the world.

In this project we discuss how to improve the share and market value of RADISSON HOTELS.
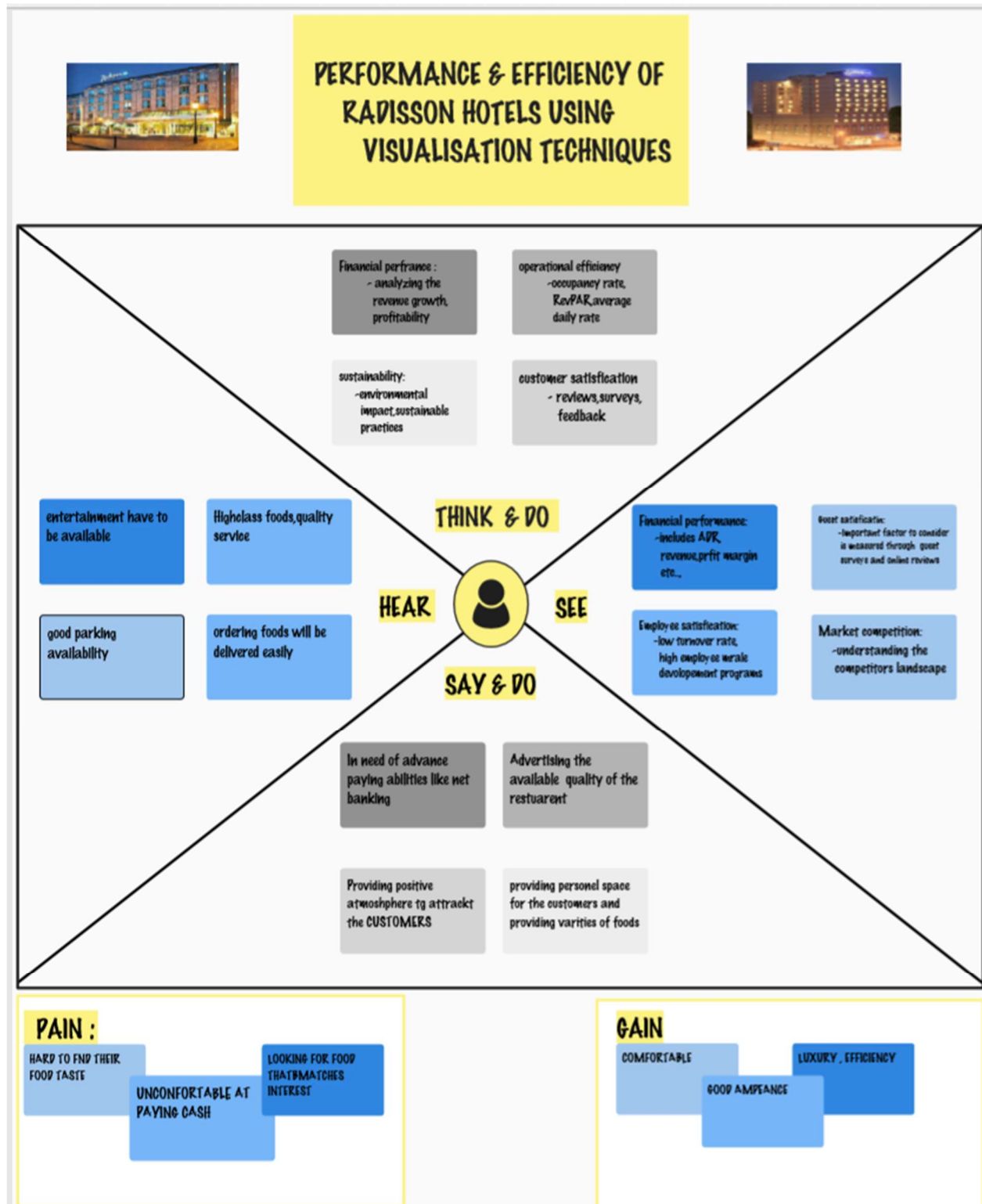
1.2 Purpose

This project helps us to identify the advantages and disadvantages of the Radisson hotel.
The main purpose is to identify the problem and to find the rectifying method to overcome the problem.
Thus we can find the solution to increase the revenue and share value.

2.PROBLEM DEFNITION AND DESIGN THINKING:

2.1 Empathy mapping:

PERFORMANCE & EFFICIENCY OF RADISSON HOTELS USING VISUALISATION TECHNIQUES

Financial perfrance :
- analyzing the revenue growth, profitability

operational efficiency
-occupancy rate, RevPAR,average daily rate

sustainability:
-environmental impact,sustainable practices

customer satisfication
- reviews,surveys, feedback

THINK & DO

HEAR

SEE

SAY & DO

entertainment have to be available

Highclass foods,quality service

good parking availability

ordering foods will be delivered easily

Financial performance:
-includes ADR, revenue,prfit margin etc.,

Guest satisfactin:
-important factor to consider is measured through guest surveys and online reviews

Employee satisfaction:
-low turnover rate, high employee morale development programs

Market competition:
-understanding the competitors landscape

In need of advance paying abilities like net banking

Advertising the available quality of the restuarent

Providing positive atmoshphere tg attraekt the CUSTOMERS

providing personel space for the customers and providing varities of foods

PAIN :
HARD TO FND THEIR FOOD TASTE

UNCONFORTABLE AT PAYING CASH

LOOKING FOR FOOD THATOMATCHES INTEREST

GAIN
COMFORTABLE

GOOD AMBEANCE

LUXURY , EFFICIENCY

2.2 Ideation & Brainstorming map:

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 🕐 10 minutes to prepare
- ⏳ 1 hour to collaborate
- 👤 2-8 people recommended

Share template feedback

Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕐 10 minutes

Team gathering
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

Set the goal
Think about the problem you'll be focusing on solving in the brainstorming session.

Learn how to use the facilitation tools
Use the Facilitation Superpowers to run a happy and productive session.

Open article →

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕐 5 minutes

Problems:

1. Workers behavior
2. Assess usage of essential products like water and electricity
3. Neatness
4. Guidance and deliverance of the food
5. Friendly environment with customers

Key rules of brainstorming
To run a smooth and productive session

- Stay in topic.
- Defer judgment.
- Go for volume.
- Encourage wild ideas.
- Listen to others.
- If possible, be visual.

3

Group ideas

Take turns sharing your ideas while clustering similar or related notes as you go. Once all sticky notes have been grouped, give each cluster a sentence-like label. If a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.
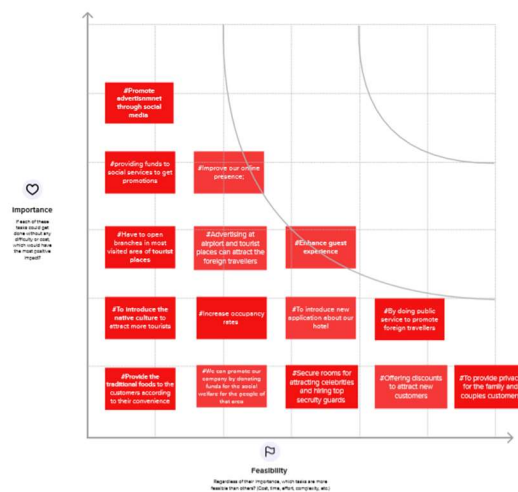
🕐 20 minutes

- Introducing native cultures to attract foriegn tourists
- Provide the traditional foods to the customers
- Promoting the hotels through social medias
- Providing best privacy to the customers
- Offering discounts to attract new customers

4

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

🕐 20 minutes

♡ **Importance**
If each of these ideas could get done without any difficulty or cost, which could have the most positive impact?

- #Promote advertisement through social media
- #providing funds to social services to get promotions
- #Improve our online presence;
- #Have to open branches in most visited area of tourist places
- #Advertising at airport and tourist places can attract the foreign travellers
- #Enhance guest experience
- #To introduce the native culture to attract more tourists
- #Increase occupancy rates
- #To introduce new application about our hotel!
- #By doing public service to promote foreign travellers
- #Provide the traditional foods to the customers according to their convenience
- #We can promote our company by donating funds for the social welfare for the people of that area
- #Secure rooms for attracting celebrities and hiring top security guards
- #Offering discounts to attract new customers
- #To provide privacy for the family and couples customers

🚩 **Feasibility**
Regardless of their importance, which ideas are more feasible than others? (Cost, time, effort, complexity, etc)

After you collaborate

You can export the mural as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

Share the mural
Share a view link to the mural with stakeholders to keep them in the loop about the outcomes of the session.

Export the mural
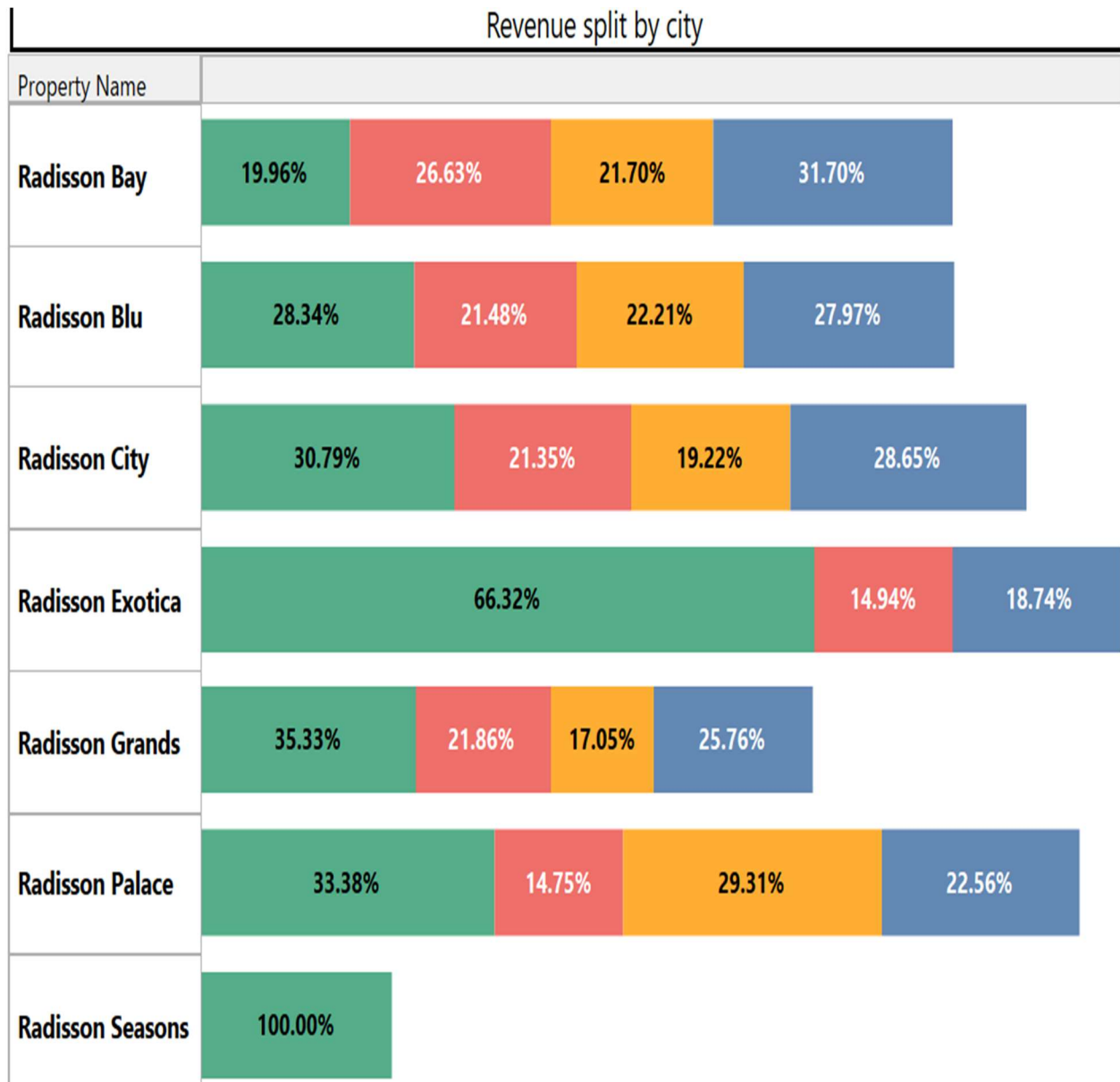Export a copy of the mural as a PNG or PDF to attach to emails, include in slides, or save in your drive.

Keep moving forward

Strategy blueprint
Define the components of a new idea or strategy.
Open the template →

Customer experience journey map
Understand customer needs, motivations, and obstacles for an experience.
Open the template →

Strengths, weaknesses, opportunities & threats
Identify strengths, weaknesses, opportunities, and threats (SWOT) to develop a plan.
Open the template →

Share template feedback

3.RESULT:
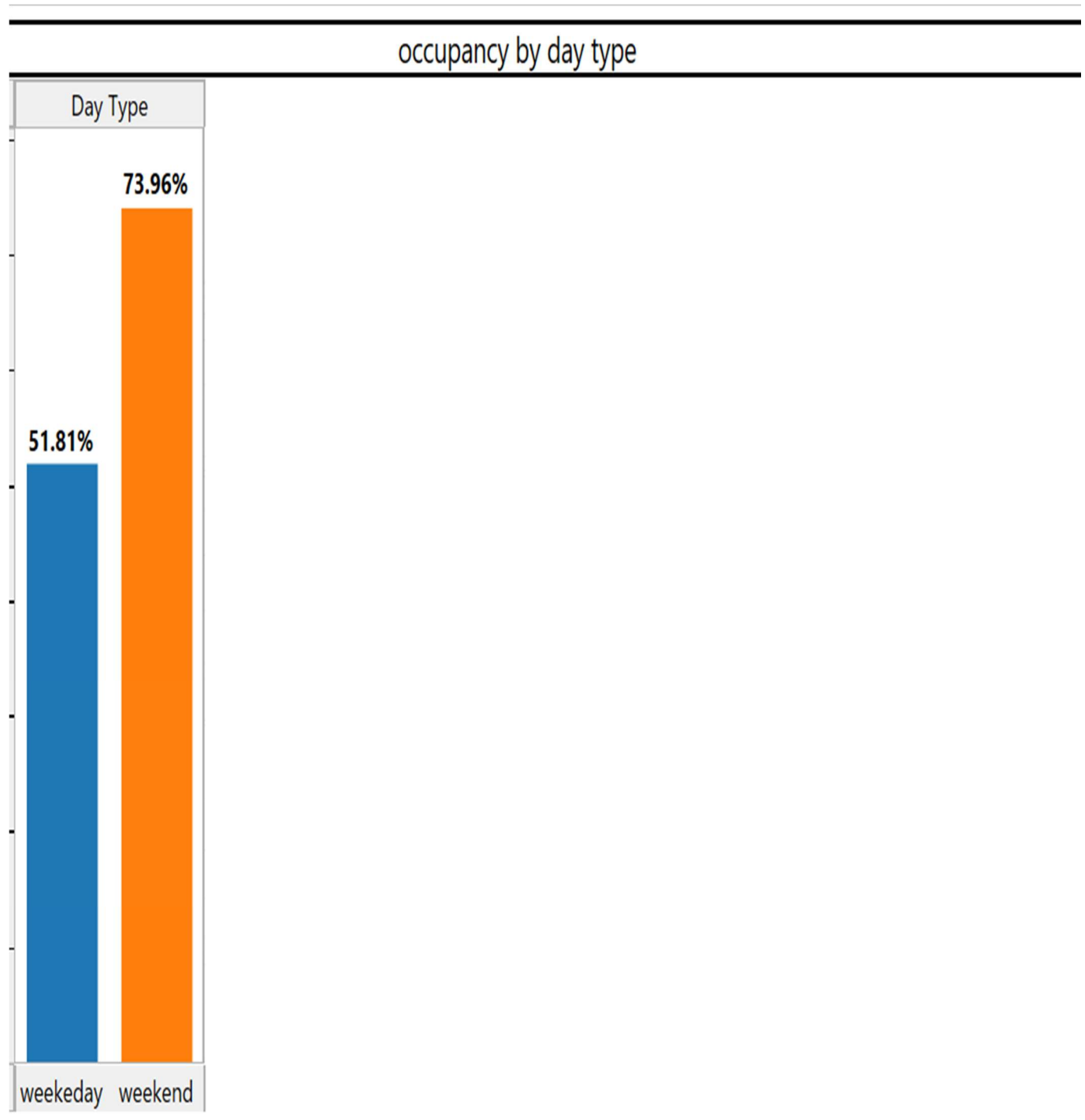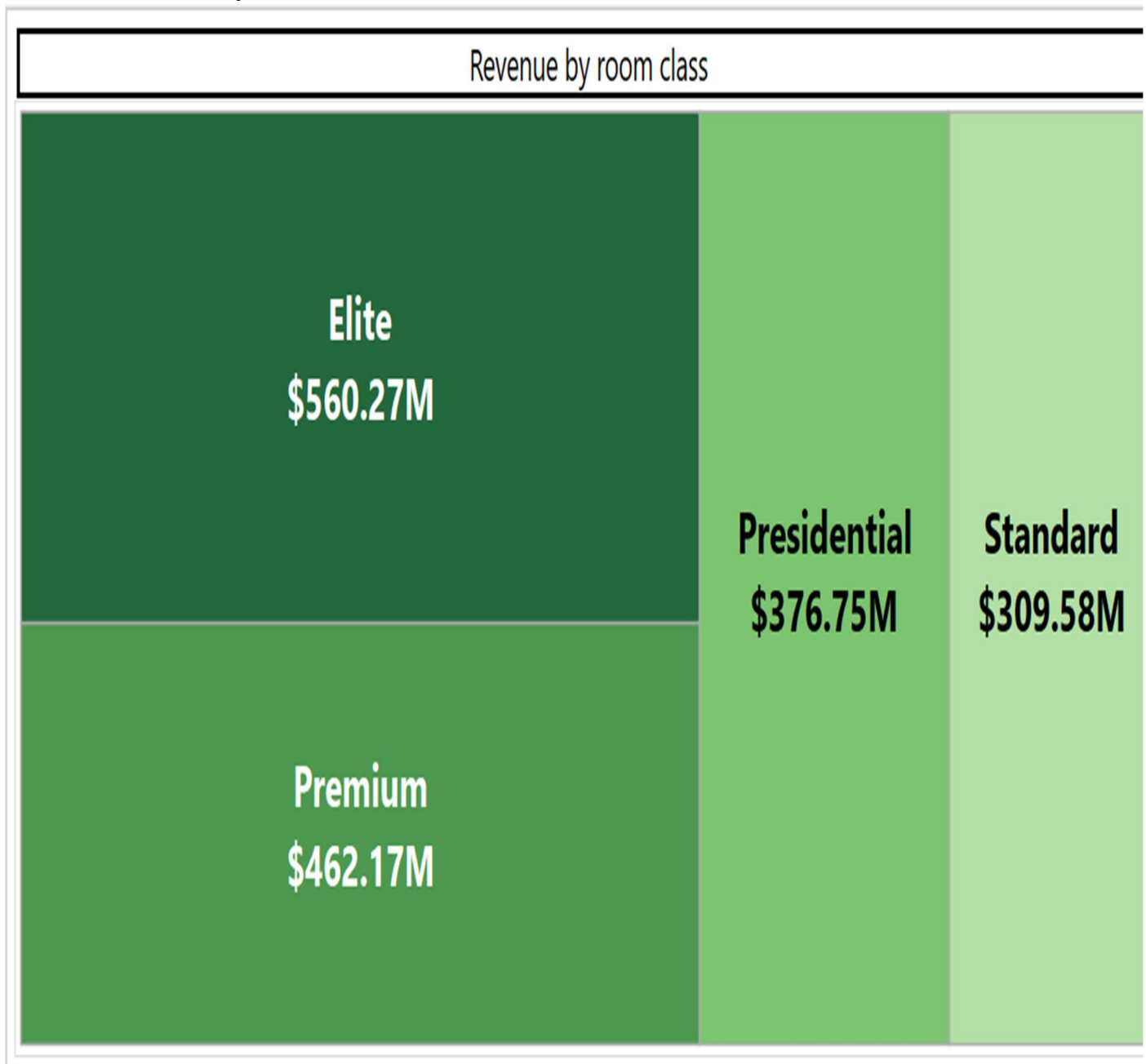
3.1 Revenue split by city:

Property Name	Revenue split by city			
Radisson Bay	19.96%	26.63%	21.70%	31.70%
Radisson Blu	28.34%	21.48%	22.21%	27.97%
Radisson City	30.79%	21.35%	19.22%	28.65%
Radisson Exotica	66.32%	14.94%		18.74%
Radisson Grands	35.33%	21.86%	17.05%	25.76%
Radisson Palace	33.38%	14.75%	29.31%	22.56%
Radisson Seasons	100.00%			

- From this table we can obtain the revnue splitted by city .

3.2 Occupancy by day type :

occupancy by day type

Day Type	
51.81%	73.96%
weekeday	weekend

- From this table we can obtain the occupancy by day type.

3.3 Revenue by room class:

- From this table we can obtain the revenue split by city.

3.4 Occupancy split by city:

occupancy split by city				
Property Name				
Radisson Bay	19.64%	28.46%	23.41%	28.49%
Radisson Blu	27.03%	25.85%	26.05%	21.06%
Radisson City	22.19%	27.82%	22.46%	27.53%
Radisson Exotica	57.13%		19.33%	23.54%
Radisson Grands	24.52%	24.31%	30.77%	20.40%
Radisson Palace	27.59%	22.15%	27.74%	22.52%
Radisson Seasons	100.00%			

- From this table we can obtain the occupancy split by city.

3.5 booking % by platforms :

Boking % by platforms	
others	28.67% 10.18%
makeyourtrip	13.99% 4.99%
logtrip	7.74% 2.66%
direct online	6.98% 2.48%
tripster	5.00%
journey	4.25%
direct offline	3.52%
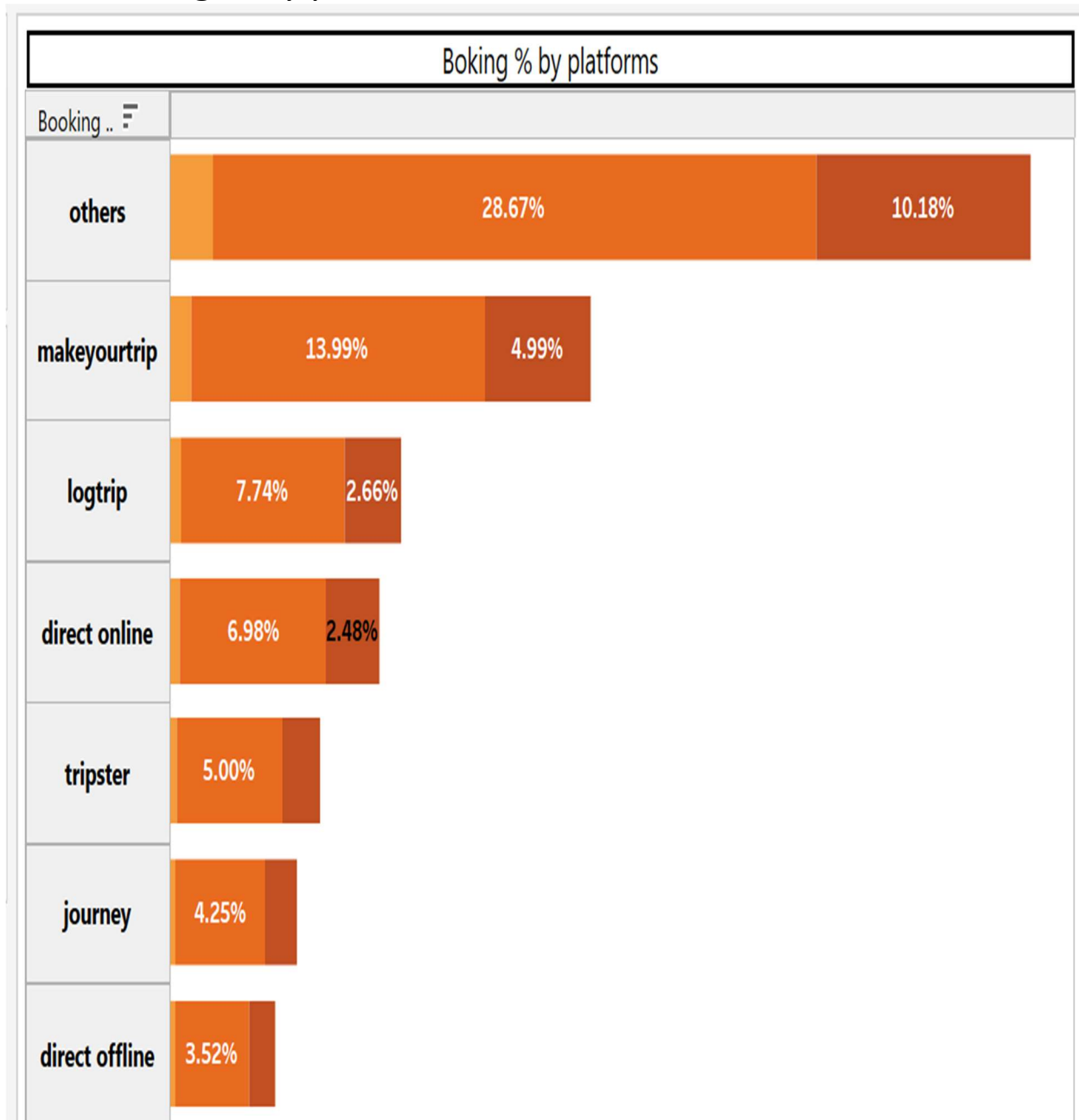
- From this table we can obtain the booking percentage by platforms.

3.6 Property by key metrics :

Property Name	Property Id (Dim Hotels.Csv)	Revenue	Capacity	Successful Bookings
Property by key Metrics				
Radisson Bay	16562	$56.44M	9,016	4,820
	17562	$51.91M	7,636	3,424
	18562	$69.26M	11,132	7,333
	19562	$82.44M	8,832	5,812
Radisson Blu	16561	$57.93M	6,716	4,418
	17561	$73.92M	7,820	5,183
	18561	$56.04M	9,844	6,458
	19561	$72.96M	10,764	5,736
Radisson City	16560	$54.93M	8,740	4,693
	17560	$88.00M	11,316	6,013
	18560	$61.01M	10,028	6,638
	19560	$81.88M	9,108	5,979
Radisson Exotica	16559	$118.45M	11,132	7,338
	17559	$94.00M	9,292	6,142
	18559	$47.84M	11,776	5,256
	19559	$60.02M	8,740	4,705
Radisson Grands	16558	$36.06M	4,784	3,153
	17558	$74.73M	9,384	5,036
	18558	$46.25M	8,372	4,475
	19558	$54.49M	9,844	4,371

- From this table we can obtain the propertyby key metrics.

3.7 Revenue contribution % by category:

Revenue Contribution % By Catogory
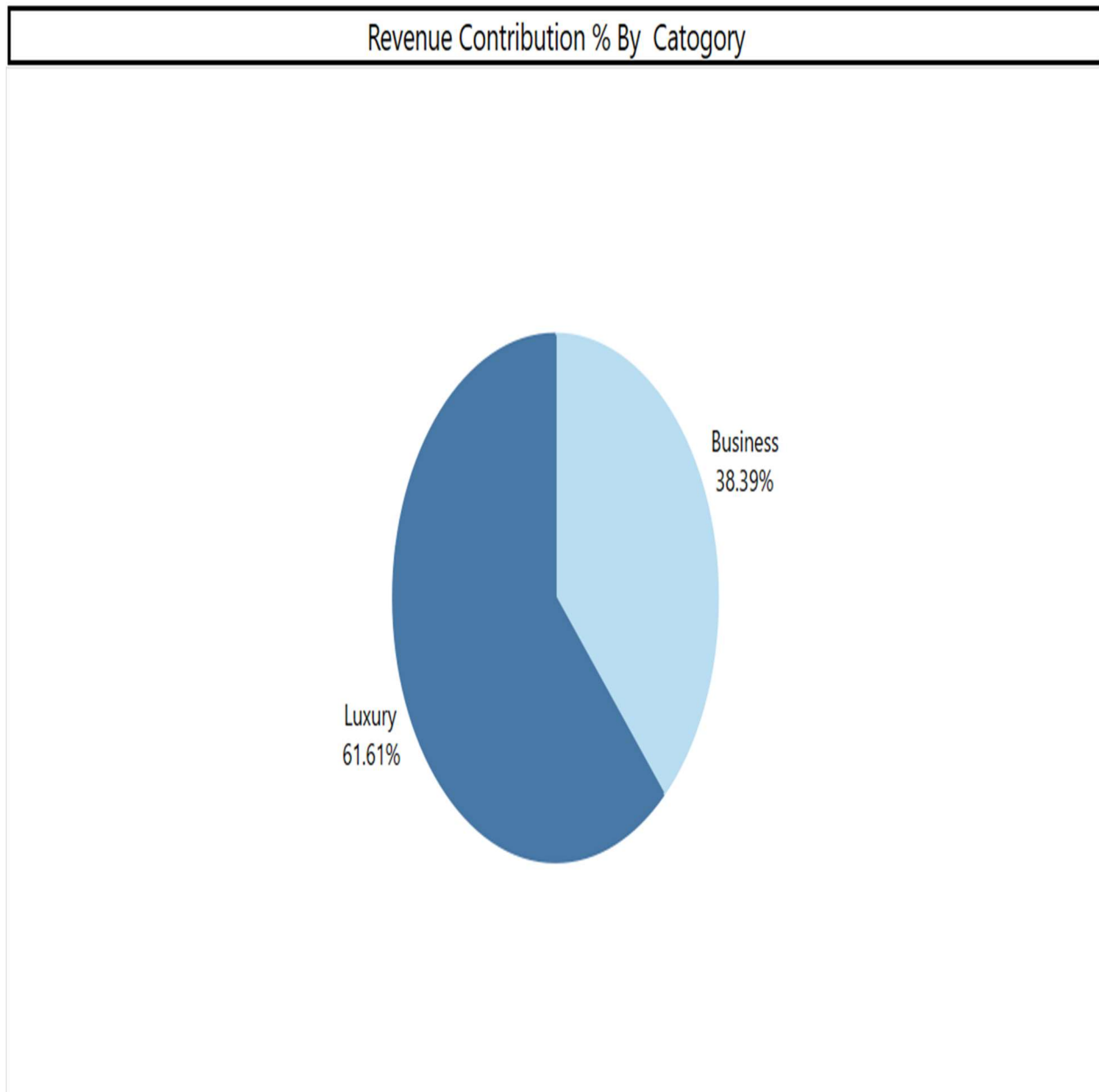
- From this Pie-chart we can obtain the revenue contribution percentage by category.

3.8 Sucessful bookings by city :

Successful Bookings by city

- 24,231 Delhi
- 43,455 Mumbai
- 34,888 Hyderabad
- 32,016 Bangalore

© 2023 Mapbox © OpenStreetMap
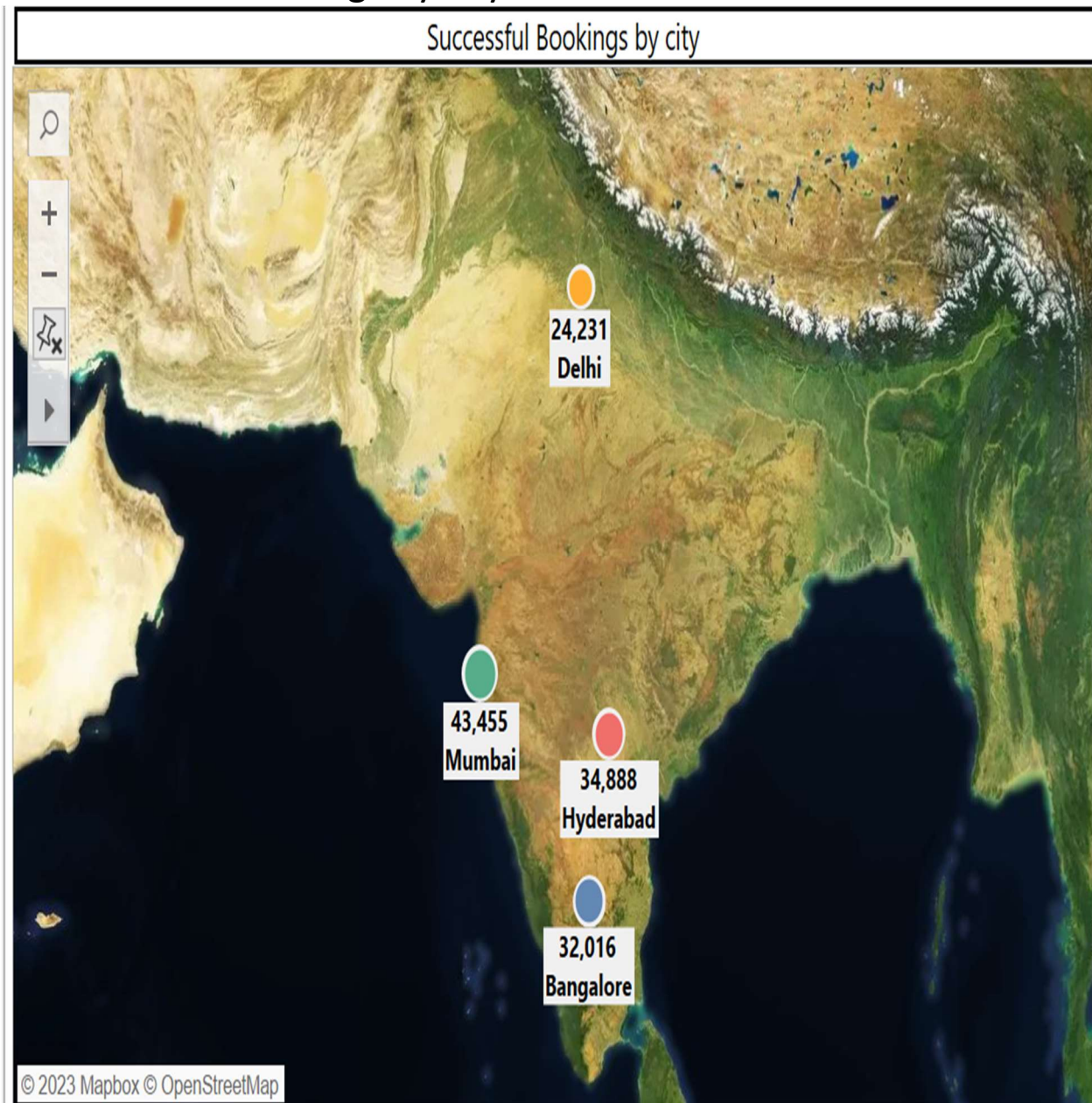
- From this diagram we can obtain the successful bookings by city.

3.9 Successful booking by date wise :

Successful Booking By Date Wise		
Check In Date		
		2022
		Q2
May		June

- From this table we can obtain the successful bookings by date wise.

3.10 Total revenue:

Total Revenue
$1,708.77M

The total revenue generated are $1.708.77 M

3.11 Successful bookings :

succesfull bokings
84.37K
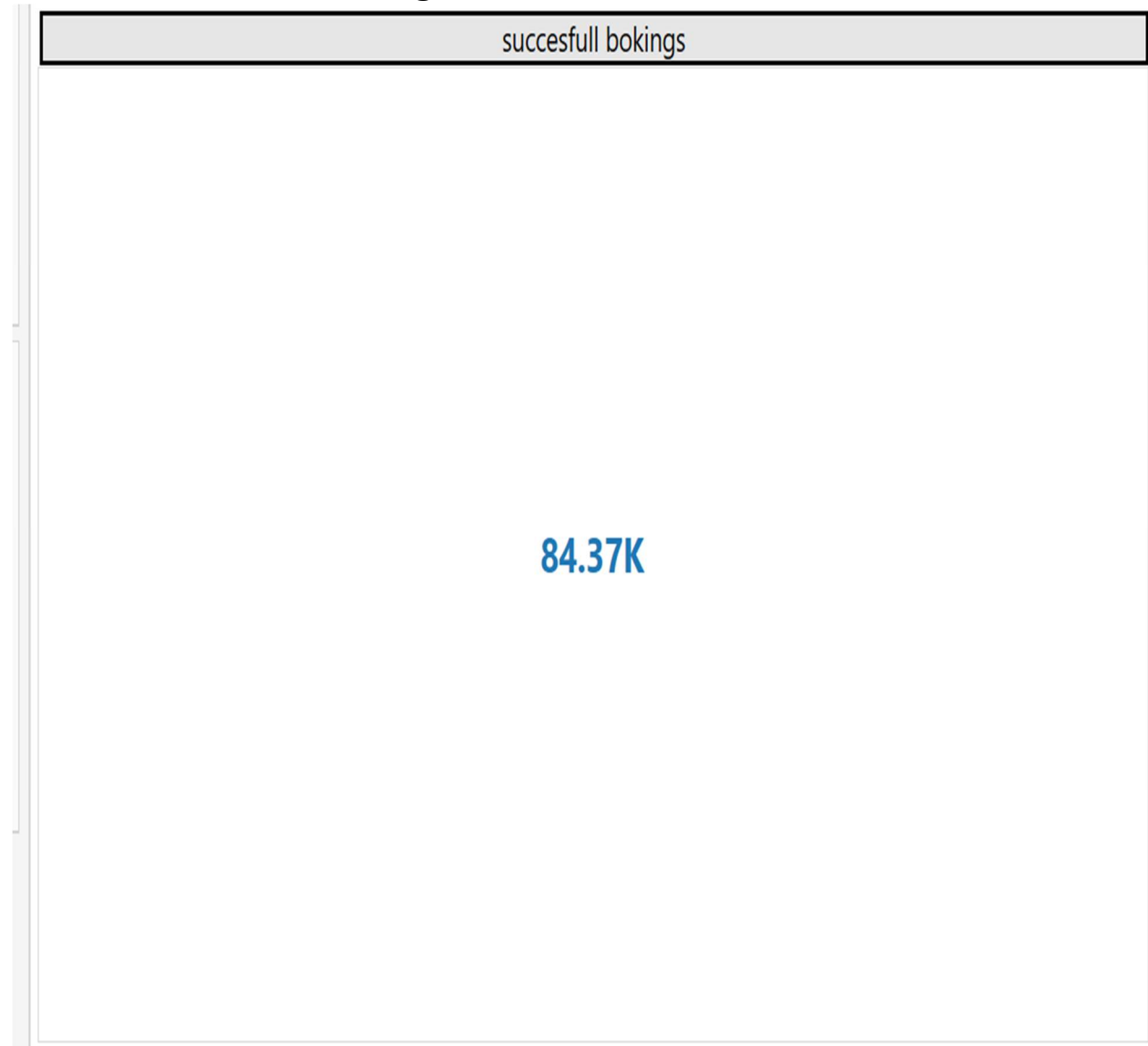
Successful bookings are 84.37K

3.12 Ocupancy in % :
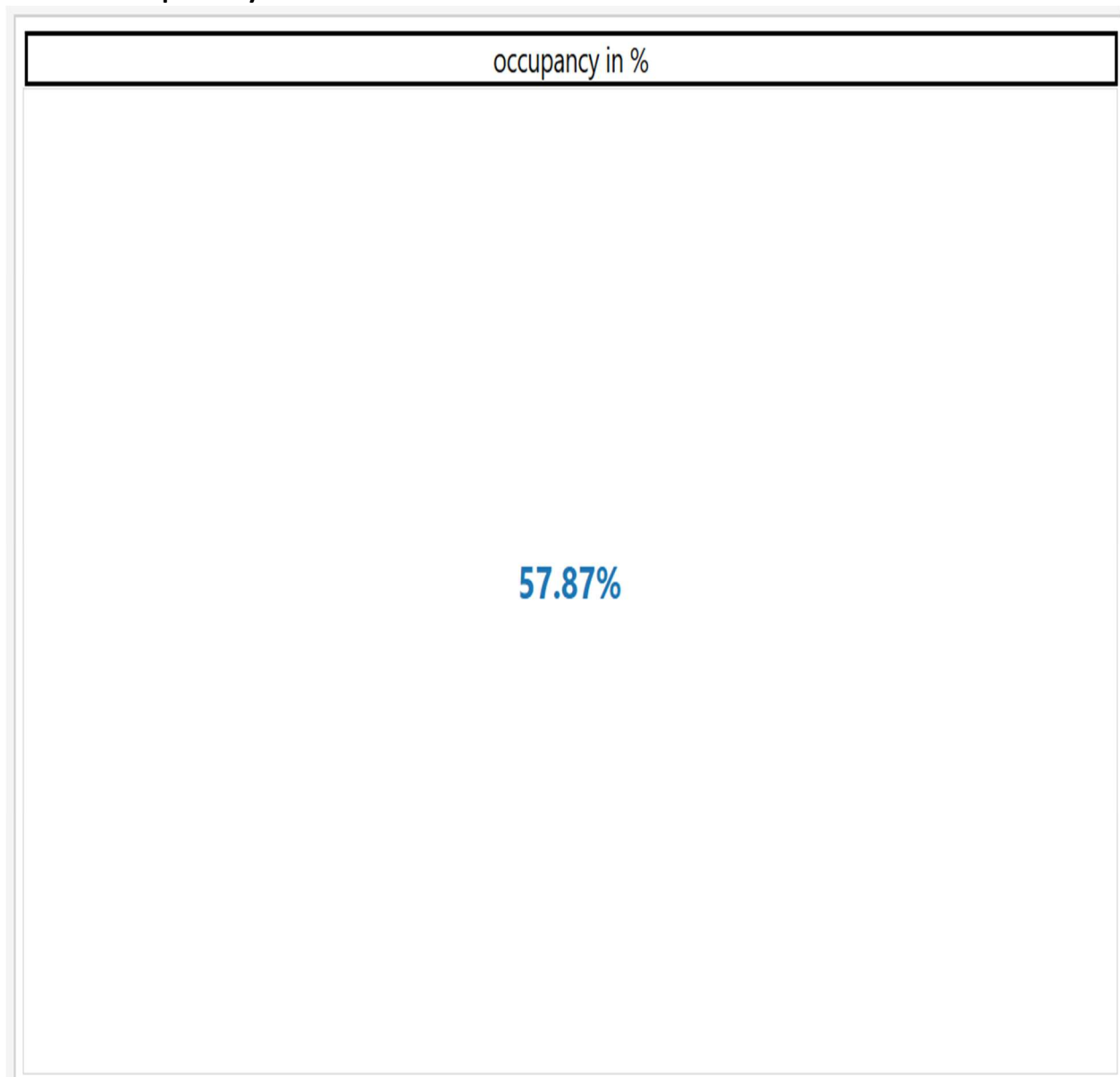
occupancy in %
57.87%

The total total occupancy by percentage is 57.87%

4.ADVANTAGES & DISADVANTAGES:

4.1 Advantages:

1. The revenue share will be increased.
2. By offering our traditional foods for the foreign customers.
3. Customer satatisfaction .
4. Best service ever found.
5. Privacy of the customer.

4.2 Disadvantages:

1.will take certain to attain our target.

2.The salary of the workers will be reduced and will reduce the satisfication of workers.

5.APPLICATIONS :

❖ There are almost 1400 branches in around 110 countries in the world .First we have to apply one out of hundred hotels to analyse the efficiency.Then we have to apply one out of 10 hotels to analyse the accuracy of the project .

❖ From this analysis we can implement our project findings.

6.CONCLUSION:

❖ By this project we will increase the share value and revenue of the Radisson hotels

7.FUTURE SCOPE :

❖ By following this strategies we will definitely reach top 10 hotels in the world , if we do it in a consistent way we have more chances to reach number one position.

8.APPENDIX:

Source code:

file:///C:/Users/HP/Downloads/radisson%20hotel/Arsha/index.html

THANK YOU