

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

## **Project Report**

### **1 INTRODUCTION**

#### **1.1 Overview**

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 Inn by Radisson, among others.

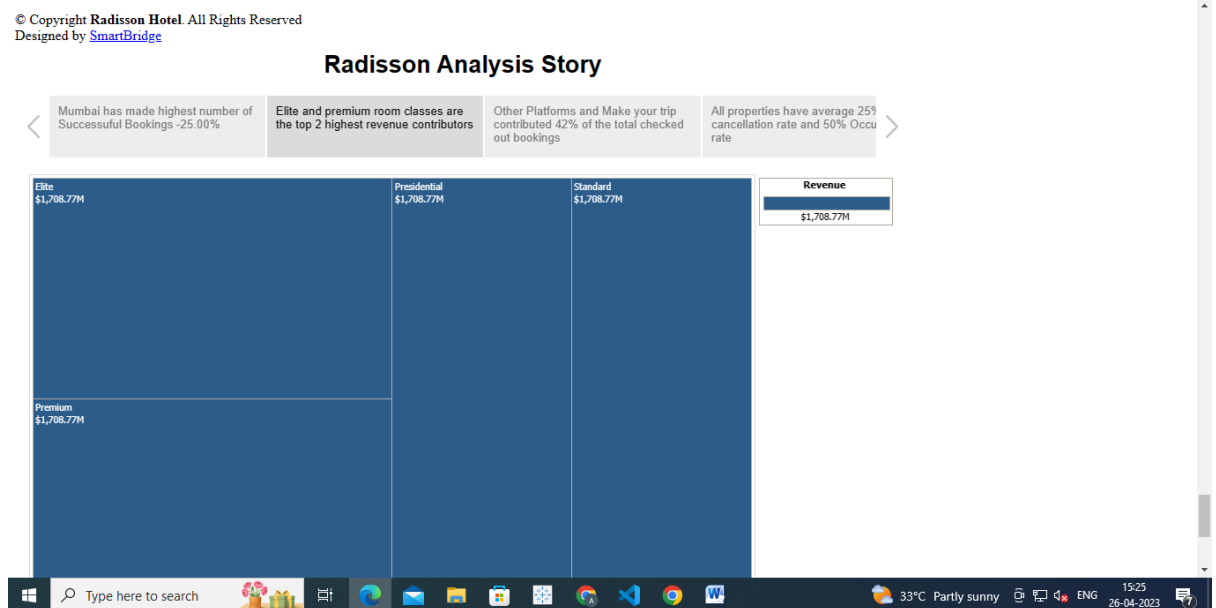
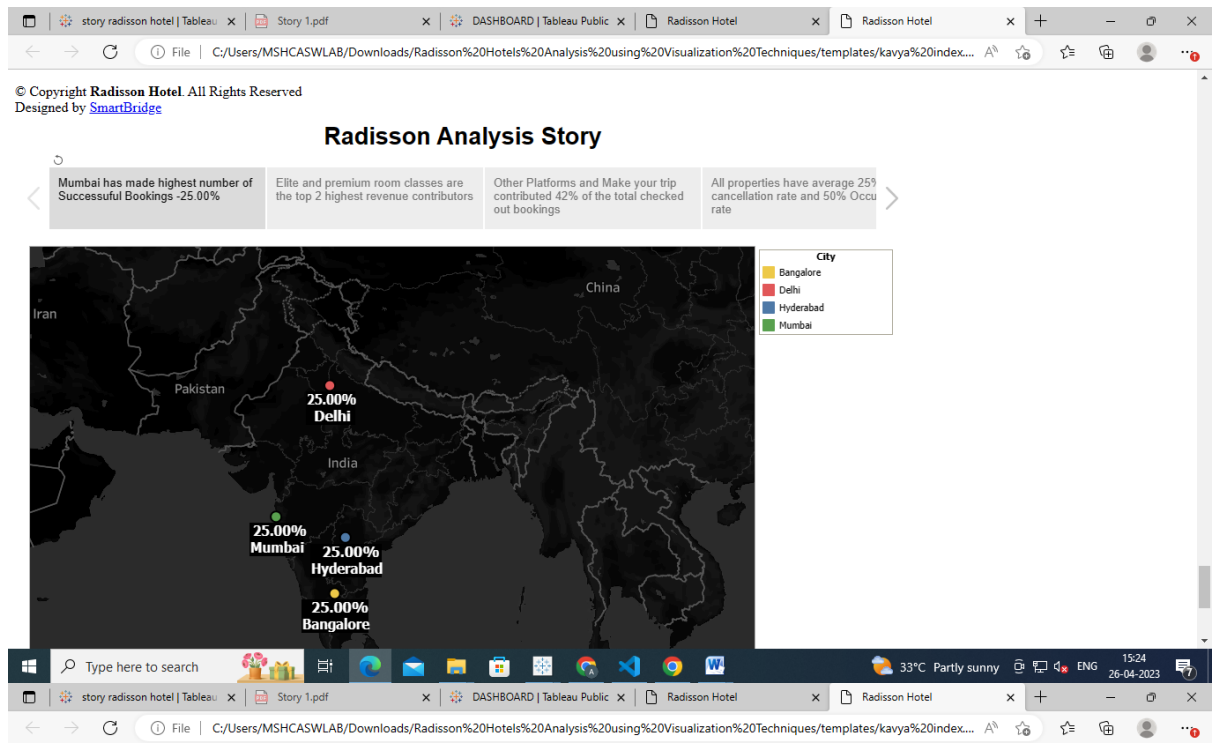
#### **1.2 Purpose**

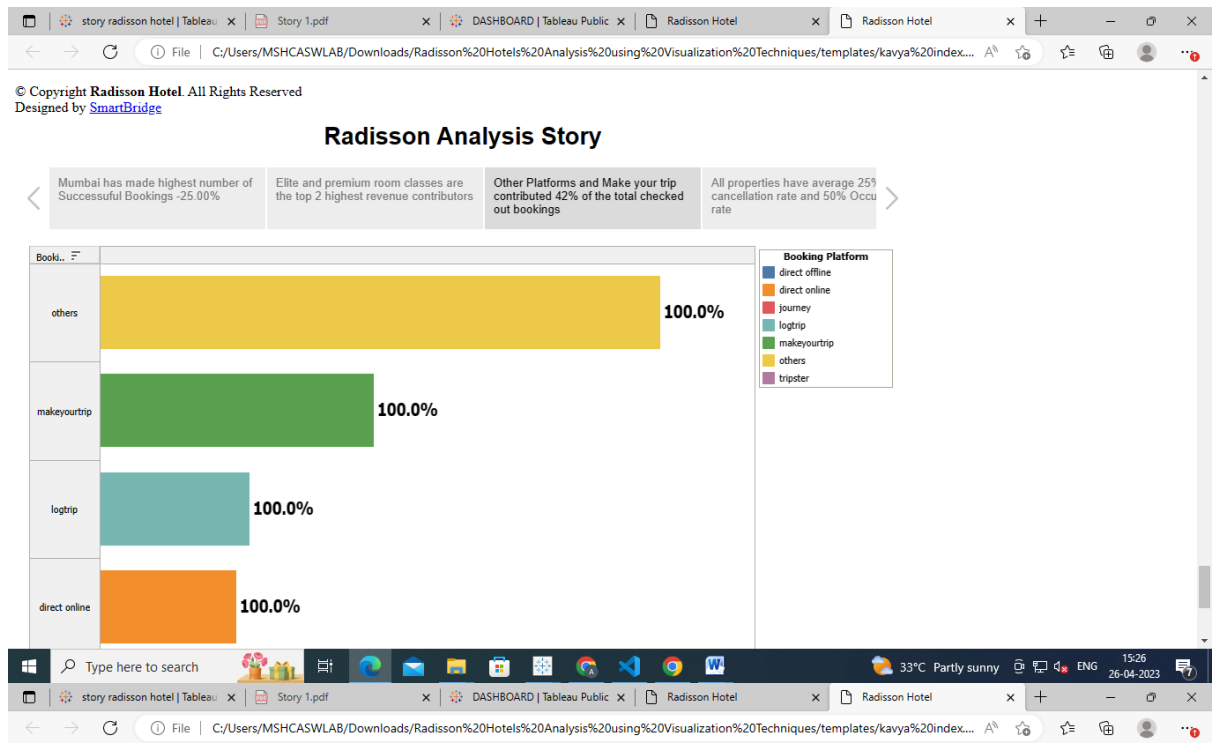
At Radisson Hotel Group we strive to be the first choice in the mind of guests, owners and talent. In our journey to achieve this, we practice strong beliefs and actions that respect the diversity of people, the community, ethics and the planet.

### **2 PROBLEM DEFINITION & DESIGN THINKING**

#### **2.1 Empathy Map**







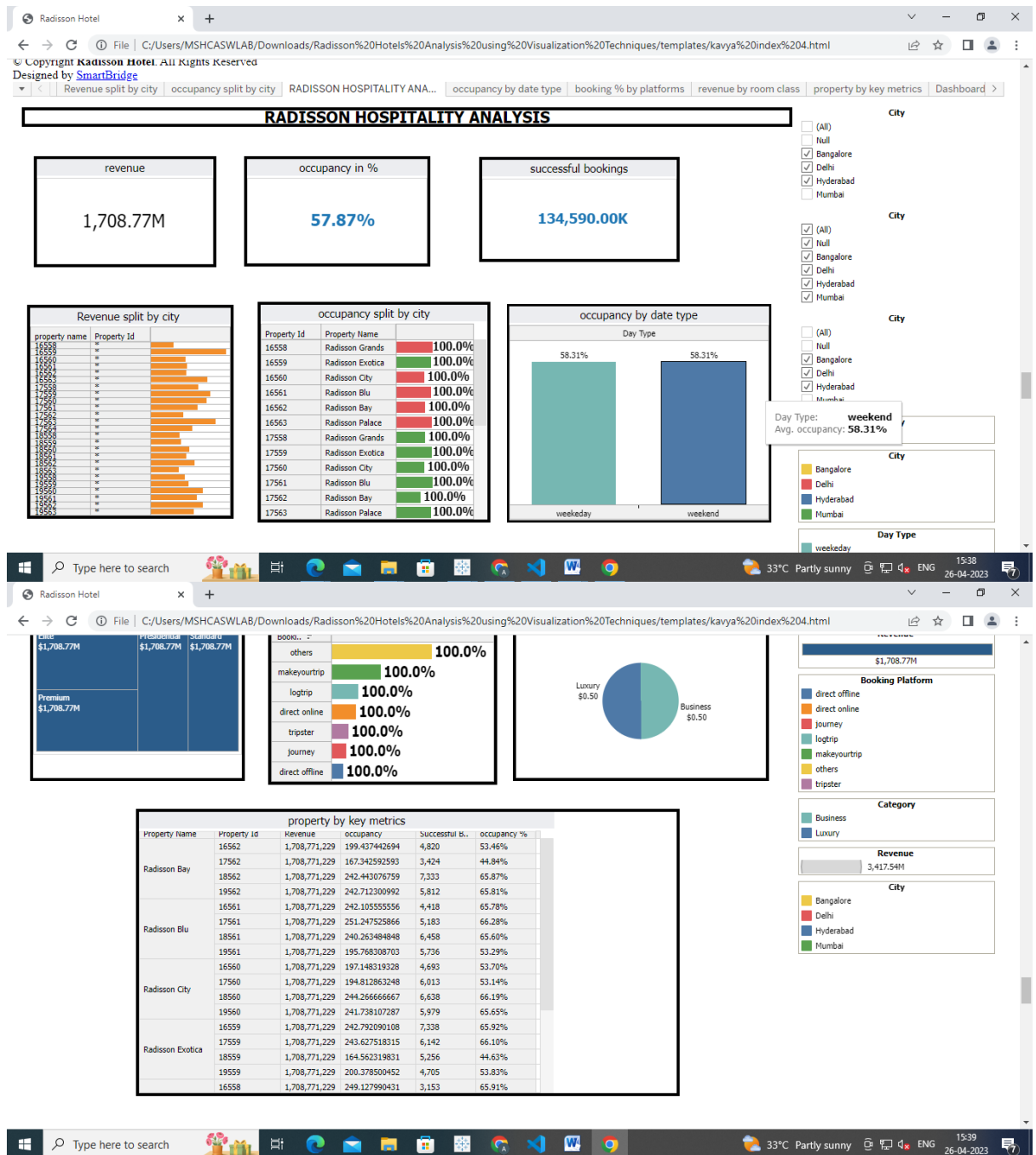
© Copyright Radisson Hotel. All Rights Reserved  
Designed by [SmartBridge](#)

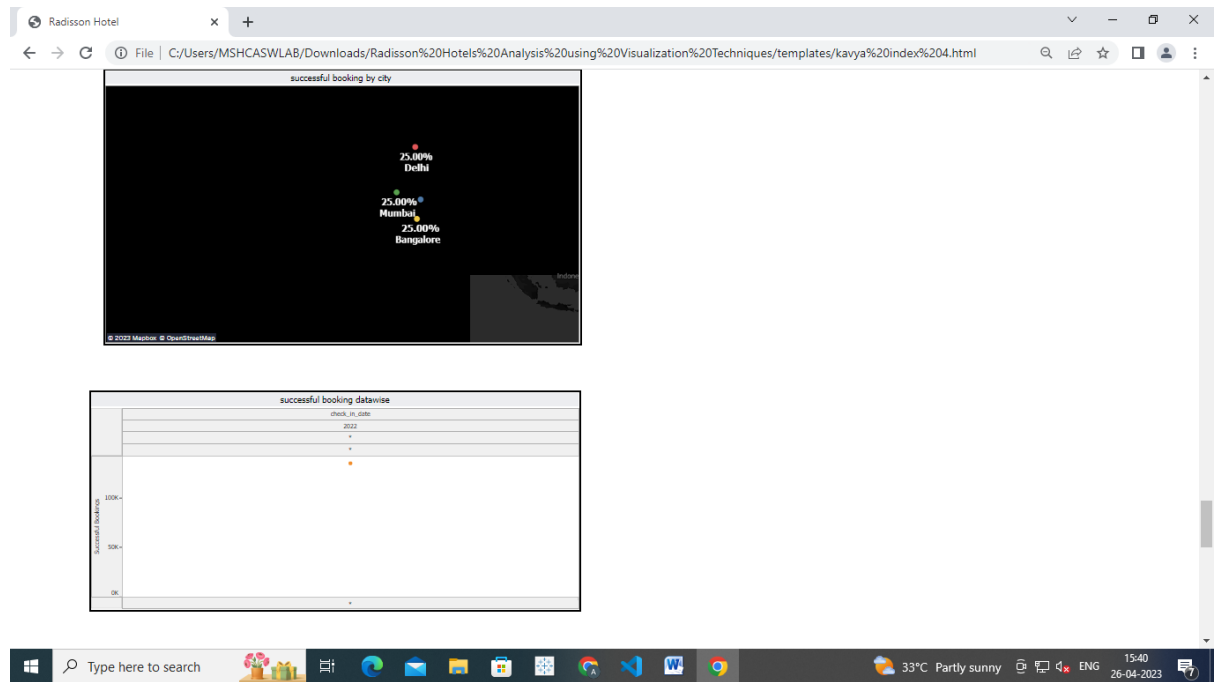
### Radisson Analysis Story

ai has made highest number of ssful Bookings -25.00%    Elite and premium room classes are the top 2 highest revenue contributors    Other Platforms and Make your trip contributed 42% of the total checked out bookings    All properties have average 25% cancellation rate and 50% Occupancy rate

Property Name	Property id	Revenue	occupancy	Successful B...	occupancy %
Radisson Bay	16562	1,708,771,229	199.437442694	4,820	53.46%
	17562	1,708,771,229	167.342592593	3,424	44.84%
	18562	1,708,771,229	242.443076759	7,333	65.87%
	19562	1,708,771,229	242.712300992	5,812	65.81%
Radisson Blu	16561	1,708,771,229	242.105555556	4,418	65.78%
	17561	1,708,771,229	251.247525866	5,183	66.28%
	18561	1,708,771,229	240.263484848	6,458	65.60%
	19561	1,708,771,229	195.768308703	5,736	53.29%
Radisson City	16560	1,708,771,229	197.148319328	4,693	53.70%
	17560	1,708,771,229	194.812863248	6,013	53.14%
	18560	1,708,771,229	244.266666667	6,638	66.19%
	19560	1,708,771,229	241.738107287	5,979	65.65%
Radisson Exotica	16559	1,708,771,229	242.792090108	7,338	65.92%
	17559	1,708,771,229	243.627518315	6,142	66.10%
	18559	1,708,771,229	164.562319831	5,256	44.63%
	19559	1,708,771,229	200.378500452	4,705	53.83%
Radisson Grands	16558	1,708,771,229	249.127990431	3,153	65.91%
	17558	1,708,771,229	198.520350877	5,036	53.67%
	18558	1,708,771,229	196.797435897	4,475	53.45%
	19558	1,708,771,229	165.186538462	4,371	44.40%
Radisson Palace	16563	1,708,771,229	244.174996434	7,147	66.40%
	17563	1,708,771,229	242.915227273	6,337	66.23%

Windows taskbar: 33°C Partly sunny, 15:26, 26-04-2023





#### 4 ADVANTAGES & DISADVANTAGES

##### ADVANTAGE

Free upgrades for the guest's next visit.

Complimentary food and beverage items at the hotel.

Exclusive discounts on future stays.

##### DISADVANTAGES

Common weaknesses for hotels include budget limitations, lack of in-room technology, poor online reviews, lacking certain facilities, or an outdated website. Take a hard look at what your competitors do better than you, and areas that guests have flagged in negative

#### 5 APPLICATIONS

In general, Radisson performs positioning with an emphasis on the features and characteristics of customers. It offers hotels that meet the needs of each guest as well as have an atmosphere for a comfortable stay and leisure.

#### 6 CONCLUSION

The visionary behind the hotel, legendary Danish designer Arne Jacobsen, designed the now iconic hotel and everything in it: from the facade to the hotel bathrooms and from the cutlery used in the hotel restaurant to the now equally legendary furniture, such as the Egg, the Swan and the Drop chairs.

#### 7 FUTURE SCOPE

Radisson Hotel Group is one of the world's largest hotel groups with nine distinctive hotel brands, and more than 1,600 hotels in operation and under development in 120 countries

