

# Project Report

## INTRODUCTION:

### 1.1 Overview

Analyzing the performance and efficiency of Radisson Hotels using data visualizations techniques involve gathering and organizing relevant data about the hotels operations and presenting it in an easy-to-understand visual format. This process can help identify trends, patterns, and areas for improvement in the hotels operations.

The general overview of the steps involved:

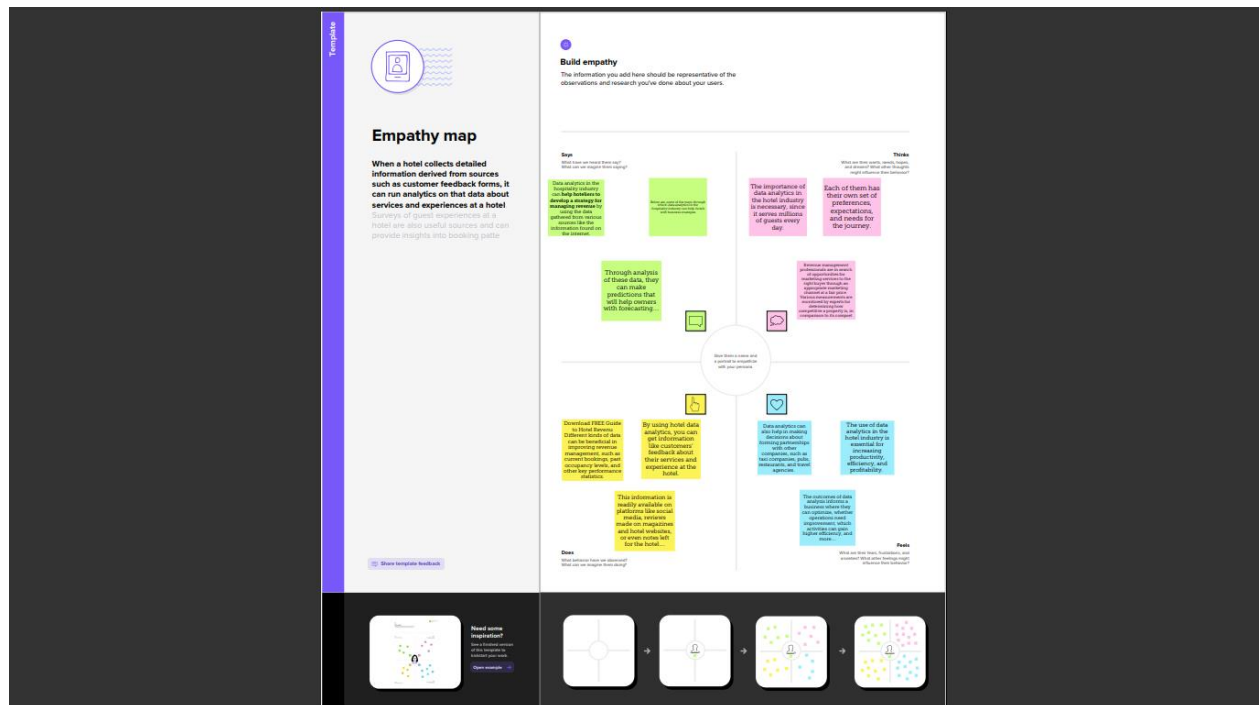
- Data collection.
- Data cleaning and preparation.
- Data analysis
- Data Visualization.

### 1.2 Purpose

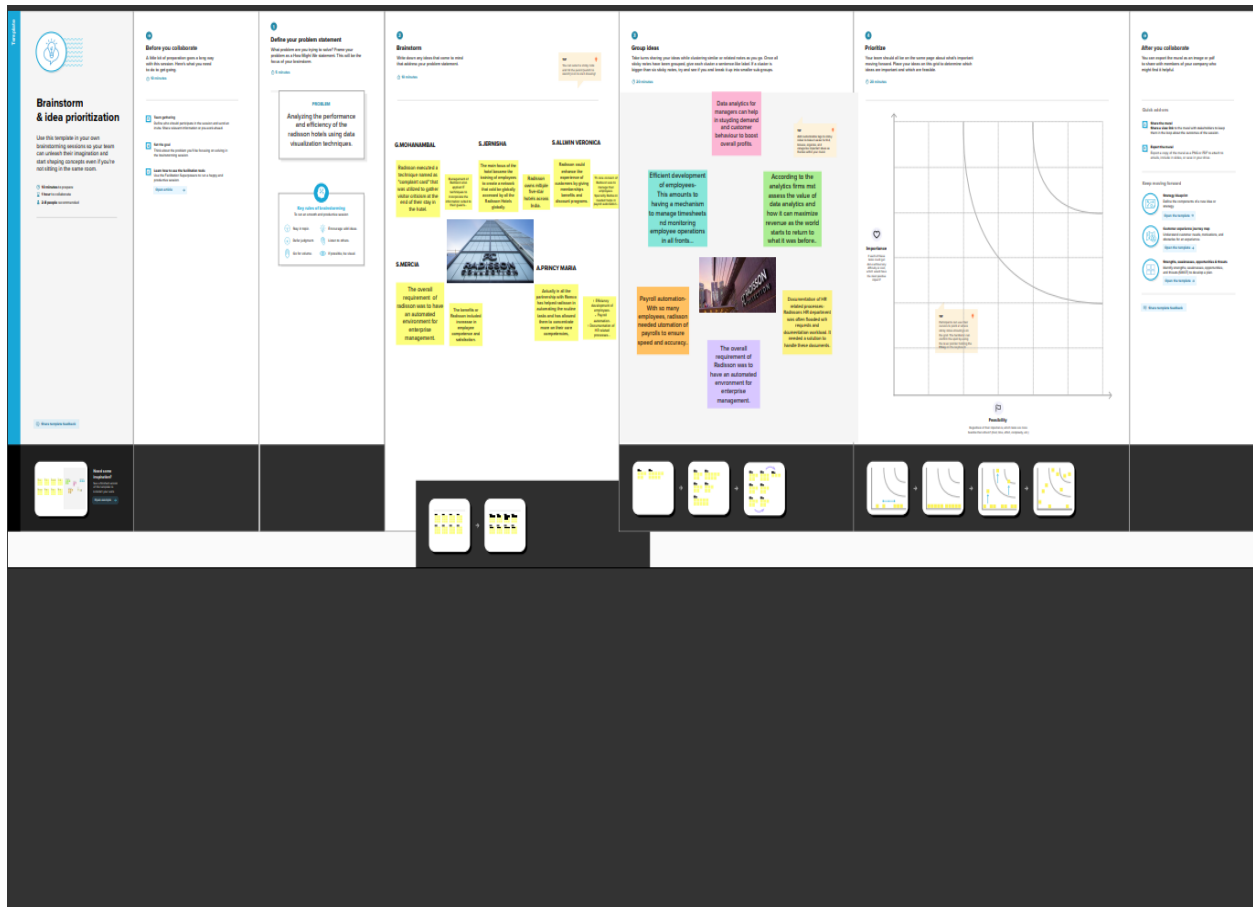
The purpose on analyzing the performance and efficiency of Radisson hotels using data visualization includes identifying trends in occupancy rates, comparing revenue across different hotels, assessing customer satisfaction, tracking operational efficiency,.. data visualization techniques, such as graphs, charts, and heat maps, can be used to present this data in a clear and accessible way. This can help decision- makers quickly identify patterns and trends and make informed decisions based on the insights gleaned from the data.

## 2 PROBLEM DEFINITION & DESIGN THINKING

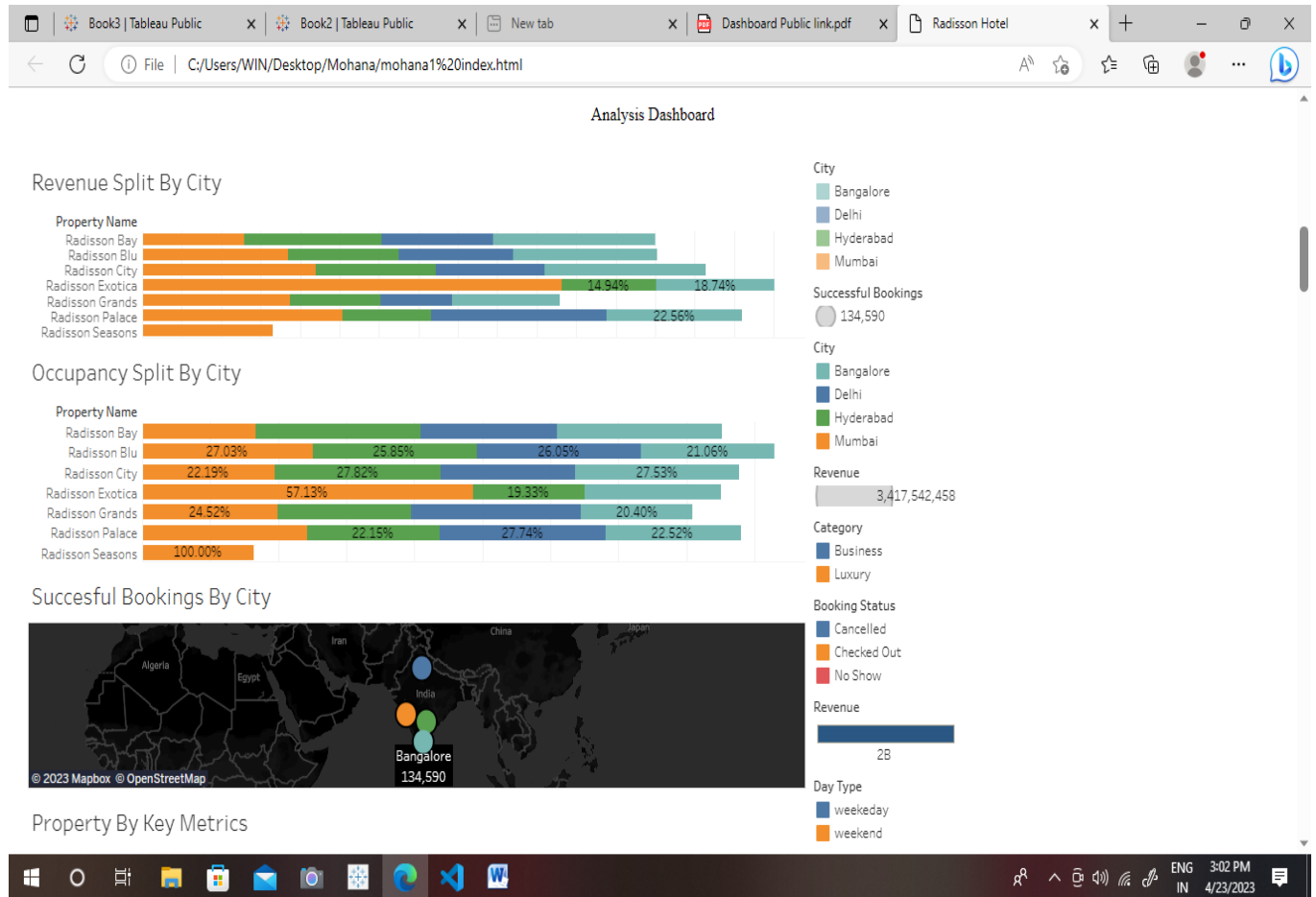
### Empathy map

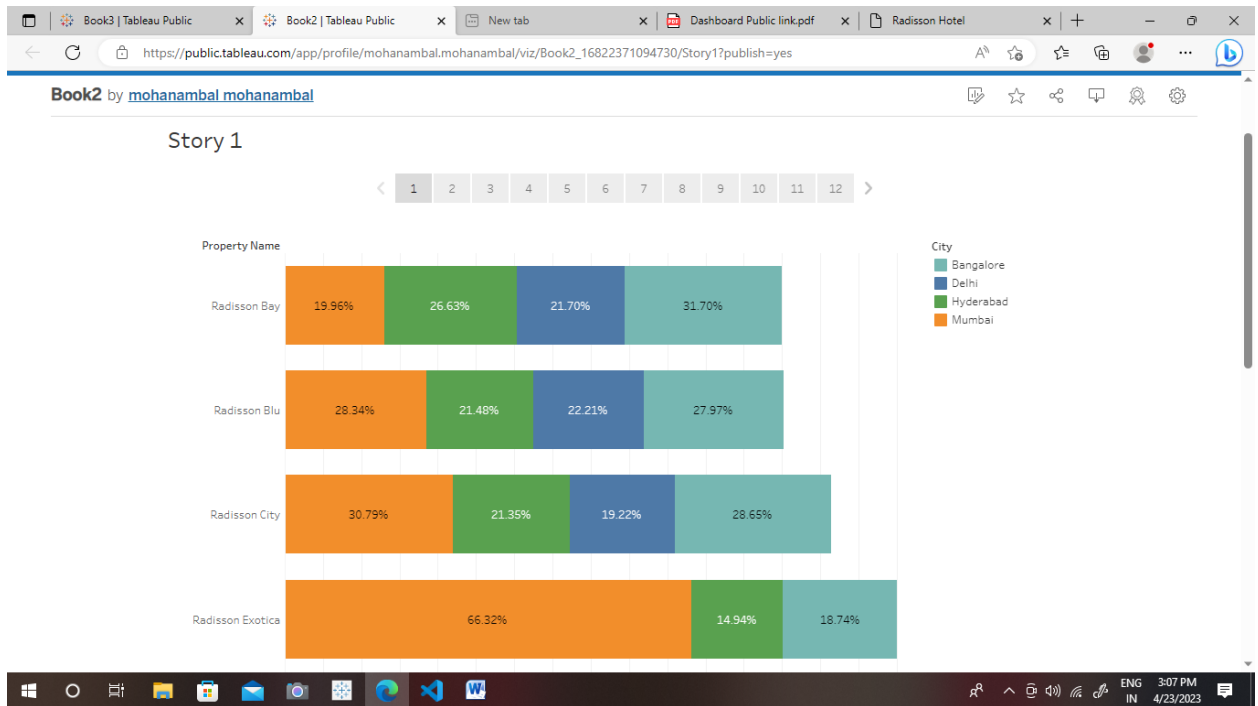


## 2.2 Ideation & Brainstorming Map



### 3 RESULT





#### 4 ADVANTAGES :

- **Easy to interpret:** Data visualization techniques allow complex data sets to be displayed in an easily understandable format.
- **Identify patterns and trends:** Visualization tools can help us identify patterns and trends that may not be immediately apparent from the data.
- **Quick decision making:** With the help of data visualization tools, we can quickly analyze data and make informed decisions.
- **Effective communication:** Data visualization techniques can effectively communicate complex ideas and concepts to stakeholders , including executives, investors, and employees.
- **Competitive advantage:** It provides a competitive advantage in industry, by identifying areas of improvement and taking action, Radisson hotels can stay ahead of competitors and sustainable growth.

## **DISADVANTAGES:**

- **Misintepretation of data:** Visualization techniques can be subject to misinterpretation if the data is not properly analyzed or presented.
- **Data integrity:** The quality and accuracy of the data used for visualization is crucial. If the data is incomplete or inaccurate, the visualization results will not be reliable.
- **Technical experetise:** Data visualization techniques require technical skills and expertise to implement correctly.
- **Cost:** The implementation of data visualization tehniques can be costly, as it may require the purchase of specialised software or the hiring of skilled professionals.

## 5 APPLICATIONS

There are several applications of analyzing the performance and the efficiency of Radisson hotels using data visualization techniques, including:

- **Revenue management** : Data visualization tools can help Radisson hotels to optimize their revenue management strategies.
- **Customer experience**: Data visualization techniques can help t analyze customer feedback and reviews, enabling the hotel to identify areas where the customer experience can be improved.

**Overall, analyzing the performance and efficiency of Radisson hotels using data visualization techniques can provide valuable insights into the hotels operations, enabling managers to make data- driven decisions that improve performance and drive growth.**



## 6 CONCLUSION

In conclusion, analyzing the performance and efficiency of Radisson Hotels using data visualization techniques can provide valuable insights that enable managers to make data – driven decisions..

While there are potential disadvantages to using data visualization techniques. These can be mitigated through proper planning, implementation, and ongoing monitoring of the process. The benefits of using data visualization tools for outweigh the potential risks and can provide a competitive advantage in the industry.

Overall, by leveraging the power of data visualization techniques, remain competitive in an increasingly challenging marketplace.

## 7 FUTURESCOPE

On analyzing the performance and efficiency of Radisson hotels using data visualization can provide valuable insights into their operations and help identify areas for improvement. Here's a potential futurescope on how this could be done:

**Data collection:** First, data needs to be collected from various sources such as hotel bookings, customer reviews, employee feedback, financial statements, and operational data.

**Data cleaning:** The collected data needs to be cleaned and organized to ensure it is accurate and ready for analysis.

**Data analysis:** The cleaned data can be analyzed using statistical techniques to identify trends, patterns and relationships.

**Data Visualization:** Once the data is analyzed, it can be visualized using different data visualization techniques such as line charts, scatter plots, heat maps, and bar graphs.

**Performance Metrics:** Performance metrics can be developed to evaluate the performance and efficiency of Rabisson hotels.