RADISSON HOTEL

Problem understanding:

Overview:

- A Radisson hotel system is one of the greatest hotel services which are done by the Radisson hotel servants or employees
- By analysing the performance and efficiency of the Radisson hotel by using data visualization we had come to know that they are satisfying the customer needs

Radisson Hotel Analysis:

- ✓ Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management. Radisson are 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.

Disadvantages:

- ❖ A business is influenced by a lot of elements.
- ❖ There is lack of in room technology
- ❖ Radisson hotels not economically friend for poor and middle-class family

CONCLUSION:

Radisson Hotel Group is a name synonym with creative hospitality and innorive sprit our growth strategies and unique business model make us one of the most attractive and respected partners in the industry.