

ANALYSING THE PERFORMANCE AND EFFICIENCY OF RADISSON HOTEL USING DATA VISUALISATION TECHNIQUES

1. INTRODUCTION:

1.1 OVERVIEW:

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.

1.2 PURPOSE:

PURPOSE:

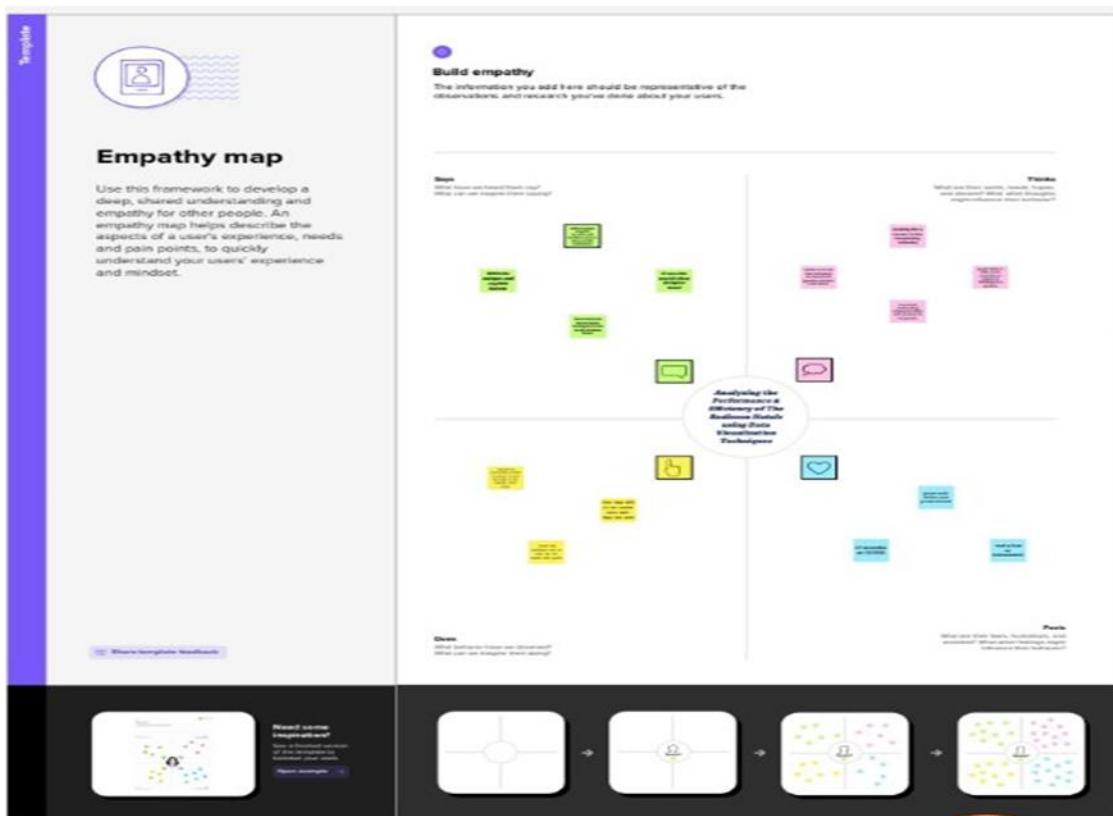
With the help of Service Guarantee program, a company can add value offer to employees and customers, as well. These

types of programs encourage customers to give voice to their complaints so that their queries can be analyzed, solved and promote employees to ensure offering high-quality service to them. Moreover, it will help the firm to find out customers who are dissatisfied with the hotel's performance and the reason behind their dissatisfaction. Service guarantee will assist Radisson Hotel to find out the impact of service quality on the financial and overall business performance.

2.PROBLEM DEFINITION AND DESIGN THINKING:

What are the problems in the analysing and performance of Radisson hotel and how to solve it ?

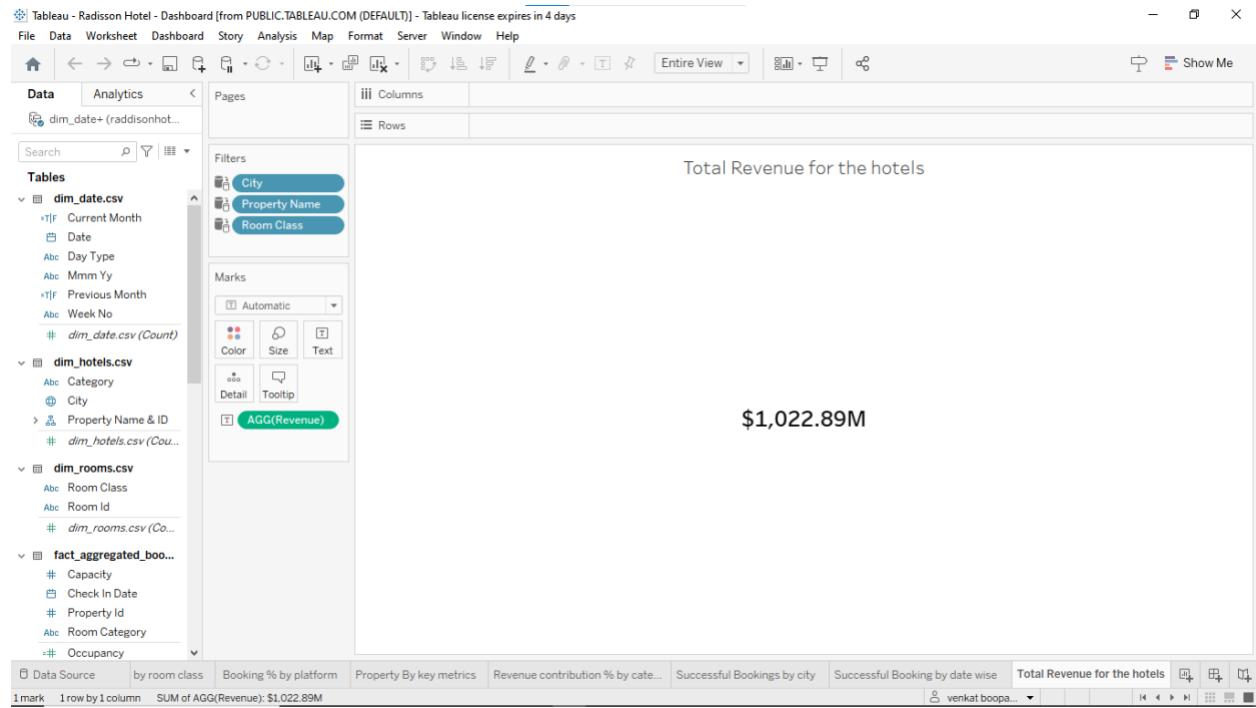
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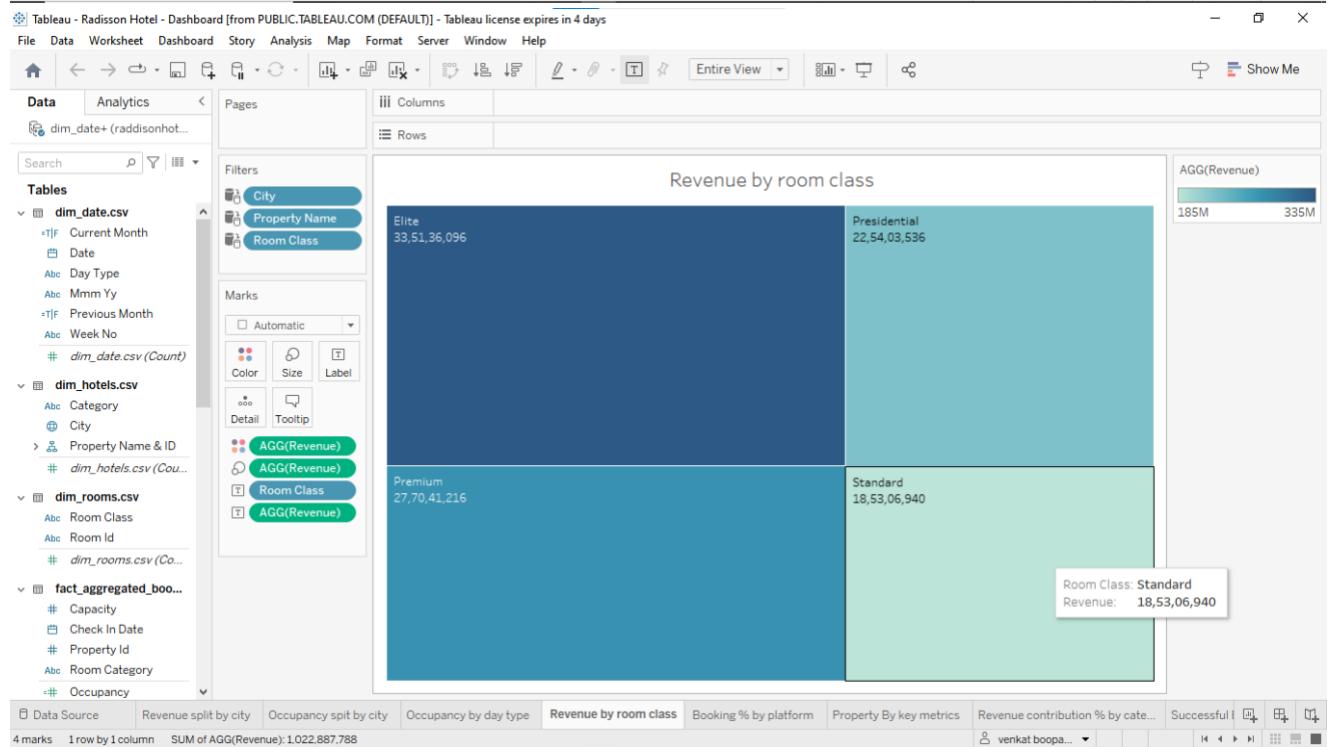
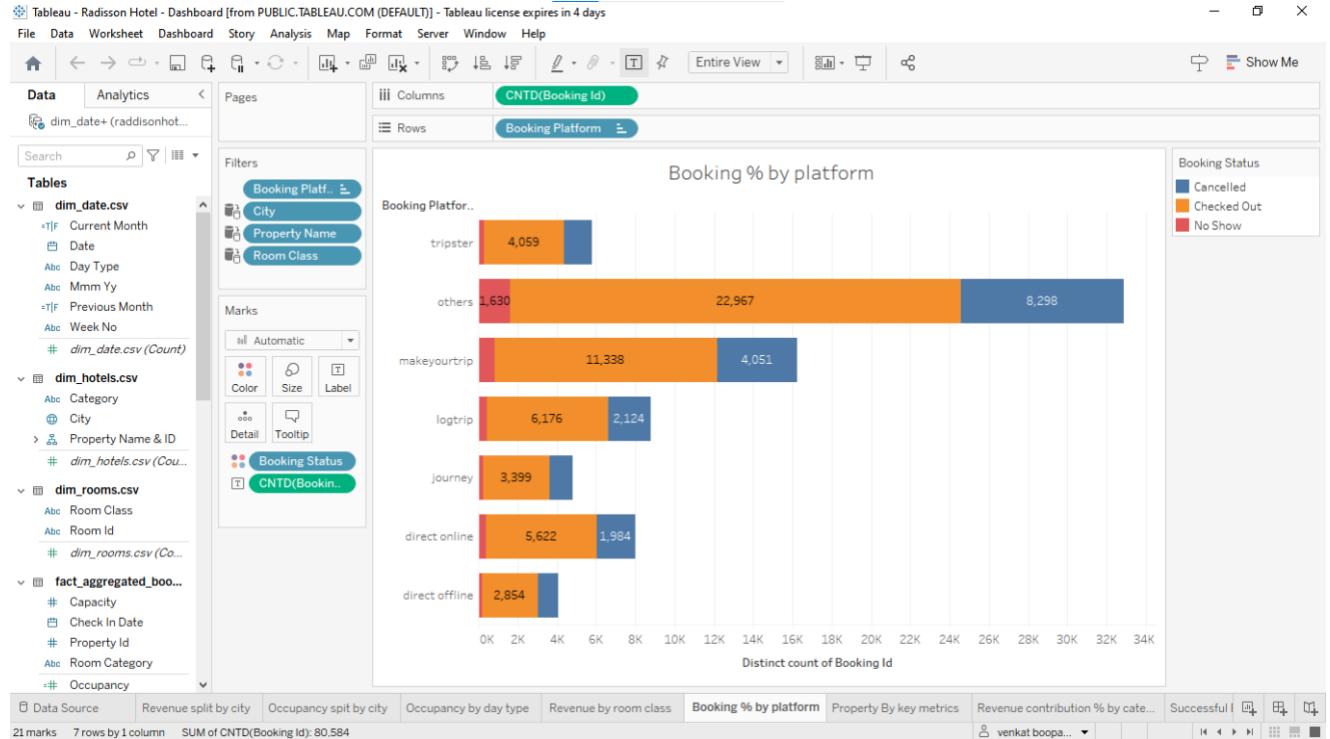


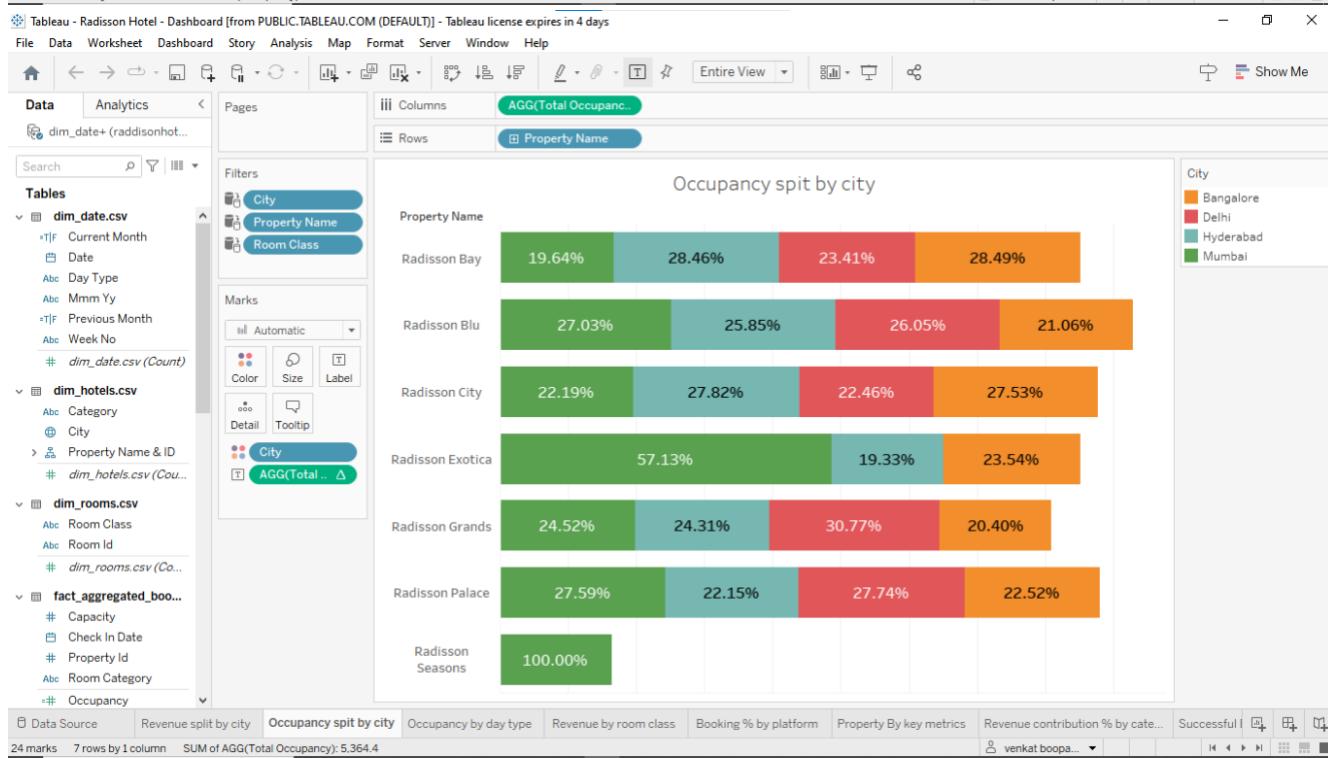
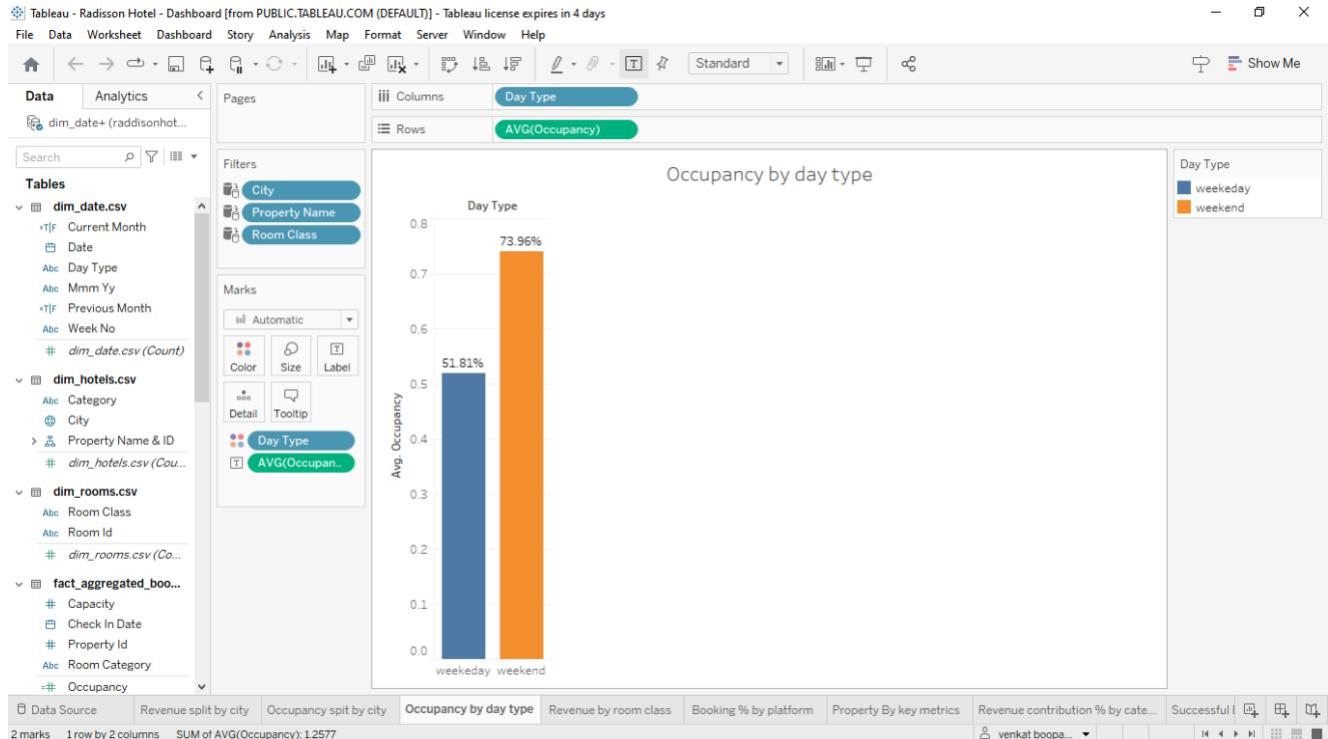
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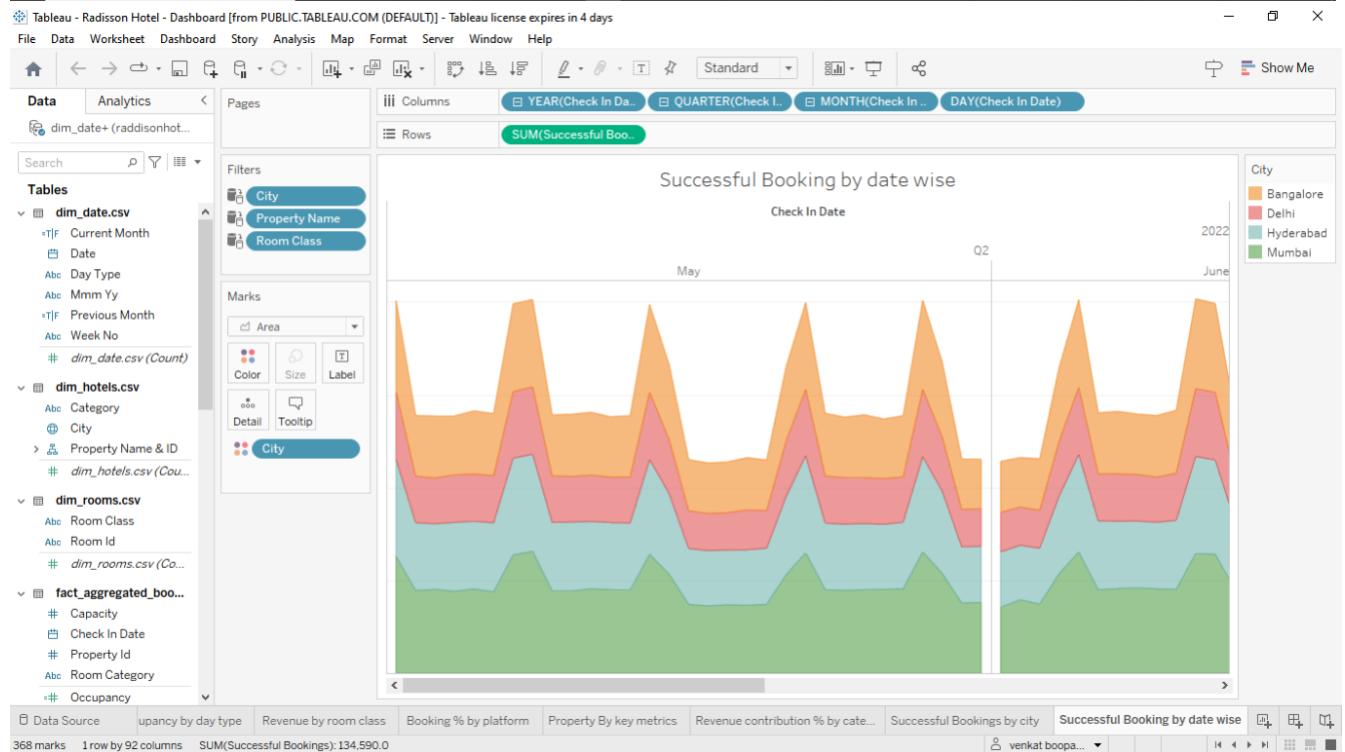
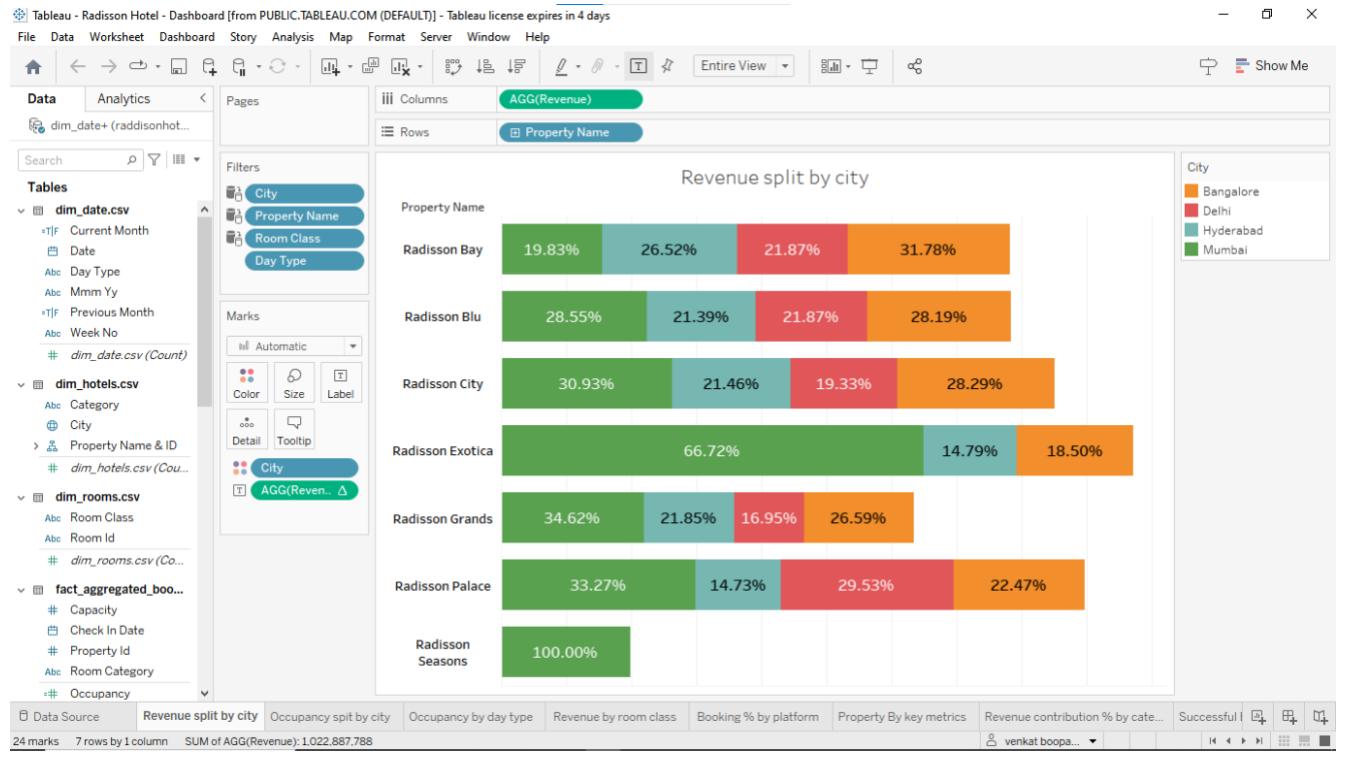


3.RESULT:









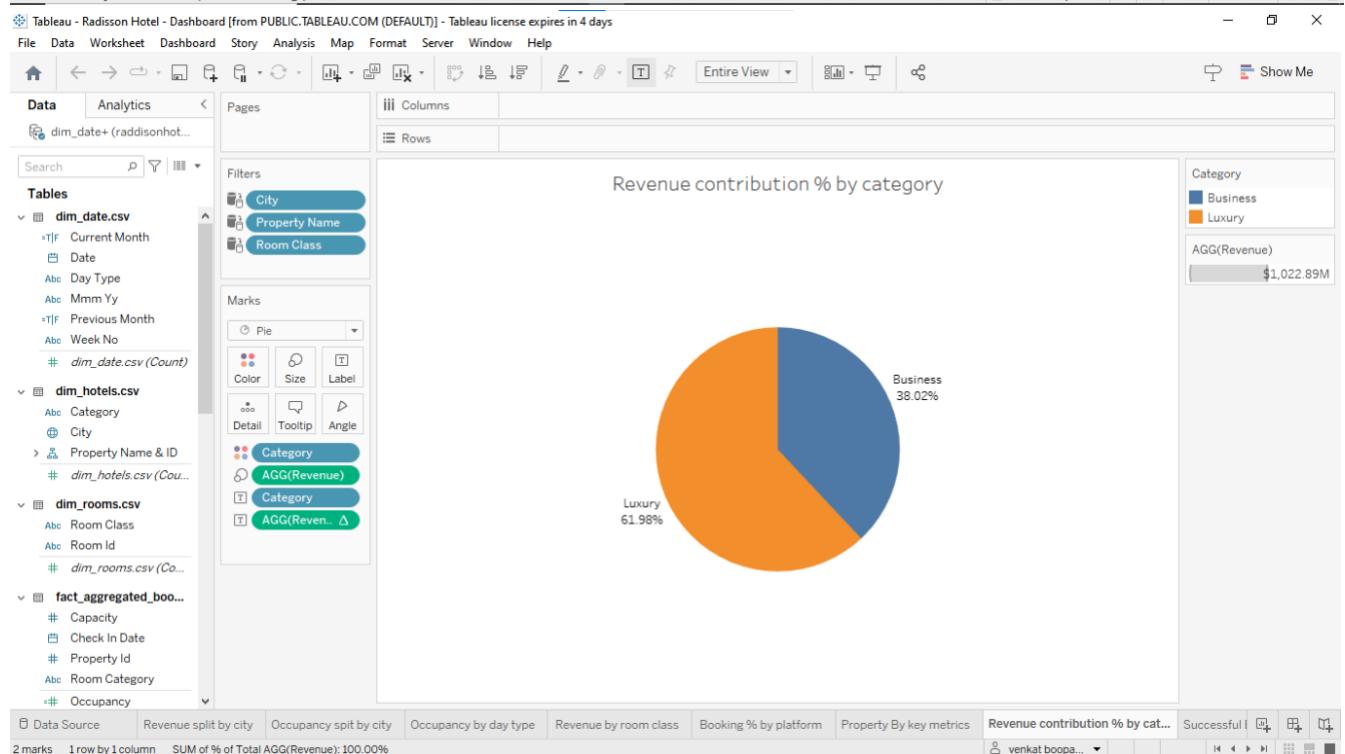
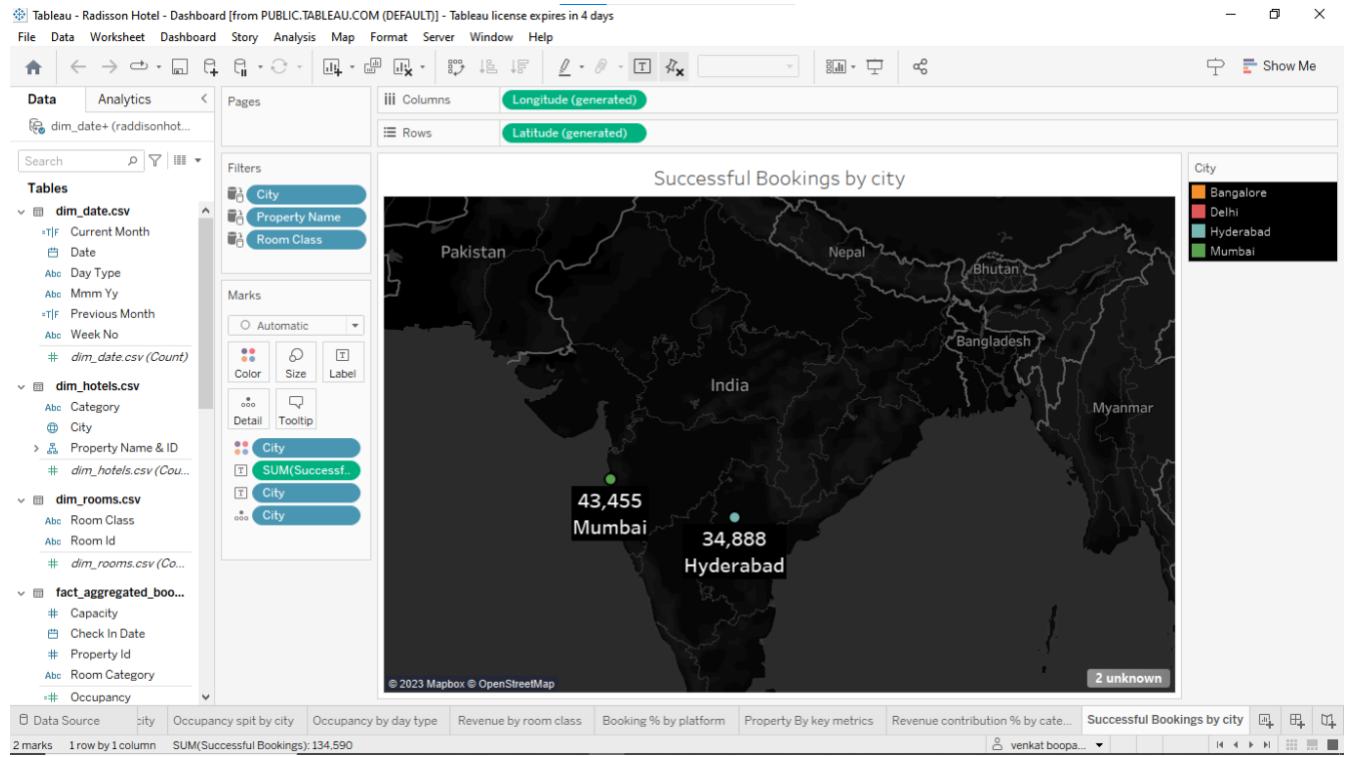


Tableau - Radisson Hotel - Dashboard [from PUBLIC.TABLEAU.COM (DEFAULT)] - Tableau license expires in 4 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Property By key metrics

Property Name	Property I.	Revenue	Sum of Capacity	Occupancy %	Cancelled Bookings..
Radisson Bay	16562	3,41,73,244	9,016	53.46%	25.16%
	17562	3,09,92,751	7,636	44.84%	25.89%
	18562	4,14,48,710	11,132	65.87%	24.71%
	19562	4,96,59,300	8,832	65.81%	24.11%
Radisson Blu	16561	3,42,66,694	6,716	65.78%	26.13%
	17561	4,47,33,256	7,820	66.28%	24.44%
	18561	3,35,01,230	9,844	65.60%	24.11%
	19561	4,41,56,265	10,764	53.29%	25.01%
Radisson City	16560	3,28,37,896	8,740	53.70%	24.16%
	17560	5,25,51,811	11,316	53.14%	25.16%
	18560	3,64,57,050	10,028	66.19%	24.45%
	19560	4,80,57,405	9,108	65.65%	26.58%
Radisson Exotica	16559	7,20,69,086	11,132	65.92%	24.94%
	17559	5,75,74,733	9,292	66.10%	24.01%
	18559	2,87,37,420	11,776	44.63%	24.17%
	19559	3,59,41,275	8,740	53.83%	24.76%
Radisson Grands	16558	2,14,82,538	4,784	65.91%	24.85%
	17558	4,38,87,727	9,384	53.67%	25.74%
	18558	2,76,96,880	8,372	53.45%	25.70%
	19558	3,37,07,580	9,844	44.40%	24.90%
Radisson Palace	16563	5,29,09,878	10,764	66.40%	25.35%
	17563	5,96,02,884	9,568	66.23%	24.27%
	18563	2,63,95,260	8,924	52.98%	26.66%
	19563	4,02,54,165	10,120	53.49%	25.06%

25 marks 25 rows by 1 column SUM of AGG(Revenue): 1,022,887.788

Tableau - Radisson Hotel - Dashboard [from PUBLIC.TABLEAU.COM (DEFAULT)] - Tableau license expires in 4 days

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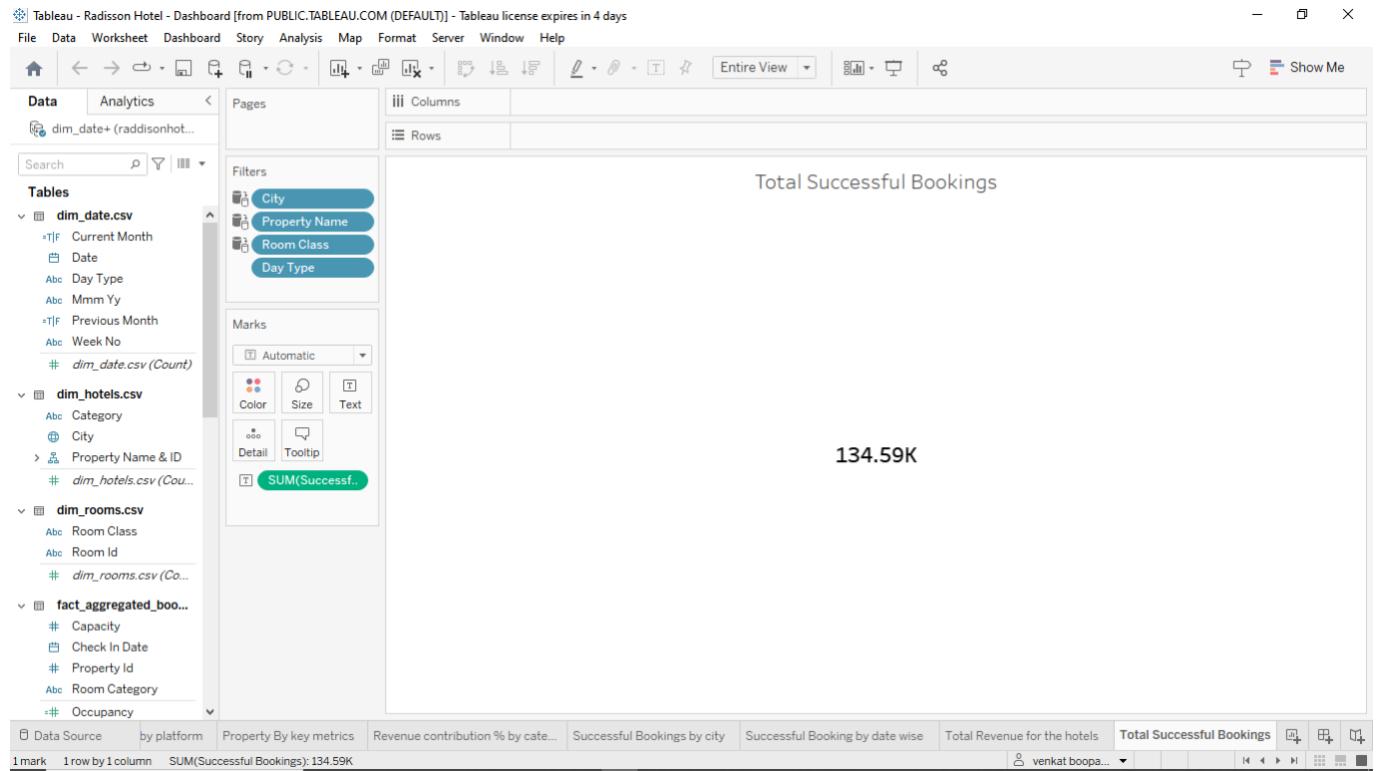
Occupancy in %

57.87%

City

- (All)
- Bangalore
- Delhi
- Hyderabad
- Mumbai

1mark 1 row by 1 column SUM of AGG(Occupancy %): 57.87%



4. ADVANTAGES AND DISADVANTAGES:

The analysis of a Radisson hotel can provide several advantages, including:

Identification of strengths and weaknesses: Analyzing the Radisson hotel can help identify its strengths and weaknesses, including its service quality, amenities, and facilities. This information can be used to make informed decisions about how to improve the hotel's offerings.

Improved customer satisfaction: By analyzing customer feedback and reviews, the hotel can identify areas that need improvement and take steps to address them. This can lead to increased customer satisfaction and loyalty.

Competitive advantage: By understanding the strengths and weaknesses of its competitors, the hotel can develop strategies to differentiate itself and gain a competitive advantage in the market.

Better operational efficiency: Analyzing the hotel's operational processes, such as housekeeping and maintenance, can help identify areas for improvement and increase efficiency.

Improved financial performance: A thorough analysis of the hotel's financial performance can help identify areas for cost savings and revenue growth. This can lead to improved profitability and financial stability.

5.APPLICATION:

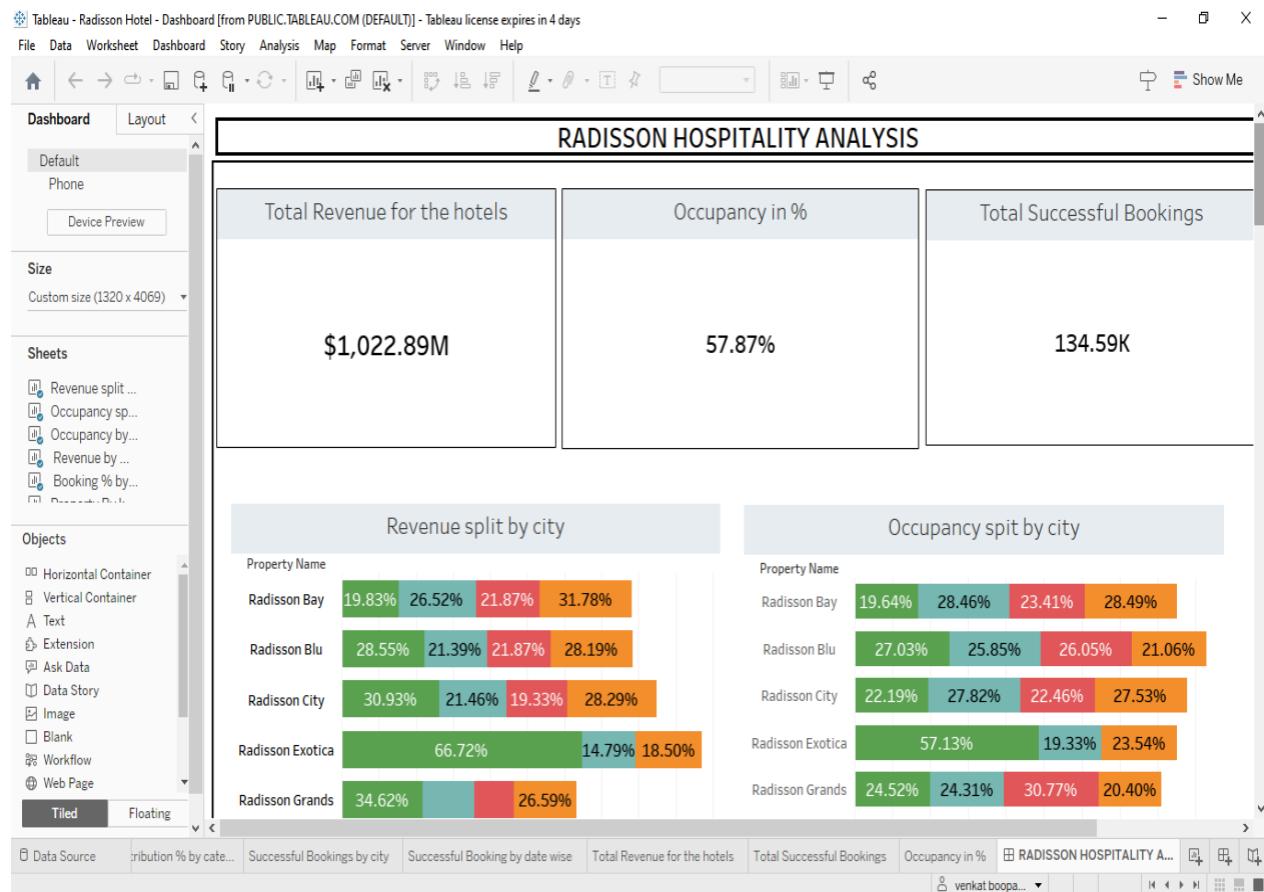
Enhanced marketing and branding: Analyzing customer behavior and preferences can help the hotel develop targeted marketing campaigns and build a strong brand reputation.

Overall, analyzing a Radisson hotel can provide valuable insights that can be used to improve its operations, customer satisfaction, and financial performance.

6.CONCLUSION:

By analysing the performance and efficiency of Radisson hotel strength and weakness was found . The company can focus in customer satisfaction and employers loyalty.

DASHBOARD:



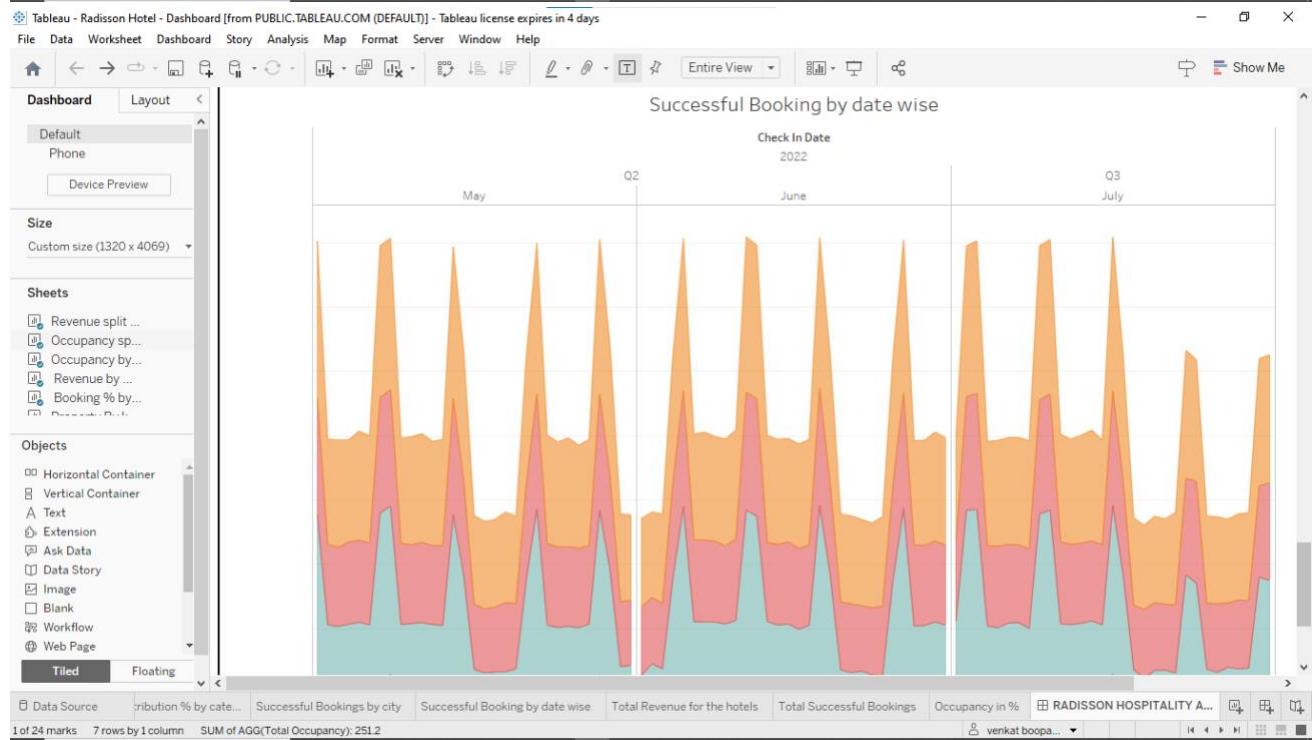
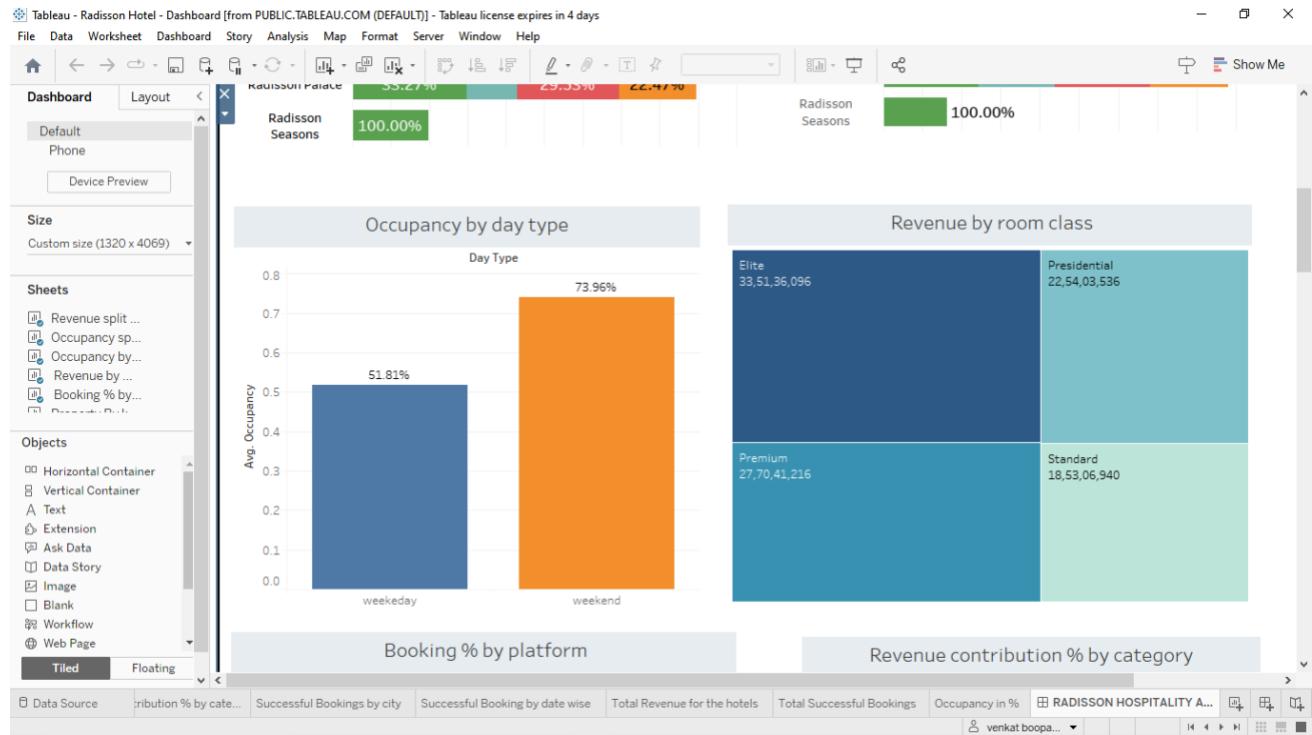


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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout < >

Default Phone Device Preview

Size Custom size (1320 x 4069)

Sheets

- Revenue split ...
- Occupancy sp...
- Occupancy by...
- Revenue by ...
- Booking % by...
- Revenue split ...

Objects

- Horizontal Container
- Vertical Container
- A Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Tiled Floating

Property By key metrics

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Successful Bookings by city

Data Source Contribution % by cate... Successful Bookings by city Successful Booking by date wise Total Revenue for the hotels Total Successful Bookings Occupancy in % RADISSON HOSPITALITY A...

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- Occupancy by...
- Revenue by ...
- Booking % by...
- Revenue split ...

Objects

- Horizontal Container
- Vertical Container
- A Text
- Extension
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- Image
- Blank
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- Web Page

Tiled Floating

Booking % by platform

Booking Platform

Platform	Distinct count of Booking Id
tripster	4,059
others	22,967
makeyourtrip	11,338
logtrip	6,176
journey	3,399
direct online	5,622
direct offline	2,854

Revenue contribution % by category

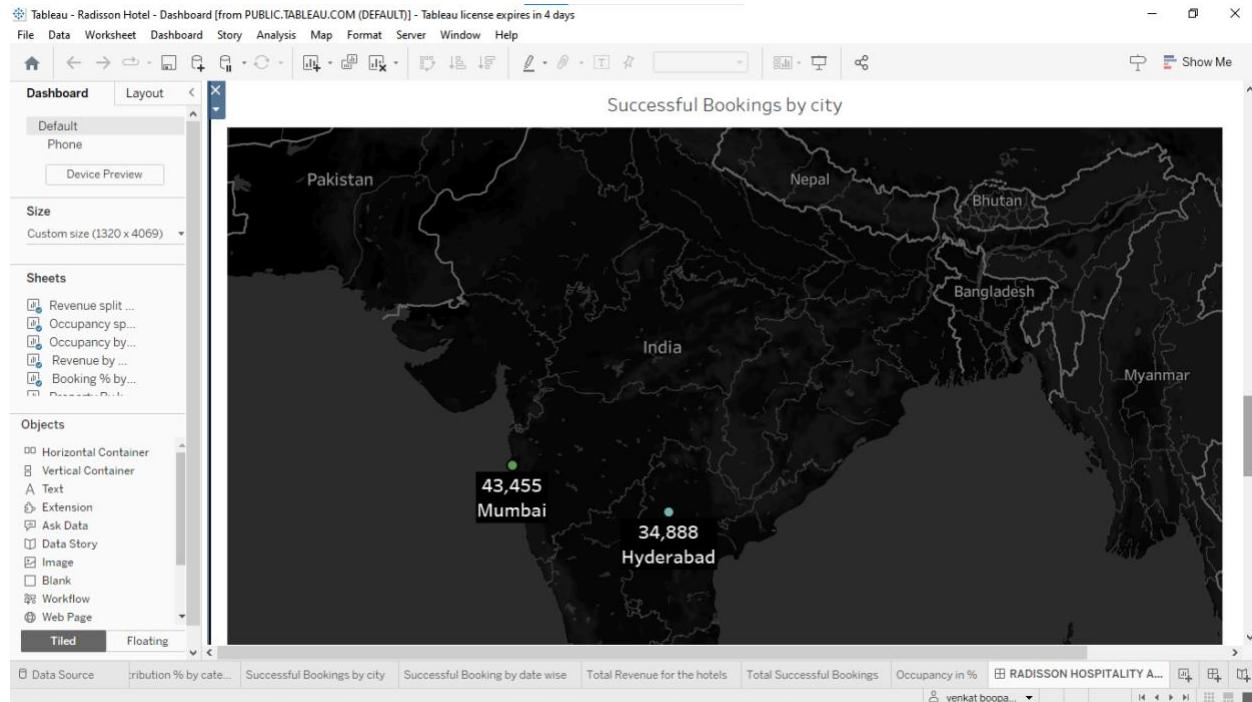
Revenue contribution % by category

Category	Contribution %
Business	38.02%
Luxury	61.98%

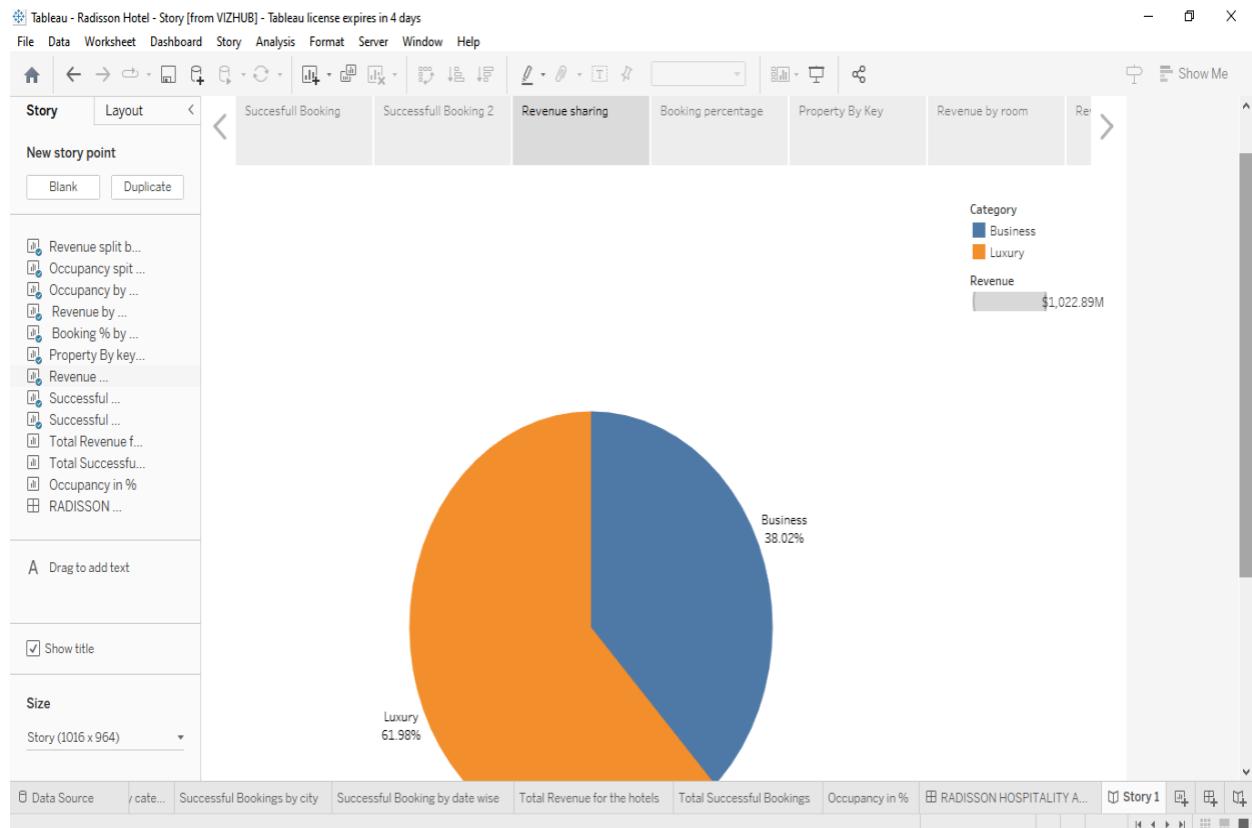
Property By key metrics

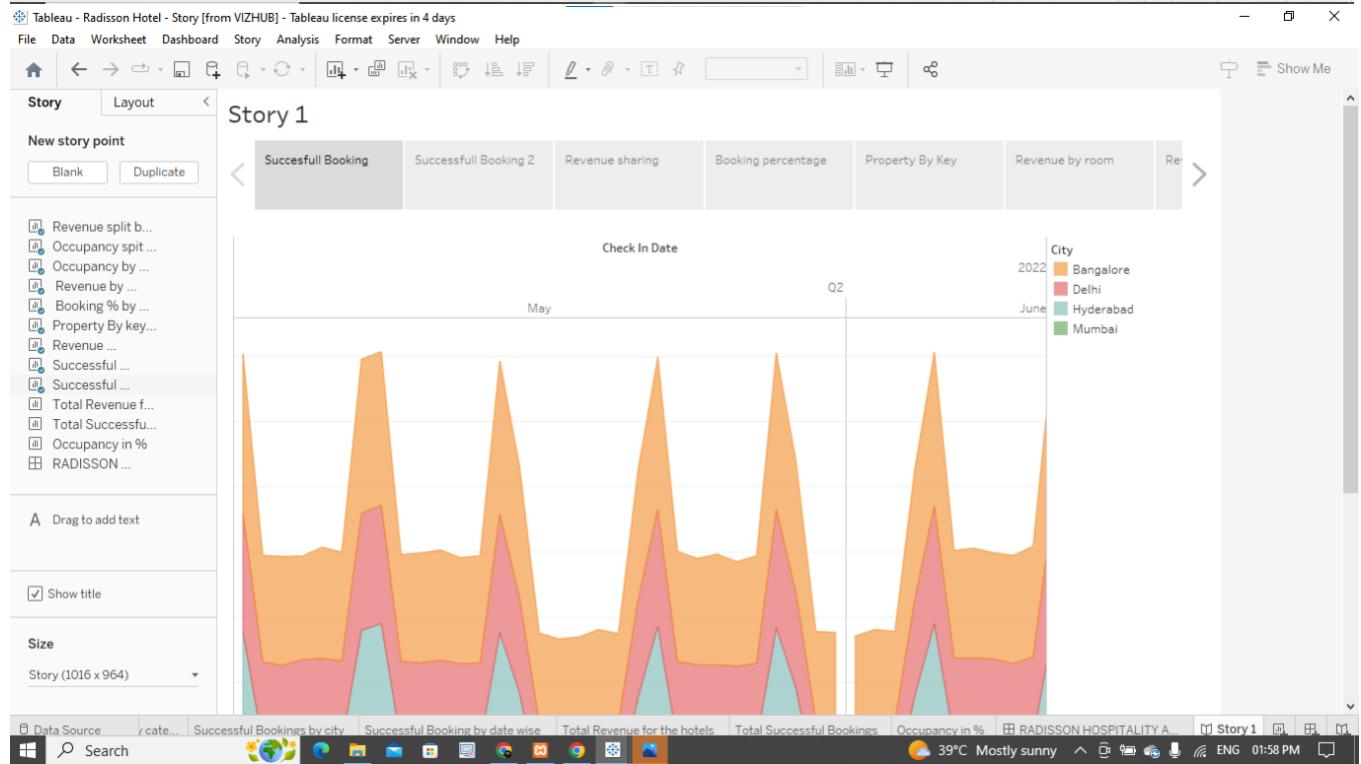
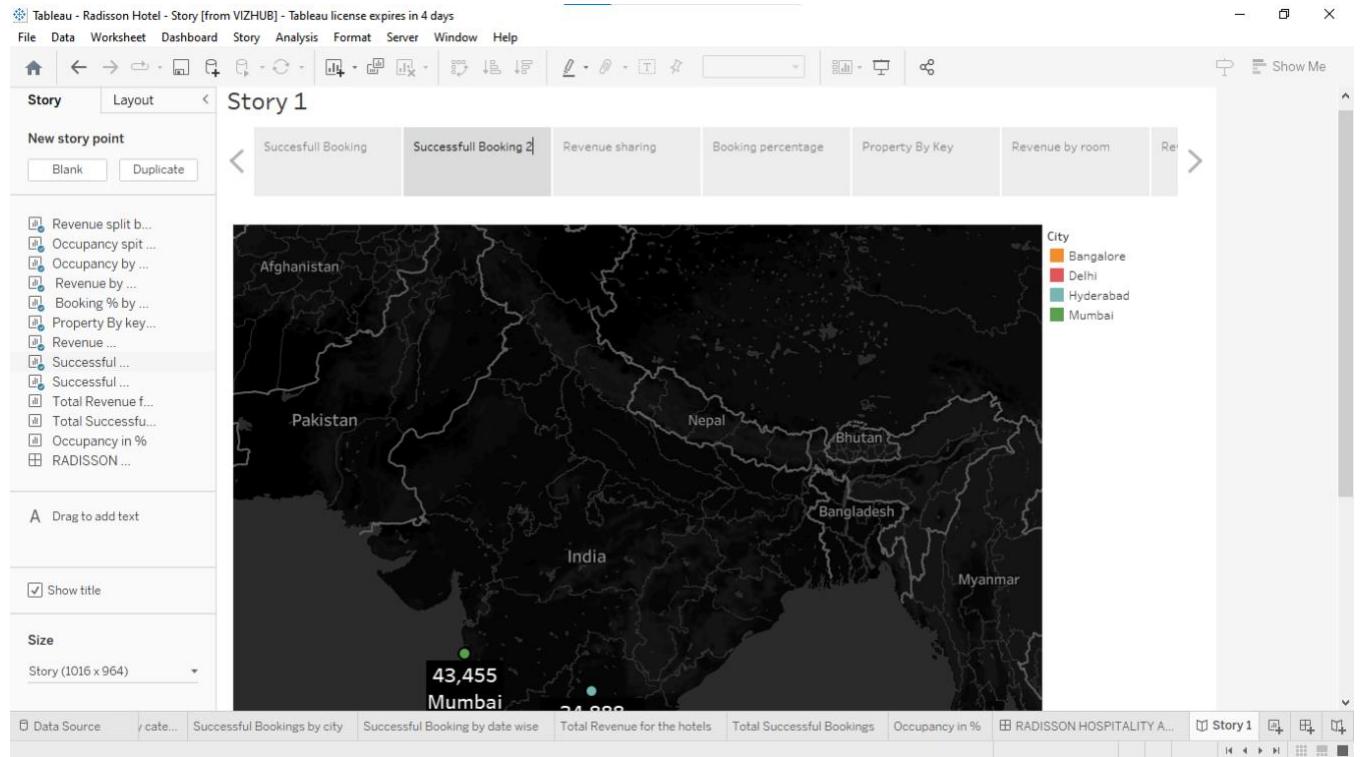
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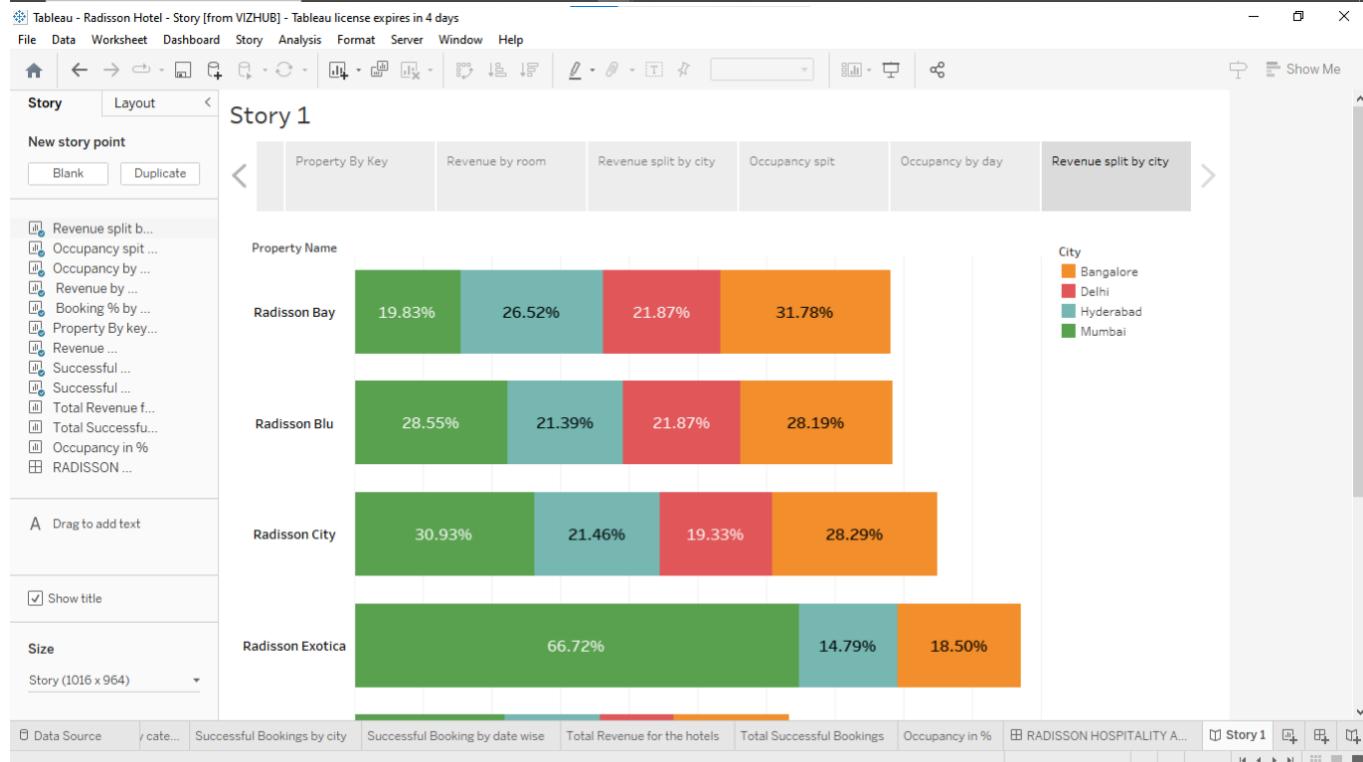
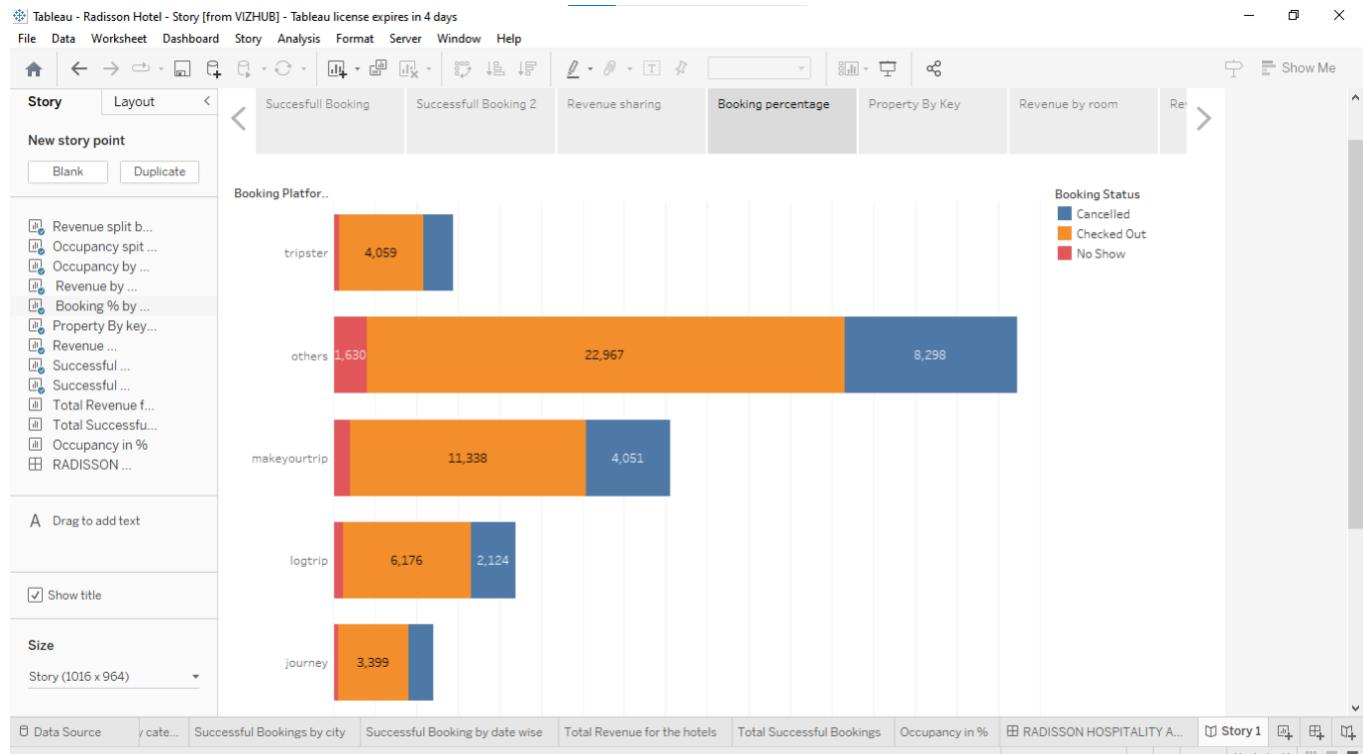
Data Source Contribution % by cate... Successful Bookings by city Successful Booking by date wise Total Revenue for the hotels Total Successful Bookings Occupancy in % RADISSON HOSPITALITY A...

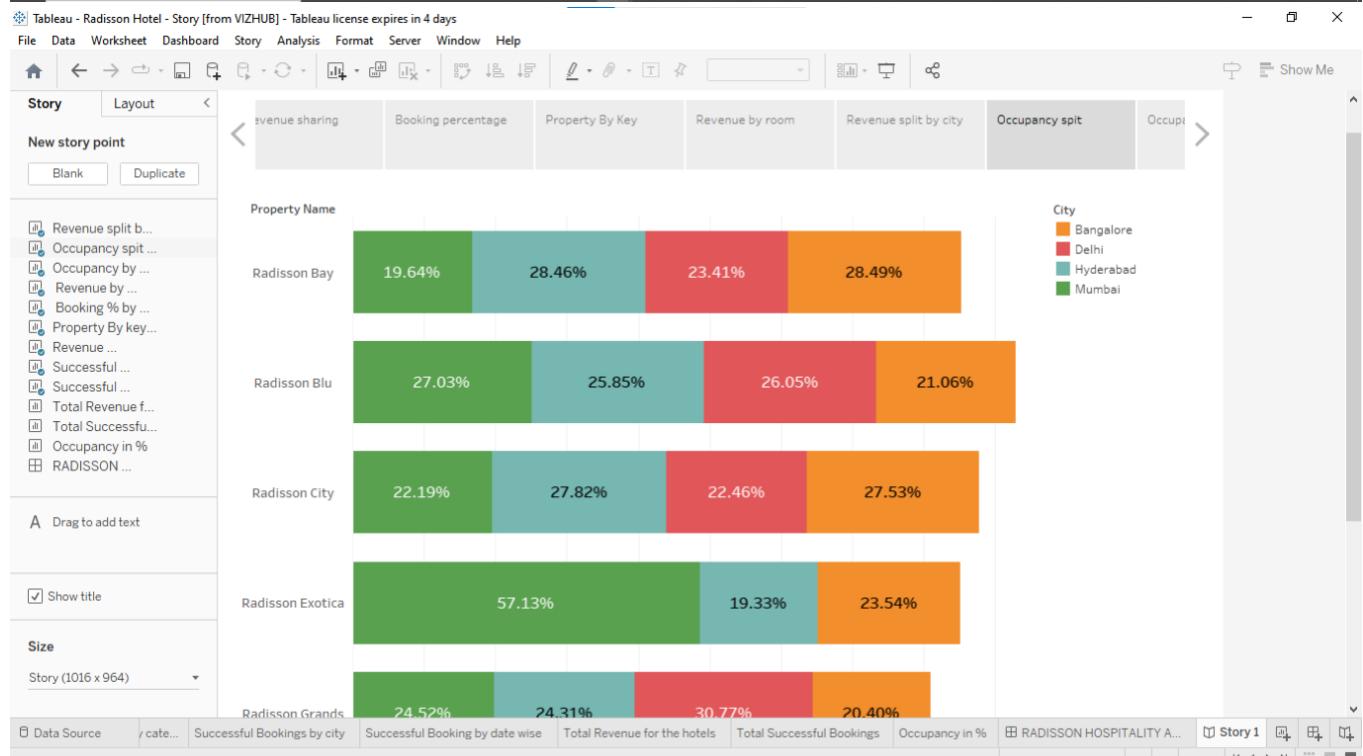
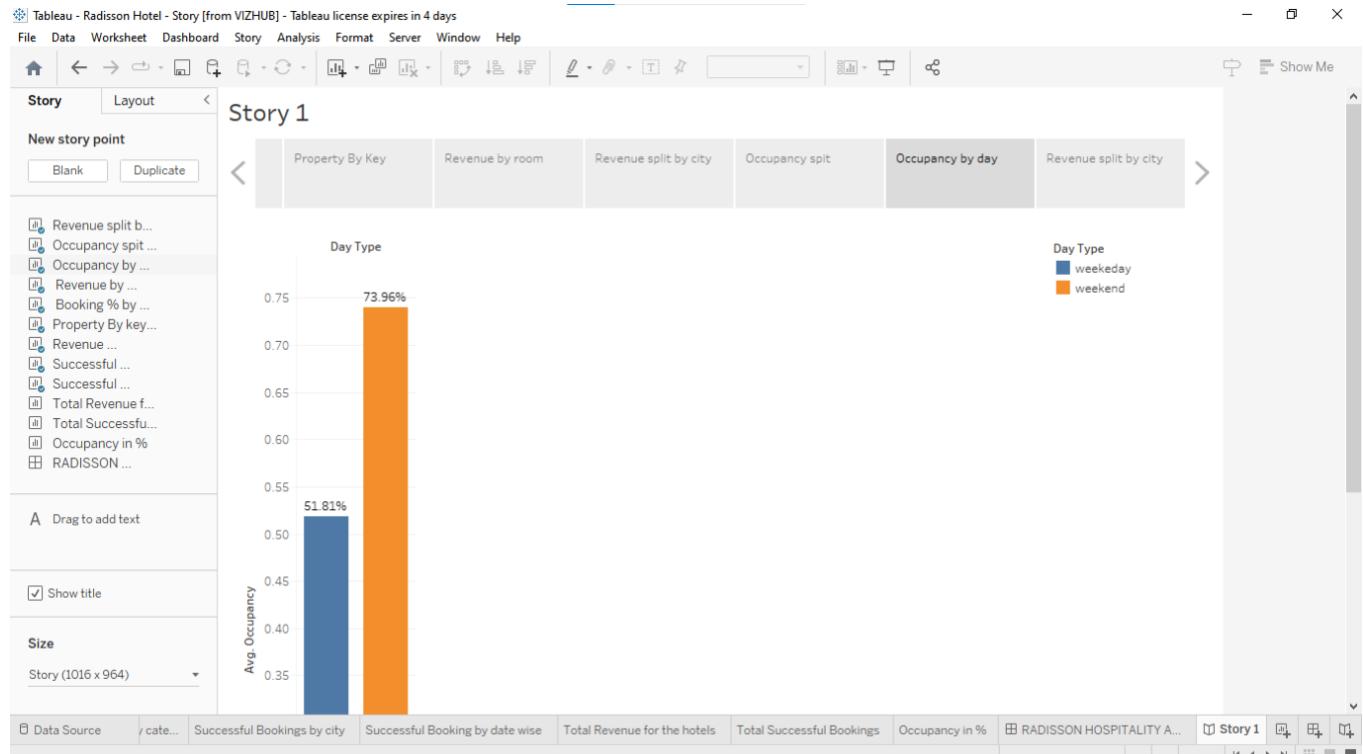


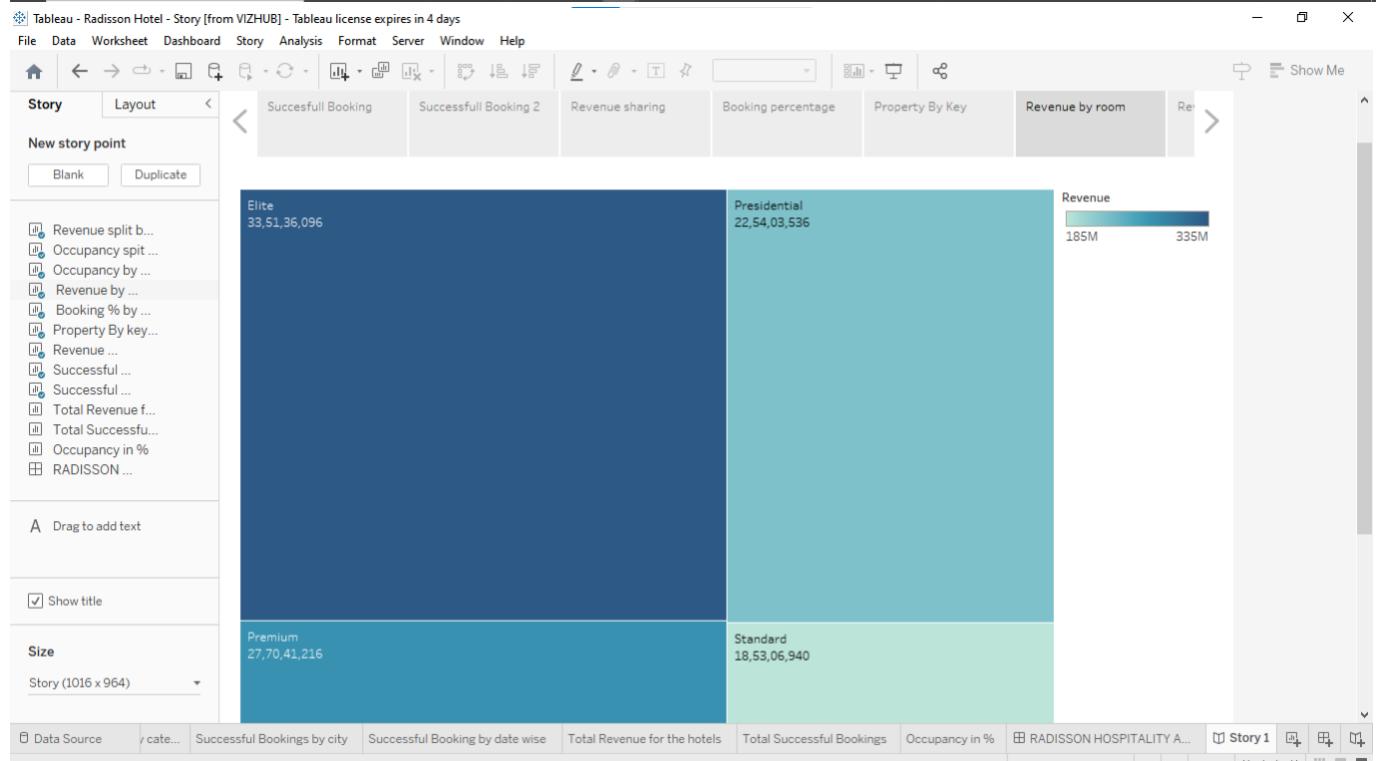
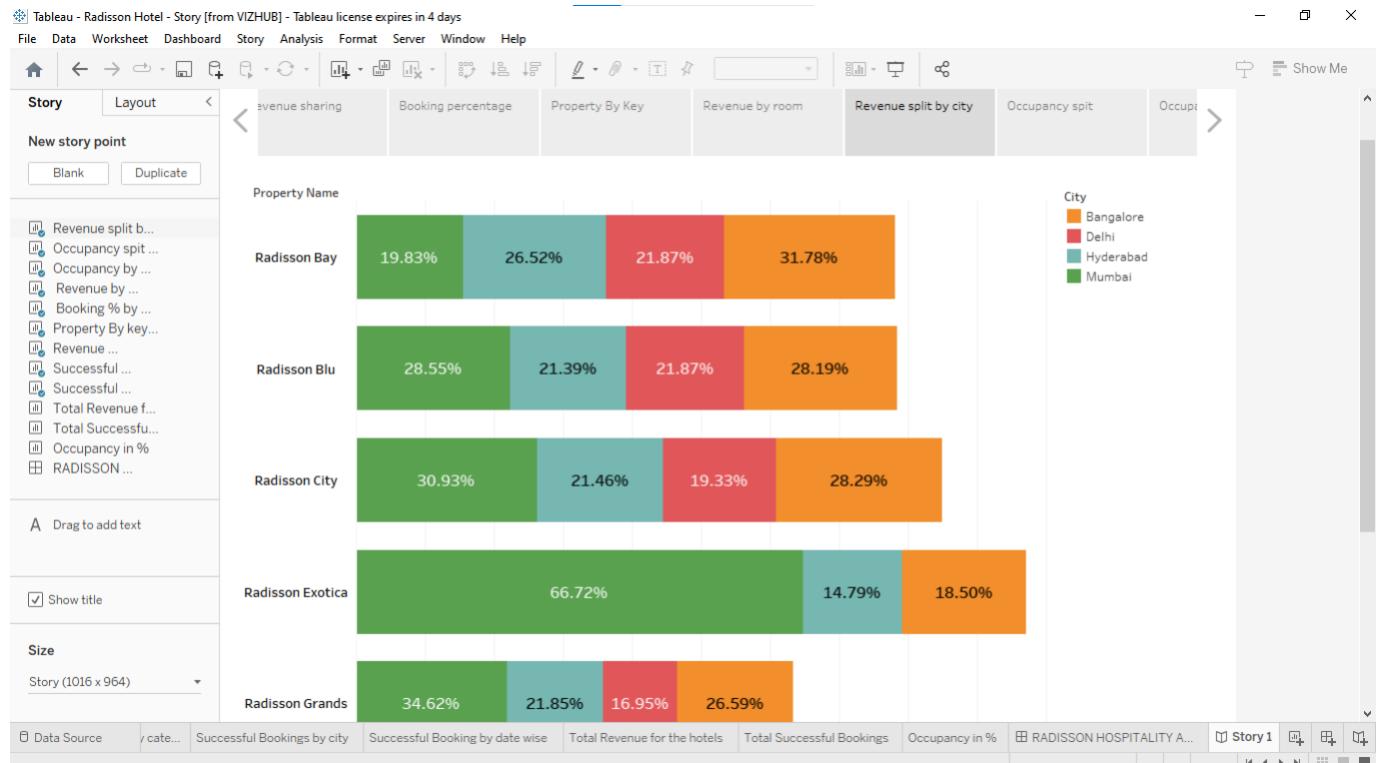
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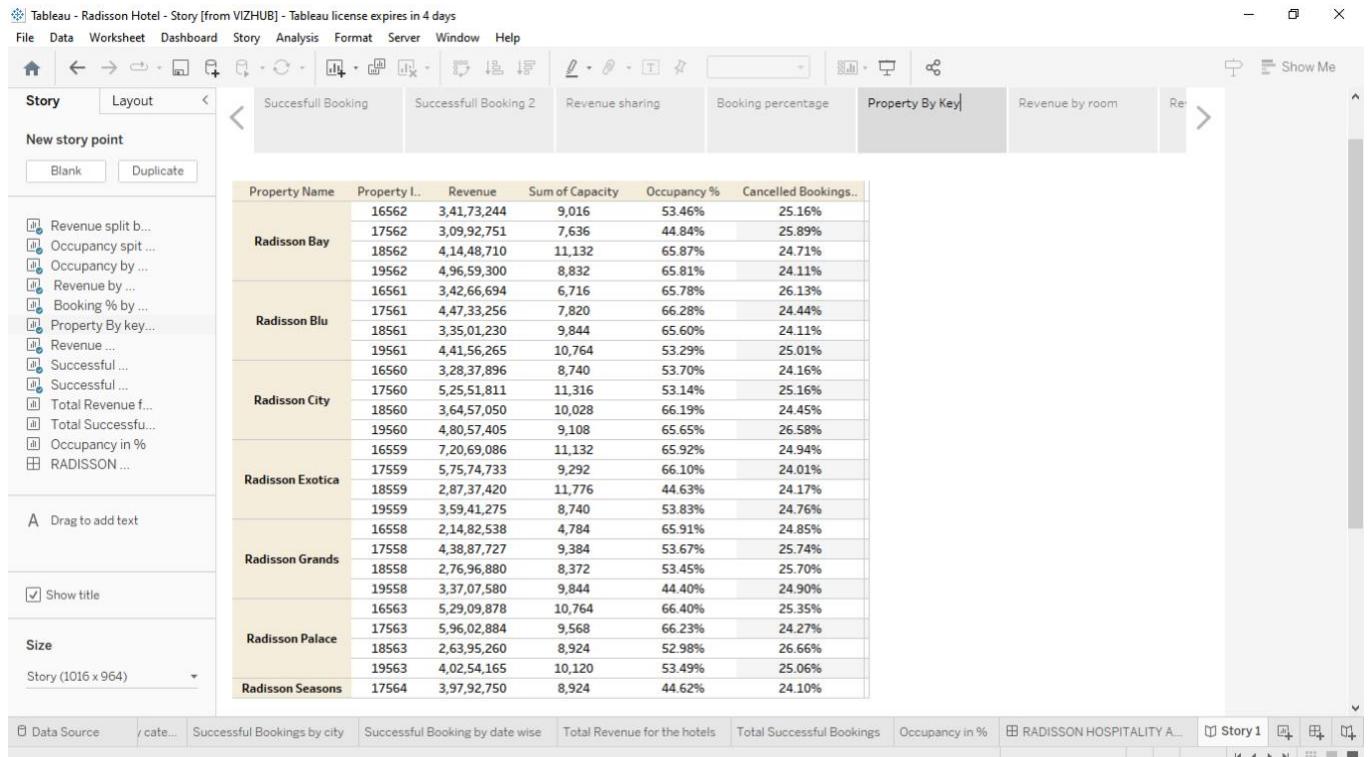












7. FUTURE SCOPE:

Radisson Hotel Analysis.

Overall, the future scope of Radisson hotel will depend on its ability to adapt to changing consumer demands and market trends. By leveraging technology, prioritizing sustainability, and diversifying its offerings, the hotel can position itself for future growth and success.

8. APPENDIX :

SOURCE CODE:

DASHBOARD:

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vizElement.style.width='100%';vizElement.style.height='3477p
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STORY:

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/></a></noscript><object class='tableauViz'
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value='https%3A%2F%2Fpublic.tableau.com%2F' /> <param
name='embed_code_version' value='3' /> <param
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vizElement.parentNode.insertBefore(scriptElement,  
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