

Analysing the Performance & Efficiency of The Radisson Hotels using Data Visualization Techniques

INTRODUCTION:

Overview:

The hotel industry is a broad category of businesses that provide lodging services for travellers and tourists. This can include a wide range of establishments, from luxury resorts to budget-friendly motels, as well as extended stay hotels, boutique hotels, and more. Hotels can be found in nearly every corner of the world, and are often a major component of the tourism and travel industry in a given area.

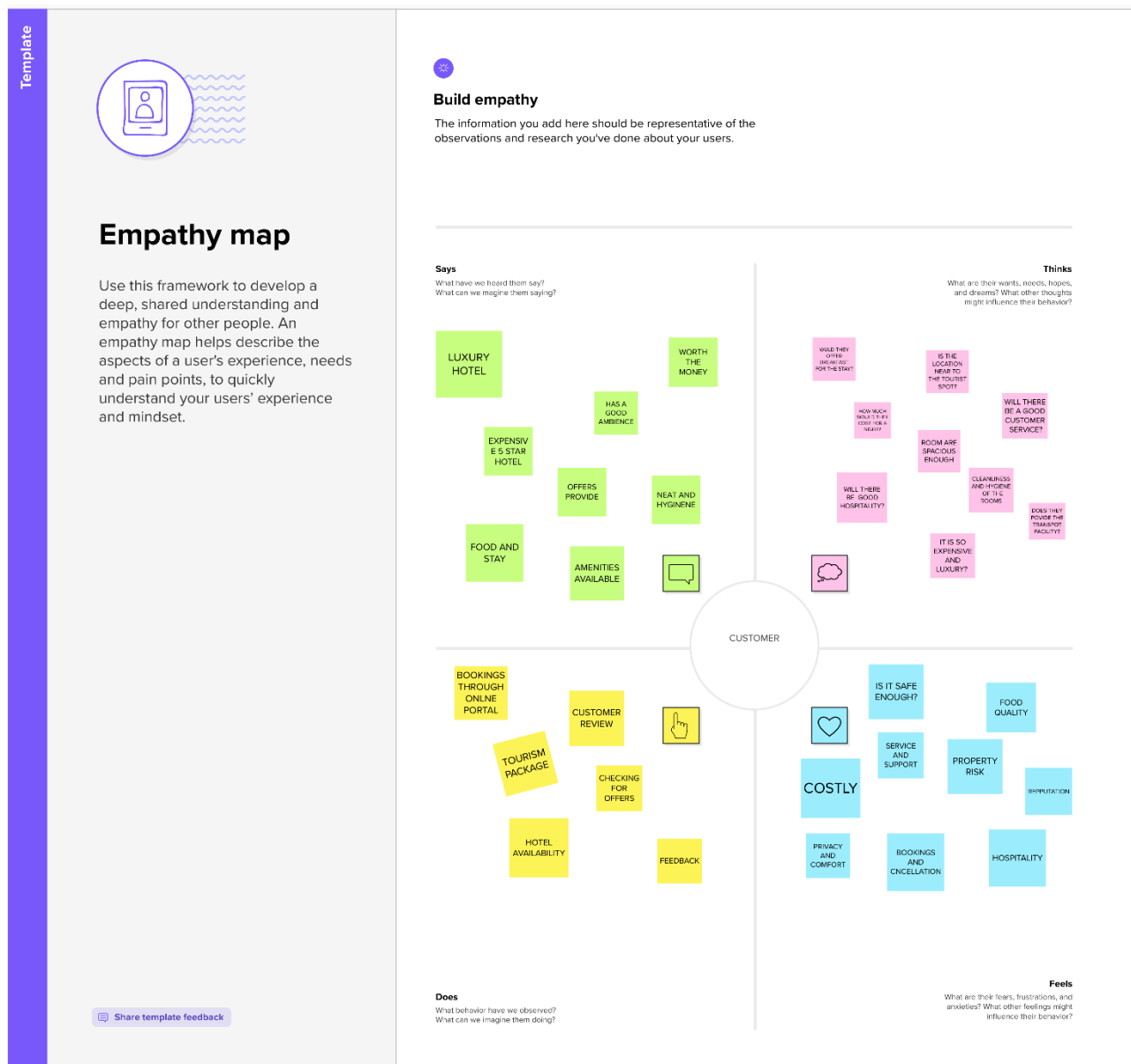
Radisson owns multiple five-star hotels across India. They have been in the hospitality industry for the past 100 years. Due to strategic moves from other competitors and ineffective decision-making in management, Radisson is losing its market share and revenue in the luxury/business hotels category. 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.

Purpose:

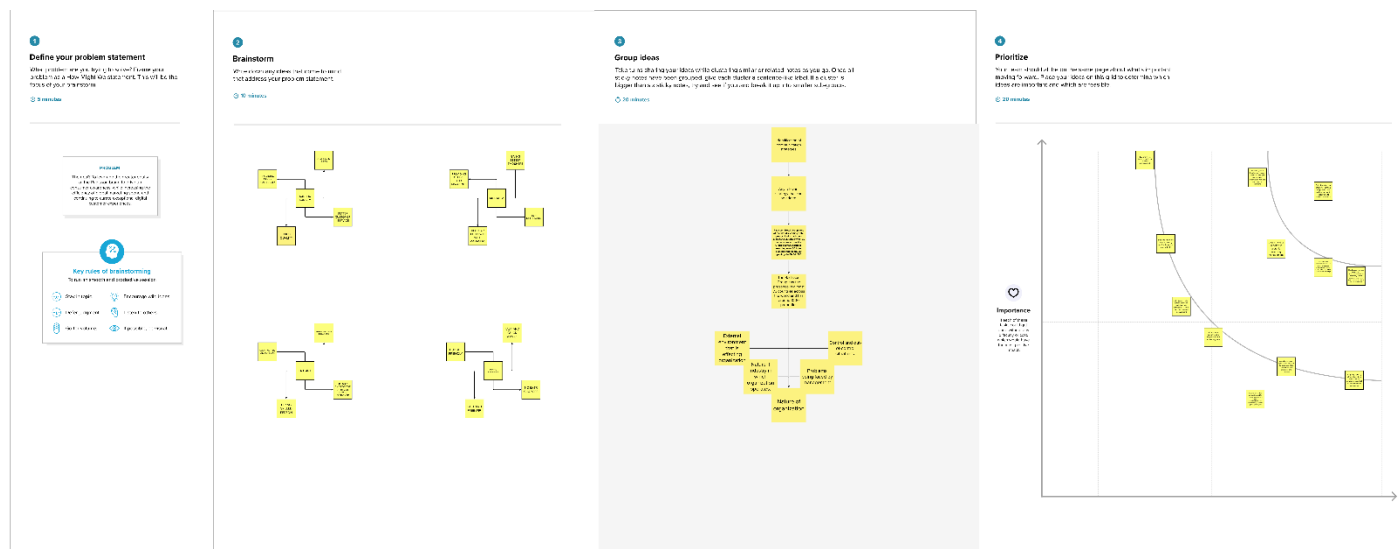
The business requirements for analysing the performance and efficiency of Radisson Hotels include identifying KPIs, comparing performance across different hotels, identifying patterns and trends over time, identifying affecting factors, creating interactive dashboards and reports, identifying areas for improvement, making data-driven decisions, comparing to industry average and creating forecasting models for future performance. The ultimate goal is to gain insights and improve performance through data visualization techniques.

PROBLEM DEFINITION & DESIGN THINKING:

Empathy Map:



Ideation & Brainstorming Map:



RESULT:

Dtabase connectivity:

The screenshot displays the SQL Server Enterprise Manager interface, showing the 'hotel_redisson' database and its tables. The 'fact_aggregated_bookings' table is selected, and its details are shown in the right pane.

SCHEMAS

- hotel_redisson
 - Tables
 - date
 - fact_aggregated_bookings
 - fact_bookings
 - hotels
 - rooms
 - Views
 - Stored Procedures
 - Functions
- sys
- vnkr

Table Details

Engine:	InnoDB
Row format:	Dynamic
Column count:	4
Table rows:	92
AVG row length:	178
Data length:	16.0 KiB
Index length:	0.0 bytes
Max data length:	0.0 bytes
Data free:	0.0 bytes
Table size (estimate):	16.0 KiB
File format:	
Data path:	C:\ProgramData\MySQL\MySQL Server 8.0\Data\hotel_redisson\date.ibd
Update time:	
Create time:	2023-04-08 13:53:28
Auto increment:	
Table collation:	utf8mb4_0900_ai_ci
Create options:	
Comment:	

Table: fact_aggregated_bookings

Columns:

property_id	int
check_in_date	text
room_category	text
successful_bookings	int
capacity	int

Table Details

Engine:	InnoDB
Row format:	Dynamic
Column count:	5
Table rows:	9171
AVG row length:	58
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Index length:	0.0 bytes
Max data length:	0.0 bytes
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File format:	
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Create time:	2023-04-08 13:59:07
Auto increment:	
Table collation:	utf8mb4_0900_ai_ci
Create options:	
Comment:	

Navigator

SCHEMAS

Filter objects

hotel_redisson

Tables

date

fact_aggregated_bookings

fact_bookings

hotels

rooms

Views

Stored Procedures

Functions

sys

vnkr

Administration

Schemas

Information

Table: rooms

Columns:

room_id

room_class

text

text

hotel_redisson.date

hotel_redisson.fact_bookings

hotel_redisson.fact_bookings

hotel_redisson.hotels

Info

Columns

Indexes

Triggers

Foreign keys

Partitions

Grants

DDL

mysql

hotel_redisson.fact_bookings

Table Details

Engine:

InnoDB

Row format:

Dynamic

Column count:

12

Table rows:

133641

AVG row length:

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17.5 MiB

Index length:

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Max data length:

0.0 bytes

Data free:

4.0 MiB

Table size (estimate):

17.5 MiB

File format:

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C:\ProgramData\MySQL\MySQL Server 8.0\Data\hotel_redisson\fact_bookings.ibd

Update time:

Create time:

2023-04-08 15:51:40

Auto increment:

Table collation:

utf8mb4_0900_ai_ci

Create options:

Comment:

Navigator

SCHEMAS

Filter objects

hotel_redisson

Tables

date

fact_aggregated_bookings

fact_bookings

hotels

rooms

Views

Stored Procedures

Functions

sys

vnkr

Administration

Schemas

Information

Table: fact_aggregated_bookings

Columns:

property_id

check_in_date

room_category

successful_bookings

capacity

int

text

text

int

int

hotel_redisson.date

hotel_redisson.fact_bookings

hotel_redisson.hotels

hotel_redisson.rooms

Info

Columns

Indexes

Triggers

Foreign keys

Partitions

Grants

DDL

mysql

hotel_redisson.rooms

Table Details

Engine:

InnoDB

Row format:

Dynamic

Column count:

2

Table rows:

4

AVG row length:

4096

Data length:

16.0 KiB

Index length:

0.0 bytes

Max data length:

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Data free:

0.0 bytes

Table size (estimate):

16.0 KiB

File format:

Data path:

C:\ProgramData\MySQL\MySQL Server 8.0\Data\hotel_redisson\rooms.ibd

Update time:

Create time:

2023-04-08 13:57:46

Auto increment:

Table collation:

utf8mb4_0900_ai_ci

Create options:

Comment:

Navigator: hotel_redisson.date hotel_redisson.fact_bookings hotel_redisson.hotels hotel_redisson.rooms

SCHEMAS

Filter objects

hotel_redisson

- Tables
 - date
 - fact_aggregated_bookings
 - fact_bookings
 - hotels
 - rooms
- Views
- Stored Procedures
- Functions

sys vnkr

Administration Schemas

Information

Table:
fact_aggregated_bookings

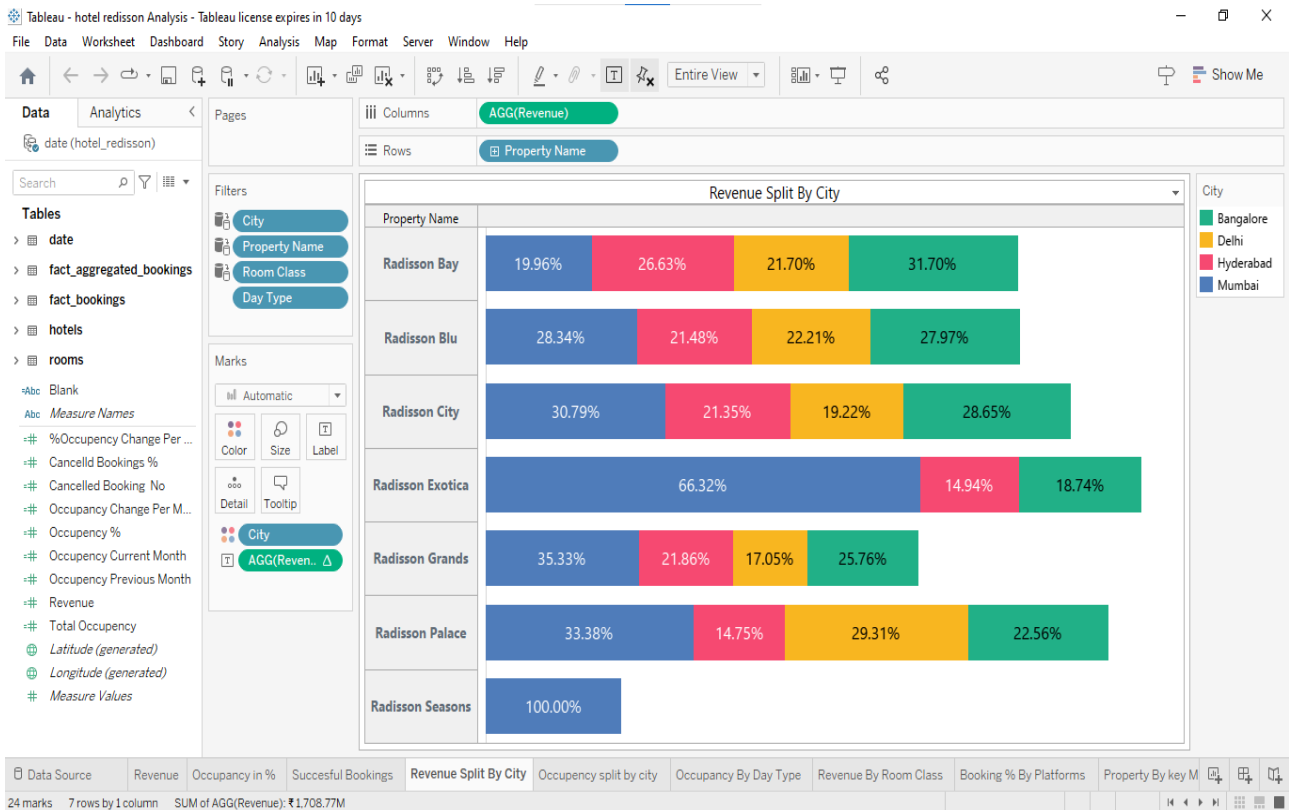
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room_category text
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capacity int

mysql
hotel_redisson.hotels

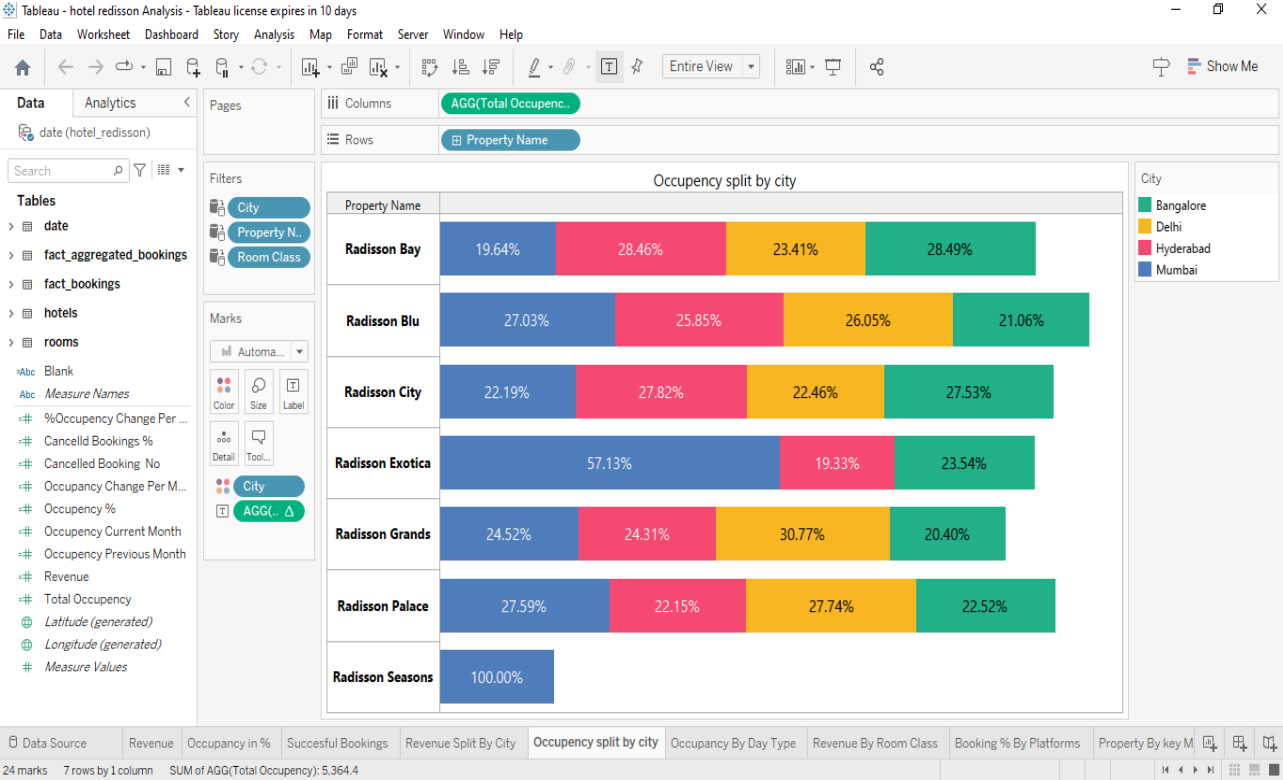
Table Details

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Max data length: 0.0 bytes
Data free: 0.0 bytes
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Auto increment:
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Create options:
Comment:

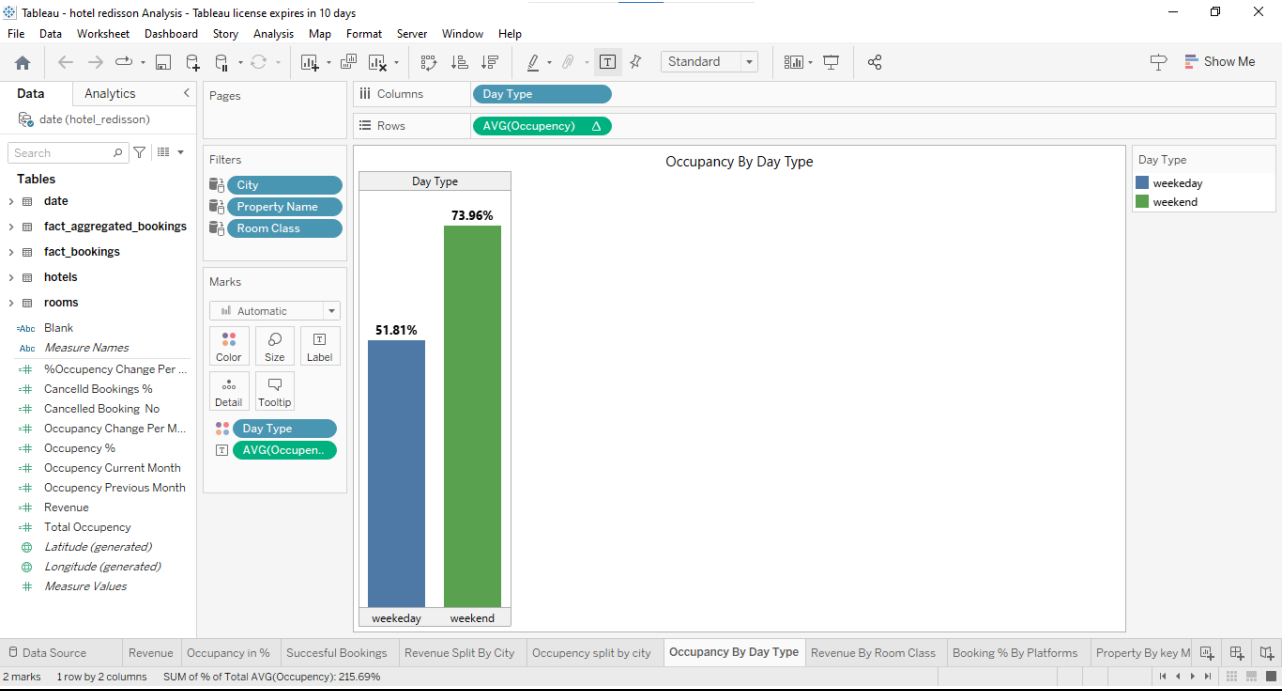
REVENUE SPLIT BY CITY:



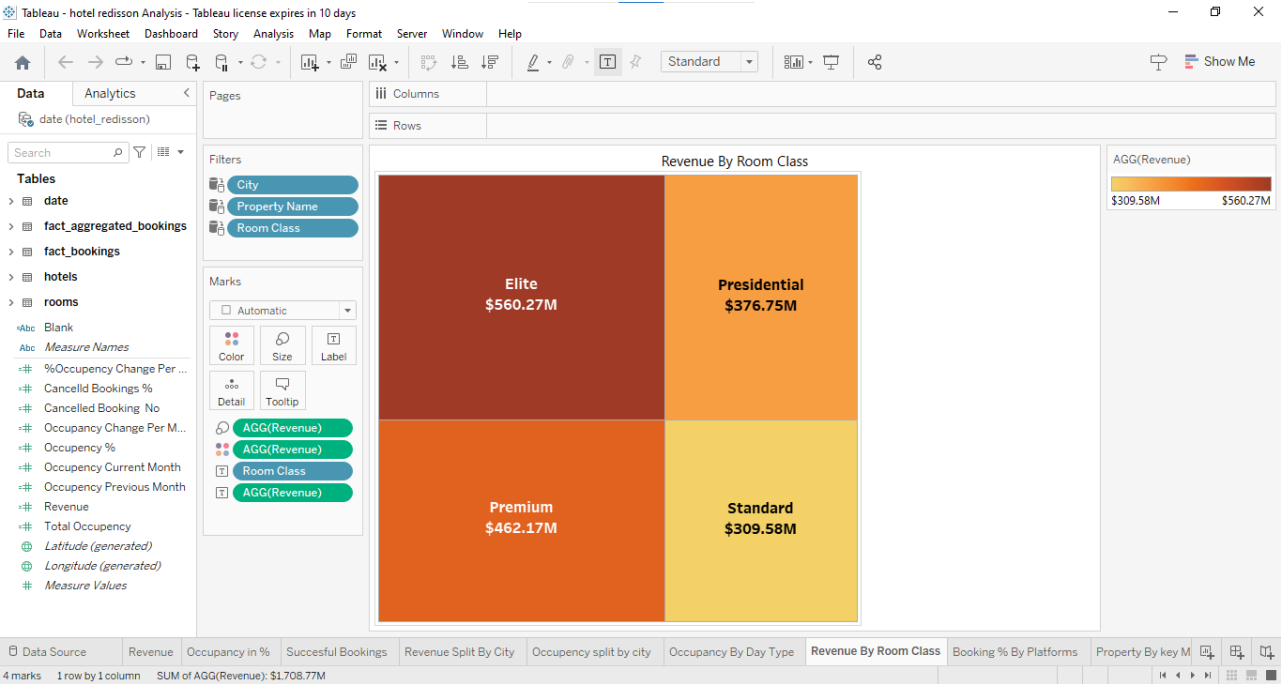
OCCUPENCY SPLIT BY CITY:



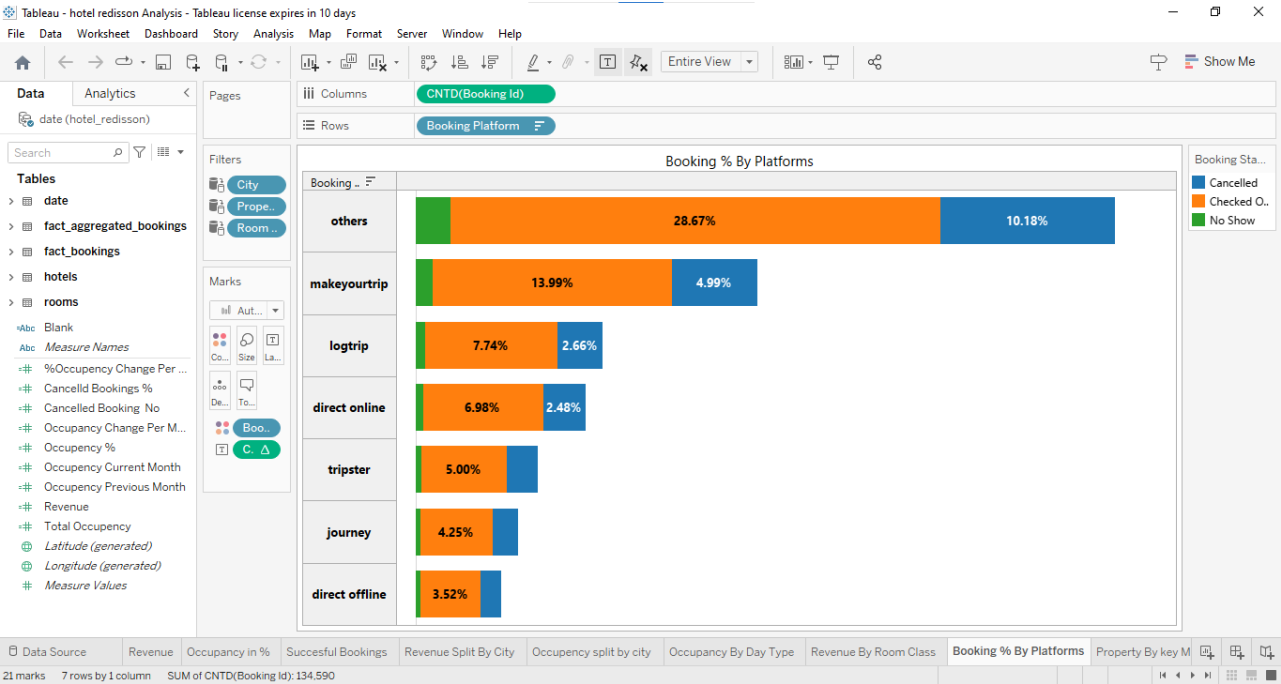
OCCUPENCY BY DAY TYPE:



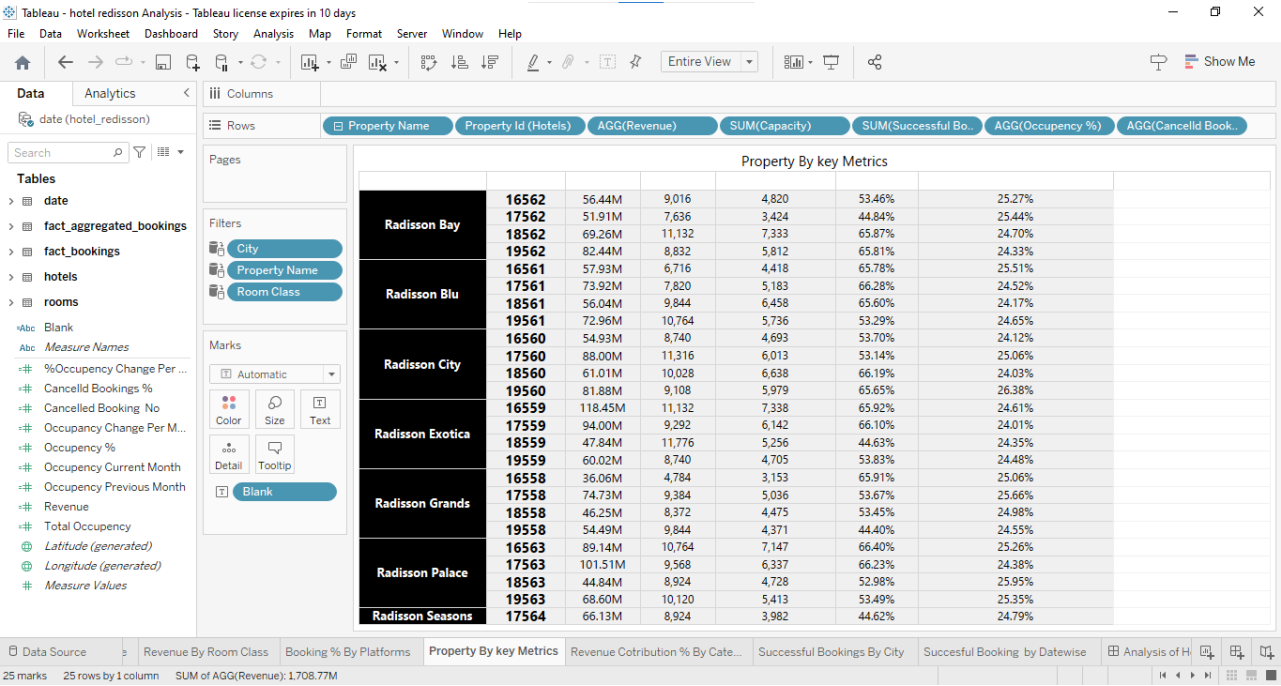
REVENUE BY ROOM CLASS:



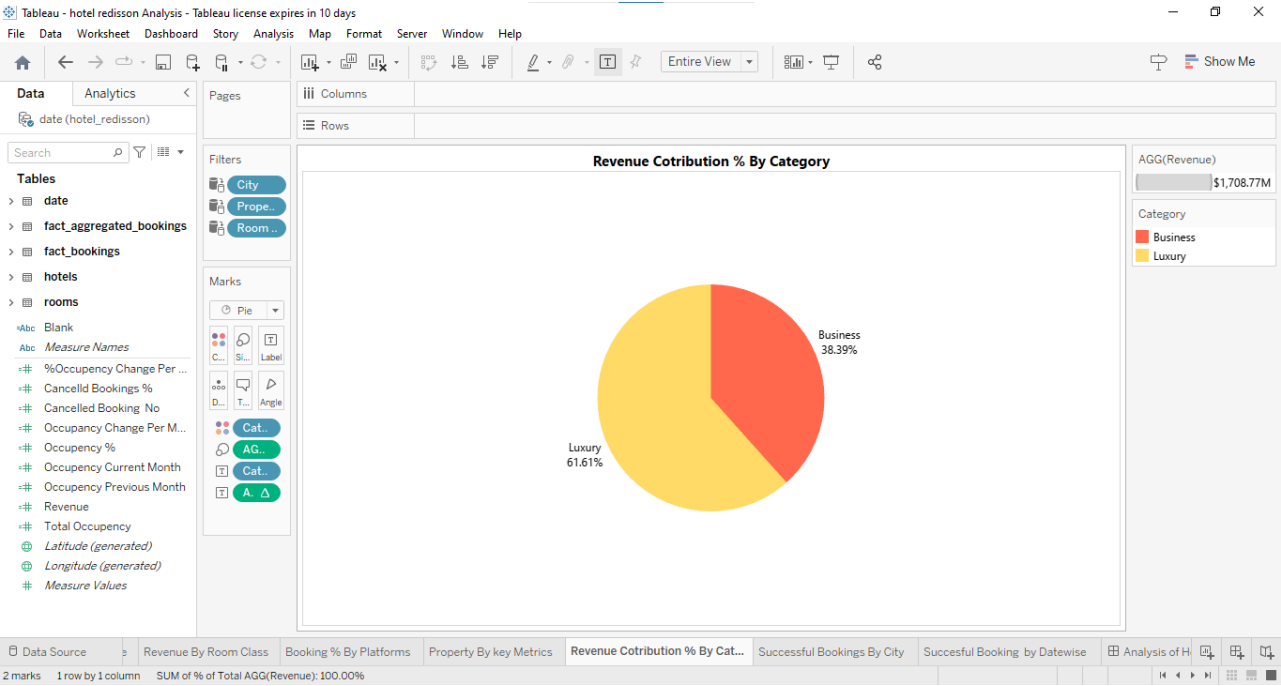
BOKING % BY PLTFORMS:



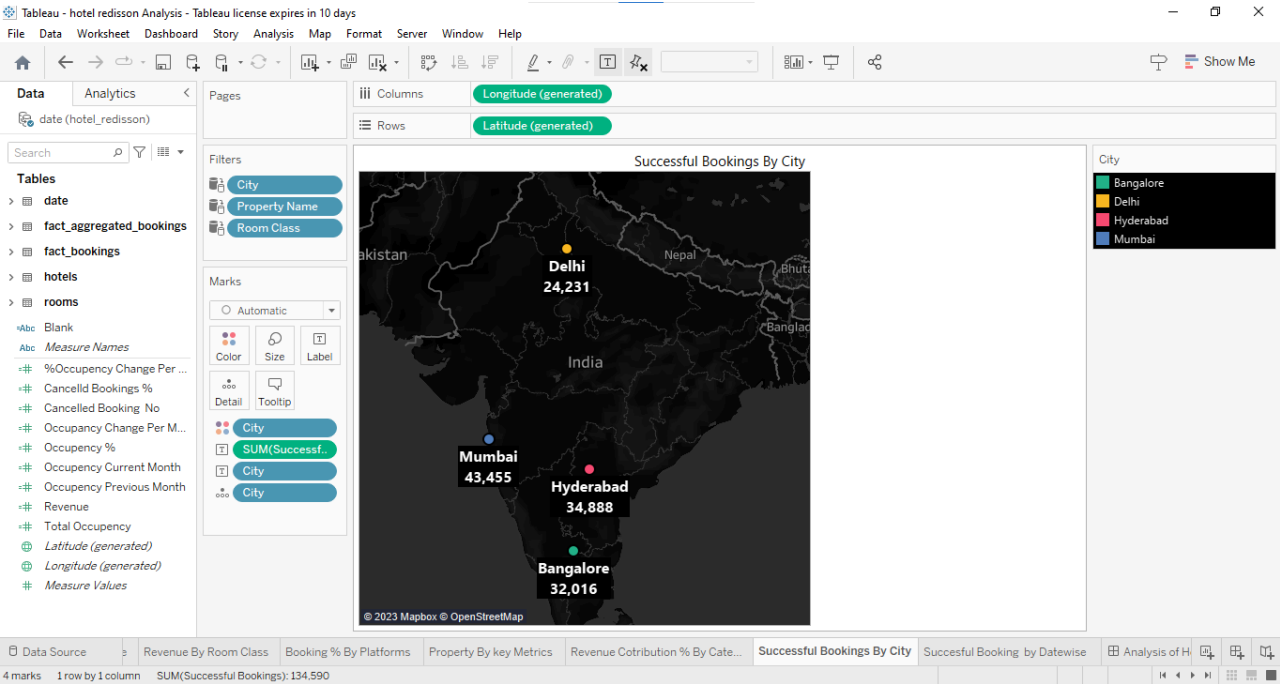
PROPERTY BY KEY METRICS



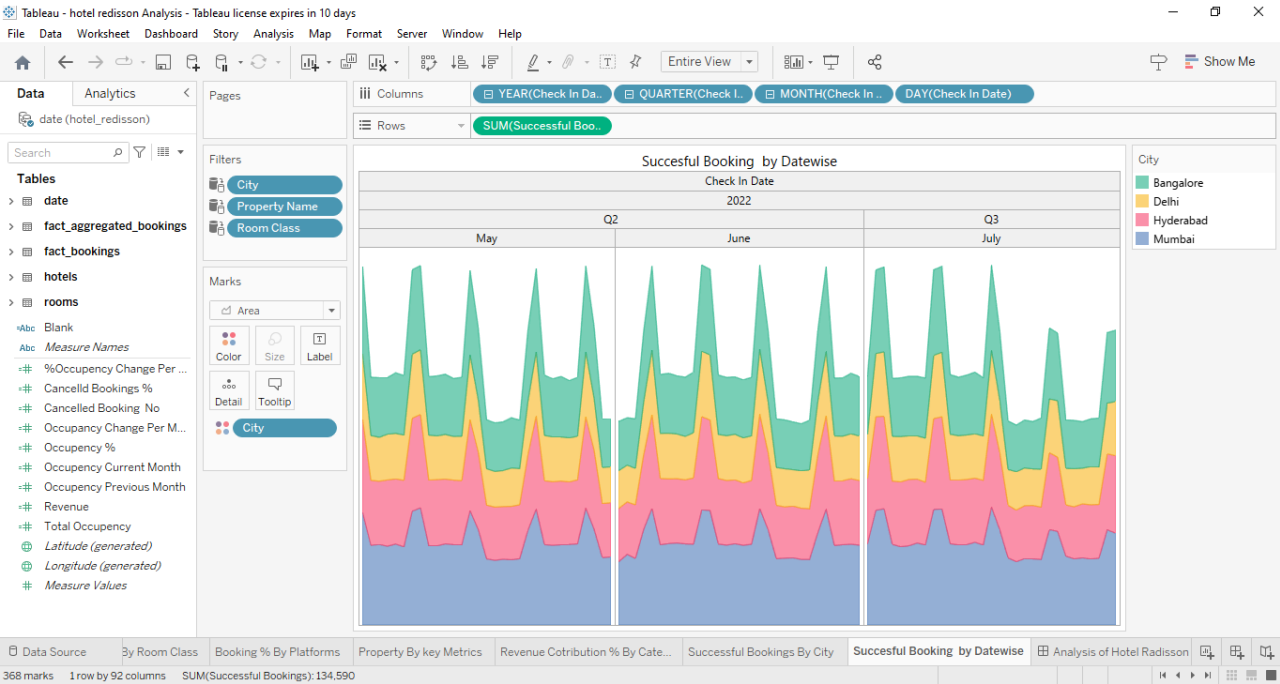
REVENUE CONTRIBUTION BY % CATEGORY:



SUCCESSFUL BOOKINGS BY CITY:



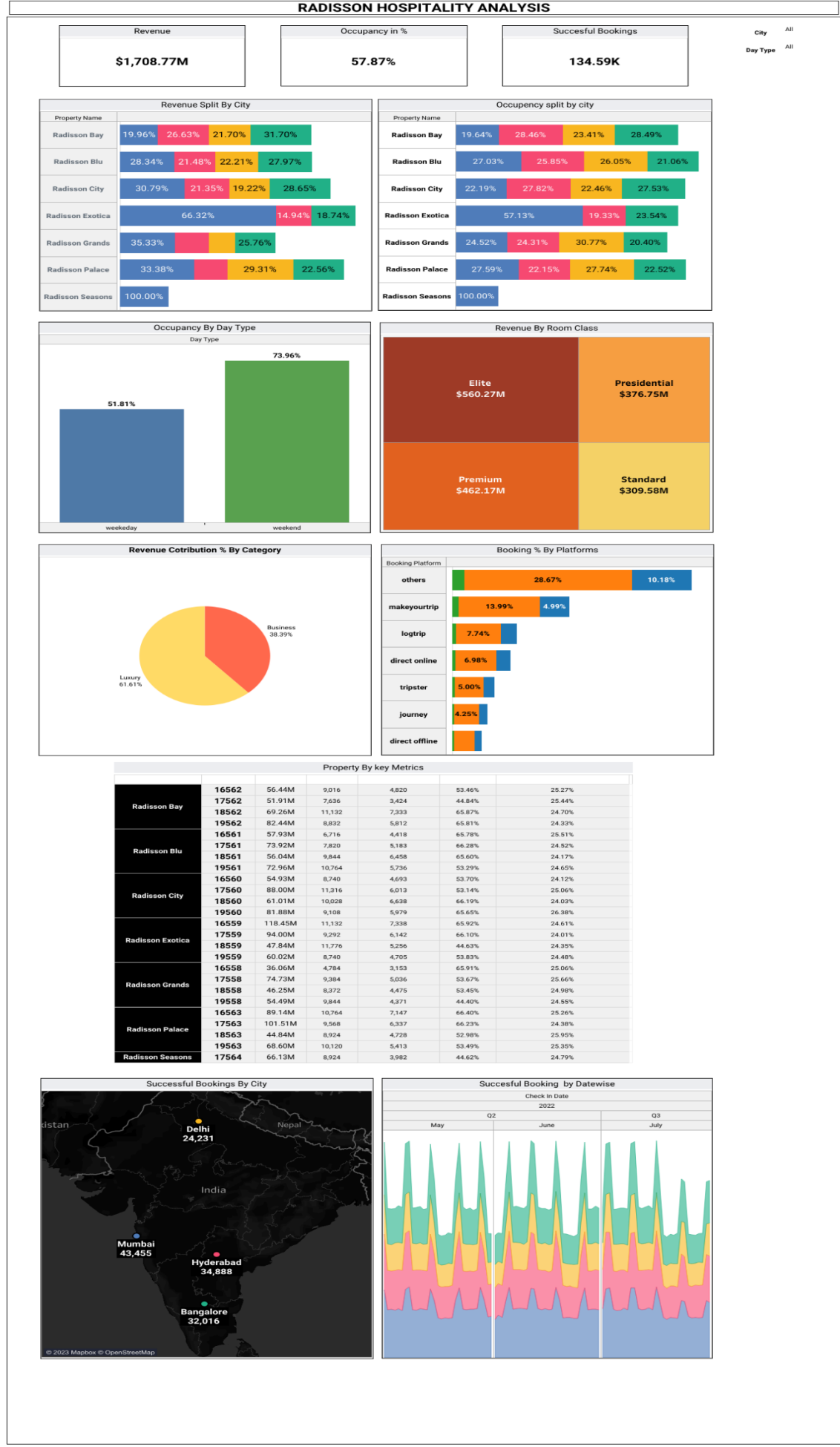
SUCCESSFUL BOOKING BY DATEWISE:



TOTAL REVENUE ,OCCUPNCRY IN % AND SUCCESSFUL BOOKINGS:

Total Revenue	Occupancy in %	Succesful Bookings
\$1,708.77M	57.87%	134.59K

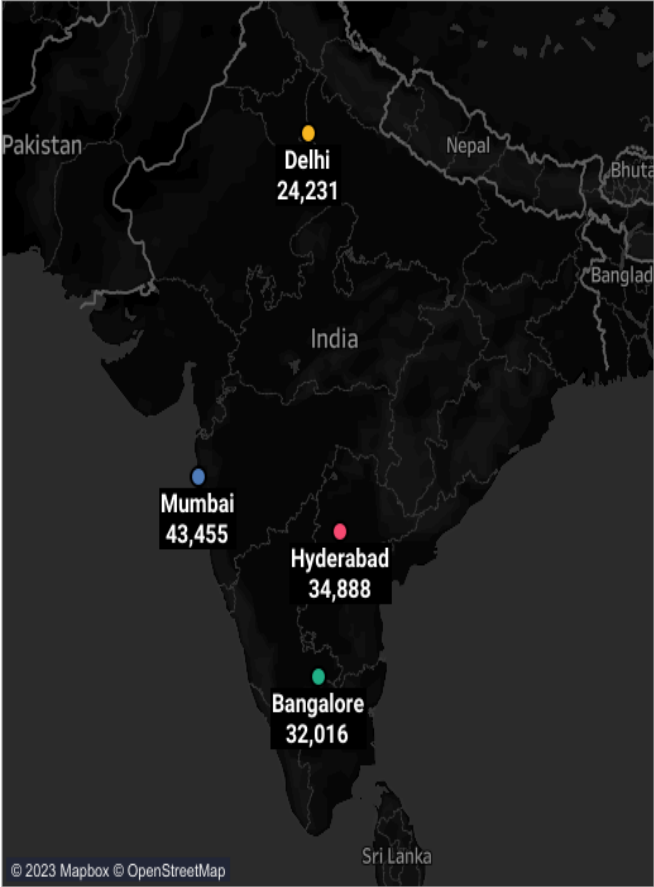
DASHBAORD :



STORY IN SCENES:

Radisson Analysis Story

Mumbai has made highest No of Successful Bookings-43,455	Elite and Premium room classes are the top 2 highest revenue contributors	Other Platforms and Make your trip contributed 42%of total checked out bookings	All have averge 25% cancellation rate and 50% Occupency rate
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City
Bangalore
Delhi
Hyderabad
Mumbai

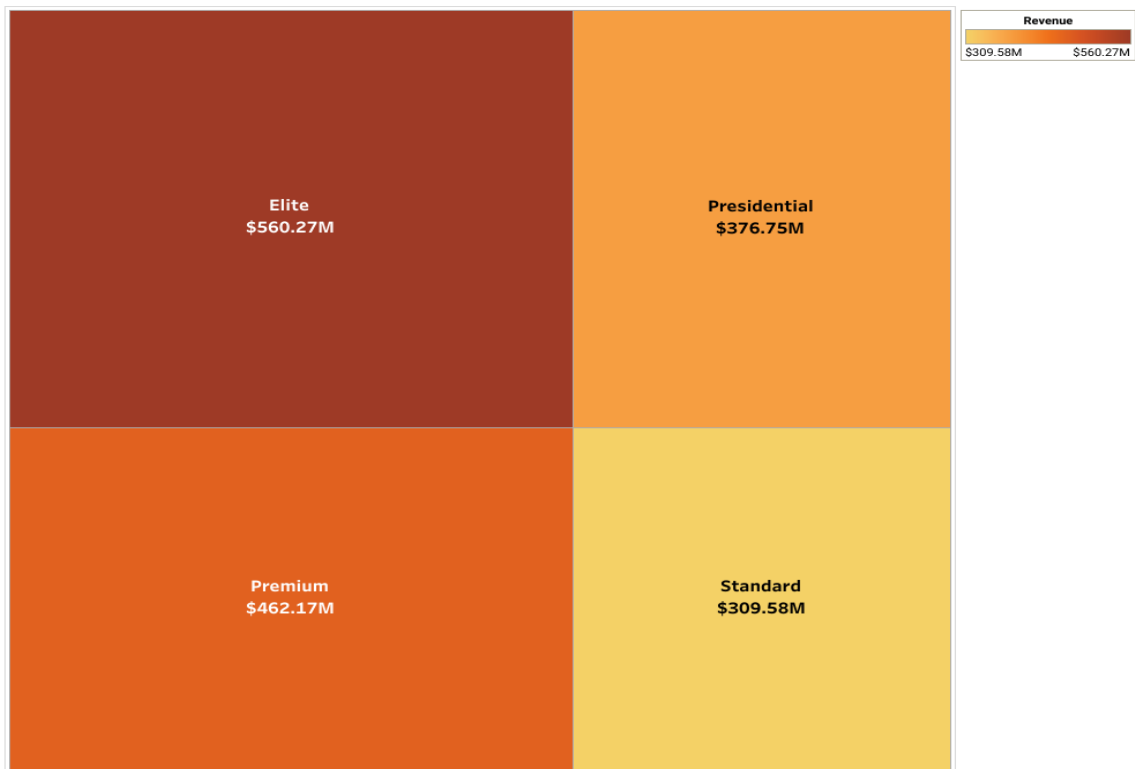
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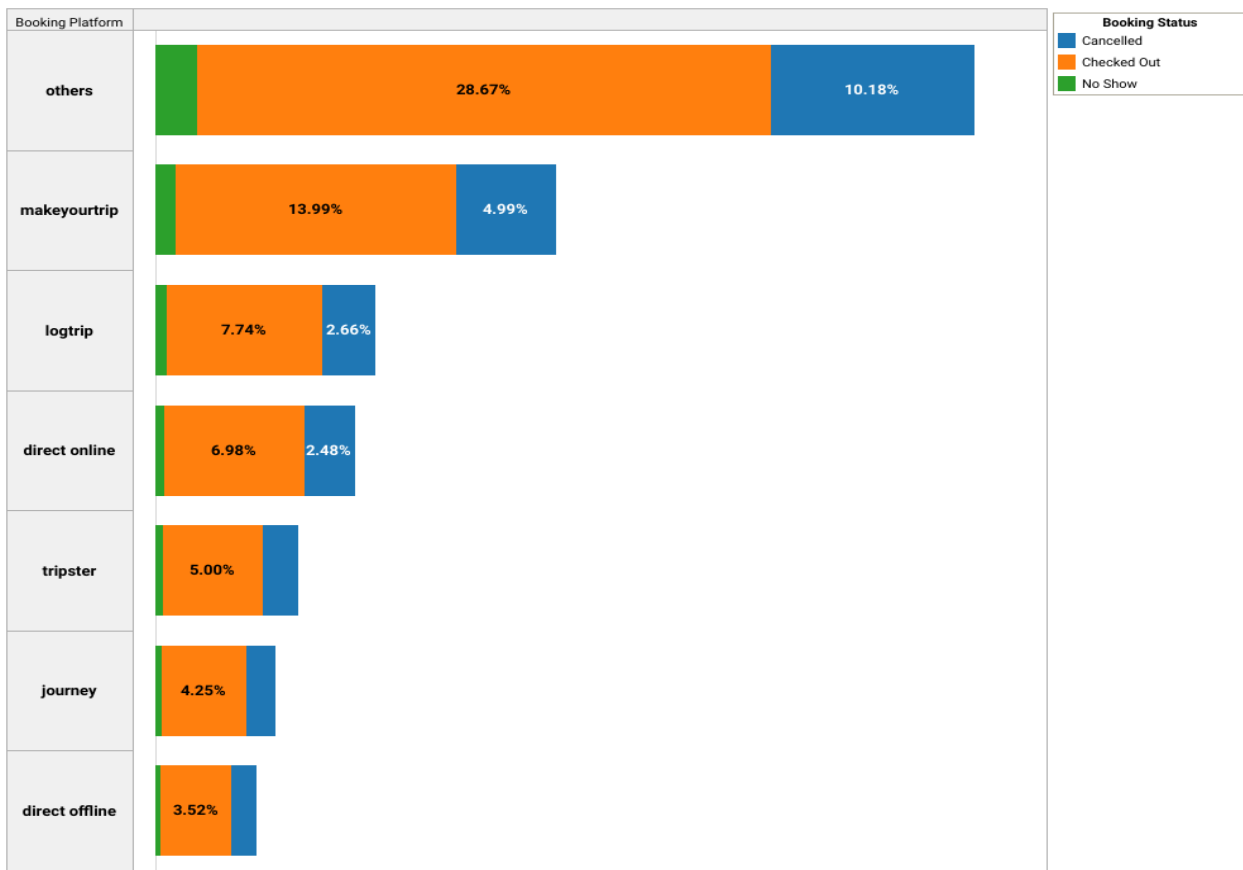
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Radisson Bay	16562	56.44M	9,016	4,820	53.46%	25.27%	
	17562	51.91M	7,636	3,424	44.84%	25.44%	
	18562	69.26M	11,132	7,333	65.87%	24.70%	
	19562	82.44M	8,832	5,812	65.81%	24.33%	
Radisson Blu	16561	57.93M	6,716	4,418	65.78%	25.51%	
	17561	73.92M	7,820	5,183	66.28%	24.52%	
	18561	56.04M	9,844	6,458	65.60%	24.17%	
	19561	72.96M	10,764	5,736	53.29%	24.65%	
Radisson City	16560	54.93M	8,740	4,693	53.70%	24.12%	
	17560	88.00M	11,316	6,013	53.14%	25.06%	
	18560	61.01M	10,028	6,638	66.19%	24.03%	
	19560	81.88M	9,108	5,979	65.65%	26.38%	
Radisson Exotica	16559	118.45M	11,132	7,338	65.92%	24.61%	
	17559	94.00M	9,292	6,142	66.10%	24.01%	
	18559	47.84M	11,776	5,256	44.63%	24.35%	
	19559	60.02M	8,740	4,705	53.83%	24.48%	
Radisson Grands	16558	36.06M	4,784	3,153	65.91%	25.06%	
	17558	74.73M	9,384	5,036	53.67%	25.66%	
	18558	46.25M	8,372	4,475	53.45%	24.98%	
	19558	54.49M	9,844	4,371	44.40%	24.55%	
Radisson Palace	16563	89.14M	10,764	7,147	66.40%	25.26%	
	17563	101.51M	9,568	6,337	66.23%	24.38%	
	18563	44.84M	8,924	4,728	52.98%	25.95%	
	19563	68.60M	10,120	5,413	53.49%	25.35%	
Radisson Seasons	17564	66.13M	8,924	3,982	44.62%	24.79%	

ADVANTAGES AND DISADVANTAGES:

ADVANTAGES:

- **Customer Service:** As their tagline for Radisson is a clear indication the motto for service of this hotel brand is “Yes I can.” The staff members are taught not to say no or disapprove of customers’ requests. They are always friendly and eager to help. This guarantees that their services are top-quality that is consistent with their hotels across the world.
- **The wide network:** The Radisson Group has a presence in seventy-three countries and is home to more than 1000 hotels. While most of their properties are located in the United States where they have extensive networks, however, the hotel chain is also present throughout the
- **Customer Service:** Shangri-La Hotels and Resorts are renowned for their top service and guests are treated with plenty of personal attention. The interior of the restaurant is grand and the architecture is inspiring and the quality of service is the same across all of its properties.

- **Radisson Rewards:** Radisson has gained a lot of attention for its rewards program which is often regarded as an industry standard. Their rewards program consists of rates for members that are less than the normal rates of rooms for regular customers. Individualized services include discounts on drinks and food and complimentary award nights. Points can be earned for stays at all Radisson hotels and can be exchanged at all of their properties.
- **Broad areas of focus:** The hotel chain owns famous hospitality brands such as Radisson, Radisson Blu, Radisson Red and Radisson Red, Country Inns and Suites in Radisson, and Park Inn by Radisson. While Radisson Blu is a reference to hotels in the United States which cater to high-end tourists, Radisson Red is for young people, and Park Inn is for the economy segment. The hotel chain, therefore, has something for everyone which allows them to reach a wider audience.
- **A high brand recognition:** Radisson is a group of hotels that have a distinctive brand identity that is associated with top-of-the-line service quality. Through its “every moment matters” tagline, which also represents its philosophy of service
- the company is able to feel emotionally connected to its guests.

DISADVANTAGES:

- **Plans for expansion:** Radisson Group is looking to expand its operations further into the Asia Pacific and this will also be accompanied by a reorganization and changes in leadership. This will mean lots of costs and could cost the business. The restructuring and change in leadership might also require the need to shift the organizational culture, which could be difficult.
- **High promotion cost:** The Radisson Group is planning to change its position and rebrand itself for which the budget allocated is 200 million dollars. At a time when hotels are experiencing cost management issues, this may not be the best choice.
- **Too many variations:** Radisson Group has under its portfolio eight distinct hotel brands spread across eight segments and operating across over 73 nations spread across different continents. This widespread is creating unison between the categories of hotels and sub-brands. This also confuses customers who are expecting the same quality of service at every Radisson hotel but does not be aware that it can vary in accordance with the market segment that the sub-brand serves.

CONCLUSION

Out of my study, I have learned essential facts about banquet operation, necessary equipment for operation, food and beverage, customer satisfaction, bar provision, etc in order to be effective I come to know interesting and useful information about the banquet and the places where the foods and beverages are served. Here also, I have learned essential facts about alcohol and its usage, and message. Before preparing this research paper I hardly knew anything about banquet operations and alcohol and the current situation in the world. At the time of its preparation, I come to know interesting and useful information about banquet operations and foods and alcohol and its abuse.

FUTURE SCOPE:

Changes in Trends in the Market Trends:

The growing emphasis on customer service is reducing the price sensitivity of the average customer. Hotels in the business class are benefiting greatly from the increase in corporate travel abroad. Another trend in the market that favours hospitality businesses is the less cost of travel abroad which is why it is crucial for hotels to be present throughout the globe.

APENDEX: