ANALYZING 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 travelers 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:

In 1907, Edna Dickerson came to Minneapolis, Minnesota, from Chicago to collect a substantial inheritance. Local business leaders persuaded her to build a hotel in the city, with Dickerson investing $1.5 million in the construction of the first Radisson hotel. It was planned as a high-end luxury hotel, designed in the French

Renaissance architecture style, and constructed with "the best in every line" of paints, enamels, woodwork, and wood finishes, and named after the 17th-century French explorer, ranger and furrier Pierre-Esprit Radisson. The building was sixteen storey's, making it the second-tallest building in Minneapolis at the time. As the opening neared, reports boasted of hand-carved walnut furnishings in guest rooms and Spanish leather chairs in the main lobby and banquet hall. The hotel opened on Wednesday, December 15, 1909, with many of the staff having been hired from large hotels on the Eastern seaboard, and being new to the city of Minneapolis. The opening was followed shortly thereafter by a charity ball for the city being held at the hotel. In an early hotel incident the following month, six waiters from New York were fired, allegedly "because the Eastern waiters could not get accustomed to the Western ways", with three of them being thrown out "into the street before they would leave".

Dickerson and her husband, attorney Simon Kruse, lived on the hotel's thirteenth floor and managed the hotel, also opening a Radisson Inn on Christmas Lake, in the Minneapolis suburb of Excelsior. They remained for twenty-five years, until 1934, when the Radisson fell into the hands of a mortgage company. In the mid- and late-1940s, pianist Liberace "gained national exposure through his performance contracts with the Statler and Radisson" hotels. Another owner initiated a renovation of the hotel in the late 1940s. The Radisson was purchased in 1962 by the Carlson Company, and it began adding new locations, both through the purchase of existing hotels such as the Denver Hyatt House in 1968, and constructing new buildings in Bloomington, Minnesota, and Duluth, Minnesota. The chain had 14 locations by 1976, and 32 by 1984. The original Radisson in Minneapolis was demolished in 1982, with a new hotel being constructed in that city and beginning operations in 1987. Carlson expanded the

chain into one of the top hotel corporations by 2013. On top of Radisson, Carlson also owned several other brands, such as Park Inn, Park Plaza (acquired in 2000), and Country Inns & Suites (founded by Carlson in 1986).

In the 1990s, American-Russian businessman Paul Tatum was murdered after a series of disagreements over the Radisson Hotel in Moscow.

On June 13, 2022, the company agreed to be purchased by Choice Hotels for $675 million

PROBLEM DEFINITION & DESIGN THINKING:

EMPATHY MAP:

An **empathy map** is a widely-used visualization tool within the field of UX and HCI practice. In relation to empathetic design, the primary purpose of an empathy map is to bridge the understanding of the end user. Within context of its application, this tool is used to build a shared understanding of the user's needs and provide context to a user-centered solution.[1]
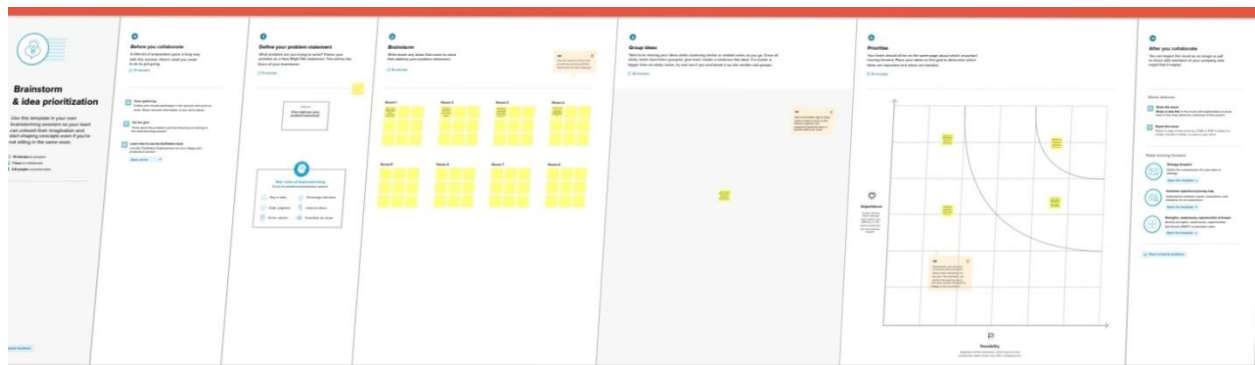
An empathy map is a collaborative tool teams can use to gain a deeper insight into their customers. Much like a user persona, an empathy map can represent a group of users, such as a customer segment. The empathy map was originally created by Dave Gray and has gained much popularity within the agile community.

IDEATION & BRAINSTORMING MAP:

Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and

built upon, and all participants are encouraged to collaborate, helping each other develop a rich amount of creative solutions.
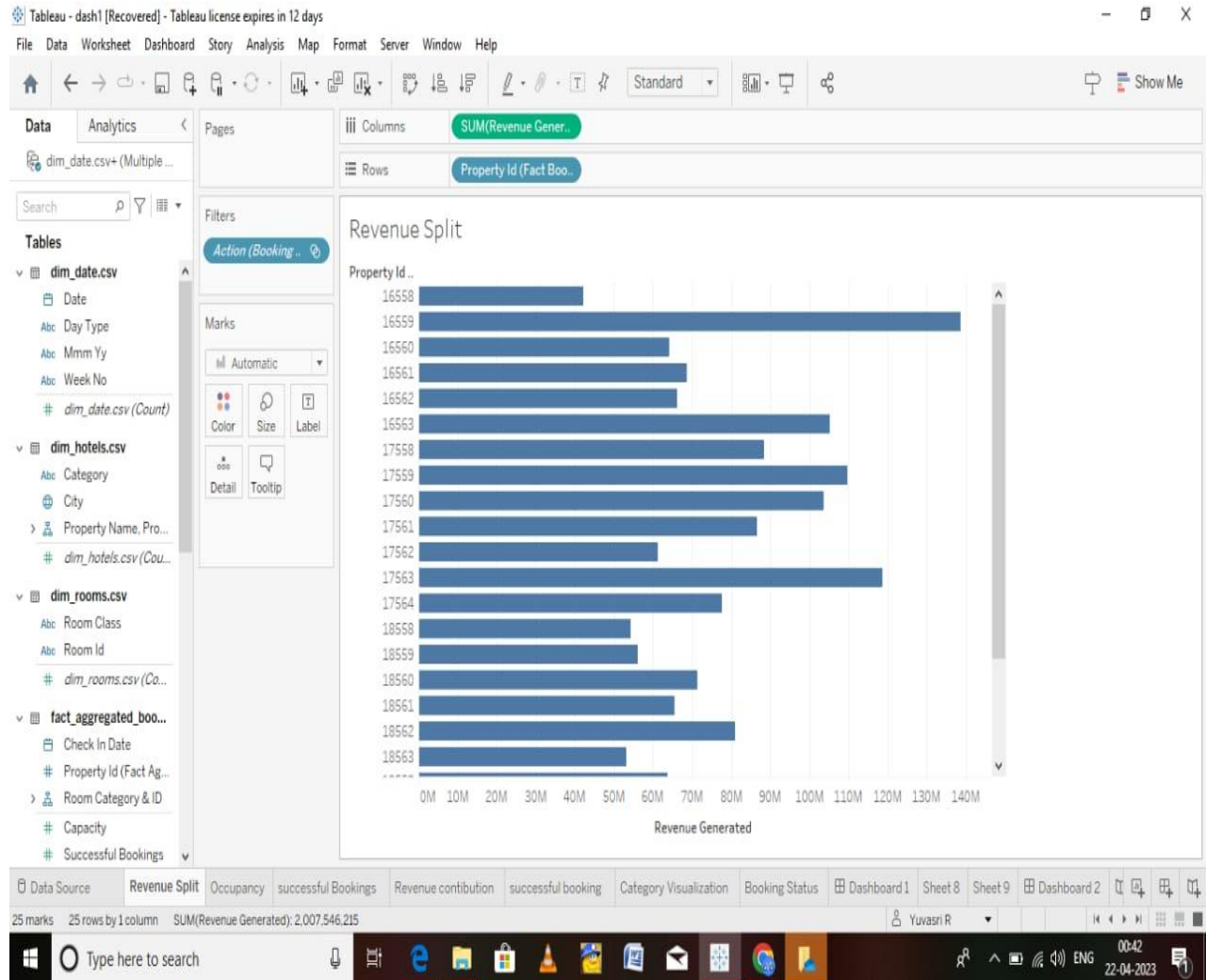
Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions. This technique requires intensive, freewheeling discussion in which every member of the group is encouraged to think aloud and suggest as many ideas as possible based on their diverse knowledge.
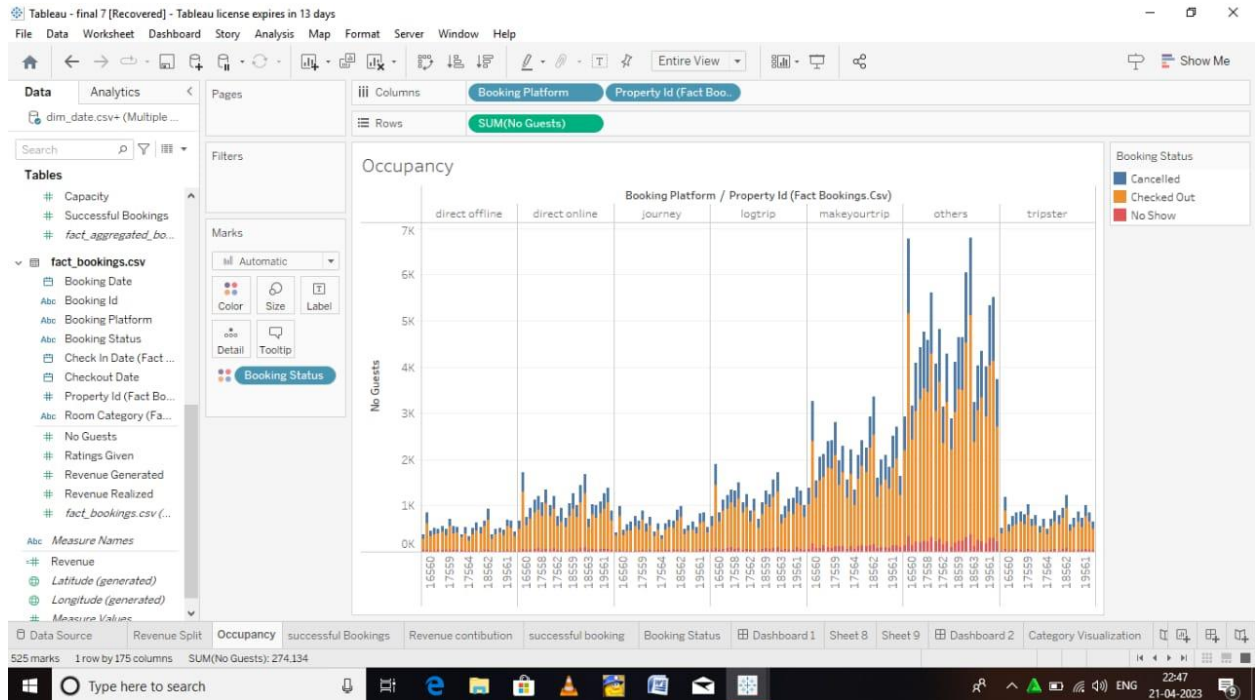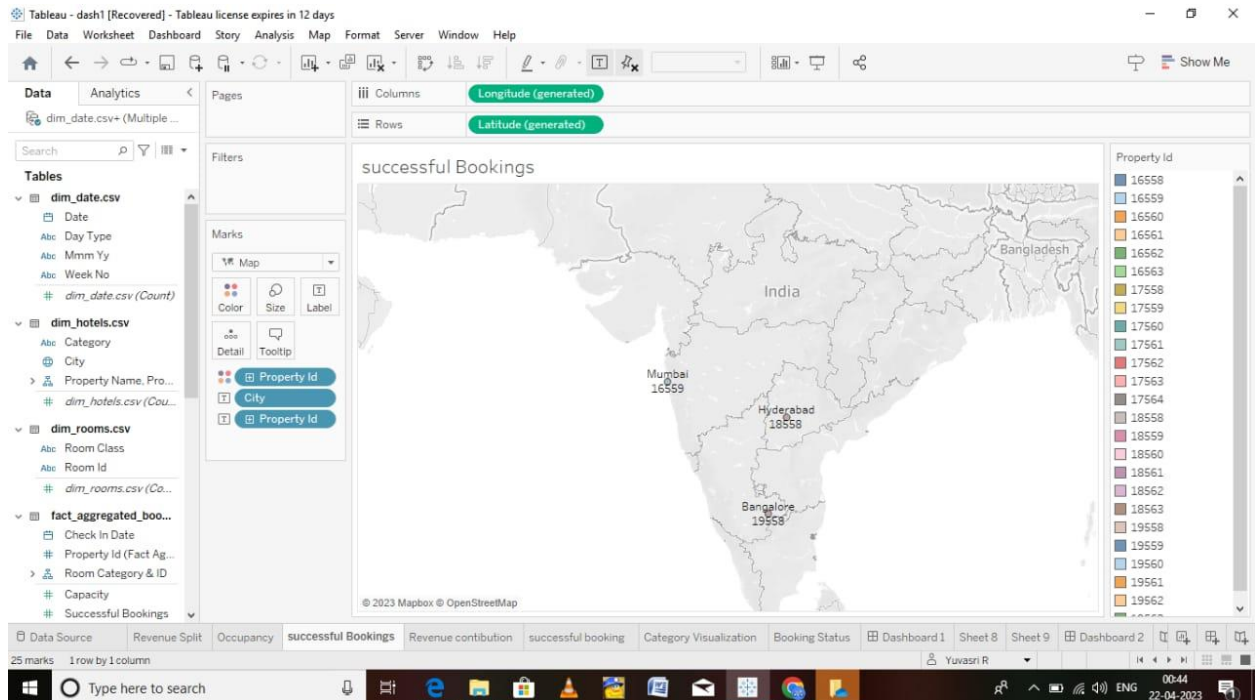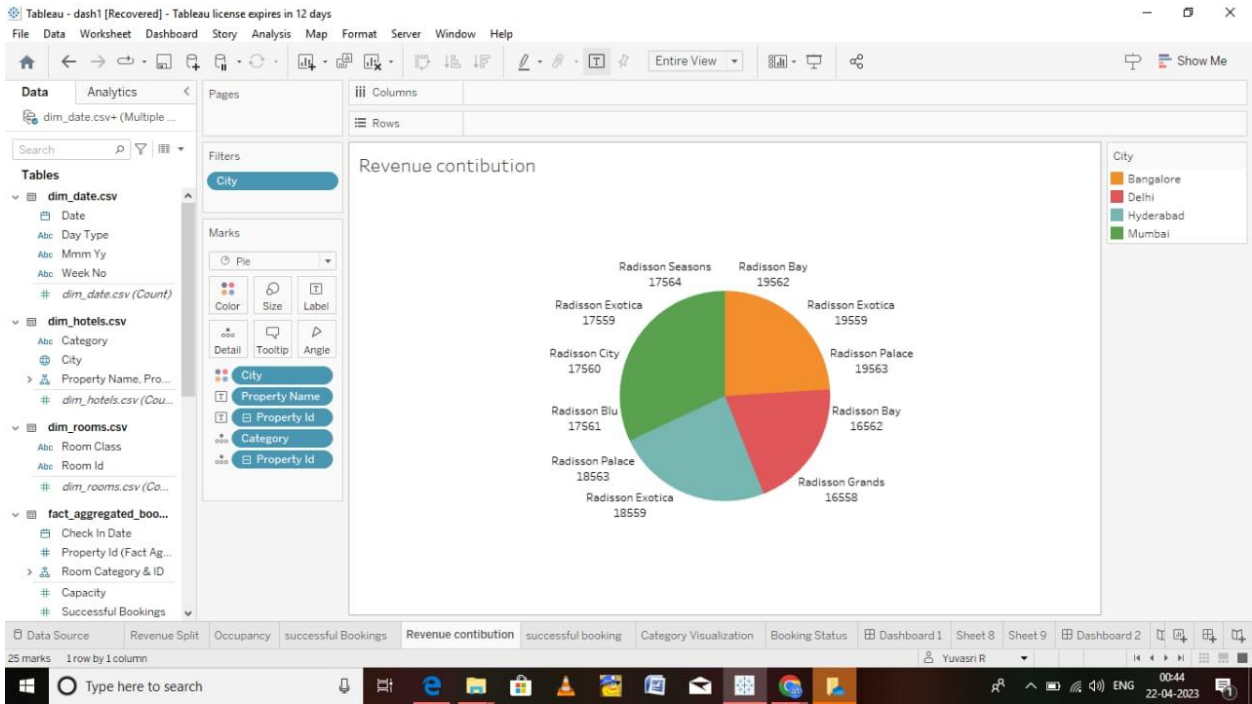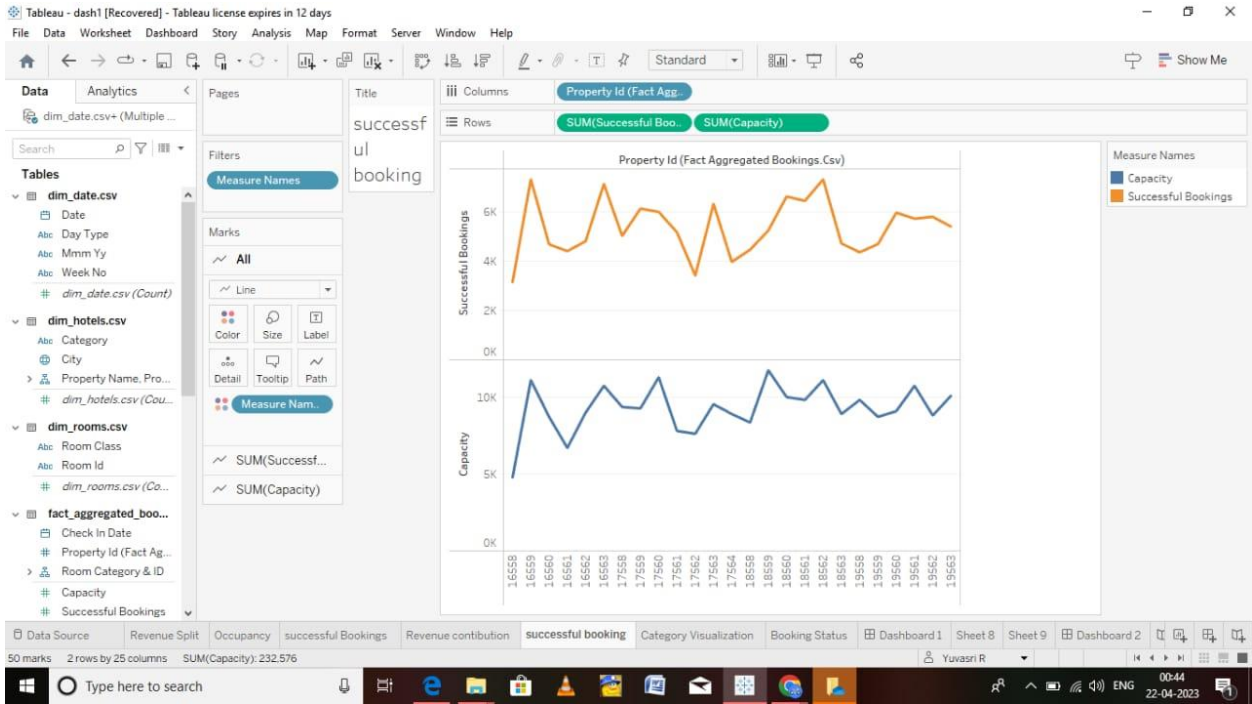
RESULT:

REVENUE SPLIT
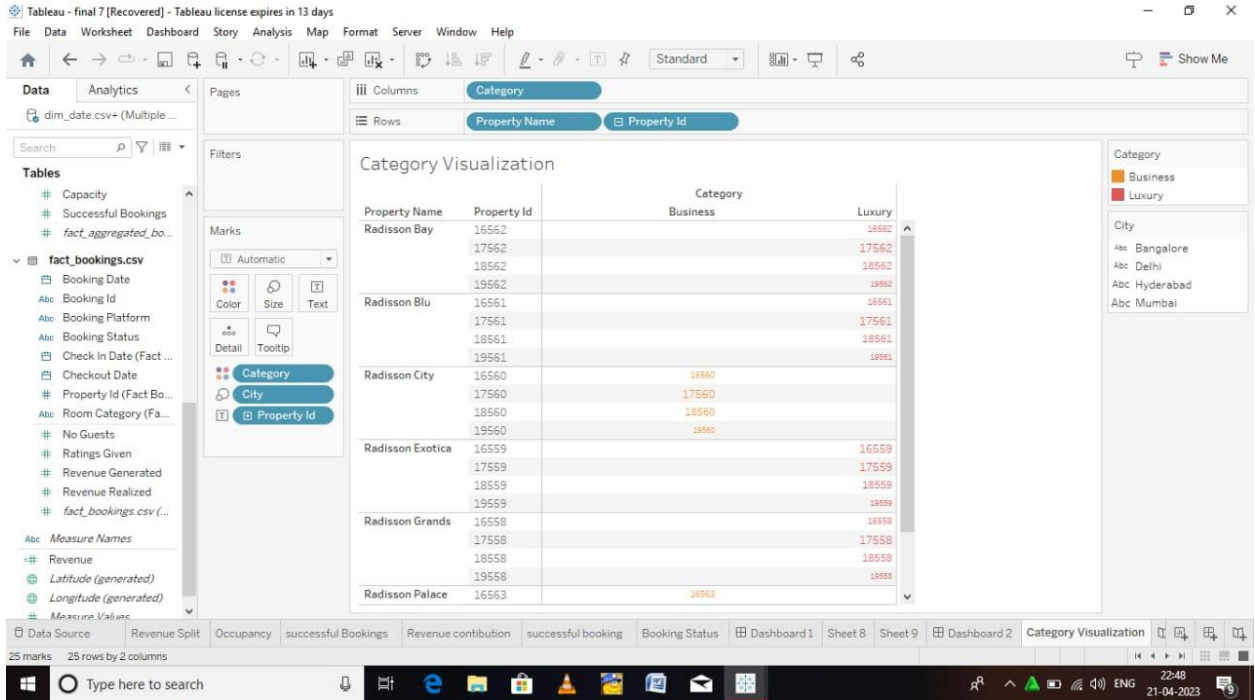
OCCUPANCY

SUCCESSFUL BOOKING
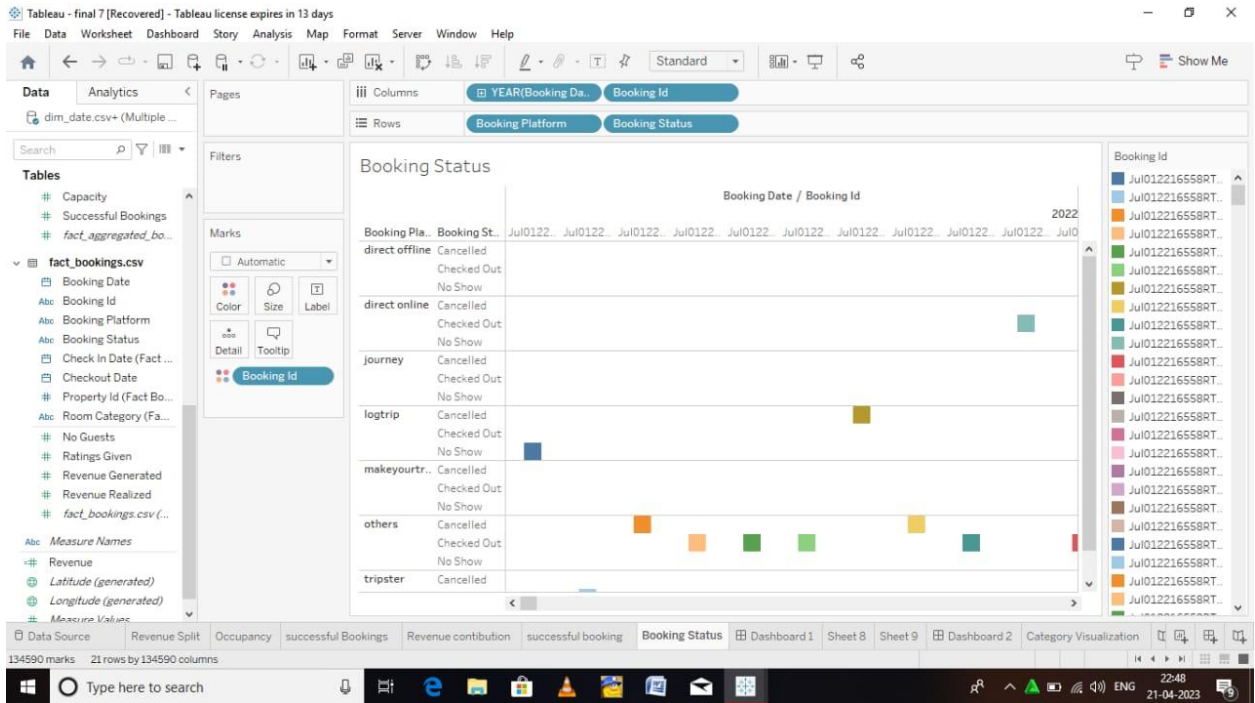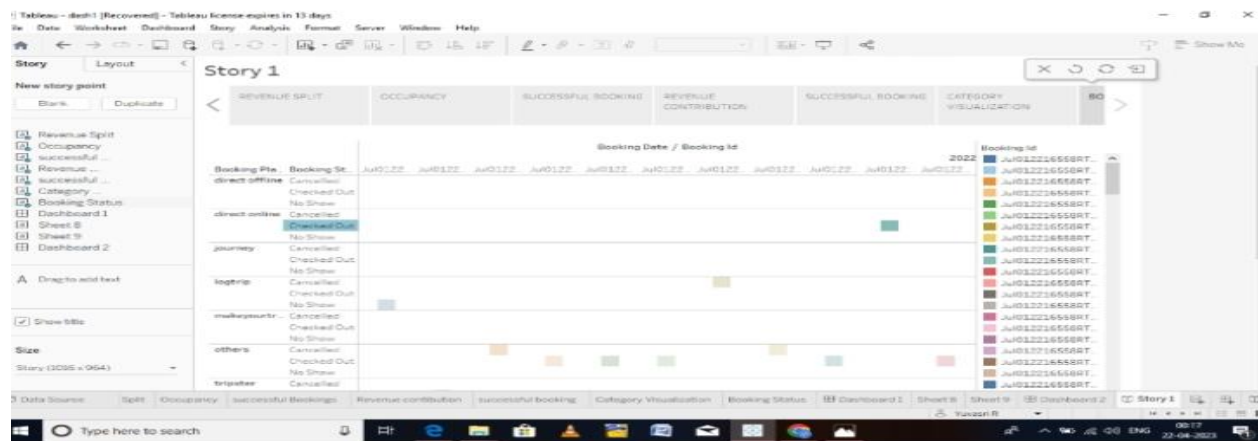
REVENUE CONTRIBUTION

SUCCESSFUL BOOKINGS

CATEGORY VISUALIZATION

BOOKING STATUS

STORY

When going on vacation, your hotel is your home away from home. It provides all the comforts, security, and entertainment you need when not either 5-star hotels promote the idea that decoration and architecture is based on details, and every detail counts to give that expected aesthetic. These hotels are ideal for romantic getaways or travelers who want to live a true luxury experience, in a quiet space with personalized attention poring the attractions surrounding you.

DISADVANTAGE

Because they tend to favor experienced job candidates, those new to the industry may find fewer opportunities at large hotels. Additionally, you may experience less flexibility should you need to take unexpected time ofotherwise modify your schedule without significant notice.

When staying in a hotel, you'll have access to housekeeping services. This means that your room will be clean and tidy each day. All the bedding and towels will be changed regularly too.

If you're staying in an Airbnb or apartment, you might have to do your own cleaning or pay for a cleaning service.

That said, not all Airbnbs or apartments are as clean as hotels. For example, a 5-star hotel has higher standards regarding cleanliness.

APPLICATION

Hotel jobs are one of the most available jobs in Nigeria because in some cases job candidates are asked to apply within. You may need to learn how to write an application letter when you are searching for a hotel job in Nigeria.

Even if hotel jobs appear to be one of the most available jobs in Nigeria, employers still look forward to hiring skilled hotel workers. When it comes to getting a job in a hotel, your skills play a huge in determining whether or not you will get the job. Regardless of the role you are applying for, there are certain skills that a hotel worker is expected to possess to efficiently deliver great services to customers. When it comes to getting a good job, hard skills are important, but soft skills make a lot of difference.If you are looking to land a good hotel job, then you must reflect these soft skills in your application letter:

1. *Communication skills.*
2. *Attention to detail.*
3. *Interpersonal skills.*
4. *Show confidence when attending to customers.*
5. *You need to have a great sense of accommodation.*

When you are writing your application letter for a hotel job in Nigeria, do well to include skills (soft and hard skills) and experience that makes you the best person for the job. Writing an application letter allows you to convince the employer that you are the best person for the job. Before we go on to show you how to write an application letter for a hotel job in Nigeria, let us understand the meaning of an application letter.

CONCLUSION

The conclusion of this project is A Hotel management system is a computerized management system. This system keeps the records of hardware assets besides software of this organization. The proposed system will keep a track of Workers, Residents, Accounts and generation of report regarding the present status. This project has GUI based software that will help in storing, updating and retrieving the information through various user-friendly menu-driven modules. The project "Hotel Management System" is aimed to develop to maintain the day-to-day state of admission/Vacation of Residents, List of Workers , payment details etc. Main objective of this project is to provide solution for hotel to manage most there work using computerized process. This software application will help admin to handle customers information, room allocation details, payment details, billing information.etc. Detailed explanation about modules and design are provided in project documentation. The existing system is a manually maintained system. All the Hotel records are to be maintained for the details of each customers, Fee details, Room Allocation , Attendance etc. All these details are entered and retrieved manually, because of this there are many disadvantages like Time Consuming ,updating process, inaccuracy of data. For avoiding this we introduced or proposed a new system in proposed system the computerized version of the existing system. provides easy and quick access over the data.

FUTURE SCOPE

htpps://public.tableau.com/app/profile//yuvasri.r8755/viz/dash1_1682146
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Analyzing :
https://drive.google.com/drive/folders/1rGfOWpNoJ5s1jFITKg1A82Oltnj
WtEK?usp=share_link

APPENDIX

The Hotel Management System (HMS)

The Hotel Management System is a tool for booking the rooms of hotel through online by the Customer. It provides the proper management tools and easy access to the customer information. The HMS project is intended for the reservations for room that can be made through online. It will be able to automate the various operations of the Hotel. The Hotel Management System will have three end users: Customer, Receptionist, and Hotel Manager. Hotel Management System will consist of Booking Management System, DBMS Server, and Report Generator. Customers will be able to check for room's availability, select the rooms, and pay for the room using different payment types. Receptionist will have access to manage bookings, which include updating, adding, or cancelling a booking. Manager will be able to view the financial report and able to update room information such as cost and category. A room number, price, status, and floor uniquely identify each room. There are many types of rooms, including: a Double room (which has a number of beds and bed size), a Single room (which has bed

size), and a Deluxe room (which has a number of beds, bed size and can have a swimming pool attached to it).

Hotel Manager have every access to the hotel system. Manager is solely responsible for managing hotel resources and staffs. Manager can view any report such as financial report, customer information, booking information, and room information, analyse them and take the decision accordingly. Manager is required to have experience on managing hotel previously and have base knowledge of database and application server.

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4	16560	Radisson City	Business	Delhi
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6	16562	Radisson Bay	Luxury	Delhi
7	16563	Radisson Pala	Business	Delhi
8	17558	Radisson Gra	Luxury	Mumbai
9	17559	Radisson Exc	Luxury	Mumbai
10	17560	Radisson City	Business	Mumbai
11	17561	Radisson Blu	Luxury	Mumbai
12	17562	Radisson Bay	Luxury	Mumbai
13	17563	Radisson Pala	Business	Mumbai
14	18558	Radisson Gra	Luxury	Hyderabad
15	18559	Radisson Exc	Luxury	Hyderabad
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	A	B	C	D	E
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