

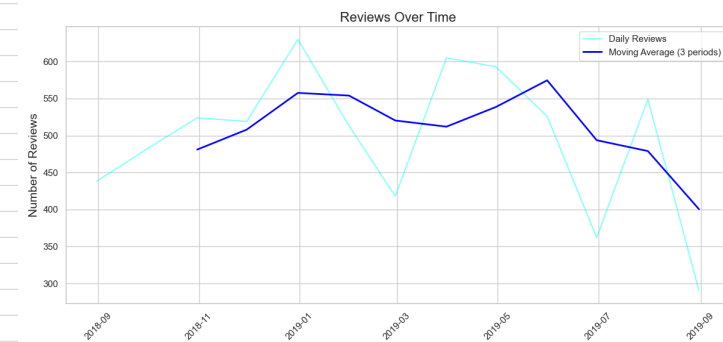
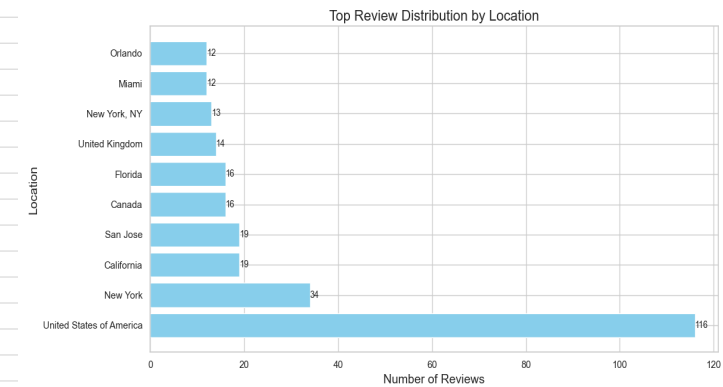
Review Data Analysis and Insights - Git

#Data\_Set : Hotel/Resort Customer Reviews

#Initial Observations:

Insights post analysis:

Visualisation



Open this link for the analysis flow for hotel/resort customer reviews using Python.  
For sentiment analysis, topic modeling, and visualizations to reveal key trends.

Data set has 3 columns- Review (text content), Date (review date), Location (reviewer's location)

-Raw Data >> Cleaned it up[text which is not useful for analysis purpose]  
-2 Date format's >> 2018/12/01 (ISO format) and Dec 2018 (month-year format)  
-Few reviews are in other language, considered only English to maintain consistency.

Insights

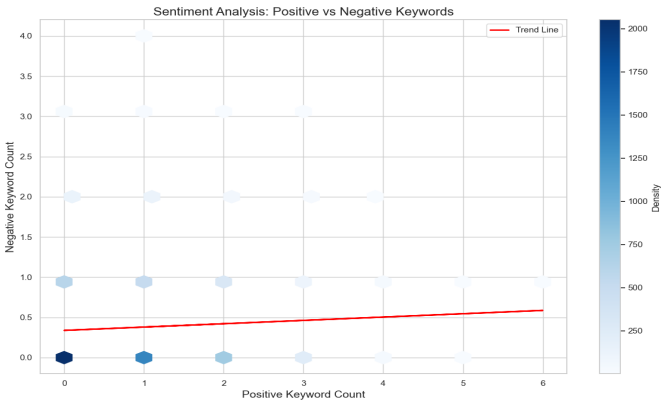
In the USA, the majority of reviews originate from New York, which stands out as a prominent focal point.

This indicates that customer experiences and feedback are heavily concentrated in this region, underscoring New York's significance in the review landscape, likely due to its status as a major tourist attraction.

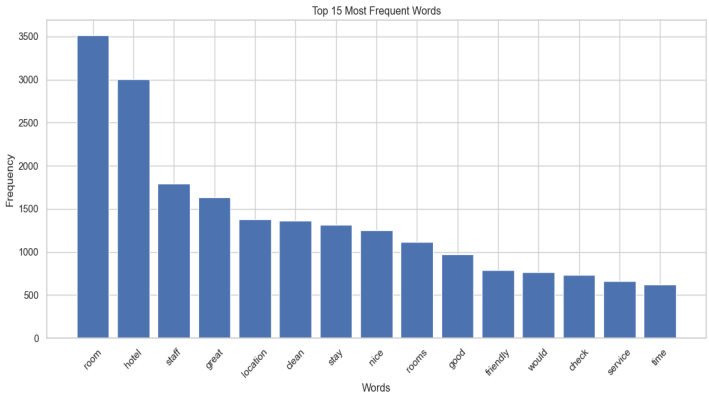
Review activity peaked around end of **December**, suggesting potential seasonal trends or events, such as holiday travel and New Year celebrations, that drive increased customer feedback. Additionally, the moving average spiked in June 2019, which may be linked to peak summer travel season or specific events occurring during that period in the USA, attracting more visitors and prompting higher review activity.

Date

Sentiment Analysis



The hexbin plot reveals a diverse sentiment distribution among customer reviews. A clear correlation exists, showing that reviews with higher positive keyword counts generally have lower negative counts. Clusters indicate that while some customers report very positive experiences, others express significant dissatisfaction. The trend line suggests that as positivity increases, negativity decreases, highlighting the importance of maintaining high service quality to enhance customer satisfaction.



The overall sentiment is positive, with words like "great," "nice," and "friendly" being prominent. Staff, rooms, and location are key factors influencing guest satisfaction. Guests value the overall stay experience, encompassing comfort, service, and ambiance. The presence of "would" and "check" suggests research and comparison before booking. "Time" indicates that guests value efficiency and timely service.

**Actionable Insights for improving guest satisfaction and overall reputation.**  
Maintain strong staff performance and focus on room quality and comfort.  
Pay attention to details that contribute to a memorable stay, such as personalized service and amenities.



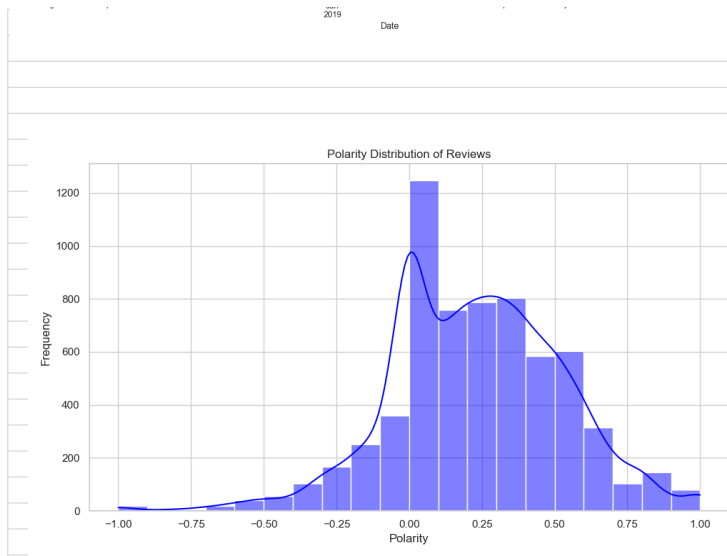
This word cloud provides a visual representation of the most common positive words and phrases used in reviews of a hotel or resort.

- Maintain excellent staff service and prioritize staff training.
- Regularly maintain and clean rooms to ensure guest satisfaction.
- Highlight the hotel's location in marketing and consider offering location-based packages.
- Pay attention to details that contribute to a memorable stay, such as personalized service and amenities.

Invest in room renovations to improve guest comfort.
Prioritize staff training to enhance customer service.
Regularly maintain and upgrade hotel facilities.
Actively monitor online reviews and respond to negative feedback.
Implement effective communication channels to address guest concerns.



Analyze the causes of significant sentiment changes.
Proactively address negative feedback and leverage positive reviews.
Consider seasonal factors in marketing and planning.
Develop a crisis management plan to minimize the impact of negative events.



The overall sentiment is positive, with a significant peak around the 0.25 polarity value.

A substantial number of reviews express strong positive sentiments.

Negative feedback exists, albeit less frequently, indicating areas for improvement.

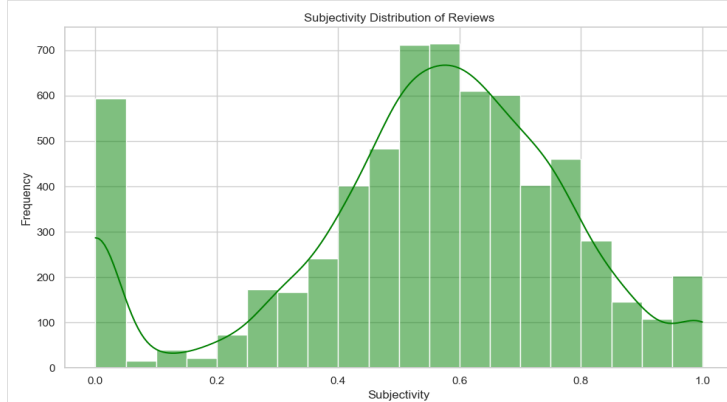
A balanced mix of opinions is evident in the neutral reviews.

**Actionable Insights for improving guest satisfaction and overall reputation.**

Leverage positive feedback in marketing to attract new customers.

Address negative feedback to improve customer satisfaction.

Analyze neutral reviews to identify areas for enhancement and differentiation.



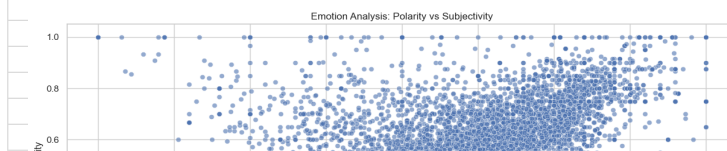
Most reviews are highly subjective, with a peak around 0.6 subjectivity.

Personal opinions and emotions significantly influence customer feedback.

**Actionable Insights for improving guest satisfaction and overall reputation.**

Encourage objective feedback through survey questions or open-ended prompts.

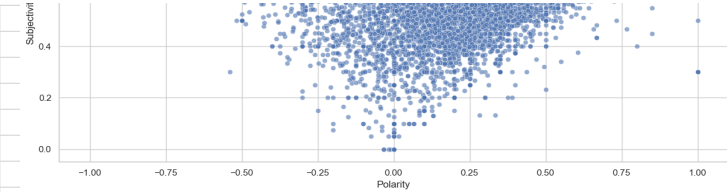
Aim for a balance of subjective and objective feedback for a comprehensive understanding.



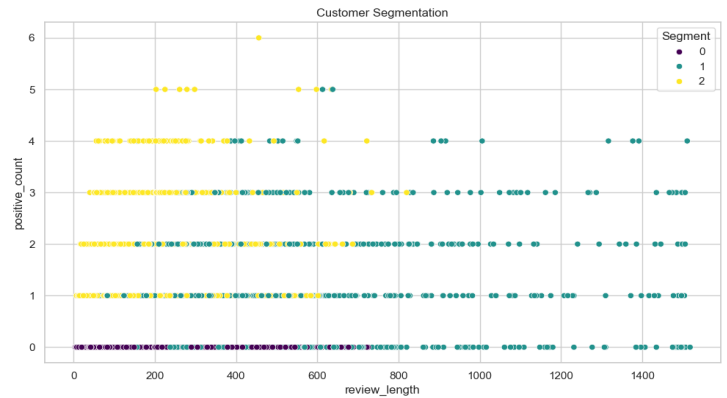
Most reviews cluster around neutral polarity and moderate subjectivity.

There's a wide range of subjectivity, from objective to highly subjective.

Overall sentiment is slightly positive.

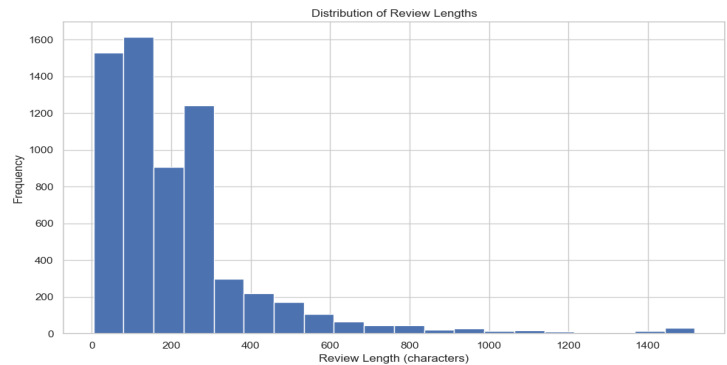


**Actionable Insights for improving guest satisfaction and overall reputation.**  
Segment customers based on polarity and subjectivity for targeted marketing.  
Analyze highly negative reviews to identify areas for improvement.  
Engage with customers expressing strong opinions to build relationships and improve satisfaction.



Customers are segmented based on review length and positive sentiment.

**Actionable Insights for improving guest satisfaction and overall reputation.**  
Segment 0: Shorter reviews, fewer positive sentiments - focus on improving satisfaction and encouraging detailed feedback.  
Segment 1: Longer reviews, more positive sentiments - leverage as brand advocates, offer loyalty programs and exclusive offers.  
Segment 2: Shorter reviews, positive sentiments - engage as potential brand ambassadors, consider social media or influencer marketing.



Most reviews are short, with the peak frequency occurring between 0 and 200 characters.  
This suggests that many customers prefer to provide quick and concise feedback.  
Fewer customers provide longer, detailed reviews.

**Actionable Insights for improving guest satisfaction and overall reputation.**  
Encourage longer reviews by offering incentives or simplifying the review process.

#Conclusion	This analysis provides a comprehensive overview of customer satisfaction trends. I have identified key areas for improvement, added actionable insights. By addressing these issues, we can enhance customer experience and drive business growth.