Hotel Reviews Analysis

Booking.com Dataset

Problem

What insights can we provide to the hotel owners in Europe based on Booking.com guest reviews?

Business Value

Guest satisfaction
Ranking
Conversion

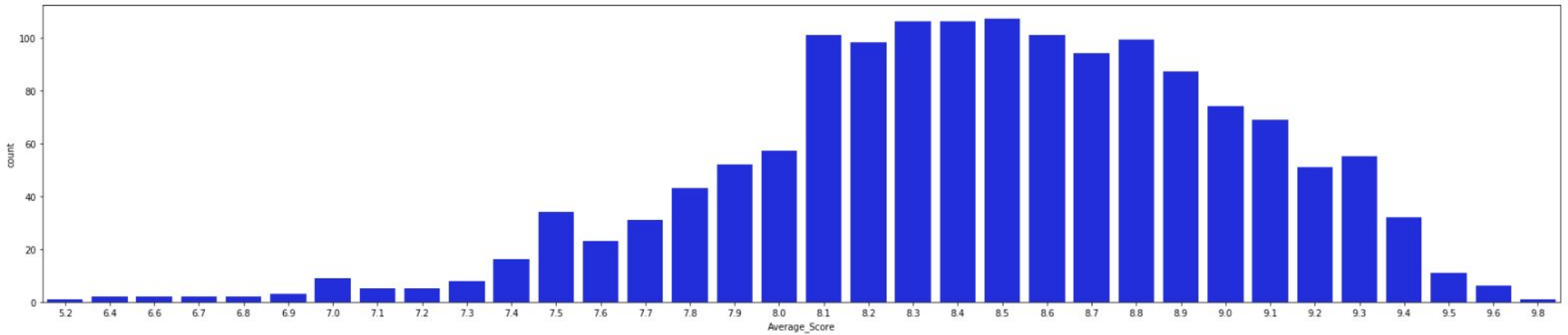
Booking.com Data

- 515k guest reviews
- In 6 major European cities
- 17 features

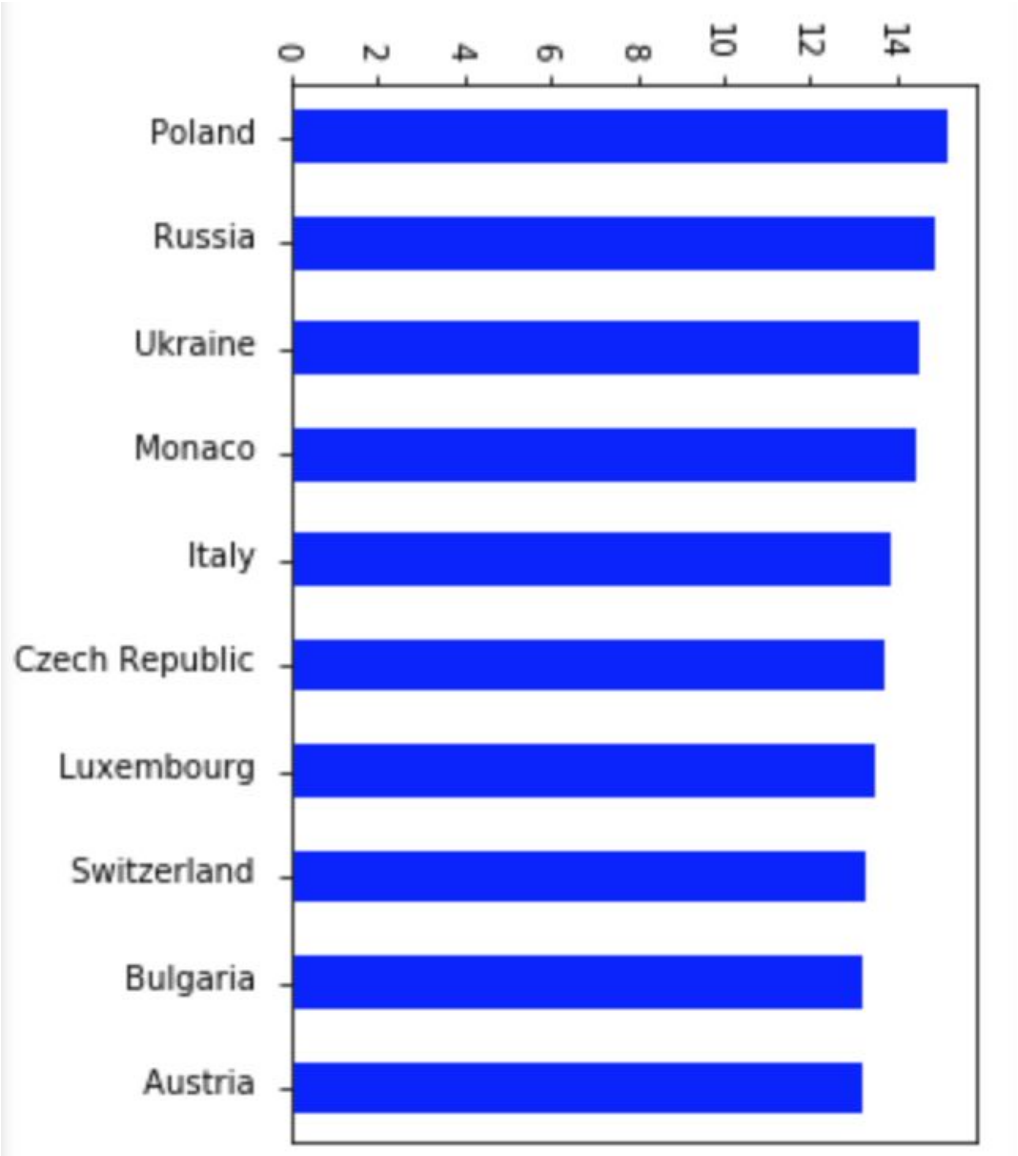
Methodology

- **O**btain
- **S**crub
- **E**xplore
- **M**odel
- **I**nterpret

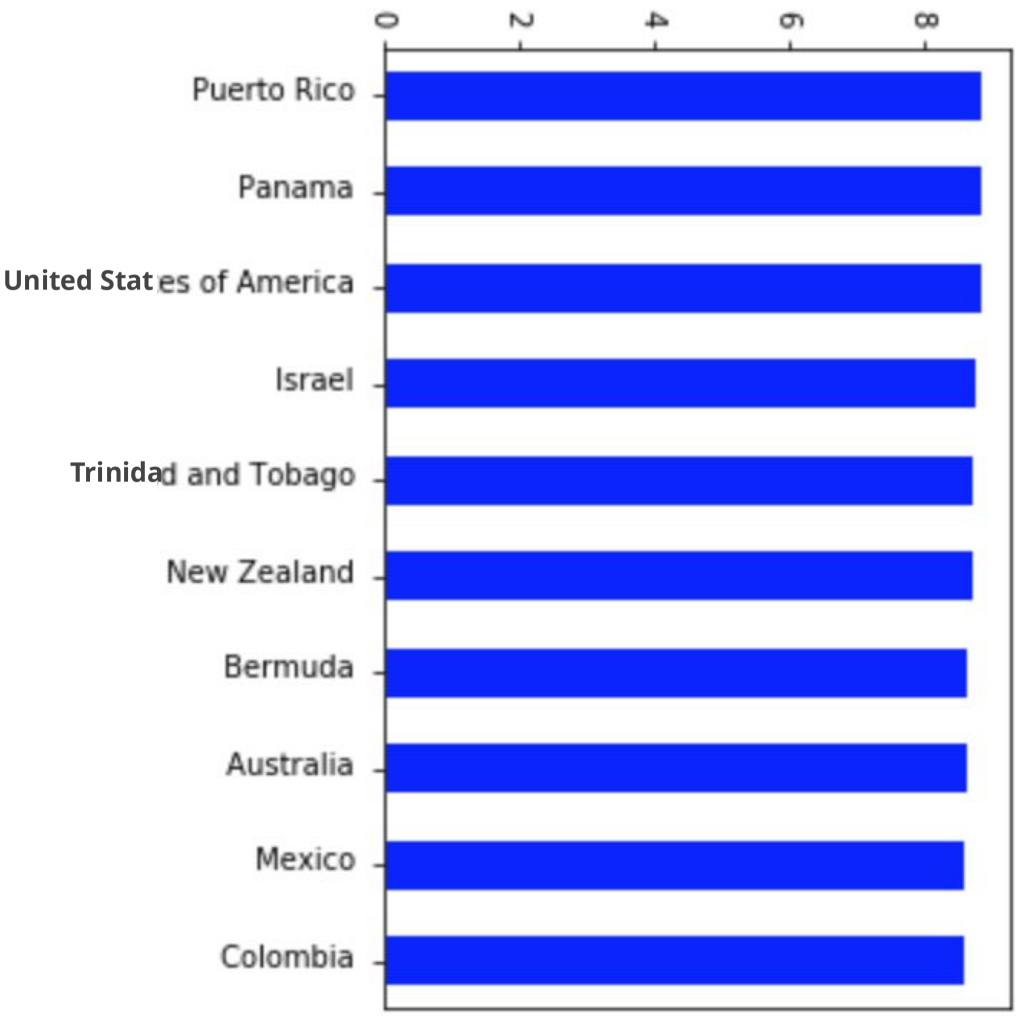
Review Score Distribution



Most Vocal Reviewers



Most Generous Reviewers



Business Recommendations

Pay special attention to:

- Location
- Breakfast
- Staff

Conclusion

Tone of review can be predicted with an accuracy of 95.7%

Next Steps

- Consider other features
- Use a larger sample

Thank You
Bedankt
Спасибо
Ďakujeme
Ačiū
Děkujeme
Dziękujemy
Ευχαριστούμε
Gracias
Gràcies
Grazie
Hvala vam
Hvala
Kiitos

Köszönjük
Merci
Obrigado
Paldies
Salamat
Tack
Tak
Takk
Takk fyrir
Aitäh
Terima kasih
Teşekkürler
Vă mulţumim
Danke

Xin cám ơn
Благодарим Ви
ขอบคุณ
הדות
謝謝您
谢谢您
감사합니다
Дякуємо
شكرًا
ありがとうございます
Hvala
Obrigado
Terima kasih
Gracias