# Mini-Project: Guest Feedback Data Analysis Using Excel

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### Question 1: Column Chart for Guest Purposes

- Create a column chart to visualize the count of guests based on their "Purpose" (Business, Vacation, Function).
- How many guests came for each purpose, and which purpose has the highest number of guests?

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### Question 2: Pie chart for Gender

- create a pie chart to visually represent the percentage distribution of gender within the dataset.
- Which gender has a higher percentage?

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### Question 3: Pie Chart for NPS Categories

- Create a pie chart to show the proportion of guests in each "NPS CATEGORY" (Promoters, Passives, Detractors).
- What percentage of guests fall into each NPS category? Which category has the largest proportion of guests?

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### Question 4: Bar Chart for Overall Experience by Feedback Category

- Create a bar chart to compare the average "Overall Experience" for each "Feedback Category" (Staff, Room, Restaurant, Facility).
- Which feedback category has the highest average overall experience score? What insights can you gain from this comparison?

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### Question 5: Pivot Table for Guest Purpose Count

- Create a pivot table to count how many guests had each "Purpose" (Business, Vacation, Function).
- What is the total count of guests for each purpose? Which purpose has the most guests?

**Question 6: Pivot Table for Average NPS Rating by Purpose**

- Create a pivot table to calculate the average "NPS RATING" for each guest "Purpose."
- What is the average NPS Rating for each purpose? Which purpose shows the highest guest satisfaction?

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**Question 7: Pivot Table for Overall Experience by Feedback Category**

- Create a pivot table to find the average "Overall Experience" for each "Feedback Category" (Staff, Room, Restaurant, Facility).
- Which feedback category has the best overall experience rating? How do the categories compare?

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**Question 8: Pivot Chart for NPS Ratings by Purpose**

- Using the pivot table from Question 5, create a pivot chart to visualize the average "NPS RATING" for each "Purpose."
- What can you learn from the pivot chart about NPS ratings based on the guest's purpose of stay?

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**Question 9: Analyze Trends in Ratings Over Time**

- Create a **line chart** to visualize how the "NPS RATING" has changed over the years based on the "Checkout Date."(Note: You can extract the year from the checkout date before plotting, and you can utilize this information accordingly.)
- Add a trend line to the chart to illustrate the overall direction of ratings over time.
- What does the trend line indicate about guest satisfaction? Are there any noticeable increases or decreases in ratings during specific periods? What insights can you draw from this trend analysis?

**Question 10: Analyze Feedback Quality by Rating Range**

- Create a **pivot table & pivot chart** to analyze the relationship between "Feedback Category" and "Rating Range."
- How many feedback responses fall into each rating range (1-5) for different feedback categories (Staff, Room, Restaurant, Facility)?
- What trends or patterns can you identify from the feedback ratings across different categories?

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- After completing the above tasks, summarize your findings. Which areas of the hotel service received the highest ratings, and which had the most complaints? How can these insights help in improving guest satisfaction? Additionally, feel free to draw any relevant insights from the data.