HOTEL REVIEWS

TABLE OF CONTENTS

01. BUSINESS OVERVIEW

BUSINESS PROBLEM

How can hotels increase number of customers?

- Increase number of return customers
- Attract more new customers

Fully assess the current situation

understanding the analytics capability

Basic structure

common features

Predictive analytics could help increasing number of customers

TASKS

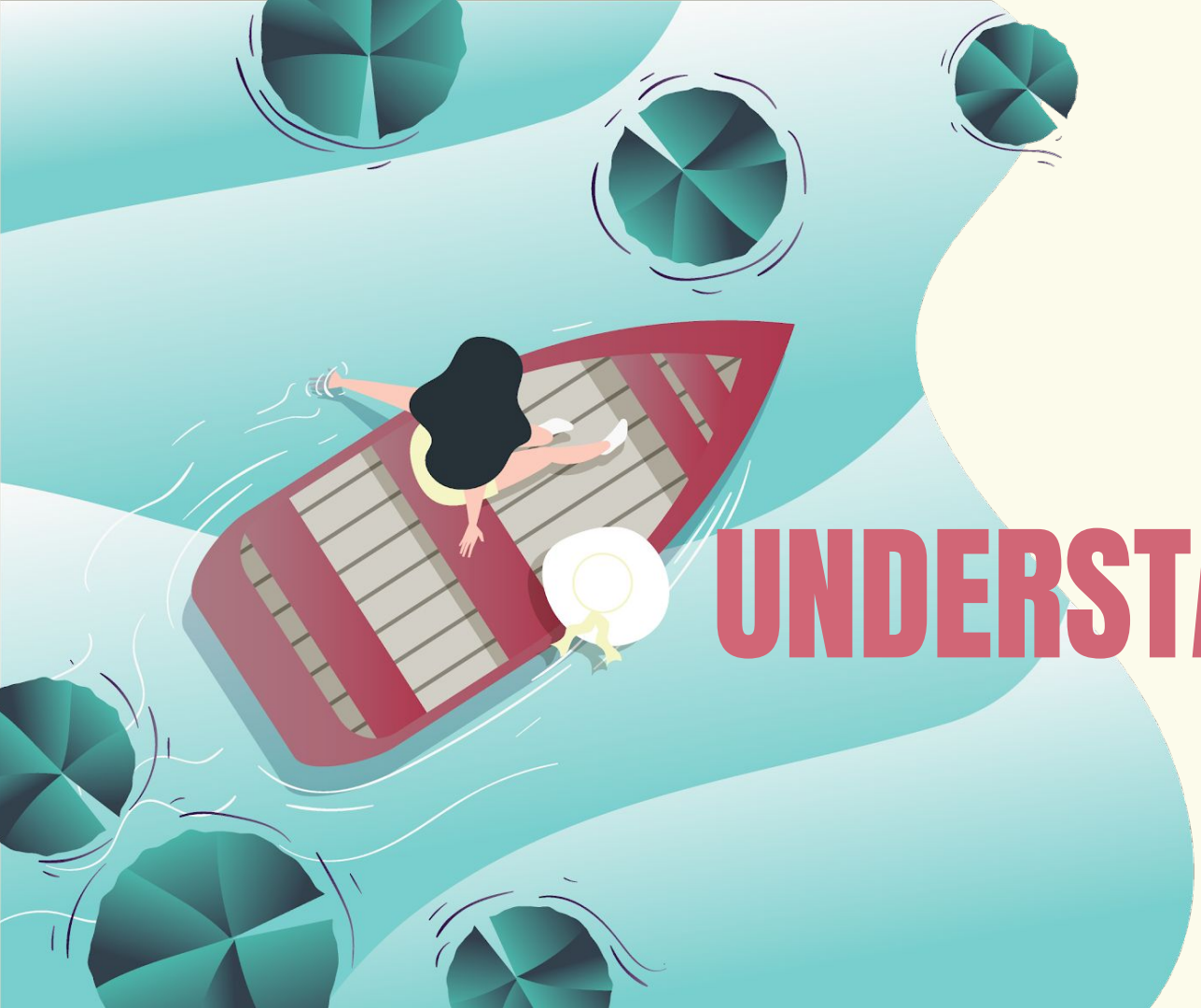
1. Which type of customer were most likely to NOT return?
2. What changes/ offers would a particular customer best respond to?
3. What factors were likely to affect the hotel booking rate?

Predicting problem

What factors were likely to affect the hotel booking rate?

Analytics Solution

1. Data availability and reasonably easily accessible
2. Prediction model could be easily integrated.
3. Explained main drivers behind gaining customers



02.
DATA UNDERSTANDING

	Review	Rating
0	nice hotel expensive parking got good deal sta...	4
1	ok nothing special charge diamond member hilto...	2
2	nice rooms not 4* experience hotel monaco seat...	3
3	unique, great stay, wonderful time hotel monac...	5
4	great stay great stay, went seahawk game aweso...	5

```
reviews.info()
```

```
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 20491 entries, 0 to 20490
Data columns (total 2 columns):
 #   Column  Non-Null Count  Dtype
---  ------  --------------  -----
 0   Review  20491 non-null  object
 1   Rating  20491 non-null  int64
dtypes: int64(1), object(1)
memory usage: 320.3+ KB
```

Data Source:

tripadvisor_hotel_reviews.csv
https://www.kaggle.com/andrewmvd/trip-advisor-hotel-reviews

20,491

number of instances
included in dataset

20,491

number of instances
included in dataset

1. RATING

levels: 1, 2, 3, 4, 5

2 Features:

Review (number)
Rating (string)

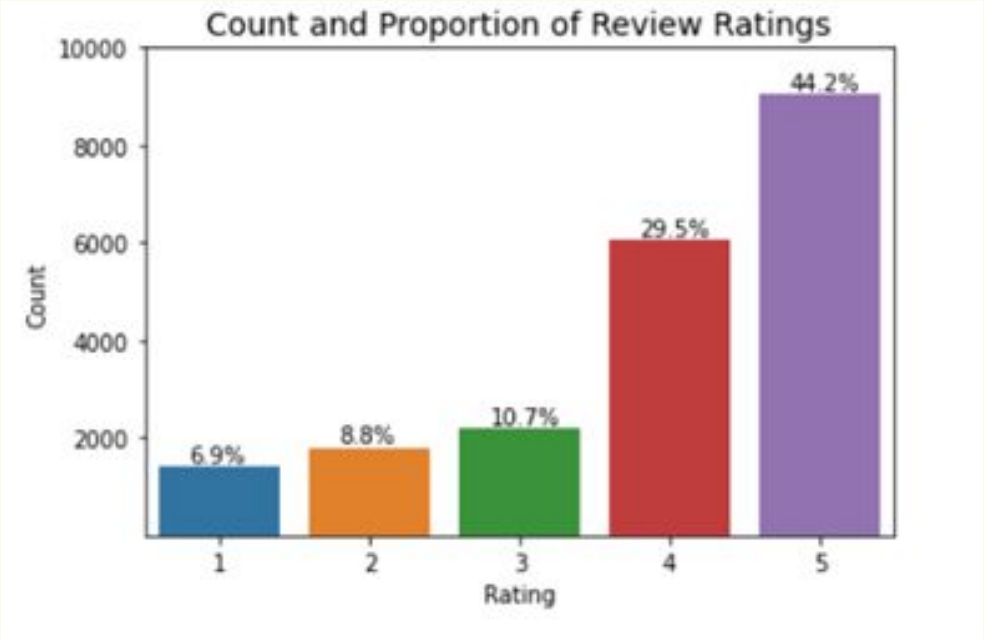
2. REVIEW

```
reviews.Rating.describe()
```

```
count    20491.000000
mean         3.952223
std          1.233030
min          1.000000
25%          3.000000
50%          4.000000
75%          5.000000
max          5.000000
Name: Rating, dtype: float64
```

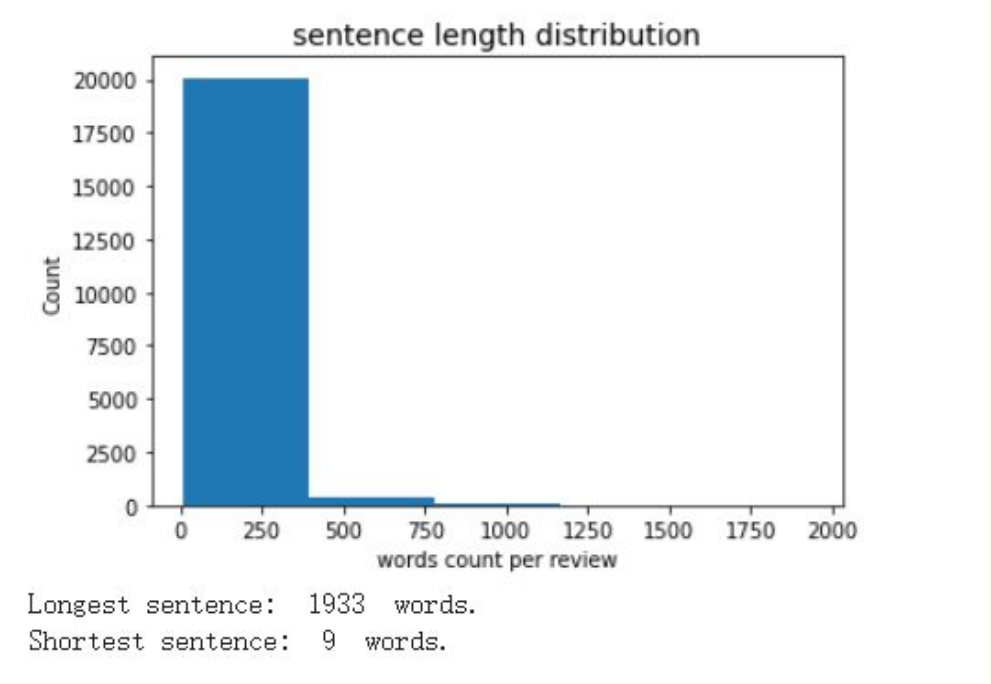
```
reviews.iloc[1342]['Review']
```

```
'great resort area hotle price, 1. hotel not beach, prices reflec
cony resort style pool not stay here.2, breakfast included room p
lines start right 8 a.m.3, safe secure immaculately clean hotel s
y 8th floor.4, want space ask 8th floor mountain view rooms rooms
e no real view parking garage, great spot drink friends dinner.5,
ght street, '
```



Rating:
Exponential Distribution

1st mode: 5 star (44.2%)
2nd mode: 4 star (29.5%)



Review:
Exponential Distribution

Longest sentence: 1933 words.
Shortest sentence: 9 words.

“ great resort area hotle price, 1. hotel not beach, prices reflect, want beach large balcony resort style pool not stay here.2, breakfast included room price excellent, early, lines start right 8 a.m.3, safe secure immaculately clean hotel small rooms, coin laundry 8th floor.4, want space ask 8th floor mountain view rooms rooms hotel lanai, lanai huge no real view parking garage, great spot drink friends dinner.5, public access beach right street, ”

03.
DATA PREPROCESSING

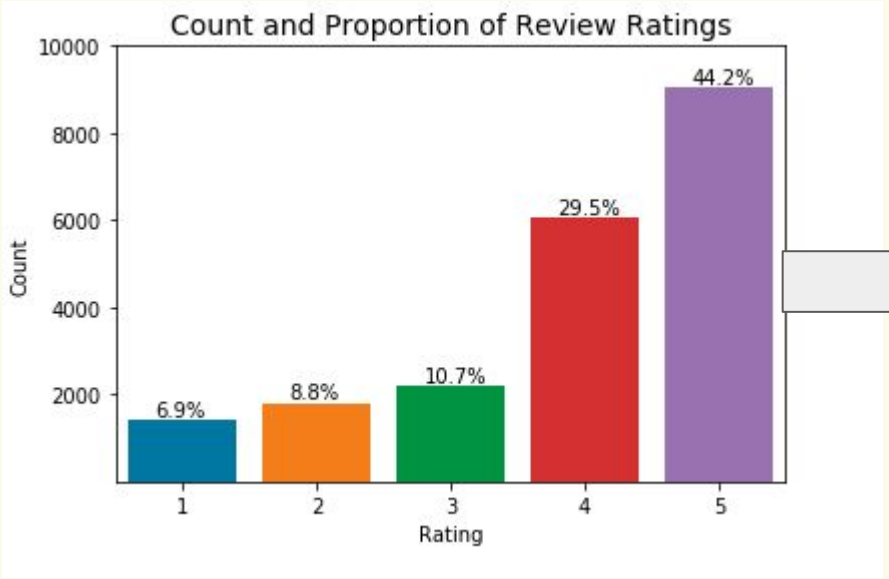
OUR SERVICES

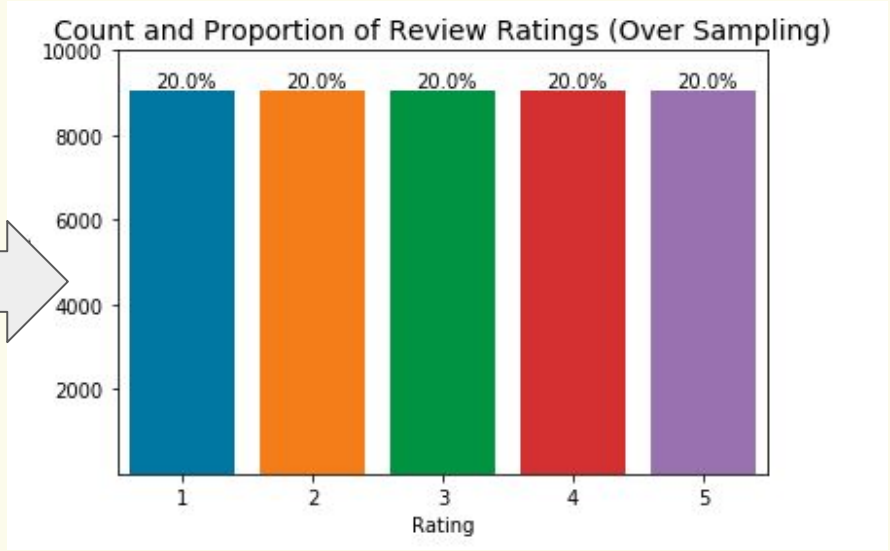
Missing Value

Remove Duplication

Sampling

Over Sampling


Count and Proportion of Review Ratings
Count
10000
8000
6000
4000
2000
6.9%
8.8%
10.7%
29.5%
44.2%
1
2
3
4
5
Rating


Count and Proportion of Review Ratings (Over Sampling)
10000
8000
6000
4000
2000
20.0%
20.0%
20.0%
20.0%
20.0%
1
2
3
4
5
Rating

Normalization

(1) stemming, (2) lemmatization, and (3) lowercase

Tokenization

Split strings of text into smaller pieces

Stopwords

Remove stopwords

OUR PLANS

Word Count
&
Word Cloud

```
words.most_common(50)
```

```
[('room', 47747),
 ('great', 21478),
 ('good', 17484),
 ('staff', 16702),
 ('stay', 15599),
 ('night', 14562),
 ('day', 13470),
 ('time', 12969),
 ('nice', 12644),
 ('location', 11558),
 ('service', 10940),
 ('beach', 10522),
 ('stayed', 10502),
 ('restaurant', 10476),
 ('breakfast', 10134),
 ('food', 9675),
 ('clean', 9606),
 ('place', 9514),
 ('resort', 9162),
 ('pool', 8680),
```

04. Modeling

TRY 1: Find common words

NLTK (the Natural Language Toolkit): a suite of libraries and programs for symbolic and statistical natural language processing (NLP).

Feedback:
1. Remove stopwords easily.
2. Fast.

---

3. Not accurate.
4. Doesn't remove some common words like "hotel", results look very similar.

`common_words_by_ratings`

	1	2	3	4	5
0	(hotel, 3588)	(room, 4250)	(hotel, 5058)	(hotel, 14125)	(hotel, 21822)
1	(room, 3267)	(hotel, 4166)	(room, 4424)	(room, 10172)	(room, 12126)
2	(stay, 1207)	(good, 1484)	(good, 2453)	(great, 7414)	(great, 10665)
3	(staff, 958)	(stay, 1367)	(great, 1751)	(good, 6697)	(staff, 7808)
4	(rooms, 893)	(rooms, 1354)	(nice, 1739)	(nice, 4826)	(stay, 6823)
5	(night, 874)	(staff, 1283)	(rooms, 1480)	(staff, 4665)	(good, 5705)
6	(service, 810)	(service, 1217)	(staff, 1468)	(stay, 4331)	(stayed, 4817)
7	(day, 807)	(night, 1141)	(stay, 1409)	(location, 3865)	(location, 4807)
8	(like, 713)	(food, 1075)	(location, 1402)	(rooms, 3615)	(rooms, 4652)
9	(told, 707)	(day, 1059)	(beach, 1260)	(clean, 3452)	(nice, 4407)
10	(time, 686)	(nice, 1049)	(night, 1219)	(beach, 3438)	(breakfast, 4142)
11	(desk, 637)	(time, 1044)	(food, 1159)	(breakfast, 3064)	(service, 4138)
12	(place, 634)	(beach, 1034)	(clean, 1151)	(stayed, 3049)	(time, 3958)
13	(got, 629)	(like, 1001)	(like, 1121)	(time, 2999)	(clean, 3840)
14	(resort, 617)	(resort, 980)	(time, 1113)	(food, 2886)	(excellent, 3670)
15	(stayed, 611)	(great, 908)	(service, 1101)	(night, 2829)	(day, 3586)
16	(food, 608)	(stayed, 889)	(stayed, 1099)	(day, 2789)	(beach, 3380)
17	(good, 604)	(got, 843)	(day, 1080)	(service, 2661)	(friendly, 3378)
18	(people, 534)	(people, 839)	(resort, 1041)	(resort, 2523)	(night, 3342)
19	(went, 499)	(really, 769)	(breakfast, 1001)	(really, 2517)	(place, 3302)

TRY 2: Improve common words

common_nouns_by_ratings

	1	2	3	4	5
0	(hotel, 3436)	(room, 4250)	(hotel, 4845)	(hotel, 13542)	(hotel, 20949)
1	(room, 3267)	(hotel, 3979)	(room, 4424)	(room, 10172)	(room, 12126)
2	(staff, 958)	(rooms, 1354)	(rooms, 1480)	(staff, 4665)	(staff, 7808)
3	(rooms, 893)	(staff, 1283)	(staff, 1468)	(location, 3751)	(location, 4662)
4	(night, 874)	(service, 1206)	(location, 1344)	(rooms, 3615)	(rooms, 4652)
5	(day, 807)	(night, 1141)	(night, 1219)	(time, 2999)	(service, 4081)
6	(service, 801)	(food, 1075)	(food, 1159)	(food, 2886)	(time, 3958)
7	(time, 686)	(day, 1059)	(time, 1113)	(night, 2829)	(day, 3586)
8	(stay, 614)	(time, 1044)	(service, 1081)	(day, 2789)	(breakfast, 3551)
9	(food, 608)	(resort, 880)	(day, 1080)	(beach, 2632)	(stay, 3446)
10	(place, 582)	(people, 839)	(beach, 971)	(service, 2624)	(night, 3342)
11	(resort, 553)	(beach, 794)	(resort, 909)	(breakfast, 2602)	(food, 3232)
12	(people, 534)	(stay, 661)	(breakfast, 868)	(stay, 2353)	(place, 3118)
13	(desk, 484)	(location, 654)	(people, 855)	(resort, 2257)	(beach, 2568)
14	(water, 425)	(water, 632)	(area, 797)	(place, 2082)	(people, 2464)
15	(days, 365)	(place, 616)	(pool, 770)	(people, 2058)	(resort, 2444)
16	(experience, 351)	(breakfast, 577)	(place, 767)	(area, 2015)	(pool, 2370)
17	(bathroom, 346)	(desk, 564)	(stay, 765)	(pool, 1891)	(area, 2324)
18	(manager, 335)	(pool, 550)	(water, 633)	(restaurants, 1722)	(trip, 2313)
19	(beach, 335)	(floor, 507)	(bathroom, 609)	(bar, 1631)	(restaurants, 2064)

common_adjective_by_ratings

	1	2	3	4	5
0	(good, 602)	(good, 1473)	(good, 2436)	(great, 7414)	(great, 10665)
1	(bad, 435)	(nice, 954)	(great, 1751)	(good, 6670)	(good, 5670)
2	(small, 363)	(great, 908)	(nice, 1601)	(nice, 4479)	(nice, 4085)
3	(nice, 329)	(small, 628)	(clean, 957)	(clean, 2870)	(excellent, 3209)
4	(great, 319)	(clean, 519)	(small, 944)	(small, 2349)	(clean, 3195)
5	(old, 303)	(bad, 502)	(little, 741)	(little, 2074)	(best, 2586)
6	(worst, 284)	(little, 472)	(bad, 523)	(comfortable, 1611)	(wonderful, 2583)
7	(terrible, 256)	(old, 359)	(free, 421)	(helpful, 1591)	(helpful, 2478)
8	(clean, 236)	(beautiful, 351)	(best, 394)	(excellent, 1472)	(little, 2261)
9	(new, 235)	(best, 335)	(old, 387)	(free, 1328)	(small, 2233)
10	(horrible, 220)	(new, 328)	(comfortable, 368)	(large, 1280)	(comfortable, 2166)
11	(stay, 204)	(big, 281)	(overall, 368)	(friendly, 1248)	(beautiful, 2029)
12	(little, 204)	(hot, 281)	(ok, 365)	(beautiful, 1199)	(fantastic, 2020)
13	(available, 185)	(stay, 277)	(friendly, 356)	(best, 1172)	(friendly, 1982)
14	(open, 181)	(free, 274)	(beautiful, 355)	(big, 1068)	(free, 1825)
15	(best, 174)	(sure, 269)	(large, 354)	(quiet, 1000)	(large, 1766)
16	(hot, 167)	(poor, 267)	(helpful, 354)	(new, 994)	(new, 1605)
17	(poor, 164)	(open, 262)	(big, 352)	(wonderful, 910)	(stay, 1529)
18	(free, 150)	(ok, 242)	(new, 344)	(overall, 856)	(quiet, 1383)
19	(beautiful, 148)	(available, 226)	(main, 336)	(main, 844)	(perfect, 1370)

TRY 2: Improve common words

Feedback:

1. Seems improved, get something useful.

---

2. Can't produce n-grams in the same time, e.g. 'great location' and 'good room service' can't be displayed at the same time.
3. Some useless words like 'san juan' and 'punta cana' are included, should try to remove them.

`common_bigrams_by_ratings`

	1	2	3	4	5
0	((punta, cana), 150)	((punta, cana), 198)	((great, location), 248)	((great, location), 808)	((staff, friendly), 968)
1	((credit, card), 110)	((room, service), 140)	((staff, friendly), 235)	((staff, friendly), 726)	((great, location), 957)
2	((customer, service), 103)	((staff, friendly), 124)	((punta, cana), 201)	((hotel, great), 557)	((great, hotel), 934)
3	((stay, hotel), 101)	((star, hotel), 121)	((good, location), 166)	((punta, cana), 548)	((hotel, great), 866)
4	((star, hotel), 95)	((air, conditioning), 120)	((room, clean), 136)	((walking, distance), 512)	((recommend, hotel), 818)
5	((5, star), 88)	((5, star), 116)	((room, service), 132)	((friendly, helpful), 464)	((friendly, helpful), 735)
6	((hotel, staff), 85)	((stay, hotel), 102)	((walking, distance), 131)	((great, hotel), 450)	((highly, recommend), 727)
7	((room, service), 83)	((san, juan), 97)	((hotel, great), 130)	((good, value), 405)	((walking, distance), 704)
8	((worst, hotel), 82)	((great, location), 96)	((san, juan), 125)	((nice, hotel), 400)	((hotel, staff), 618)
9	((stay, away), 75)	((stayed, hotel), 90)	((stayed, hotel), 124)	((room, clean), 396)	((punta, cana), 582)
10	((hotel, room), 75)	((make, sure), 87)	((good, value), 120)	((great, time), 387)	((stayed, hotel), 550)
11	((stayed, hotel), 71)	((hotel, room), 85)	((hotel, good), 114)	((staff, helpful), 382)	((place, stay), 532)
12	((air, conditioning), 70)	((hotel, staff), 79)	((make, sure), 112)	((minute, walk), 373)	((stay, hotel), 506)
13	((got, room), 69)	((room, small), 79)	((location, hotel), 110)	((recommend, hotel), 361)	((staff, helpful), 504)
14	((travel, agent), 66)	((good, location), 77)	((star, hotel), 109)	((room, service), 360)	((hotel, stayed), 495)
15	((san, juan), 61)	((room, clean), 76)	((5, star), 104)	((hotel, good), 358)	((definitely, stay), 494)
16	((hotel, stayed), 60)	((hotel, good), 74)	((location, great), 103)	((stayed, hotel), 358)	((new, york), 477)
17	((booked, hotel), 59)	((customer, service), 72)	((room, small), 103)	((hotel, staff), 348)	((minute, walk), 471)
18	((hot, water), 58)	((room, ready), 68)	((minute, walk), 99)	((good, location), 340)	((room, service), 469)
19	((desk, staff), 56)	((4, star), 66)	((nice, hotel), 98)	((place, stay), 322)	((great, place), 454)

TRY 3: Get keywords

Gensim: an open-source library for unsupervised topic modeling and natural language processing.

```
bad_features_1_star.most_common(20)
```

```
[('hotel', 566),
 ('room', 506),
 ('rooms', 219),
 ('hotels', 173),
 ('stay', 161),
 ('staff', 108),
 ('night', 100),
 ('service', 86),
 ('place', 83),
 ('day', 72),
 ('resort', 69),
 ('food', 62),
 ('like', 60),
 ('staying', 60),
 ('stayed', 59),
 ('time', 58),
 ('bed', 52),
 ('desk', 50),
 ('days', 47),
 ('good', 46)]
```

```
bad_features_2_stars.most_common(20)
```

```
[('room', 681),
 ('hotel', 659),
 ('rooms', 303),
 ('hotels', 200),
 ('stay', 199),
 ('night', 147),
 ('good', 128),
 ('service', 122),
 ('resort', 110),
 ('staff', 104),
 ('beach', 98),
 ('day', 92),
 ('food', 84),
 ('time', 77),
 ('stayed', 73),
 ('nice', 73),
 ('like', 70),
 ('location', 65),
 ('days', 59),
 ('staying', 57)]
```

```
bad_features_3_stars.most_common(20)
```

```
[('hotel', 878),
 ('room', 730),
 ('rooms', 370),
 ('good', 296),
 ('stay', 228),
 ('hotels', 219),
 ('nice', 195),
 ('great', 186),
 ('location', 173),
 ('beach', 139),
 ('night', 137),
 ('staff', 113),
 ('resort', 104),
 ('service', 96),
 ('clean', 88),
 ('stayed', 87),
 ('small', 86),
 ('breakfast', 86),
 ('pool', 84),
 ('time', 81)]
```

```
good_features_4_stars.most_common(20)
```

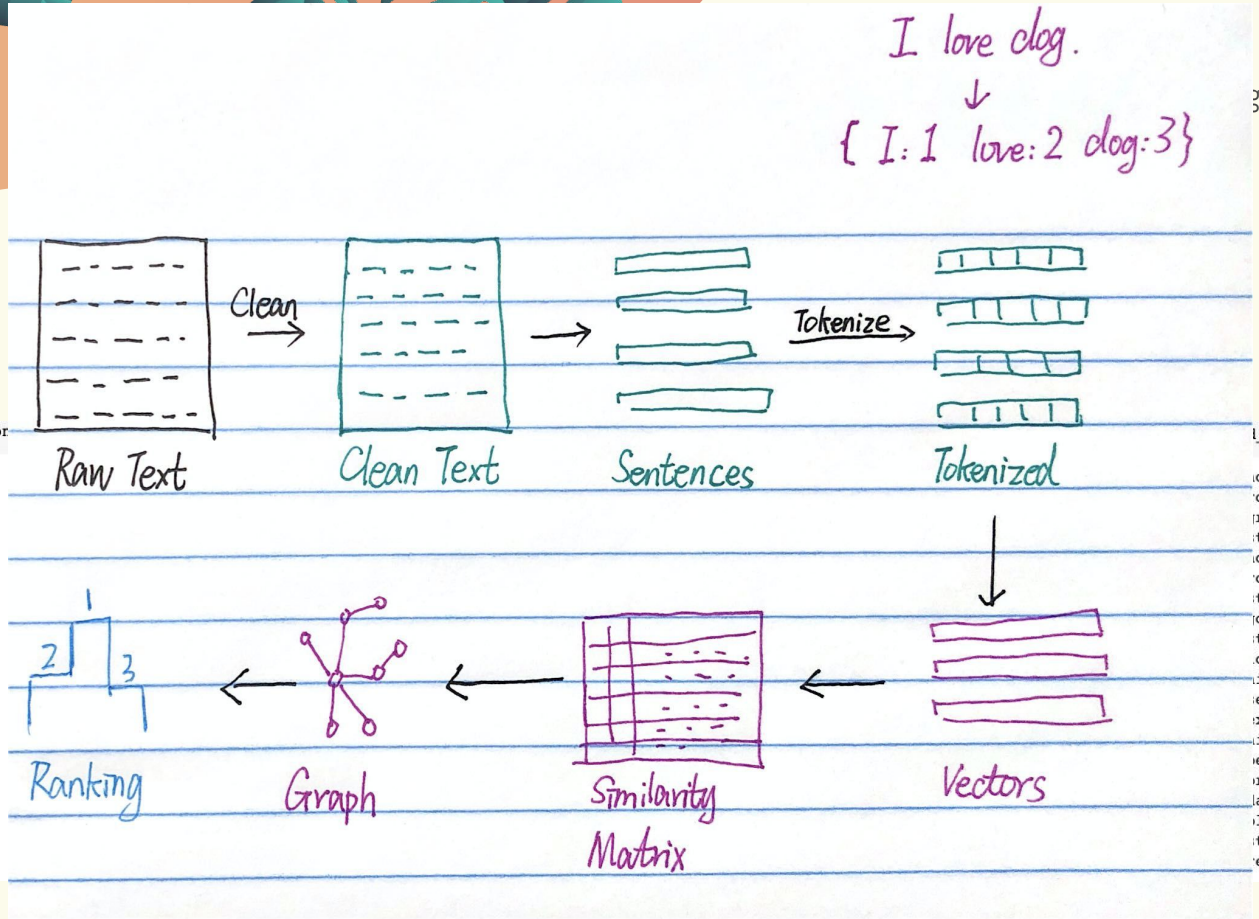
```
[('hotel', 2556),
 ('room', 1868),
 ('great', 1040),
 ('good', 920),
 ('stay', 825),
 ('rooms', 727),
 ('nice', 611),
 ('hotels', 607),
 ('location', 483),
 ('staff', 454),
 ('beach', 380),
 ('night', 335),
 ('stayed', 279),
 ('breakfast', 270),
 ('resort', 268),
 ('clean', 259),
 ('service', 248),
 ('little', 205),
 ('time', 203),
 ('walk', 202)]
```

```
good_features_5_stars.most_common(20)
```

```
[('hotel', 4142),
 ('room', 2329),
 ('great', 1728),
 ('stay', 1428),
 ('hotels', 998),
 ('rooms', 917),
 ('staff', 842),
 ('good', 684),
 ('stayed', 576),
 ('location', 512),
 ('nice', 494),
 ('service', 438),
 ('excellent', 433),
 ('night', 403),
 ('beach', 384),
 ('breakfast', 369),
 ('day', 351),
 ('place', 349),
 ('staying', 329),
 ('resort', 325)]
```

TRY 3: Get keywords

for unsupervised
guage processing.




```
bad_features_1_star.most_commor
```

```
[('hotel', 566),
 ('room', 506),
 ('rooms', 219),
 ('hotels', 173),
 ('stay', 161),
 ('staff', 108),
 ('night', 100),
 ('service', 86),
 ('place', 83),
 ('day', 72),
 ('resort', 69),
 ('food', 62),
 ('like', 60),
 ('staying', 60),
 ('stayed', 59),
 ('time', 58),
 ('bed', 52),
 ('desk', 50),
 ('days', 47),
 ('good', 46)]
```

```
l_features_5_stars.most_common(20)
```

```
otel', 4142),
oom', 2329),
reat', 1728),
tay', 1428),
otels', 998),
ooms', 917),
taff', 842),
ood', 684),
tayed', 576),
ocation', 512),
ice', 494),
ervice', 438),
xcellent', 433),
ight', 403),
each', 384),
reakfast', 369),
ay', 351),
lace', 349),
taying', 329),
esort', 325)]
```

TRY 3: Get keywords

Gensim: an open-source library for unsupervised topic modeling and natural language processing.

Feedback:

1. Remove stopwords.
2. Smarter.
3. Lemmatization

---

4. Still not accurate.
5. Slower.

```
bad_features_1_star.most_common(20)
[('hotel', 566),
 ('room', 506),
 ('rooms', 219),
 ('hotels', 173),
 ('stay', 161),
 ('staff', 108),
 ('night', 100),
 ('service', 86),
 ('place', 83),
 ('day', 72),
 ('resort', 69),
 ('food', 62),
 ('like', 60),
 ('staying', 60),
 ('stayed', 59),
 ('time', 58),
 ('bed', 52),
 ('desk', 50),
 ('days', 47),
 ('good', 46)]
```

```
bad_features_2_stars.most_common(20)
[('room', 681),
 ('hotel', 659),
 ('rooms', 303),
 ('hotels', 200),
 ('stay', 199),
 ('night', 147),
 ('good', 128),
 ('service', 122),
 ('resort', 110),
 ('staff', 104),
 ('beach', 98),
 ('day', 92),
 ('food', 84),
 ('time', 77),
 ('stayed', 73),
 ('nice', 73),
 ('like', 70),
 ('location', 65),
 ('days', 59),
 ('staying', 57)]
```

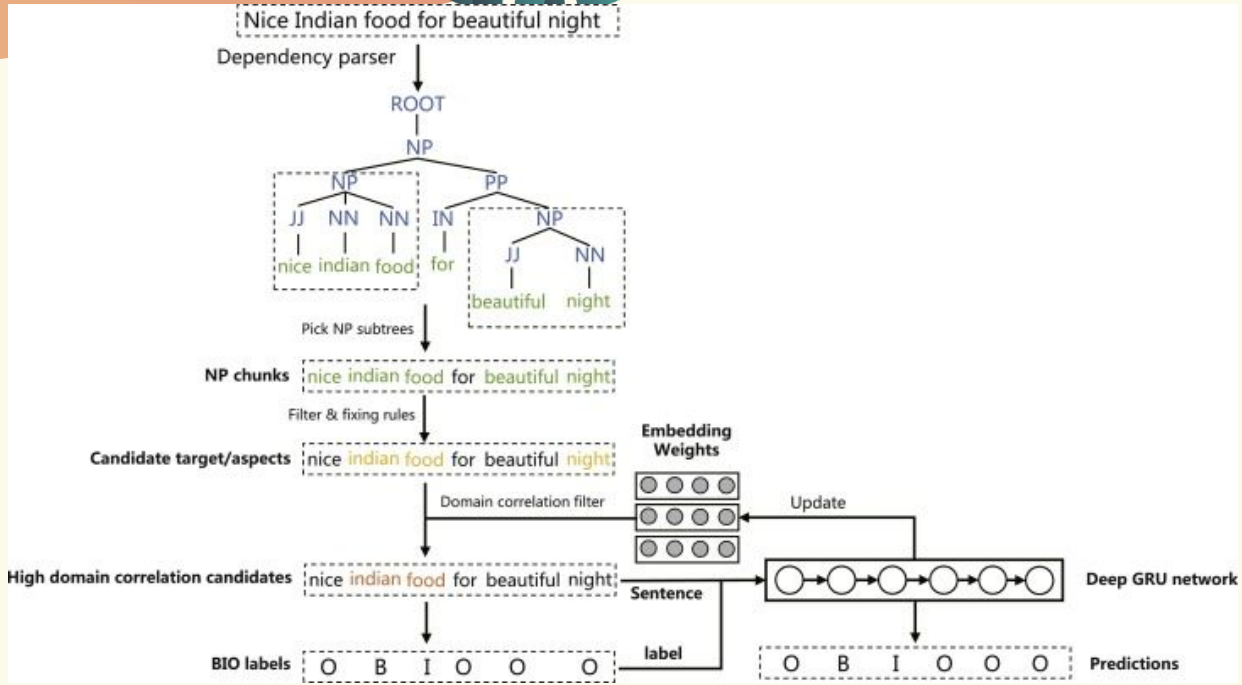
```
bad_features_3_stars.most_common(20)
[('hotel', 878),
 ('room', 730),
 ('rooms', 370),
 ('good', 296),
 ('stay', 228),
 ('hotels', 219),
 ('nice', 195),
 ('great', 186),
 ('location', 173),
 ('beach', 139),
 ('night', 137),
 ('staff', 113),
 ('resort', 104),
 ('service', 96),
 ('clean', 88),
 ('stayed', 87),
 ('small', 86),
 ('breakfast', 86),
 ('pool', 84),
 ('time', 81)]
```

```
good_features_4_stars.most_common(20)
[('hotel', 2556),
 ('room', 1868),
 ('great', 1040),
 ('good', 920),
 ('stay', 825),
 ('rooms', 727),
 ('nice', 611),
 ('hotels', 607),
 ('location', 483),
 ('staff', 454),
 ('beach', 380),
 ('night', 335),
 ('stayed', 279),
 ('breakfast', 270),
 ('resort', 268),
 ('clean', 259),
 ('service', 248),
 ('little', 205),
 ('time', 203),
 ('walk', 202)]
```

```
good_features_5_stars.most_common(20)
[('hotel', 4142),
 ('room', 2329),
 ('great', 1728),
 ('stay', 1428),
 ('hotels', 998),
 ('rooms', 917),
 ('staff', 842),
 ('good', 684),
 ('stayed', 576),
 ('location', 512),
 ('nice', 494),
 ('service', 438),
 ('excellent', 433),
 ('night', 403),
 ('beach', 384),
 ('breakfast', 369),
 ('day', 351),
 ('place', 349),
 ('staying', 329),
 ('resort', 325)]
```

Future work

Aspect term and opinion target extraction.



—— A hybrid unsupervised method for aspect term and opinion target extraction

JAMES PATTERSON

You can replace the image on the screen with your own

JIMMY TIMMY

You can replace the image on the screen with your own

JOHN JAMES

You can replace the image on the screen with your own

JENNA DOE

You can replace the image on the screen with your own

OUR TEAM

ORGANIZATIONAL CHART

PRESIDENT

BUSINESS MANAGER

Travel Consultant 1

Travel Consultant 2

LEISURE MANAGER

Travel Consultant 1

Travel Consultant 2

BLEISURE MANAGER

Travel Consultant 1

Travel Consultant 2

JUPITER

Yes, this is the ringed one. It's composed mostly of hydrogen and helium

VENUS

Venus has a beautiful name, but it's terribly hot, even hotter than Mercury

MARS

Despite being red, Mars is a cold place, not hot. It's full of iron oxide dust

OUR PARTNERS

05.
OPERATIONAL PLAN

OUR PROCESS

MARS

Despite being red, Mars is a cold place, not hot

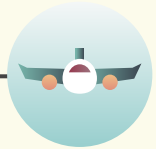
JUPITER

Jupiter is the biggest planet in our Solar System

NEPTUNE

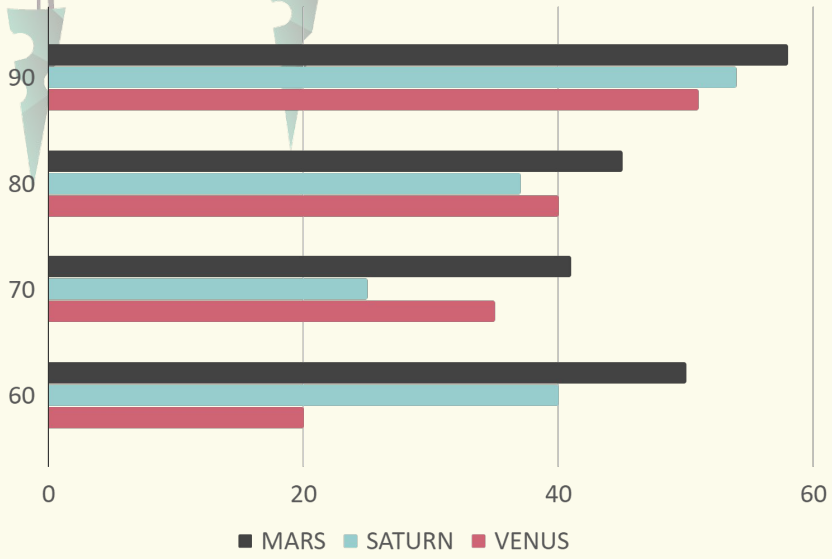
Neptune is the fourth-largest planet in our Solar System

SATURN



Saturn is composed mostly of hydrogen and helium

06.
FINANCIAL PLAN



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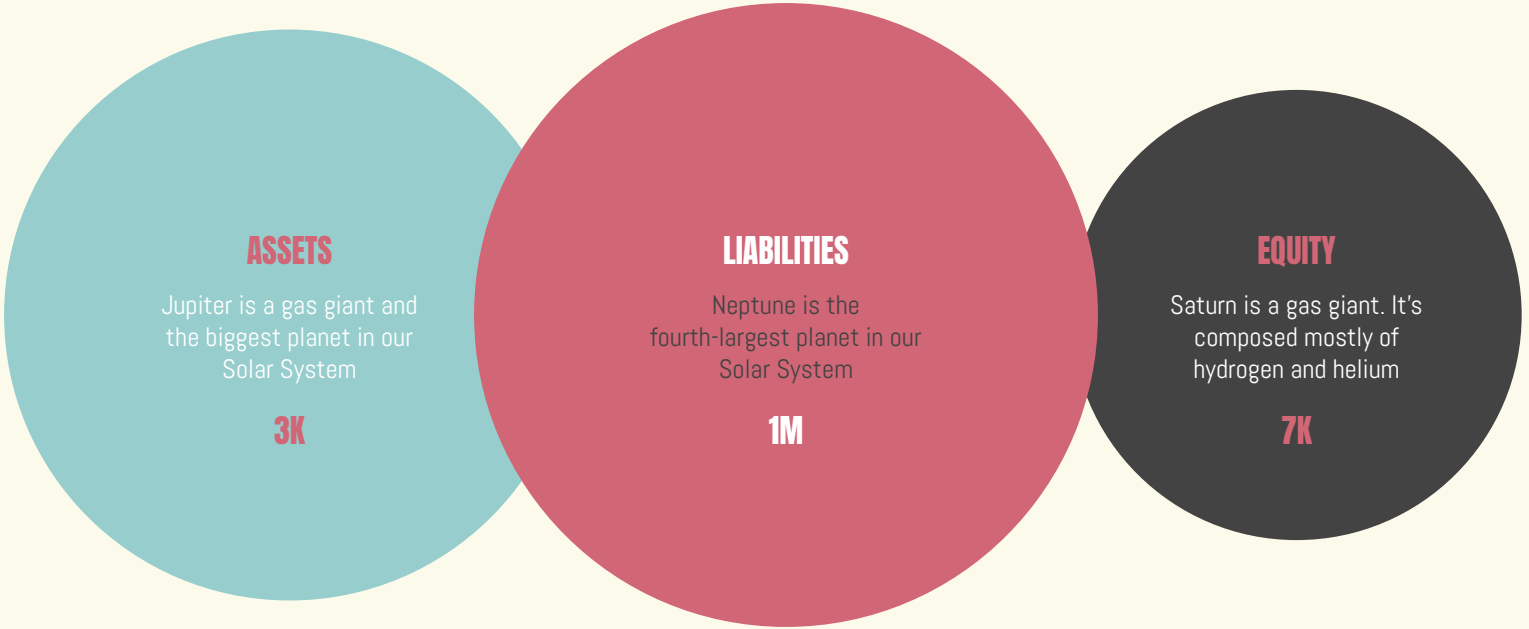

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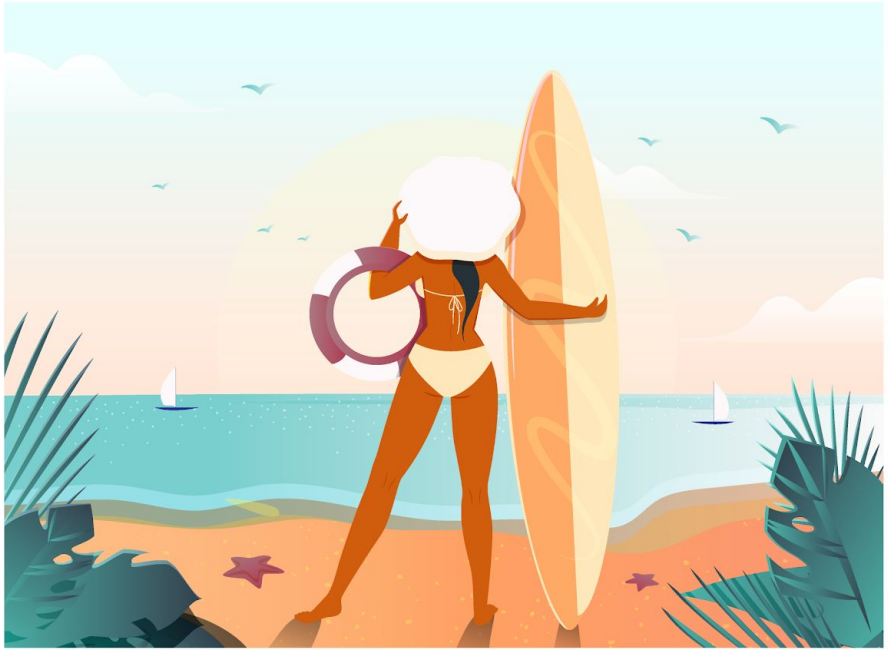

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Does anyone have any questions?

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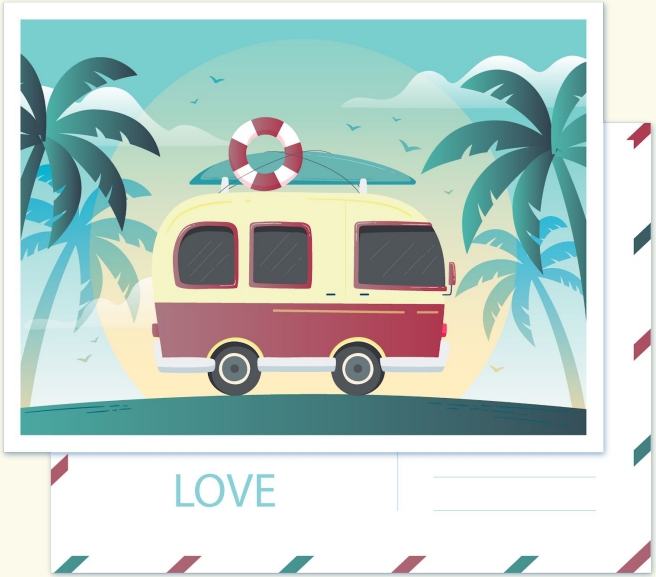

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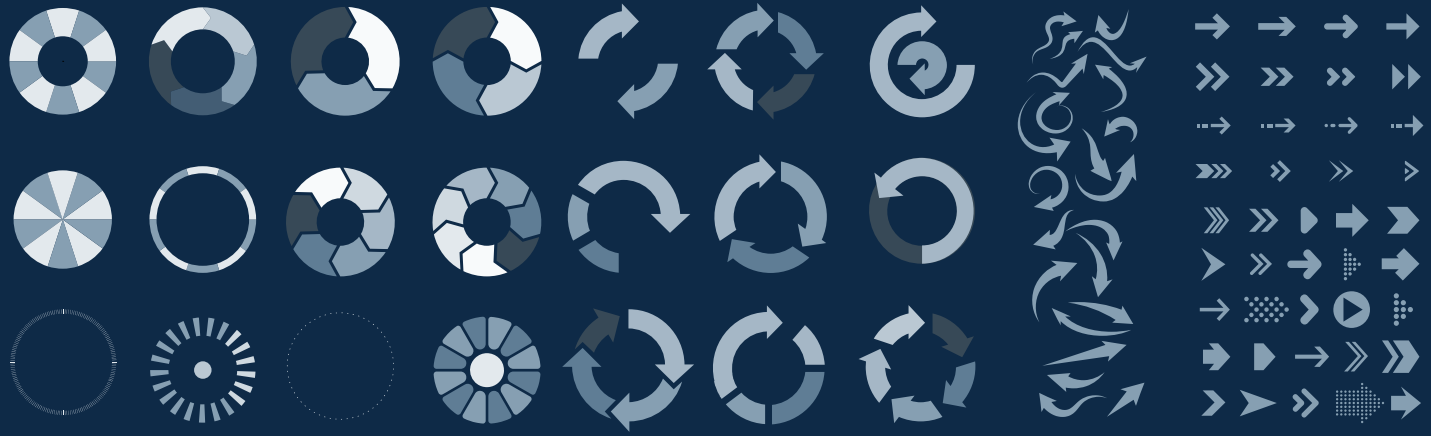

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