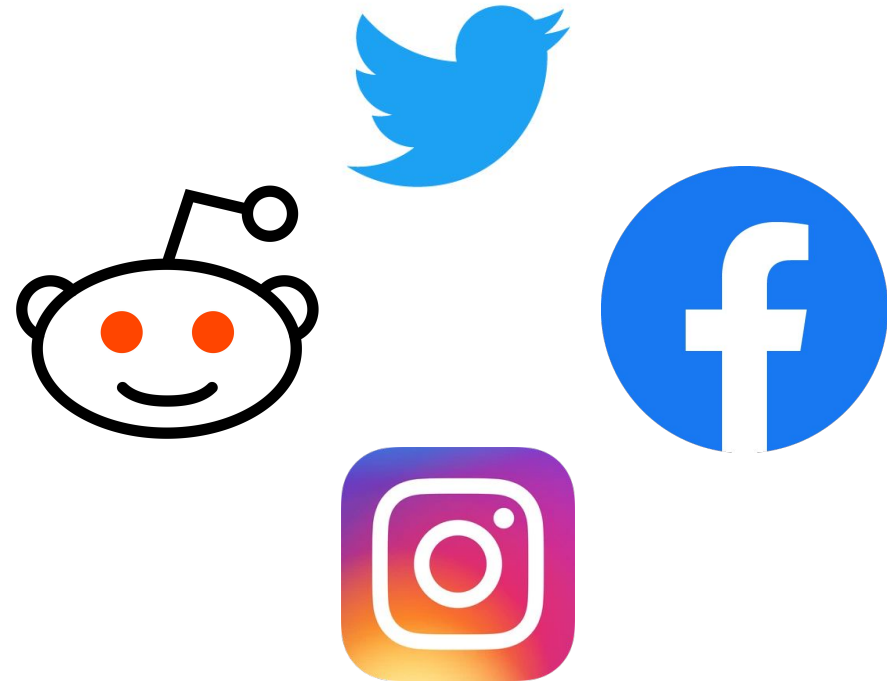


Hilton Hotel Review Classifier

Ahilan Srivishnumohan

Look Further



- In the modern day, public discussion and critiquing of products and services occurs beyond dedicated mediums, and now also takes place in the realm of social media, too.
- Understand the general public's perception of our hotel.
- Use sentiment analysis.

Tripadvisor

The image shows a screenshot of a Tripadvisor review for London Gatwick Airport. The review is titled "Awful..." and has a score of 1 out of 5 stars. The review text is as follows:

Review Score: 1 out of 5 stars (1 green star, 4 empty circles)

Review Summary: "Its hard to find words that can describe this experience without being too dismissive so i'll keep it short."

Pros:

- Check experience was fine.... The checkin clerk was funny and helpful, and had a lovely manner with the guests. Very efficient.
- Location... Very well set for access to Gatwick airport, with a short walk to the terminal for your flights.

Cons:

- Food... the hotel not only was packed full and the restaurants were full, but the food itself was incredibly poor and expensive. We did the buffet... on the evening.... barely anything was truly good tasting.....
- Comfort... Hiltons of late seem to be less and less comfortable, the rooms stark... and without any character. Not the cleanest of rooms either.
- its a big hotel.... everywhere is a lengthy walk and its just all a bit 'run down'

Poor food, not the best night sleep, expensive for what it is, tired and in need of significant change.

AVOID!"

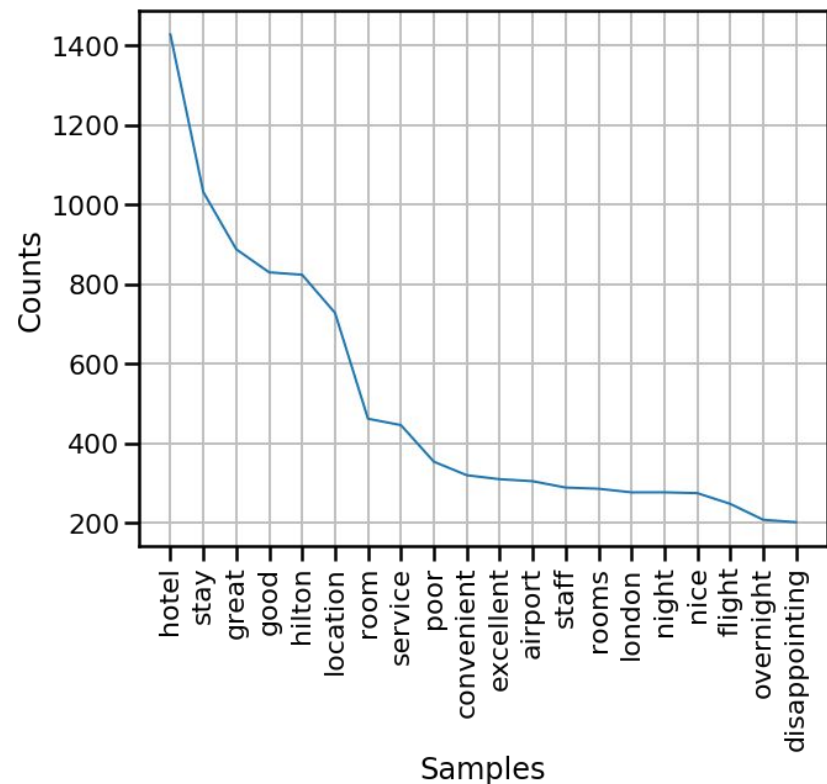
Annotations:

- An arrow points from "Review Score" to the 1 out of 5 stars.
- An arrow points from "Review Summary" to the "Awful..." title.
- An arrow points from "Review" to the "AVOID!" text.

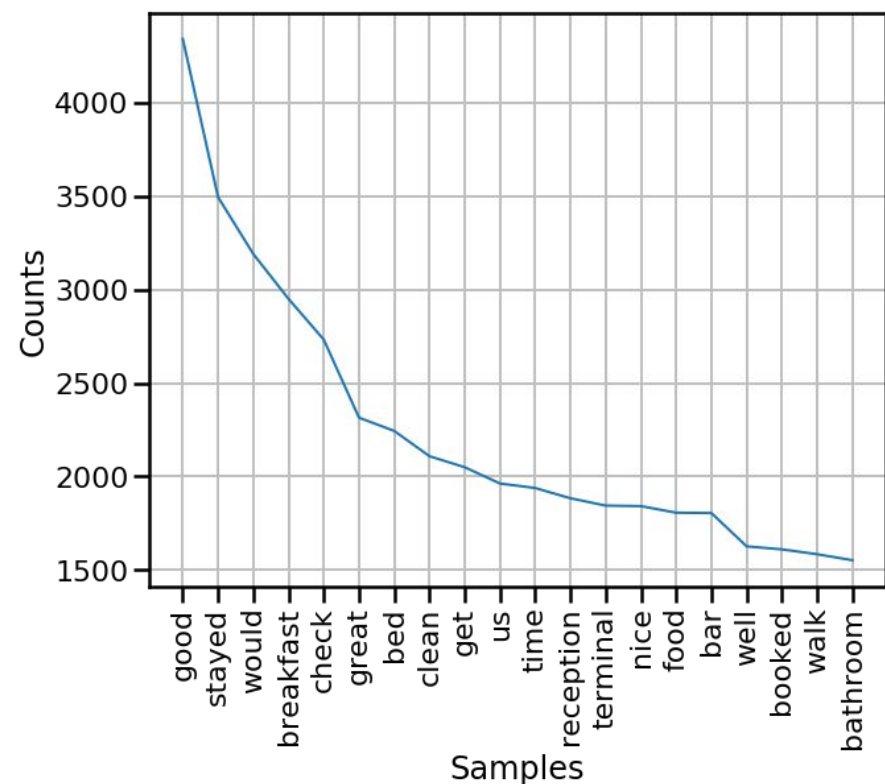
- London Gatwick Airport
- London Metropole
- London Euston
- London Croydon,
- London - West End

9405 reviews

Review Summary Word Frequency



Review Word Frequency



Review Summary Word Cloud



Review Word Cloud



Preprocessing

ORIGINAL REVIEW SUMMARY:

So disappointing

ORIGINAL REVIEW:

Spent four nights here for a work event so in essence I didn't pay, work did. Nonetheless I felt if I was short changed. Don't expect a "Hilton" quality or service. This hotel is on a corner of a busy street which is hell if you're in an adjacent room. 1st room in the east wing fourth floor was awful. Very tired, cheap mattress, and facing the main road. It was a noisy and uncomfortable night. I asked to change rooms and was told I would need to pack and bring my belongings to reception. They could have moved this for me!! Second room was a newer styled room but the cost saving was still apparent. Cheap mattress, cracked sink, holes in the wall and no hair dryer. This is not a high quality Hilton. Lesser prestigious hotels are providing better service with a higher quality.

STEMMED REVIEW SUMMARY:

So disappoint

STEMMED REVIEW:

spent four night here for a work event so in essence I didn't pay, work did. nonetheless I felt if I was short changed. don't expect a "hilton" quality or service. this hotel is on a corner of a busy street which is hell if you're in an adjacent room. 1st room in the east wing fourth floor was awful. very tired, cheap mattress, and face the main road. it was a noisy and uncomfortable night. I ask to change room and was told I would need to pack and bring my belongings to reception. they could have moved this for me!! second room was a newer style room but the cost saving was still apparent. cheap mattress, crack sink, hole in the wall and no hair dryer. this is not a high quality hilton. lesser prestigious hotel are providing better service with a higher quality.

LEMMEDED REVIEW SUMMARY:

So disappoint

LEMMEDED REVIEW:

Spent four nights here for a work event so in essence I didn't pay, work did. Nonetheless I felt if I was short changed. Don't expect a "Hilton" quality or service. This hotel is on a corner of a busy street which is hell if you're in an adjacent room. 1st room in the east wing fourth floor was awful. Very tired, cheap mattress, and face the main road. It was a noisy and uncomfortable night. I asked to change room and was told I would need to pack and bring my belongings to reception. They could have moved this for me!! Second room was a newer style room but the cost saving was still apparent. Cheap mattress, cracked sink, hole in the wall and no hair dryer. This is not a high quality Hilton. Lesser prestigious hotels are providing good service with a high quality.

139 words and phrases

(115 from reviews and 24 from review summaries)

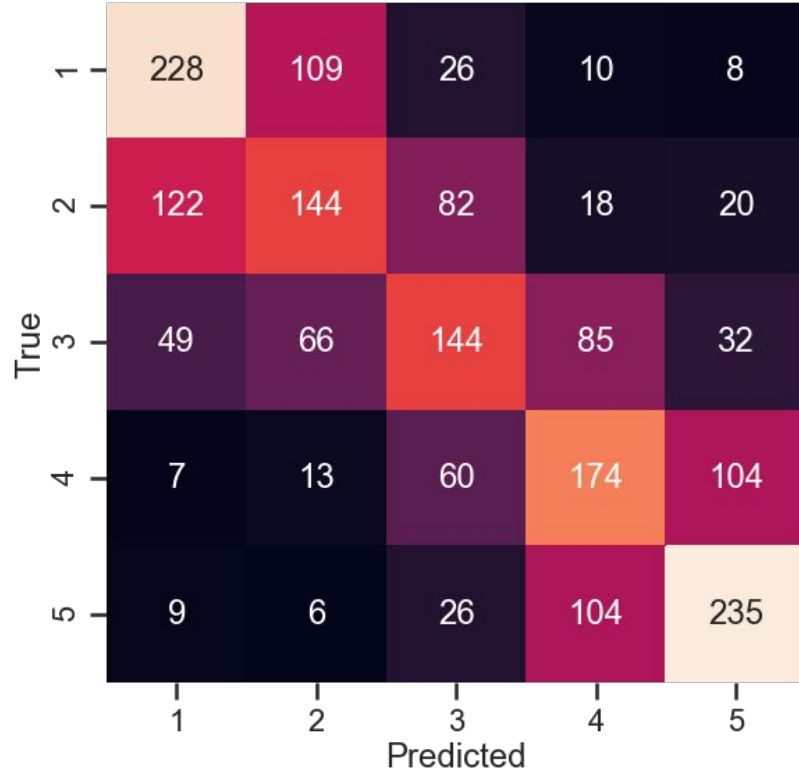
Optimizing for Accuracy

Model Name	Train Accuracy	Validation Accuracy	Accuracy Difference
Decision Tree	0.437356	0.377990	0.059366
Random Forest	0.608719	0.446039	0.162679
Logistic Regression	0.556619	0.497608	0.059011
SVM	0.561404	0.498671	0.062733
Naïve Bayes	0.409888	0.405635	0.004253
KNN	0.493532	0.472089	0.021442
AdaBoost	0.515860	0.481659	0.034202
XGBoost	0.856814	0.473153	0.383661
Voting	0.705653	0.482722	0.222931
Stacking	0.758639	0.487507	0.271132

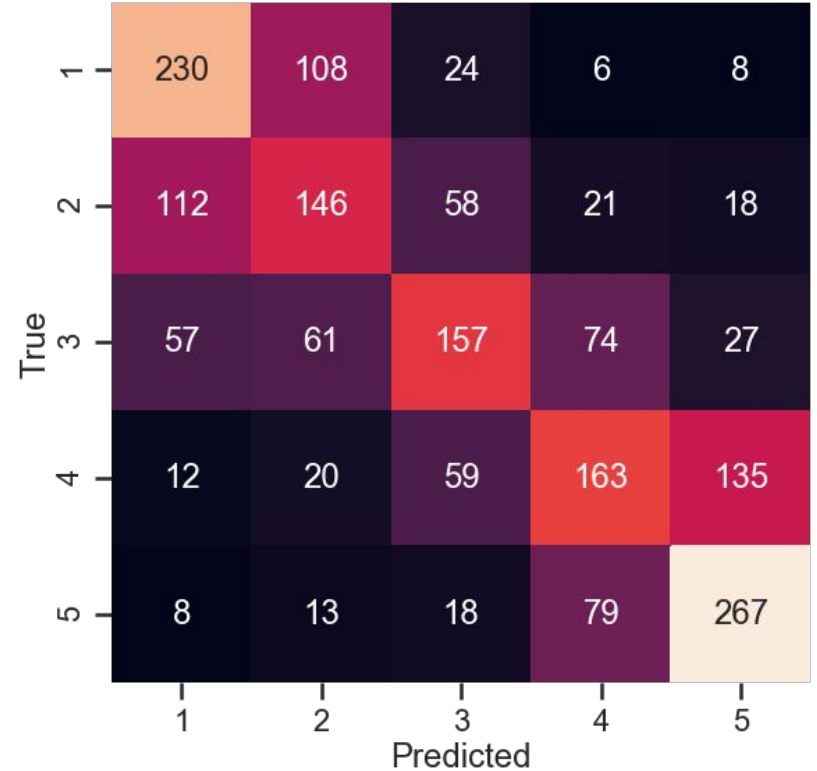
We want:

- Reusability = Low Accuracy Difference
- Consistency = High Validation Accuracy
- Performance = High Training Accuracy

Validation Confusion Matrix



Test Confusion Matrix



Deployability?

- most errors were near misses (e.g. 5 predicted as 4)
- extreme scores (1 and 5) were relatively accurate
- comparable to human prediction
- reusable and consistent



Future Improvements and Additions

- Model using RNN and LSTMs - see if better accuracy can be achieved
- Create a working application to test new reviews written by people
- Try a different pre-processing approach and see if model performances change
- Bring in new sources of data to see if there are significant differences on frequent words used