3º year bachelor's degree in data science – Sentiment Analysis Technology

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Axis hotel Analysis

BRAGA

Introduction

With the growing influence of online reviews in accommodation selection, review analysis is a valuable source of information for the hotel industry. Understanding customer perceptions and emotions is essential for Axis to adapt to their preferences, optimize the experience and differentiate the hotel industry. Sentiment analysis can be used to identify strengths and weaknesses in perceptions, enabling strategic decisions to optimize service and brand communication.

Project Objectives

The aim of the project is to analyze in detail the opinions expressed in Axis hotel reviews and to gather information on guest satisfaction with factors such as comfort, service, cleanliness and facilities. This analysis will help you understand the areas that are most praised and those that need improvement.

Data Sources

Google Reviews is a popular and easily accessible platform for users to review products, services and facilities. It is important because it is easy to use, users can leave 1-5 star ratings and share their experiences in comments and photos. This gives access to a wide range of reviews and helps other users to make more informed decisions. The combination of diverse and easy-to-understand reviews makes Google Reviews an important tool for people looking for quick and reliable information.