



Europe Hotel Satisfaction prediction

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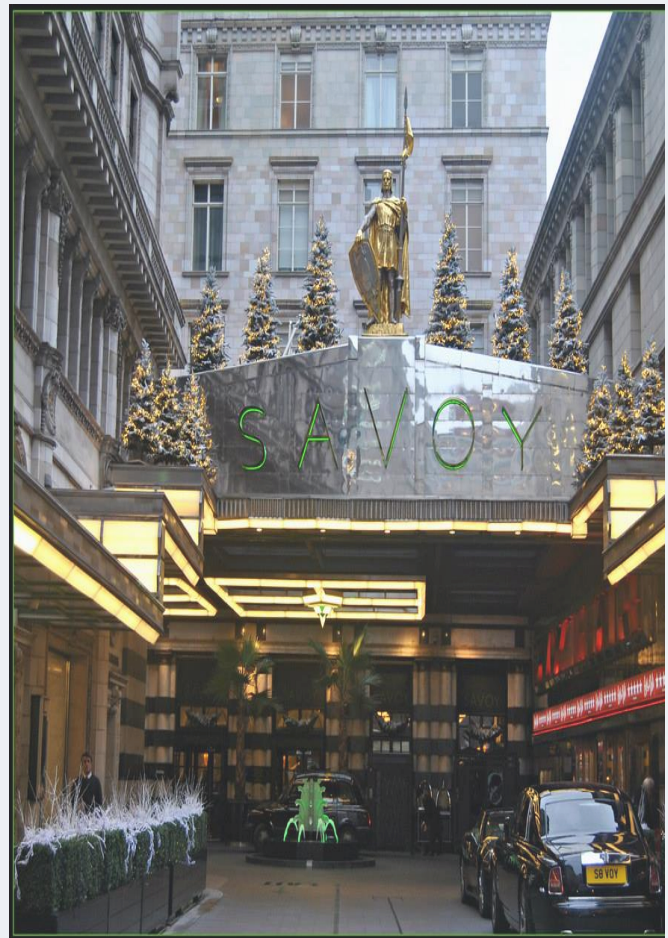
Epsilon Mid-Project

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Introduction

A good starting point would be swaying customer feedback towards 'satisfied' by understanding which parameters are important to 'satisfied' customers and predicting whether will be satisfied or not to give the right treatment.

A satisfied customer is the best business strategy of all " Micheal LeBoeuf: American busniess author.



Problem definition

Measuring evaluations from the extent of customer satisfaction is a goal for all different business activities, especially in the field of hospitality and hotels because it determines whether the customer is satisfied with the service provided to him or not, and if he is not satisfied, what are the reasons for his dissatisfaction and how can we raise the degree of customer satisfaction to attract more customers. The creation of a model capable of predicting this is important and necessary to predict the level of satisfaction of new customers.

Dataset and Features

Link:

<https://www.kaggle.com/datasets/ishansingh88/europe-hotel-satisfaction-score>

Data contains:

103904 Rows

16 Columns

Features:

Age : 7 to 85

purposeoftravel : aviation, academic, personal, business, tourism.

Type of Travel : Group travel, Personal Travel.

Type Of Booking : Group bookings, Individual/Couple.

Hotel wifi service : Ratings out of 5.

Departure/Arrival convenience : Ratings out of 5.

Ease of Online booking : Ratings out of 5.

Hotel location : Ratings out of 5.

Food and drink : Ratings out of 5.

Stay comfort : Ratings out of 5.

Common Room entertainment : Ratings out of 5.

Checkin/Checkout service : Ratings out of 5.

Other service : Ratings out of 5.

Cleanliness : Ratings out of 5.

satisfaction : satisfied, neutral or dissatisfied.

Dataset have :

Missing value problem with column 'Type Of Booking'

Outliers problem with column 'Checkin/Checkout service'

Imbalance problem with the target column 'satisfaction'

Categorical with column 'Gender'

Questions

What are the ages of customers who are not satisfied with the services provided?

What is the gender of customers who are not satisfied with the service?

what is the most important variable that makes customers satisfied?

Do customers coming with groups give a lower score on the service satisfaction scale?

Does tourism customer satisfaction increase from business customers?



Thank You