**Here we will get insights from the hotel guest feedback dashboard**

**for business purpose, the guests visit more in the more hotel, and for other purposes, the visit is less and the organizational source of information is higher and the Internet source of information is less**

**more than the female the male percentage is higher for visiting the hotel**

**and we identify that the business purpose guest are giving good feedback to staff as well as the facility**

**but for all purposes, the restaurant feedback rating is less than others’ feedback so we should improve the restaurant facility more**

**customer giving rating scores are higher on a scale of 9-10**

**and are lesser in 1-6, so we should improve the facility**

**the source of information is getting more in organization and word of mouth and there were no newspaper or tv ads. we should play more ads about our hotel**

**In the year 0f 2021, the word-of-mouth source of information is less**

**so people are visiting the booking sites.**

**In 2022 there was some increase in tv ads because a little bit of getting famous**

**And for function purposes, they are coming by hearing the word and tv ads and the rating was between 7-8 and 9-10 more than 1-6 was less**

**For all-purpose male was high than female**

**But for vacation, there is some increase in females but the organization source is less**