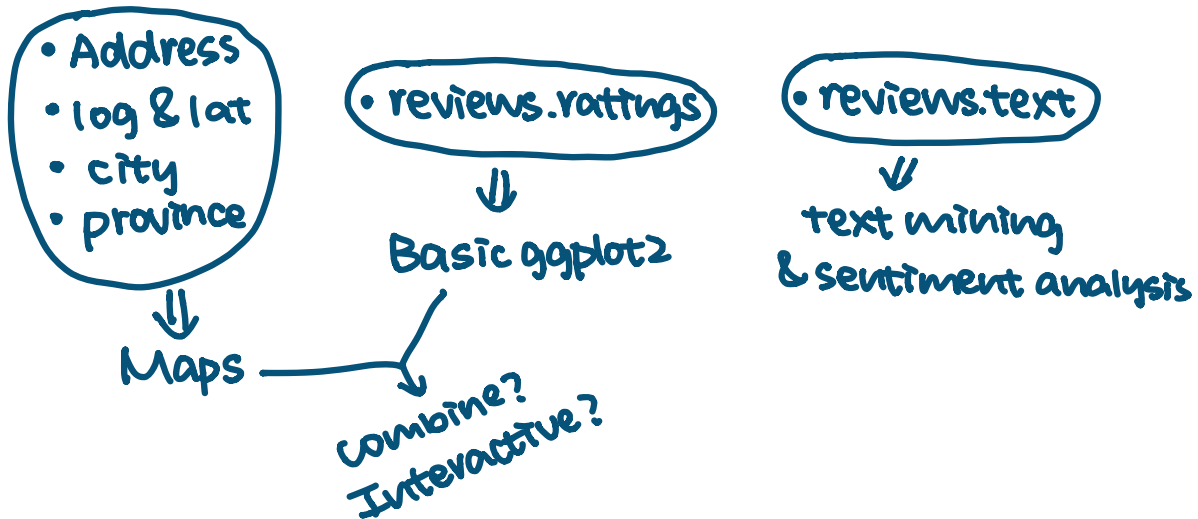


• Group M - Hotel Reviews Brainstorming & Process Book

• Data Source: Kaggle "Hotel Reviews" ← 1000 Hotel in total

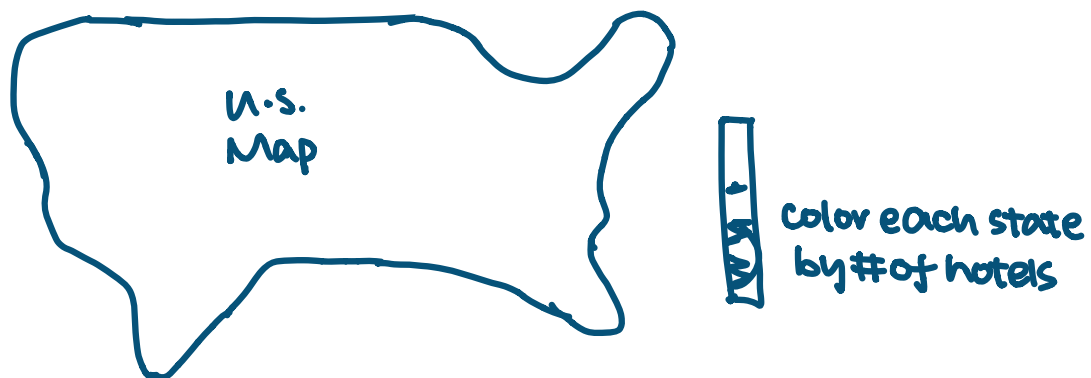
• Columns to be used & Basic plot types?



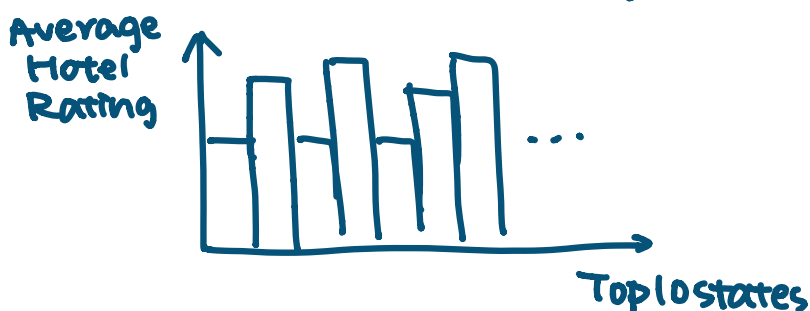
• Making points ⇒ Questions? Goals?

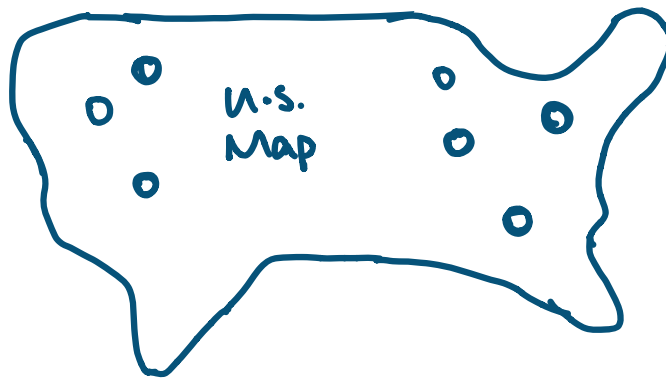
#1: Development of tourism by state?

↳ Map + Hotel count



#2: Average Hotel Rating by states?





← Interactive map
pop-up w/ information
eg. Hotel name, rating, etc.



← Interactive map
Average rating
of each state

colored
by
rating



#3: Sentiment Analysis of hotel reviews

① word cloud → Bing dictionary



② with emotions? → NRC dictionary



... 8 emotions

③ Run a Regression?

Hotel
Ratings ~ Emotions ??

