Dashboard Narrative: Severity & Escalation Risk

Overview
This dashboard identifies where guest complaints pose the highest operational escalation risk and explains why, using interpretable NLP and machine-learning techniques applied to raw guest feedback. Rather than treating all negative comments equally, the analysis prioritizes complaints that exhibit urgency, strong negative emotion, and detailed escalation signals—enabling targeted operational response and triage.

Average Complaint Severity (0–100)
Represents the overall intensity of guest dissatisfaction across all comments, derived from sentiment strength, urgency language, and complaint specificity. Higher values indicate greater escalation risk.

High & Critical Complaints (%)
Indicates the proportion of guest feedback that signals high escalation risk and may require immediate operational attention.

Escalation Risk vs Guest Sentiment by Ship Class
Compares overall guest sentiment with escalation risk across ship classes. Ship classes in the upper-left quadrant exhibit lower sentiment and higher concentrations of high-severity complaints, indicating elevated operational risk. Classes in the bottom-right quadrant demonstrate stronger sentiment performance with lower escalation exposure.

Severity Distribution by Ship Class
Shows how complaint severity is distributed within each ship class, highlighting where high and critical complaints are disproportionately concentrated. While most feedback remains low or medium severity, variation across ship classes suggests targeted improvement opportunities rather than broad interventions.

Key Insight
Escalation risk is rare but highly concentrated. A small subset of guest feedback accounts for the majority of operational risk, driven by urgency language, strong negative emotion, and detailed complaint narratives.