



Turning Reviews into Revenue: Customer Insights for Turmeric Hotel

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Why This Matters in the Hotel Industry

- 1 90% of travellers read reviews before booking a hotel
- 2 Online reviews directly impact reputation and revenue
- 3 Customers trust peer feedback more than marketing
- 4 Most hotels don't act fast on review insights
- 5 Data science can bridge this gap using sentiment analysis

Business Opportunity for Turmeric Hotel

Guests are leaving reviews on Google, TripAdvisor, MMT and more

But those voices are scattered, there's no single view of guest sentiment

Some reviews praise the staff, some mention delays, but it's all hidden in raw text

Without a system to track patterns, valuable feedback may slip through

That's where data science comes in - to turn reviews into clear, actionable insights

Project Objective



Understand how guests truly feel
about their stay



Identify key themes from positive
and negative reviews



Analyze feedback across
platforms and trip types








Use sentiment analysis to
uncover service improvement
areas

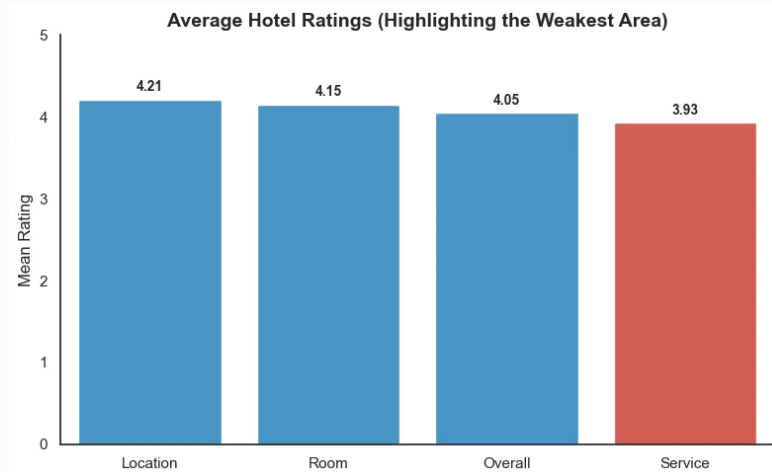


Help the hotel take faster, data-
backed actions to delight guests

About the Dataset

-  **Review Volume** : 258 guest reviews collected
-  **Review Sources** : Google, TripAdvisor, MMT, Booking.com, etc
-  **Data Columns**: Review text, star rating, trip type, month, platform
-  **Trip Type Segments** : Solo, Family, Couple, Business, Friends
-  **Rating Categories** : Room, Service, and Location ratings provided by guests

Guest Ratings – What's Working, What Needs Focus



Strong Areas

- ✓ Location and Room Ratings ≥ 4.1

Needs Attention

- ● Service Rating = 3.93 (lowest)

Action Point

- Focus on service consistency to lift overall guest satisfaction

When Are Guests Talking About Us?



Review Peaks

June '24 and May-June '25



Low Activity

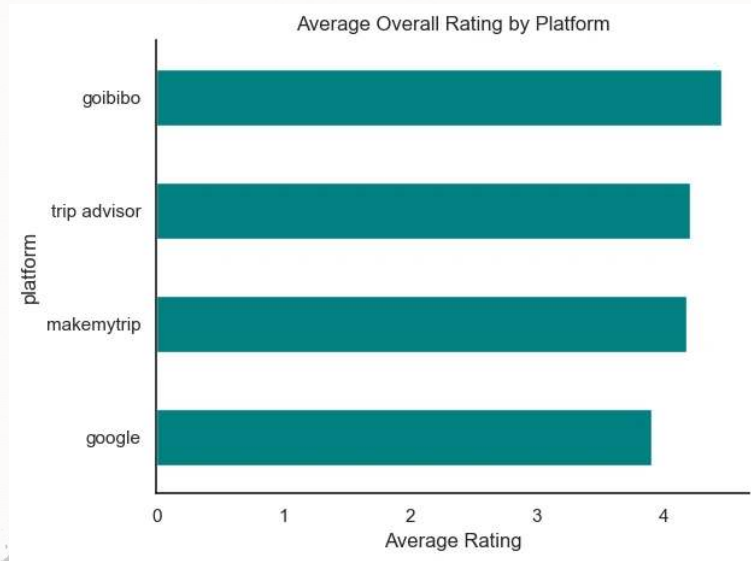
Sept '24, Mar '25



Action Point

Prioritize staff readiness and service quality during peak review periods

Which Platform Has the Happiest Guests?

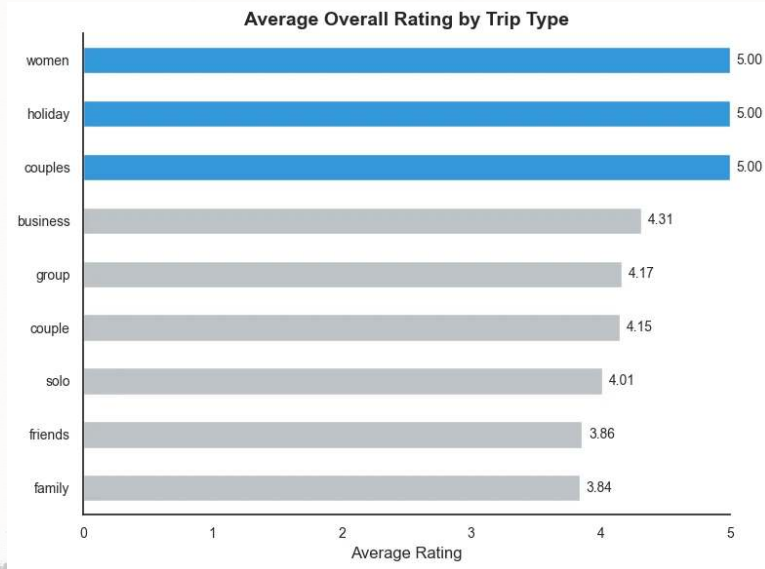


✓ Goibibo leads in guest ratings

⚠ Google reviews are less favorable

🎯 Action Point: Understand review tone differences across platforms

Which Guest Types Are the Most Satisfied?



♥ Top Ratings

Women, Holiday, Couples

⚠ Lower Ratings

Family, Friends, Solo Trips

🎯 Action Point

Improve experience for solo & group-based travelers

Are We Consistently Meeting Guest Expectations Over Time?



Room & Location

Stable ratings across months



Service

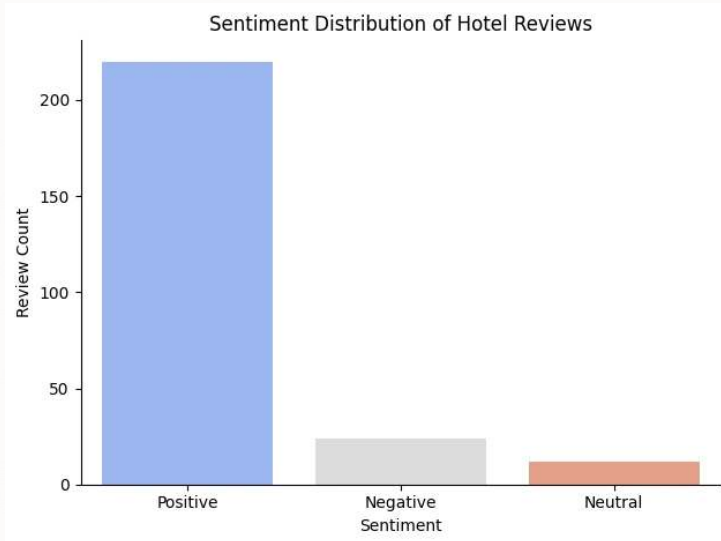
Slight dips in some months (inconsistency)



Action

Monthly service check-ins can smooth guest experience

What Do Guests Really Feel? (Sentiment Breakdown)



😊 Positive

220+ guests shared happy experiences

😐 Neutral

\~10 reviews - average, unmemorable stays

😡 Negative


\~25 reviews raised concerns, mostly service-related


🎯 Action

- Convert neutral to positive & resolve repeated service issues


What Do Happy Guests Talk About the Most?



 **Staff** is the highlight - “friendly” ,
“helpful” , “excellent”

 **Clean rooms, tasty food & great location**
stand out

“ **Breakfast** ” and “ **turmeric** ” hint at memorable dining experiences

 **Action:** Keep staff engagement high and protect service quality

What's Frustrating Guests? (Negative Review Themes)



🤬 **Common Complaints:** “rude”, “poor”, “behavior” → Staff interactions

🔧 **Maintenance issues:** “parking”, “bathroom”, “bed”, “rooms”

💰 **Price & Booking:** Frustration around value and reservation flow

 **Action:** Fix repeat complaints to protect brand reputation



Staff – The Hotel's Strength & Risk Point

Most praised

"friendly" ,
"helpful" ,
"excellent"

Most criticized

"rude" , "poor
behaviour" ,
"impolite"

Insight

Guests love great
staff — but a single
bad interaction
breaks trust

Action

Train for consistency,
not just excellence

Turning Guest Feedback into Actionable Growth

Key Insights:

✅ 89% of guests leave positive reviews — the hotel has a strong brand base

🛏️ Service ratings are lower than room/location, experience drops during delivery

💬 Guests value clean rooms, friendly staff, breakfast experience

👥 Staff is both the top strength and biggest complaint — signals inconsistency

📅 July 17 Guest feedback volume spikes in mid-year — peak season management matters

⚠️ Complaints centre around staff behaviour, room comfort, booking issues

Recommendations:

Standardize Staff Behaviour:

Build consistency with training
& feedback loops

Monitor Service Ratings

Monthly: Spot dips early during
peak season

Fix Core Complaints Fast:

Parking, bathroom, check-in
need urgent attention

Track Platform Trends: Improve
presence on platforms with
lower ratings (e.g. Google)

Turn Neutrals into Promoters:

Follow up with average
reviewers for feedback

Celebrate What's Working:

Double down on strengths like
food, staff warmth, and room
quality



Thank You