

50M visitors per year. The number is in the leading position in global market.



Disney's hotel brands own

Over **30,000** rooms onsite

Orlando Disney World.

TOP VISITOR NYNBERS Why Disney's Hotels in Orlando?

GUIENT HOTEL GROUP



tripadvisor

Stay at Walt Disney World

Hotels at Walt Disney World

Top-rated hotels in Orlando



Disney's Grand Floridian Resort & Spa

0000 4,279 Reviews

"Perfect family vacation" 2 days ago
"Grand Floridian is your splurge first choice" 6 days ago

o at Walt Disney World



Bay Lake Tower at Disney's Contemporary Resort

0000 1,703 Reviews

"Home" 3 days ago
"Perfect" 6 days ago

o at Walt Disney World



Disney's Wilderness Lodge

● ● ● ● ● 3.528 Reviews

"I would stay again in a second!" 3 days ago "Stunning lobby" 5 days ago

Scraping Task

23 Disney's Hotels on Trip Advisor

Irregular URL

ww.tripadvisor.com/ThemePark-g34515-d8428124-Walt_Disney_

".tripadvisor.com/Hotel_Review-g34515-d120303-Reviews-Disney_s_Grand_Flo

Disney's Grand Floridian Resort & Spa

4,279 Reviews

#22 of 339 Hotels in Orlando

4401 Floridian Way, Lake Buena Vista, Orlando, FL 32830-8451



Commack. **New York @**2 🖢 1

Reviewed 2 days ago

Perfect family vacation

This was our first time staying at the Grand Floridian. We have stayed previously at Wilderness Lodge and Animal Kingdom and this year wanted to splurge and stay on the monorail. Upon check in, our room was ready right away. Unfortunately we had to change... More



16 № 4

Reviewed 6 days ago

Grand Floridian is your splurge first choice

If you want luxury and convenience, you can't beat the Grand Floridian. We love the great accommodations and the convenience of being on the monorail. The quick dining options are lacking. If you want a real treat, try concierge level. We have stayed there 5... More

♠ 2 Thank John K



niagara ra²26 **№** 16

Reviewed 1 week ago via mobile

Conference and family fun

Okay, let me give it to you straight. We did not pay rack price for this hotel. So my review is based on paying a conference rate. That said the discounted conference rate is still over one and a half times as much as I... More

Hotel Info.

Hotel Title

Address

Stars

Review Info.

Customer Rating(Bubble)

Rating Date

Other's reaction

Review Title

Partial of the Review

5 Reviews per pages, over 1500 reviews per hotel

Dim 55,056 x 16



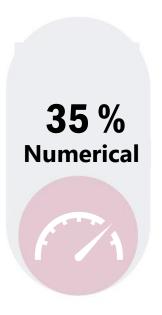
Text Contain

Hotel Title
Address
Zip Code



Text Contain

Review Title
Partial Review



Numerical Data

Review Bubble
Stars
Review Date/Year
Price



Business Interpretation

To study Disney's Resort Strategy in Orlando and Market Opportunity.

Business Decision

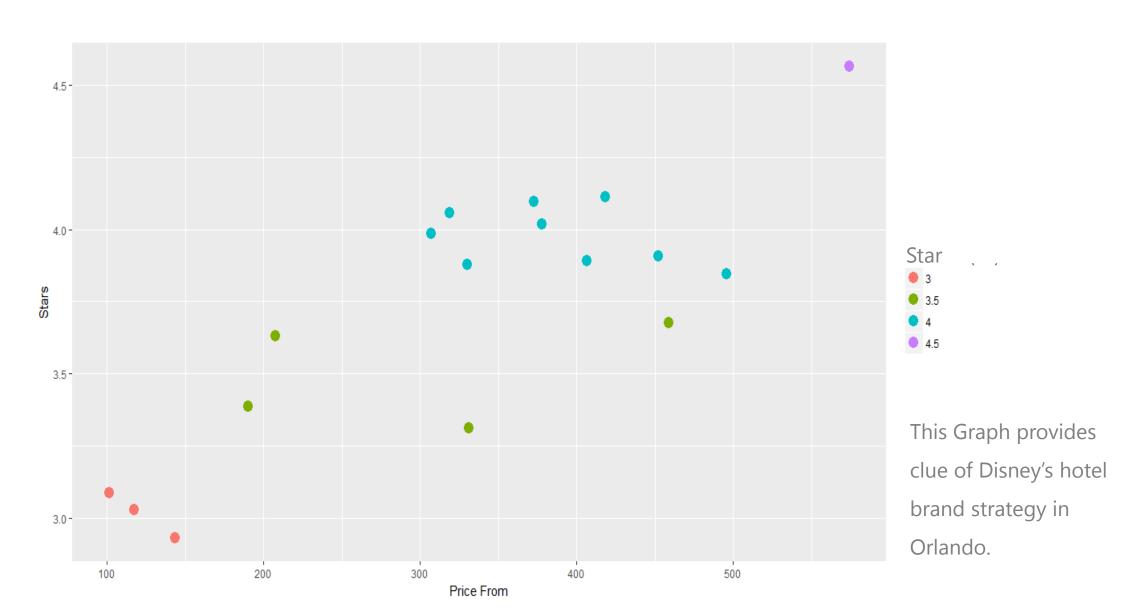
Customer feed back provides chance to look into their real demand.

Social Science

Possible indication hidden inside numerical data and correlation between different variables.

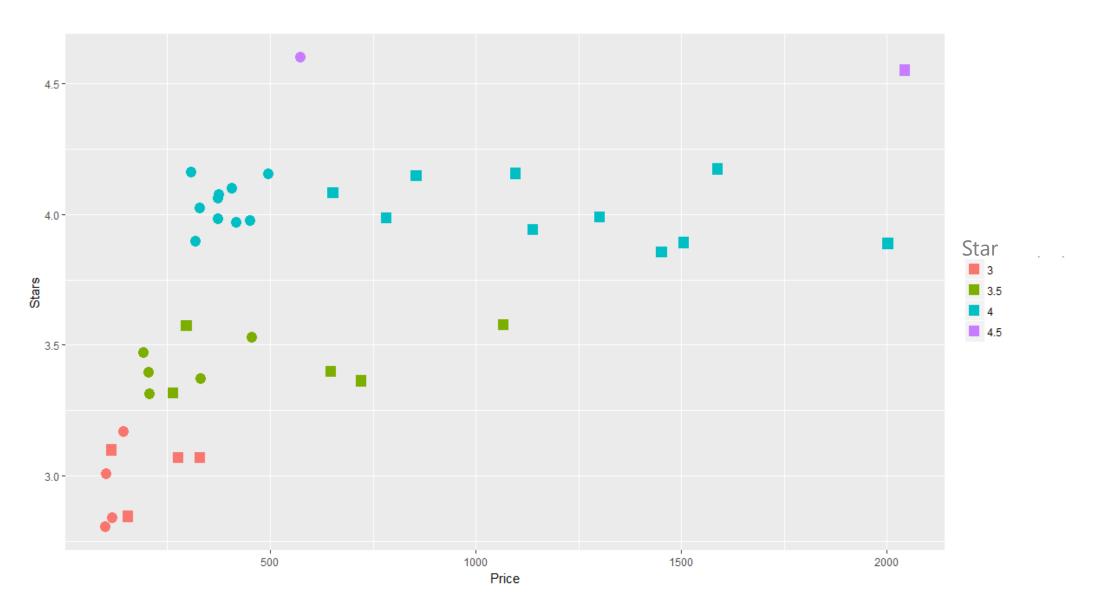


Low Room Rate - Star Scatter



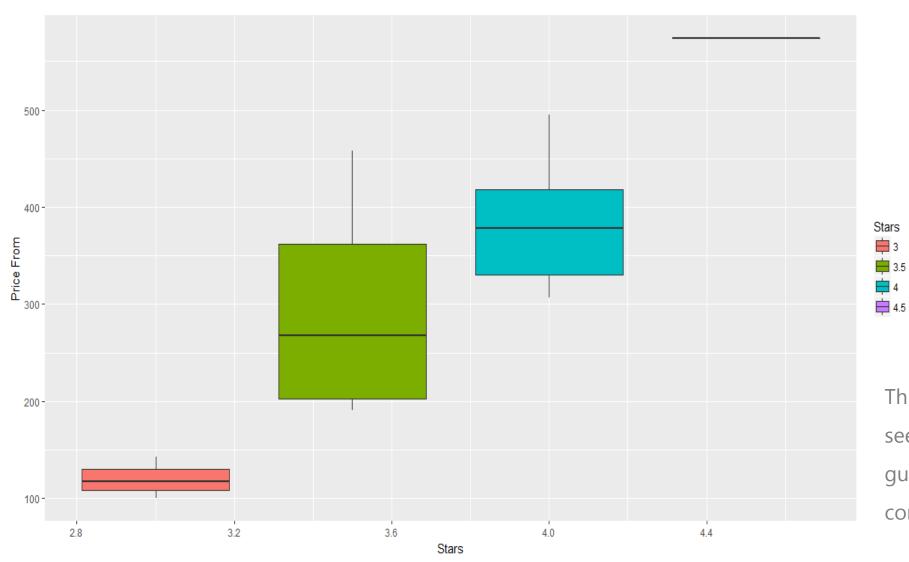


Room Rate – Star Scatter



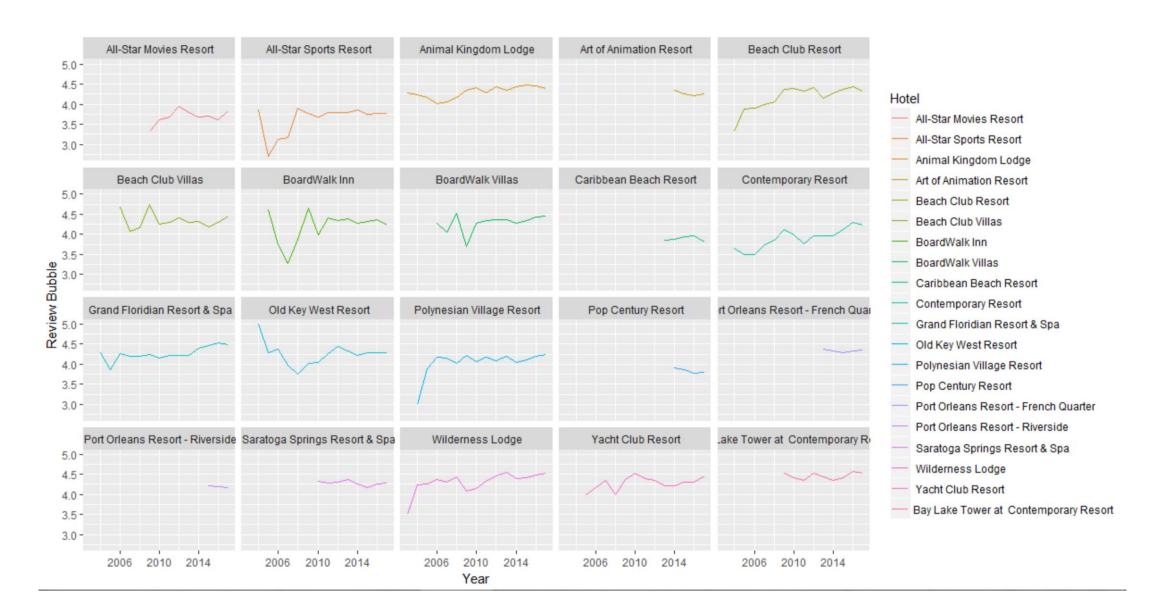


Price Box by Stars



This price/star box graph seems agree with the guessing of Disney's Brand concentration strategy

Average Review Time series





Over All Word Cloud



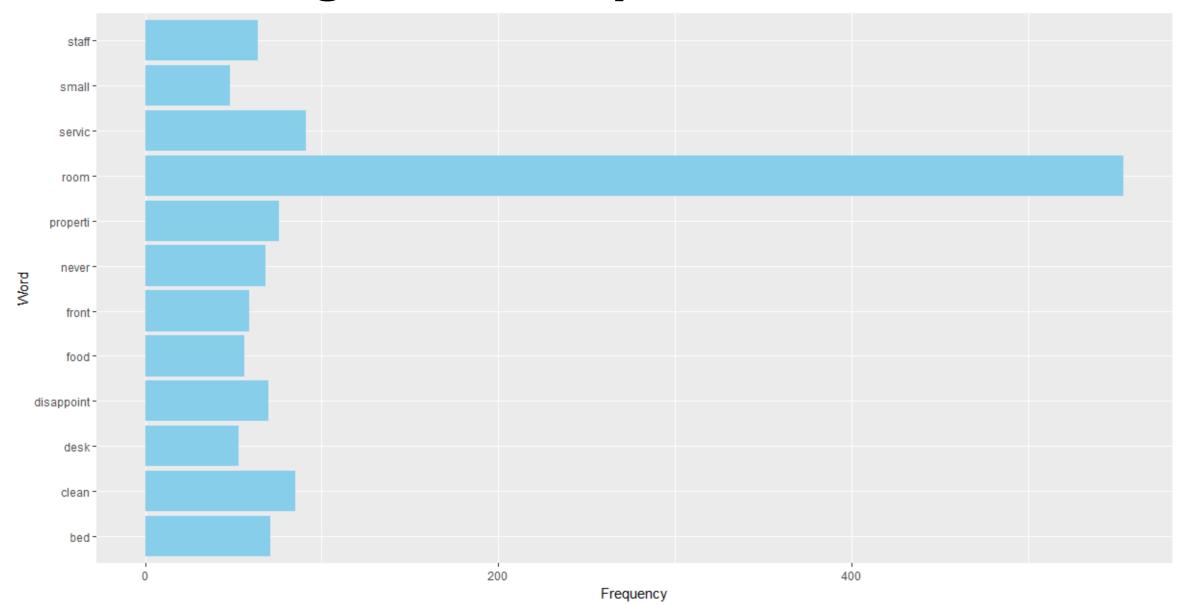


Low Rating Word Cloud



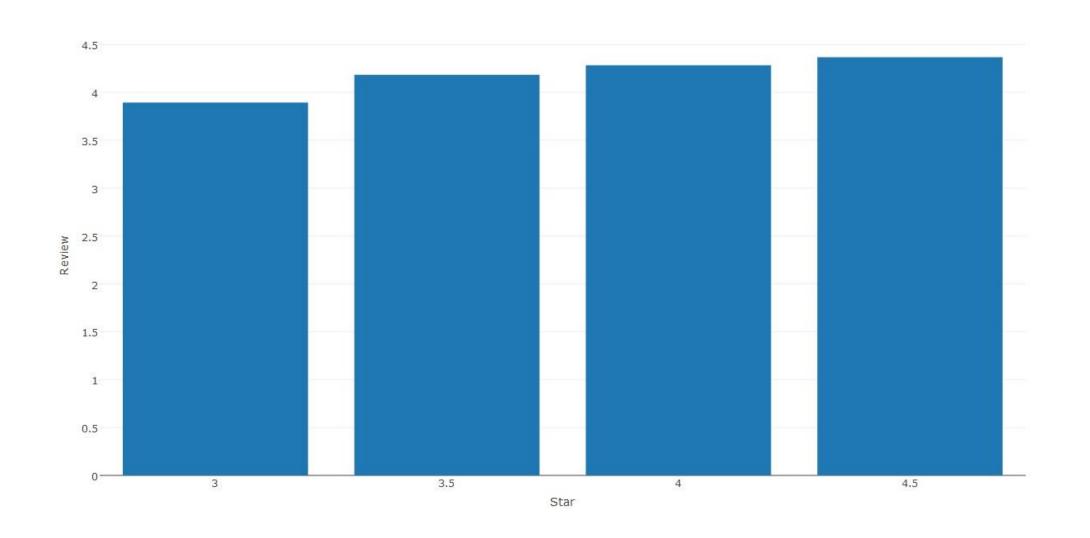


Low Rating Word Freq



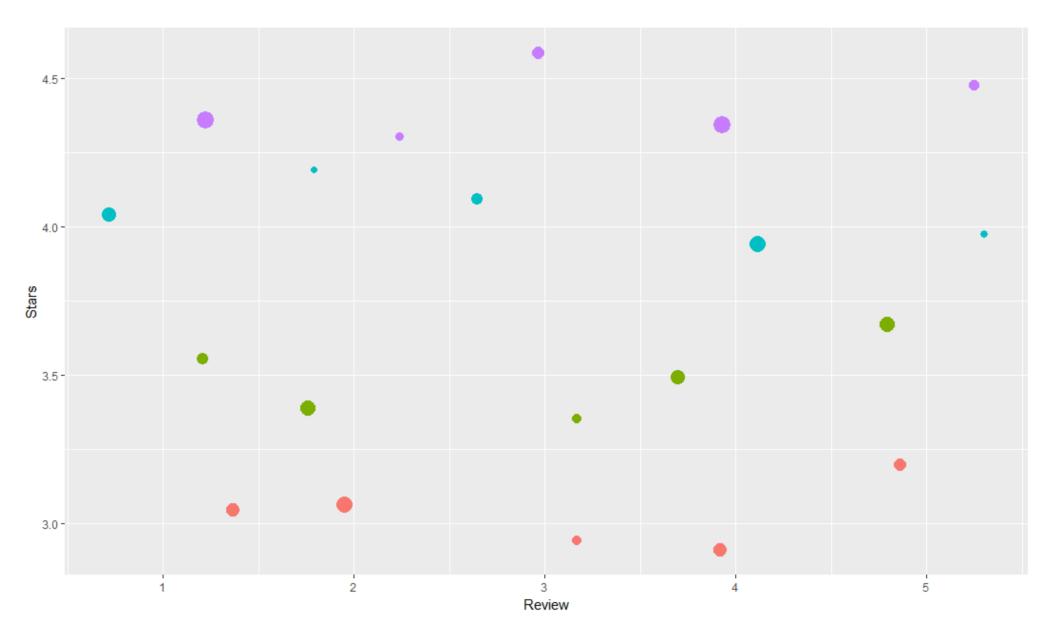
-

Average Rate by Star

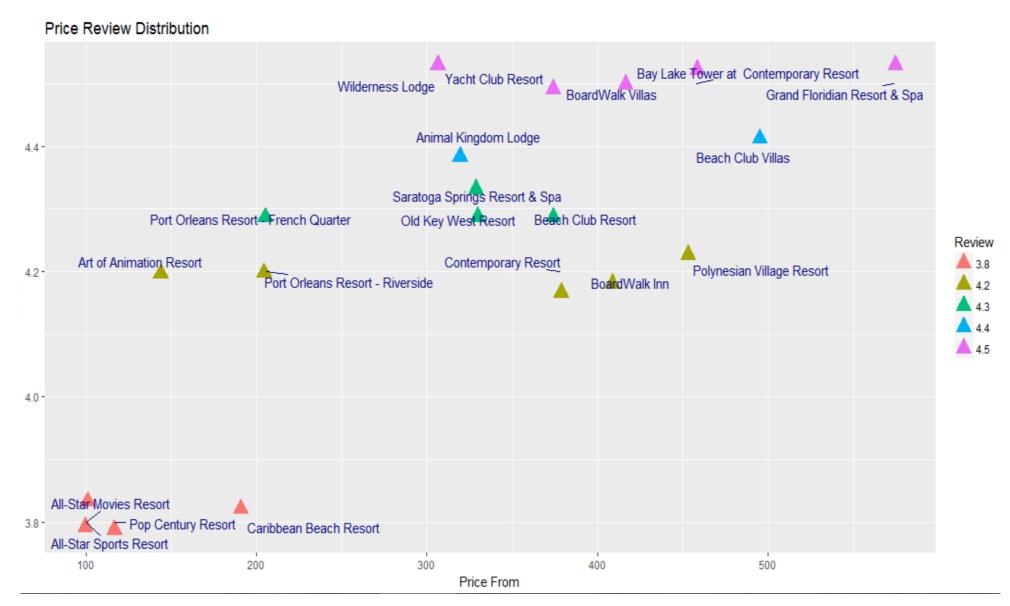




Review – Stars Scatter



Conclusion - Hotel Suggestion



More IDEAs



Apply NLP

Use NLP to better analysis customers likes and dislikes about the hotel then provide accurate high level suggestion.

Correlation

Explore customer behavior via analysis correlation between different variable such as expectation and hotel stars, disappointment and price ...etc..

Improve Scraping Skill

Better skill to dig into deeper level of web and to gain further user information.

