

# **Hotel User Review Analysis Report**

## **Objectives:**

The goal of this project is to analyse customer reviews from best hotels from multiple countries to understand guest satisfaction, identify common complaints, and extract actionable insights to improve service quality.

## **Dataset Overview**

- Source: Hotel, User, Review datasets
- Final Dataset: Hotel Reviews
- Total records: 50,000 rows, 16 columns
- Key columns: Date, Hotel name, Overall Score, Country, User Age-Group, Traveller Type.
- Period covered: 2020–2025
- Tools used: Python and SQL for preprocessing and Power BI for visualization

## **Data Preparation**

- Removed duplicate and missing values.
- Standardized column names and formats.
- Converted review dates to datetime format for time-series analysis.
- Created derived columns:
  - Average rating per hotel
  - Average rating per category (cleanliness, service, etc.)
  - Monthly/quarterly trends

## **Key Insights**

- Rating:
  - The average user rating across all hotels is 8.94/10 , i.e. generally high satisfaction.
  - More than 90% of users reviewed hotels 8.5 and above.
  - Couples were one of the top users followed by families to give reviews.
- Time -Based Trends:
  - Post-pandemic periods show gradual recovery and improvement in customer ratings.
  - The ratings reduced during the holiday months due to high crowd affecting service quality.
- Hotel Performance:
  - Hotels situated in well developed and costal region have more guest satisfaction ratings.
  - Underperforming hotels may require more customer involvement and better management.
- Recommendations:
  - Make guest feel valued by better hotel's services such as discounts or offers.
  - Engage more staff during the busy months to avoid delays.

## **Conclusion:**

Overall, guests are happy with their hotel stays. They especially like the cleanliness and location. However, regularly checking reviews and improving based on feedback will help keep customers satisfied and loyal.