

# Rome: Vatican Museums, Sistine Chapel, and Basilica Tour

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## Introduction

This report provides a historical analysis of the tour 'Rome: Vatican Museums, Sistine Chapel, and Basilica Tour' available at <https://www.getyourguide.com/rome-l33/rome-vatican-museums-sistine-chapel-and-basilica-tour-t1103/>. The analysis includes trends in pricing, customer reviews, bookings, categories, and positions over time.

## Insight Summary

### Main Findings:

- **Total Records Analyzed:** 2693
- **Date Range:** 2023-05-24 to 2024-10-07
- **Average Price:** €61.60
- **Median Price:** €47.50
- **Average Number of Reviews:** 49766.32
- **Number of Reviews:** 60434

Metric	Value
Total Records Analyzed	2693
Date Range	2023-05-24 to 2024-10-07

Average Price	€61.60
Median Price	€47.50
Average Number of Reviews	49766.32
Number of Reviews	60434

## Reviews Analysis:

Metric	Value
Average Review Increase per Day	37.96613545816733
Highest MoM Review Increase (%)	268.96% on 2023-06-30

## Booked Data Analysis:

Metric	Value
Total Bookings	53535.0
Average Bookings per Day	145.87
Maximum Bookings in a Single Day	345.0 on 2023-09-11
Highest MoM Booking Increase (%)	178.97% on 2023-09-30

## Key Insights:

- The tour has an average price of **€61.60**, with a median price of **€47.50**.
- There is an average increase of **37.96613545816733 reviews per day** in the primary category.
- The highest MoM review increase was **268.96%** in **2023-06-30**, indicating a significant peak in customer engagement during that period. This could be due to seasonal demand, promotional events, or improvements in service quality.
- A total of **53535.0 bookings** have been recorded.
- The average number of bookings per day is **145.87**.
- The highest number of bookings in a single day is **345.0** on **2023-09-11**.
- The highest MoM booking increase was **178.97%** in **2023-09-30**, indicating a significant peak in bookings during that period.
- **Comparative Performance:** The number of reviews has shown an average MoM increase of **12.78%**, with the highest increase of **268.96%** in **2023-06-30**.
- The number of bookings has shown an average MoM increase of **16.11%**, with the highest increase of **178.97%** in **2023-09-30**.

## Category Insights:

Metric	Value
Total Categories	9

Most Common Category	Guided tours (491 records)
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### Category Distribution:

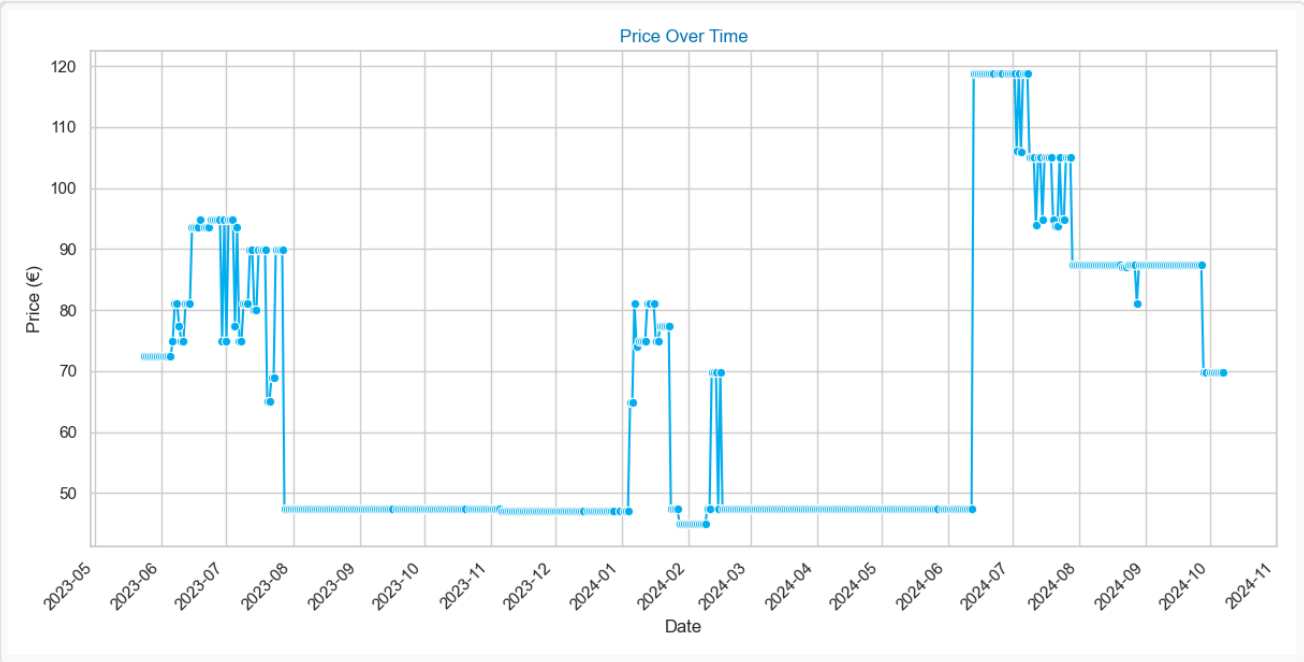
Category	Records	Percentage
Guided tours	491	18.2%
Global	480	17.8%
Vatican museums	468	17.4%
Museums	218	8.1%
Religious sites	218	8.1%
Parks & gardens	218	8.1%
Galleries	218	8.1%
St. peter's basilica	216	8.0%
Art	166	6.2%

### Position Insights:

Category	Average Position	Median Position	Position Range
Art	19.91	5.00	1 to 559
Galleries	15.39	3.00	1 to 272
Global	18.20	6.00	1 to 784
Guided tours	21.41	5.00	1 to 661
Museums	13.54	3.00	1 to 352
Parks & gardens	9.50	2.00	1 to 198
Religious sites	22.18	4.00	1 to 479
St. peter's basilica	4.05	2.00	1 to 35
Vatican museums	6.07	2.00	1 to 279

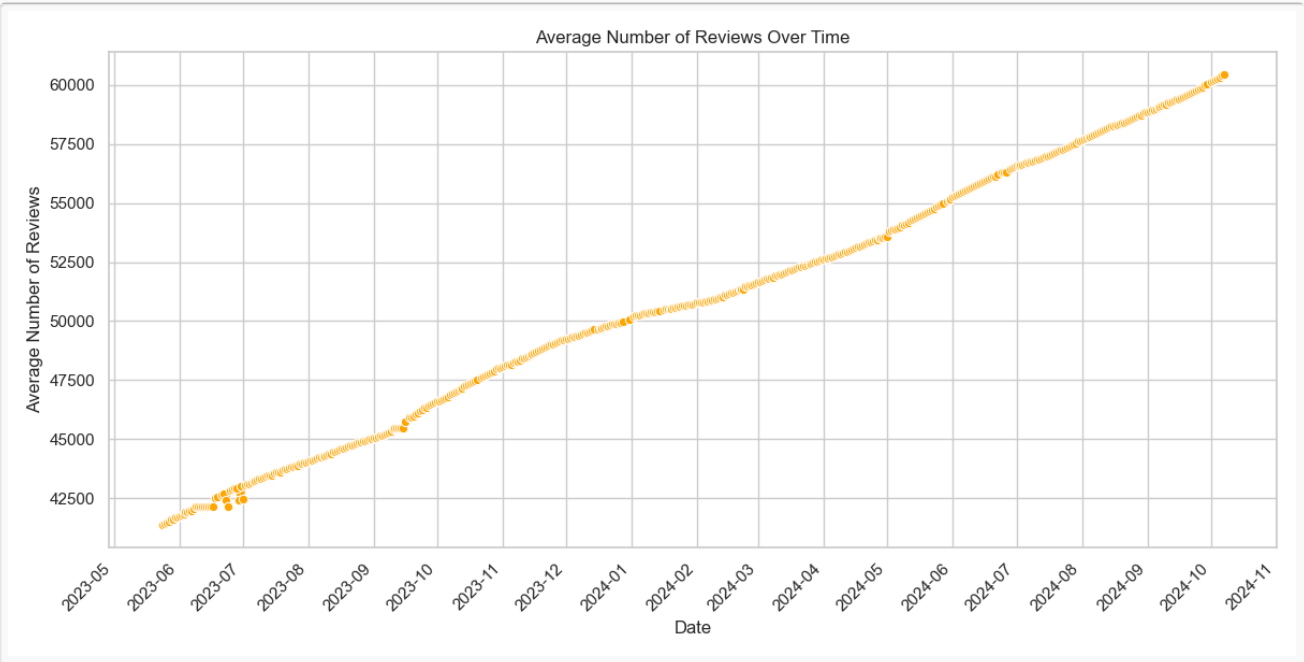
## Charts and Analysis

## Price Over Time



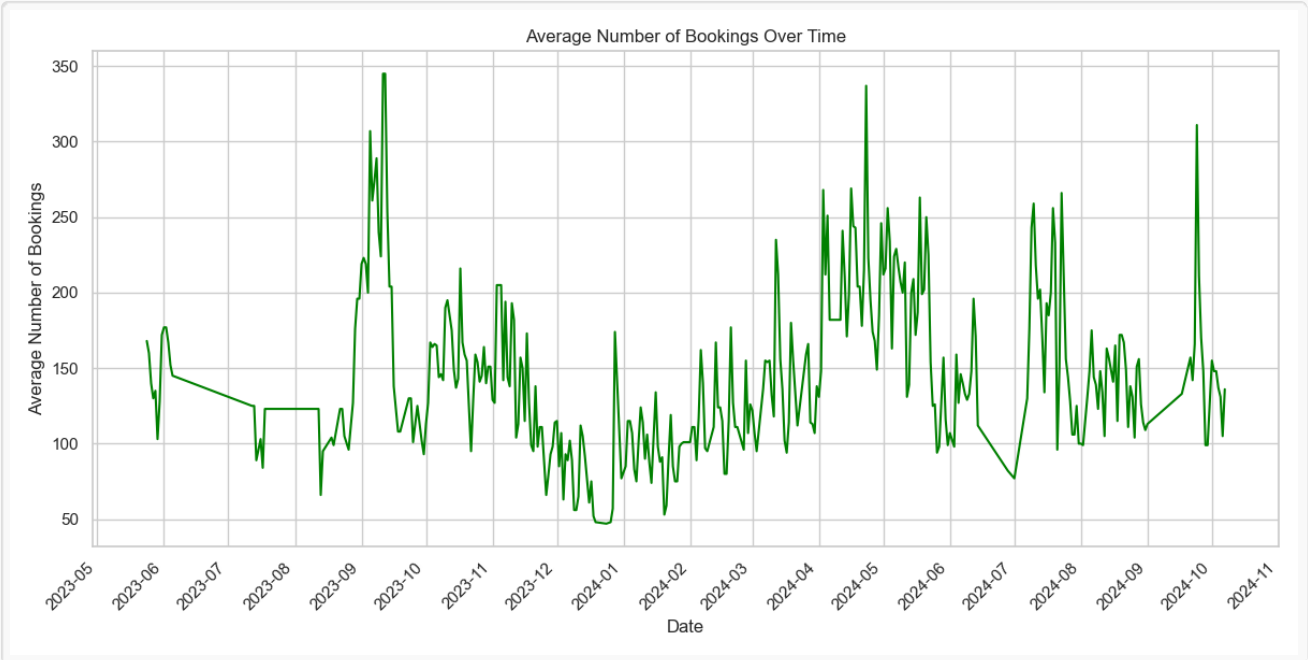
This chart shows how the price of the tour has changed over time for the primary category. A stable price suggests consistent demand, while fluctuations may indicate seasonal promotions or changes in operating costs.

## Average Number of Reviews Over Time



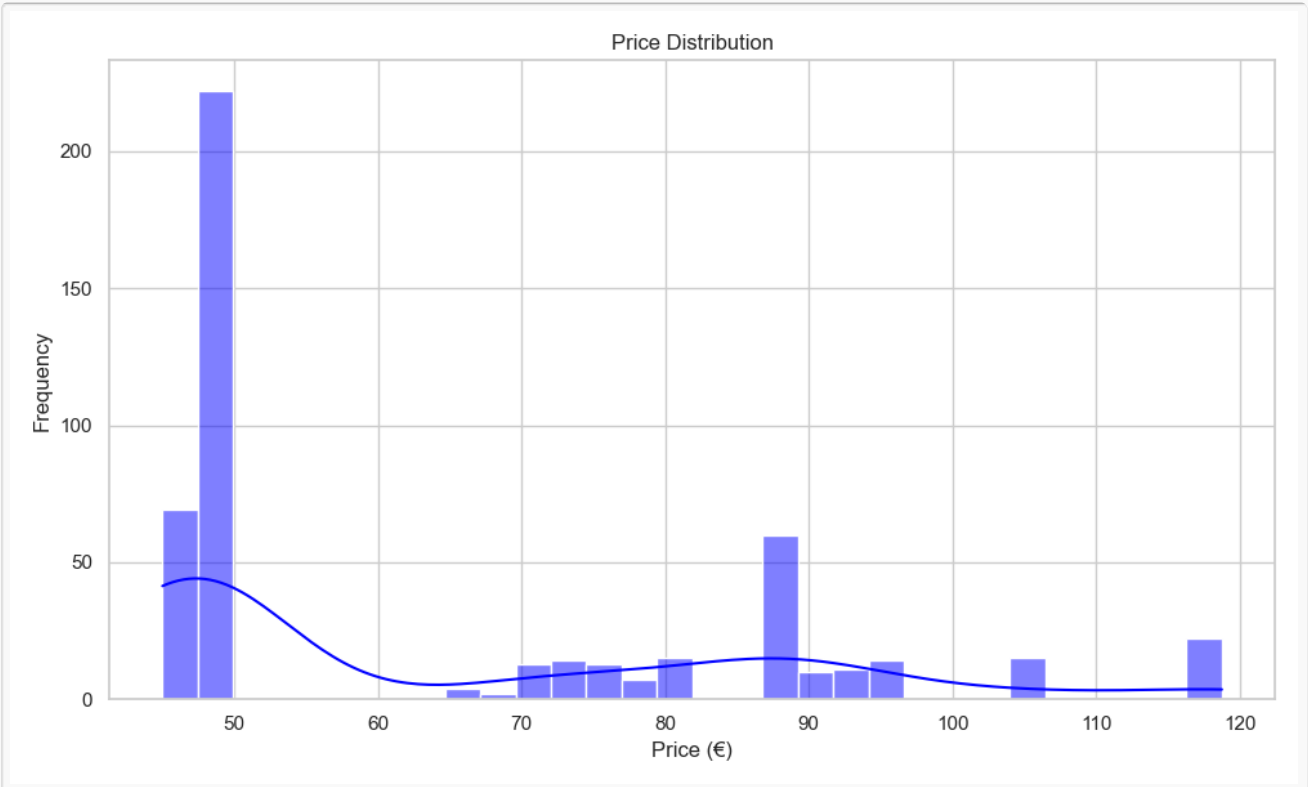
This chart illustrates the trend in the average number of reviews per day over time for the primary category, reflecting customer engagement and satisfaction levels.

## Average Number of Bookings Over Time



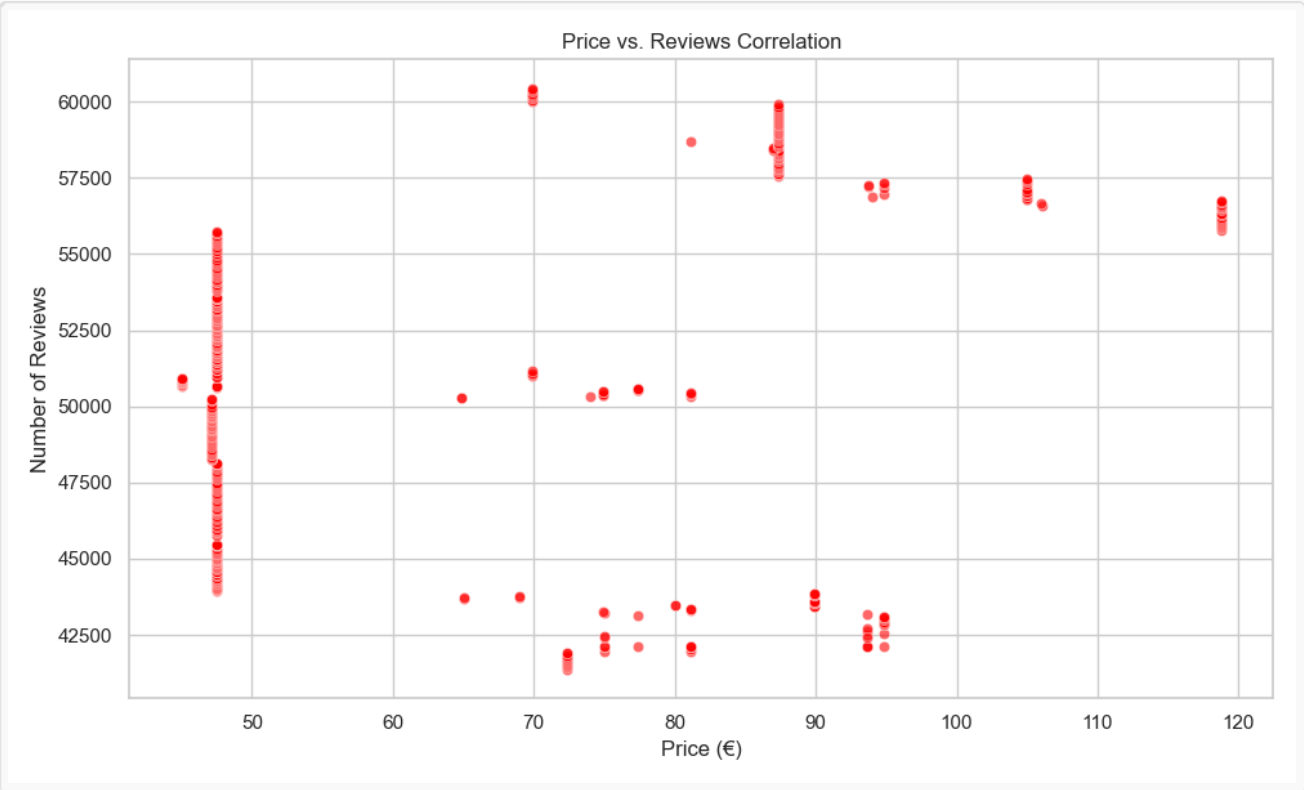
This chart shows the trend in the average number of bookings per day over time for the primary category, indicating customer purchasing behavior.

## Price Distribution



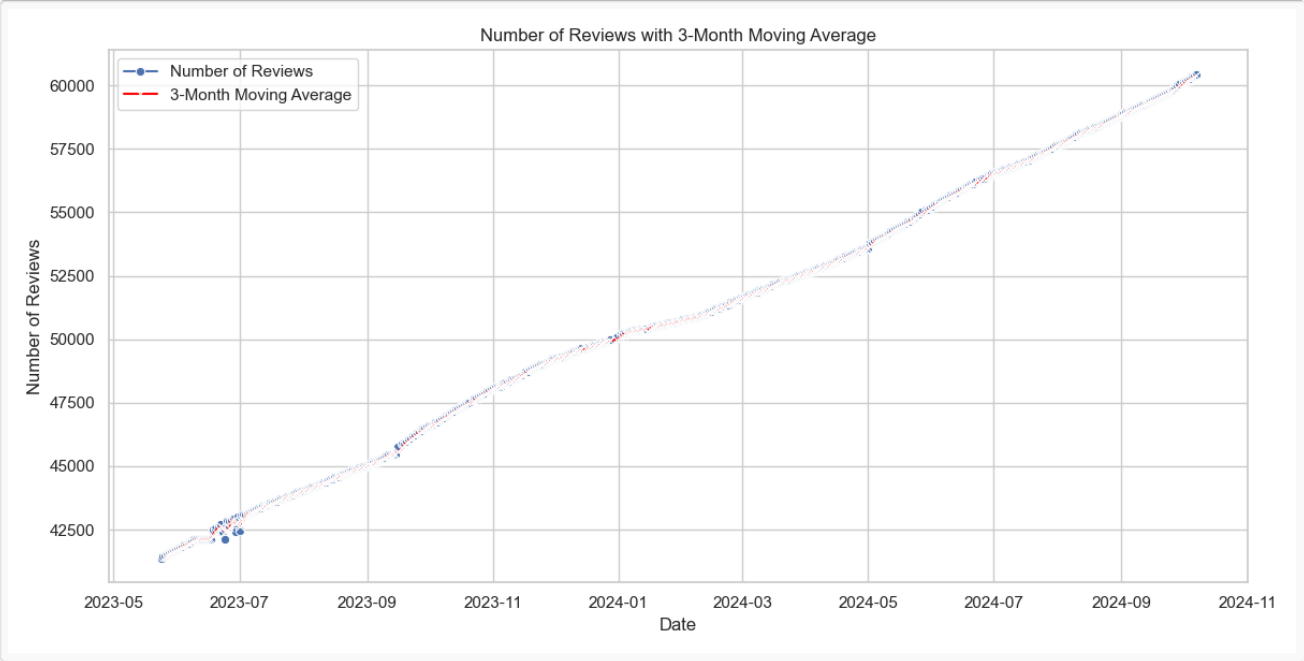
This chart shows the distribution of prices for the tour within the primary category, indicating the most common price points.

## Price vs. Reviews Correlation



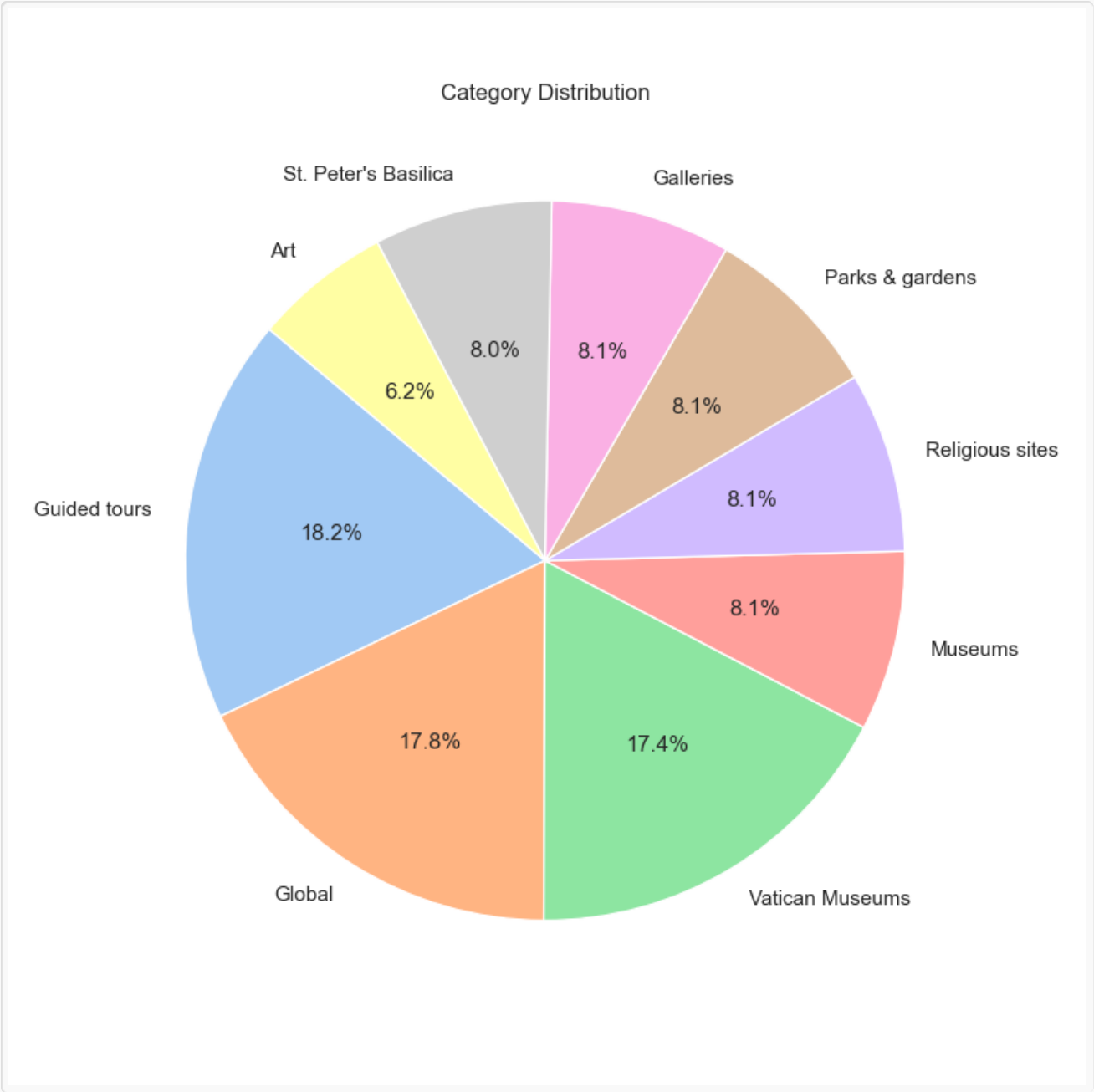
This chart explores the correlation between price and the number of reviews for the primary category, suggesting how pricing may affect customer engagement.

## Reviews Moving Average



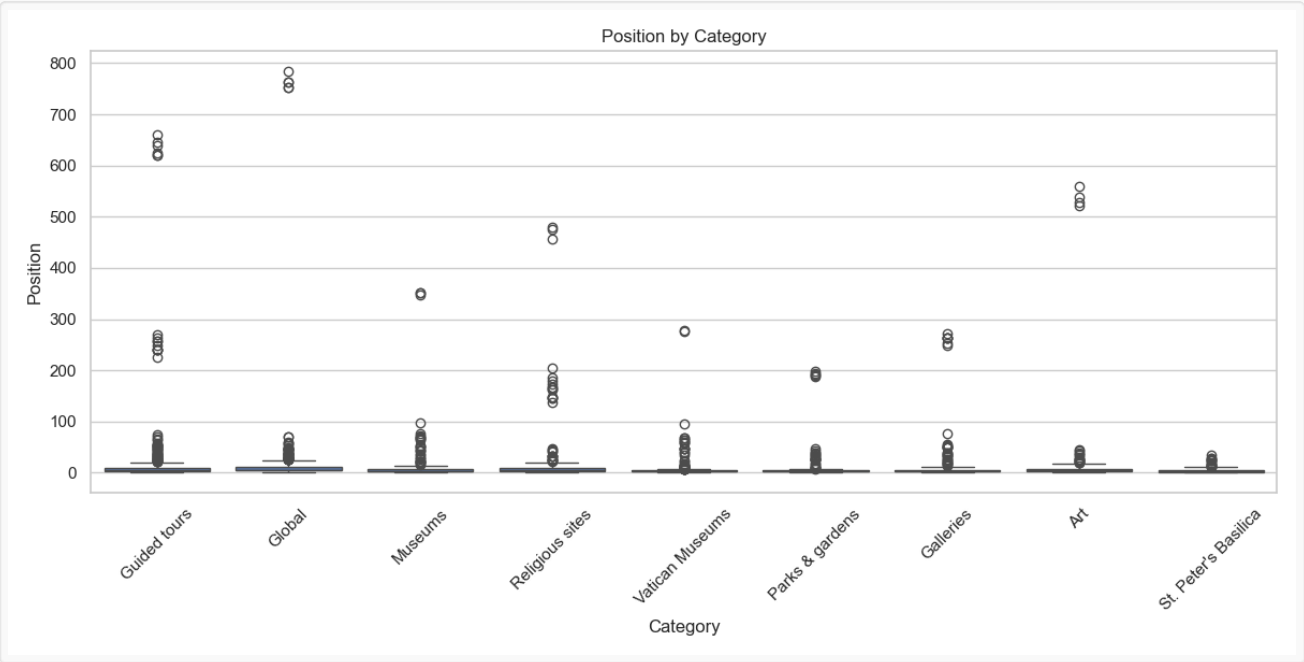
This chart shows the moving average of reviews over time for the primary category, smoothing out short-term fluctuations to reveal longer-term trends.

## Category Distribution



This pie chart displays the distribution of different categories, providing insight into the variety and prevalence of each category within the dataset.

## Position by Category



This box plot illustrates the distribution of positions within each category, highlighting any correlations or differences between categories.

## Conclusion and Recommendations

Based on the analysis, the tour has seen significant growth in customer reviews, particularly in 2024-10-07, which may indicate increased popularity or successful marketing efforts during that period.



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