

Skip-the-Line Group Tour of the Vatican, Sistine Chapel & St. Peter's Basilica

Table of Contents

- Introduction
- Insight Summary
- Charts and Analysis
- Conclusion and Recommendations

Introduction

This report provides a historical analysis of the tour 'Skip-the-Line Group Tour of the Vatican, Sistine Chapel & St. Peter's Basilica' available at <https://www.viator.com/tours/Rome/Skip-the-Line-Group-Tour-of-the-Vatican-Sistine-Chapel-and-St-Peters-Basilica/d511-120123P3>. The analysis includes trends in pricing, customer reviews, bookings, categories, and positions over time.

Insight Summary

Main Findings:

- **Total Records Analyzed:** 997
- **Date Range:** 2022-06-25 to 2024-10-07
- **Average Price:** €44.56
- **Median Price:** €49.00
- **Average Number of Reviews:** 3554.85
- **Number of Reviews:** 8507

Metric	Value
Total Records Analyzed	997

Date Range	2022-06-25 to 2024-10-07
Average Price	€44.56
Median Price	€49.00
Average Number of Reviews	3554.85
Number of Reviews	8507

Reviews Analysis:

Metric	Value
Average Review Increase per Day	10.184431137724552
Highest MoM Review Increase (%)	inf% on 2023-04-30

Key Insights:

- The tour has an average price of **€44.56**, with a median price of **€49.00**.
- There is an average increase of **10.184431137724552 reviews per day** in the primary category.
- The highest MoM review increase was **inf%** in **2023-04-30**, indicating a significant peak in customer engagement during that period. This could be due to seasonal demand, promotional events, or improvements in service quality.
- Comparative Performance:** The number of reviews has shown an average MoM increase of **inf%**, with the highest increase of **inf%** in **2023-04-30**.

Category Insights:

Metric	Value
Total Categories	1
Most Common Category	Global (645 records)

Category Distribution:

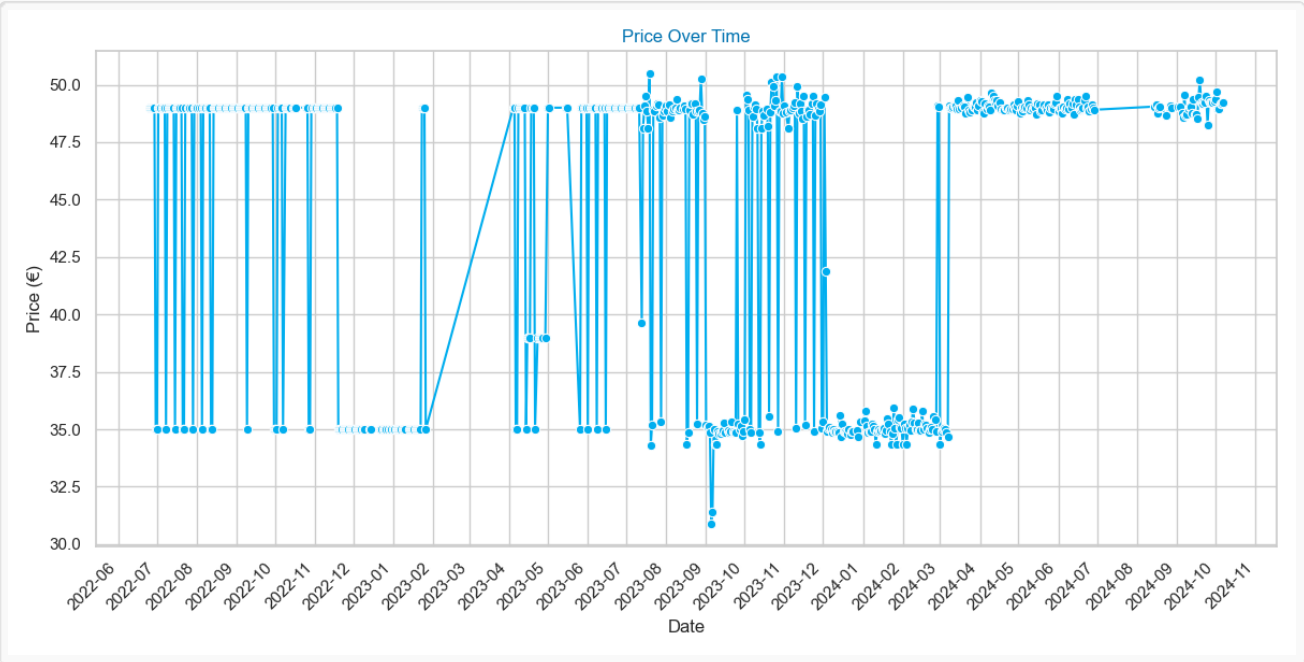
Category	Records	Percentage
Global	645	64.7%

Position Insights:

Category	Average Position	Median Position	Position Range
Global	98.31	4.00	1 to 6650

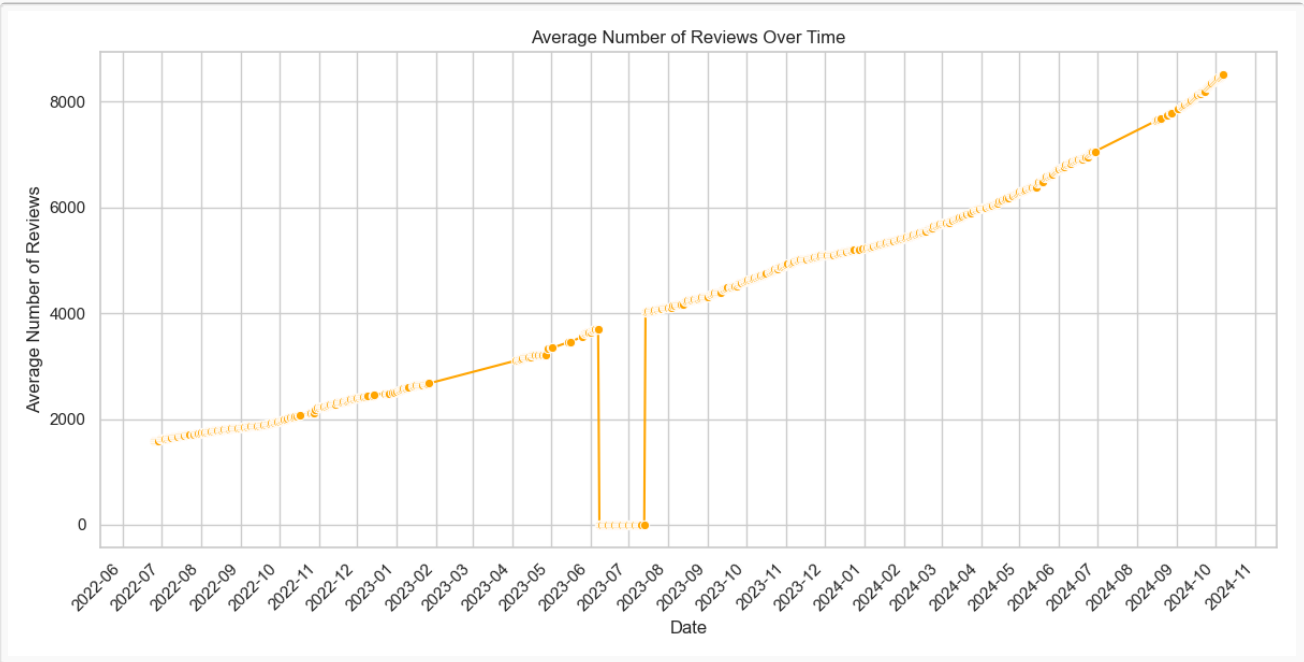
Charts and Analysis

Price Over Time



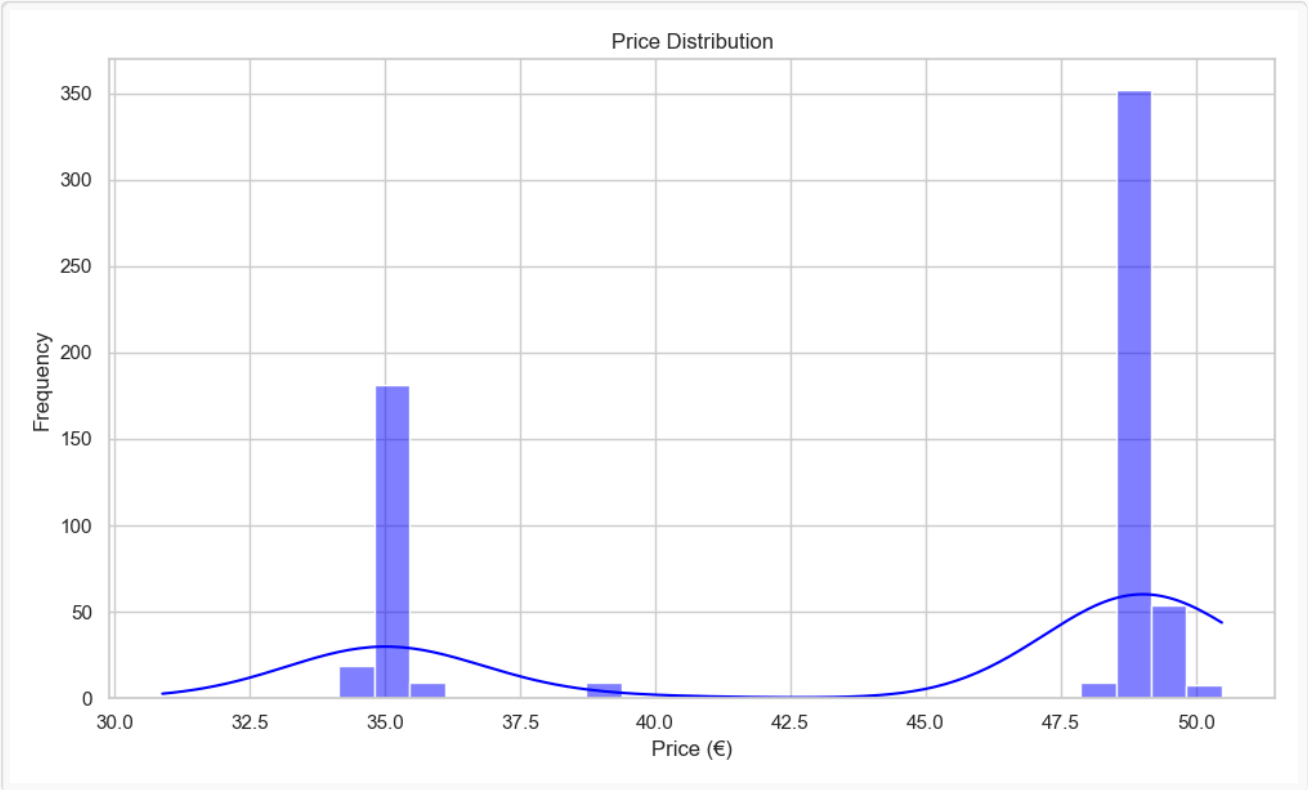
This chart shows how the price of the tour has changed over time for the primary category. A stable price suggests consistent demand, while fluctuations may indicate seasonal promotions or changes in operating costs.

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.

Price Distribution



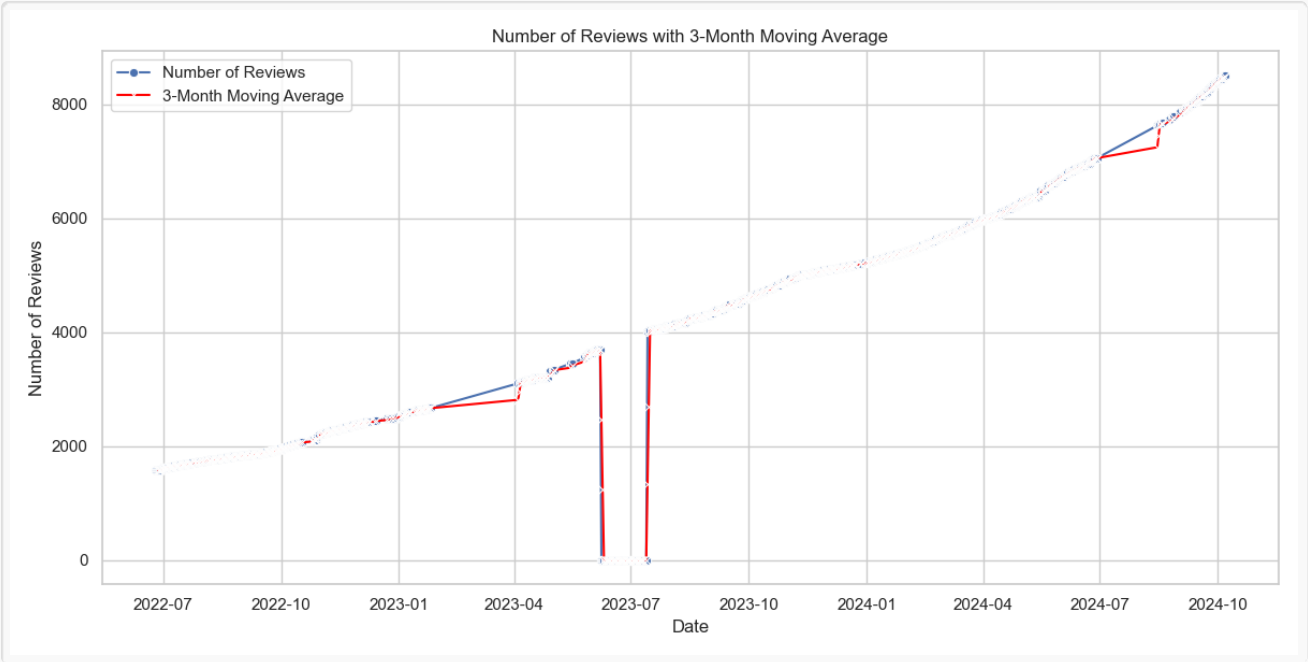
This chart shows the distribution of prices for the tour within the primary category, indicating the most common price points.

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.

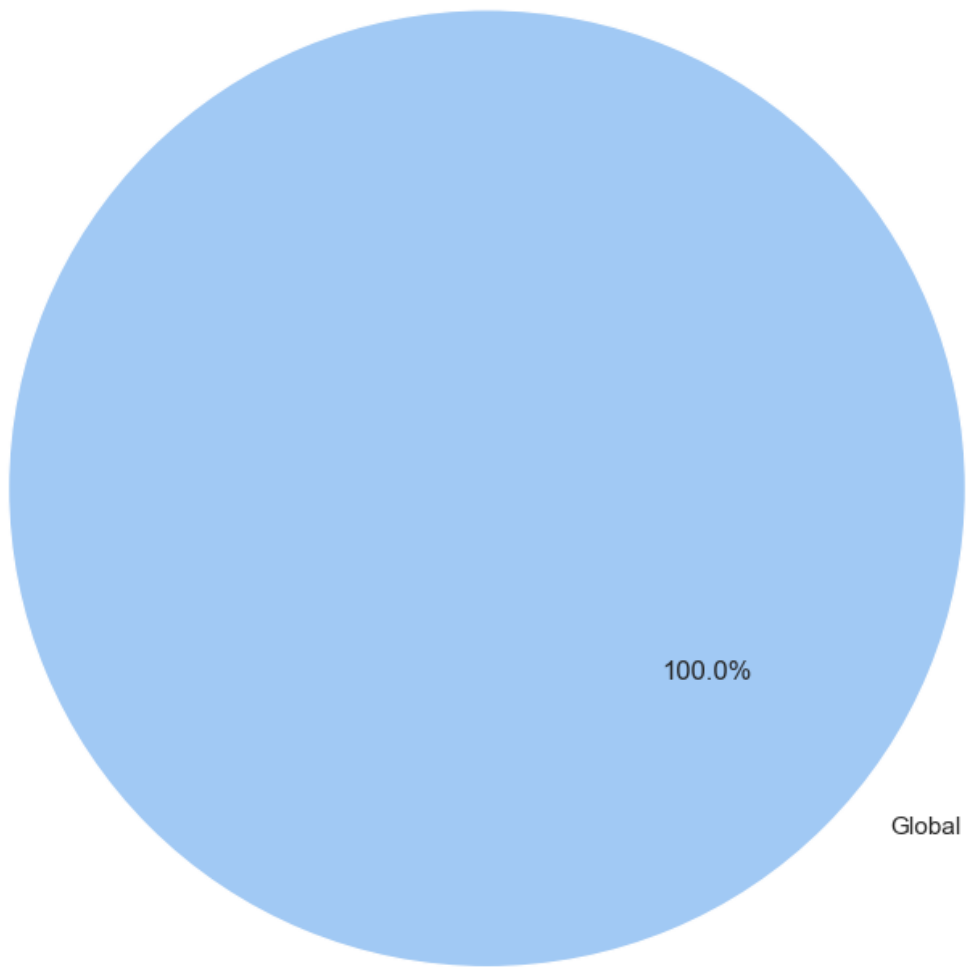
Reviews Moving Average



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

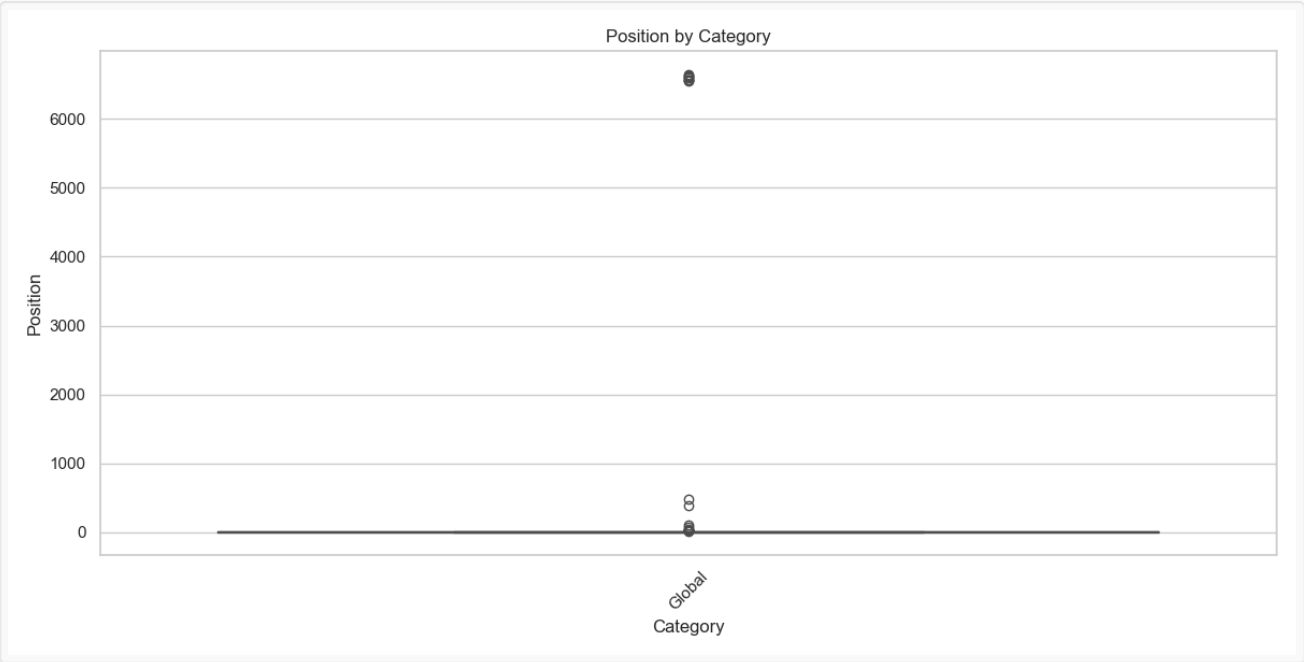
Category Distribution

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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