Rome: Colosseum, Roman Forum, Palatine Hill Fast-Track Tour

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Introduction

This report provides a historical analysis of the tour 'Rome: Colosseum, Roman Forum, Palatine Hill Fast-Track Tour' available at https://www.getyourguide.com/rome-l33/skip-the-line-colosseum-and-ancient-rome-walking-tour-t7725/. The analysis includes trends in pricing, customer reviews, bookings, categories, and positions over time.

Insight Summary

Main Findings:

- **Total Records Analyzed:** 4356
- **Date Range:** 2023-05-24 to 2024-10-07
- **Average Price:** €57.75
- **Median Price:** €54.00
- **Average Number of Reviews:** 16832.78
- **Number of Reviews:** 17104

Metric	Value
Total Records Analyzed	4356
Date Range	2023-05-24 to 2024-10-07

Average Price	€57.75
Median Price	€54.00
Average Number of Reviews	16832.78
Number of Reviews	17104

Reviews Analysis:

Metric	Value
Average Review Increase per Day	1.0756972111553784
Highest MoM Review Increase (%)	276.05% on 2023-06-30

Key Insights:

- The tour has an average price of **€57.75**, with a median price of **€54.00**.

- There is an average increase of **1.0756972111553784 reviews per day** in the primary category.

- The highest MoM review increase was **276.05%** 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.

- **Comparative Performance:** The number of reviews has shown an average MoM increase of **11.64%**, with the highest increase of **276.05%** in **2023-06-30**.

Category Insights:

Metric	Value
Total Categories	15
Most Common Category	Guided tours (478 records)

Category Distribution:

Category	Records	Percentage
Guided tours	**478**	**11.0%**
Circus maximus	464	10.7%
Palatine hill	459	10.5%
Roman forum	452	10.4%
Colosseum	448	10.3%
Global	441	10.1%
Trails & routes	217	5.0%
Historic ruins & archaeological sites	202	4.6%
Monuments	200	4.6%

	200	4.6%
Landmarks	200	4.6%
Local culture	200	4.6%
Architecture	198	4.5%
City sightseeing	198	4.5%
Ancient history	164	3.8%
History	35	0.8%

Position Insights:

| Category	Average Position	Median Position	Position Range
Ancient history	49.62	46.50	6 to 95
Architecture	96.62	96.00	25 to 167
Circus maximus	19.80	16.00	2 to 77
City sightseeing	97.86	97.50	19 to 226
Colosseum	70.75	60.00	7 to 266
Global	221.50	223.00	32 to 840
Guided tours	136.13	134.50	12 to 450
Historic ruins & archaeological sites	81.65	83.00	10 to 187
History	74.60	85.00	10 to 137
Landmarks	87.69	89.00	11 to 143
Local culture	144.72	142.00	45 to 252
Monuments	59.17	58.00	7 to 101
Palatine hill	43.76	39.00	5 to 170
Roman forum	49.85	42.00	4 to 267
Trails & routes	11.88	8.00	1 to 48

# Charts and Analysis

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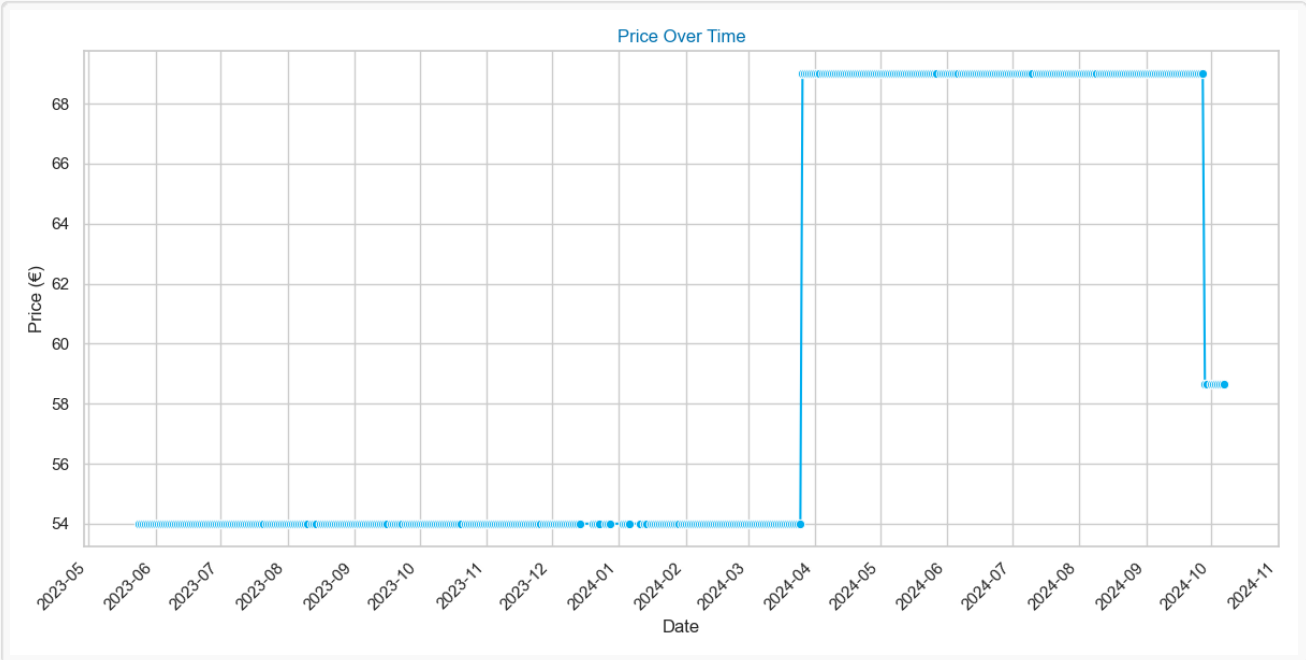
This chart shows how the price of the tour has changed over time for the primary category. A stable price suggests consistent demand, while fluctuations may indicate seasonal promotions or changes in operating costs.

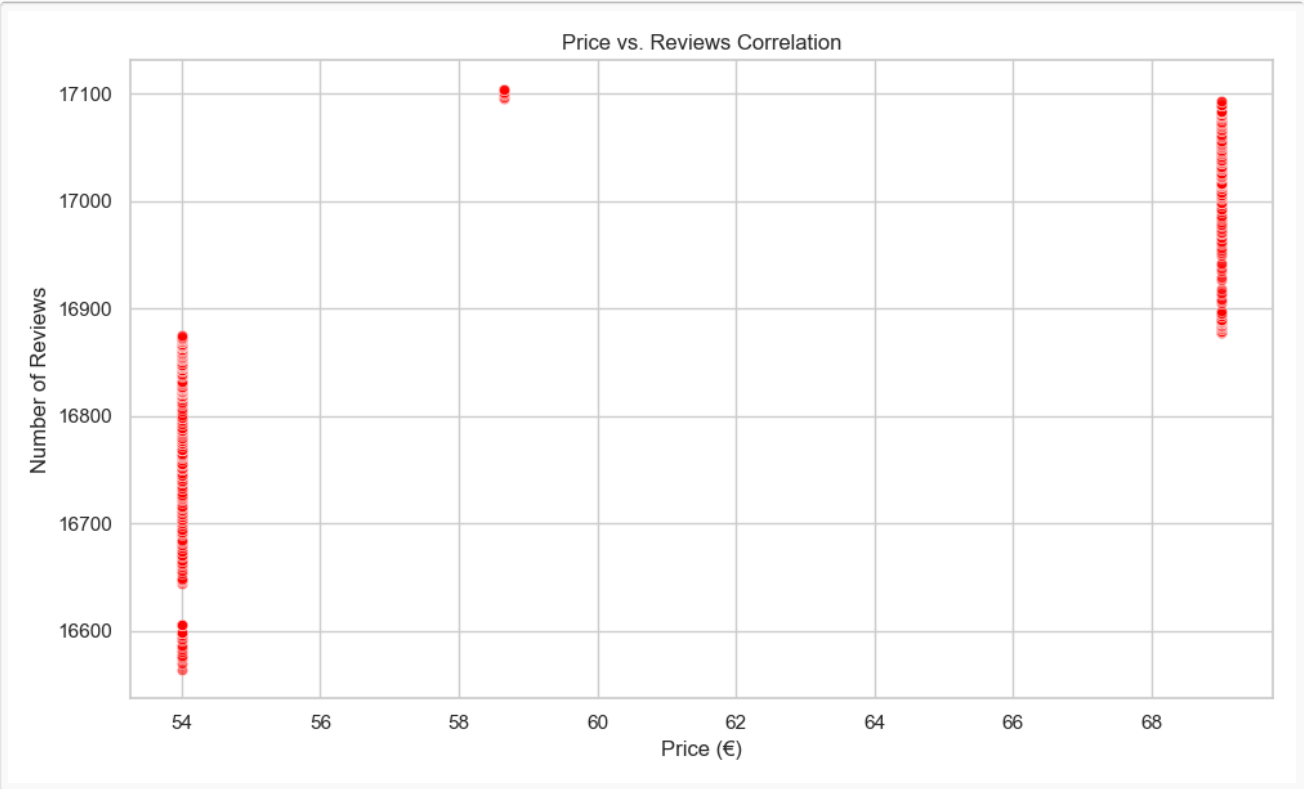# Average Number of Reviews Over Time
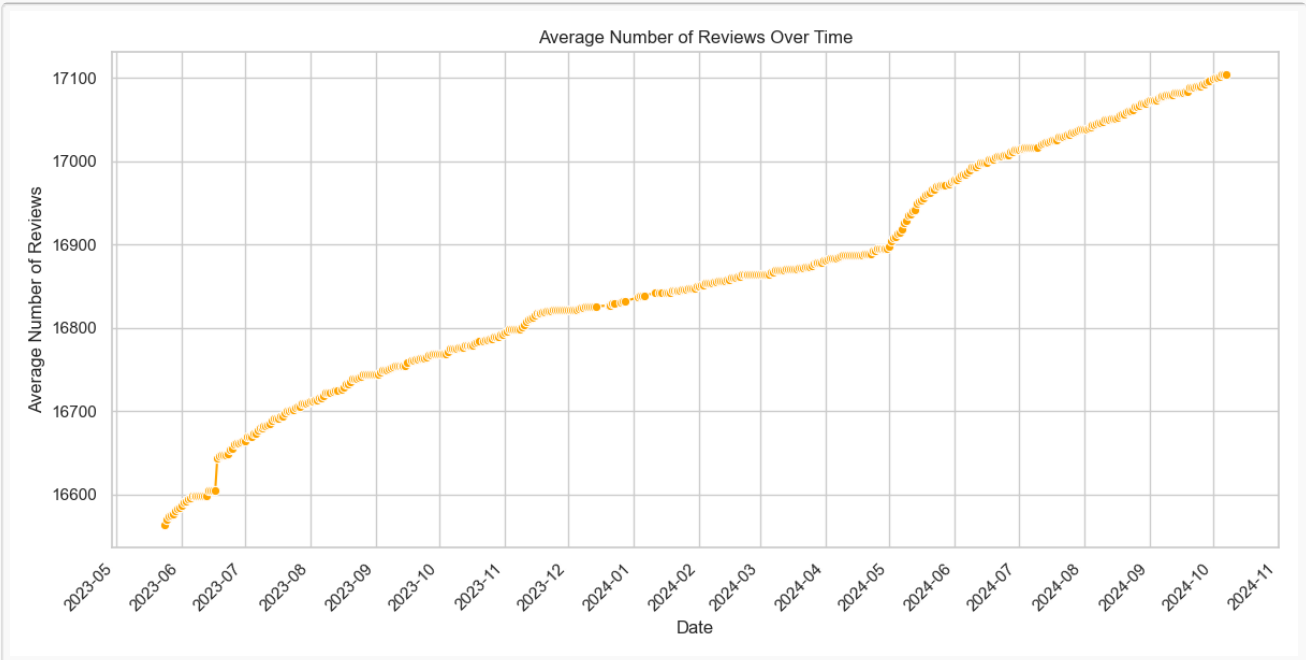
This chart illustrates the trend in the average number of reviews per day over time for the primary category, reflecting customer engagement and satisfaction levels.
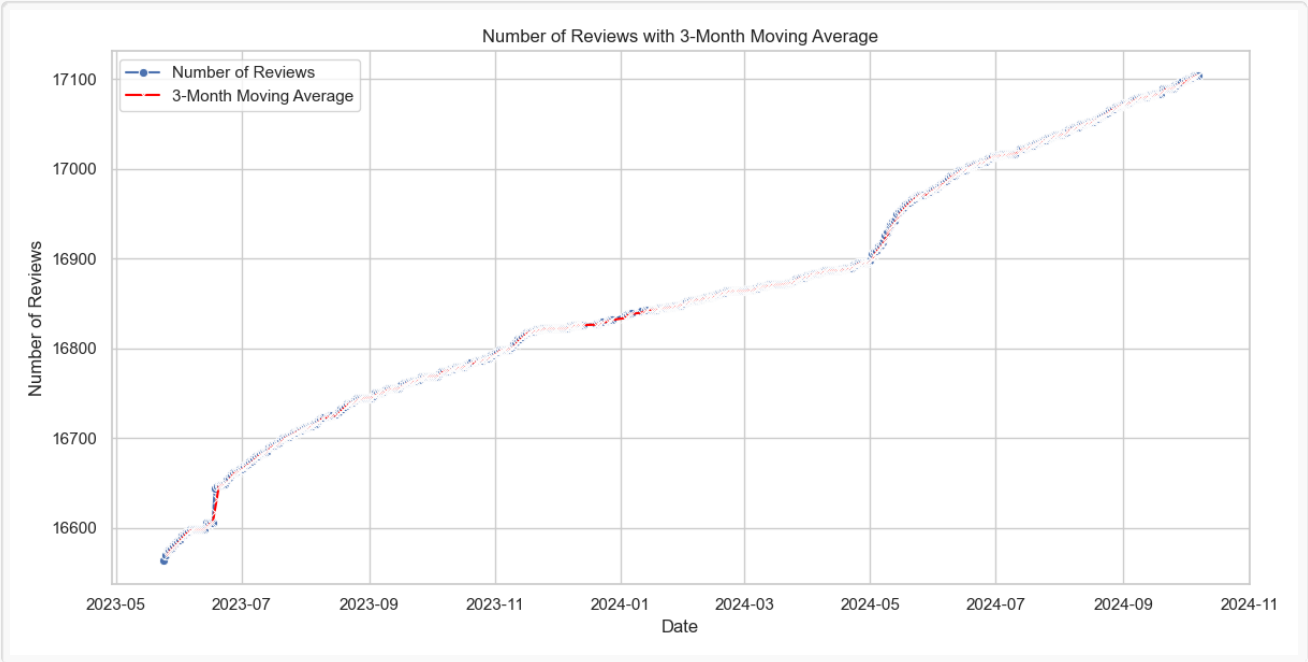
Price Distribution
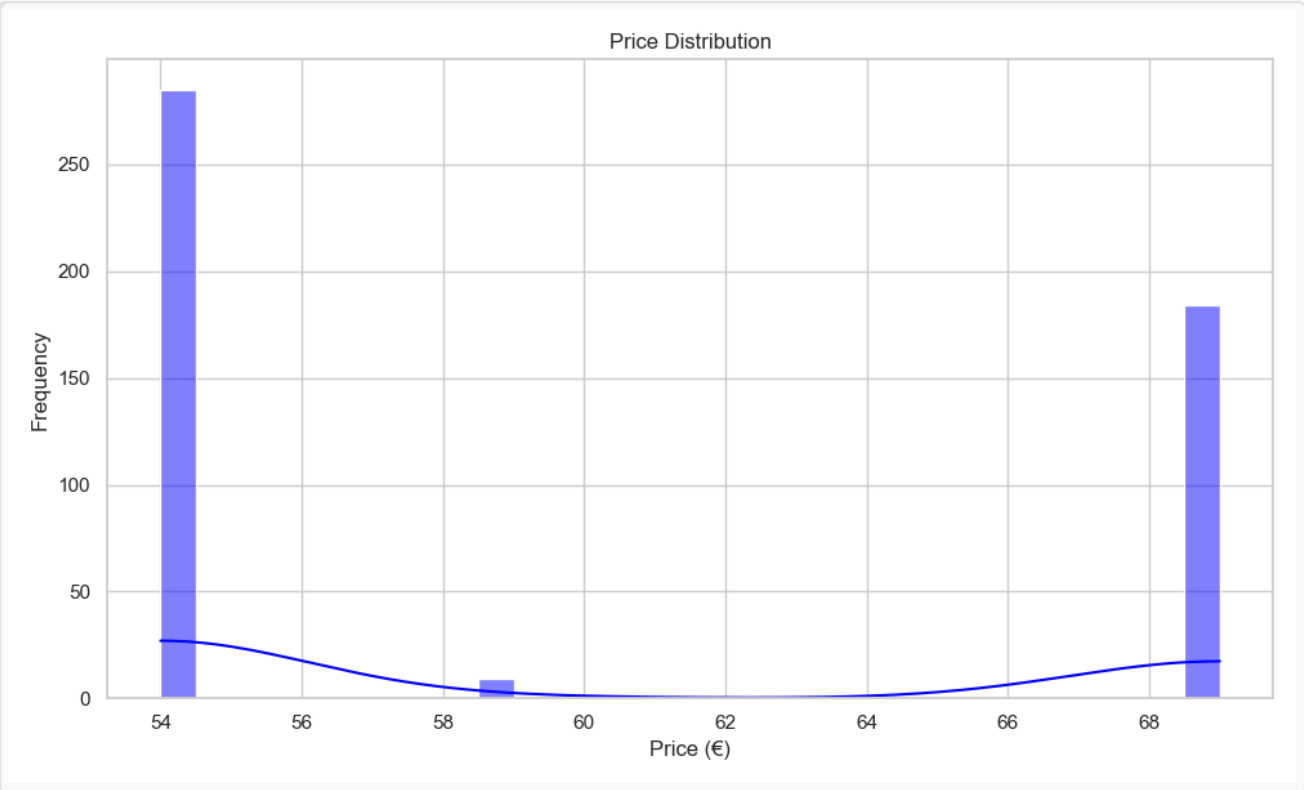
This chart shows the distribution of prices for the tour within the primary category, indicating the most common price points.

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.
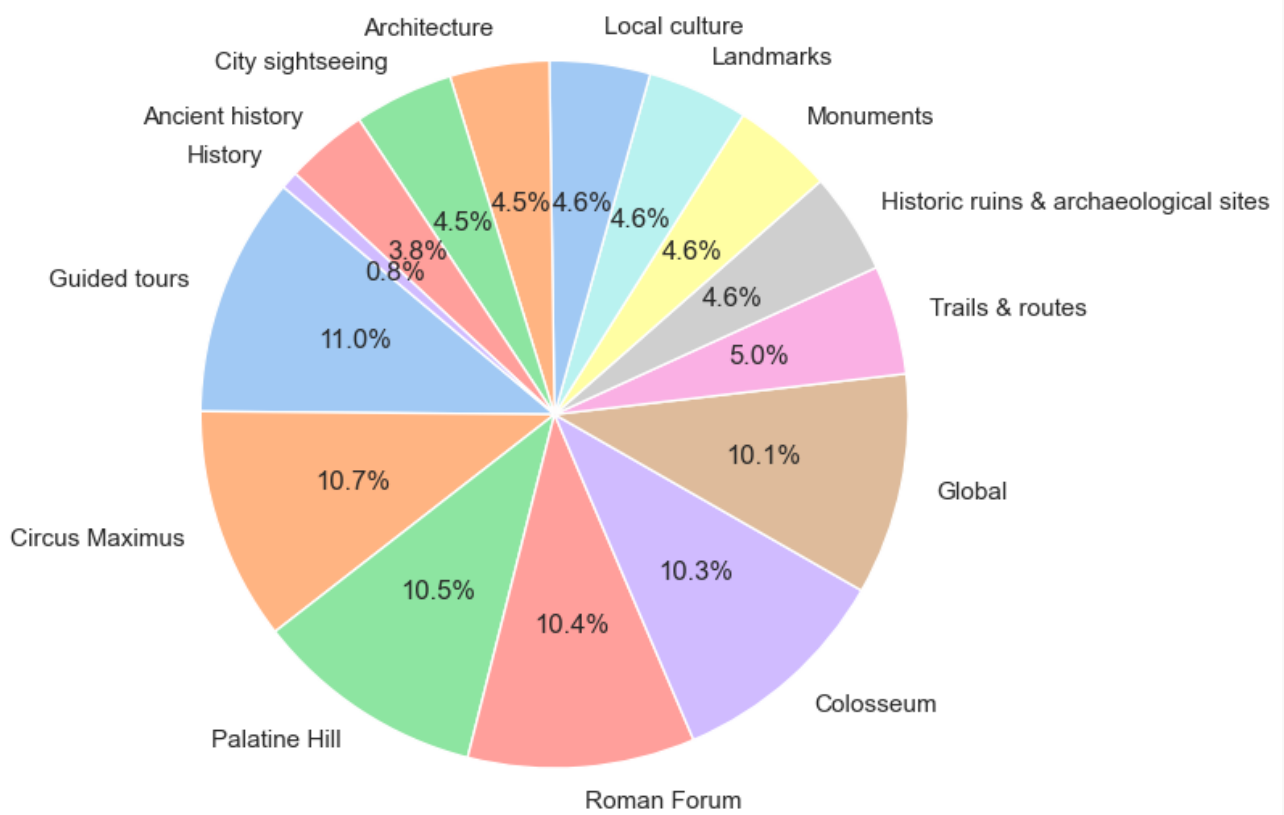
Reviews Moving Average

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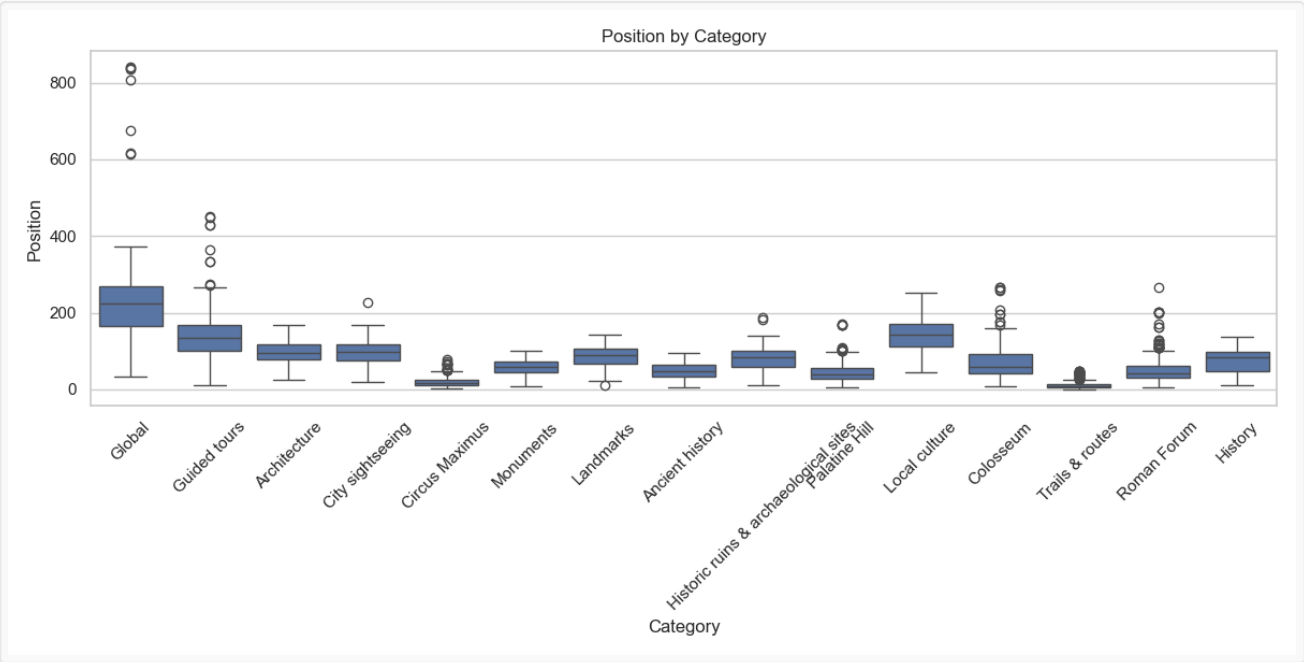
Category Distribution

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.