



VISUALIZATION FINAL PROJECT

THE PROJECT

- Our client is a luxury hotels chain willing to enter the European market
- Open up the first hotel



GOAL

Create a data-driven
market entry strategy
for the European
hotel market

LOCATION

In which city should the company build their hotel?

TARGET CUSTOMERS

Which customer should the company target?

HOTEL FEATURES

Which features should the hotel obtain?

CONTENTS

- Setup
- 1. Location
- 2. Customers
- 3. Features
- Recommendation

DATA SUMMARY

515738

Reviews

6

Locations

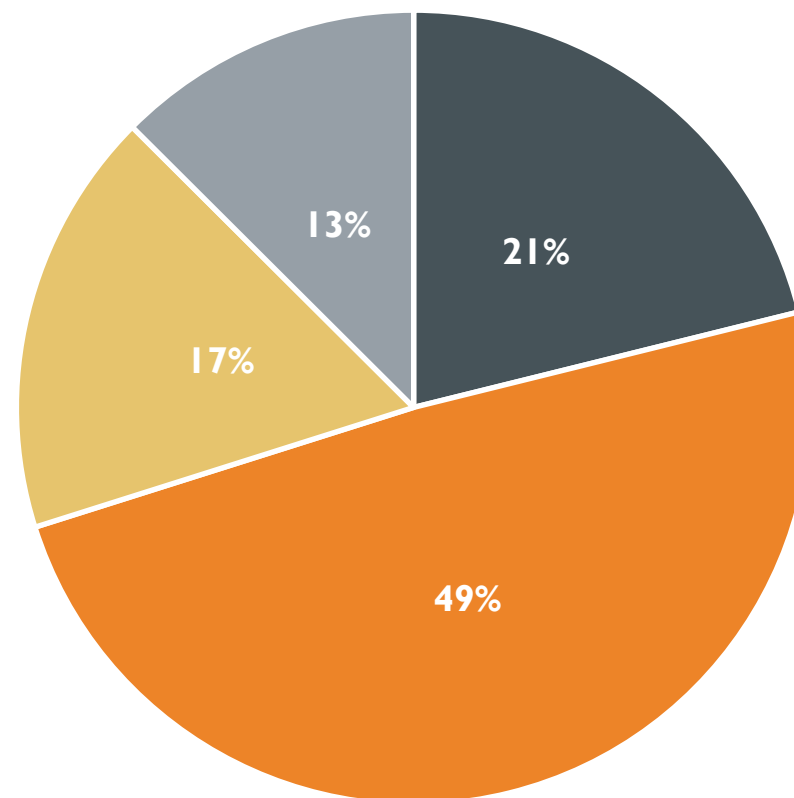
227

Nationalities

5:1

Leisure to business
trips proportion

Trip types



■ Solo ■ Couple ■ Family ■ Group

ASSUMPTIONS

1

Provided data is a representative sample of the population

2

The volume of reviews is proportional to the number of trips

3

Dissatisfaction represents an opportunity to steal customers from competitors

4

Longer stays imply less acquisition costs

5

All reviews are created by real individuals

6

Hotel sizes are similar across locations

LOCATION

Criteria (by decreasing importance):

- High Customer Demand (Volume)
- High Customer Dissatisfaction (Average score)
- Low Competition (Reviews/Hotel)
- Average Stay (Average length of stay)

STEP 1

Close down on criteria making an attractive location

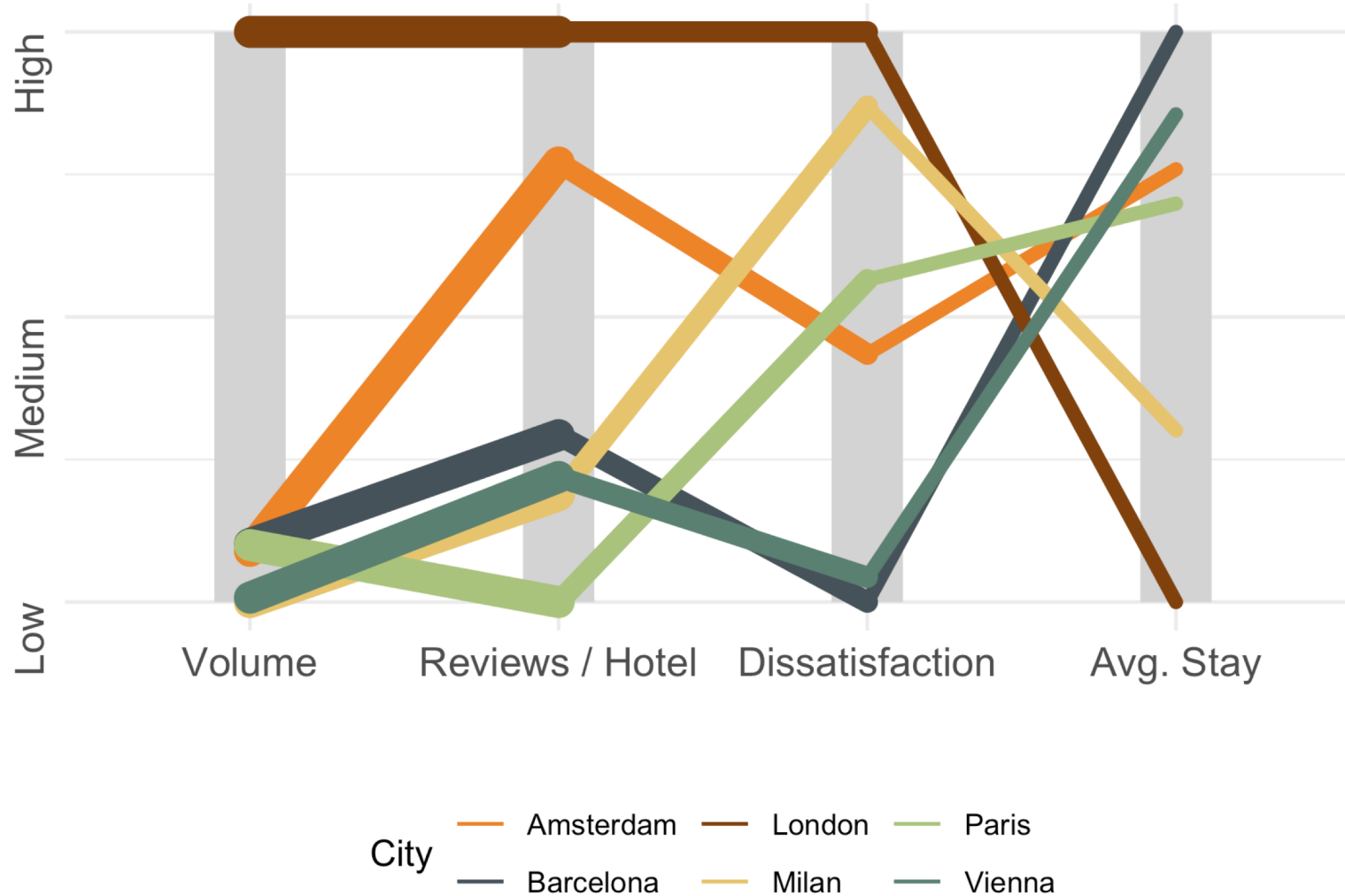
STEP 2

Deep dive into the data to indicate descriptive proxies to choose metrics on

STEP 3

Comparisons of the locations on weighted metrics brought via visualization

LOCATION



WHAT?

Metrics of 4 criteria for each of the hotel locations

WHY?

To compare destinations and choose the optimal location for the new hotel

HOW?

Plotting all 6 destinations on the parallel coordinate graph against 4 scaled dimensions

LOCATION

Criteria (by decreasing importance):

- High Customer Demand (Volume)
- High Customer Dissatisfaction (Average score)
- Low Competition (Reviews/Hotel)
- Average Stay (Average length of stay)

Step 1

Segment customers by demographics or geographic

Step 2

Go into the data and search for metrics that define an attractive customer segment

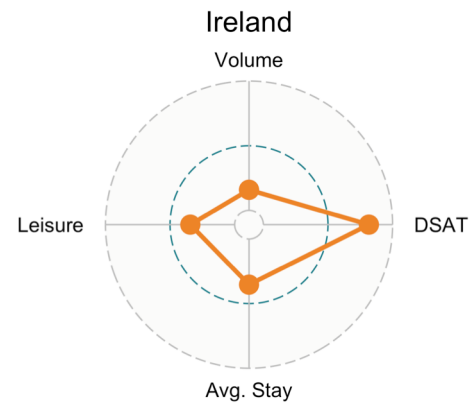
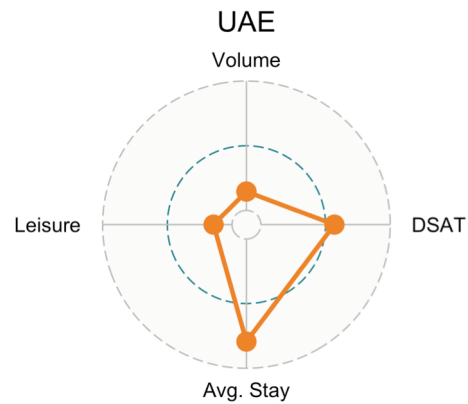
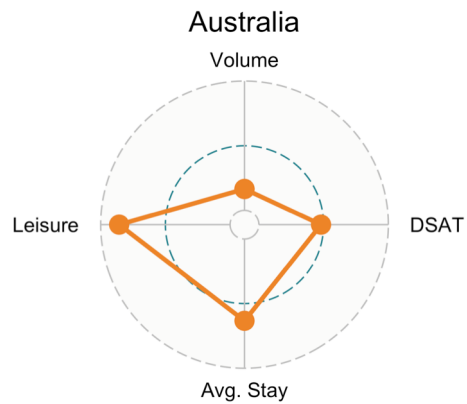
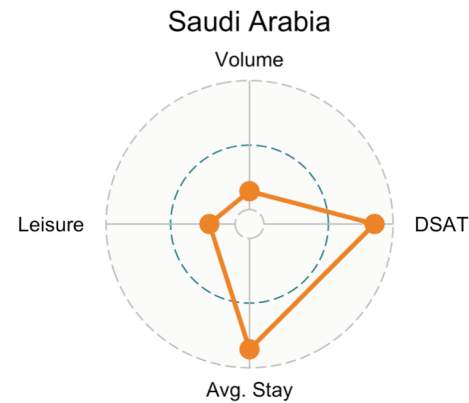
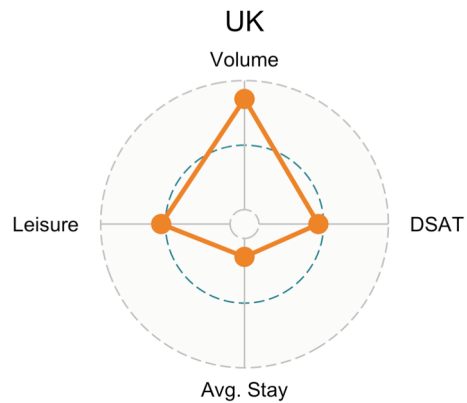
Step 3

Choose the top 5 segments according to the most important metric

Step 4

Compare the different customer segments on the chosen metrics

TARGET CUSTOMERS



WHAT?

Metrics of 4 criteria for top 6 nationalities by volume

WHY?

To compare the properties of the nationalities and hence target the marketing strategies appropriately

HOW?

By plotting 6 nationalities on 6 separate spider charts with 4 scaled dimensions

FEATURES

Hotel features:

- Location
- Food
- Staff
- Facilities
- Cleanliness
- Comfort
- Value for money

Step 1

Remove stop words from the reviews

Step 2

Find the most frequent words in reviews

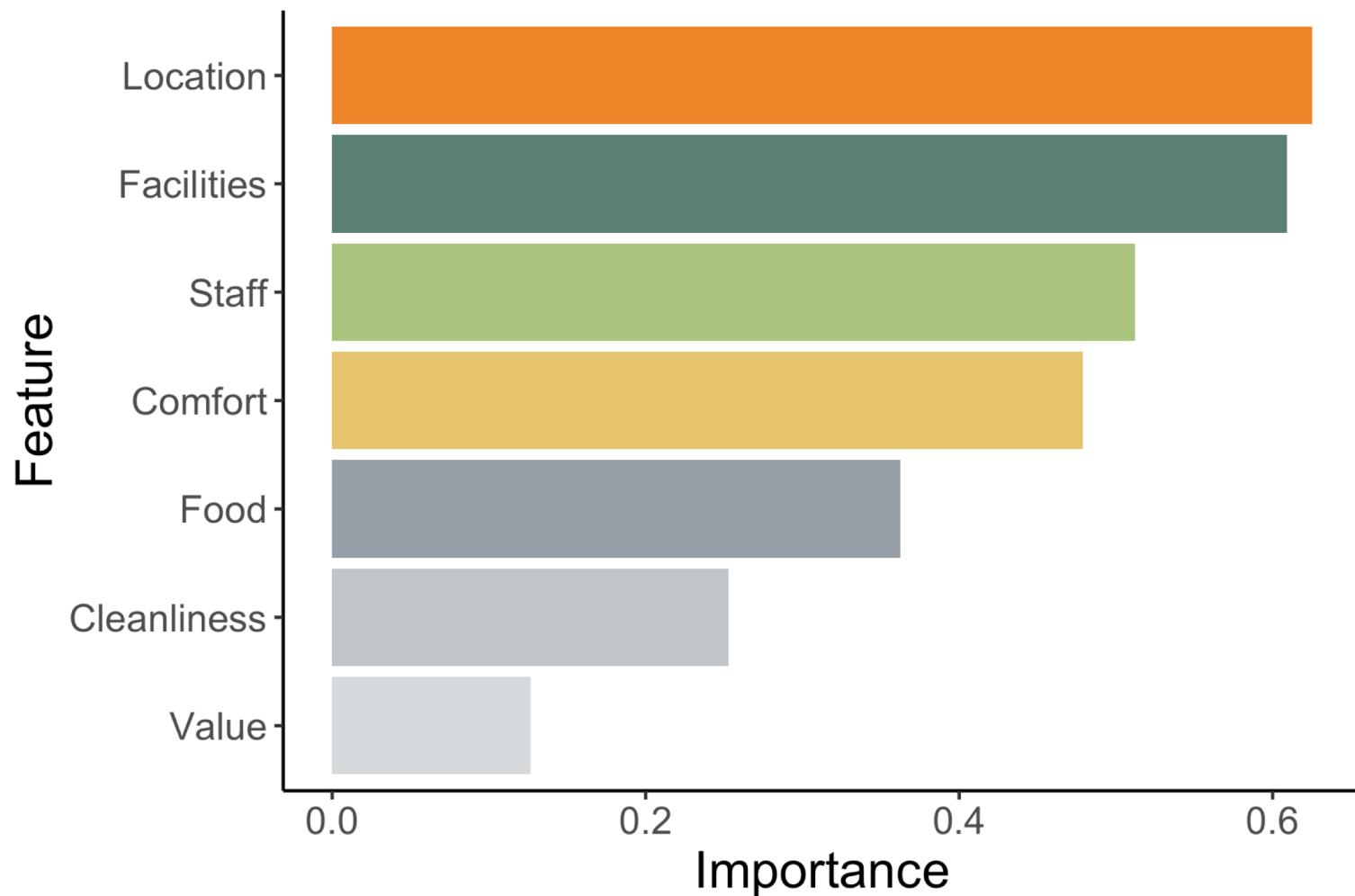
Step 3

Create lists of key words for each topic

Step 4

Observe the frequency of topics in the reviews

GRAPH



WHAT?

Customer reviews

WHY?

To identify the most important features the hotel should have to steal the market

HOW?

By ordering the average scores in bar plot and from the most important / mentioned to the least

RECOMMENDATIONS

Limitation:

- Booking.com is strong on the UK market, so high proportion of UK reviews might not be representative

Location



London

Targeting



For business: UAE,
Saudi Arabia, Ireland

For leisure: UK,
Australia

Do not target: USA

**Hotel
Features**



- Location
- Facilities
- Staff
- Comfort