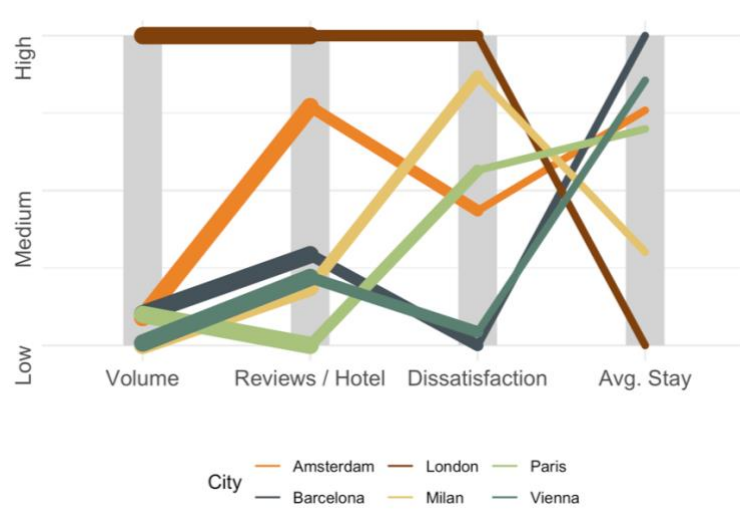


## EXECUTIVE SUMMARY

The team analysed over half a million data points from booking.com and used state of the art visualisation techniques in order to provide insights and recommendations for an international luxury hotel chain to set up their first European hotel. In particular, the team investigated the following three questions:

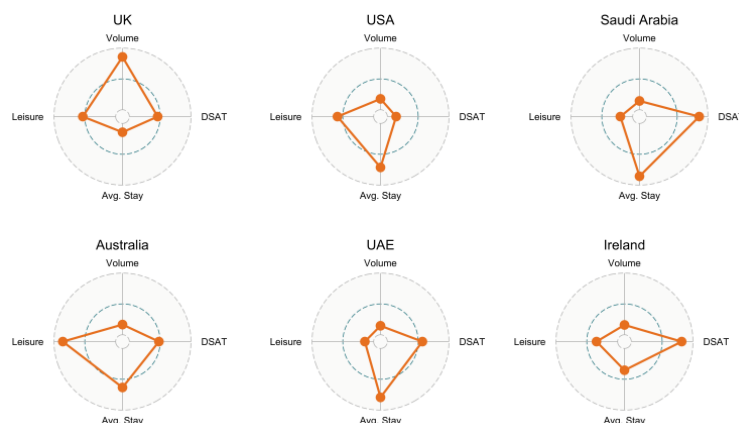
- Where to place the hotel?
- Which customer segments to target?
- What features should the new hotel obtain?

**Figure 1: Location**



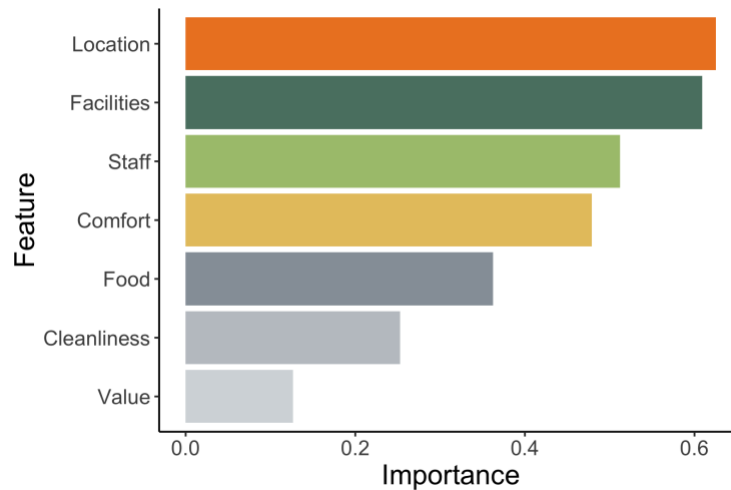
Six major European cities were evaluated on the four descendently relevant criteria market volume, reviews per hotel, average score and average stay in order to choose the most attractive location. The information is illustrated in a scaled parallel coordinate graph. The graph denotes London's superiority in terms of market volume, reviews per hotel ratio and customer dissatisfaction.

**Figure 2: Target Customers**



The six nationalities with the largest market volume were compared on the metrics market volume, leisure traveler proportion, average stay and dissatisfaction for the London market in order to decide which customer segments how to target. The results are displayed on proportionally scaled spider charts. A potential marketing strategy could be to target business customers in Ireland, UAE & Saudi Arabia and start campaigns for leisure travelers in the UK & Australia.

**Figure 3: Features**



The frequency of mentioning particular features in the customer reviews was measured in order to better understand and serve the preferences of the customers. The ordered bar plot demonstrates that customers of the London luxury hotel segment pay significant attention to the location of the hotel, the provided facilities, staff service and comfort.