TripAdvisor
Dataset Analysis

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tripadvisor

Recommendation System Results

Dataset

- Includes restaurant information of 31 european cities
- Has 125,433 restaurant entries
- Variables included in the dataset:
  - Name of restaurant
  - Ranking
  - Reviews
  - Rating
  - Number of reviews
  - Cuisine styles
  - Price range
  - City

Why only focus on customers?

- TripAdvisor covers **136,000 destinations** with **4.9 milion restaurants** on its website
- It is **customer focused**: giving information about restaurants through reviews and ratings

Introducing TripAdvisor 2.0
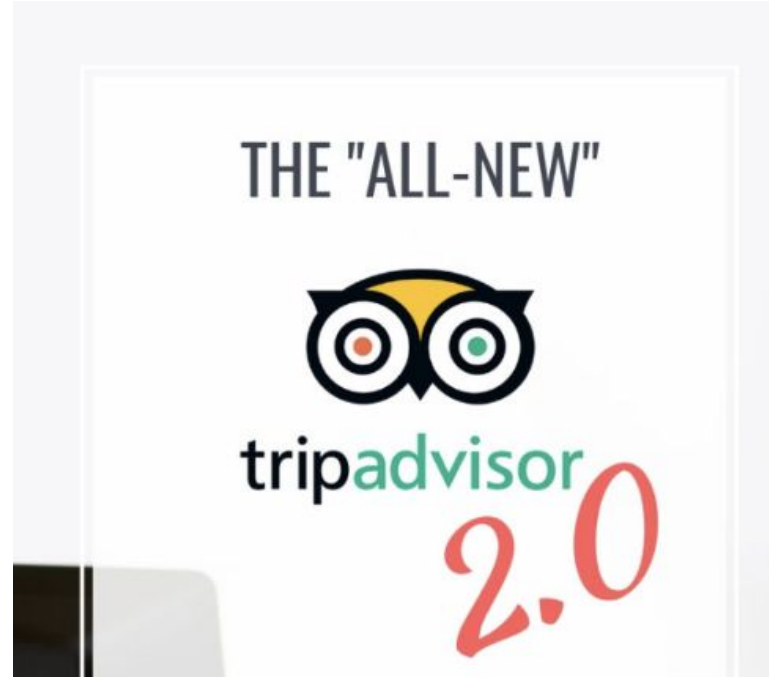
Insights: Did you know?

Healthy **options** in description:

4.16 mean rating

No **healthy options** in description:

3.98 mean rating

Edinburgh	: 63%	**Lisbon**	: 30%
Zurich	: 55%	**Paris**	: 29%
Rome	: 55%	**Madrid**	: 28%

#Veganism on the Rise   Madrid Restaurant Ratings

81
Percentage of
Good Ratings

58
Percentage of
Good Ratings
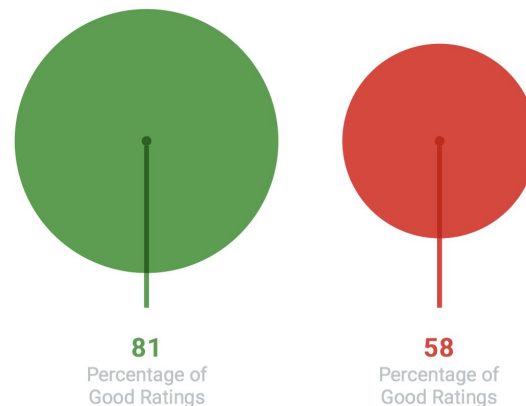
Vegetarian Friendly Tag   **Without Vegetarian Friendly Tag**

Predictive Analysis - Price Range
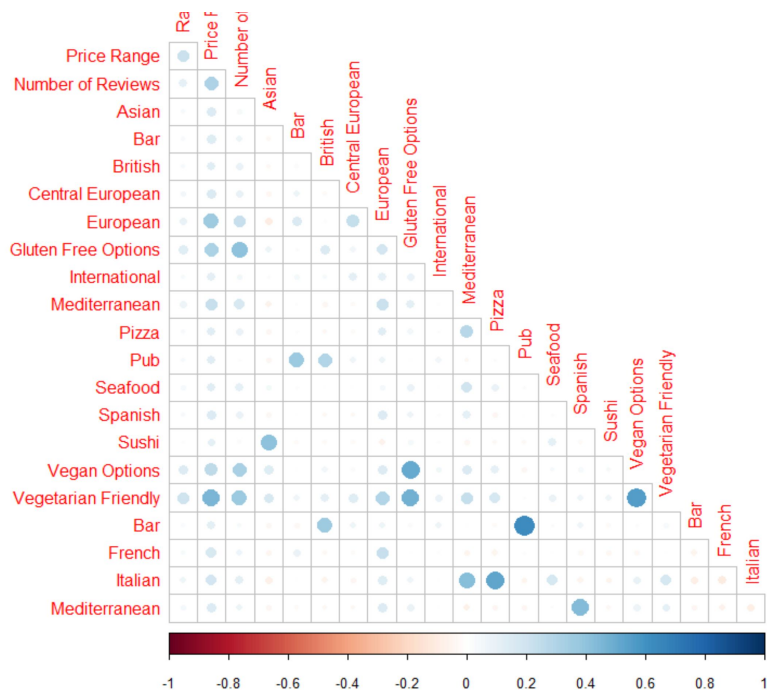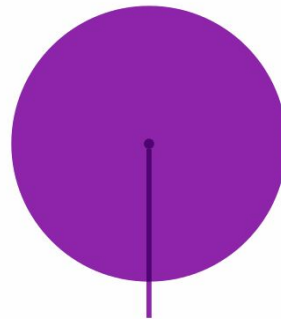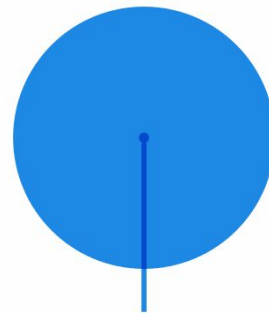
Predictive Analysis-Rating

Good Rating vs Price Range

89%
High

79%
Low

71%
Medium

Takeaways:

❏ Accuracy: 48% (Multinomial Logistic Regression)

❏ Cuisine Types are the most important predictors

❏ Need for better review analysis

Write a Review ✗

'Very special place, ethnic atmosphere': **2.5**

'It's so bad that it's great' : **5**

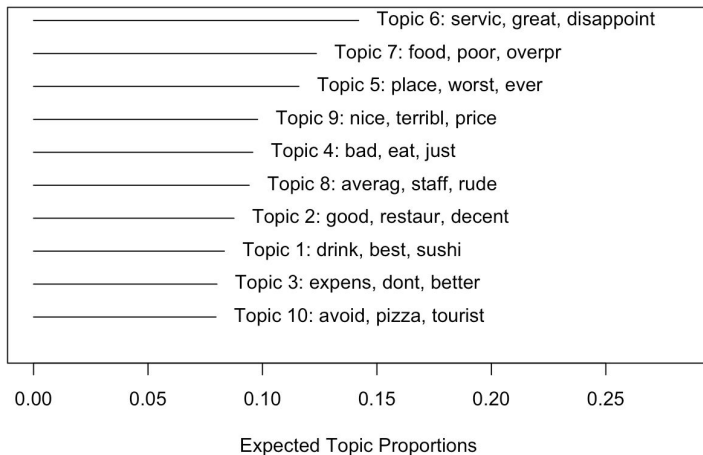**'Best humus I've ever had!!!!'** 🤔

Automated Review ✓

Factor	Sentiment
Food	------------
Service	------------
Price	------------
Ambience	------------

You gave a sentiment score of _ _ _ _ _ _

Analyzing Sentiments of Reviewers

Top Topics

Topic 6: servic, great, disappoint
Topic 7: food, poor, overpr
Topic 5: place, worst, ever
Topic 9: nice, terribl, price
Topic 4: bad, eat, just
Topic 8: averag, staff, rude
Topic 2: good, restaur, decent
Topic 1: drink, best, sushi
Topic 3: expens, dont, better
Topic 10: avoid, pizza, tourist

0.00   0.05   0.10   0.15   0.20   0.25

Expected Topic Proportions

Top Topics

Topic 8: place, amaz, lunch
Topic 3: excel, cafe, staff
Topic 7: delici, restaur, town
Topic 4: gem, coffe, tasti
Topic 10: servic, love, littl
Topic 5: fantast, fresh, price
Topic 6: friend, dinner, local
Topic 1: pizza, bar, perfect
Topic 2: breakfast, new, meal
Topic 9: hidden, visit, real

0.00   0.05   0.10   0.15   0.20   0.25   0.30
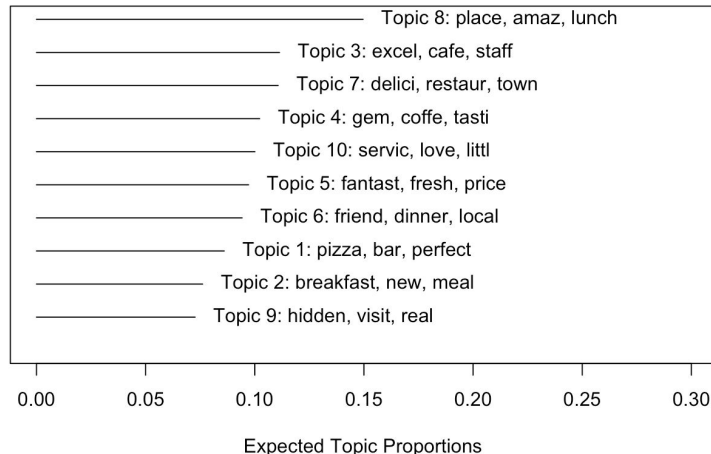
Expected Topic Proportions

#Tourist trap   **#Rude staff**

#Hidden Gem   **#Little and cosy place**

And now…
Time to show you a Beta Version of TripAdvisor 2.0

https://us04web.zoom.us/j/391843922