



**Case Study 9** – How a manager used Analytics to compare the customer ratings of her hotel with other hotels.

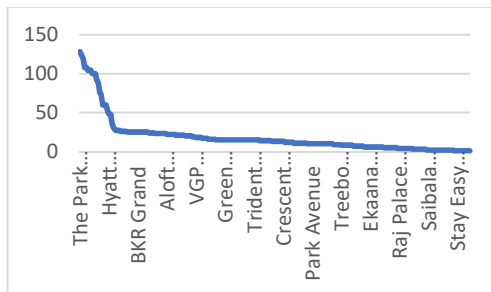
**Industry** – Hospitality Industry

We follow DCOVA and I methodology to solve the problem. To Understand this methodology, check this whitepaper - <https://pexitics.com/download/dcova-i-whitepaper/?wpdmdl=2970>



**Business Problem** – A manager of a hotel wanted to compare customer ratings with other hotels in the city. The customer ratings are on a public website for bookings hotels.

The manager approaches the analytics team with the problem and shares the details of the website of customer ratings and the list of hotels she wanted to compare the ratings with the team. The analytics team first downloads the customer ratings data and then **explores** the data to **treat the data for missing values and outliers**. The team then creates a pivot table in excel to check how many customers have given feedback for different hotels. The team comes out with a visualization shown below -



This chart is a line chart which shows the number of feedback received by the customers for all the hotels in the city.

The analytics team then does **statistical analysis** to compare the feedback ratings. The team uses empirical rule for normal distribution which states that “68% of the data falls within one standard deviation of the mean”. The team calculates the range of the 68% data for the hotel of interest and the rest of the hotels and prepares a report. The team then submits the report with the calculated comparison of the customer feedback to the manager for further action.

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