# Imperial College Business School

**BS1807 Visualisation
Final Project**
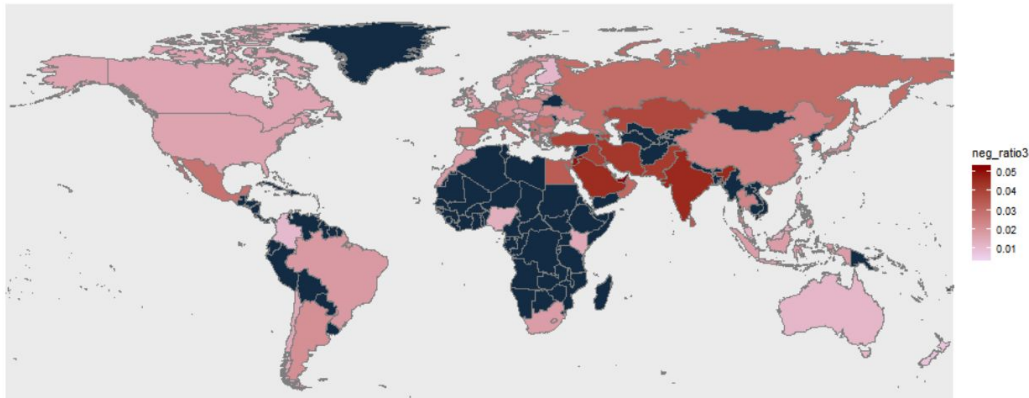

**EXECUTIVE SUMMARY**

**Group E**
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Group E

**Exhibit 1**



For the first exhibit, we show the negative ratio for each reviewing nationality (total negative reviews count / total review count). The option of filtering out countries using minimum number of total reviews is added to first have more statistical significance. Then we decided to put add an even higher filter to be able to view the countries who offer the highest economic gain. These could then be targeted to enhance the service provided to certain cultures.
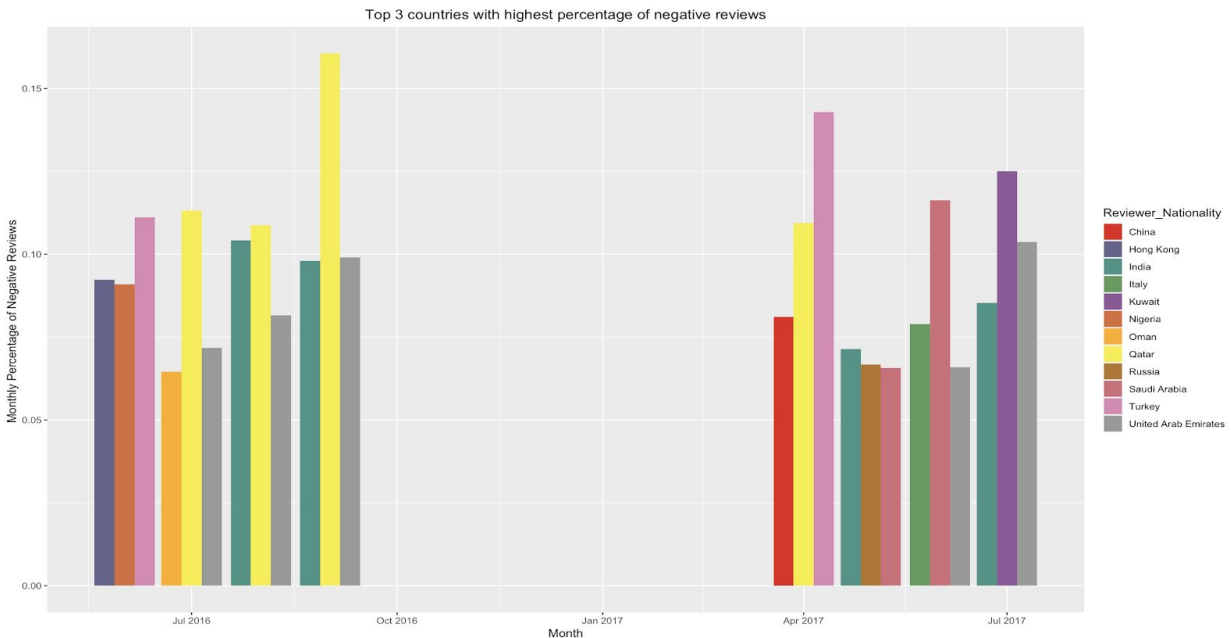
**Exhibit 2**
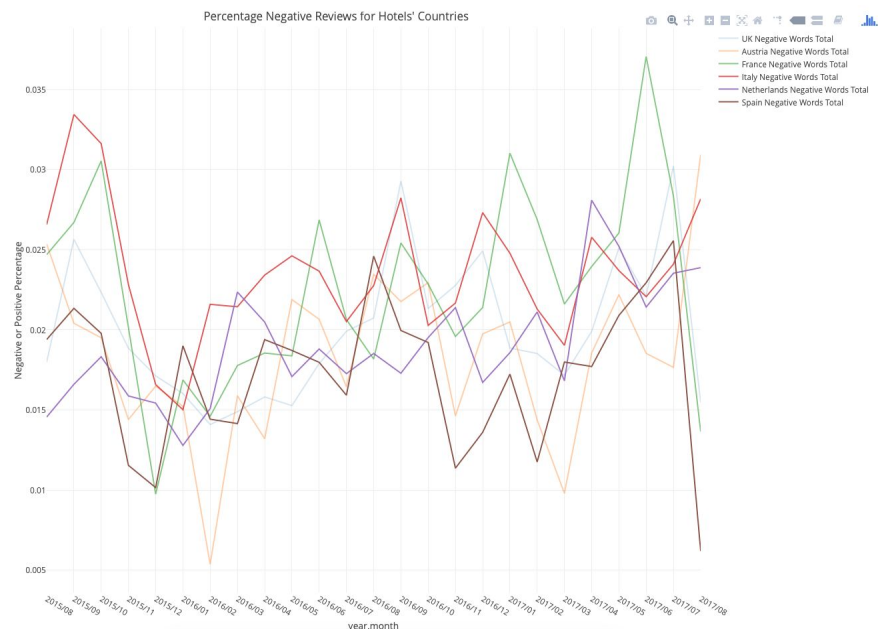


For this exhibit, based on countries of the hotels which are UK, Austria, France, Italy, Netherlands and Spain. Further, we show the percentage of negative reviews for each country. We observe that all countries have a slight or obvious increasing trend. Next, there are certain countries such as UK and Italy that exhibit identical trends which might imply identical customers' characteristics. Countries such as France have higher growth in its percentage of negative reviews.

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**Exhibit 3**



Top 3 countries with highest percentage of negative reviews

For this exhibit, we have filtered out top 3 nationalities by percentage of negative reviews **for the months June to September 2016 and April to July 2017** (sharpest seasonal increase in percentage of negative reviews periods within UK). Within these periods, we observe an interesting trend: guests from Qatar, UAE, Saudi Arabia seem to be experiencing an unpleasant stay given their percentage of negative reviews.  Given that these are Islamic countries, it may be a good recommendation for UK hotel managers to offer a better customized service to these countries within these time periods to improve their review performance.

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