

Aparthotel Adagio Frankfurt City Messe  
Hamburger Allee 4  
Frankfurt

# Weekly Report

## Customer Rating Analysis

November Calendar Week: 46

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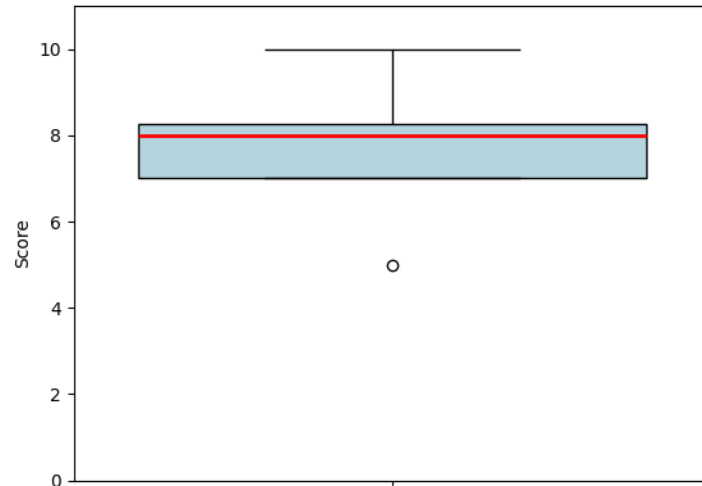
## 1. General Information

This **Customer Rating Analysis** for your hotel provides an overview of the key reviews from the past week. The goal is to summarize the highlights of customer feedback across various areas and identify trends. The analysis is based on the rating scores from Booking.com data.

Factors such as room categories, customer types, and reasons for travel are considered to determine what influences the ratings. The report also includes a comparison with the previous week to highlight any changes in the ratings. Additionally, comments are summarized by room category to enable targeted improvements. If a more detailed analysis of the influencing factors is desired, this can be provided.

The glossary on the next page explains the graphics used in the report.

## 2. Data Overview

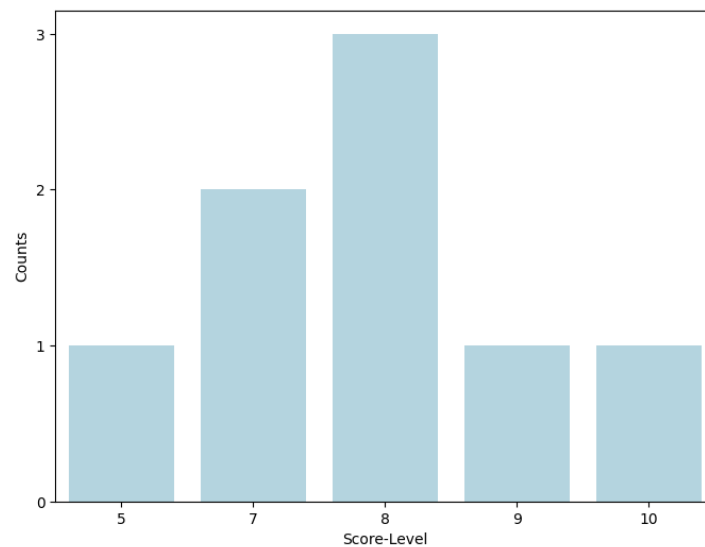


### Score-Distribution:

The boxplot shows the distribution of scores. The lowest rating given was a 5, the highest rating given was a 10. The average rating is 7.75, and 50% of guests rated the hotel between 7.0 and 8.25.

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### Score-Level

### Distribution:

The bar plot shows the score values for each score level. A total of 8 ratings were given. The score level 5 has one rating (12.5%). The score level 7 has 2 ratings (25.0%). The score level 8 has 3 ratings (37.5%). The score level 9 has one rating

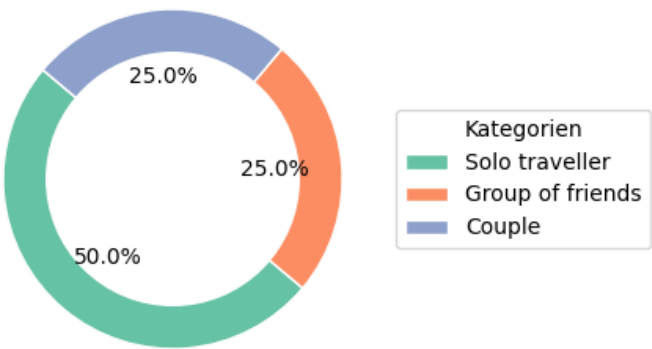
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(12.5%). The score level 10 has one rating (12.5%). No ratings were given for the other score levels.

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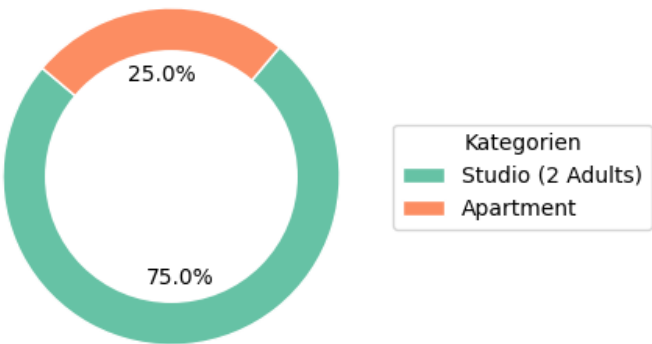
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|  |      |               |
|--|------|---------------|
| Customer   | Type | Distribution: |
| The pie chart shows the proportions of different customer types. The 8 guest ratings are divided into the following customer types: Solo traveller, Group of friends, Couple. The customer type Group of friends has 3 ratings (37.5%). The customer type Family has one rating (12.5%). The customer type Solo traveller has one rating (12.5%). The customer type Couple has one rating (12.5%). |      |               |

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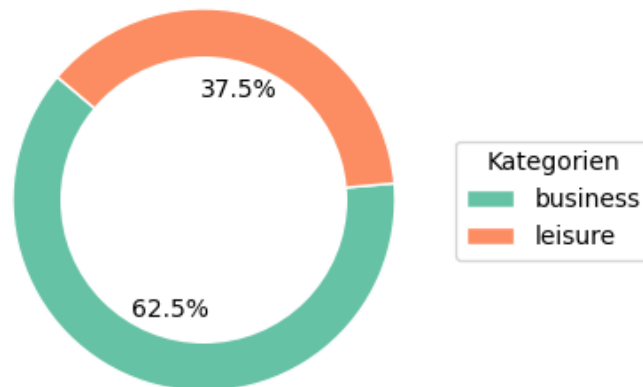
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|   |       |               |
|---|-------|---------------|
| Room  | Class | Distribution: |
| The pie chart shows the proportions of different room classes. This week, guests have rated the following room classes: Studio (2 Adults), Apartment. The room type Studio (2 Adults) has 6 ratings (75.0%). The room type Apartment has 2 ratings (25.0%). |       |               |

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Travel

Purpose

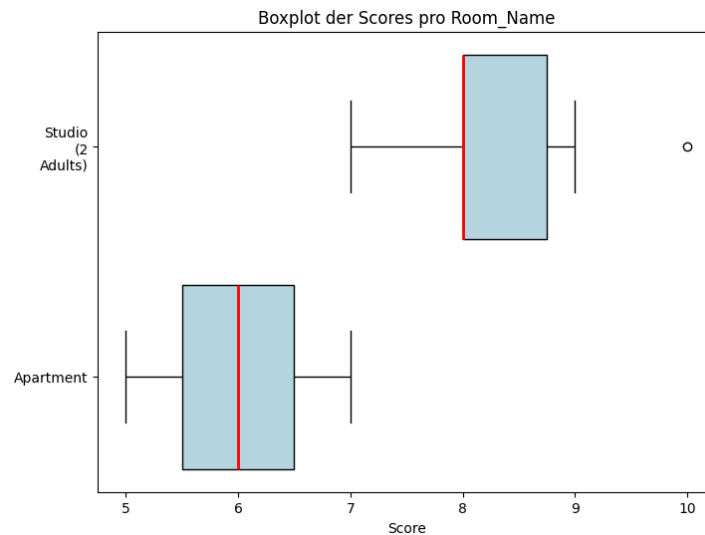
Distribution:

The pie chart shows the proportions of different travel purposes. Guests traveled for the following reasons: business, leisure. The travel purpose business has 5 (62.5%) ratings. The travel purpose leisure has 3 (37.5%) ratings.

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### 3. Score Highlights



Score-Room

Class

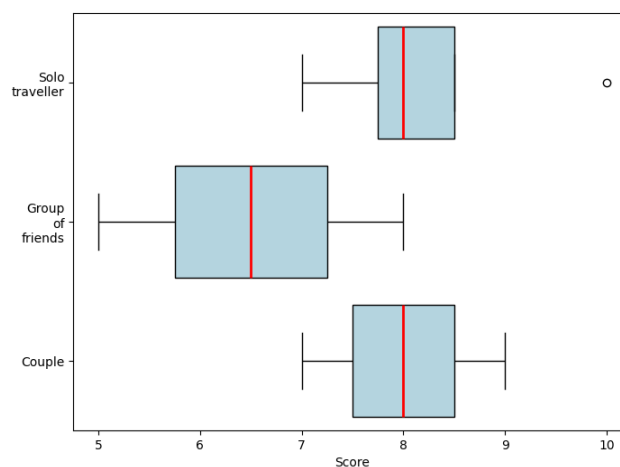
Distribution:

The score distribution is shown for the room categories Apartment, Studio (2 Adults). The class <Apartment> has on average given a score of 6.0 (Rot), the lowest score was 5.0 (Left Line) and highest rating was 7.0 (Right Line). 50% of the ratings (Blue) were between 5.5 and 6.5. The class <Studio (2 Adults)> has on average given a score of 8.3 (Rot), the lowest score was 7.0 (Left Line) and highest rating was 10.0 (Right Line). 50% of the ratings (Blue) were between 8.0 and 8.8.

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### Score-Customer

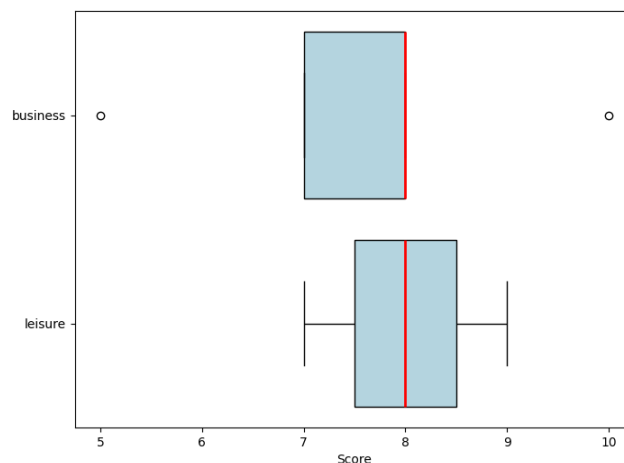
### Type

### Distribution:

The score distribution is shown for the customer types Couple, Group of friends, Solo traveller. The class <Couple> is rated on average with 8.0 (Red), with the lowest rating of 7.0 (Left bar) and the highest rating of 9.0 (Right bar). 50% of the ratings (Blue) are between 7.5 and 8.5. The class <Group of friends> is rated on average with 6.5 (Red), with the lowest rating of 5.0 (Left bar) and the highest rating of 8.0 (Right bar). 50% of the ratings (Blue) are between 5.8 and 7.2. The class <Solo traveller> is rated on average with 8.2 (Red), with the lowest rating of 7.0 (Left bar) and the highest rating of 10.0 (Right bar). 50% of the ratings (Blue) are between 7.8 and 8.5.

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### Score-Travel

### Purpose

### Distribution:

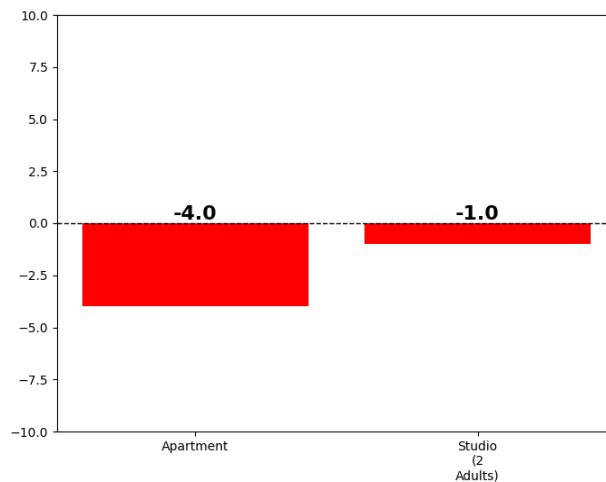
The score distribution is shown for the travel purposes business, leisure. The class <business> is rated on average with 7.6 (Red), with the lowest rating of 5.0 (Left bar) and the highest rating of 10.0 (Right bar). 50% of the ratings (Blue) are between 7.0 and 8.0. The class <leisure> is rated on average with 8.0 (Red), with the lowest rating of 7.0 (Left bar) and the highest rating of 9.0 (Right bar). 50% of the ratings (Blue) are between 7.5 and 8.5.

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## 4. Comparison to last week



Score-Room

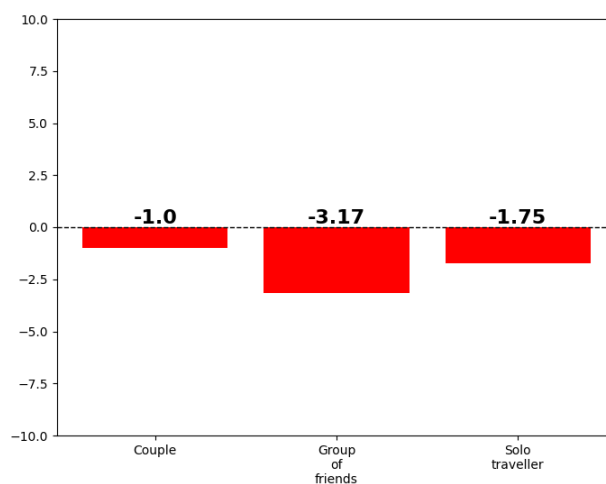
Class

Comparison:

The following changes occurred for the room categories rated this week compared to last week: The class <Apartment> has on average -4.0 Points less than in the previous week. The class <Studio (2 Adults)> has on average -1.0 Points less than in the previous week.

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Score-Customer

Type

Comparison:

The ratings by customer type have changed as follows compared to last week: The class <Couple> has on average -1.0 points less than the previous week. For the

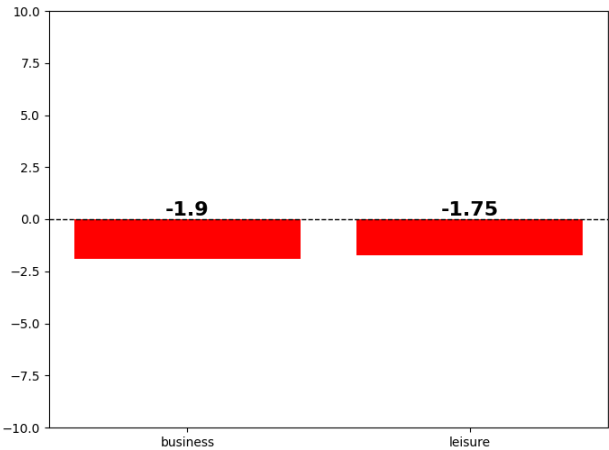
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classFamily there were no ratings given. The class <Group of friends> has on average -3.17 points less than the previous week. The class <Solo traveller> has on average -1.75 points less than the previous week.

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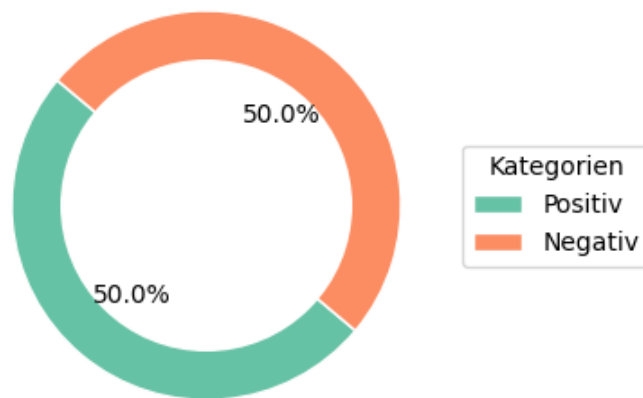


| Score-Travel   | Purpose | Comparison: |
|--|---------|-------------|
| The following changes occurred in the ratings based on the travel purpose compared to last week: The class <business> has on average -1.9 points less than in the previous week. The class <leisure> has on average -1.75 points less than in the previous week. |         |             |

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## 5. Sentiment Statistics



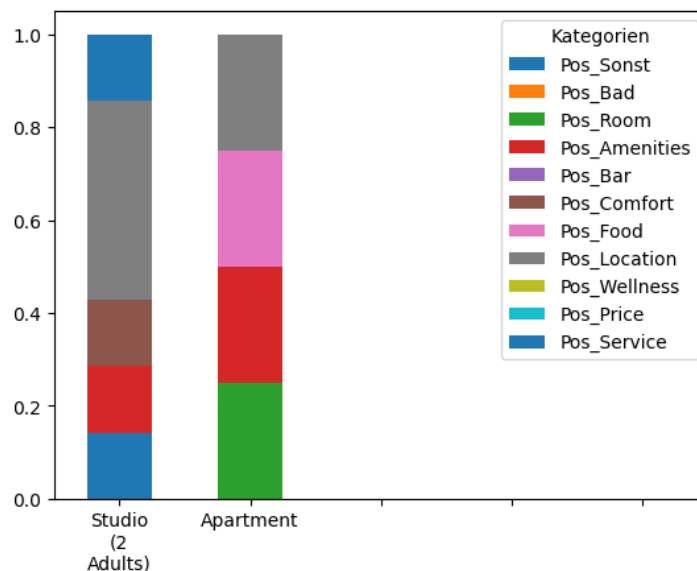
Positive-Negative

Distribution:

This week, there were 4 positive (50.0%) and 4 negative (50.0%) comments, with a customer being able to write both positive and negative feedback.

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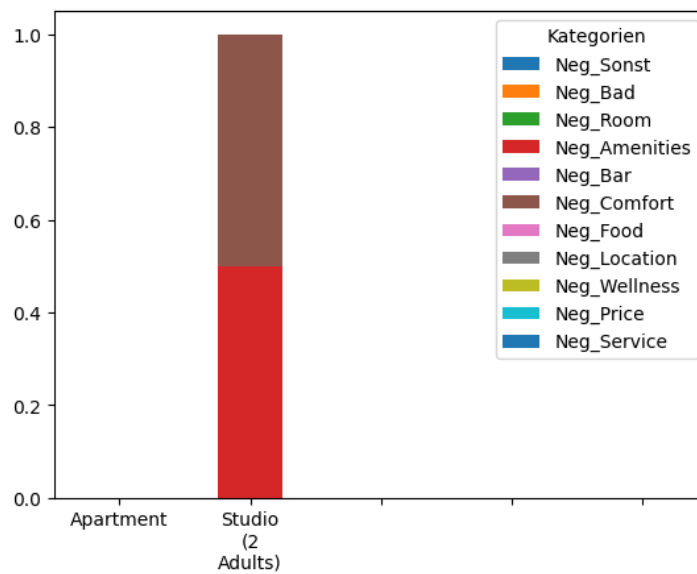
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**Positive Comment Categories by Room Category:** The figure shows how the positive rating categories are distributed across the rooms. The goal of this diagram is to determine whether certain rating categories appear more frequently in one room category than in others.

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**Negative Comment Categories by Room Category:** The figure shows how the negative rating categories are distributed across the rooms. The goal of this diagram is to determine whether certain rating categories appear more frequently in one room category than in others.

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