

Aparthotel Adagio Frankfurt City Messe
Hamburger Allee 4
Frankfurt

Monthly Report

Customer Rating Analysis

Month: November

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1. General Information

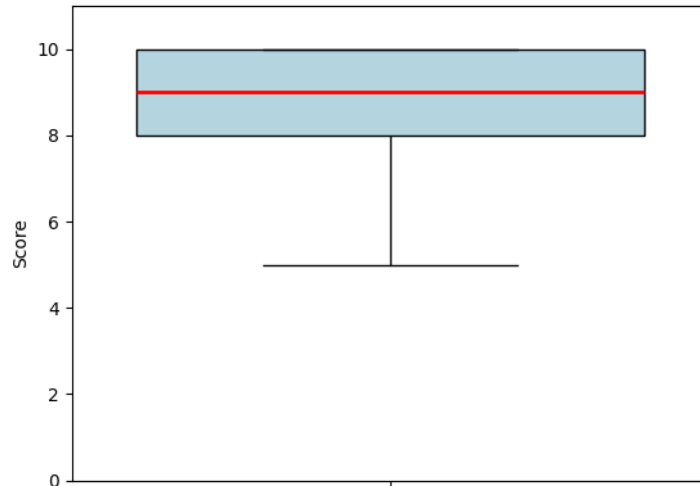
This **Customer Rating Analysis** for your hotel provides an overview of the key reviews from the past month. The goal is to summarize the highlights of customer feedback across various areas and identify trends.

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 month 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.

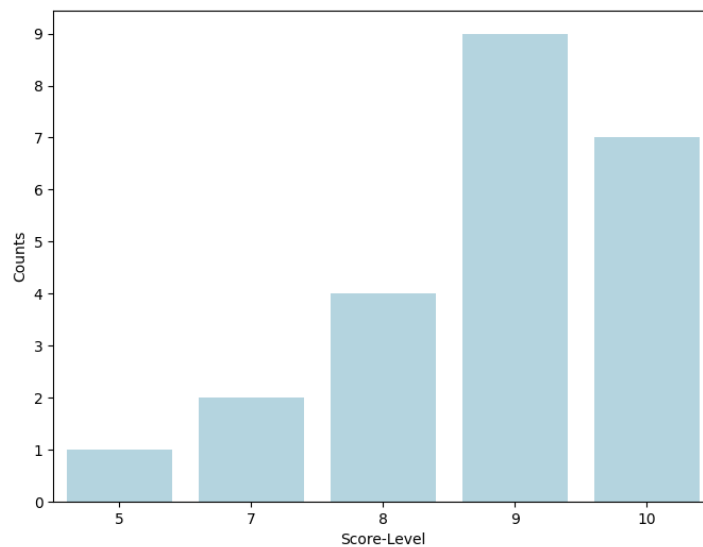
2. Data Overview



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 8.78, with 50% of guests rating the hotel between 8.0 and 10.0.



Score-Level

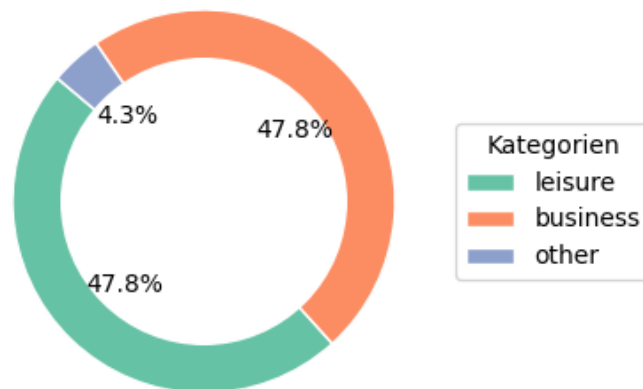
Distribution:

The bar plot shows the score values for each score level. A total of 23 ratings were given. The score level 5 has received one rating (4.3%). The score level 7 has received 2 ratings (8.7%). The score level 8 has received 4 ratings (17.4%). The

Distribution:

Distribution:

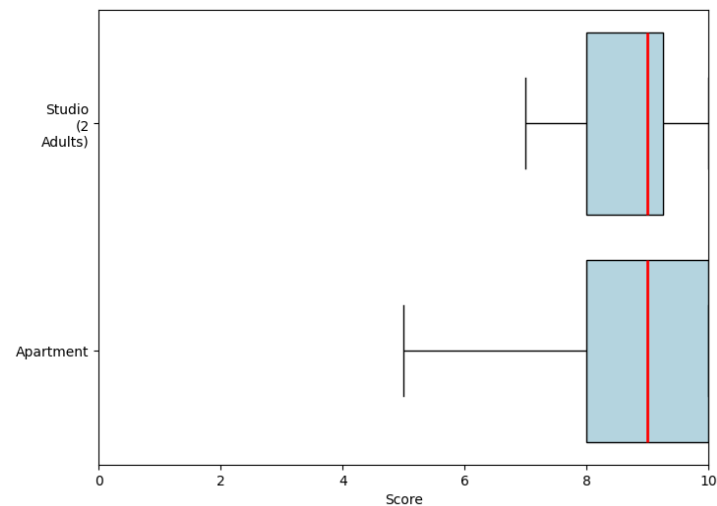
Studio (2 Adults) have given 16 ratings (69.6%). The guests of Apartment have given 7 ratings (30.4%).



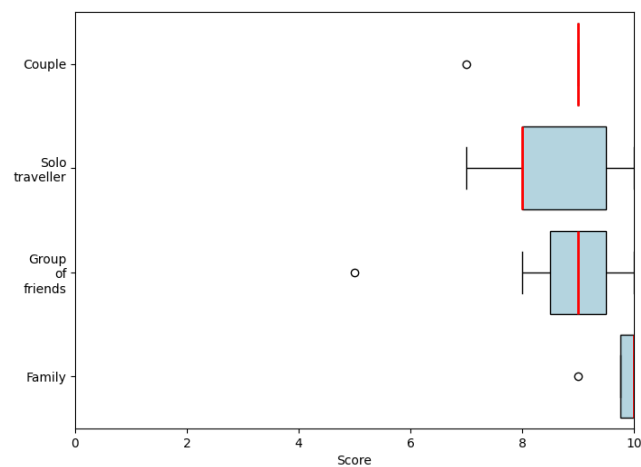
Travel Purpose Distribution:

The pie chart shows the proportions of different travel purposes. Guests traveled for the following reasons: leisure, business, other. Under the travel purpose leisure, a total of 11 (47.8%) ratings were given. Under the travel purpose business, a total of 11 (47.8%) ratings were given. Under the travel purpose other, one rating (4.3%) was given.

3. Score Highlights



Score-Room	Class	Distribution:
The score distribution is shown for the room categories Apartment, Studio (2 Adults). The class <Apartment> is rated on average with 8.6 (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 8.0 and 10.0. The class <Studio (2 Adults)> is rated on average with 8.9 (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 8.0 and 9.2.		

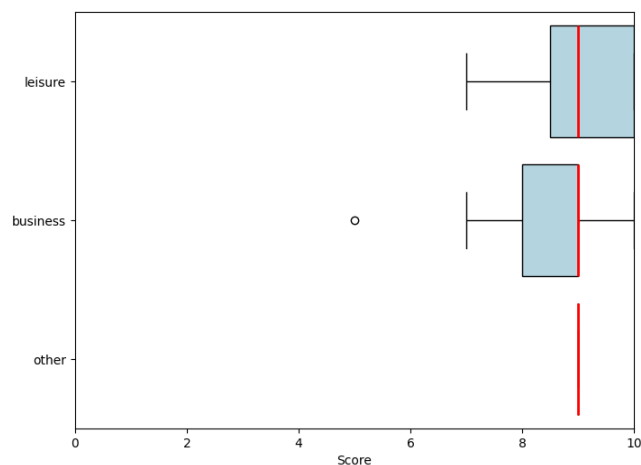


Score-Customer

Type

Distribution:

The score distribution is shown for the customer types Couple, Family, Group of friends, Solo traveller. The class <Couple> is rated on average with 8.6 (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 9.0 and 9.0. The class <Family> is rated on average with 9.8 (Red), with the lowest rating of 9.0 (Left bar) and the highest rating of 10.0 (Right bar). 50% of the ratings (Blue) are between 9.8 and 10.0. The class <Group of friends> is rated on average with 8.6 (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 8.5 and 9.5. The class <Solo traveller> is rated on average with 8.6 (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 8.0 and 9.5.



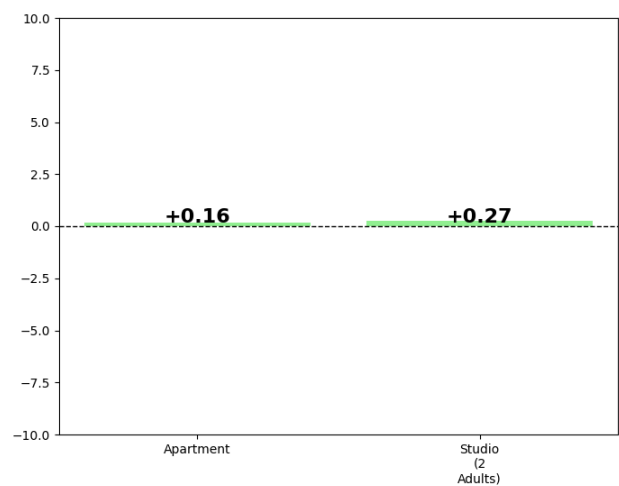
Score-Travel

Purpose

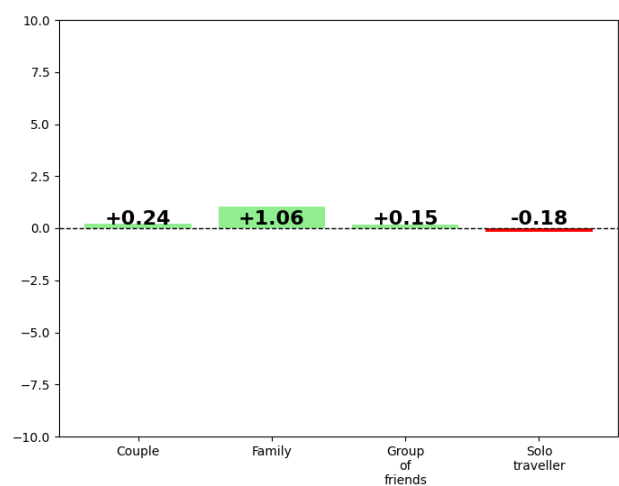
Distribution:

The score distribution is shown for the travel purposes business, leisure, other. The class <business> is rated on average with 8.5 (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 8.0 and 9.0. The class <leisure> is rated on average with 9.1 (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 8.5 and 10.0. The class <other> has an average rating of 9.0 (Red). There was only one rating in this class.

4. Comparison to last Month

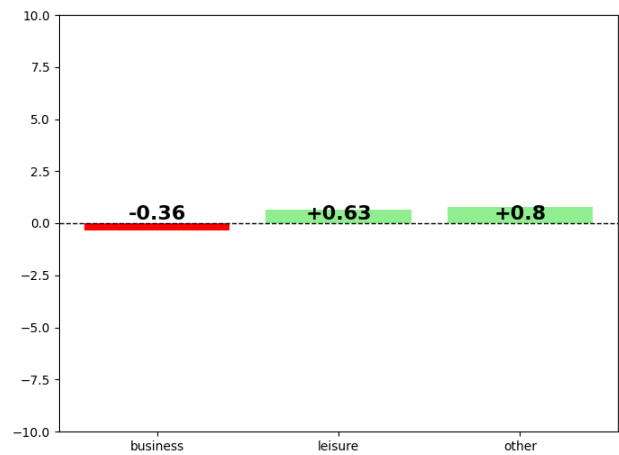


Score-Room	Class	Comparison:
The following changes occurred for the room categories rated this week compared to last week: The class <Apartment> has changed by an average of 0.16 points more than the previous week. The class <Studio (2 Adults)> has changed by an average of 0.27 points more than the previous week.		



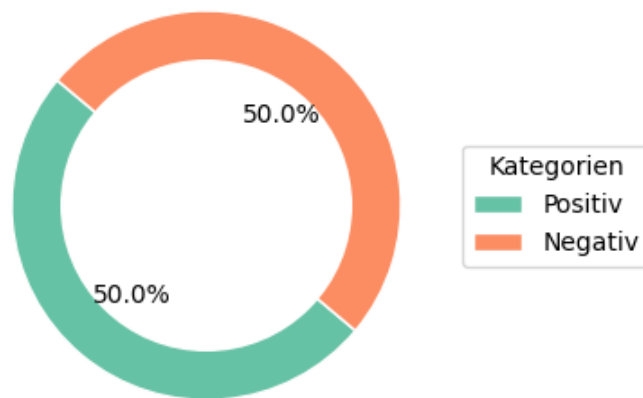
Score-Customer	Type	Comparison:
The ratings by customer type have changed as follows compared to last week: The class <Couple> changed by an average of 0.24 points more than the previous week.		

The class <Family> changed by an average of 1.06 points more than the previous week. The class <Group of friends> changed by an average of 0.15 points more than the previous week. The class <Solo traveller> changed by an average of -0.18 points less than the previous week.



Score-Travel	Purpose	Comparison:
The following changes occurred in the ratings based on the travel purpose compared to last week: The class <business> has changed by an average of -0.36 points less than the previous week. The class <leisure> has changed by an average of 0.63 points more than the previous week. The class <other> has changed by an average of 0.8 points more than the previous week.		

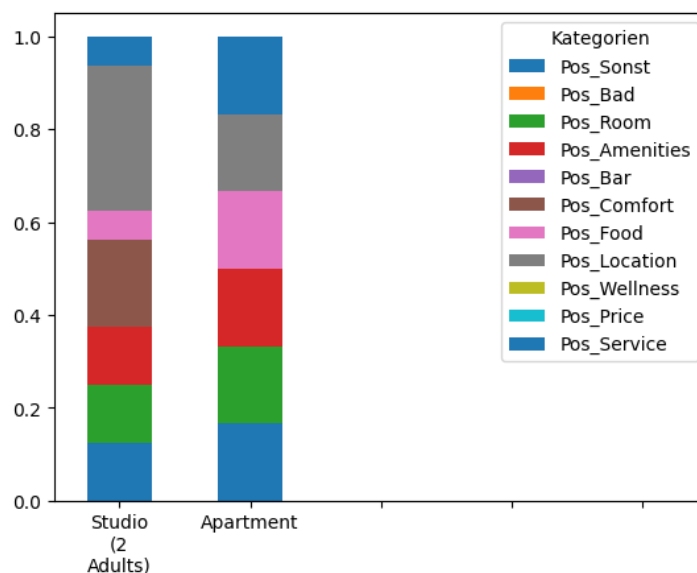
5. Sentiment Statistics



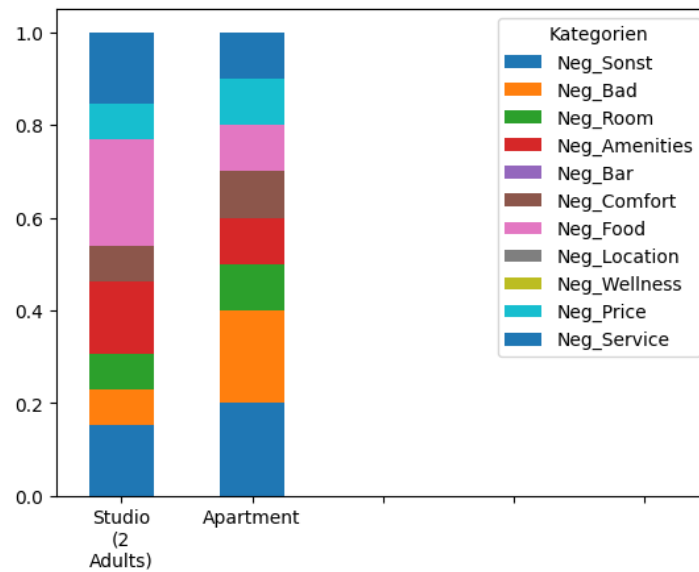
Positive-Negative

Distribution:

This week, there were 9 positive (50.0%) and 9 negative (50.0%) comments, with a customer being able to write both positive and negative feedback.



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.



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.