|  |
| --- |
| {{HotelName}} |
| {{HotelStr}} |
| {{Stadt}} |

Ein Bild, das Im Haus, Wand, Kissen, Bettwäsche enthält.

Automatisch generierte Beschreibung

|  |  |  |
| --- | --- | --- |
| Monthly Report | | |
| Customer Rating Analysis | | |
| Month: | {{Month}} |  |

|  |  |
| --- | --- |
| Created by  Sargei Rehmani M.Sc. | Ein Bild, das Menschliches Gesicht, Person, Lächeln, Porträt enthält.  Automatisch generierte Beschreibung |

Content

1. General Information

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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\_Image\_Week}} |
| {{Score\_Week}} |

|  |
| --- |
| {{Score\_Level\_Image\_Week}} |
| {{Score\_Level\_Week}} |

|  |
| --- |
| {{Customer\_Image\_Week}} |
| {{Customer\_Week}} |

|  |
| --- |
| {{Room\_Image\_Week}} |
| {{Room\_Week}} |

|  |
| --- |
| {{Travel\_Image\_Week}} |
| {{Travel\_Week}} |

3. Score Highlights

|  |
| --- |
| {{Score\_Image\_Room}} |
| {{Score\_Room}} |

|  |
| --- |
| {{Score\_Image\_Customer}} |
| {{Score\_Customer}} |

|  |
| --- |
| {{Score\_Image\_Travel}} |
| {{Score\_Travel}} |

4. Comparison to last Month

|  |
| --- |
| {{Diff\_Image\_Room}} |
| {{Diff\_Room}} |

|  |
| --- |
| {{Diff\_Image\_Customer}} |
| {{Diff\_Customer}} |

|  |
| --- |
| {{Diff\_Image\_Travel}} |
| {{Diff\_Travel}} |

5. Sentiment Statistics

|  |
| --- |
| {{Pos\_Neg\_Image}} |
| {{Pos\_Neg}} |

|  |
| --- |
| {{Pos\_Stack\_Room\_Image}} |
| **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. |

|  |
| --- |
| {{Neg\_Stack\_Room\_Image}} |
| **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. |