

# Reusable Review Energy: Hotel Recommender - TripAdvisor

## Problem:

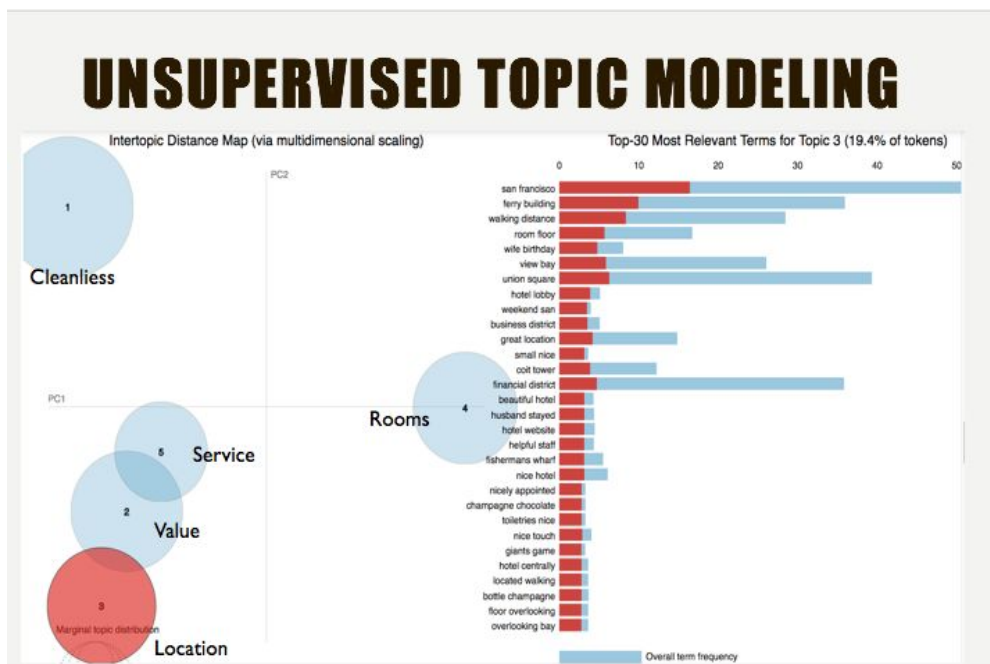
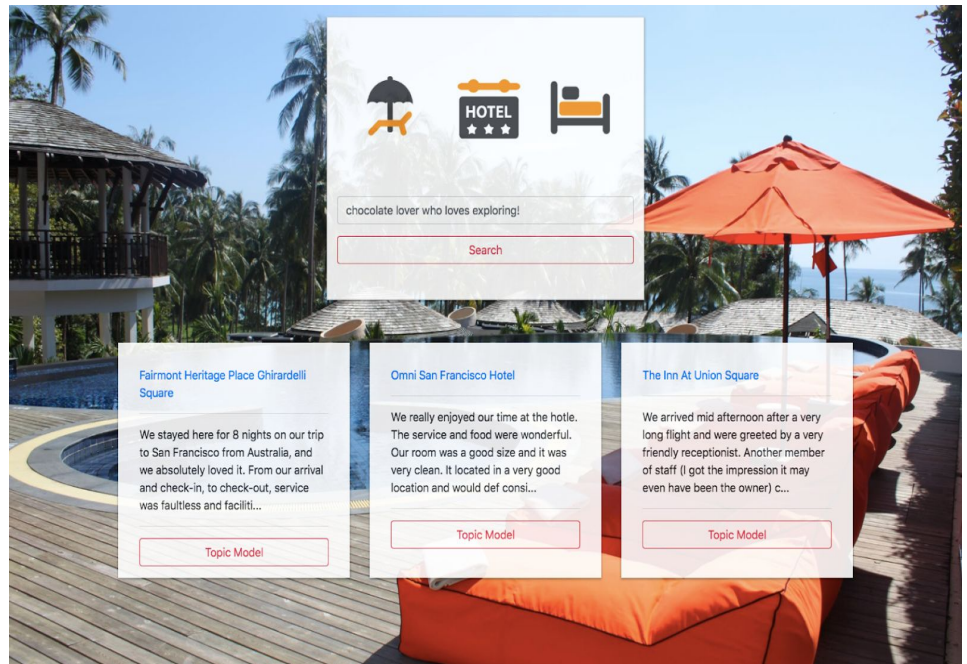
Most people only look at star ratings and read a couple reviews. The other hundreds or thousands of reviews are wasted!

## Objective:

Build a **Web App Hotel Recommender** utilizing customer experiences from TripAdvisor Data.

## NLP Models:

- 1) Build **TF-IDF Matrix** of each hotel.
- 2) **Vectorize** user input.
- 3) Recommend hotel based on **cosine similarity**.



## Improve Recommendations:

- 1) Separate hotel reviews: **Positive, Neutral, Negative**
- 2) **Cluster** sentiments by important features
- 3) **Reduce dimensionality** for visual interpretation

## Topic Models Tech:

- 1) VADER Sentiment Analysis
- 2) Latent Dirichlet Allocation
- 3) LDAvis for visuals

Project Link:

[https://github.com/steventa87/Hotel\\_Reccomendation](https://github.com/steventa87/Hotel_Reccomendation)

[Steven Ta](#)