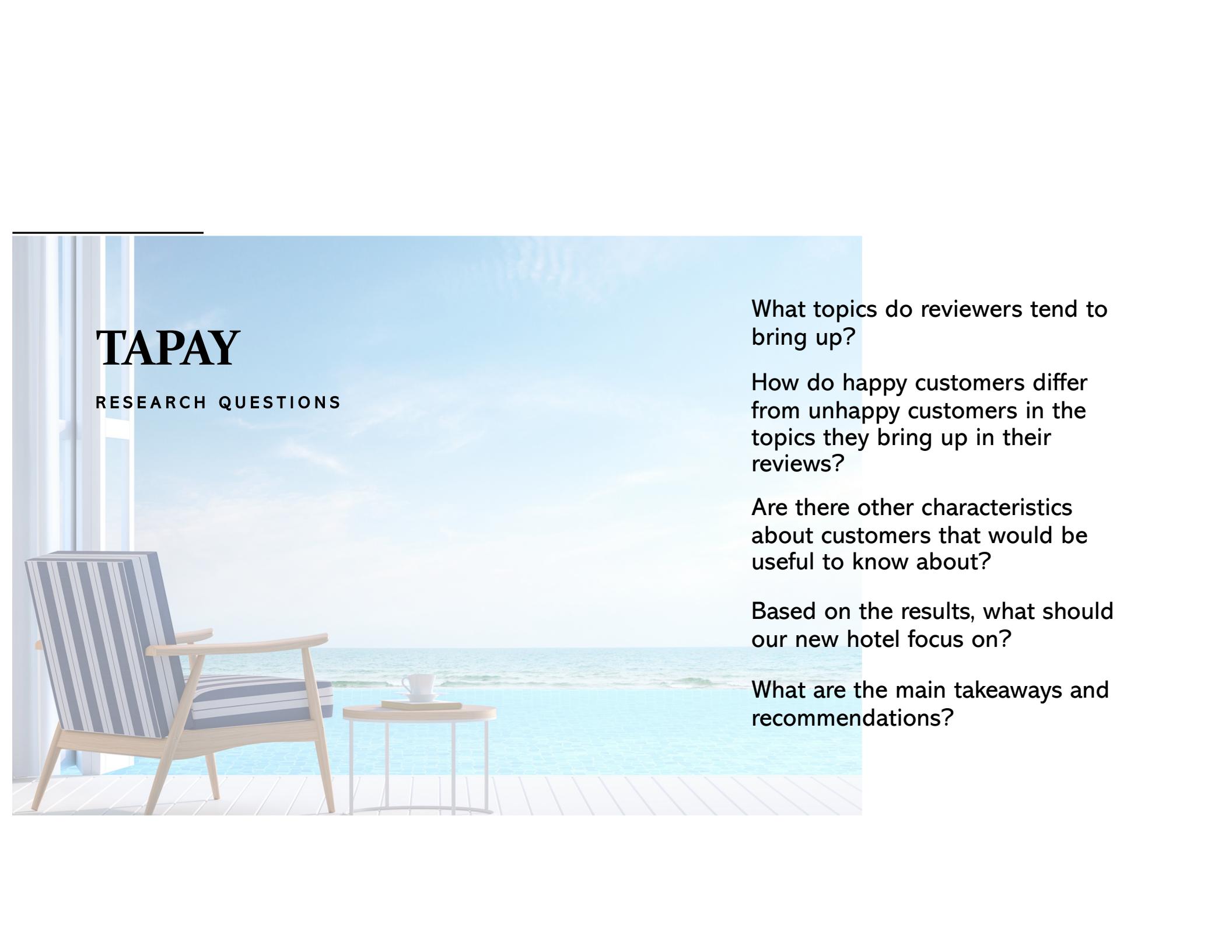




TAPAY Hotel Reviews

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TAPAY

RESEARCH QUESTIONS

What topics do reviewers tend to bring up?

How do happy customers differ from unhappy customers in the topics they bring up in their reviews?

Are there other characteristics about customers that would be useful to know about?

Based on the results, what should our new hotel focus on?

What are the main takeaways and recommendations?

Our Approach: Topic Modeling

- 1 Data Processing and Clean-up
- 2 Vectorize and Create Dictionary
- 3 Create Model
- 4 Evaluate Model

Topic Analysis

What topics do reviewers tend to bring up?



Topics

All Customers



Comfort and Service



Service and Location



Location and Enjoyment



Topics

Happy Customers



Location and Amenities



Service and Enjoyment



Topics Unhappy Customers



Comfort and Room Quality



Service Experience



Location



Topic Analysis

How do happy customers differ from unhappy customers in the topics they bring up in their review?



How do happy customers differ from unhappy customers in the topics they bring up in their review?



- Left favorable comments about the rooms
- Appeared to have a strong affinity for the Chicago location
- Positive feedback regarding the bar and lobby



- Expressed dissatisfaction with the service offered by the front desk staff
- Complained about the quality of the beds in the rooms
- Referenced nighttime concerns, possibly pertaining to the level of service provided after a certain hour



Customer Insights

Are there other characteristics about customers that would be useful to know about?



Across the board, customers are interested in:



Room quality



**The hotel's
reception area**



**Service provided by
the staff and front
desk**



Hotel's Location



Bed Comfort



The final dataset comprises 57% positive reviews, 21% negative reviews, and 22% neutral reviews.



Within the positive reviews, the average rating stood at 4.4. In contrast, among the negative reviewers, the average rating was 1.6.



Among *negative* reviews, 48% were tagged as “Useful”. On the other hand, 42% of *positive* reviews were tagged as “Useful”.

Review Findings



Future Strategy

Based on the results, what should our new hotel focus on?



Focus Areas



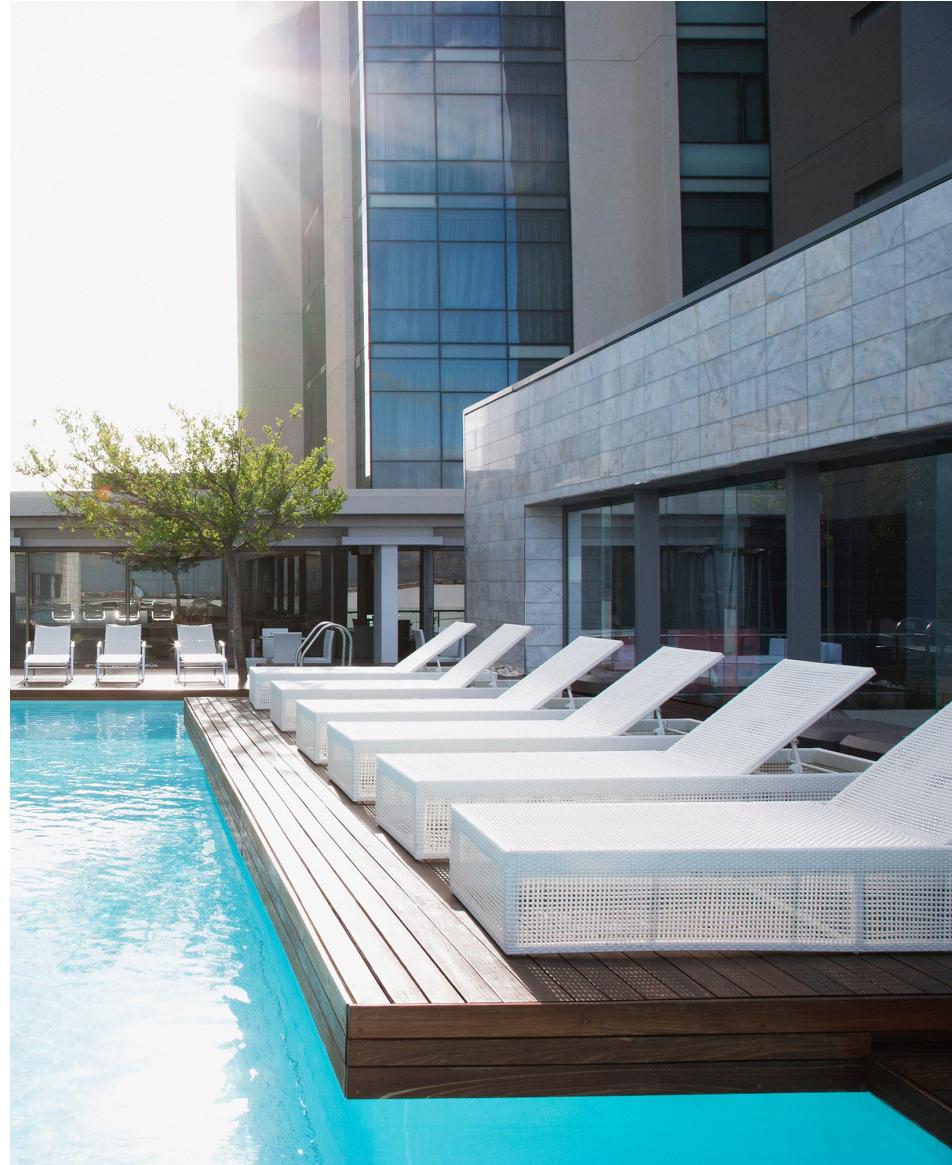
Comfort and Quality



Exceptional Service



Location and Amenities



Final Recommendations

What are the main takeaways and recommendations?





Focus on creating an exceptional service experience by providing customer service training to front-desk staff.



Invest heavily in comfort and amenities.



Establish a social moderation team to address negative reviews in real-time.

Final Recommendations



**Thank you
for your
time!**

