

The Task

A newly launched hotel located in a popular scenic destination has conducted extensive marketing to attract customers. To assess the effectiveness of both its **messaging** and **customer experience**, the hotel asked guests to answer a short questionnaire at both check-in and check-out.

- **At check-in:** “What persuaded you to choose our hotel for your stay?”
- **At check-out:** “What impressed you the most during your stay?”

Each questionnaire included a single multiple-choice question (choose all that apply) from the same 11 entries:


- ☐ Comfortable and Clean Rooms
- ☐ Delicious Breakfast
- ☐ Fast and Reliable Wi-Fi
- ☐ Friendly and Helpful Staff
- ☐ Quiet and Restful Environment
- ☐ Modern Fitness Facilities
- ☐ Family-Friendly Services
- ☐ Business Amenities
- ☐ Easy Parking & Check-in
- ☐ Stylish Interior Design
- ☐ Reservation & Communication

Please find [the attached raw data](#).

What to Submit

As a data consultant, your task is to analyze this dataset, extract meaningful business insights, and provide actionable recommendations for the hotel management team.

Your suggestions may cover areas such as the effectiveness of marketing efforts, the alignment between customer expectations and experiences, and any other notable findings from the data.

 **Note:** *The dataset is simulated—don’t worry about statistical representativeness. Just aim to extract meaningful insights from the patterns you observe.*