algoscale

SENTIMENT ANALYSIS OF CUSTOMER'S REVIEW AND DASHBOARDING ON QLIKVIEW

Learn how Algoscale helped this leading hotel chain to gain insights on customer reviews and leverage that information for their future business decisions and strategies

Industry Challenges

For designing business strategies based on customer personas, it becomes necessary to look into and analyze the reviews as it facilitates understanding and further stepping into customer expectations from the enterprise. Sentiment Analysis becomes a handy technique in this process as it analyzes customers' opinions toward hotels and their qualities and provides the businesses with meaningful insights.

Competitors

Knowing how your firm compares to its competitors, where it thrives, and where it falls short, is crucial for effective business planning and development.

Customer Feedback

A large amount of data on customer feedback needs to be crawled from sites like TripAdvisor and Expedia using machine learning algorithms.

Categories

Determining the categories and subcategories (food, service, personnel, etc.) of each feedback on a huge amount of data is a time-consuming task.

Problem Statement

To analyze the customer feedback on a machine learning model to comprehend the variation in services with the property location, property type, etc. factors for the client to leverage that information for their future business decision-making and expansion strategies.

Our Solution

- Algoscale exercised a solution based on unsupervised learning, i.e., generic in all cases no rule-based model. The data was processed and, further, stored into a data lake with the help of Spark.

- A competitor analysis was performed to gather the differences between customers and hotels, effects of competitor events on their business, etc., and further, get the lagging variables.

- Metrics and techniques like cosine similarity, Word2vec, and lemmatization were implemented to extract and determine the sentiment of the text. Business intelligence tools were used for the purpose of better visualization.

Technology

Data was processed and, further, stored into a data lake with the help of Spark.

Competitor analysis to gather the differences between customers and hotels, effects of competitor events on their business

Business intelligence tools were used for the purpose of better visualization.

Tech Stack

Business Impact

- Algoscale provided the client with a perspective into the customers' insights to support them in expansion strategies. Previously, they would have had to wait for the results to determine whether or not their decisions worked right or not.
- Our solution aided better business decision-making and enhanced the returns for the client.
- The competitor analysis provided them with a detailed outlook into the gaps in the business strategies and better understand the market conditions to fine-tune their offerings.

Case Study: Sentiment analysis of customer's review and dashboarding on Qlikview

Client

A leading hotel chain, headquartered in Texas, that owns and operates over 900 properties and franchises approximately 295 under various brand names.

Challenge

To gather insights on customer reviews based on their previous stays at properties so that the client can use them to make business decisions and expansion strategies in the future.

Our solution

Algoscale exercised a solution based on unsupervised learning, i.e., generic in all cases no rule-based model. A competitor analysis was run and BI tools were put to use for better visualization.

Business Impact

Algoscale provided the client with a perspective into the customers' insights to support them in expansion strategies. Our solution facilitated better business decision-making and improved the returns for the client.