



Social Media Analytics for hotel reviews

A large German hotel portal uses Information Discovery to automatically evaluate large numbers of user assessments in an internet portal and to (positively/negatively) review individual statements regarding sentiments.

Hotel ratings

Portal users have the possibility of rating hotels they have booked on the internet. A text field serves as a space where they can enter their evaluation and rating in the form of free texts, which is how thousands of hotel ratings are done every month.

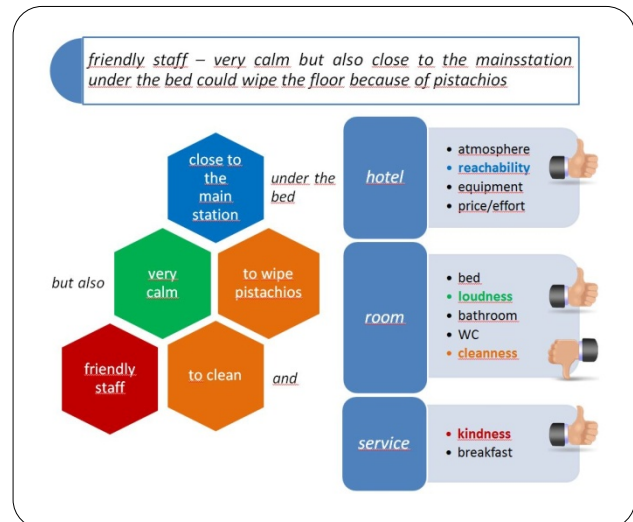
Situation

The portal operators have a great interest in processing this large collection of data to be able to offer the user as transparent and clear information as possible on the hotel he selected. In particular, the analyses should be able to answer the following questions averaged over a number text-based single evaluations:

- Which hotel was positively/negatively evaluated by the most visitors?
- What are the categories in which a hotel stands out particularly from the rest?
- Does the evaluated quality/category for a certain hotel increase or decrease with time?

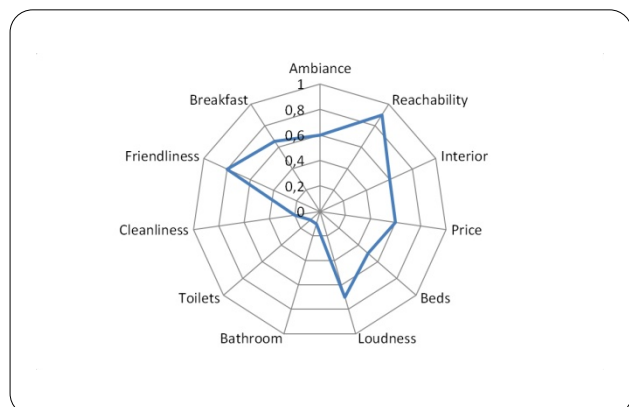
Implementation

Information Discovery is put to use. The software is particularly suitable for assigning ungrammatical statements to freely configurable categories. At the same time, the corresponding polarity for every identifiable evaluation is determined.



Results

By classifying and automatically evaluating thousands of user assessments, multi-faceted statistical evaluations are possible with typical methods of data mining.



The example shows an obviously average hotel with very good public transportation connections and deficits in cleanliness. Remarkably, solely the text-based user evaluation served as a basis for this evaluation.