



Trip Advisor data analysis

Introduction

For this piece of analysis, we looked at evaluating the opinion of tourists to a number of popular places in Scotland. We were particularly interested in seeing which places were actively liked, and those that were actively disliked.

In addition, we wanted to see if there were any links between any of the places, which could be used to assist in marketing campaigns.

Analysis

The analysis was based solely on data downloaded from Trip Advisor. We used comments that were made that included any of the placenames we were analysing, along with other key words such as: Scotland, Scotland, UK.

An important aspect of this analysis is to look at how we are going to determine positive sentiment as opposed to negative sentiment. This is an important subject and is worthy of further discussion.

If we think of the Cairngorms (as way of example, they are not used in the analysis), then the majority of tourists would think of skiing. This means that the word 'cold' would have a positive sentiment. However, if we think of Edinburgh or Glasgow, it is unlikely that the word 'cold' would have a positive sentiment - in fact rather the opposite!

This highlights the rather blunt instrument that is traditional sentiment analysis as undertaken by the majority of companies today. This also highlights one of the reasons why Brand Aura focuses on context first, and then looks to analyse sentiment after. By identifying what is in context with a brand it becomes easier to identify whether the conversations about this brand are positive or negative in sentiment - bearing in mind of course that sentiment changes from topic to topic or from brand to brand.

The analysis that we undertook therefore uses the contextual analysis of the Trip Advisor comments as a starting point. This means that when we judge the sentiment analysis based on a word such as 'rain' other words that are used in the same context in the Trip Advisor comments are automatically included in the analysis. This makes the sentiment analysis more powerful and more thorough than other approaches.

The analysis shown in Figure 1 shows the trip advisor comments judged against a positive sentiment. The higher the score, then the better the positive sentiment. Inverness does not score at all - perhaps reflecting the fact that although people may stay in Inverness they use it as a base for exploring the rest of the Highlands. Cawdor and Culloden both score highly, reflecting the enjoyment that people have in visiting these places.

The analysis shown in Figure 2 shows the trip advisor comments judged against a negative sentiment. In this case, the higher the score, then the worse the negative sentiment. This means that the Highlands rather surprisingly have the worst score. Analysis of the context around the Highlands shows that this

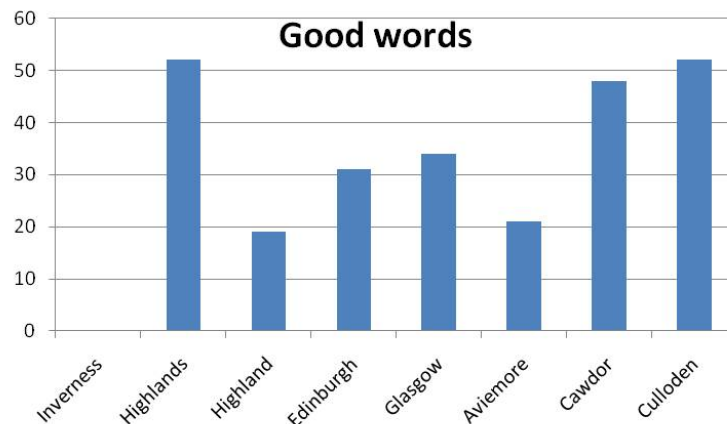


Figure 1: Trip advisor comments analysed with positive sentiment

negative sentiment is focused on the weather, with 'rain' coming through very strongly.

However, although Cawdor and Culloden may both also suffer from the same weather patterns being also in the Highlands, they are not affected in the same negative way. This reflects the fact that people's expectations for the Highlands are different when compared to Cawdor and Culloden, and therefore poor weather will not necessarily affect their enjoyment in the same way.

Conclusions

This analysis highlights the importance of understanding context when analysing brands. It also shows that an understanding of the underlying context underlying the analysis is important in order to understand the conversations that surround each particular brand.

Further to the analysis conducted above, contextual analysis showed that Edinburgh and Glasgow were found to be in close context to many of the other destinations listed above. On further examination, it could be seen that this was normally due to questions posed in the online comments along the line of: How can I get from Edinburgh to Cawdor?

In other words, certain places are used as portals or gateways to the rest of the country, and therefore the marketing activity can be directed accordingly.

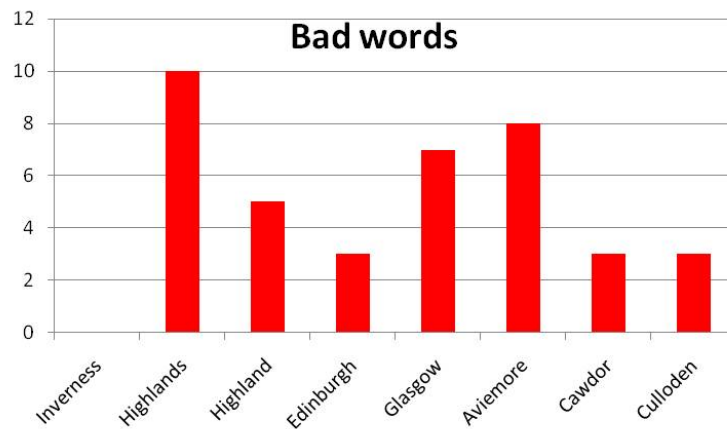


Figure 2: Trip advisor comments analysed with negative sentiment