

Enhancing Familial Satisfaction

**RSBB 2023 – WeLoveDataScience
Hackstathon**

Team « Nice Try »

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01 Data

Descriptive Analysis





Clients



176 105 reservations

Friends
28.9%

Family
51.9%

Couples
18.2%

Business
1.0%





Accommodations



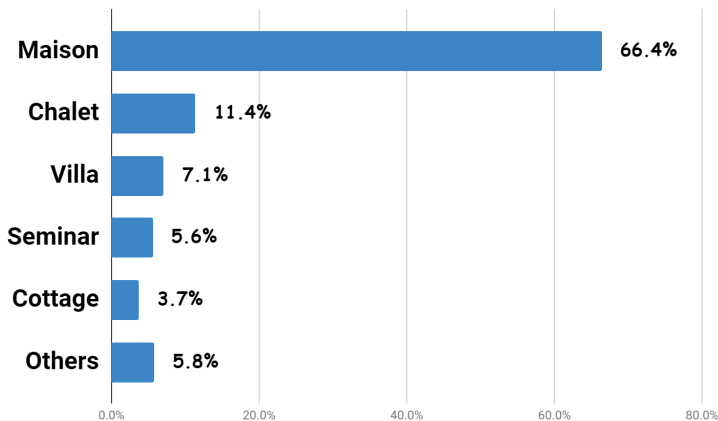
88 867 families



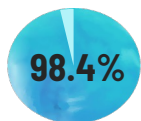
2 881 accommodations



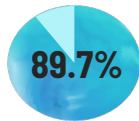
Capacity: 10.1 (SD = 5.8)



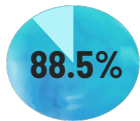
Equipment



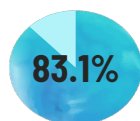
Microwave



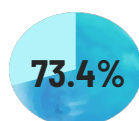
**Internet
connexion**



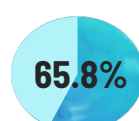
**Private
parking**



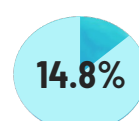
**Private
garden**



**Open
fire**



**Washing
machine**



Pool



Families



8.5 persons (SD = 5.29)



84.8% children



19.5% dog



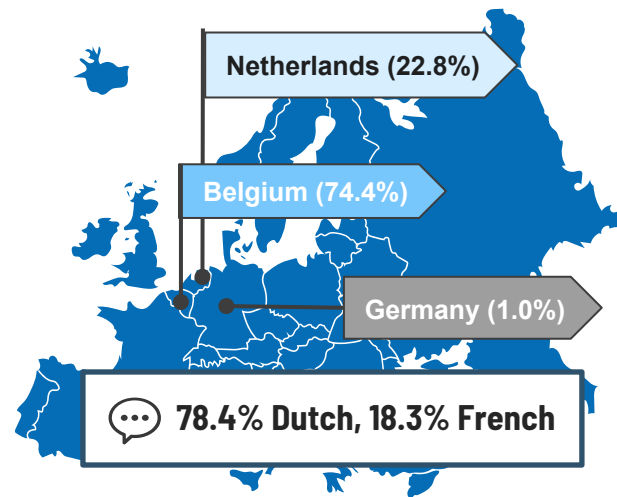
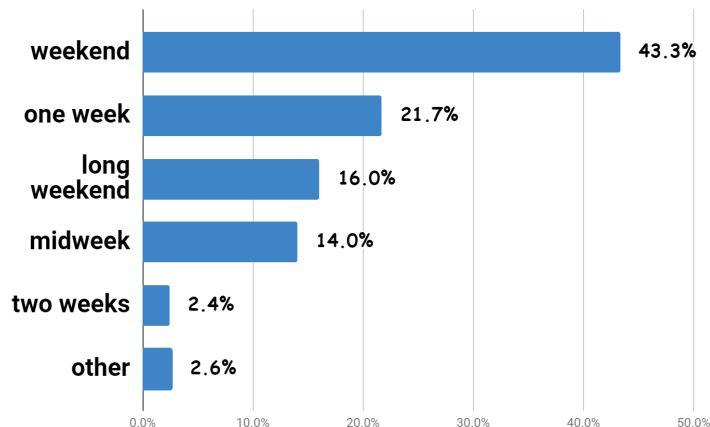
4.3 nights (SD = 2.7)



Stays in July (11.1%), October (10.8%), August (10.6%) and September (9.1%)



9.5% discount code (53.2€)
Range: 5€ to 3 900€

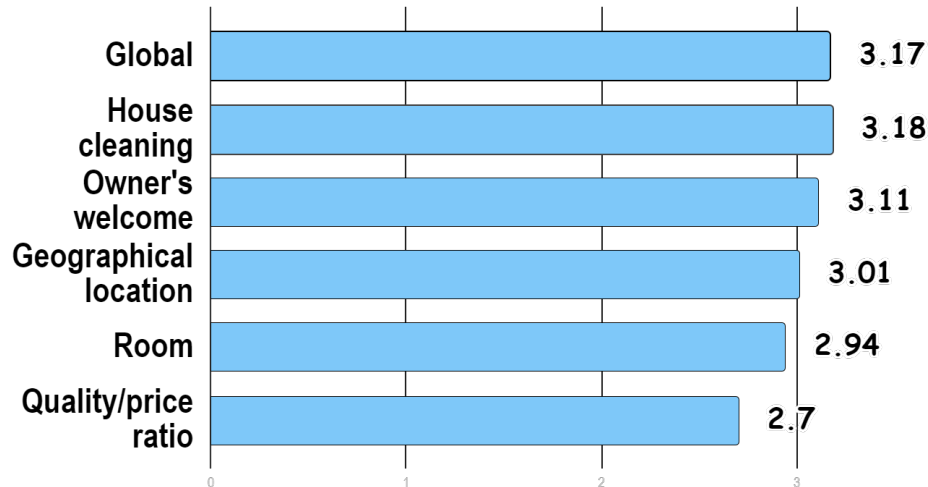




Services

Satisfaction

9.05/10



98.2% plan to reuse



Potential issues



3.1% had prior complaints



1.5% complained during the stay



10.6% needed a reminder for the final payment



14.5% were clients with prior cancellation(s)

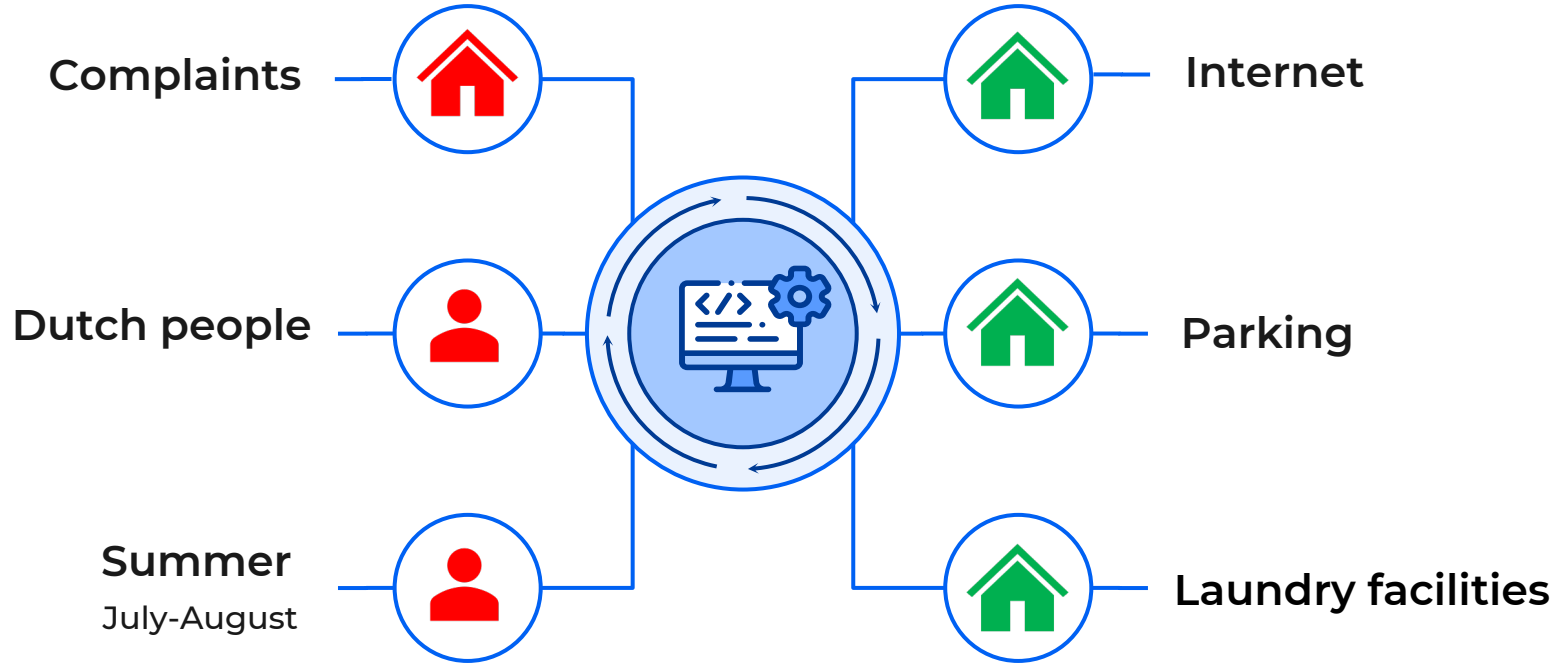
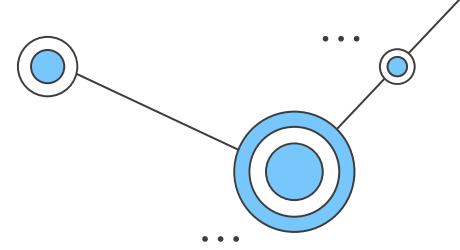
02 Problem

What affects familial satisfaction?



The model

Binary logistic model





03

Recomendations

To improve families' experience



Dealing with the customer

Dutch people

- Language barrier in 85.7% of cases (Overall: 66.7%)

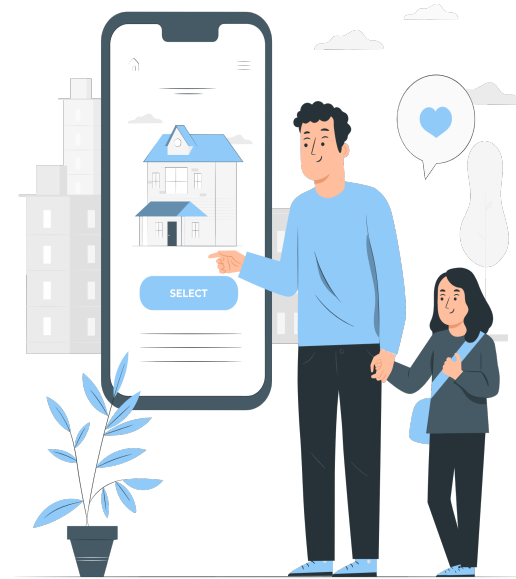


Indicate the language of the owner on the company website

Summer



Summer is the prime time to enhance customer attention



Dealing with the accommodation



Complaints

Appear mostly in long stays:

- 1.2% complaints on weekends
- 2.0% complaints on one week stays
- 2.2% complaints on two week stays

(overall: 1.5% complaints)



Fast reactions on complaints in long stays



Parking

Provide recommendations or discounts on nearby parkings

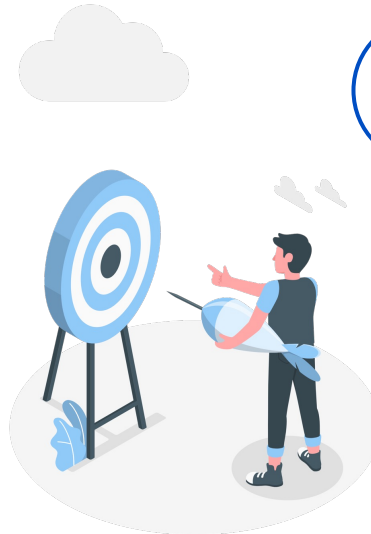


Laundry facility



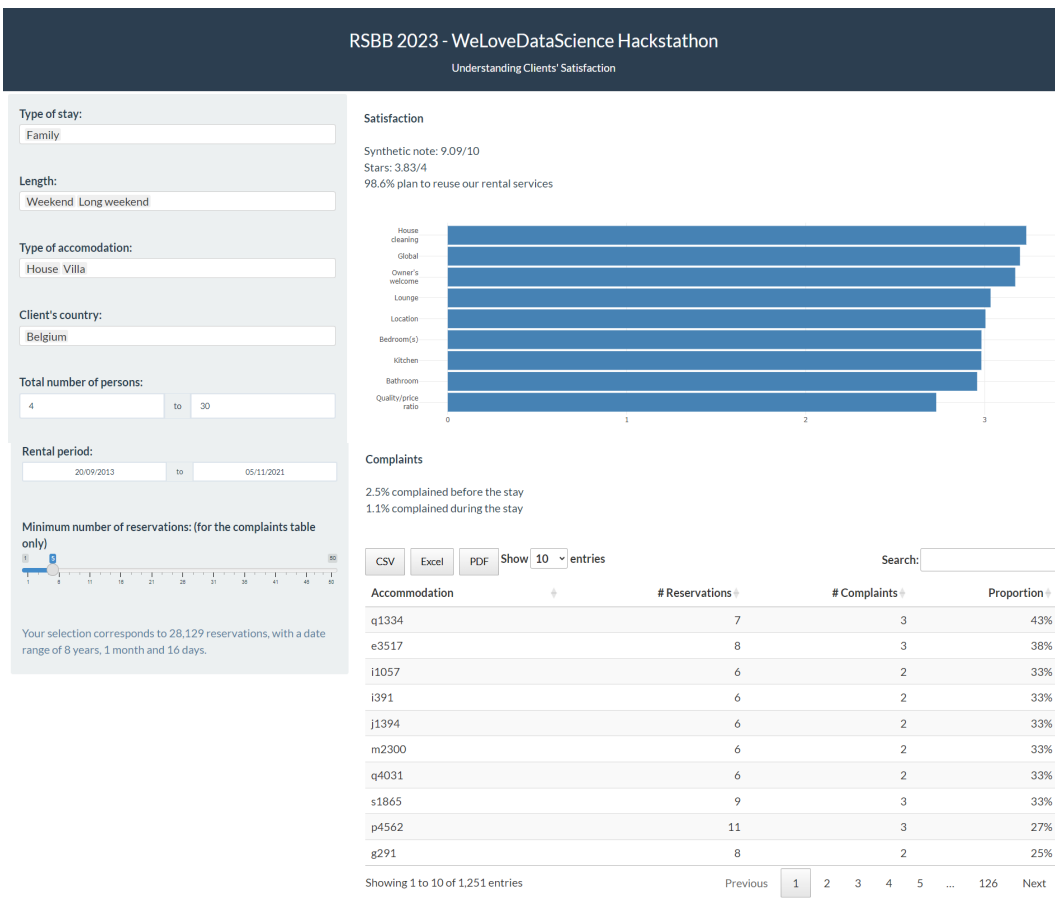
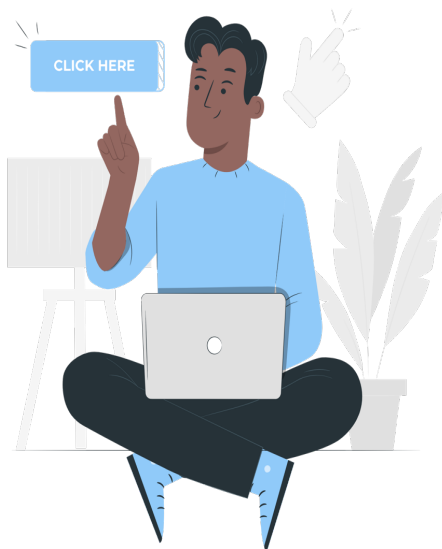
Internet

Recommend to owners



For reproducibility...

Shiny app



Thanks!

Do you have any
question?

Find the code in:



The E.U.G.E.N.s

Embarassing Union of Great but Effortless Nerds

