

AI Review Intelligence – Booking.com

Hello PM I Assignment 2
Tarun Sanan, Cohort 48

Current Landscape – Booking.com

PROPERTIES WORLDWIDE

3.4
Million

VERIFIED REVIEWS

370
Million

TRAVELLERS READING REVIEWS 

81 %

AVERAGE PROPERTIES
VIEWED 

11

AVERAGE TIME SPENT 

10 HOURS

PEOPLE DROPPING DUE
TO FRUSTATION 

20 %

UNSTRUCTURED REVIEWS LEADS TO

CUSTOMER FRUSTATION DECISION FATIGUE INCREASED TIME TO REVENUE

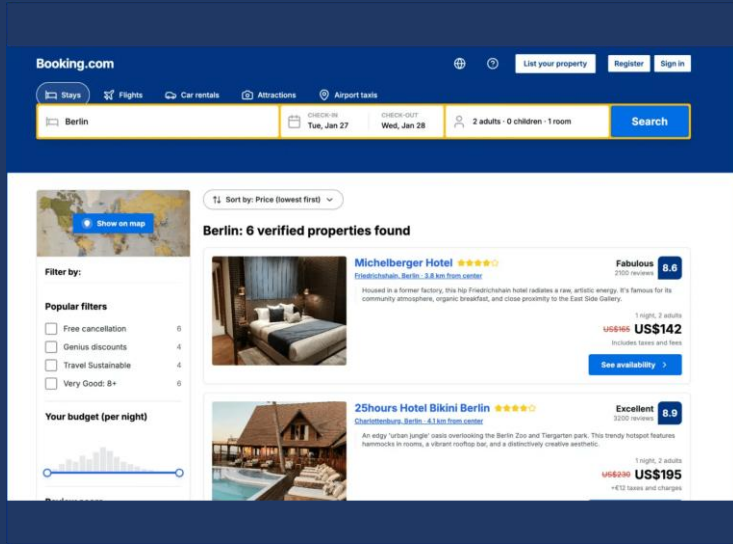
REVENUE
LOSS

LESSER TIME
FOR UPSELLING

SOLUTION

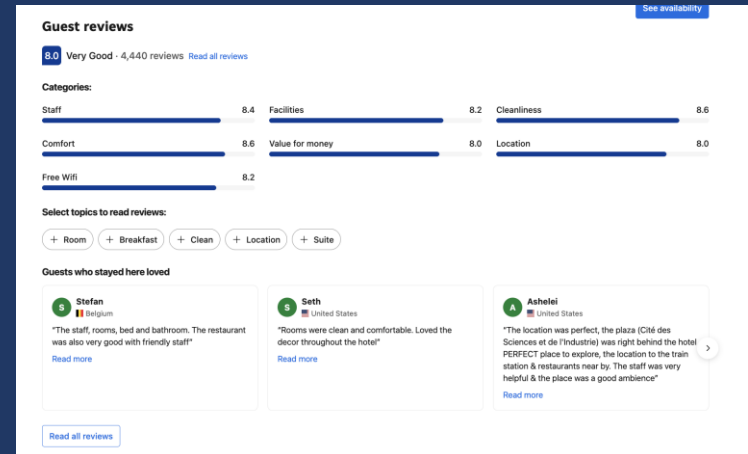
AI Review Intelligence

USER JOURNEY 'BEFORE STATE'

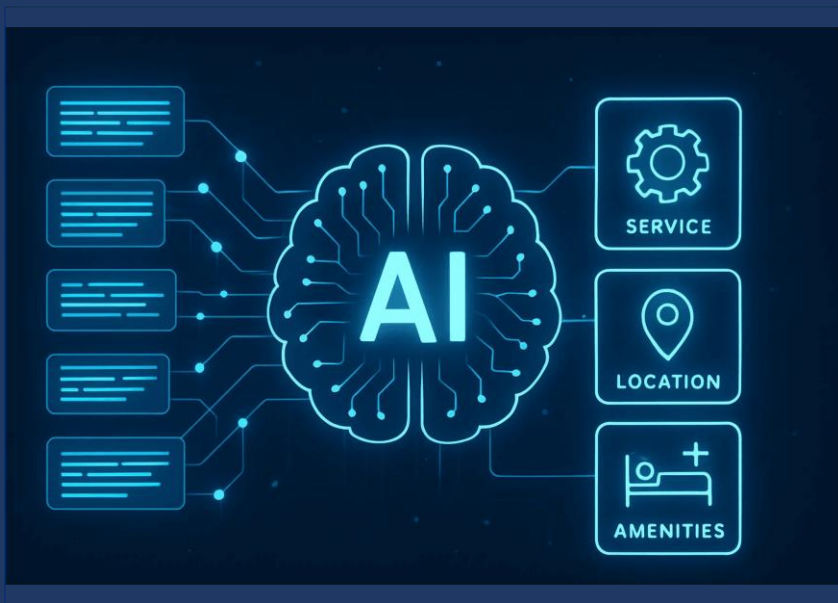


USER ENTERS THE SEARCH
PARAMETERS AND FIND HUNDREDS
OF SUITABLE SEARCH RESULTS

USER CLICK ON EACH SEARCH RESULT
AND READ THOSANDS OF REVIEWS
MANUALLY TO MAKE INFORMED
DECISION



IDENTIFYING OPPORTUNITY USING AI



Large Language Models (LLMs) offer a unique capability to transform unstructured guest feedback into structured intelligence.

Unstructured Data Synthesis

AI can process thousands of reviews simultaneously, identifying recurring themes that are impossible for humans to synthesize manually.

Thematic Categorization

Automated extraction of key performance indicators such as service quality, room comfort, and location convenience.

Value Proposition

Transforming hours of cognitive labor into a one-minute summary, significantly reducing the user's mental load.

INTRODUCING `AI REVIEW INTELLIGENCE`

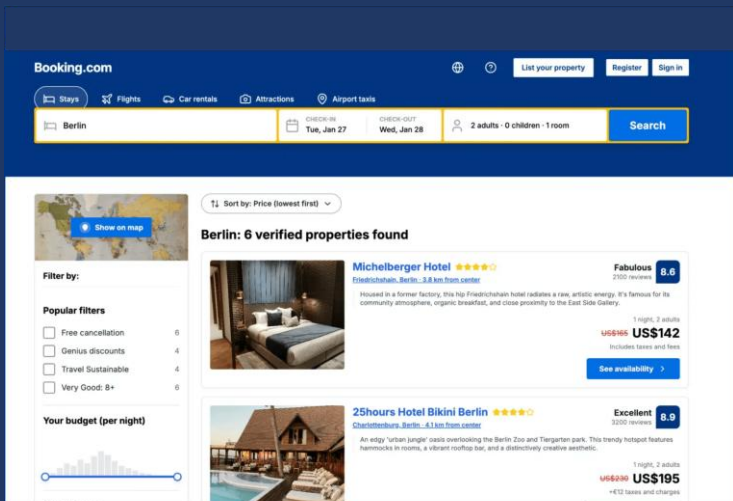
The AI Review Intelligence feature provides a structured, multi-dimensional summary directly on the Hotel Detail page.

By aggregating over 1,000 real guest reviews into a single view, we transform hours of manual reading into a one-minute synthesis.

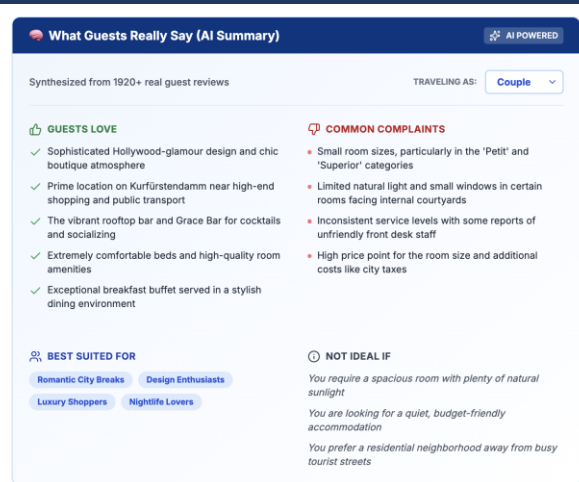
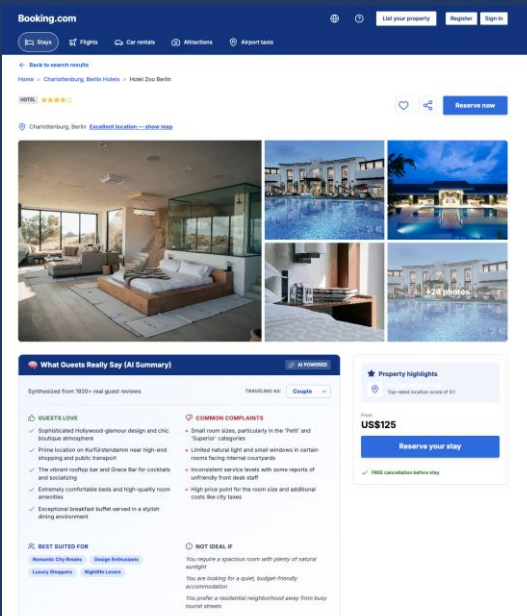
Category	Purpose	Example Insight
Guests Love	Highlights top-rated features and positive recurring themes.	"Exceptional breakfast buffet served in a stylish dining environment."
Common Complaints	Identifies recurring issues to set realistic expectations.	"Small room sizes, particularly in the 'Petit' and 'Superior' categories."
Best Suited For	Matches property characteristics to specific traveler personas.	"Romantic City Breaks, Design Enthusiasts, and Nightlife Lovers."
Not Ideal If	Provides transparency for users with specific deal-breakers.	"You require a spacious room with plenty of natural sunlight."

USER JOURNEY 'AFTER STATE'

USER ENTERS THE SEARCH PARAMETERS AND FIND HUNDREDS OF SUITABLE SEARCH RESULTS



USER CLICK ON DESIRED SEARCH RESULT AND FIND STRUCTURED REVIEW SUMMARY THEREBY SAVING TIME FOR DECISION MAKING



TRY IT YOURSELF

AI Review Intelligence