

# Solution

## **Suggestion for the client to achieve Business Objective:**

- Hosts should strategically position their properties in Manhattan and Brooklyn to increase bookings. Choosing popular neighborhoods within these areas can enhance visibility.
- Focusing on entire home or private room listings is beneficial, as guests tend to prefer these options over shared accommodations.
- Although guests generally prefer lower-priced listings, it is essential to understand seasonal trends and customer behavior. Adjust your pricing according to the season: lower prices during off- season months and higher prices during festive season. Guests typically prefer longer stays in entire homes, so set your minimum night requirements accordingly.
- In competitive neighborhoods like Manhattan and Brooklyn, hosts need to implement effective strategies to differentiate themselves. Encouraging guests to provide feedback and reviews can improve visibility and attract more bookings, ultimately maximizing