Air Bnb

Hotel Pricing and Customer Satisfaction Project.

Business Model Overview:

Airbnb, Inc. is an American company operating an online marketplace for short-and-long-term homestays and experiences in various countries and regions.

Project Overview:

Airbnb, Inc have many bookings through their website regarding hotels. Many clients have come to visit many hotels to enjoy their quality-full time. At this situation they are trying to understand their client satisfaction overview.

Key Challenges:

- Identify what factor that creates how much impact over guest satisfaction?
- Provide some statistical recommendations regarding in which sectors they should have to make some concerns for the next business decision making?

Recommendation and insights:

- After Visualizing the different metrics regarding to understand the factor which creating an affect over guest satisfaction is about distance but minimal. Along with that distance there might be some other factors like guest welcoming, on time booking behavior, inside hotel support can be the factor regarding influencing guest satisfaction rate.
- Next investment, Promotional activities should be more focused on Amsterdam than the others.
- This city will be Hot Cake.
- Customers are focusing one stop service where they can enjoy full benefits from a booking.
- Next investment, Promotional activities should be more focused on
- Entire Home/Apt than the others.
- Entire Home/Apt will be the market leader in that industry.
- Customers have more free time than the weekday where they can enjoy their quality time by traveling.
- Next investment, Promotional activities should be more focused on weekend than the others.
- By focusing weekend there will be higher probability to bring new services in bookings which will be another profitable business unit.

Skills illustrated:

- MS Excel for overall reporting

- Pivot Table for solving the business overall requirements and visualization.