

Problem Background:

Suppose that you are working as a data analyst at Airbnb. During the COVID-19 pandemic, Airbnb saw a major decline in revenue. Now that the situation has improved with respect to the pandemic, people have started travelling more, and Airbnb wants to make sure that it is fully prepared for the surge in demand. It wants to be able to cater to the growing needs of the customers and expand the business accordingly.

The different leaders at Airbnb want to understand some important insights based on various attributes in the data set so as to increase the revenue:

Which type of hosts to acquire more and where?

The categorisation of customers based on their preferences. This includes the following:

The neighbourhoods they need to target.

The pricing ranges preferred by customers.

The various kinds of properties that exist w.r.t. customer preferences.

Adjustments in the existing properties to make it more customer-oriented.

What are the most popular localities and properties in New York currently?

How to get unpopular properties more traction?

Steps:

1) Data Cleaning Excel

1) Filtered out names with blanks

2) Excluded null values from date column and name

3) Fixed the data types of the columns

2) Saved into excel sheet

3) Loaded data in Power BI

4) On the basis of problem statement created Dashboard:

1) Price Range by Customers

2) Property by Reviews

3) Property by Availability

4) Property by Avg Price and Stay Duration

5) Engaged Area by Price

5) Since I have no access to PowerBI web, creating PPT without using PowerBI web

6) Insights has been presented In PPT.