# Group 4 Midterm Report

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## Introduction

Let's imagine we are part of a data analytics team within Airbnb, tasked with understanding market trends and optimizing the platform's offerings in New York. Our analysis aims to provide insights into pricing strategies, popular room types, and overall availability to enhance user experience and maximize revenue.

## About the Dataset

* In this analysis, we delve into the Airbnb listings dataset for New York City in the year 2019. This dataset encapsulates the vibrant and dynamic landscape of rental accommodations available across the various neighborhoods of NYC.
* The dataset provides a comprehensive snapshot of the Airbnb market in New York City, offering valuable insights into the diverse range of listings, pricing dynamics, host activity, and user engagement within the specified timeframe.
* By analyzing this dataset, we aim to uncover actionable insights that can inform strategic decisions for both Airbnb hosts and the platform itself. From identifying optimal pricing strategies to understanding peak periods of demand, our analysis seeks to enhance the overall user experience and maximize the value proposition of Airbnb in New York City.

Dataset link: [New York City Airbnb Open Data (kaggle.com)](https://www.kaggle.com/datasets/dgomonov/new-york-city-airbnb-open-data)

## Link to Project Presentation

Link to the Tableau:

* <https://public.tableau.com/views/IntroReviewTrend/lastreviews?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link>
* <https://public.tableau.com/views/Top_10_hosts_17099526095140/Dashboard1?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link>
* <https://public.tableau.com/views/PriceMap_17099566254290/RawPriceMap?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link>

Link to the Presentation slides: [GROUP 4 MIDTERM PROJECT](https://docs.google.com/presentation/d/1dWcT5ln85Pmw87Cnl9TrQZgcV3zWcrGZacfnLPAZzxY/edit?usp=sharing)

Link to presentation : <https://drive.google.com/file/d/1l7a0LM5ztZpIVr-Eiqlho6eF9RDmEVWh/view?usp=sharing>