# Technical Write-up Sun Dogs.

#### Introduction:

The goal of this project was to research opportunities for SunShine Sisters to begin their Airbnb business. We, as the analysts, presented possible solutions for starting an Airbnb rental with specific requirements. They had goals which involved particular criteria in selecting a house/condo for their financial restrictions.

#### Background:

Context: Sunshine Sisters gave requirements of: 8hr distance from location, walkable and/or cycling to beach and snorkeling, use the property for 4 weeks as their own vacation spot, for the rental income to cover the cost of ownership, and close to business districts. Motivation: industry trends would consist of Airbnb’s popularity increasing as a good investment for most homeowners and/or entrepreneurs interested in starting their own business. Additionally, Airbnb’s interest has peaked since the announcement of new winter policies. In this project we used Excel and PowerBI as our tools for our Data Analysis in order to hone in specifics of what the Sunshine Sisters were seeking, and eliminate potential issues along the way.

#### Technical details:

We researched Airbnb’s and used InsideAirbnb data as our main data set. We used Excel and PowerBI tools to showcase our findings. Using Excel to data set helped us to create a query for PowerBI. We gathered data sets from InsideAirbnb to find demographics, occupancy rates, and neighborhoods to narrow down their options. We cleaned much data from Excel that we did not need for our specific search. We used Zillow as our source to find the house and condo to purchase.

#### Implementation:

We cleaned Excel Data sets, created a few Pivot Tables and graphs, and conducted mathematical functions to find prices and averages. We took our cleaned data set and imported it to PowerBI to create better visuals and an interactive dashboard. We encountered a technical challenge with the slicer functionality, which wasn’t modifying the BreakEvenPrice column we created. But with the help from a classmate, we were able to get it to work by adding a measure in place of the problem column.

#### Results:

The outcomes of the project were mainly the figures that were calculated. This is based on numbers, in the form of answers to help fuel our client’s business decisions.

We found SunShine Sisters potential homes within their budget, and found the best price for them to charge per booking. We also created a dashboard they can use to adjust their pricing on the fly in response to changes in market or competition.

#### Conclusion:

In conclusion, the presentation, in conjunction with the dashboard we created, can be used by the Sunshine Seeking Sisters to fulfill their wishes of finding a way to set them up for many perfect vacations with beaches and snorkeling throughout the years, while offsetting the costs associated with owning a second home by renting out the property through Airbnb for the rest of the year. Future work could be done in researching more in extra maintenance costs, such as yard maintenance or cleaning when not in use by the sisters.

#### References:

* [Airbnb Florida Listings.xlsx](https://1drv.ms/x/s!At4JscKZUaXgkjqAattWeIQG-oJb?e=zdqFOW)
* <http://insideairbnb.com/broward-county>
* <https://www.rockethomes.com/real-estate-trends/fl/fort-lauderdale>
* Mortgagecalculator.org
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* <https://www.zillow.com/homedetails/3050-NE-16th-Ave-APT-405-Oakland-Park-FL-33334/43088792_zpid/>?
* <https://superhog.com/must-have-airbnb-amenities/>
* https://news.airbnb.com/amenities-do-matter-airbnb-reveals-which-amenities-guests-search-for-most/