

Airbnb boasts a large network of rental places as an alternative to hotels. In this case study we will focus on exploring data for a client who seeks to buy an Airbnb rental in Mexico City. The client has no knowledge at all of the city he is looking to invest in, so we will carry out data exploration and analysis to show them what makes an Airbnb the most attractive. We will focus on amenities, seasonality, location, entertainment and other features such as restaurants, transportation mode and nearby attractions. By the end of this project the user will make an informed decision as to whether to buy a place or not in said location.

<https://www.kaggle.com/datasets/riverae/airbnb-prices-in-cdmx-2024>

**Problem identification:** The main problem in this project is that the potential buyer has no idea about what makes a great Airbnb property in Mexico City. We must then provide data related to how expensive a place is, where it is the most desirable and what makes it a great stay.

**Data Collection:** we will use the following data sets in order to see what the most booked Airbnbs are, and what features they offer. We will also look into the price of buying a property here.

<https://www.kaggle.com/datasets/riverae/airbnb-prices-in-cdmx-2024>

<https://insideairbnb.com/get-the-data/>

**Data Cleaning:** We will clean the data to see what neighborhoods and offered amenities are most attractive to visitors. We will also provide data to show the price a property costs in the most desirable areas.

### **Modeling:**

In this step we will use visual representations to present to the user where the most desired locations are, what the most popular amenities are and the price it will cost them.

**Deployment:** By the end of this project the user will be able to easily understand the data and make an informed decision.