Este reporte presenta las 50 columnas seleccionadas del dataset de Airbnb Madrid. Se incluyen el nombre original en inglés, su traducción al español, la descripción en español, y una justificación clara de por qué fue seleccionada para el análisis.

| FIELD (EN) | CAMPO (ES) | DESCRIPCIÓN (ES) | JUSTIFICACIÓN |
|---|---|---|---|
| | | | |
| ID | id | Identificador único de Airbnb para el anuncio | Identificador único, esencial para unir datasets. |
| NAME | nombre | Nombre del anuncio | Título del anuncio, útil para marketing y análisis de palabras clave. |
| DESCRIPTION | descripcion | Descripción detallada del anuncio | Texto descriptivo, valioso para entender características con NLP. |
| NEIGHBORHOOD_OVERVIEW | descripcion_barrio | Descripción del barrio por el anfitrión | Proporciona contexto del barrio, relevante para segmentación geográfica. |
| HOST_ID | id_anfitrion | Airbnb's unique identifier for the host/user | Clave única del anfitrión, permite análisis de portfolio. |
| HOST_NAME | nombre_anfitrion | Name of the host. Usually just the first name(s). | Identifica anfitriones grandes, útil en estudios de reputación. |
| HOST_SINCE | anfitrion_desde | The date the host/user was created. For hosts that are Airbnb guests this could be the date they registered as a guest. | Permite medir experiencia del anfitrión. |
| HOST_LOCATION | ubicacion_anfitrion | The host's self | Ubicación declarada del |

| | | reported location | anfitrión, cruza con localización real. |
|---|---|---|---|
| **HOST_RESPONSE_TIME** | tiempo_respuesta_anfitrion | nan | Influye en la satisfacción del cliente. |
| **HOST_RESPONSE_RATE** | tasa_respuesta_anfitrion | nan | Métrica clave de calidad en comunicación. |
| **HOST_ACCEPTANCE_RATE** | tasa_aceptacion_anfitrion | That rate at which a host accepts booking requests. | Impacta en la conversión de reservas. |
| **HOST_IS_SUPERHOST** | es_superanfitrion | nan | Diferenciador importante en visibilidad y confianza. |
| **HOST_LISTINGS_COUNT** | anuncios_activos_anfitrion | The number of listings the host has (per Airbnb unknown calculations) | Mide el tamaño de operación de un anfitrión. |
| **HOST_TOTAL_LISTINGS_COUNT** | total_anuncios_anfitrion | The number of listings the host has (per Airbnb unknown calculations) | Ayuda a identificar anfitriones profesionales. |
| **HOST_VERIFICATIONS** | verificaciones_anfitrion | nan | Refleja el nivel de seguridad y confianza. |
| **HOST_HAS_PROFILE_PIC** | anfitrion_tiene_foto | nan | Factor de credibilidad básico. |
| **HOST_IDENTITY_VERIFIED** | identidad_anfitrion_verificada | nan | Clave en seguridad de la plataforma. |
| **NEIGHBOURHOOD_CLEANSED** | barrio | The neighbourhood as geocoded using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles. | Barrio oficial, útil para análisis urbano. |
| **NEIGHBOURHOOD_GROUP_CLEANSED** | distrito | The neighbourhood group as geocoded | Agrupación por distrito, relevante en análisis macro. |

| | | using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles. | |
|---|---|---|---|
| **LATITUDE** | latitud | Uses the World Geodetic System (WGS84) projection for latitude and longitude. | Coordenada geográfica, esencial para mapas. |
| **LONGITUDE** | longitud | Uses the World Geodetic System (WGS84) projection for latitude and longitude. | Coordenada geográfica, esencial para mapas. |
| **PROPERTY_TYPE** | tipo_propiedad | Self selected property type. Hotels and Bed and Breakfasts are described as such by their hosts in this field | Define el tipo de alojamiento, predictor de precio. |
| **ROOM_TYPE** | tipo_habitacion | [Entire home/apt\|Private room\|Shared room\|Hotel]<br><br>All homes are grouped into the following three room types:<br><br>Entire place<br>Private room<br>Shared room | Distingue tipo de experiencia (entero, privado, compartido). |

Entire place
Entire places are best if you're seeking a home away from home. With an entire place, you'll have the whole space to yourself. This usually includes a bedroom, a bathroom, a kitchen, and a separate, dedicated entrance. Hosts should note in the description if they'll be on the property or not (ex: "Host occupies first floor of the home"), and provide further details on the listing.

Private rooms
Private rooms are great for when you prefer a little privacy, and still value a local connection. When you book a private room, you'll have your own private room for sleeping and may share some spaces with others. You might

| | | | |
|---|---|---|---|
| | | need to walk through indoor spaces that another host or guest may occupy to get to your room.<br><br>Shared rooms<br>Shared rooms are for when you don't mind sharing a space with others. When you book a shared room, you'll be sleeping in a space that is shared with others and share the entire space with other people. Shared rooms are popular among flexible travelers looking for new friends and budget-friendly stays. | |
| **ACCOMMODATES** | capacidad | The maximum capacity of the listing | Capacidad de huéspedes, variable central en demanda. |
| **BATHROOMS** | banos | The number of bathrooms in the listing | Confort básico, afecta fuertemente al precio. |
| **BEDROOMS** | habitaciones | The number of bedrooms | Relaciona tamaño con valor de mercado. |
| **BEDS** | camas | The number of bed(s) | Indica capacidad adicional. |
| **AMENITIES** | amenidades | nan | Servicios ofrecidos, clave en la decisión de reserva. |
| **PRICE** | precio | daily price in local | Variable objetivo central en |

| | | currency. NOTE: the $ sign is a technical artifact of the export, please ignore it | modelos de pricing. |
|---|---|---|---|
| **MINIMUM_NIGHTS** | noches_minimas | minimum number of night stay for the listing (calendar rules may be different) | Afecta accesibilidad del anuncio. |
| **MAXIMUM_NIGHTS** | noches_maximas | maximum number of night stay for the listing (calendar rules may be different) | Controla reservas largas. |
| **MINIMUM_NIGHTS_AVG_NTM** | promedio_min_noches | the average minimum_night value from the calender (looking 365 nights in the future) | Métrica normalizada de mínimo, da contexto realista. |
| **MAXIMUM_NIGHTS_AVG_NTM** | promedio_max_noches | the average maximum_night value from the calender (looking 365 nights in the future) | Métrica normalizada de máximo. |
| **HAS_AVAILABILITY** | disponibilidad | [t=true; f=false] | Define si el anuncio está activo. |
| **AVAILABILITY_30** | disponibilidad_30d | avaliability_x. The availability of the listing x days in the future as determined by the calendar. Note a listing may not be available because it has been booked by a guest or blocked by the host. | Disponibilidad a corto plazo. |

| AVAILABILITY_60 | disponibilidad_60d | avaliability_x. The availability of the listing x days in the future as determined by the calendar. Note a listing may not be available because it has been booked by a guest or blocked by the host. | Disponibilidad a mediano plazo. |
|---|---|---|---|
| AVAILABILITY_90 | disponibilidad_90d | avaliability_x. The availability of the listing x days in the future as determined by the calendar. Note a listing may not be available because it has been booked by a guest or blocked by the host. | Disponibilidad a 3 meses. |
| AVAILABILITY_365 | disponibilidad_365d | avaliability_x. The availability of the listing x days in the future as determined by the calendar. Note a listing may not be available because it has been booked by a guest or blocked by the host. | Disponibilidad anual. |
| NUMBER_OF_REVIEWS | num_resenas | The number of reviews the listing has | Confianza y popularidad del anuncio. |
| NUMBER_OF_REVIEWS_LTM | num_resenas_12m | The number of reviews | Reseñas recientes (últimos 12 |

| | | the listing has (in the last 12 months) | meses). |
|---|---|---|---|
| NUMBER_OF_REVIEWS_L30D | num_resenas_30d | The number of reviews the listing has (in the last 30 days) | Reseñas frescas (últimos 30 días). |
| FIRST_REVIEW | primera_resena | The date of the first/oldest review | Indica inicio de la actividad comprobada. |
| LAST_REVIEW | ultima_resena | The date of the last/newest review | Mide actividad reciente. |
| REVIEW_SCORES_RATING | puntaje_total | nan | Calificación global de los huéspedes. |
| REVIEW_SCORES_CLEANLINESS | puntaje_limpieza | nan | Calidad en limpieza, aspecto crítico. |
| REVIEW_SCORES_COMMUNICATION | puntaje_comunicacion | nan | Evalúa la comunicación del anfitrión. |
| REVIEW_SCORES_LOCATION | puntaje_ubicacion | nan | Percepción de la zona, influye en precio. |
| NUMBER_OF_REVIEWS_LY | num_resenas_1y | Número de reseñas en el último año | Reseñas acumuladas del último año. |
| ESTIMATED_OCCUPANCY_L365D | ocupacion_estimada_365d | Ocupación estimada en los últimos 365 días | Tasa estimada de ocupación, mide desempeño. |
| ESTIMATED_REVENUE_L365D | ingresos_estimados_365d | Ingresos estimados en los últimos 365 días | Ingresos estimados en 365 días, clave financiera. |