# White-

## Nashville, TN & Asheville, NC Airbnb Data Analysis

Analyzing the Nashville and Asheville short-term rental market using Airbnb listings data. The objective of this analysis is to determine the best short-term rental property characteristics in each city and their respective neighborhoods.

### Questions to answer:

1) Are there certain zip codes that have noticeably higher ratings than other zip codes?

2) Do the number of reviews per month (good indicator of tenancy) correlate with high ratings for Airbnb units?

3) Do certain short-term rental characteristics fare better in the short-term rental market?

4) What characteristics are needed for a successful (high ranking) rental property?

5) Does the host response rate correlate with higher overall ratings?

6) What are the most common key words/phrases used in Airbnb host descriptions? Are these descriptors telling in what would be successful in a rental property?

7) Is there a correlation between host listing count and superhost?

## Segmentation of Project

### Datasets to use

1) Airbnb "Listings" dataset of Nashville, TN short-term rentals

2) Airbnb "Listings" dataset of Asheville, NC short-term rentals

From: http://insideairbnb.com/get-the-data.html

### Database

1) SQLite/MongoDB? - TBD

### Machine Learning Model

1) Supervised ML / Logistic Regression - Suggested property (Y/N) based on pre-specified criteria fed to algorithm (pre-set rating, bedroom/bathroom combination, etc.)

### Data Visualization

1) Create story in Tableau to back up our data analysis findings