

Statement of Work

Project: Analysis of Airbnb Properties in London

Marta Moreira & Sema Guler

Project Start Date - Due Date	19/06/2024 - 21/06/2024
Brief Introduction	<p>Analysing Airbnb properties in London</p> <p>Client: Martin Stuart</p> <p>PM team: Marta Moreira, Sema Guler</p>
Purpose	London is one of the top touristic destinations. Martin Stuart is looking to invest in an Airbnb in London and would like help to come to a decision.
Scope	<p>Martin's requests:</p> <ul style="list-style-type: none"> ● Tourist-heavy areas ● Good rental demand ● Family-friendly environments ● Modern amenities <p>(Martin also aims to find a property that requires minimal renovation and can be easily managed)</p>
Project Tasks	<ul style="list-style-type: none"> ● Data preprocessing ● EDA ● Analysis & Findings <ul style="list-style-type: none"> ○ property characteristics (position, price per night, type of property, number of rooms, beds, toilets etc.) ○ X best/worst properties with more comments and higher/lower rate ○ single property per host ○ sample of comments per property to be analyse with LLMs ○ input comments to the LLM to provide a summary of the reviews ● Presentation ● Project Management
Deliverables	<ul style="list-style-type: none"> ● Project management tools (Trello, Statement of Work etc.)
Schedule	<ul style="list-style-type: none"> ● Data pre-processing & EDA by end of 19/06 ● Analysis and presentation by end of 20/06
Requirements & Acceptance Criteria	Refer to Project Tasks row
Budget	£3 for API key use