

Airbnb Analysis - Risk Assessment

Risk Category	Risk Description	Likelihood	Impact	Mitigation Strategy
Data Quality	Incomplete or inaccurate data from InsideAirbnb	Medium	High	Perform thorough data cleaning; validate data with additional sources; handle missing values appropriately
Data Pre-processing	Errors in data pre-processing steps (e.g., joining, merging etc.)	Medium	High	Develop and follow a detailed pre-processing pipeline; use automated tools to reduce manual errors
API Tokens	Insufficient or unreliable data storage solutions	Medium	High	Use robust data storage solutions; ensure regular backups; monitor storage systems
Sentiment Analysis Accuracy	Misclassification in sentiment analysis leading to incorrect insights	Medium	High	Use advanced NLP techniques; validate sentiment analysis with manual reviews; continuously improve models
Topic Modelling Accuracy	Inaccurate topic modelling results affecting the identification of key feedback themes	Medium	High	Use multiple topic modelling approaches; validate results with domain experts; iterate on model refinement
Data Interpretation	Misinterpretation of analysis results leading to incorrect business decisions	Medium	High	Present results clearly with visualisations; involve stakeholders in interpretation; seek peer reviews
Data Visualisation	Ineffective data visualisation leading to	Medium	Medium	Use best practices in data visualisation; test

	miscommunication of insights			visualisations with end-users; iterate based on feedback
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