

# How can the effectiveness of marketing 'Airbnb Seattle' be improved?

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*Project Presentation Machine Learning for Business IS4861*

December 8, 2019

# Overview

- 1 Project background and motivation
  - Start of an equally simple business
  - Basics of Airbnb
- 2 Second Section

# Start of an equally simple business

"Braian thought of a way to make a few bucks - turning our place into "designers bed and breakfast" - offering young designers who come to town a place to cra during the 4 day event, complete with wireless Internet, a small desk space, sleeping mat, and breakfast each morning. Ha! joe"



# Start of an equally simple business

Airbnb is a model based on share economy, everyone who owns an apartment can rent it out for travelers as a resting place where feel like home. Mobile app/website: online platform to match demand and supply. Listings check in and check out: demand for short period rent apartment.



# Bullet Points

- Lorem ipsum dolor sit amet, consectetur adipiscing elit
- Aliquam blandit faucibus nisi, sit amet dapibus enim tempus eu
- Nulla commodo, erat quis gravida posuere, elit lacus lobortis est, quis porttitor odio mauris at libero
- Nam cursus est eget velit posuere pellentesque
- Vestibulum faucibus velit a augue condimentum quis convallis nulla gravida

# Blocks of Highlighted Text

## Block 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lectus nisl, ultricies in feugiat rutrum, porttitor sit amet augue. Aliquam ut tortor mauris. Sed volutpat ante purus, quis accumsan dolor.

## Block 2

Pellentesque sed tellus purus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Vestibulum quis magna at risus dictum tempor eu vitae velit.

## Block 3

Suspendisse tincidunt sagittis gravida. Curabitur condimentum, enim sed venenatis rutrum, ipsum neque consectetur orci, sed



# Multiple Columns

## Heading

- 1 Statement
- 2 Explanation
- 3 Example

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer lectus nisl, ultricies in feugiat rutrum, porttitor sit amet augue. Aliquam ut tortor mauris. Sed volutpat ante purus, quis accumsan dolor.

# Table

Treatments	Response 1	Response 2
Treatment 1	0.0003262	0.562
Treatment 2	0.0015681	0.910
Treatment 3	0.0009271	0.296

Table: Table caption



# Theorem

Theorem (Mass–energy equivalence)

$$E = mc^2$$

# Verbatim

## Example (Theorem Slide Code)

```
\begin{frame}  
\frametitle{Theorem}  
\begin{theorem}[Mass--energy equivalence]  
$E = mc^2$  
\end{theorem}  
\end{frame}
```

# Figure

Uncomment the code on this slide to include your own image from the same directory as the template .TeX file.



# Citation

An example of the `\cite` command to cite within the presentation:

This statement requires citation [?].

# References



John Smith (2012)

Title of the publication

*Journal Name* 12(3), 45 – 678.

# The End