

# Brief Project Description

Since 2008, guests and hosts have used Airbnb to expand on traveling possibilities and present a more unique, personalized way of experiencing the world. Today, Airbnb became one-of-a-kind service that is used and recognized by the whole world. Data analysis on millions of listings provided through Airbnb is a crucial factor for the company. These millions of listings generate a lot of data - data that can be analysed and used for security, business decisions, understanding of customers' and providers' (hosts) behaviour and performance on the platform, guiding marketing initiatives, implementation of innovative additional services and much more.

## Inspiration:

- What can we learn about different hosts and areas?
- What can we learn from predictions? (Ex: locations, prices, reviews, etc)
- Which hosts are the busiest and why?
- Is there any noticeable difference of traffic among different areas and what could be the reason for it?

## Objective:

- In this project, I will perform a descriptive and exploratory analysis of the data, in order to understand how the phenomena of each variable behave individually and transversely, in addition to generate hypotheses useful for future decision-making. The whole analysis will follow a simple and direct structure, well detailed in all topics, aiming at the same time, to create an intuitive and simple guide of which steps must be followed to carry out a good analysis, to in order to understand the data involved in any study.

## Methods:

- *To perform this work, I will use statistical techniques very common in any type of analysis, simple or complex, such as classification of variables, frequency distribution tables, histograms, measures of central tendency etc. The following is an outline of each topic carried out in this analysis, which will serve as guidance for this project.*