



أكاديمية سدايا
SDAIA Academy

أكاديمية طويق
TUWAIQ ACADEMY



Data Analysis Report

Misfer Algosa & Aseel Algamdi

We conducted exploratory data analysis on a listings dataset, involving data cleaning, null value handling, dropping unnecessary data, and feature engineering.

:Here's a summary of our insights

:Histogram Plot Insights

Distribution of Guests: The histogram shape reveals the range and spread of guest accommodations in .listings

Most Common Guests: Peaks in the histogram indicate the most common number of guests, aiding in understanding typical occupancy preferences

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:Scatter Plot Insights

Rating and Price Relationship: Higher-rated listings tend to have higher prices, suggesting perceived .value correlates with rating

Pricing and Review Scores: Understanding the relationship between pricing and review scores aids .in pricing strategies and assessing property value

:Line Chart Insights

Listing Distribution across Cities: Identifying cities with the highest listing frequency helps in focusing .marketing efforts

Patterns or Trends: Trends in listing frequency across cities can indicate market demand and guide .resource allocation

:Recommendations

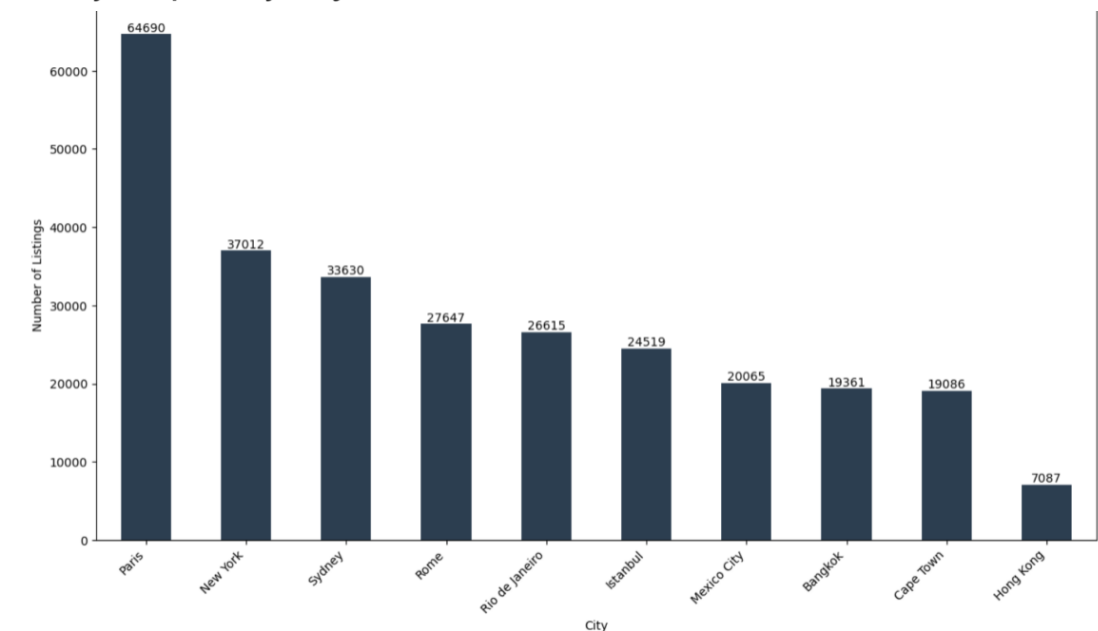
Pricing Strategy: Adjust prices based on review scores .to reflect perceived value

Occupancy Preferences: Tailor marketing efforts based on common guest numbers to attract specific .target groups

Focus on High-Frequency Cities: Concentrate resources on cities with the highest listing frequency .to maximize market opportunities

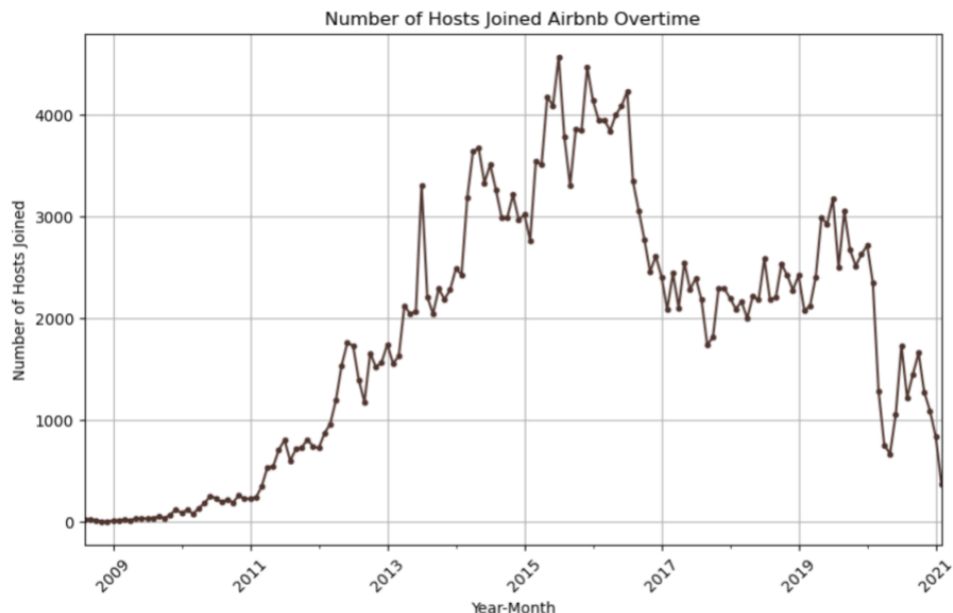
In conclusion, our analysis provides valuable insights for optimizing pricing, occupancy preferences, and .marketing strategies to enhance listing performance

1. Can you spot any major differences in the Airbnb market between cities?



Paris has the highest number of instant bookings with a total of 64690 bookings and Hong Kong has the least number of instant bookings with 7087

2. Are you able to identify any trends or seasonality in the review data?



From the above graph, we can observe that there is an huge increase in the hosts who joined Airbnb during the years 2015 and 20176. And suddenly there was a downward trend in the year.

3. Which city offers a better value for travel?

