Airbnb Data Analysis Case Study

Project Overview

This project involves analyzing Airbnb listings data to uncover key insights about property availability, pricing trends, and customer preferences. The objective is to help Airbnb optimize their pricing strategy and improve customer satisfaction by understanding market dynamics.

Key Objectives

* Analyze listing patterns to identify popular locations and property types.
* Examine pricing trends based on location, property type, and seasonal variations.
* Provide actionable insights for property hosts to optimize their listings and pricing strategies.

Results

The analysis revealed significant trends in property pricing and customer preferences, providing Airbnb hosts with strategies to increase occupancy and maximize revenue.