Project Recap

Project background: Analysis of the Airbnb accommodation industry

You work for a company specializing in tourism that's looking to understand trends in the Airbnb accommodation market in a particular city.
The company aims to optimize its offers according to traveler preferences and market behavior.

Project objective :
The main objective is to analyze Airbnb data to understand traveler preferences, the factors that influence accommodation pricing, and propose recommendations to maximize listing visibility.

Data Sources :
1. CSV - Airbnb Listing Data :
  - Download Airbnb listing data from: Inside Airbnb: Home .
 This data contains information on housing, prices, amenities, etc.

2. Webscraping - Neighborhood information :
  - Scrap information about neighborhoods, local attractions and amenities from tourist websites or local news.
THE 10 BEST things to do in Paris: 2023 (with photos) (tripadvisor.fr)

3. API Open Data - Public Transport Data :
  - Use public transit data APIs to get information on neighborhood accessibility, nearby metro/bus stations, etc.

The National Transport Data Access Point - api.gouv.fr

4. NoSQL Database - Comments Users :
  - Use a NoSQL database to store and analyze user comments on Airbnb listings, focusing on both positive and negative aspects of stays.
Inside Airbnb: Home .

Setting the scene :
1. Airbnb Listing Data:

- Download Airbnb listing data for your target city.
- Explore columns such as "price", "number of rooms", "comments", etc.

2. Neighborhood information (Webscraping) :
  - Use webscraping to gather information about neighborhoods such as local attractions, restaurants, safety indicators, must-do/see...

3. Public transport data (API Open Data) :
  - Integrate public transport data from APIs to assess the accessibility of neighborhoods/attractions from major public transport stations.

4. User comments (NoSQL database) :
  - Store user comments in a NoSQL database. Use queries to extract information on traveler preferences and areas for improvement for each accommodation type.

5. Global Analysis :
  - Merge these data sources to analyze trends in the Airbnb accommodation market, identify factors influencing prices, and assess the impact of amenities and accessibility.

6. Recommendations:
  - Make recommendations to optimize Airbnb listings based on traveler preferences, neighborhood characteristics, and user feedback. This can include suggestions for adjusting prices, improving listing descriptions, or adding popular amenities.

This holistic approach will enable your company to better understand the Airbnb accommodation market, optimize its offerings and improve the overall traveler experience.