

PInterest

LONDON AIRBNB EXPLORER

CAPSTONE PROJECT HH-23-1

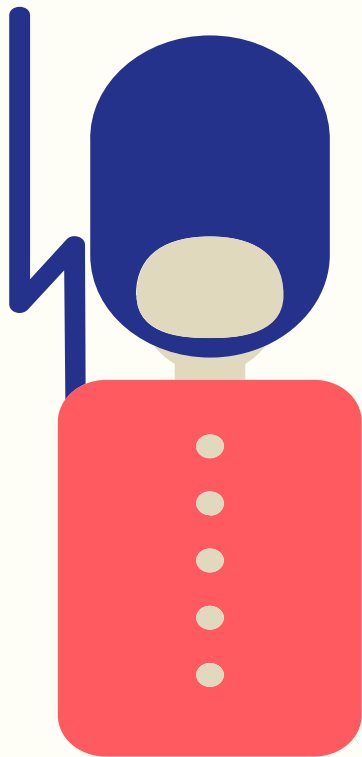


01

INTRODUCTION

How to book your perfect
city trip

LONDON



19 000 000

tourists per year

74 241

Airbnbs

1 653

Cultural Attractions

14 011

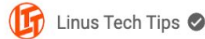
Restaurants

HOW (NOT) TO BOOK YOUR PERFECT CITY TRIP



How many Chrome tabs can you open with 2TB RAM?

10M views • 3 years ago



Buy SK hynix Gold S31 SSD on Amazon: <https://geni.us/x6HG> Thanks to SK hynix for sponsoring this video! Discuss on th...

4K



Intro | What is Lrdimm | SSD Sockets | Memory Usage | Testing | Conclusion

6 chapters ▾

OUR IDEA



EDA

Finding the perfect
neighbourhoods for
specific traveller types



DASHBOARD

Combining Airbnb and
Google Maps research
for individual interests

OUR RESOURCES

openstreetmap.org



insideairbnb.com



googlemaps.com

OUR TECHNOLOGY



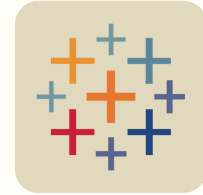
AGILE
METHODS

PYTHON



SELENIUM

SQL



TABLEAU

OUR TEAM



Julian Appler
Product Manager
Tourism



Markus Dittmer
Research Analyst
Insurance



Adrián Domínguez
Online
Marketing



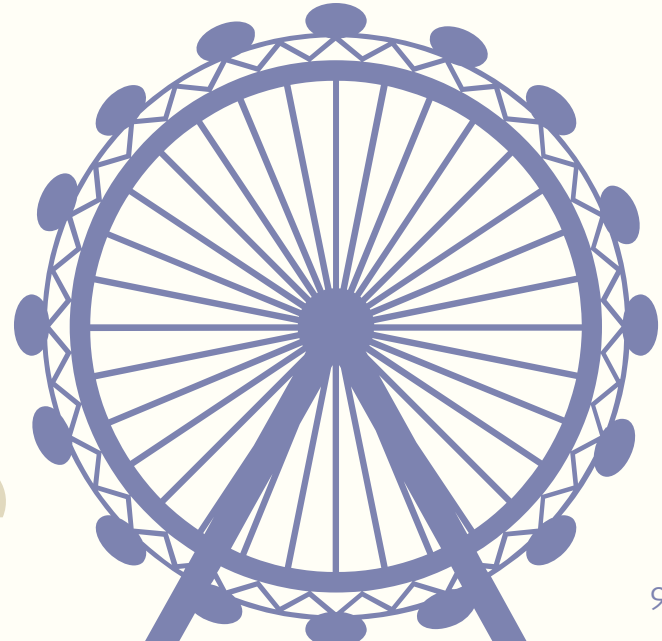
Selina Emminger
Education Manager
Informatics



Frederic Löbnitz
Journalist

02 OUR INSIGHTS

USER ORIENTED EXPLORATORY
DATA ANALYSIS



KEY QUESTIONS

Where can travellers find their niche?
Which Neighbourhoods are nice for
shopping, gastronomy, going out & culture?

Which are the top neighbourhoods for
specific traveller types, like the **green city
explorer** or the **budget travelling family**?

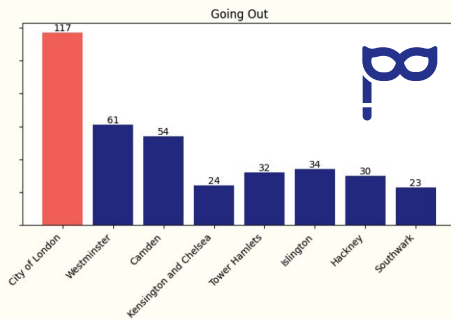
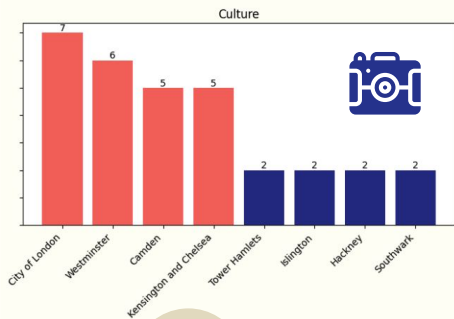
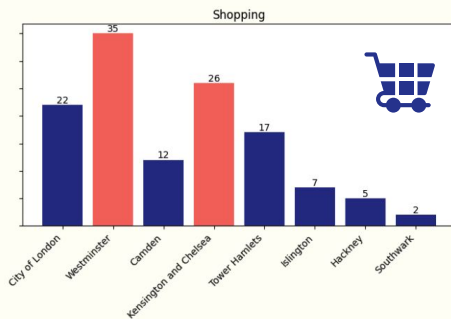
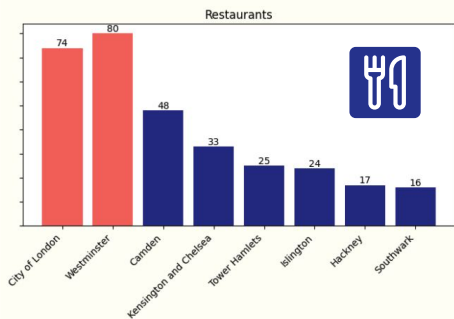




FIND YOUR NICHE!



Average Count of POI's per Category



Top gastronomy neighbourhoods:
City of London & Westminster

Top shopping neighbourhoods:
Westminster & Kensington and Chelsea

Top tourist attraction neighbourhoods:
City of London, Westminster, Camden & Kensington and Chelsea

Top party neighbourhood:
City of London

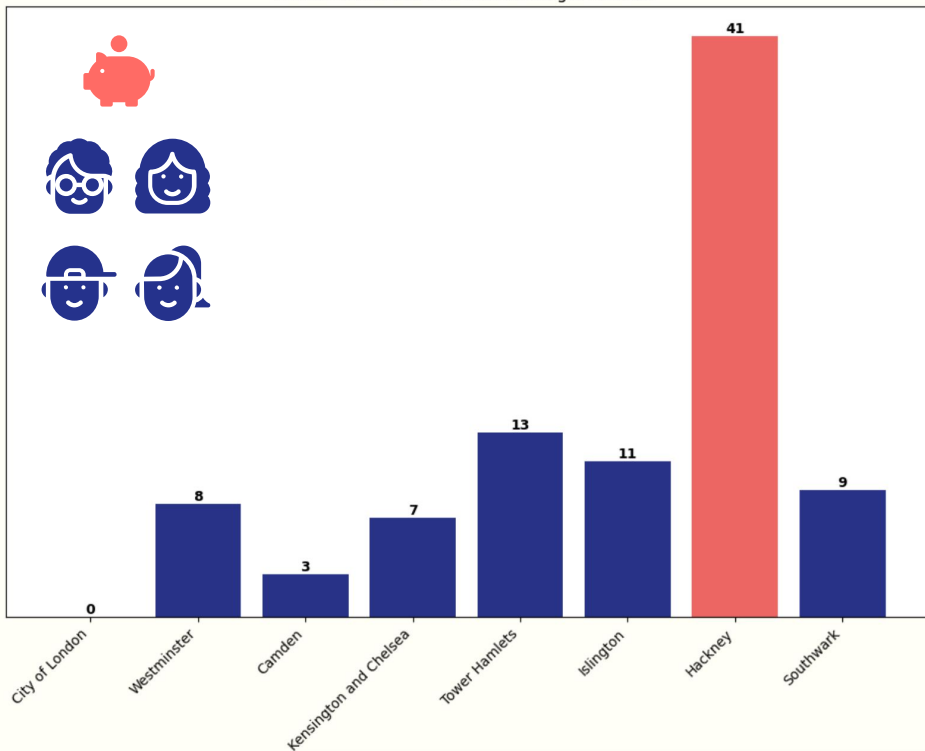


LONDON FOR ACTIVE BUDGET FAMILIES

focuses on

- budget accommodations
- affordable restaurants
- a vibrant neighbourhood
- 2 bedroom apartments

Amount of Airbnb's for Active Budget Families



Insider's Tip: Hackney

- reasonable prices for Airbnbs & gastronomy
- full of restaurants, cafes etc.
- many POI's to discover



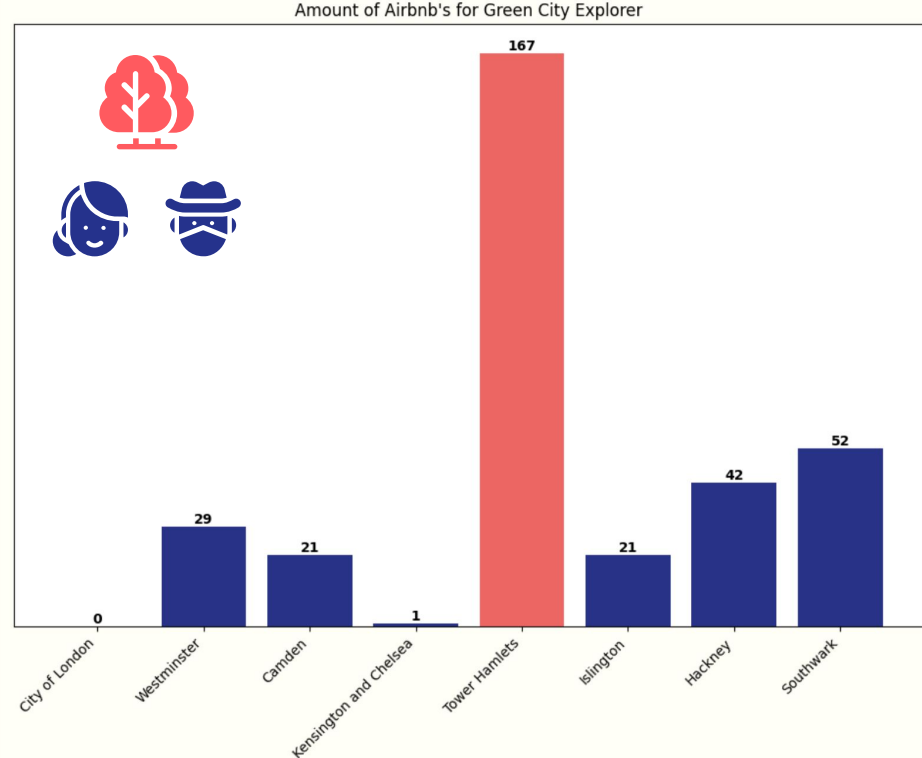
LONDON FOR GREEN CITY EXPLORERS

focuses on

- good rated accommodations
- easy access to public transport
- green environment
- private balcony / terrace

Insider's Tip: Tower Hamlets

- many parks and green spaces
- less crowded
- good access to public transport





DASHBOARD

LONDON AIRBNB EXPLORER

03

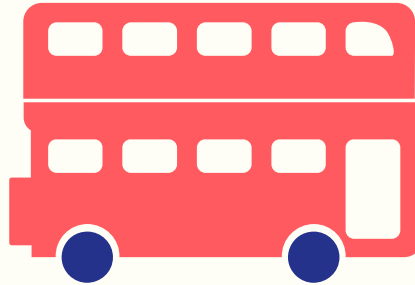
ALL IN 1 DASHBOARD

**FILTER YOUR
INDIVIDUAL NEEDS &
INTERESTS**

**CHECK FOR FAIR
PRICES & GOOD
RATINGS**

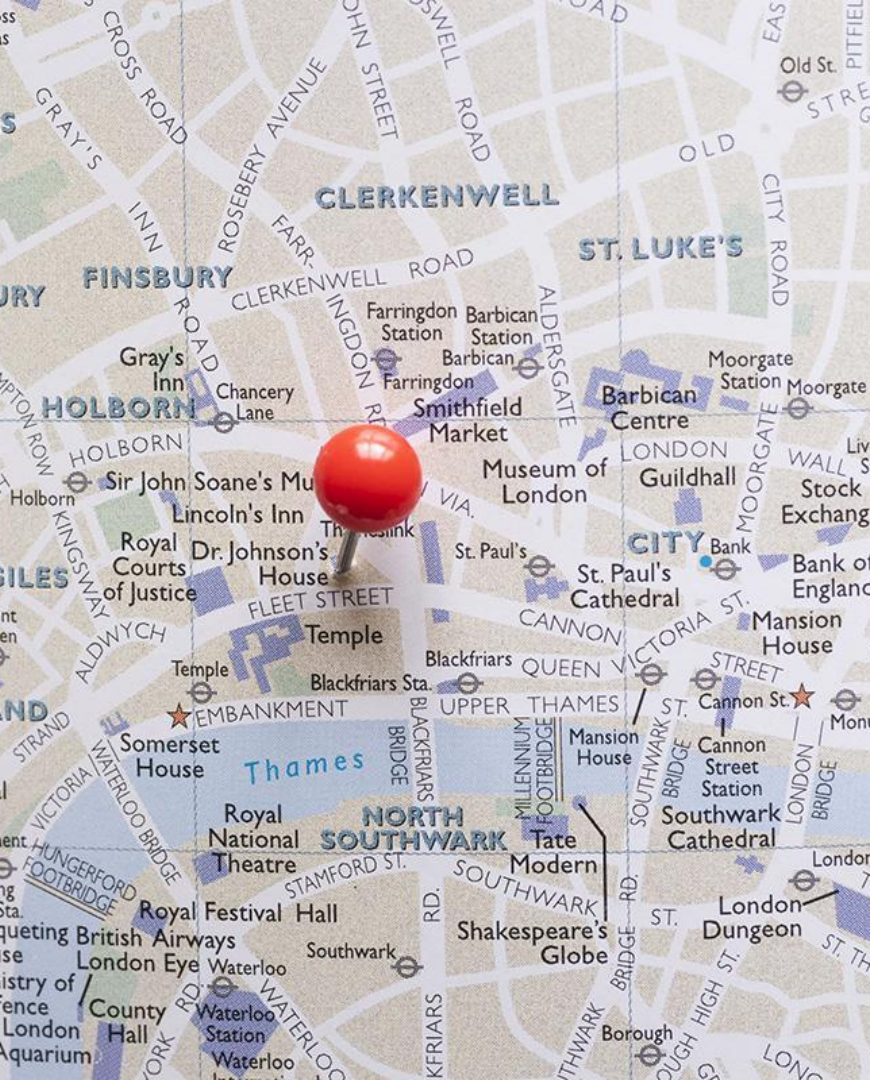
**UNDERSTAND
YOUR
NEIGHBOURHOOD
BETTER**

**BOOK DIRECTLY
IN THE
DASHBOARD**



POINTEREST: LONDON AIRBNB EXPLORER





**THANK YOU AND
SEE YOU IN THE
BREAKOUT ROOMS!**

ENGLAND ICON PACK



ALTERNATIVE RESOURCES

