**Steph Paladini**

—

Thank you for your submission of the team group component of AS1.

Here you had to propose an insightful question using the Airbnb dataset, such as analyzing booking patterns across different areas and identifying potential reasons.

Utilising your data analytics skills you had then to address the question previously formulated, through the use of EDA, data preprocessing, statistical analysis, visualization, and clustering.

Finally, you had to prepare a concise analytical report with visualizations, easily understandable by Airbnb executives, limited to 2 pages (1000 words equivalent).

 Submit Python code as an appendix.

Your group have contributed an excellent quality assignment.

Here you have the breakdown by individual components.

| | |
|---|---|
| Substantive question | The question is well-chosen and it makes business sense. It could have been further expanded with other implications considered.<br>Your references (good!) could have been used even more to make your business case. |
| Rational/arguments presented for the business question | See above. The rationale is solid, although it could have been proabably been elaborated more as a coherent strategy, especially in terms of recommendations. |
| Expected business impact | Likewise, the impact analysis has room for improvement. |
| Methodology (EDA, data pre-processing, data analysis & machine learning) | The technical part illustrates well your group's good grasp of the module materials and the tools available in machine learning for tackling business problems.<br>Some sections could have been discussed at a narrative level to enhance comprehension. |
| Visualisations of results | Probably the strongest point of your submission. Maps are really a nice feature to have) |
| Overall presentation style | The report is well-structured, with good sections, solid narrative and correct pacing. |

Keep up the good job!