

Data Methodology for PPT 02

Step 1: Storyboarding

- Examined the data to become acquainted with it and made a note of any significant fields.
- Made a mental map of the presentation's different slides.
- Enumerated all the characteristics for which graphs and charts must be plotted.

Step 2: Data Wrangling

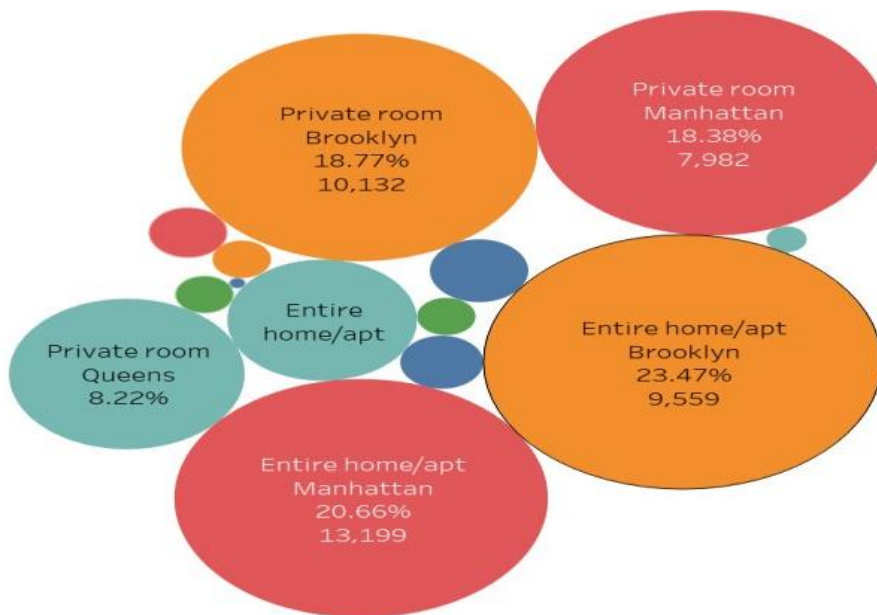
- Imported the dataset in Python Notebook and go through the all the columns.
- Also checked the missing values in all the columns.

```
id          0
name        16
host_id     0
host_name   21
neighbourhood_group  0
neighbourhood  0
latitude    0
longitude   0
room_type   0
price       0
minimum_nights  0
number_of_reviews  0
last_review  10052
reviews_per_month  10052
calculated_host_listings_count  0
availability_365  0
dtype: int64
```

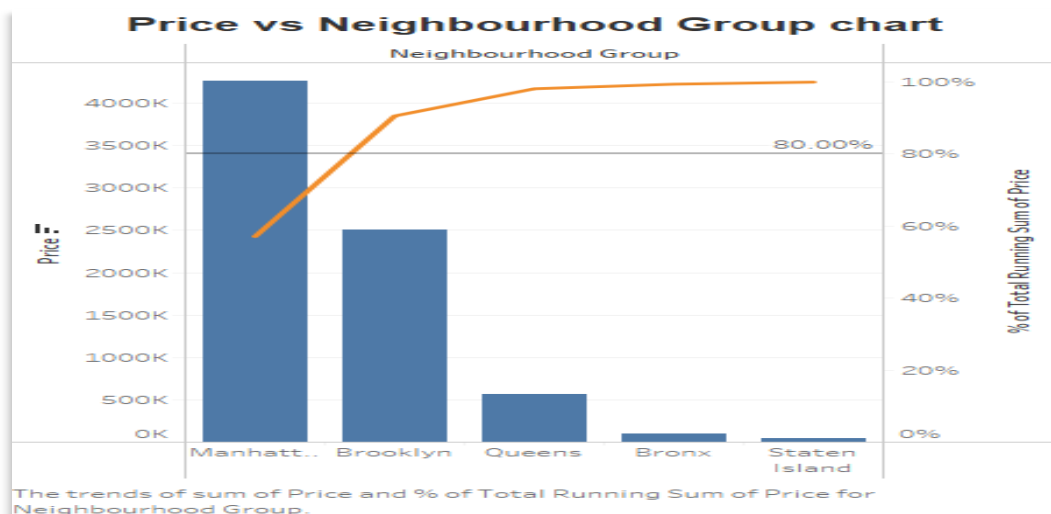
- Treated Missing values by using Python & attached the Python Notebook in zip file.
- Used Tableau to further visualize the modifications that were exported to a CSV file.
- Created some grouped field & calculated field.

Step 3: Data Analysis

- Since they appear to be in high demand, private rooms and entire homes/apts in Brooklyn and Manhattan should be the focus.
- Targeting shared rooms is a good idea because they already have low prices and will attract more clients if approached sensibly.
- Manhattan and Brooklyn have the costliest real estate compared to other areas



- In order to boost revenue, concentrate on expanding the listings in Queens, the Bronx, and Staten Island. Since Manhattan accounts for 90% of total revenue, hosts can lower the price to draw clients because it is the most popular listing on the list.



- Also attaching the Tableau workbook in zip file.

Step 4: Presentation

- Made the presentation using the pyramid approach and best practices.
- The people watching this are the **Head of Acquisitions and Operations** & **Head of User Experience**.
- Additional suggestions for the corresponding departments