

Project Assignment - Group 3

Filippo Muscherà, Eneko Isturitz, Unai Lalana, Paul Gasnier

May, 2025

1 Possible Uses of this Model in the Final Project

- An effective way to integrate the sentiment classification model into the Airbnb pricing project would be to apply it to text fields available in the dataset. For example, the model can be used to assign a sentiment score to the top review of each listing, which could help capture guests' most shared opinions.
- By running the model over all available reviews, it is possible to compute the number or proportion of positive versus negative reviews per listing. These aggregate metrics can serve as useful indicators of user satisfaction and overall quality.
- Another approach could be to create a sentiment map based on the location of each apartment. Each neighborhood would be assigned a score based on the average sentiment of reviews from listings in that area. This could reflect how desirable or well-regarded different areas are.
- The model could also be applied to the host-provided listing description and neighborhood overview to evaluate the tone and appeal of the listing from the host's perspective. Positive language and compelling descriptions may correlate with higher pricing or demand. Here the numerical output of the model could be used, instead of the positive/negative label, since with high probability the vast majority of descriptions would be positive.