Capstone Project Submission

Team Member's Name, Email and Contribution:

Yogesh. K,
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Individual Project.

Please paste the GitHub Repo link.

Github Link:- https://github.com/Yogeshkrishn/Airbnb-booking-Analysis

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Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches and your conclusions. (200-400 words)

SUMMARY

We have been provided the listing Data from Airbnb. Whenever a property owner wants to offer their services through Airbnb, they have to list their property and its details. These millions of listings generate a lot of data - data that can be analyzed and used for security, business decisions, understanding of customers' and providers' (hosts) behavior and performance on the platform, guiding marketing initiatives, implementation of innovative additional services, and much more.

PROBLEM STATEMENT

Derive key business insights using Airbnb's NYC data to boost business decisions that will enhance profitability, market expansion and consumer experience and extract information about traffic and prices in different areas.

APPROACHES INVOLVED

- Exploratory Data Analysis
- Null values Treatment

- Making some categorical columns
- Understanding Correlation among fields
- Analysis and Insights

CONCLUSION

- Manhattan and Brooklyn are the most crowded suburbs
- Listing rates across all the 5 unique neighbourhood groups follow a similar trend for all room types.
- Customers prefer to stay in Entire home/apt or private room types
- Identifying supply demand gap to boost business decisions
- Highest footfall of customers is in the months of May, June and July
- Converting shared room type Airbnbs in Manhattan and Brooklyn to other room types will improve revenue generation.
- Onboarding more Airbnbs of the Entire home/apt and private room types might help in increasing the revenue.