



Airbnb promotion email analysis

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Highlight

- Choosing the email with highest responsive rate



- Frequency flier under 30 years old with edu email is the most responsive customer.



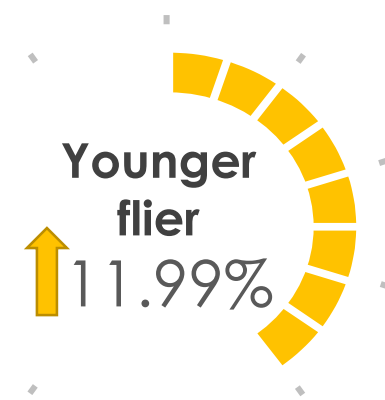
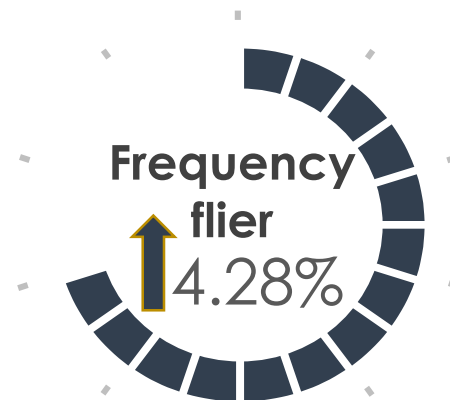
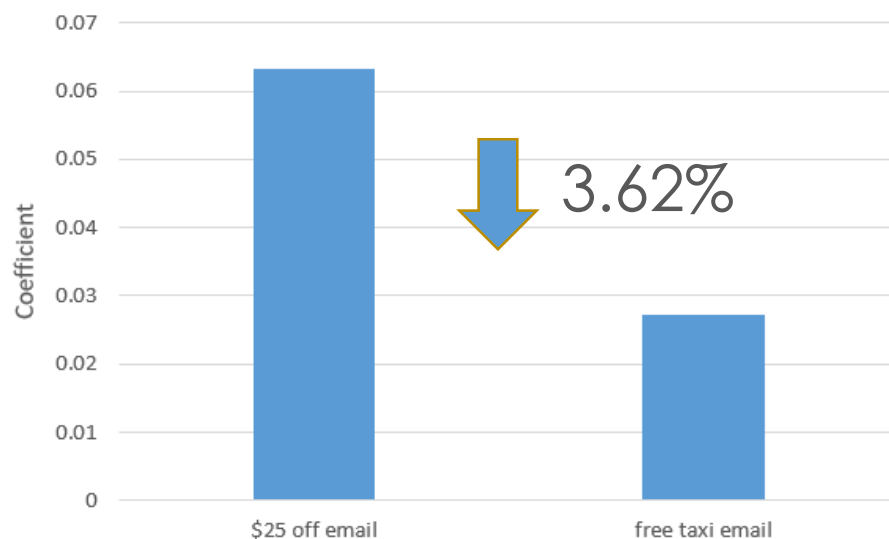
- People who prefer to reply to different emails have different personalities



- \$25 off email should be used to attract new customers

Customer who receive \$25 off email prefer booking a stay in Airbnb

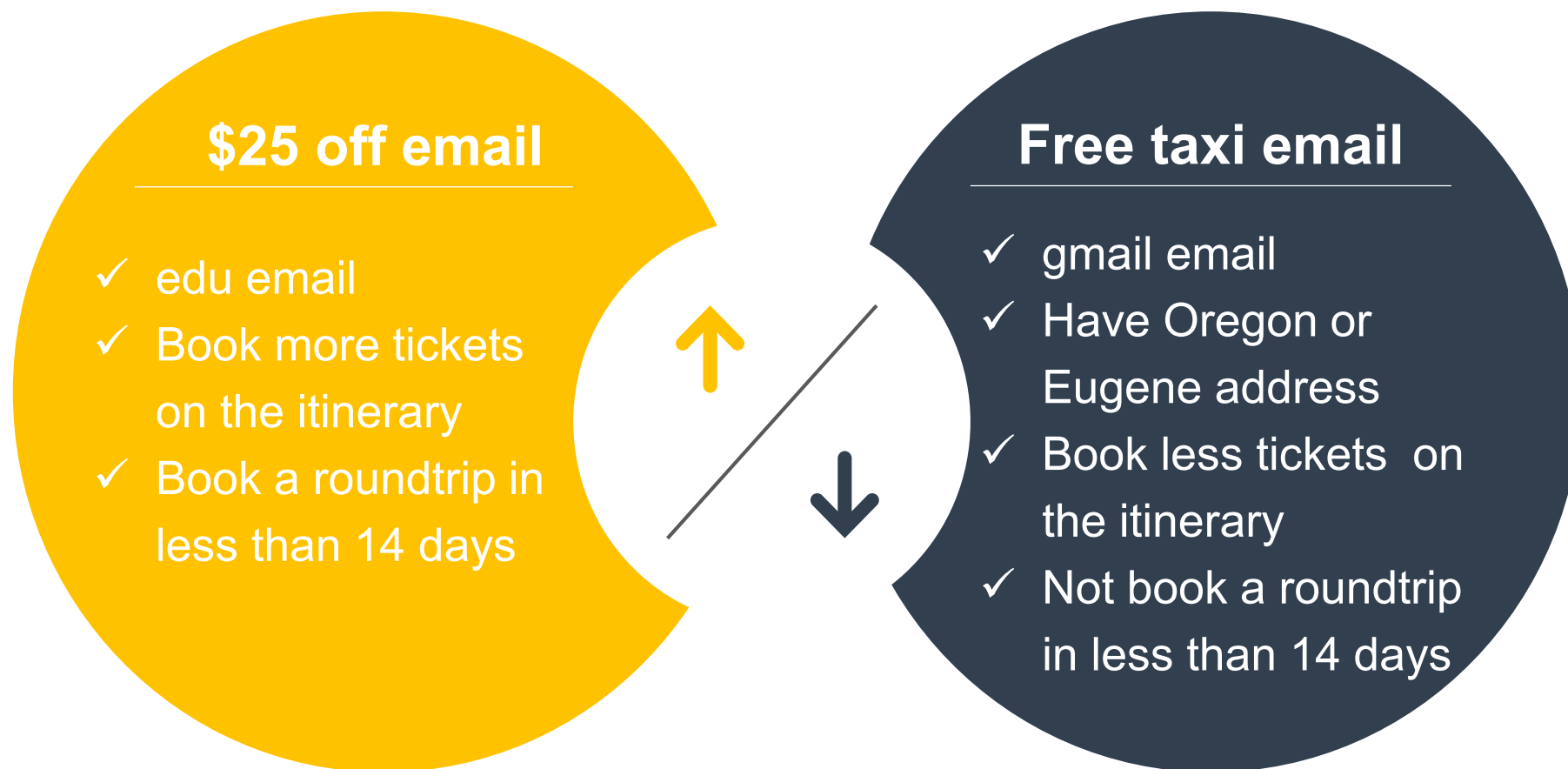
Customer responsive rate to different kind of emails



Targeting customer

- ✓ Frequency flier
- ✓ Age under 30 years old
- ✓ Use edu email or gmail email
- ✓ Book roundtrip

People respond to different emails have different attributes





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