

Real Estate X airbnb

Business Requirements Document

Project Name: Strategic Market Evaluation for Airbnb Real Estate Investments in France	Date: 28/12/2025
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Executive Summary	<p>This project evaluates where a real estate company who owns the properties in 7 different cities in France should operate as Airbnb rentals. By analysing Airbnb performance data with city level metrics and listing level metrics it aims to identify the city that offers the highest return on investment (ROI) while accounting for demand stability and seasonality risk.</p> <p>The project analyses Airbnb listings and booking data to quantify investment metrics like occupancy rate, ADR, and rental revenue.</p>
Project Objectives	<ul style="list-style-type: none">• Identify the optimal French cities for Airbnb real estate investment by comparing expected rental income, property acquisition costs, and risk-adjusted returns across cities.• Develop a comparative city ranking framework using investment KPIs to support strategic recommendations on where to invest, where to avoid, and where to adopt a premium or seasonal strategy.• Deliver an end-to-end analytics solution using Python, SQL, and Tableau that demonstrates how data can be transformed into actionable investment insights for real estate and hospitality stakeholders.
Business Requirements	<ul style="list-style-type: none">• Investment Decision Support: The solution must enable stakeholders to identify and compare Airbnb investment opportunities across cities, providing a clear basis for selecting the optimal city for property acquisition.• Investment KPI Computation: The analysis must calculate and present key investment metrics, including: Occupancy Rate, Average Daily Rate

	<p>(ADR), Annual Airbnb Revenue, Gross Rental Yield, Payback Period.</p> <ul style="list-style-type: none"> • Actionable Insight Delivery: Outputs must include clear findings and recommendations, such as city rankings and suggested investment strategies. • Data Accuracy and Quality Assurance: The datasets must be cleaned, validated, and consistently formatted to ensure reliable and trustworthy insights. • Usability and Accessibility: Dashboards and reports must be intuitive and interactive, allowing business users to explore results by city, time period, and key metrics without technical expertise.
Key Stakeholders	<ul style="list-style-type: none"> • CEO, CFO, CIO, Revenue & Operations Team, Business Analytics Team, Consultants, Project Managers