

FLATIRON SCHOOL

ANALYZING AIRBNB DEMAND: NEW USER BOOKINGS

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66



You must go on adventures to
find out where you belong.

Sue Fitzmaurice

99

The Problem

1. Will a new airbnb user end up booking a destination?
2. What will a new airbnb user's first booking destination be?

The Solution

MACHINE LEARNING

1. Predict whether a new airbnb user will effectively book a destination or not.
2. Predict which country a new airbnb user's first booking destination will be.

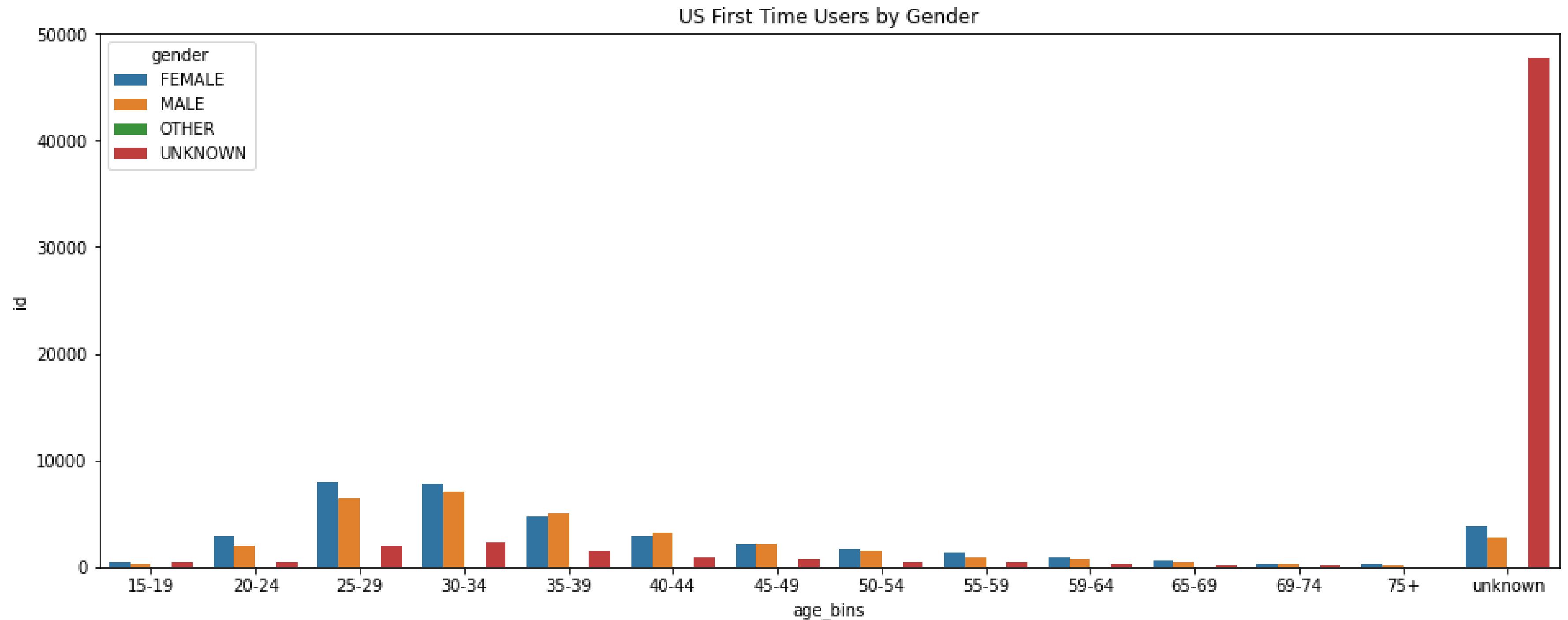


THE DATA

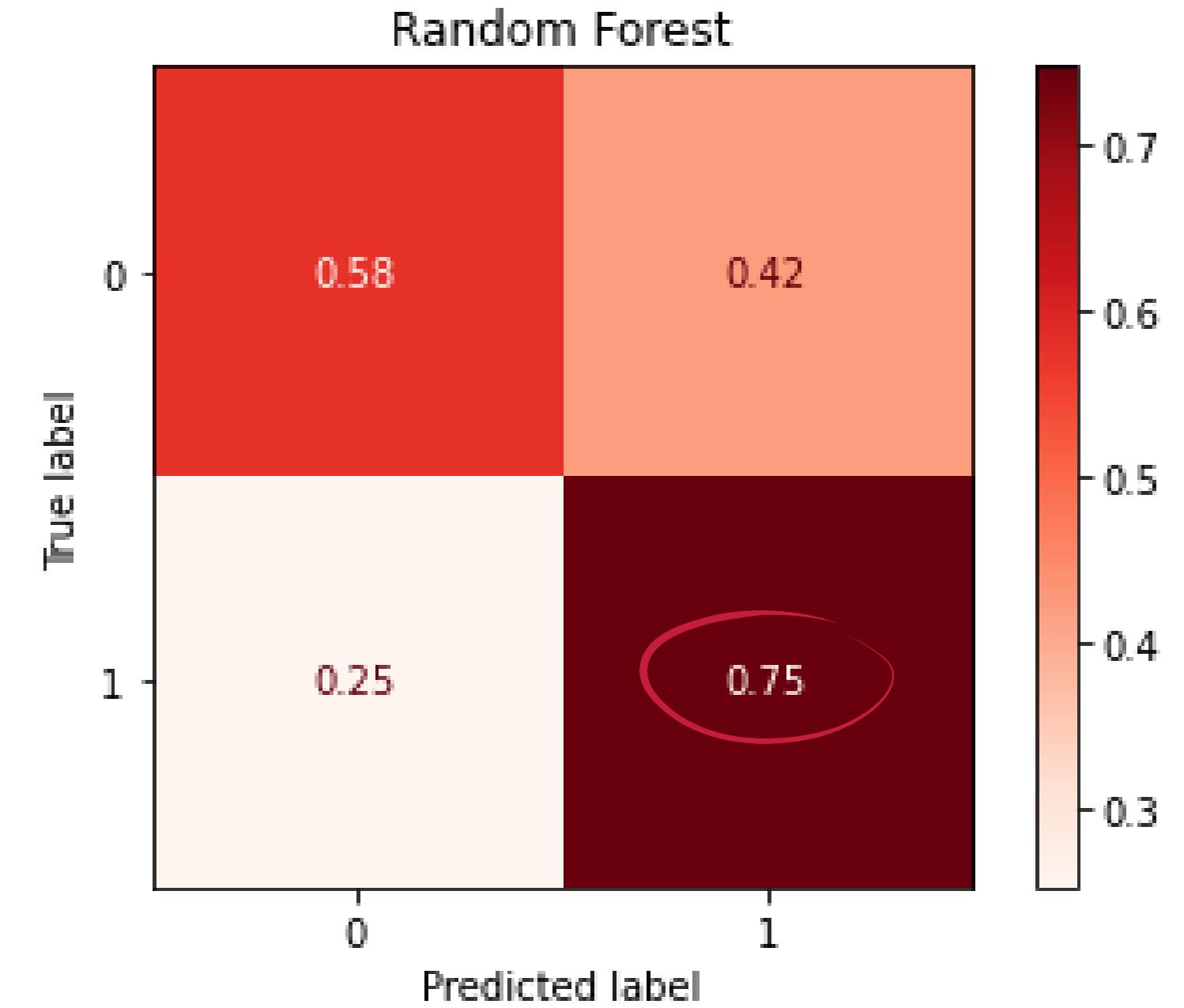
128,070
users from the US

53,192
effective bookings

70%
of bookings represent domestic
travel



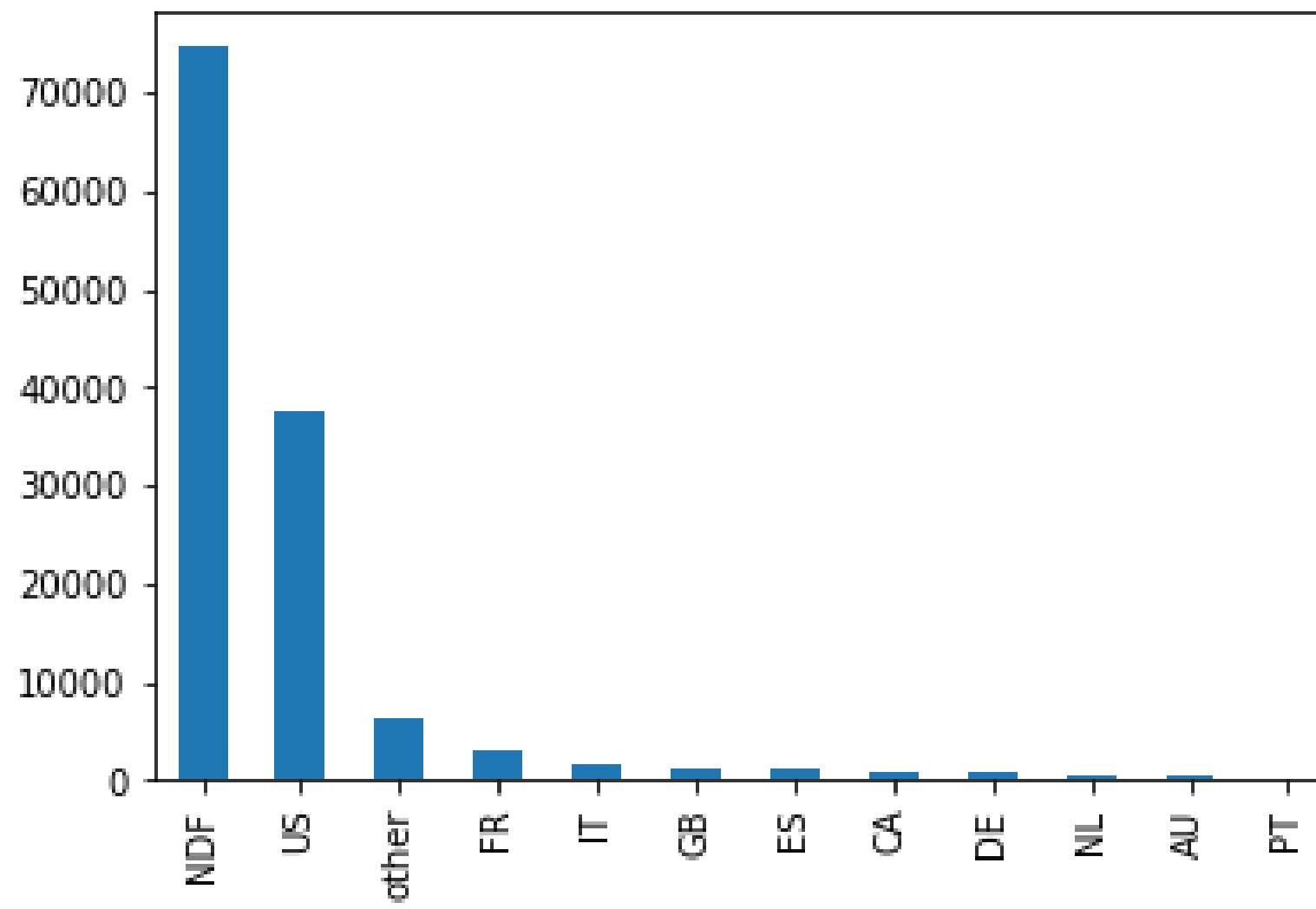
First Model Results



75%

of effective bookings can
be accurately predicted

Second Model Results

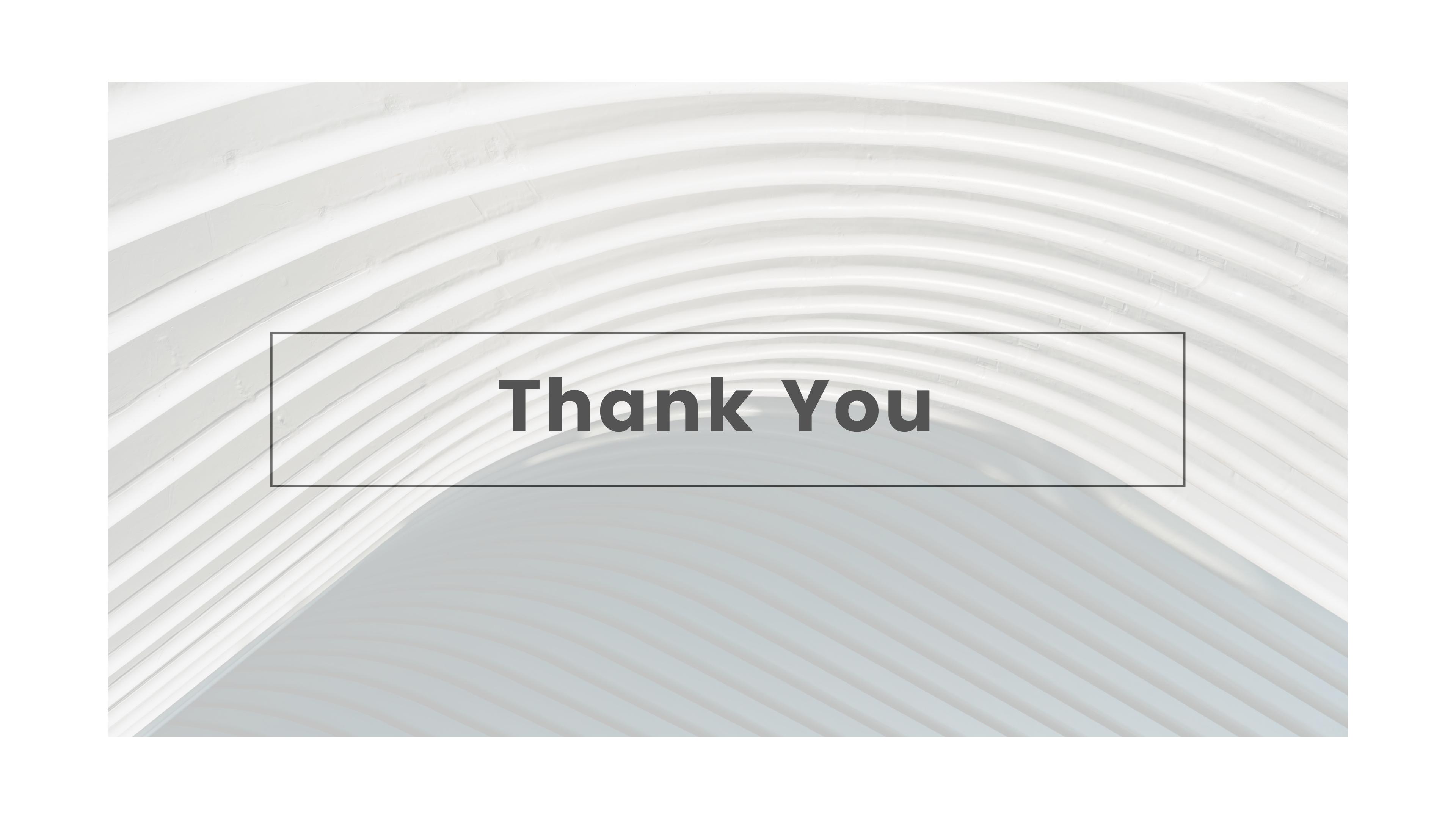


87%

ACCURACY WHEN PREDICTING
COUNTRY OF DESTINATION

Conclusions & Future Work

- High accuracy despite high number of unknown values.
- Predict users behavior allows us to implement Target marketing strategies.
- Build a model to help us define our Market Segmentation strategy.



Thank You