

Assessment Data Analyst

Situation

Your Role

You are a Data Analyst for Booking.com. One of the things you do is assisting the local account managers by providing them with actionable insights on the market they are responsible for. In this assessment they will ask you to look into a dataset that they have available. Please act as if you would directly provide them with your outcomes, do include all information / insights that you find relevant, and, of course, feel free to explain why you chose to use a certain analysis in a separate file.

Output

Feel free to use whatever method you prefer to create your output.

About the dataset

The dataset is a random sample of 10.000 properties from april 2016. It contains info on the properties that we have currently listed on our website. It will show you where the property is located, what its minimal rate is, how many rooms they have etc. Here is a short description for each column.

id	Unique ID for a property
city	City for property
cc1	County code
minrate	Minimal room rate for a single night
nr_rooms	Number of rooms
checkin	Earliest check-in time
default_comm_lang	Standard communication language
office_id	Managing Booking.com office
km_from_city_center	Distance from City Center
first_opened	Date that the property was available at Booking.com for the first time
payment_methods	Accepted payment methods (cc = creditcard, ca = cash, bt = bank transfer, bc = bitcoin)
star_rating	Star rating
hotel_type	Type of property

Questions

1. Supply

Dear Reporting Team,

I am account manager for France. I would like to get some insights in our supply in regards to the football championship that will be held in France this year. I am especially interested to see if we are opening enough new properties. Can you please share your findings on our supply and highlight your outtakes?

Thanks in advance.

2. Price development

Dear Reporting Team,

Lately I get the feeling that the properties we are opening in Southern Europe are getting more and more expensive, while our customers demand lower priced accommodations. I would like to present some data in our next account managers meetup, but of course I would like to have some validated insights to back this up. Can you help me out on this?

Regards.

3. Other insights

When you look at the dataset that is available to you, what additional insights would you get from it. Please present those to your team members (other Reporting Analysts)