METHODOLOGY AND ASSUMPTIONS FOR AIRBNB CASE STUDY

**ASSUMPTIONS**

* Price column has been assumed to represent price per night.
* The average price and total number of reviews has been assumed to be a fundamental measure for finding customer preferences.
* For analysis related to price, average of the price is used.
* For Total number of reviews, the sum of the number of reviews has been considered.
* For Average Minimum Nights, the average of the minimum nights for different neighborhood has been considered.
* For Dual Axis plots, both the axes have not been synchronized as values for both the features have been ranging widely in magnitude.
* Excluded last\_review column from analysis.

**METHODOLOGY**

* We performed detailed exploratory data analysis on Airbnb data.
* The data cleaning and processing was done using Python and the visualisations were created using Tableau.
* The process included the following:
  + Using Python, found missing values and performed data cleaning.
  + Performed sanity check on columns Id and Price to check whether all Id’s are unique and found that there are no negative price present.
  + Using Tableau, created visualisations to identify customer preferences based on
    - Neighborhood Group
    - Room Type
    - Average Price
    - Number of Reviews
    - Average Minimum Nights Spent
  + Finally, found important insights based on the each of the created charts.