

Marketing Analytics

Project Proposal

Sentiment Analysis for Airbnb Hosts: Crafting a Tailored Marketing Strategy

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Introduction and Motivation

In today's rapidly evolving vacation rental industry, where personalization and guest-centric approaches have become pivotal for success. Airbnb has redefined the way people travel, emphasizing the desire for authentic experiences in diverse locations. To remain competitive and attract a loyal customer base, hosts must go beyond mere property listings and transcend the expectations of their guests. They must delve into the minds of travelers, understand their feedback, and align their marketing efforts with these insights.

The motivation for this proposal lies in empowering Airbnb hosts to harness the full potential of sentiment analysis, enabling them to craft marketing strategies that cater to the emotions and expectations of their guests. By understanding the motivations and emotions behind traveler reviews, hosts can transform their properties and offer more personalized experiences that leave a lasting impression.

Dataset: (with Link)

Data source: <https://www.kaggle.com/datasets/beridzeg45/airbnb-reviews>

This dataset comprises information of reviews of the users for their stays in the Airbnb. It includes details such as reviewer name, reviewer id, listing id, Airbnb id. The dataset with 6 columns and 342904 rows ranging from 2009 to 2022.

Column Name	Description
Category	Type of features of the house
Title	Type of accommodation/space
Image	Image URL of the properties
Rating	On a scale of 1-5 ratings to the house/accommodation
Total Reviews	Total number of reviews for that specific listing
Location	The location of the house/accommodation
Price	Price of house/accommodation
Reviews	The reviews left by the guests for the house/accommodation.

Market Problems:

In this competitive and rapidly changing landscape, hosts require innovative strategies to stand out, attract bookings, and build a loyal customer base. Many Airbnb property listings tend to be generic and offer similar features and amenities. Hosts often struggle to differentiate their properties effectively from the competition, making it difficult to attract bookings. Without a deep understanding of what aspects of their properties resonate with guests, many hosts find it challenging to consistently deliver experiences that result in high guest satisfaction and positive reviews. Sentiment analysis offers a solution to these problems by providing hosts with the tools to uncover insights hidden within guest reviews, enabling them to craft tailored marketing strategies that address the evolving needs and expectations of travelers.

Problem Approach/Solving Problem:

Following is the approach to solve the problems.

- Data Cleaning
- Exploratory data analysis
- Visualizations
- Models
- Conclusion

Tools:

- Python and its libraries – NumPy, Pandas, Seaborn, NLTK, Scikit-Learn, TextBlob
- Jupyter Notebook
- Tableau/Power BI

Timeline:

Estimated Timeline of achieving the result is 6-7 weeks.

***NOTE: More datasets can be added as the analysis progresses.**