



WILL NEW AIRBNB USERS BOOK THEIR FIRST TRIP?

Brought to you by
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THE DATA

- AirBnB provided some real data and some test data
 - Destination country dataset
 - Age, gender, and country destination summary set
 - Test user data with user attributes
 - Web sessions data including device type and actions

NULL HYPOTHESIS 1

There is **no correlation** between a user's age, gender, and other user info and the destination country they will first book.

ALTERNATIVE HYPOTHESIS 1

Using basic info about the user such as age, gender, and other attributes such as device and when and how they signed up, we can predict which country where they are likely to book their first trip.

NULL HYPOTHESIS 1

There is **no correlation** between the first device type time, affiliate channel, and sign up method and time to first booking.

ALTERNATIVE HYPOTHESIS 2

Using information such as first device type time, affiliate channel, and sign up method, we can tell about how long it will take for the user book their first trip.



THANK YOU