

Business Problems for AirBNB Host

- Investing in property in Amsterdam for AirBNB
 - Client needs to know:
 - What/Where are successful properties and locale?
 - Highest revenue and best reviews
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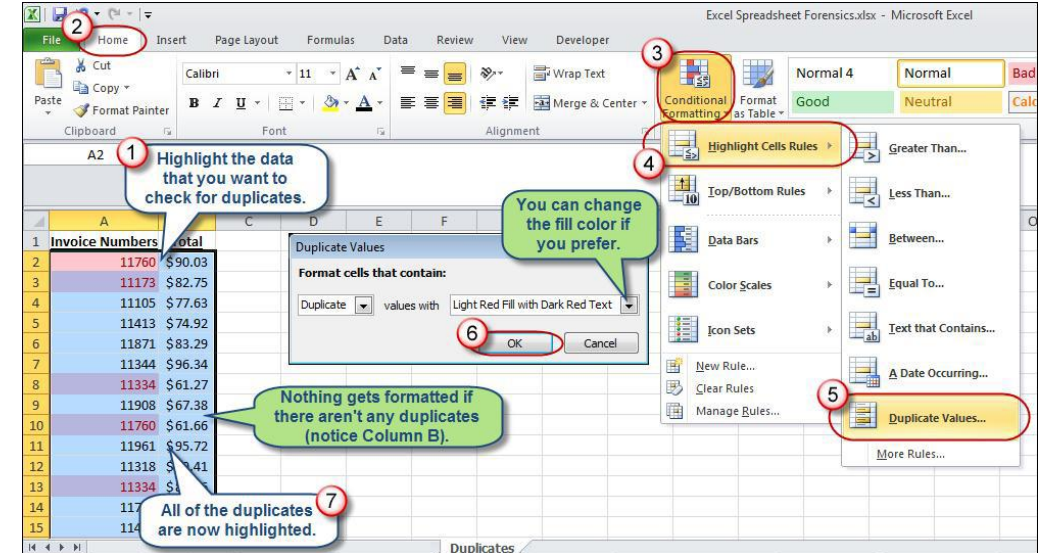
Assumption About Data

- Most hosts are first time hosts
 - Other hosts are absentee owners
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- Definitely in Amsterdam



Cleaning the Data

- State and City names are inconsistent
 - *North Holland, Noord-Holland*
 - Daniel Stalpertstraat, Nieuwe Hoogstraat
- Duplicate listings of property



Null Values Strategy

- Missing Reviews
 - Ignore, has value as a null
 - Not everyone leaves one
- Missing Location, Zipcode
 - Google it
- Missing Bathrooms
 - Everyone poops
 - Assume at least one bathroom



Next steps

- Find the most successful properties in Amsterdam
 - Calculate highest average revenue on multiple criteria
 - What properties/locations receive the highest reviews
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