

# Capstone Project – BA1706

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## Background

New users on Airbnb can book a place to stay in 34,000+ cities across 190+ countries. By accurately finding out new users' behavior, for example, who would like to book a US travel, Airbnb can share more personalized content with their community, decrease the average time to first booking, and better forecast demand.

You are a BA of Airbnb. Here are the requests from CMO:

- **Which metric(s)/KPI would you use to measure Airbnb's business? How is airbnb doing with these metrics (over time, segments, etc.)?**
- **What are some factors/predictors related to country destination?**
- **What marketing strategy/tactics would you recommend to the CMO / marketing team of Airbnb (in terms of targeting, segmentation, resource allocation, etc.)?**
- **If you have access to any data you need, what are some other business questions you might be interested?**

## Data Description

**id:** user id

**date\_account\_created:** the date of account creation

**timestamp\_first\_active:** timestamp of the first activity, note that it can be earlier than date\_account\_created or date\_first\_booking because a user can search before signing up

**date\_first\_booking:** date of first booking

**gender**

**age**

**signup\_method**

**signup\_flow:** the page a user came to signup up from

**language:** international language preference

**affiliate\_channel:** what kind of paid marketing

**affiliate\_provider:** where the marketing is e.g. google, craigslist, other

**first\_affiliate\_tracked:** whats the first marketing the user interacted with before the signing up  
**signup\_app**

**first\_device\_type**

**first\_browser**

**country\_destination:** this is the target variable you are to predict

**NOTE:** *There are 12 possible outcomes of the destination country: 'US', 'FR', 'CA', 'GB', 'ES', 'IT', 'PT', 'NL', 'DE', 'AU', 'NDF' (no destination found), and 'other'. Please note that 'NDF' is different from 'other' because 'other' means there was a booking, but is to a country not included in the list, while 'NDF' means there wasn't a booking.*

## Presentation

- Explore, analyze and visualize data using R and Tableau
- Build a PPT to show insights for each request
- 10-15 mins in-class presentation