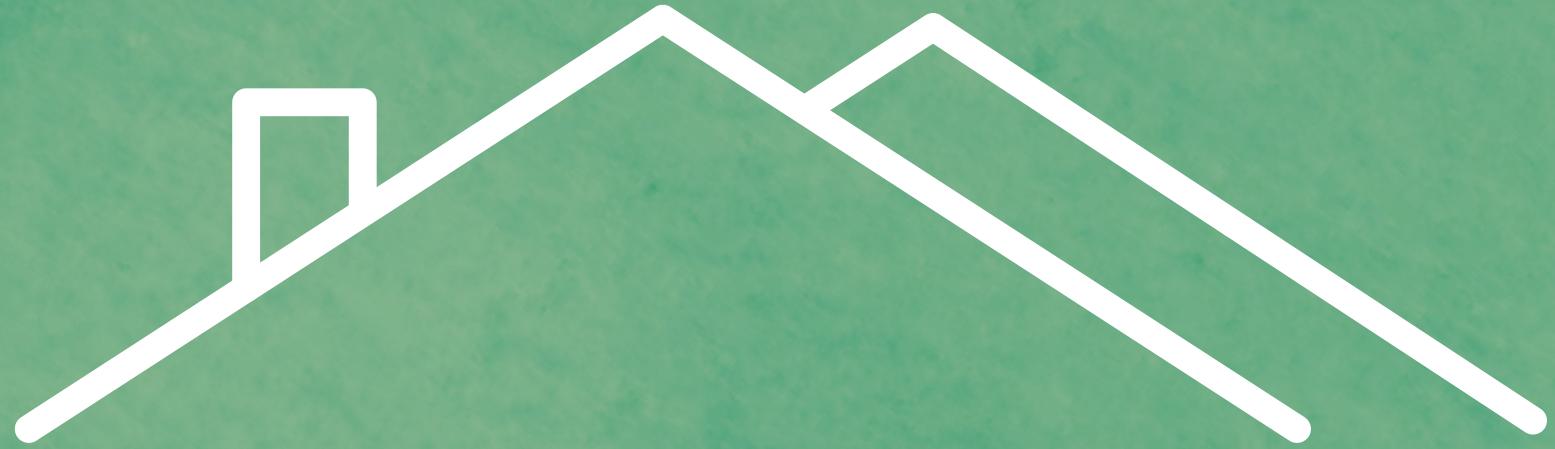


# Airbnb Market Analysis for Dublin

Take Home Assignment from  
Airbnb DS Interview



# Problem Statement

A new city manager for Airbnb has started in Dublin and wants to better understand: What guests are searching for in Dublin. The objective of this project was to identify what the gaps are between guest demand and host supply that the new city manager could plug to increase the number of bookings in Dublin, and what other data would be useful to have to deepen the analysis and understanding.

# What data did we get?

## Contact's Table

The "Contacts" dataset provides essential insights into guest-host interactions on a lodging platform. It includes alphanumeric user IDs, timestamps for inquiry stages, check-in/out dates, and details like the number of guests and message count.

## Searches 's Table

It contains essential information about user searches for accommodations in Dublin. It includes details such as search dates, user IDs, check-in/check-out dates, search frequency, guest preferences, origin country, price filters, and room/neighbourhood preferences.

# Steps followed for Exploratory Data Analysis

Pandas  
profiling &  
Basic Eda

Feature  
Engineering

Data  
Manipulation

Distribution  
Charts & Log  
Transformation

# Insights & Recommendations

## October is the Busiest Month

Capitalize on the popularity of October by running targeted marketing campaigns or promotions during this period to attract more guests. Consider offering special deals, or unique experiences to further enhance the appeal of accommodations during this high-demand month.

## Average Guest Stay Duration of 5-6 Days

Promote longer stays by introducing packages or discounts for extended durations. Encourage hosts to provide amenities that cater to guests staying for an extended period.

## Guests Prefer Smaller Accommodations

Highlight the appeal of smaller accommodations by showcasing their coziness, personalized experiences, and potential cost savings. Encourage hosts to emphasize unique features that make smaller spaces comfortable and attractive to potential guests.

## Majority of Searches from Great Britain, USA, Ireland

Tailor marketing strategies to target audiences from these specific countries. Consider localized promotions, partnerships with travel agencies, or collaborations with influencers in these regions to increase visibility and attract more guests.

Thank you  
very much!

Harshal Panchal