

Data-Led Executive Briefing

Project proposal

1) What is your topic?

What is the problem you want to address and what other data sets might be of interest? Who are you speaking to? London's Mayor, or an Investor? If you have it, include any background research and literature references you have checked (Add up to 5 bullet points).

- I would like to examine the impact of digital discrimination on the Airbnb platform and help conceptualize how diversity could be used as a potential addition to the business model.
- This could be a discussion with an investor who wants to add a layer of cultural experience to the Airbnb platform with cultural cuisine taster session based on the host's ethnicity.
- There could also be a reward mechanism for guest who chose to stay with hosts from different ethnic backgrounds by providing future offers.

2) What analysis do you plan to conduct? and what are your expected results?

Refer to the data analysis techniques you might be using and how would these help answer your problem. How do you plan to visualize (communicate your results) to your selected audience? What charts/maps/tables will you produce? If possible, comment on the expected results (Add up to 5 bullet points).

- I would like to match the listing data with the ethnicity based demographic data to project the discriminatory trends. This can be evaluated based on price of listing, number of nights rented, superhost status, number of listings in an area, etc.
- There is potential to map out existing sub cultural diaspora in London and help guests experience this as an additional service with added cost provided by hosts. This would also go back to the root of a bread and breakfast concept.
- Guests can pick host for the cultural experience that could be provided as opposed to avoiding such interactions, based on the sub-cultural mapping provided by Airbnb.

3) What is your work plan?

Think of a plan for conducting your work and the barriers you might face. Sketch out a rough timeline, taking into account your experience so far and other assessments running concurrently with this (Add up to 5 bullet points).

- From my understating so far collecting, combining and cleaning data is going to be the most time consuming process which I am looking to dedicate most of my time towards.
- Visualisation of data through mapping is another key area that I would need to spend time on given that I have minimal programming and GIS background.