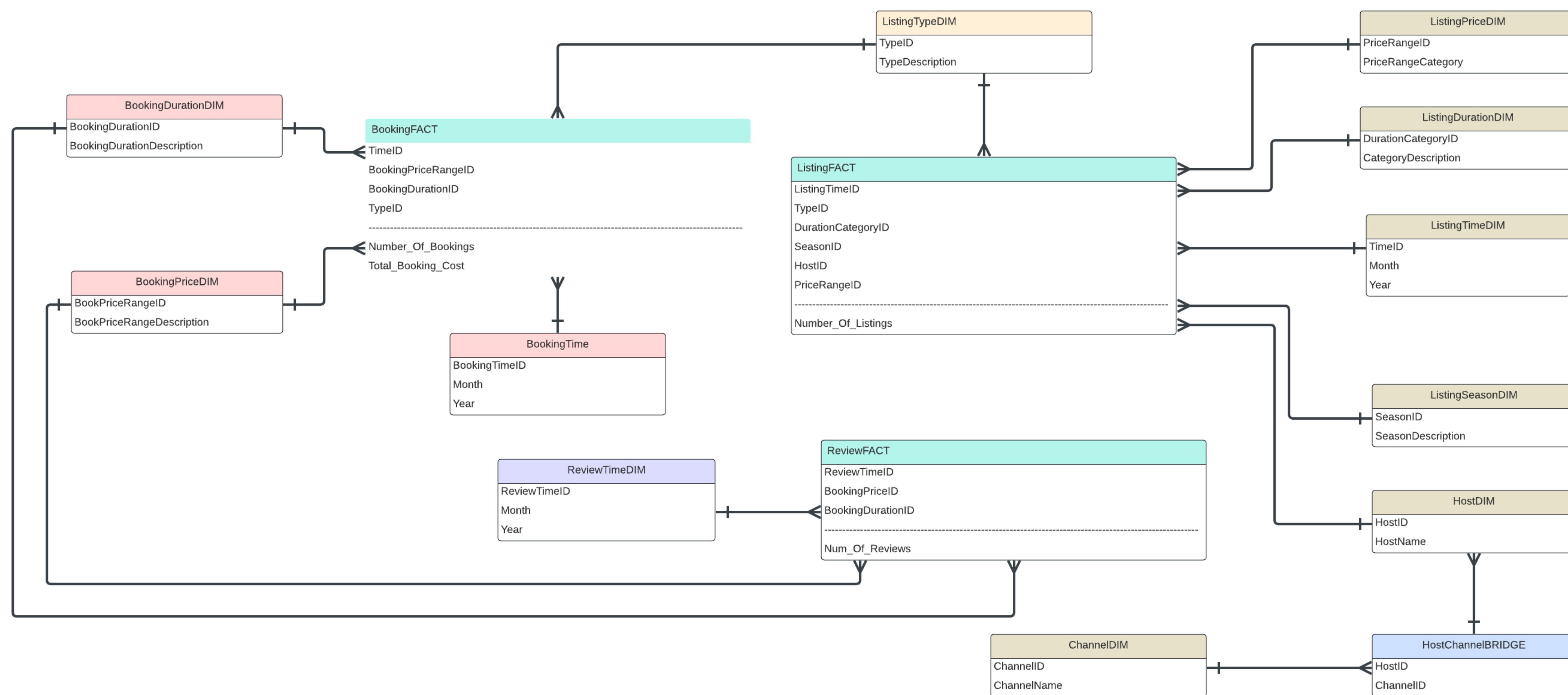


OBJECTIVE

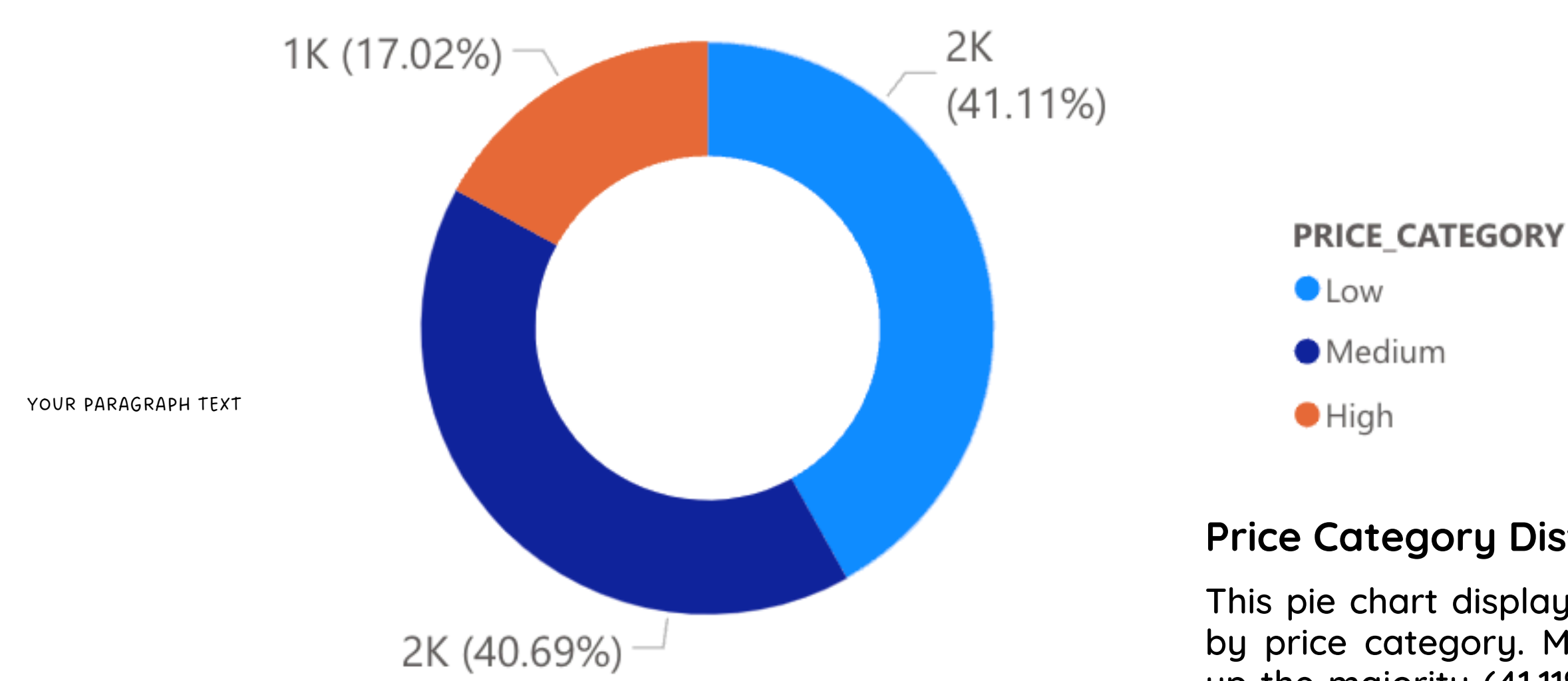
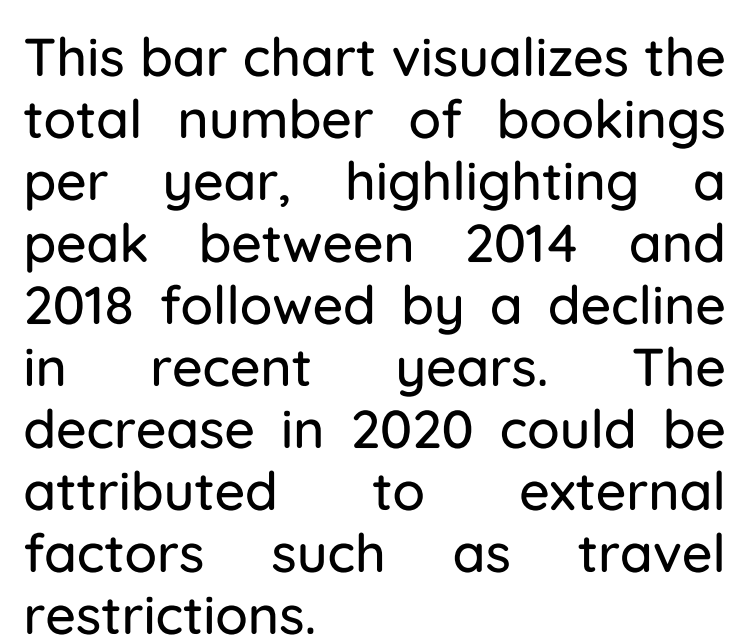
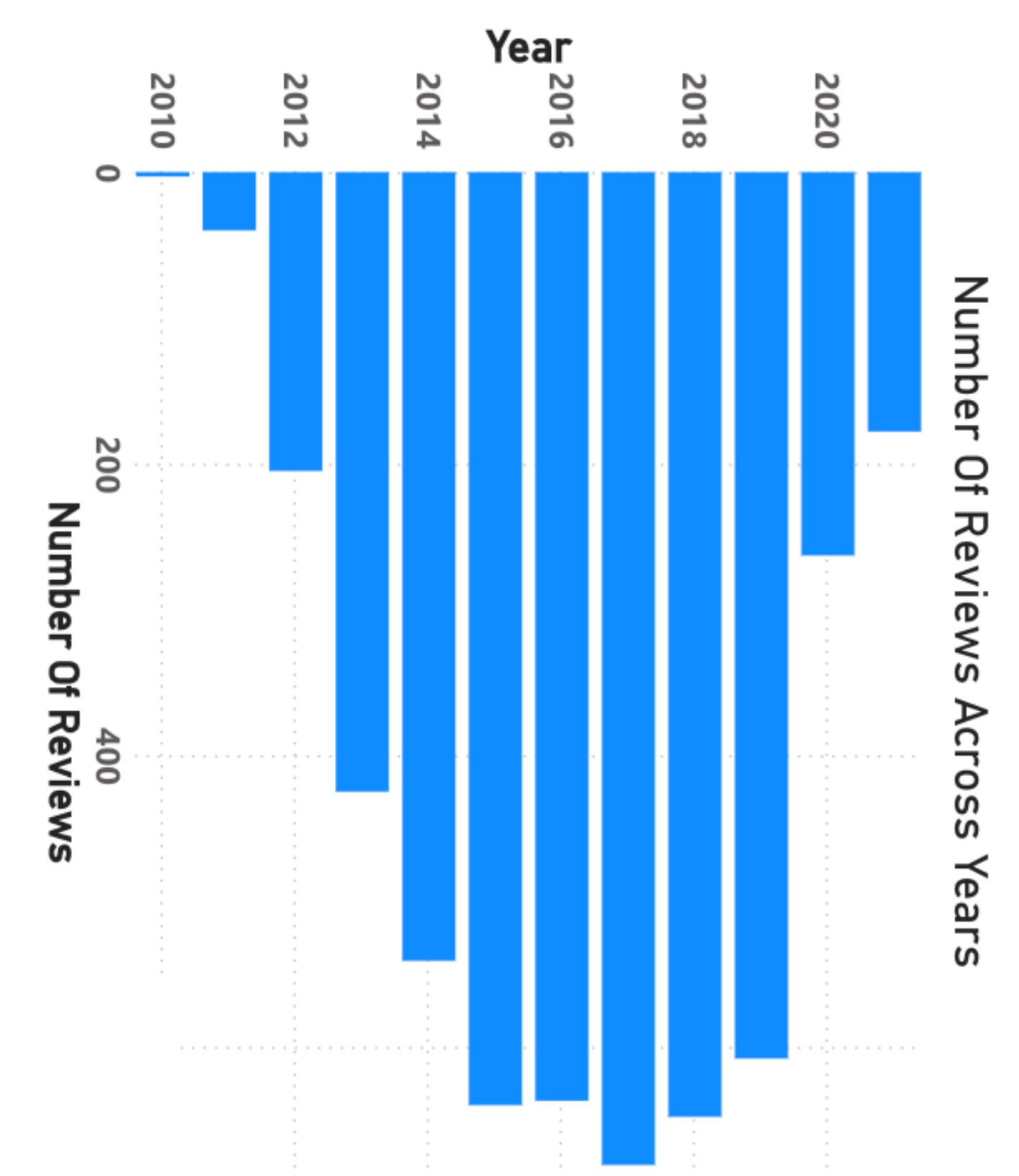
DATA CLEANING

Inconsistent values, like negative prices or booking costs, were corrected (e.g., -150 to 150) to ensure numeric fields adhered to logical expectations, improving data reliability.

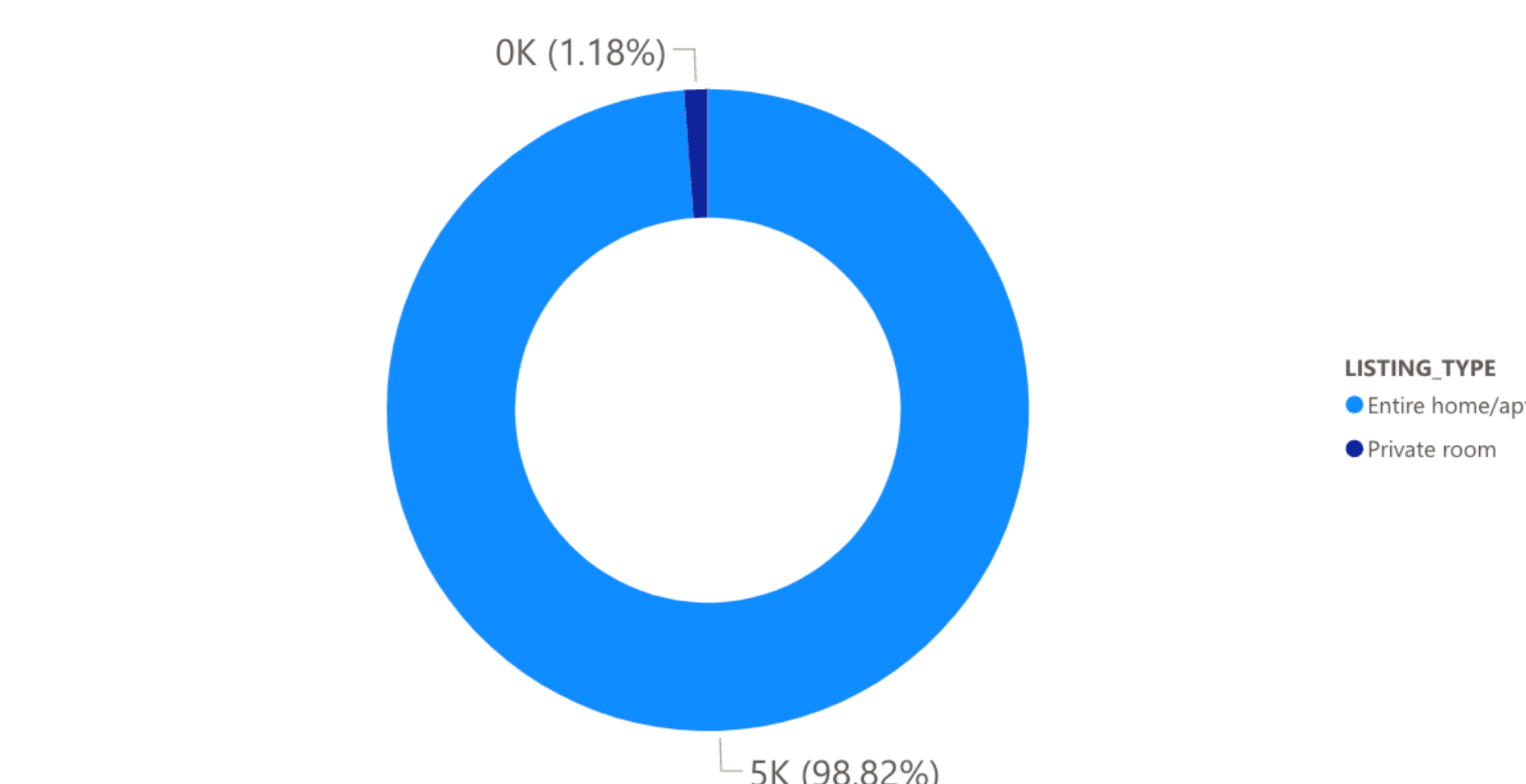
STARSHEMA DESIGN



DATA ANALYTICS



This pie chart displays the distribution of bookings by price category. Medium-priced bookings make up the majority (41.1%), followed closely by lower-priced bookings. High-priced bookings account for a smaller portion, indicating that most customers opt for affordable or moderately priced listings.



Bookings for entire homes/apartments dominate the listing type distribution, accounting for 98.82% of total bookings, while private rooms constitute a much smaller share. This suggests that most guests prefer full property rentals over shared accommodations.

This pie chart categorizes bookings by listing type and duration. Medium-term stays in entire homes/apartments represent the largest segment, showing that guests tend to book longer stays in full properties.

LISTING TYPE BOOKING DURATION

- Entire home/apt Medium-term
- Entire home/apt Short-term
- Entire home/apt Long-term
- Private room Medium-term
- Private room Short-term
- Private room Long-term

Listing Type Booking Duration	Percentage
Entire home/apt Medium-term	61.41%
Entire home/apt Short-term	26.87%
Entire home/apt Long-term	10.54%
Private room Medium-term	0.7%
Private room Short-term	0.7%
Private room Long-term	0.7%

This bar chart shows the number of bookings in each price category. Medium-priced bookings dominate, with low-priced listings also attracting significant bookings. High-priced listings account for the fewest bookings, indicating price sensitivity among customers.

