PART 2: AirBNB (1500-2500 words)

As a Business Intelligence consultant you have been contracted by Rachel Clare, a wealthy Melbourne property investor to investigate and report on opportunities for investment into the AirBNB market in the Greater Melbourne area. Rachel has approximately $2 million of capital she wishes to invest. You are to prepare a in depth professional report for Rachel

Questions
Your report should address the following questions:
1. Is AirBNB a worthwhile market place to invest in?
2. What are the best suburbs in Melbourne to purchase properties for AirBNB to guarantee the greatest return on investment?
3. What types of properties will generate the greatest return on investment? Apartments or Houses?
4. What types of rooms will generate the highest return on investment? Shared / Private / Whole House

Data
1. Rachel has supplied you with a complete listing of all AirBNB properties in Greater Melbourne for you to analyse. The file Listing.csv.gz is available on Canvas.
2. You may independently source and analyse any other relevant data / datasets. You must include in Appendix A of your report a description and URL link to any other data/datasets that you use or refer to in your report.

Analysis Method
You may use any Business Intelligence tool available to you for this report. Your report must include an appendix detailing and justifying your analysis method/s and Business Intelligence tools used in generating the report.

Report Structure
Your report must be professional in layout, and include relevant data visualisations. Your report should examine all relevant issues relating to this sort of investment, answering all of Rachel's questions, and include your recommendations for investment.

Marking Criteria
Marks will be awarded for
1. Quality of Data Visualisations.
2. All relevant issues analysed and discussed.
3. Appropriateness of additional data used.
4. All questions addressed.
5. Professionalism of report.