

PROBLEM STATEMENT

Airbnb hosts and the platform itself strive to optimize the hosting experience and attract more bookings. The challenge is to analyze Airbnb booking patterns, user preferences, and pricing strategies to uncover valuable insights. By conducting an in-depth Exploratory Data Analysis (EDA), we aim to understand the dynamics influencing booking trends, user behavior, and host success. The ultimate goal is to provide actionable insights for hosts to enhance their listings and for Airbnb to refine its platform features, ultimately fostering a deeper understanding of the vacation rental market.

Business Objective:

Maximize Airbnb Host Success:

Enhance host strategies by leveraging data insights, resulting in increased bookings and revenue on the Airbnb platform.