**Capstone Project Submission**

**Instructions:**

i) Please fill in all the required information.

ii) Avoid grammatical errors.

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| **Team Member’s Name, Email and Contribution:** |
| Name : Sneha Raikar  [sneharaikar650@gmail.com](mailto:sneharaikar650@gmail.com)  Individual Project |
| **Please paste the GitHub Repo link.** |
| Github Link : - <https://github.com/sneraikar/Airbnb-Bookings-Analysis> |
| **Please write a short summary of your Capstone project and its components. Describe the problem statement, your approaches, and your conclusions. (200-400 words)** |
| **SUMMARY**  The given dataset is Airbnb bookings analysis. Whenever a property owner wants to offer their services through Airbnb, they must list their property and its details. These millions of listings generate a lot of data - data that can be analyzed and used for security, business decisions, understanding of customers' and providers' (hosts) behavior and performance on the platform, guiding marketing initiatives, implementation of innovative additional services, and much more.  **PROBLEM STATEMENT**  Derive key business insights using Airbnb’s NYC data to boost business decisions that will enhance profitability, market expansion and consumer experience and extract information about traffic and prices in different areas.   1. What can we learn about different hosts and areas? 2. What can we learn from predictions?   2.1 Type of room  2.2 locations,  2.3 prices,  2.4 reviews   1. Which hosts are the busiest and why? 2. Is there any noticeable difference of traffic among different areas and what could be the reason for it? 3. What is the percentage of listings owned by Airbnb in different neighbourhoods?   **APPROACHES INVOLVED**  Step 1 - Descriptive Analysis  Step 2 - Adjustment of Variable types  Step 3 - Detection and treating of missing data  Step 4 - Detection and treatment of atypical data  Step 5 - Correlation of variables  **CONCLUSION**  **Insights:**   * Most of the hosts are located in Manhattan.i.e., about 21661 hosts. * Least number of hosts are in Staten Island i.e., about 373 hosts. Average price is highest for Entire home or apartment in Manhattan. * Among all 5 neighbourhood\_groups, highest price is for Entire home or apartment. * Among all 5 neighbourhood\_groups, lowest price is for Shared rooms. On Airbnb 3 different types of rooms are available for booking. They are Private room, Entire home/apartment, and Shared rooms * Most people opt for Entire home/apartment type of listing. * Shared rooms are the least sought out option on Airbnb. * In Manhattan most sought out option is Entire home or apartment, contrary to this in Brooklyn most sought option is private rooms. - * Traffic is mainly in Manhattan and Brooklyn. As Bronx and Staten Island are away from city centre, we see less traffic over there.   **Business suggestions:**   * Manhattan and Brooklyn are the high demand areas, owning few more listings by Airbnb helps in their business acquisition. * As shared rooms are less preferred in these areas, Airbnb can look for converting few percent of shared rooms to entire home or private room. * As Staten Island and Bronx are the least sought options by customers, by giving more discounts customers can be attracted here. |
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