

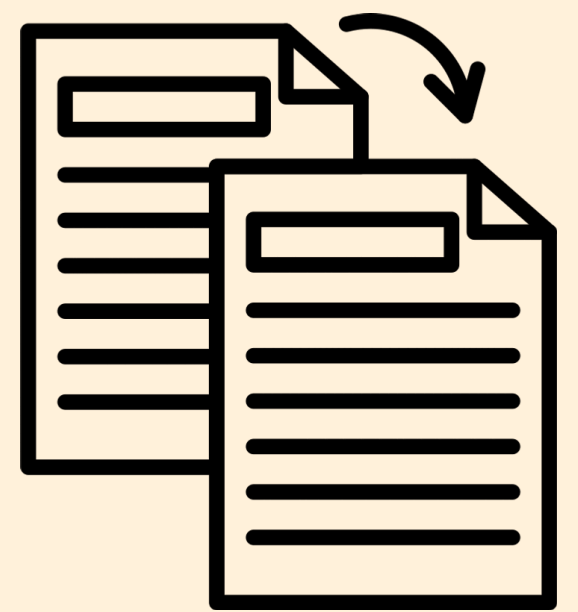
M-STAY PLATFORM

Residential service offers homestay and rental services for Monash students and staffs

1

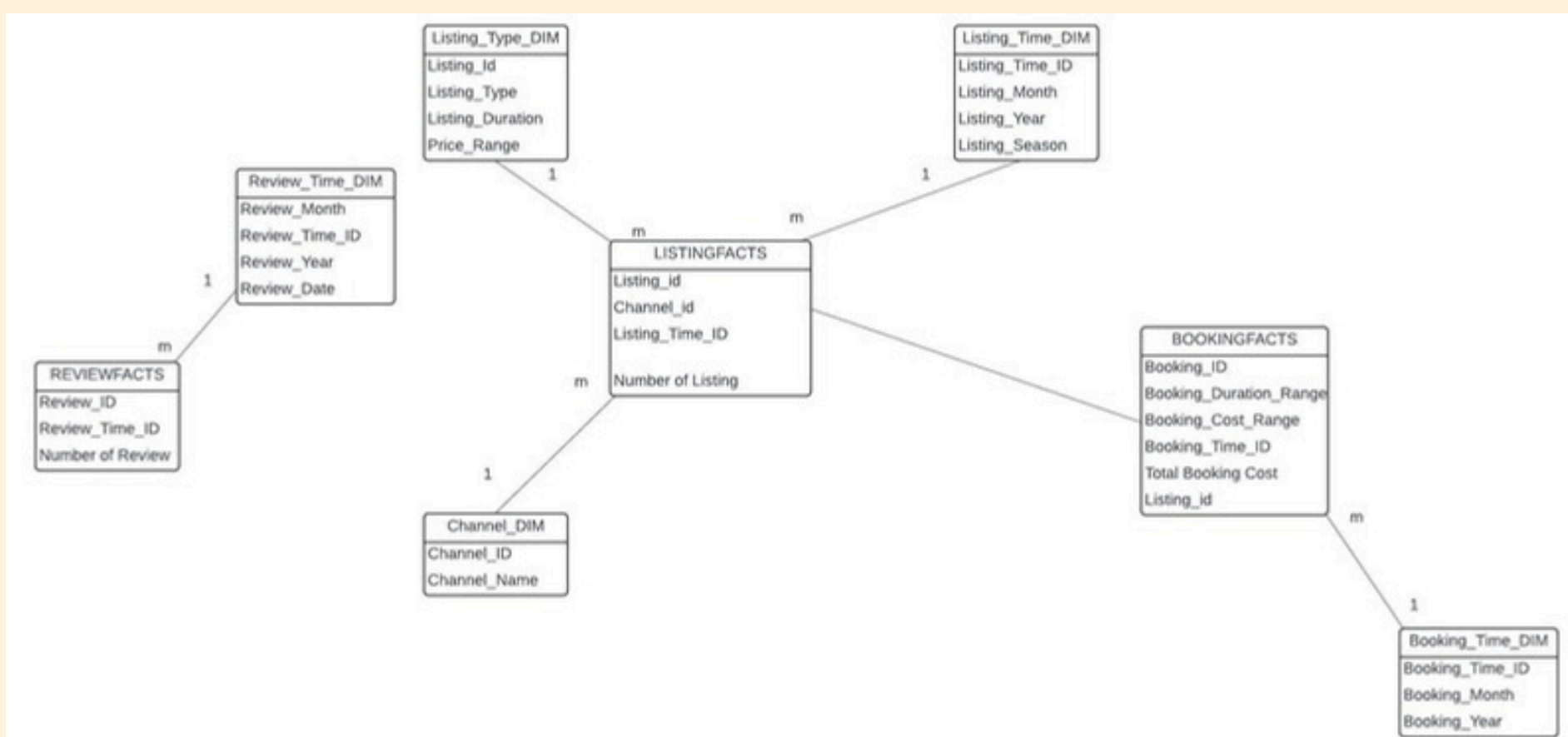
DATA CLEANING

- Null Values
- Inconsistency
- Incorrect Values
- Duplicates
- Outliers
- Relationship Problems



2

STAR SCHEMA



3

GRANULARITY

- Improving Time Specificity: Separate dimension to daily and hourly granularity to track bookings and reviews with more precision.
- Guest and Host Demographic: Add Dim_Guest (age, gender, country) and Dim_Host (experience, verification, rating) to analyze booking trends based on guest/host attributes
- Payment and Booking reservation: Add payment methods, booking start/end dates, and discount information to track transaction behaviors and booking durations.

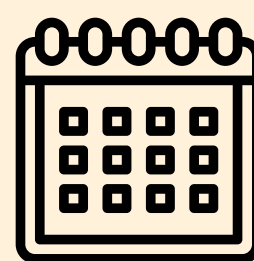
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DATA ANALYTICS

A

Bookings by Cost and Duration Range

- Medium-cost, medium-term bookings are the most popular.
- budget-friendly short-term stays also in demand.



Average Booking Cost by Year and Month

- The data shows a consistent average booking cost of 6,458.09 across all months and years, indicating a potential data or query issue.
- In normal circumstances, booking costs should fluctuate over time.



Total listing by Channel

- Phones are having highest responsible for 12,499 listings.
- Google and Email are also popular, while manual methods are less common due to their inefficiency compared to technology-driven processes.



Total Listing by Listing Type

- Entire homes/apartments are the most popular listing type, with 77,576 listings, reflecting a customer preference for privacy and convenience.



Total Review by Year

- Reviews peaked at 2,123 in 2017, reflecting high engagement, but dropped dramatically in 2020 due to the pandemic.

