

Airbnb User Insight Analysis

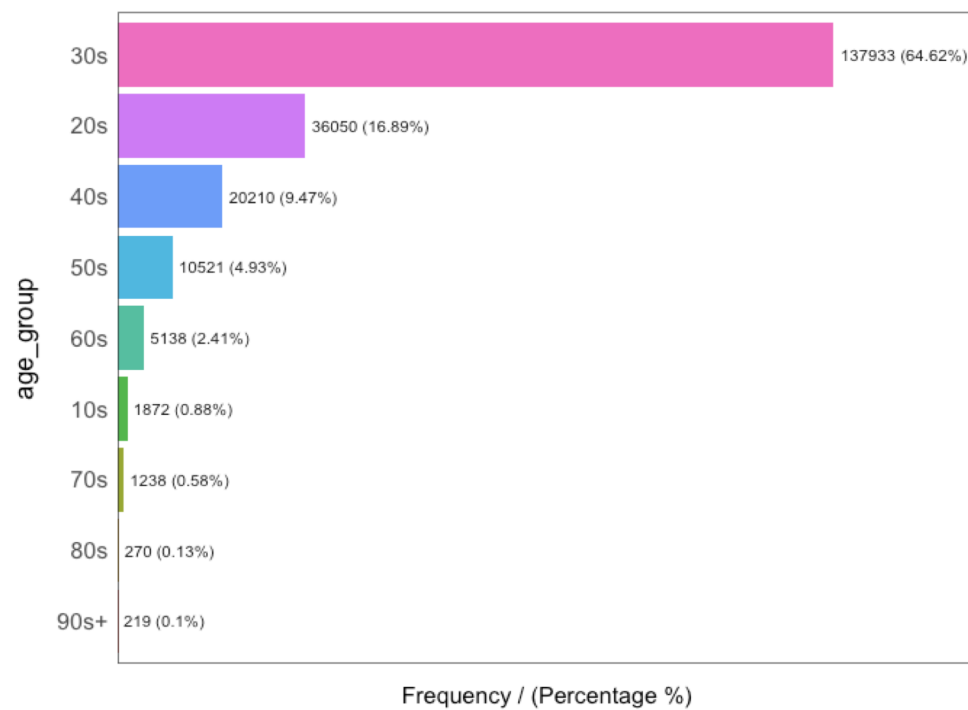
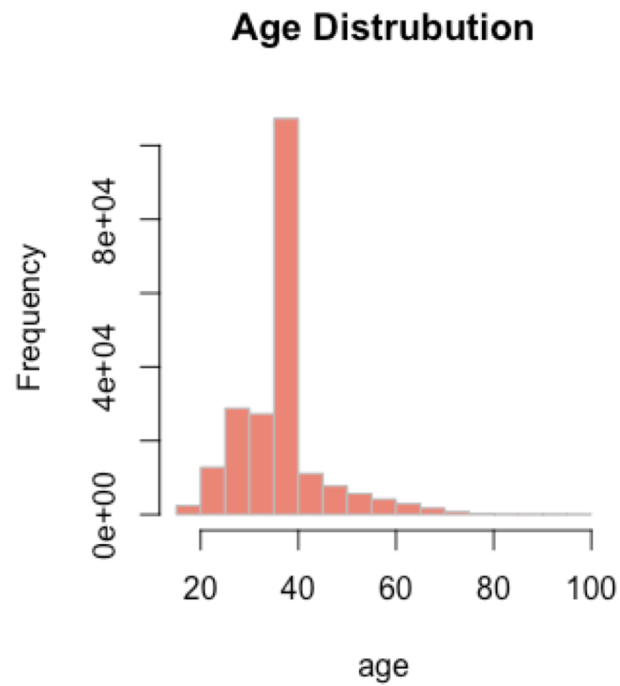
Shuli Ruan

Business Goals

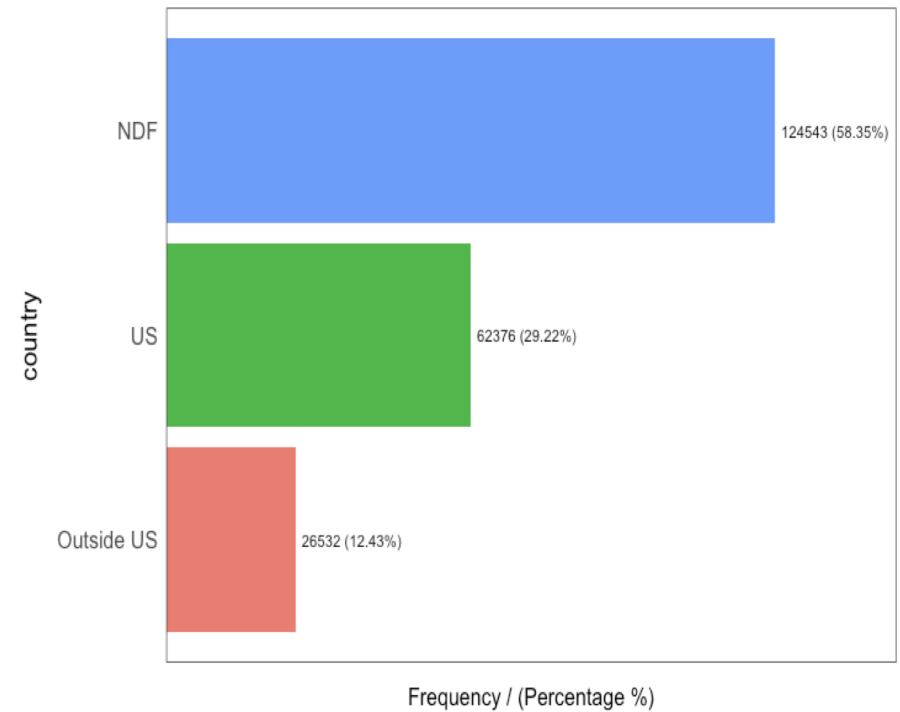
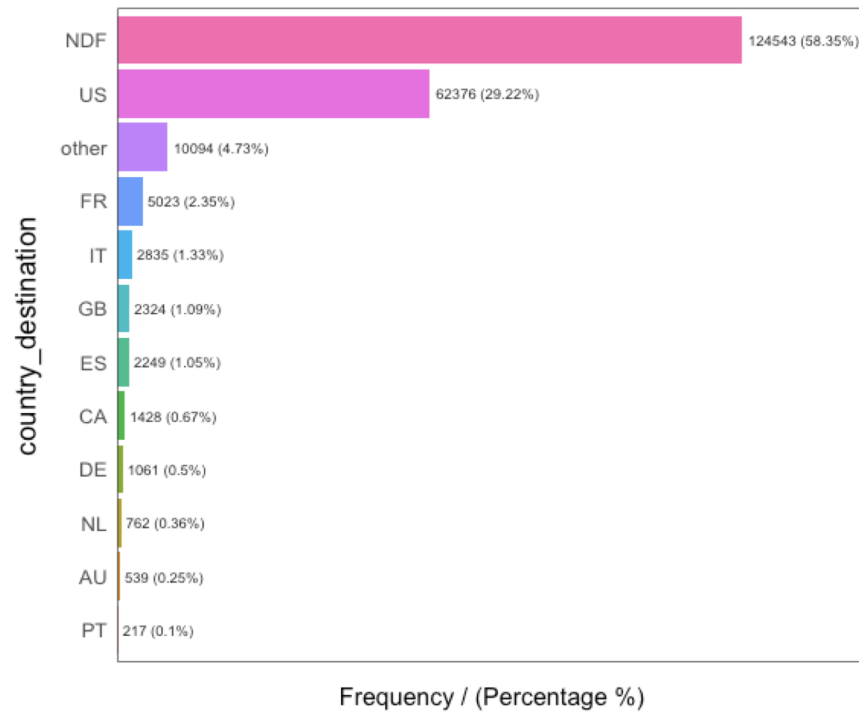
- Forecast the new users' destination
- Help Airbnb understand their user data insights, investigate potential target users and provide actionable recommendation on marketing campaign strategies

Univariate Analysis

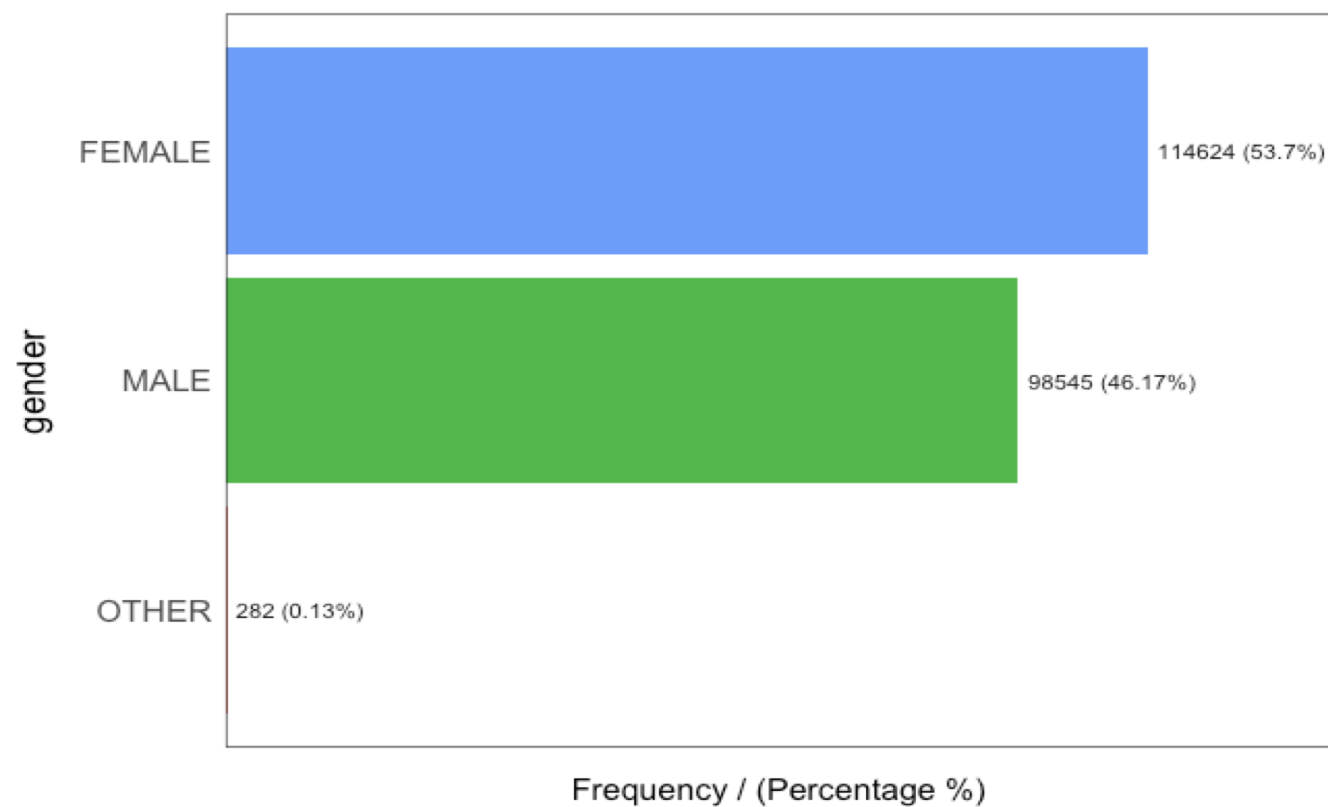
Age



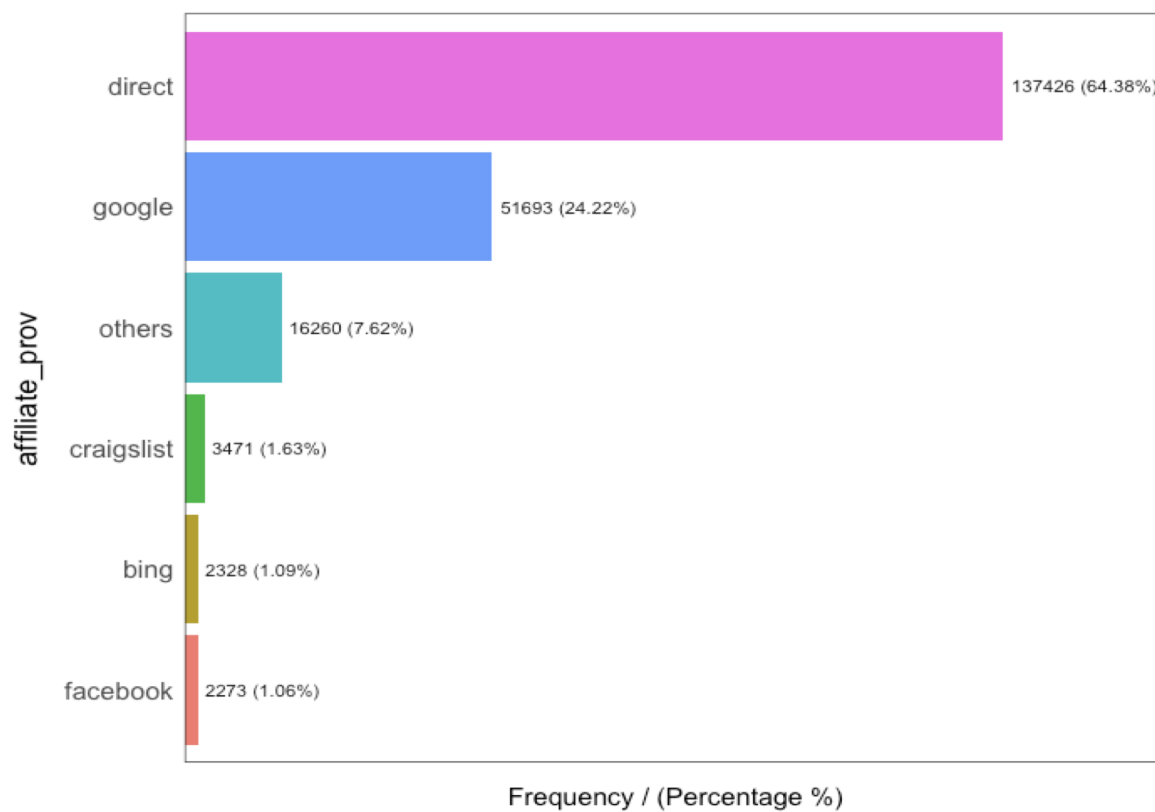
Country Destination



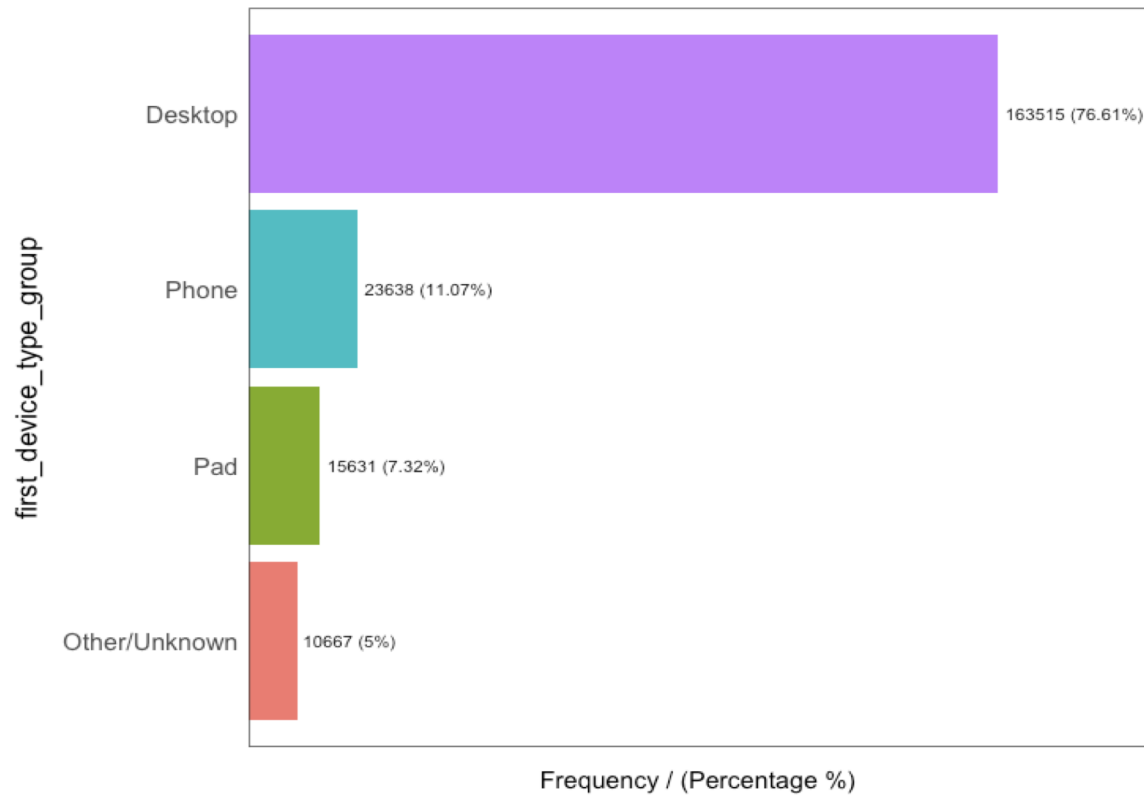
Gender



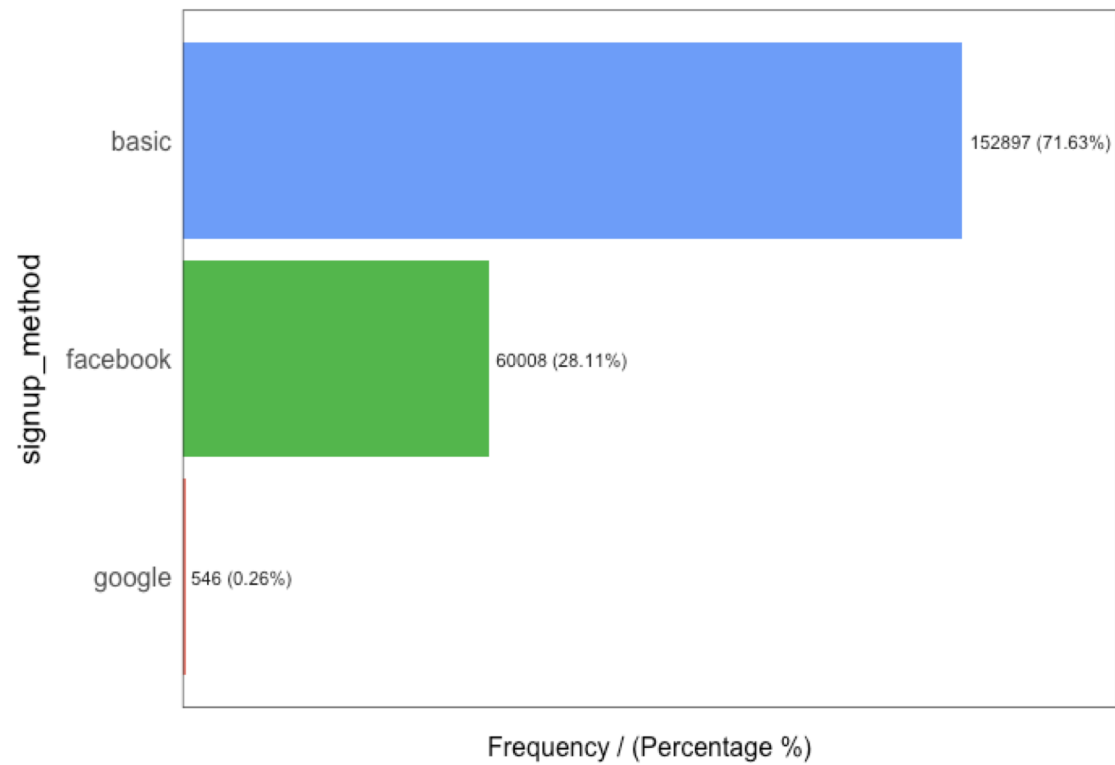
Affiliate Provider



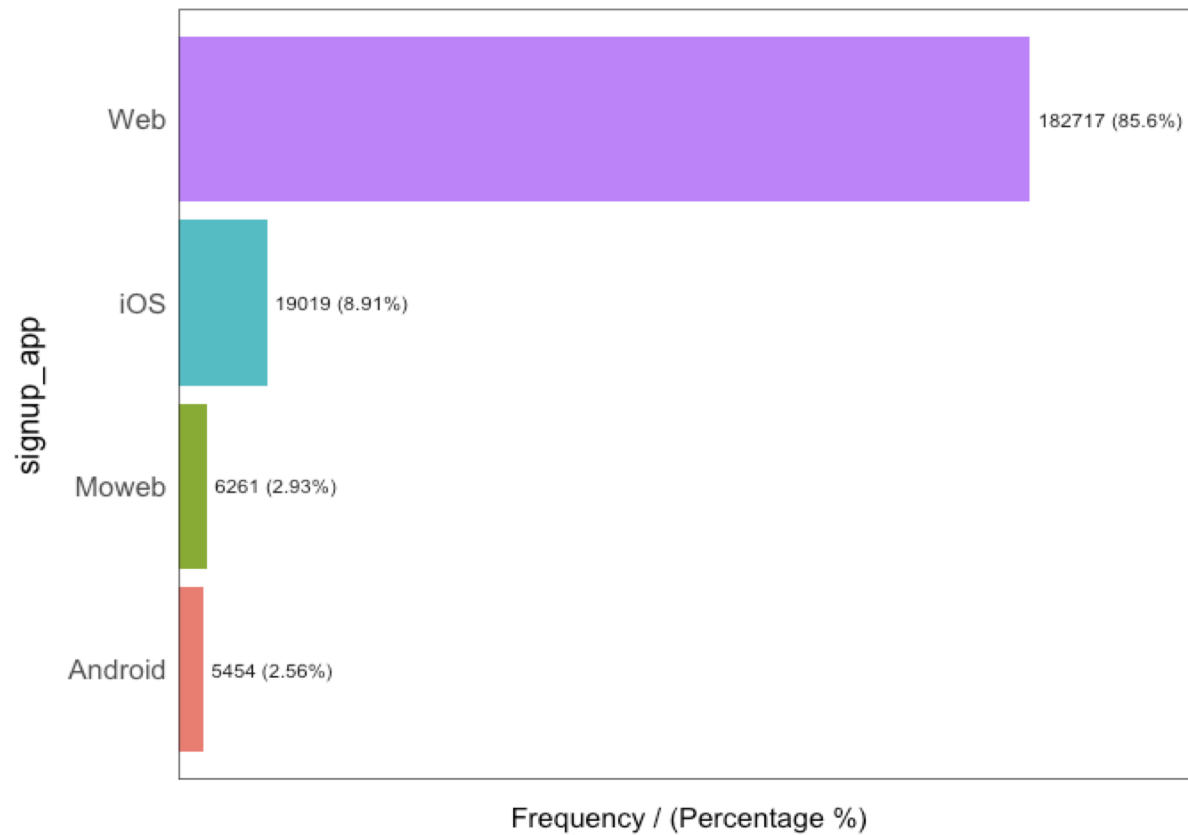
First Device Type



Signup Method

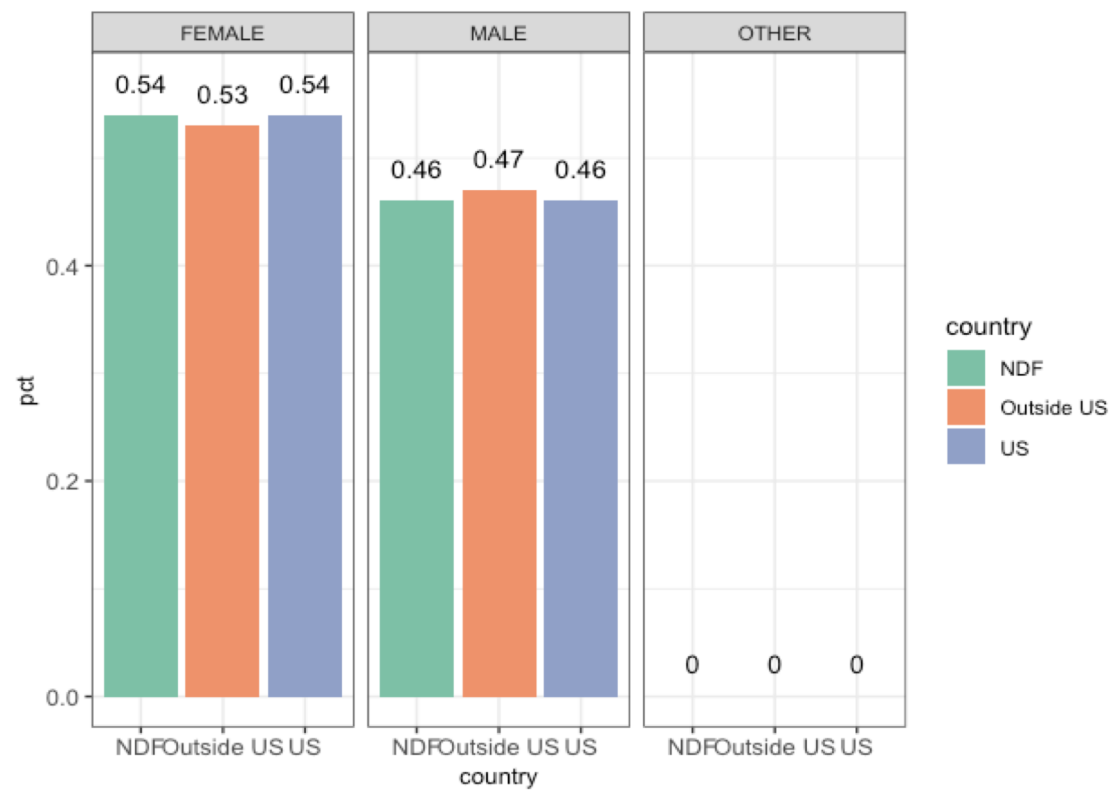


Signup App

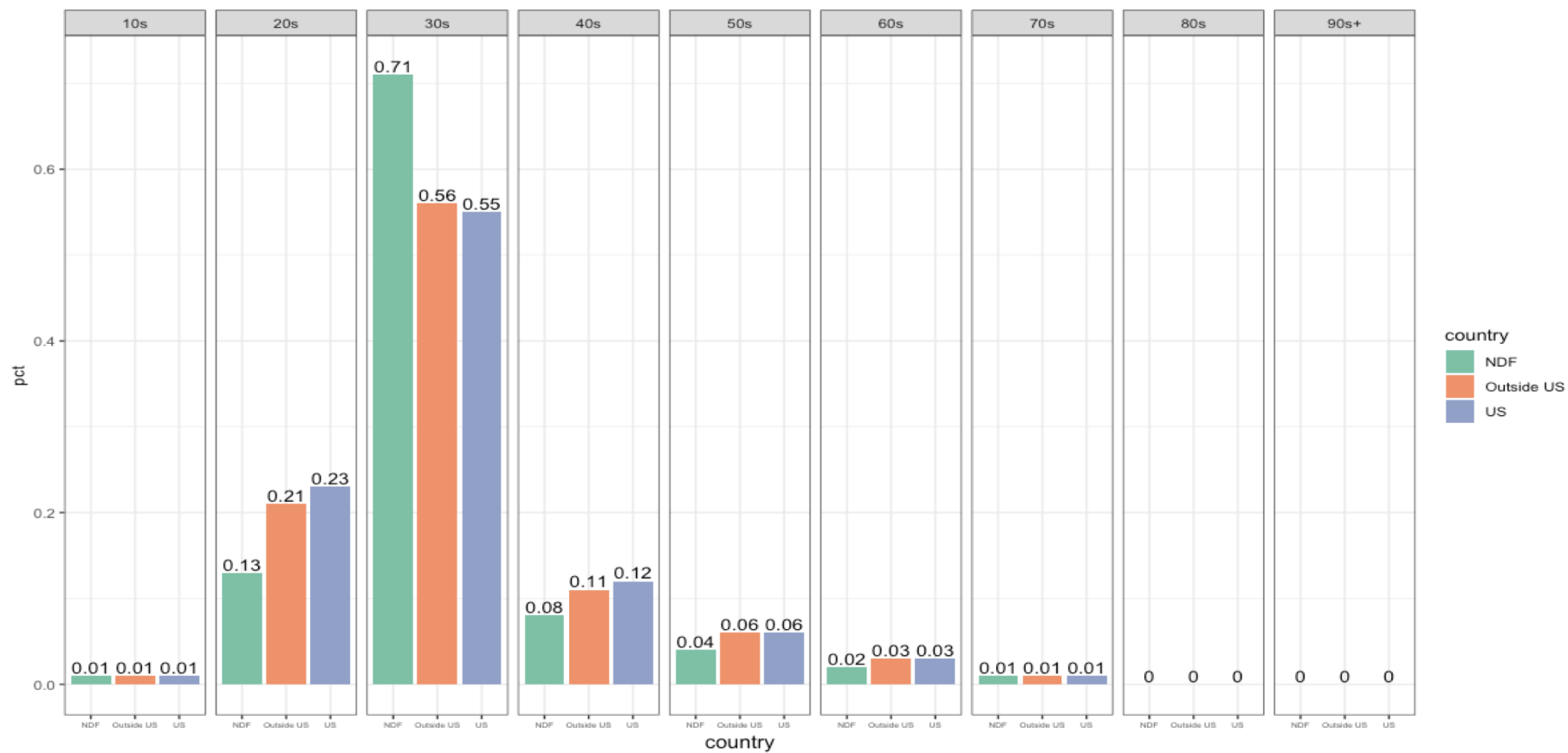


Multivariate Analysis

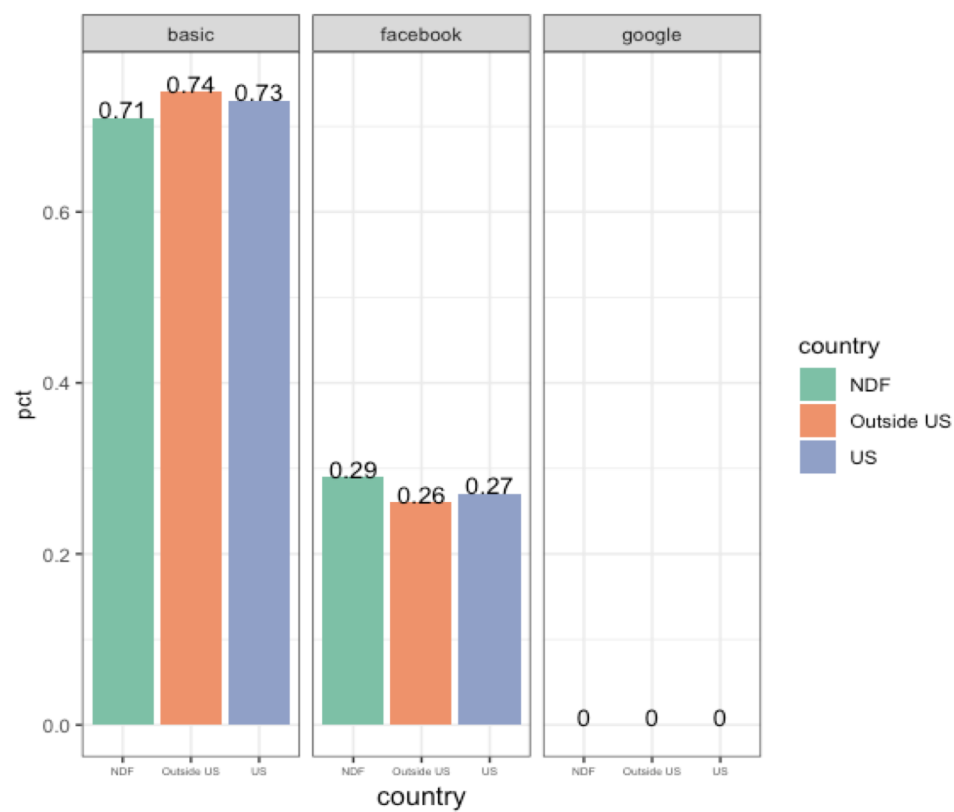
Gender



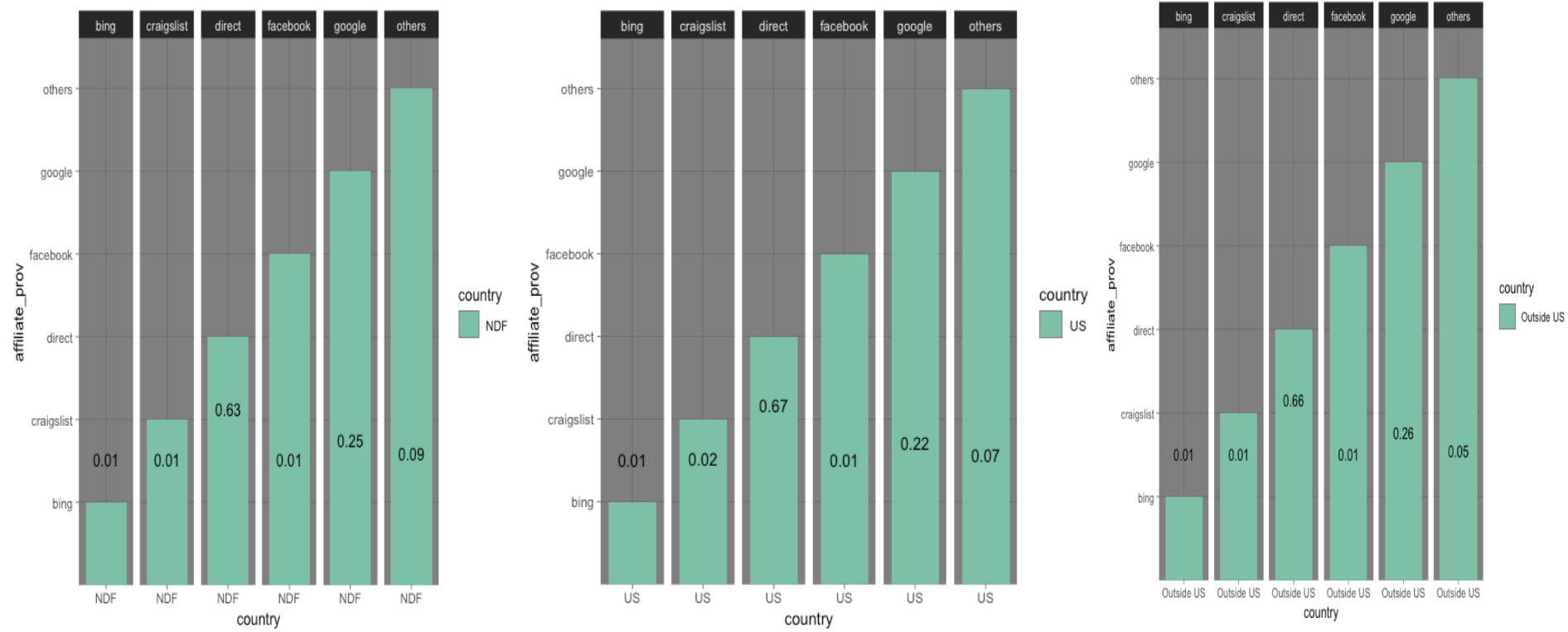
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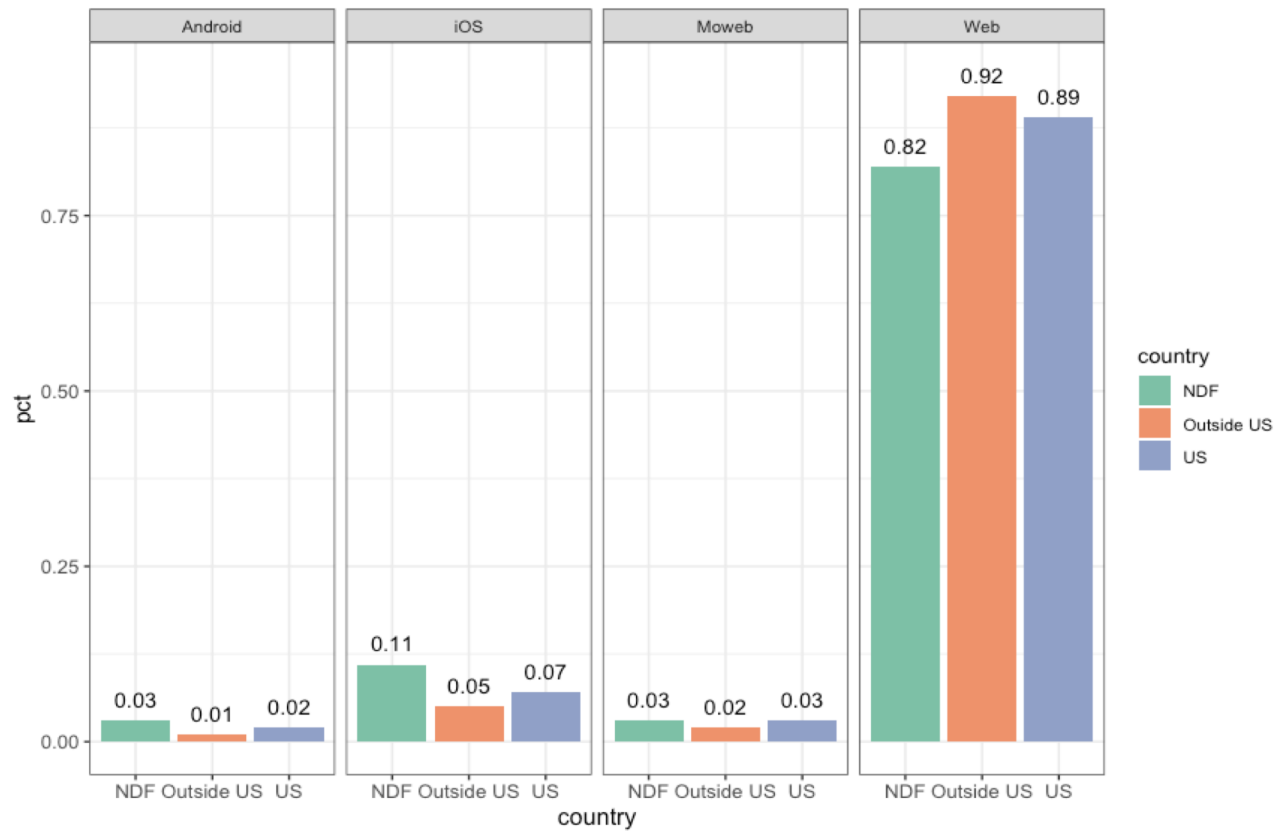
Signup Method



Affiliate Provider



Signup App



Conclusion

Users:

- Female
- 30s group

Device:

- Pay more attention on other app

Affiliate:

- Google (strong cooperation)
- Facebook