

Travelezy Case Study

Contents

Objective	2
Definition	2
Scope	2

Objective

The objective of this case study is to provide the solution for Travelezy Company to increase the sales.

Definition

- Travelezy is a travel company based in New York which provides accommodation on rent on daily, weekly, or monthly basis.
- Travelezy was giving less sales in some areas and therefore a proper study is required to enhance the sales in those areas.

Scope

Functional area: Sales

Business processes to improve: revenue growth and regional performance monitoring

Dataset

The acquired dataset consists of these columns: Host Id, Host Since, Name, Neighborhood, Property Type, Review Scores Rating (bin), Room Type, Zipcode, Beds, Number of Records, Number Of Reviews, Price, Review Scores Rating. The spreadsheet contains 30479 records collected from over 5 years of operations.