



AirBnB Success Pricing Assistant

The best marketing tool for your business.

Journey So Far

Project Objective

Understanding the Data

Data Prep for Regression

FSM

Feature Engineering

Additional Data

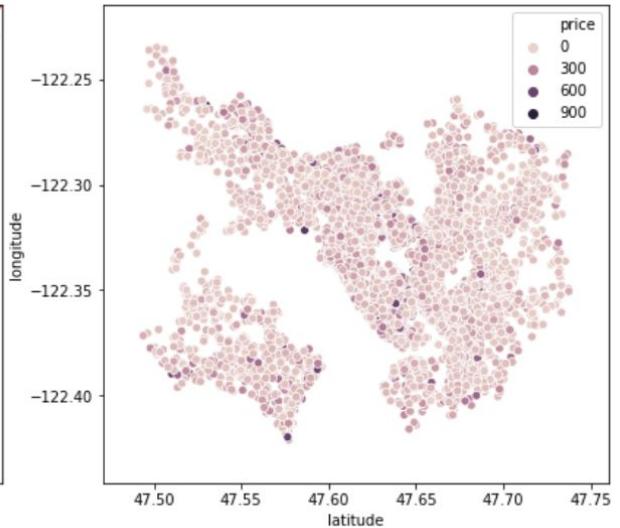
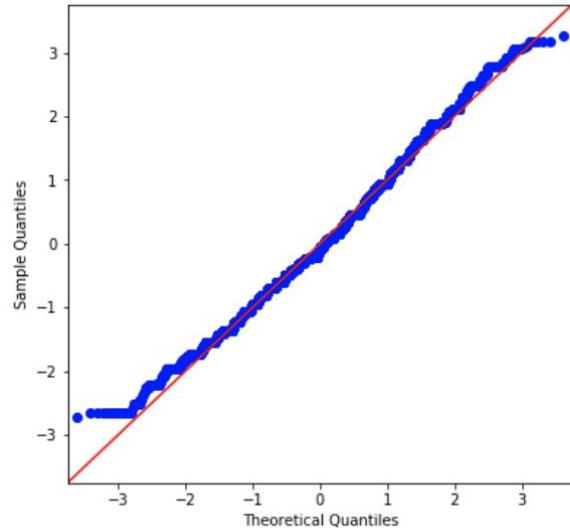
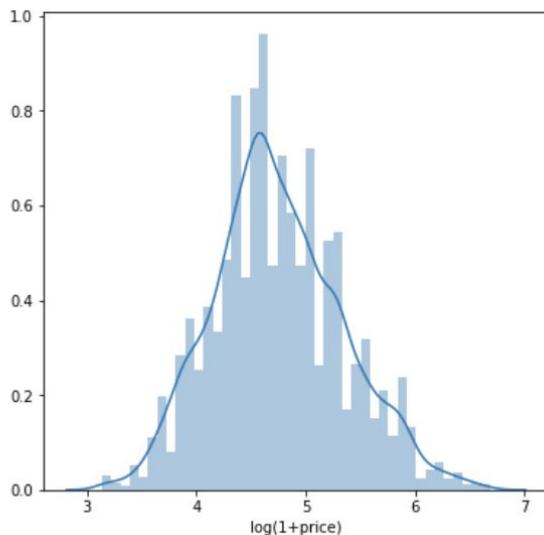
Future



Project Objective

The purpose of this project is to create a tool that will predict what your property should be priced at to have a successful AirBnb Property

Understanding the Data





Data Prep for Regression

Missing Data

OneHotEncoder

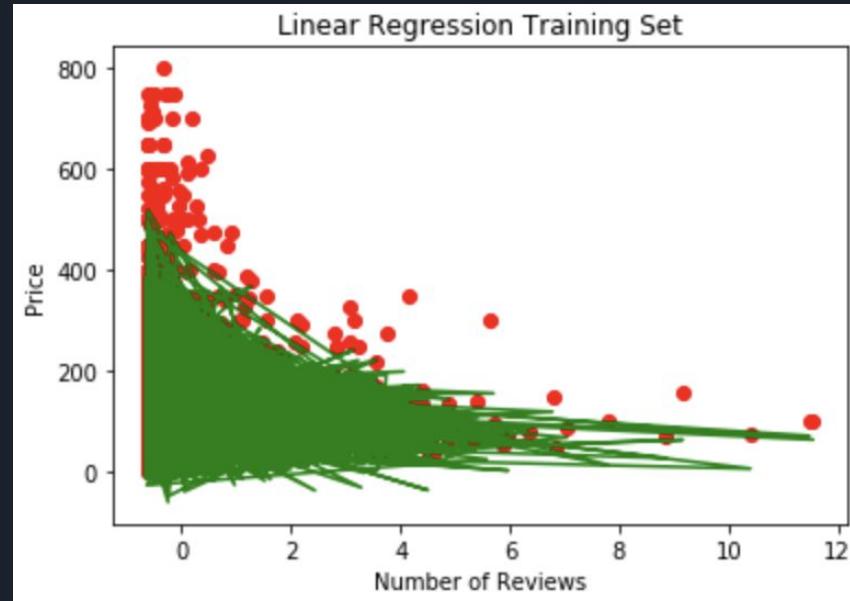
Natural Language Processing - TfidfVectorizer

FSM

Linear Regression

R2 Score Training: 0.147

R2 Testing: -5.242e+25





Feature Engineering

Removed Properties Listed for \$0/night or over \$800/night

Changed minimum nights into a grouping category: 1 night, 2-7 nights and greater than 7 nights

Removed new properties



Current Model / Additional Data

Random Forest Regressor:

R2 Train: 0.883

R2 Test: 0.667

MAE: 33.8

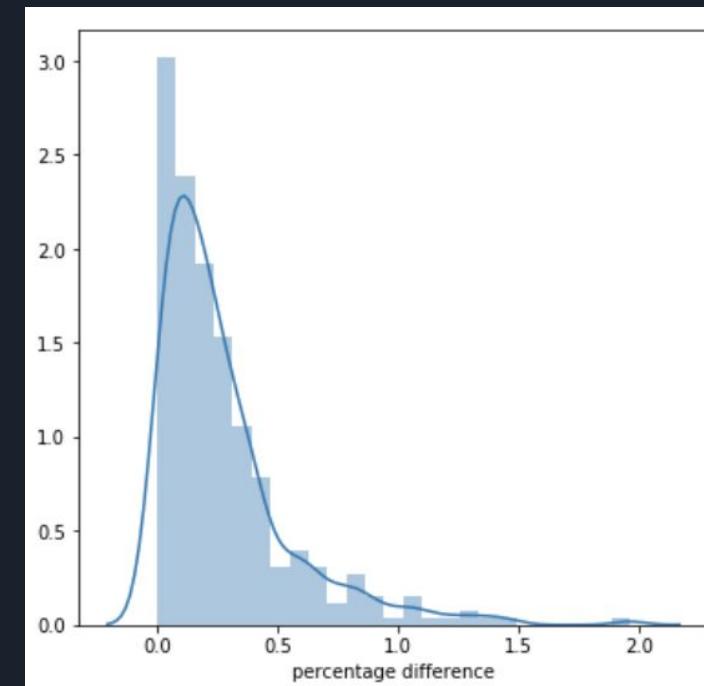
Example Predictions (actual,predicted)

(169, 171)

(85, 85)

(95, 83)

(299, 217)



Future

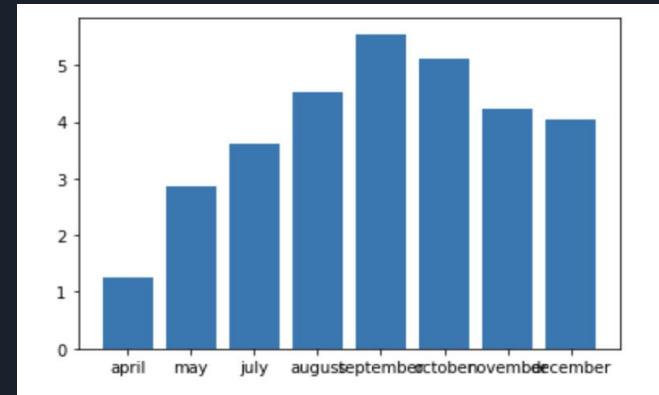
Changes in plan since beginning:

Instead of using data from all the houses only use successful ones to suggest a price that will help the new user be successful

Found expansion of columns with greater amount of information to sort

Add distance from top 5 attractions in the area

Neural Network Linear Activation Function





Super Future

Suggest what to add to listing to increase price

Flask App

Select property on map and have price prediction/ suggested price come up

Add additional places

Suggest change for season

Image Processing



Project timeline



Thank you!

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