Data Analytics Project 1

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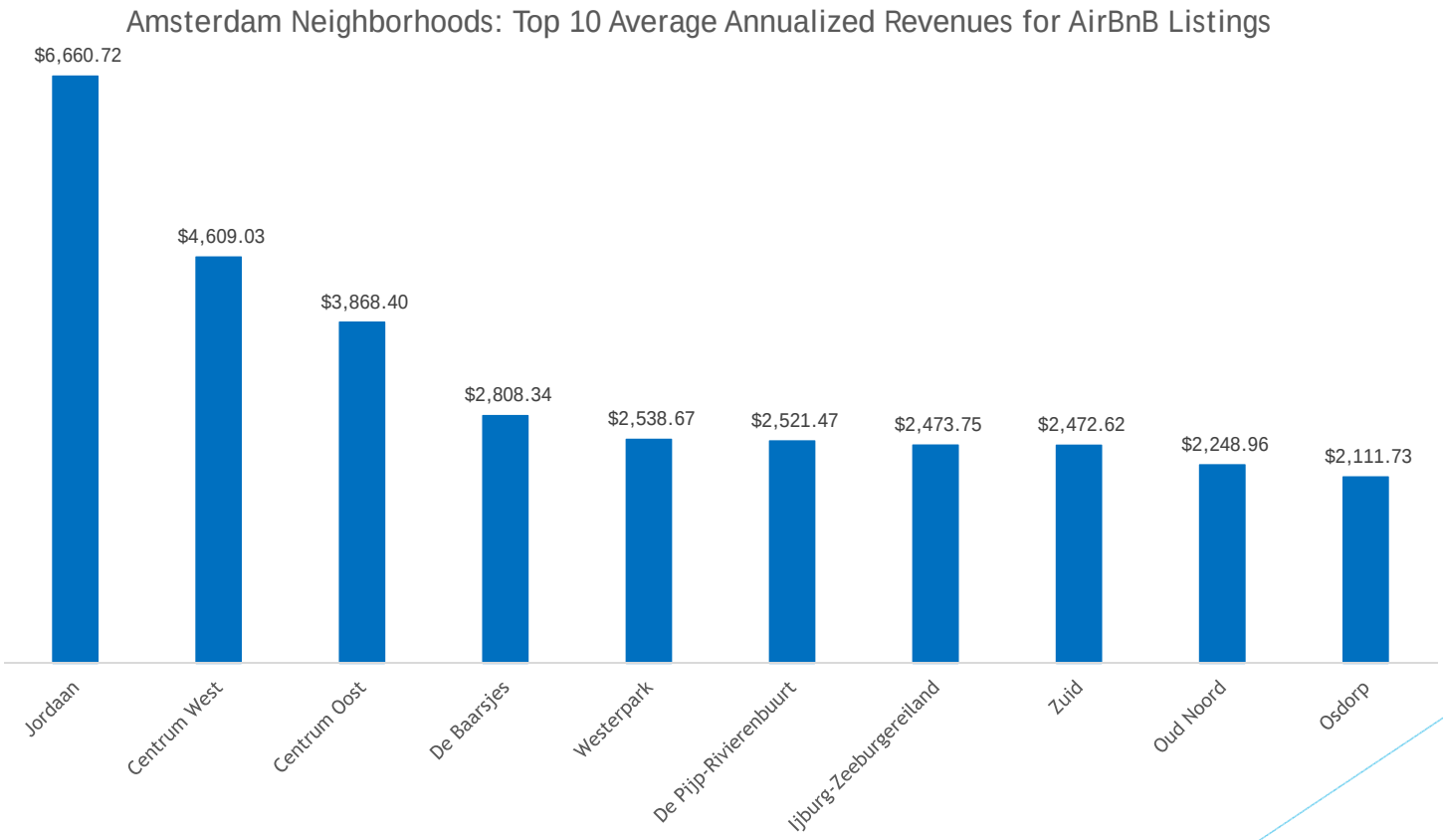
Goals

- With the AirBnB data given for the city of Amsterdam, analyze AirBnB performance data using Excel to inform client's investment decision
- Based on dataset, will make recommendations for:
  - Neighborhood
  - Property type
  - Number of beds

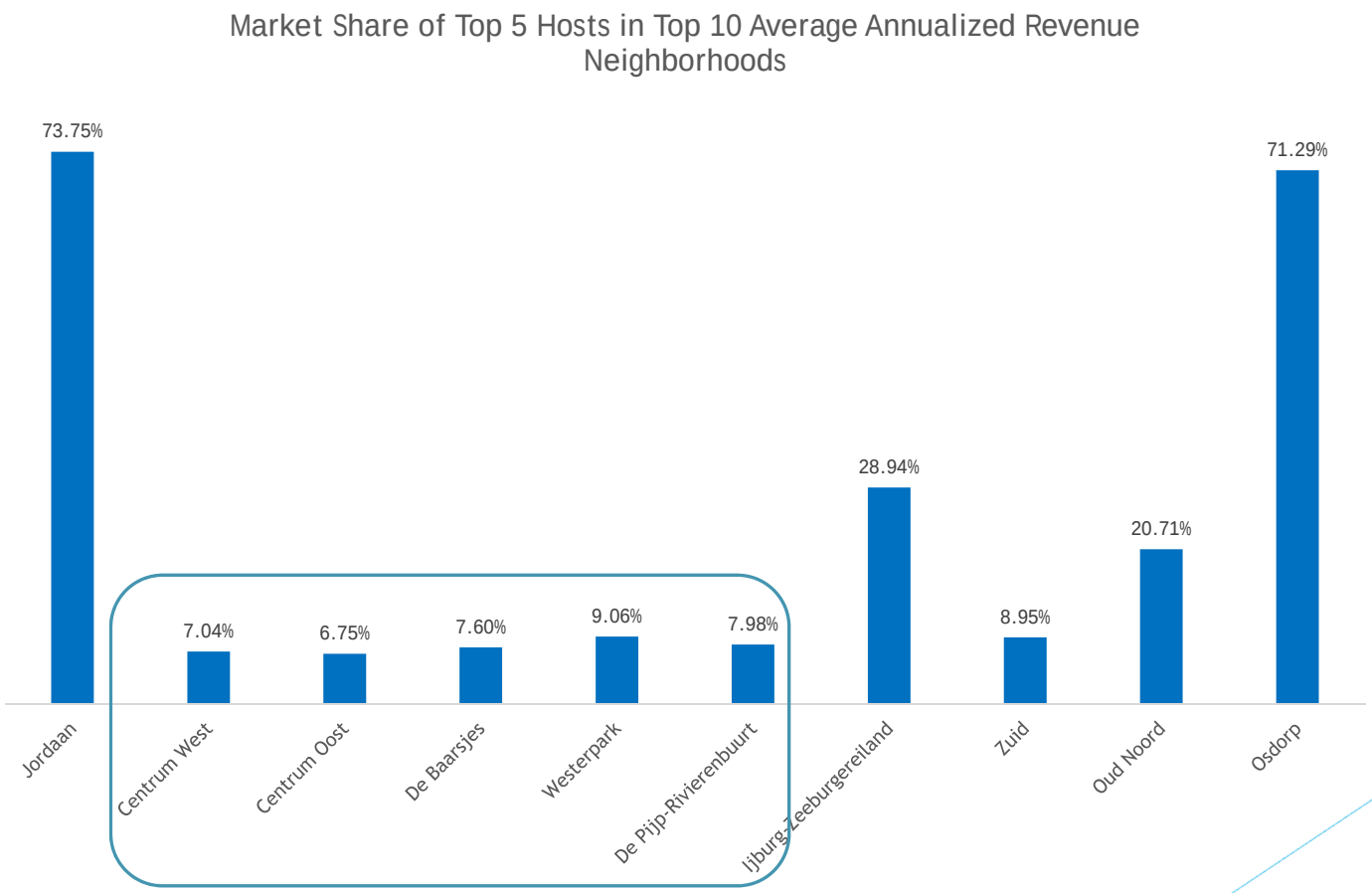
Variables

- I created two new variables that I relied on heavily throughout this analysis.
  - Occupancy rate. This uses the assumptions that guests stay the minimum nights required at each listing and that one review is written for each two stays at a listing to determine what percentage of the time a listing has been occupied since it initially joined AirBnB.
  - Annualized revenue. By using occupancy rate and daily revenue, this represents the average revenue earned per year by each listing since joining AirBnB.

Neighborhood: Revenue

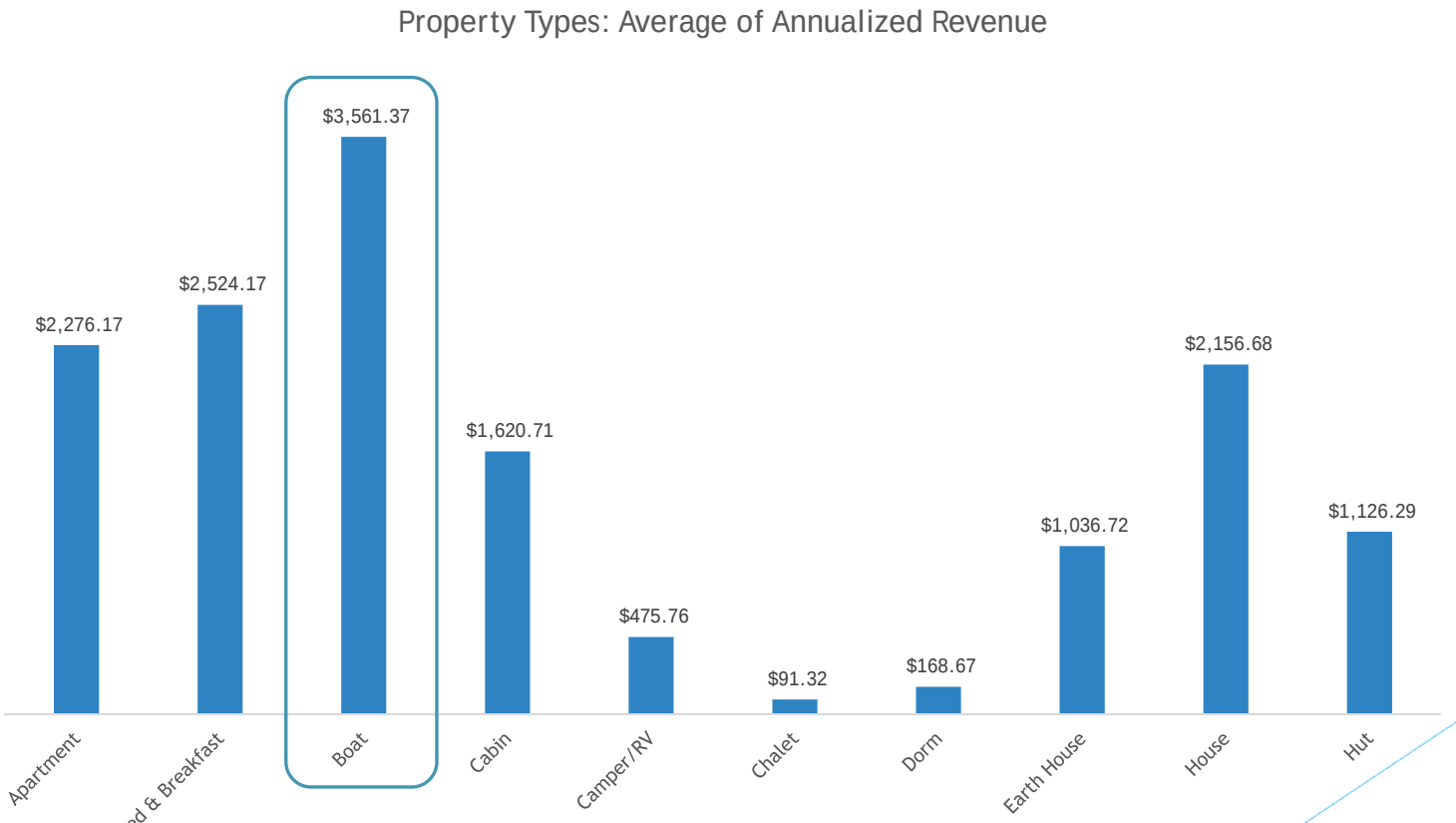


Neighborhood: Controlled Market Share



SK2

Property Type



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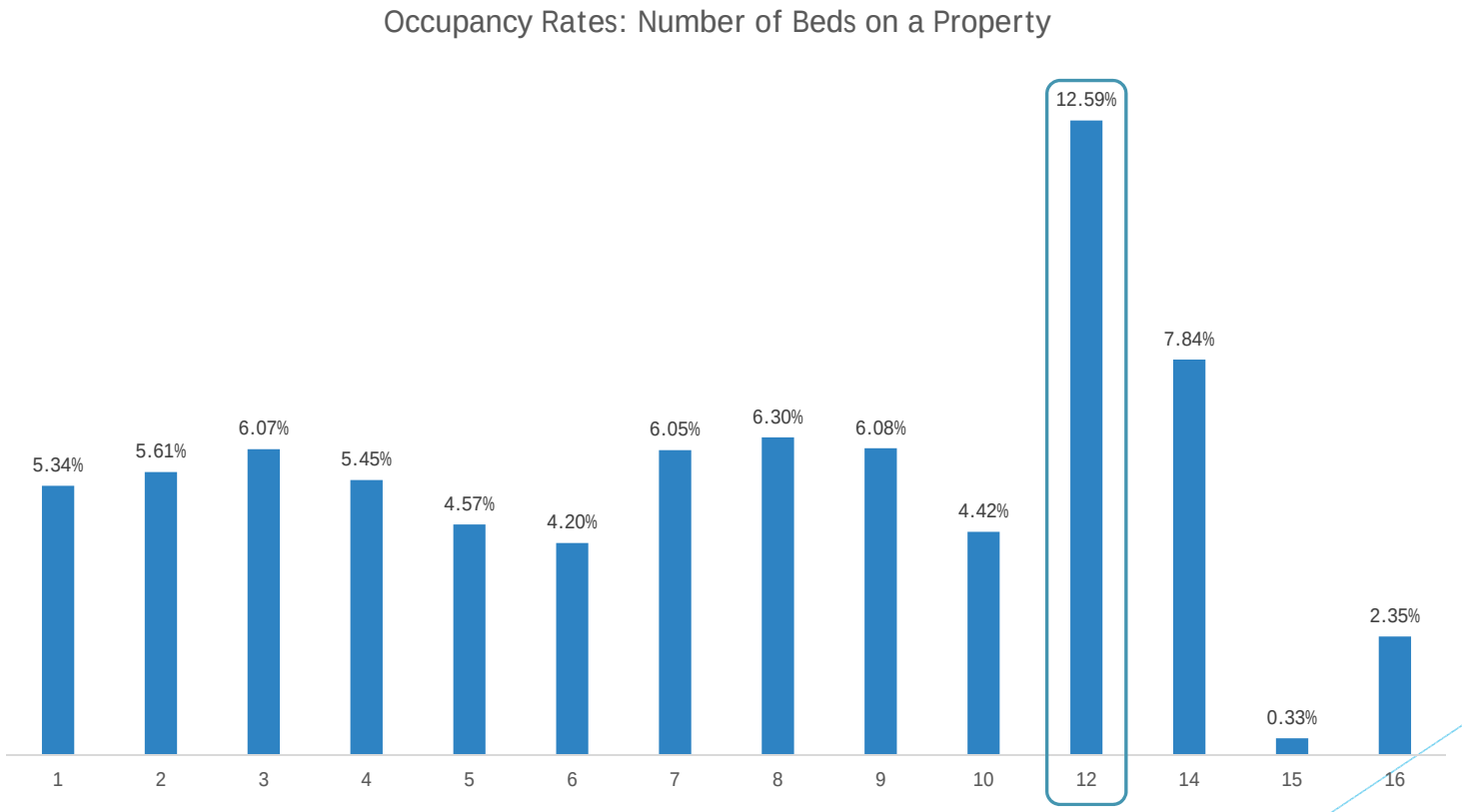
SK2 Same comment about dropping the third decimal point

Stuart King, 4/19/2016

Number of Beds



SK3

Recommendations

- Invest in property in either Centrum West, Centrum Oost, De Baarsjes, Westerpark, or De Pijp-Rivierenbuurt
- Consider investing in a boat
- Listings in Amsterdam with 12 beds have the highest average occupancy rates

- However…
  - Without cost information, we can't say anything about profitability.

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SK3 What about Jordaaaaaan?! I kid. I'm assuming you don't recommend it because of the market share situation.
Stuart King, 4/19/2016