**­­CASE STUDY 3**

Working on this case study has been both a rewarding and difficult experience. First, coming up

with a clear business task and cleaning the appropriate dataset proved to be a challenge. After

researching the best companies in the Hospitality industry, I decided to investigate new revenue

streams for the vacation letting market. Using free public data from the accommodation platform

Airbnb would be my main stream of information and would present difficulties (but also a lot of

fun) to tackle. I chose to analyze how location, amenities and seasonality affect rental price and

occupancy.

Data cleaning and preparation was a major challenge – data had to be very carefully cleaned,

and it was not always easy to figure out which are the most relevant metrics to my analysis, and

how to measure them. Also, using Python to manipulate my data and Tableau to create

visualizations has been helpful, though it took some time to get comfortable with the tools and

I’m trying to develop good-looking visualizations for my findings. E.g, learning more about

what are the most effective ways to communicate the findings, to various types of audiences –

technical, as well as non-technical. Appreciate any thoughts/feedback/recommended reading!