

airbnb



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KAHOOT

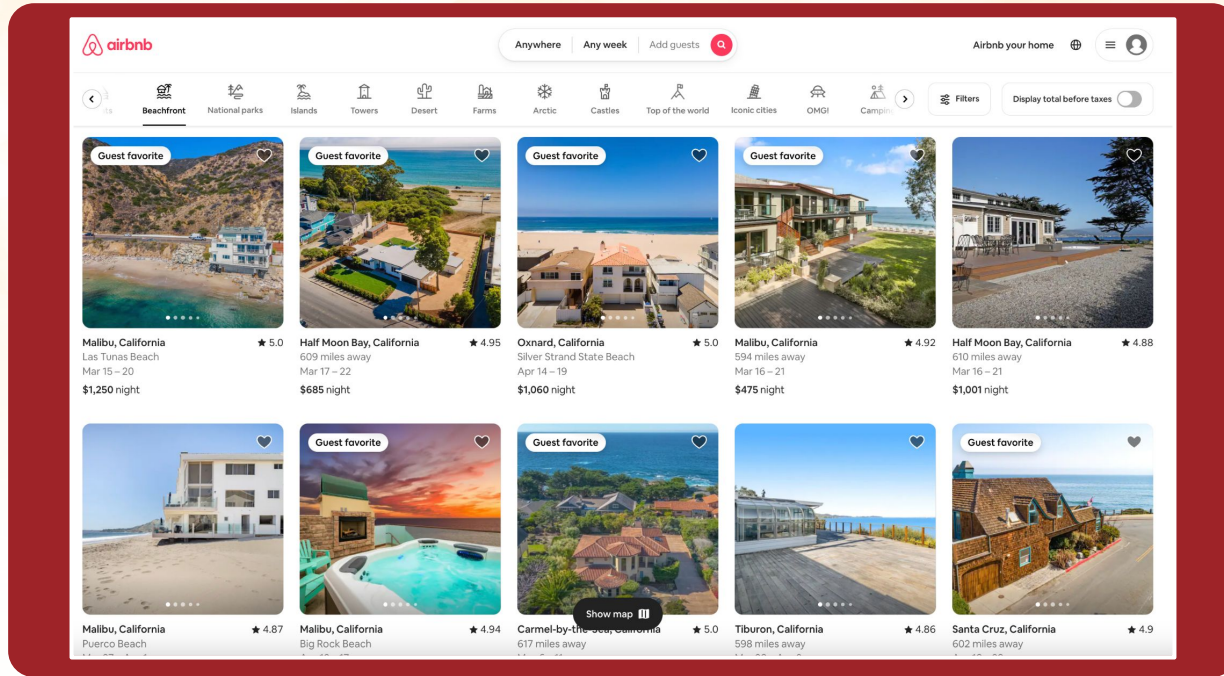
<https://kahoot.it/>

GENERAL DESCRIPTION













- Airbnb was founded in 2007.
- The service is currently located in almost every country across the entire world.
- Their mission statement: “to create a world where anyone can live anywhere”.
- Airbnb works as a third party in which a host will open up a property for users to rent out for a specific amount of time.
- To host and scale app infrastructure, Airbnb uses Amazon Web Services (AWS).
- Airbnb previously used MySQL databases to house all of their data. However, they moved to Amazon RDS to systemize their administration and other activities.

HOW IT WORKS



HOW IT WORKS

What this place offers

-  Ocean view
-  Kitchen
-  Dedicated workspace
-  Pets allowed
-  EV charger
-  Beach access
-  Wifi
-  Free parking on premises
-  TV
-  Security cameras on property

Show all 59 amenities

5 nights in Malibu

Mar 15, 2024 - Mar 20, 2024

\$1,250 night

CHECK-IN	CHECKOUT
3/15/2024	3/20/2024
GUESTS	
1 guest	

Reserve

You won't be charged yet

\$1,250 x 5 nights	\$6,250
Cleaning fee	\$215
Airbnb service fee	\$913
Total before taxes	
\$7,378	

HOW IT WORKS

< Confirm and pay

This is a rare find.
Guaranteed Rental's place is usually booked.



Your trip

Dates

Mar 15 – 20

[Edit](#)

Guests

1 guest

[Edit](#)

Choose how to pay

Pay in full
Pay the total (\$8,347.46).



\$8 Million Oceanfront Home w/ Private Beach Access

Entire home

★ 5.00 (29 reviews) • Superhost

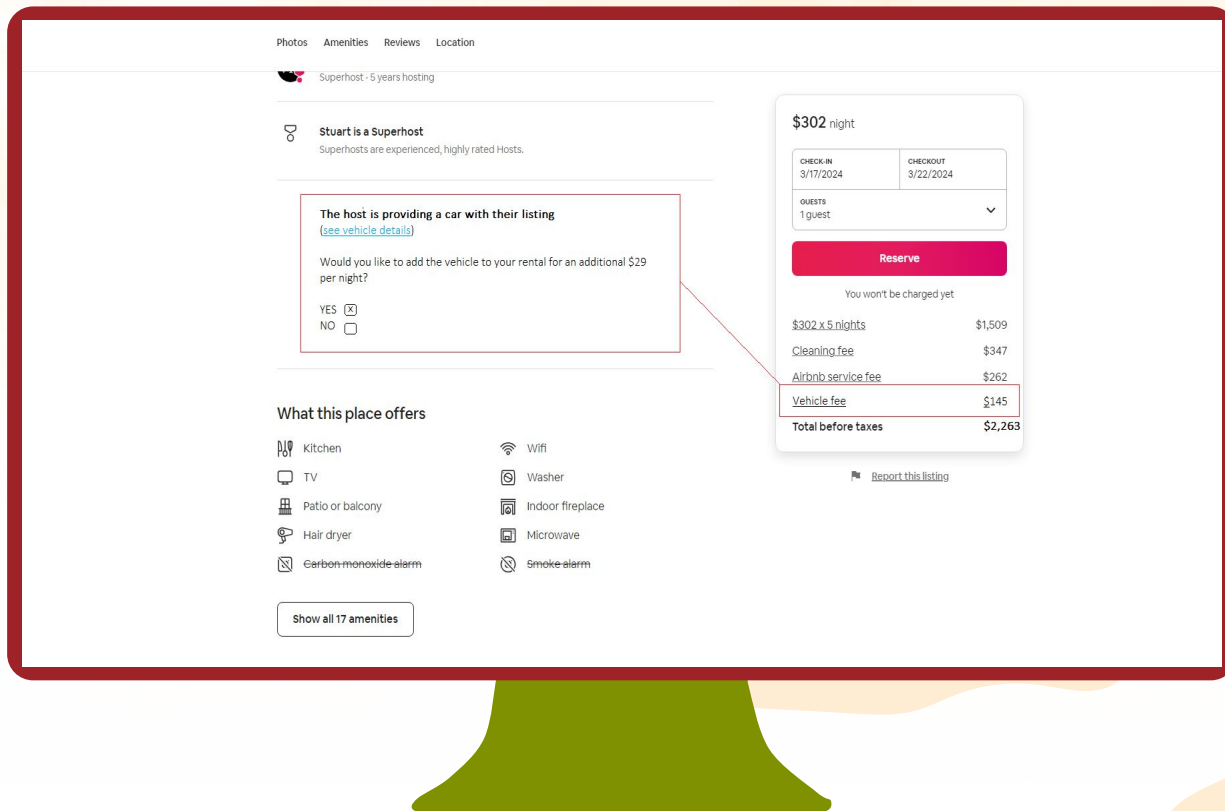
Price details

\$1,250.00 x 5 nights	\$6,250.00
Cleaning fee	\$215.00
Airbnb service fee	\$912.71
Taxes	\$969.75
<hr/>	
Total (USD)	\$8,347.46

NEW VENTURE - CAR RENTALS

- **Brand value:**
 - Create an end-to-end platform that will be able to take care of every part of traveler's trip.
- **Rental car:**
 - Host provides their own vehicle(s)
 - Host can provide multiple vehicles with a listing
 - Host can move vehicles between properties
- **Customer benefit:**
 - Simplified trip planning
- **Host benefit:**
 - Additional income opportunities

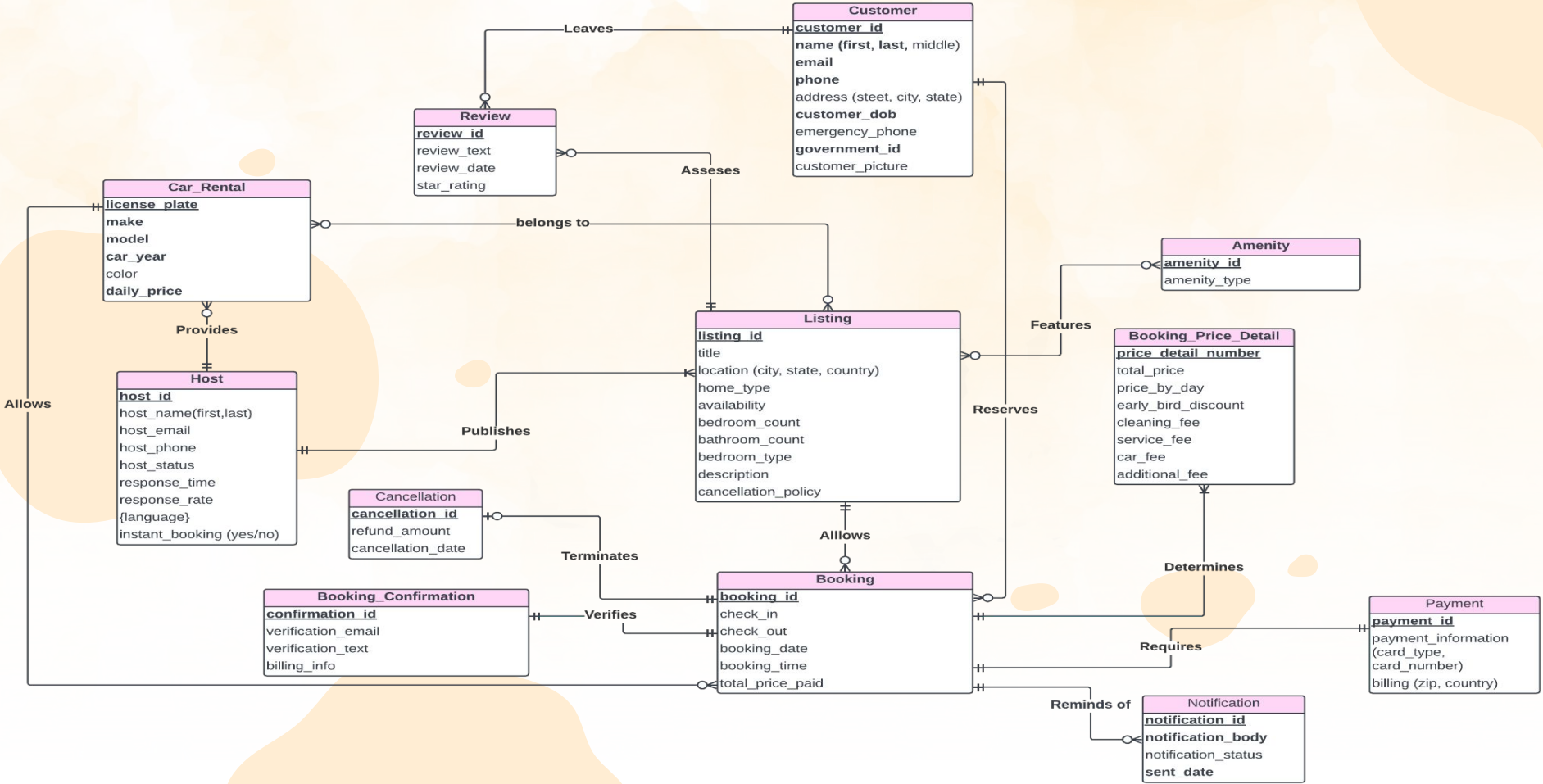
NEW VENTURE CONTINUED



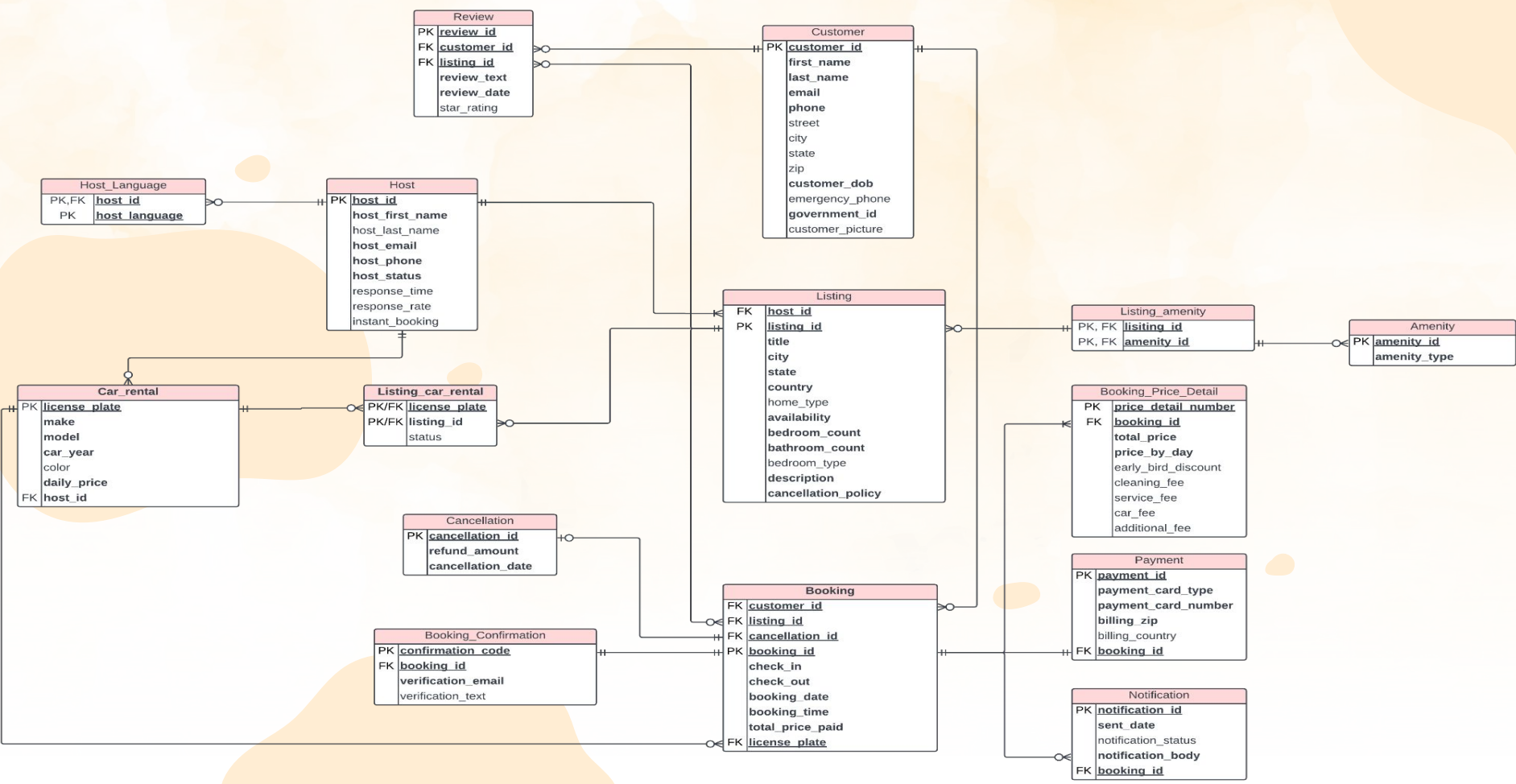
PRIORITY FEATURES

- **User Information**
 - Customer
 - Host
- **Listing**
 - Car Rental (our new venture)
 - Amenity
 - Review
- **Booking**
 - Booking_Price_Detail
 - Payment
 - Booking Confirmation
 - Notification
 - Cancellation

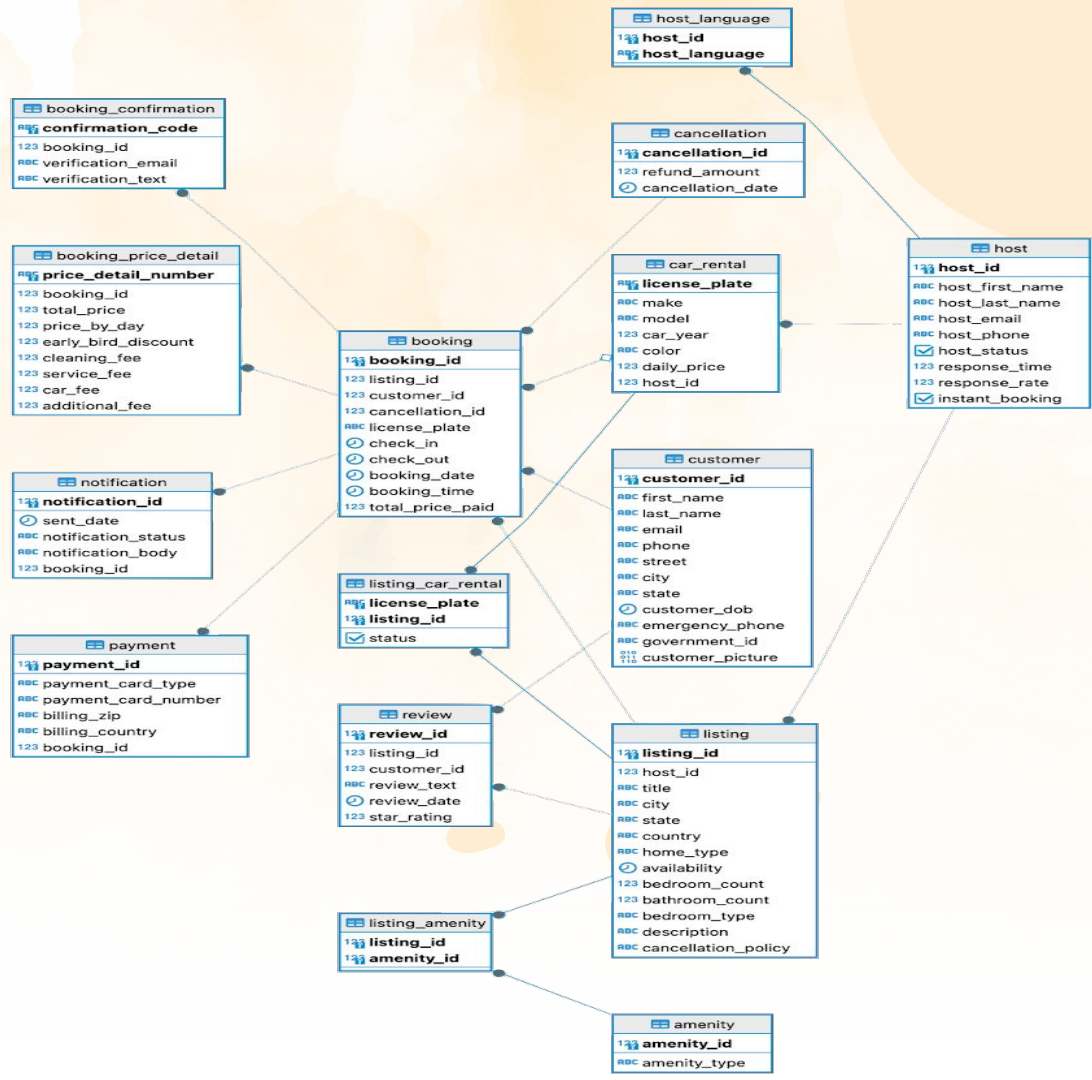
CONCEPTUAL DIAGRAM



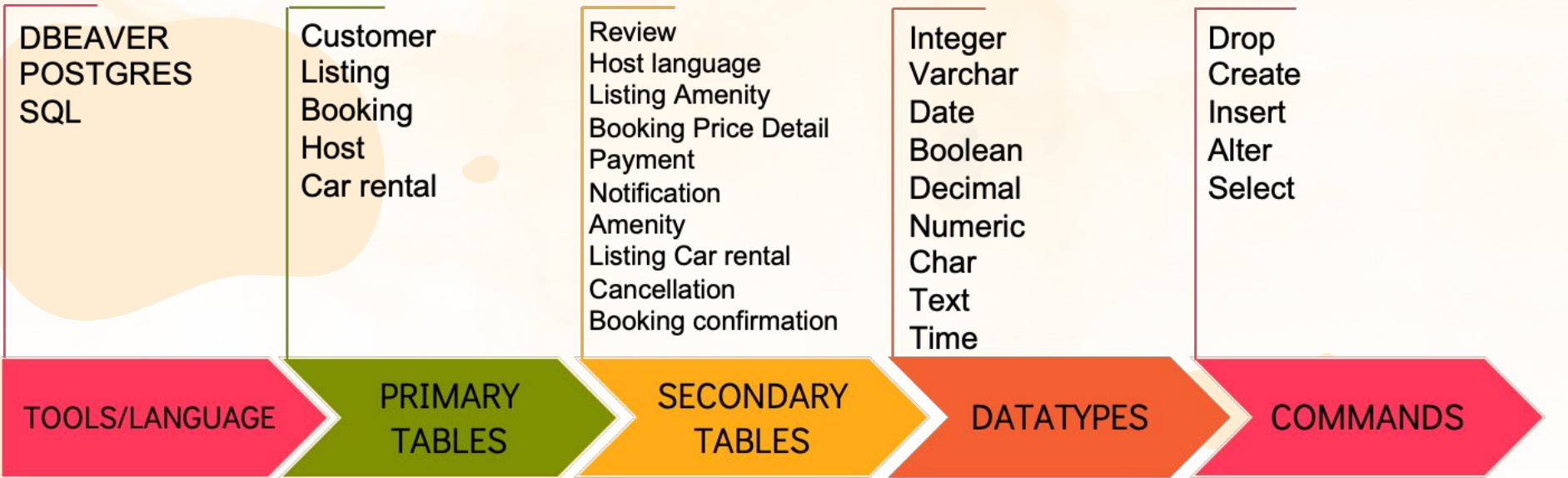
LOGICAL DIAGRAM



PHYSICAL DIAGRAM



PHYSICAL DATABASE SETUP



ETHICAL CONSIDERATIONS

- Customer and Host
 - Collect necessary data only
 - Allow for account and data deletion upon request
- Review
 - Display just the first name of the reviewer
 - Verify authenticity (aka whether reviewers actually stayed at the listing)
- Payment
 - Database must be secure and encrypted to store payment information
 - Detect fraudulent activities
- Booking_Price_Detail
 - There must be transparency in pricing and associated fees
- Booking
 - Protect sensitive patterns of movement
- Listing and Car Rental
 - Prevent misrepresentation of listings and cars

CONCLUSION AND NEXT STEPS

Conclusion

Project success:

- Seamless customer experience
- New venture that benefits the company, the customers, and the hosts

Next steps and future ideas

Next steps:

- Refining the car rentals

Future ideas:

- Moving towards the company's goal as stated in the brand value

THANK YOU FOR LISTENING

