



**BUSINESS
PROJECT**

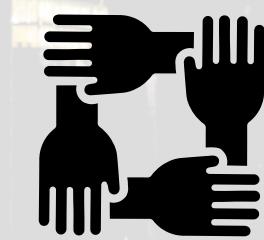
ABOUT US



iVision is a well-known analytics firm.
iVision does analytics on the data
shared by their clients.



ABOUT THE PROJECT



Collaboration

Recently, iVision collaborated with Airbnb, an online platform for hotel booking.



Objective

The objective is to gain a deeper understanding of Airbnb's operations and draw meaningful insights from the data.

GOALS AND OBJECTIVES

- **Assessing District Location Scores:** The aim is to pinpoint the location in the district with the least favorable location scores.
- **Examining Host Response Time Impact:** The goal is to delve into the relationship between host response times and the overall ratings of Airbnb listings providing valuable insights.
- **Visualizing Airbnb Listing Prices:** The objective is to create visual representations of Airbnb listing prices across different cities and summarize any noteworthy trends or variations.
- **Analyzing Composite Scores:** The task involves creating a composite score that integrates check-in experience and host communication for various districts with subsequent analysis and insights.
- **Calculating Listing Age and Host Tenure:** This objective entails computing the age of Airbnb listings and identifying hosts who have accumulated more than ten years of hosting expertise.



PROJECT TIMELINE

Project Initiation



Analyzing and
classifying



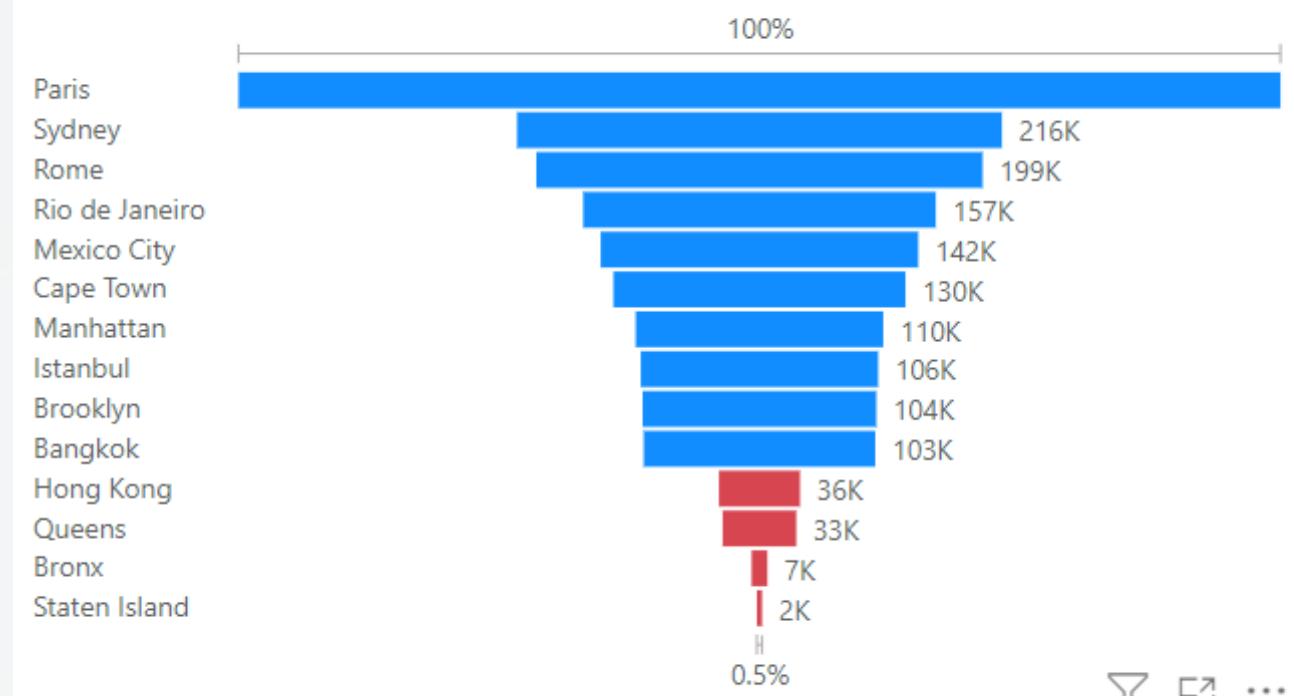
Presentation and
Sharing



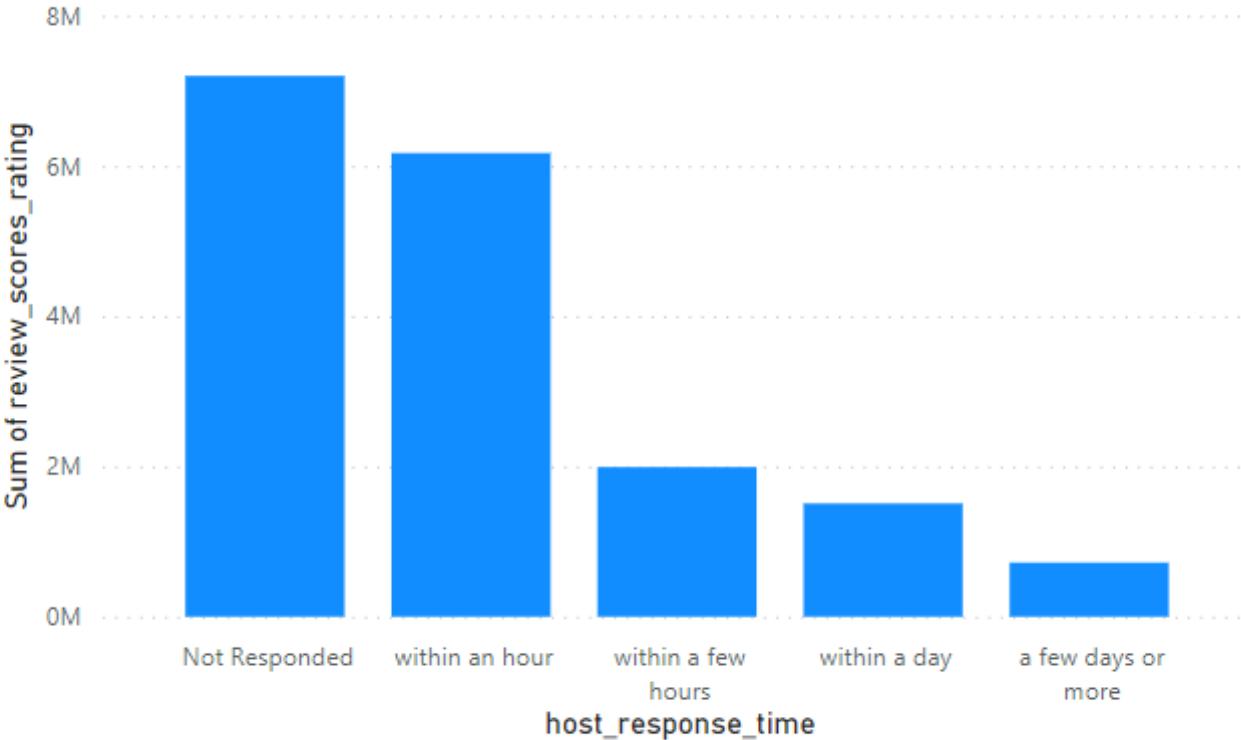
DASHBOARD

Assessing District Location Scores

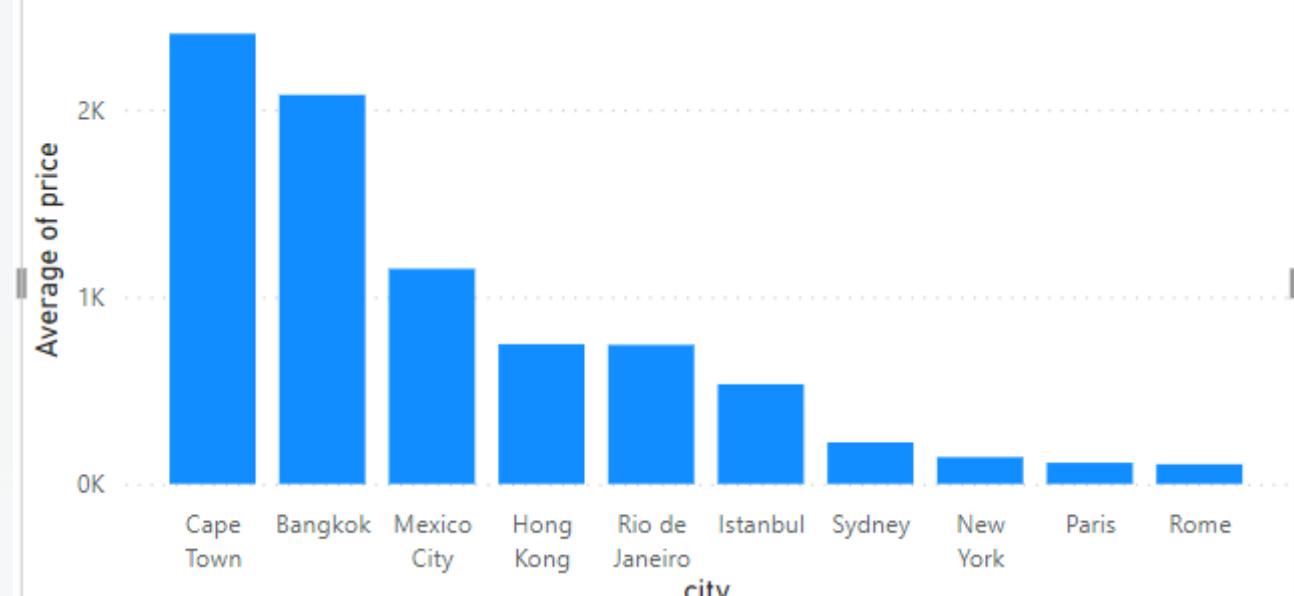
Sum of review_scores_location by District New Name



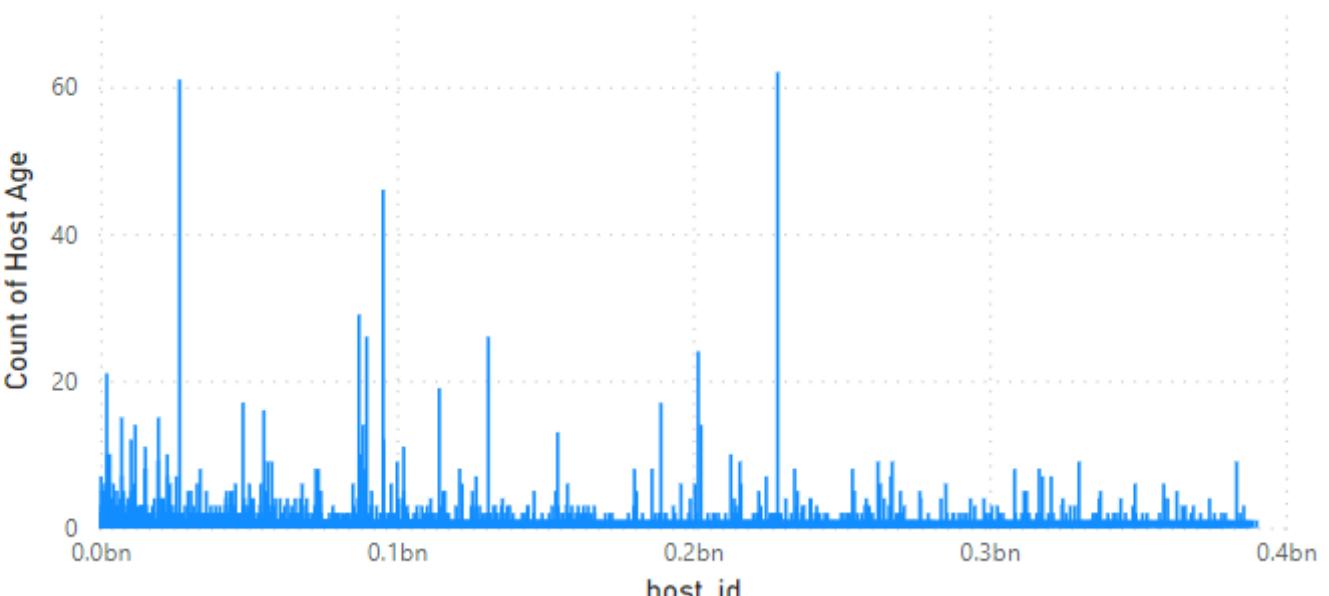
Sum of review_scores_rating by host_response_time



Average of price by city



Count of Host Age by host_id





TREE MAP

Average of price by property_type

Shared room in house

625.22K

Shared room in guest suite

25.93K

Shared room in hostel

54.00K

Shared room in apartment

15.63K

Shared room in ...

12.01K

Shared r...

7.30K

Sha...

Shar...

Tiny hou...

4.16K

Shared r...

2.82K

Shared room in bungalow

2.09K

Shared room in casa pa...

1.80K

Room in guest...

1.79K

Private room in ...

Average of price by property_type

Entire villa

3.74K

Castle

3.24K

Private room in boat

3.17K

Shared room in chalet

2.20K

Yurt

2.13K

Shared room in bungalow

2.82K

Shared room in casa pa...

2.09K

Room in guest...

1.80K

Private room in ...

1.79K

Dome house

2.71K

Shared room ...

2.45K

Room in apa...

2.33K

Farm stay

2.25K

Private roo...

Entire ho...

Housebo...



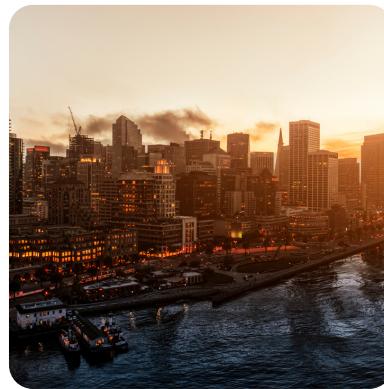
FINDINGS

Finding 1



Queens, Bronx and Staten Island are the district with the least favorable location scores

Finding 2



Cape town is being considered as the costliest city where average pricing is above 2K.

Finding 3



Host response time were mostly within an hour whereas we have considered blank values as not responded.

Finding 4



Shared rooms were mostly preferred bases on selection of rooms and based on price entire villa was selected as the most preferred one.

