

Yu Du

Midterm Project

## Proposal

### 1. Introduction.

My career goal is that I want to become a data analyst in an online shopping company. Most of time, I prefer to purchase online if it is possible and I normally do a lot of comparisons between different websites such as prices and online services. As a person who loves traveling, I used to book hotels on websites such as Expedia, but I am currently more willing to book accommodations on Airbnb after I had a wonderful experience with Airbnb in Los Angeles two years ago. However, compared to what I did for finding better hotels on websites, I find that it takes me much longer time on making a reservation on Airbnb due to more concerns since accommodations provided on Airbnb have more flexibilities in room area and neatness.

### 2. Question.

Basically, I am interested in analyzing what affect people making decisions on Airbnb within Beijing. Therefore, my questions are:

Which factor may have a stronger effect on affecting people's decision making on reservations?

(Or equivalently saying, what people emphasize more on making reservations on Airbnb?)

Which factor may affect the price most?

How prices distributed among neighborhoods?

### 3. Concerns.

I am thinking about that I may compare the dataset for Beijing to the dataset for another city such as Los Angeles to figure out that if there is different factor affecting the price most in Los Angeles. Besides, maybe I will add more cities to compare the relationship.

### 4. Data Resources.

The dataset for Beijing can be downloaded from <http://insideairbnb.com/get-the-data.html>.

## 5.Future Work and Initial Timeline.

Data Cleaning: Before the next Wednesday (Nov. 11)

EDA: finished between Nov. 18 and Nov.20.

Modeling and Validation: finished between Nov.25 and Nov. 27.

Write up: ideally finished before Dec 1, if cannot, before Dec 5.

Revision and Submission: Before Dec 10.

(Reminder: final deadline is Dec 10)