# Goal: One of our goals at Airbnb is to increase bookings on our platform.

* To increase the number of bookings…
  + Increase number of accepted regular booking
    - Increase number of booking requested from travelers
    - Increase number of accepted booking requests from hosts
  + Increase number of instant booking
* Thing to consider
  + Cancel rate (from both host and traveler sides)
    - Might be different for instant booking from regular booking
      * So we need a balance of instant booking and regular booking
  + Hosts can also become guest
  + Hosts might have multiple listings
* Users table
  + id\_user\_anon is comprised of both guest and host

## Guest-level attributes

* Country
* Words\_in\_user\_profile
* Number of distinct booking requests made
* Number of distinct instant-bookings made
* Number of guests inquiry made for

## Host-level attributes

* Country
* Words\_in\_user\_profile
* Number of distinct booking requests received
  + Number of distinct booking requests replied (ts\_reply\_at\_first)

## Listing-level attributes

* Total\_reviews
* Listing\_neighborhood
* Room\_type

## Contact-level attributes

* Whether or not inquiry has turned into legit booking (1,0) <- target
* Contact first channel
  + Contact me
  + Booking
  + Instant booking
* Guest\_user\_stage\_first (new, past\_booker, unknown)
* Duration of the stay (ds\_checkout\_first-ds\_chekin\_first)

## Booking-level attributes

* How long it takes to accept