**Title: Airbnb New User Travel Destination Prediction**

**Problem**

Airbnb has found themselves rising with growing numbers of travelers choosing Airbnb as a new strategy to enhance their travel experience. In this project, Airbnb is trying to find out where a new user of Airbnb book to stay, the task is to predict a new user’s first travel experience per historical Airbnb booking data, for Airbnb to provide personalized travel recommendation for first time users.

**Data Resource**

The datasets are downloaded from Kaggle website provided by Airbnb. The datasets have been well formatted and cleaned. Data Resource URL: <https://www.kaggle.com/c/airbnb-recruiting-new-user-bookings/data>

**Clients Outcome**

The major clients of the problem will be Airbnb analysts and Decision-Maker who are responsible for making up company market strategies. The accuracy of final prediction will facilitate the data science and analytics team to apply predictive models to their current data to estimate potential destination they can recommend for new users of Airbnb. Further, success of the projects will be applied as a new market research strategy for other travel companies or companies in other industry.

**Approach**

Build models for training datasets based on clustering factors that I believe will affect the outcomes of matches by classification, clustering, modeling**.** Test the testing datasets to predict matches outcomes based on those selected factors. Basically the results on finding out the best models that comes out best performance is the most essential parts.

**Deliverable**

The Deliverable for this projects will contain:

* + - Data story, questions, problems and other interesting found-out from the datasets
    - Descriptive analysis report per data attributes and find out how they co-related to each other.
    - Codes for model building on testing dataset, modeling building and testing
    - Results after testing the testing datasets