

MAY 2024

HOTEL AGGREGATOR ANALYSIS REPORT

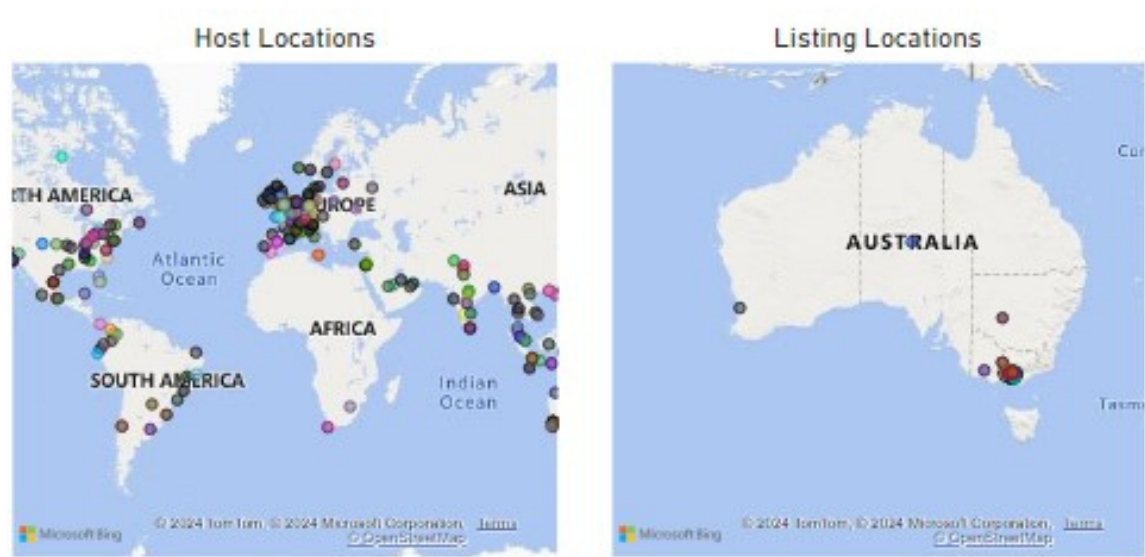
ANALYSIS USING POWER BI

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GEOGRAPHICAL INSIGHTS:

The Listing are concentrated in states, places within Australia whereas the host locations extends to countries across Different Continents



TOP AND BOTTOM 5 LISITING LOCATIONS BASED ON AVERAGE PRICE



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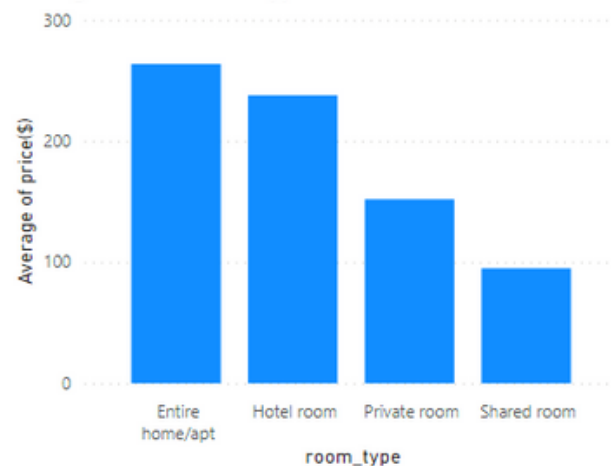
PRICING AND AVAILABILITY ANALYSIS:

Distribution of Room Types

- Shared room :1.21%
- Private room:25.99%
- Hotel room:0.37%
- Entire home:72.45%

By Looking At the Average Prices Entire Home/apt and Private rooms are good estimates but Hotel room only is 0.37% of the data and because of this its showing a higher average

Average Price of Room Types



Availability Analysis

- No of Available listings is significantly higher
- Average Price of has some variations across room types but the normal pattern is lower price for the available room and higher for the not available ones except for these:
 - For Entire home the price is higher when available
 - For Entire Home and Shared Price is lower when not available
- Average 30,60,90,365 day availability is higher for listings that are available to book right now

Insights

- When the room type or property type is Entire Home Average Price increased by 167 units
- And When its Private room the units decreased by 141 units
- When its Entire House / Hotel rooms the average availability is higher
- When its private room has decrease in the average availability

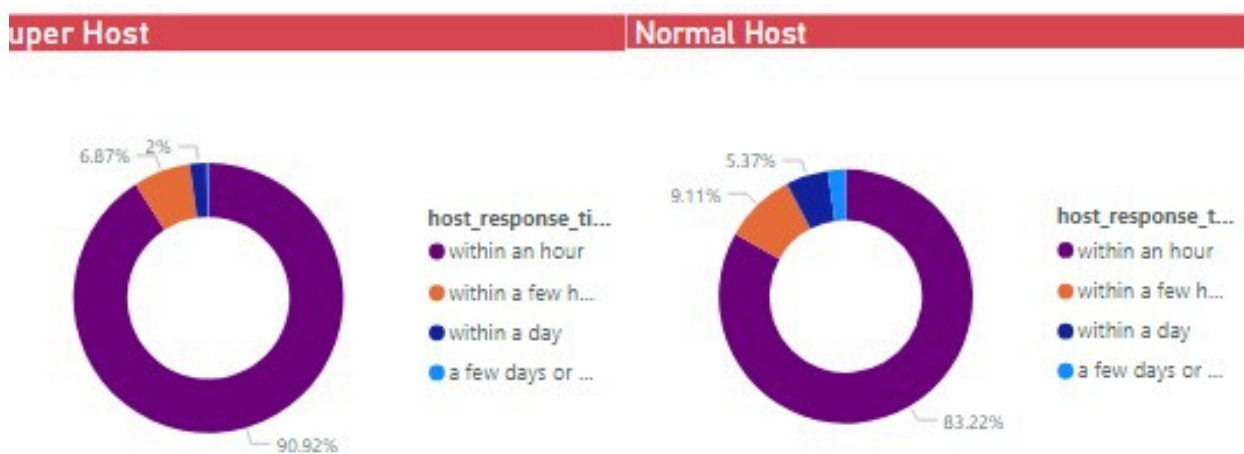
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HOST PERFORMANCE

Superhost Status

- Percentage of hosts with super host status. **25.12%**
- Comparison of average prices between super hosts and regular hosts.
 - Across Different room types the hosts with super host status has lower average price except of Hotel room

Response Times:



- 90% of super hosts respond within an hour and only 0.21% takes more than a day to respond
- For normal hosts 83.22% respond within an hour and about 2.3% hosts take more than a day's time

Impact of response time on listing performance.

For responses within an hour the number of reviews tend to be higher and as the time taken to respond increases the number of reviews per month also decreases

So as customer satisfaction increases the listing performance also increases

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CORRELATIONS BETWEEN HOST ATTRIBUTES AND LISTING PERFORMANCE:

Factors Increasing Listing Performance

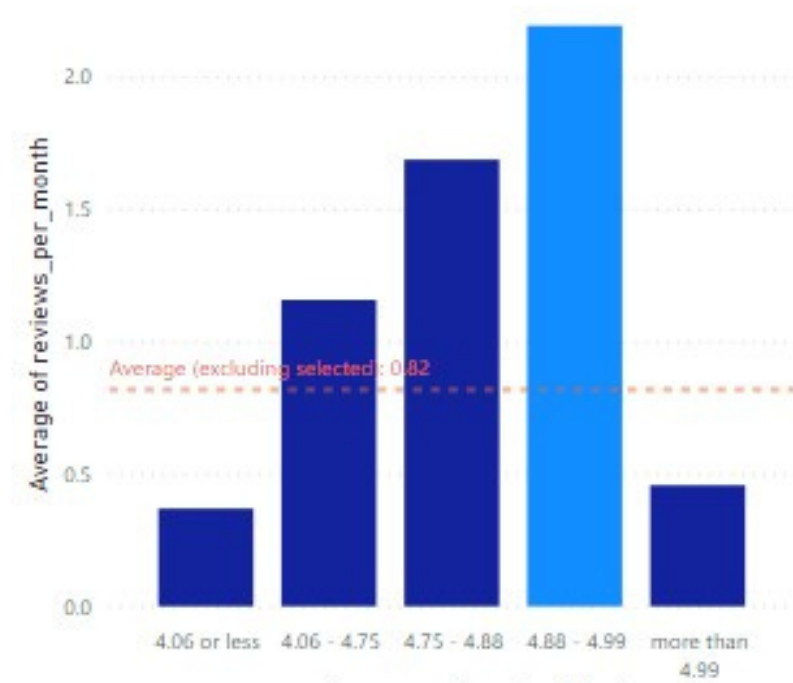
- The more Luxuries Amenities translates to higher price for the listing and a higher satisfaction of the customers
- When Host Response is within an hour the listing performance also increases
- When host location is Melbourne Australia listing performance increases
- If the host is a super host the review per month also increases
- When Host has Verified his identity the reviews per month increases

Factors Decreasing Listing Performance

- Not super Host
- Not Verified Identity
- Host Location is Victoria Australia
- Host Response Time is within the day

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REVIEW SCORES AND GUEST SATISFACTION:



When reviews for different categories like cleanliness, location, communication etc. are from the range of 4.06 to 4.99 the Guest Satisfaction is Higher Guest Satisfaction has been quantified using the review per month

When the reviews are 4.06 and less and 4.99 and more then the reviews per month becomes lower than the average which shows a decreased guest satisfaction

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CONCLUSIONS

The analysis have given a great insights on the different listings in the aggregator platform the data points was very useful in determining the performance factors of the listing in context to guest satisfaction with the listings

The Dash Board Created using Power Bi will help you in uncovering all the details that's mentioned in the report

Recommendations

Super Host Status for the hosts helps in pricing higher than other listing and Super Host Hosts have a greater Performance than normal Hosts

Response Time Within an Hour is recommended for better performance on listing

Amenities is very crucial for guest satisfaction So the right amenities should be available for the customers is the listed rooms

Entire Houses and Hotel Rooms should be promoted mode as the average price is higher and could contribute to a higher revenue

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THANK YOU

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