



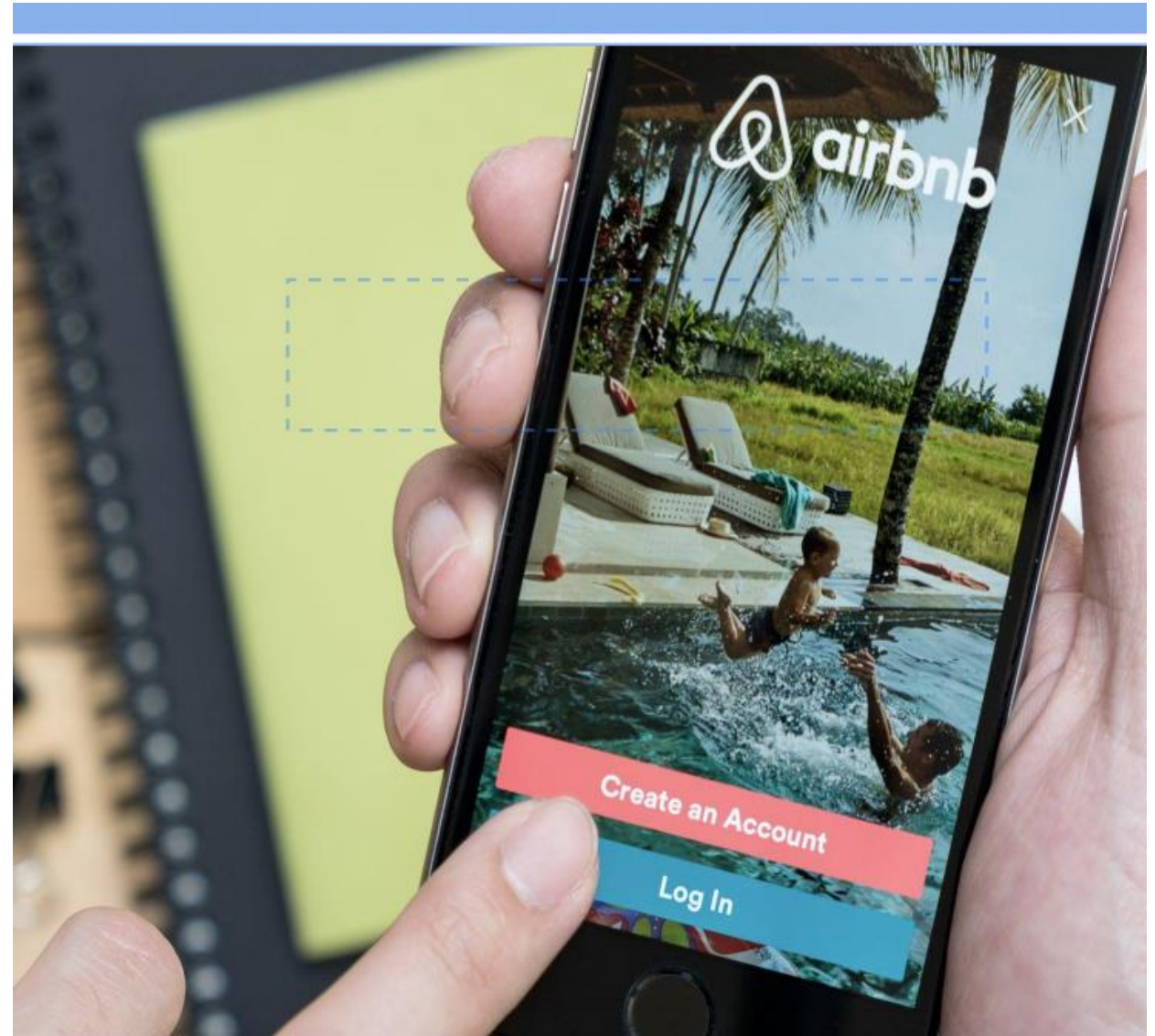
AirBnb Market Analysis for Oceanside Property Management

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Why I'm Here
Should You Start A
Consulting Service ?

Top Questions

- 1) "What can I do to get more 5 star ratings?"
- 2) "Can you help me reach Superhost status? (or maintain Superhost status)?"



Questions That you want answered

- 1) Is there a significant advantage to being a Superhost?
- 2) What features are most important in getting 5 star reviews
- 3) Can you develop a Model which predicts whether hosts will get 5 star reviews based on all other available information?

My data

- Obtained through Insideairbnb.com
- Over 10,000 records. All from San Diego.
- Regularly updated with the most Recent Data Available.

My data

Key Data Points:

Review Scores: Overall, Accuracy, Cleanliness, Location, Communication, Check-in, Value

Descriptive Features: # of bedrooms, amenities, etc

Host Information: Response Rate, # of Listings, SuperHost Status

Problem #1

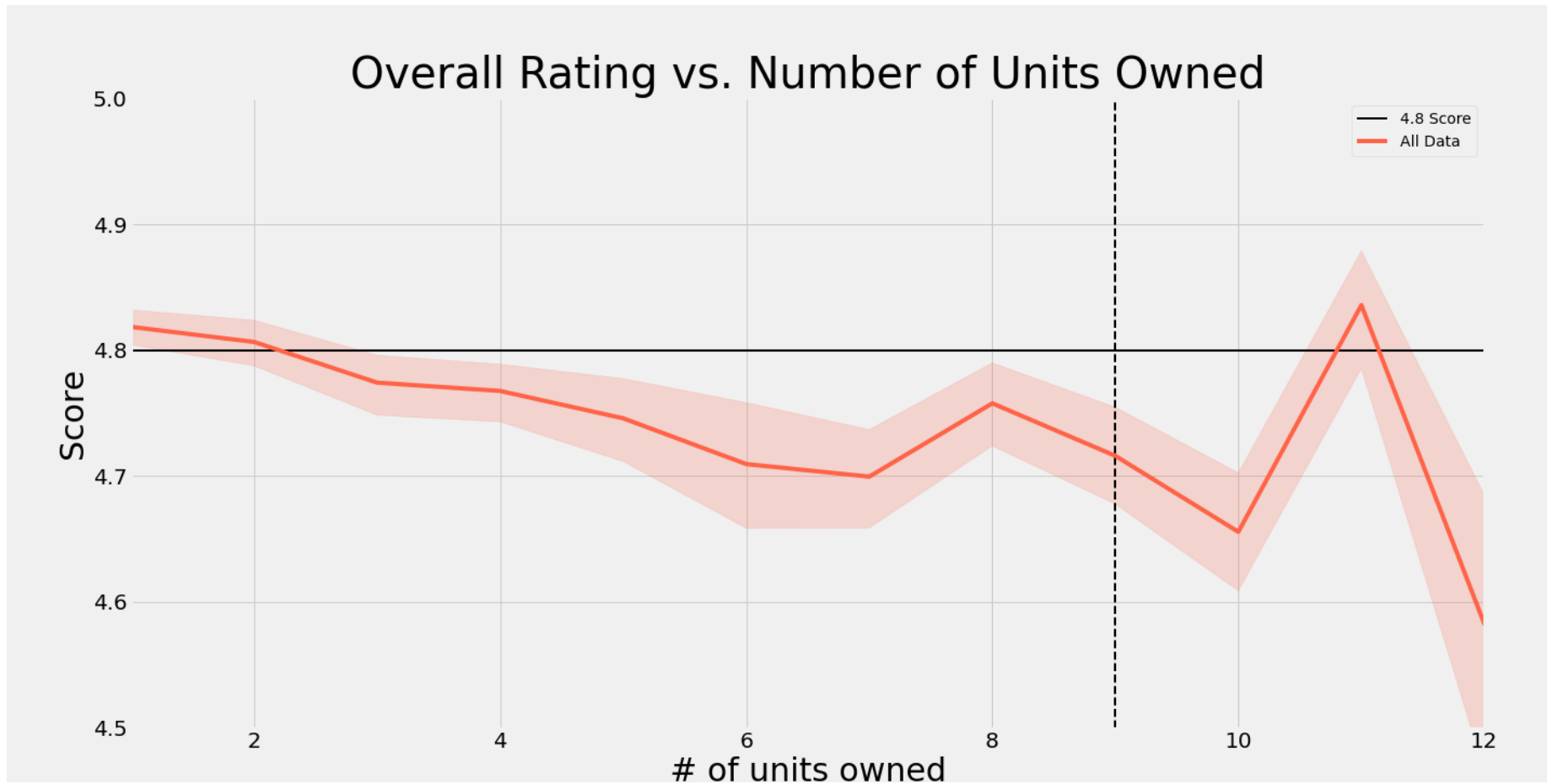
- Guests assume airbnb's review scale is the same as a hotel review scale.
- 3 = average,
- 4 = above average
- 5 = the best possible experience.

Problem #1

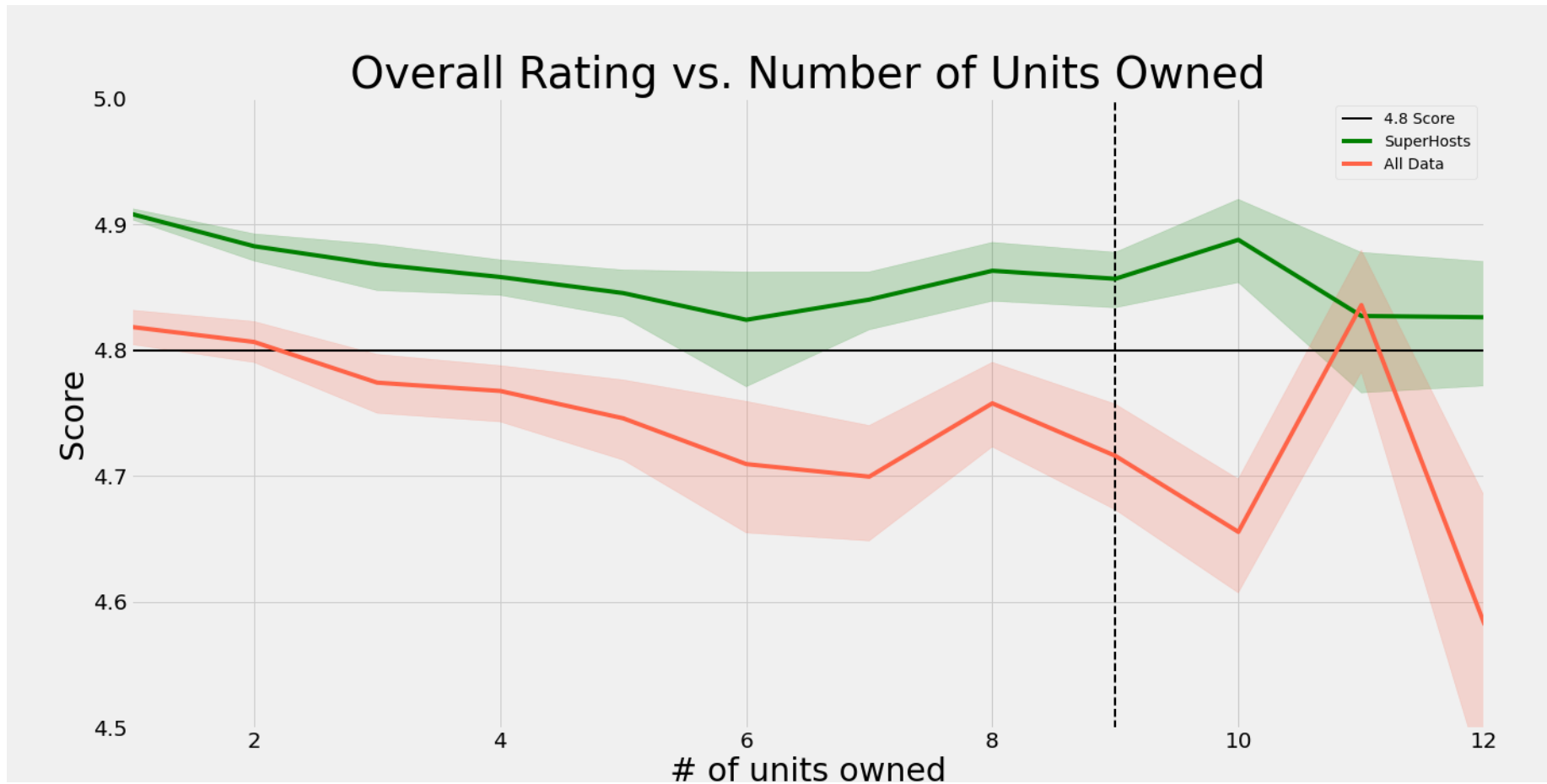
In reality:

4 Star Reviews are seen as BAD and too many of them will cause a Host to be kicked off the service.

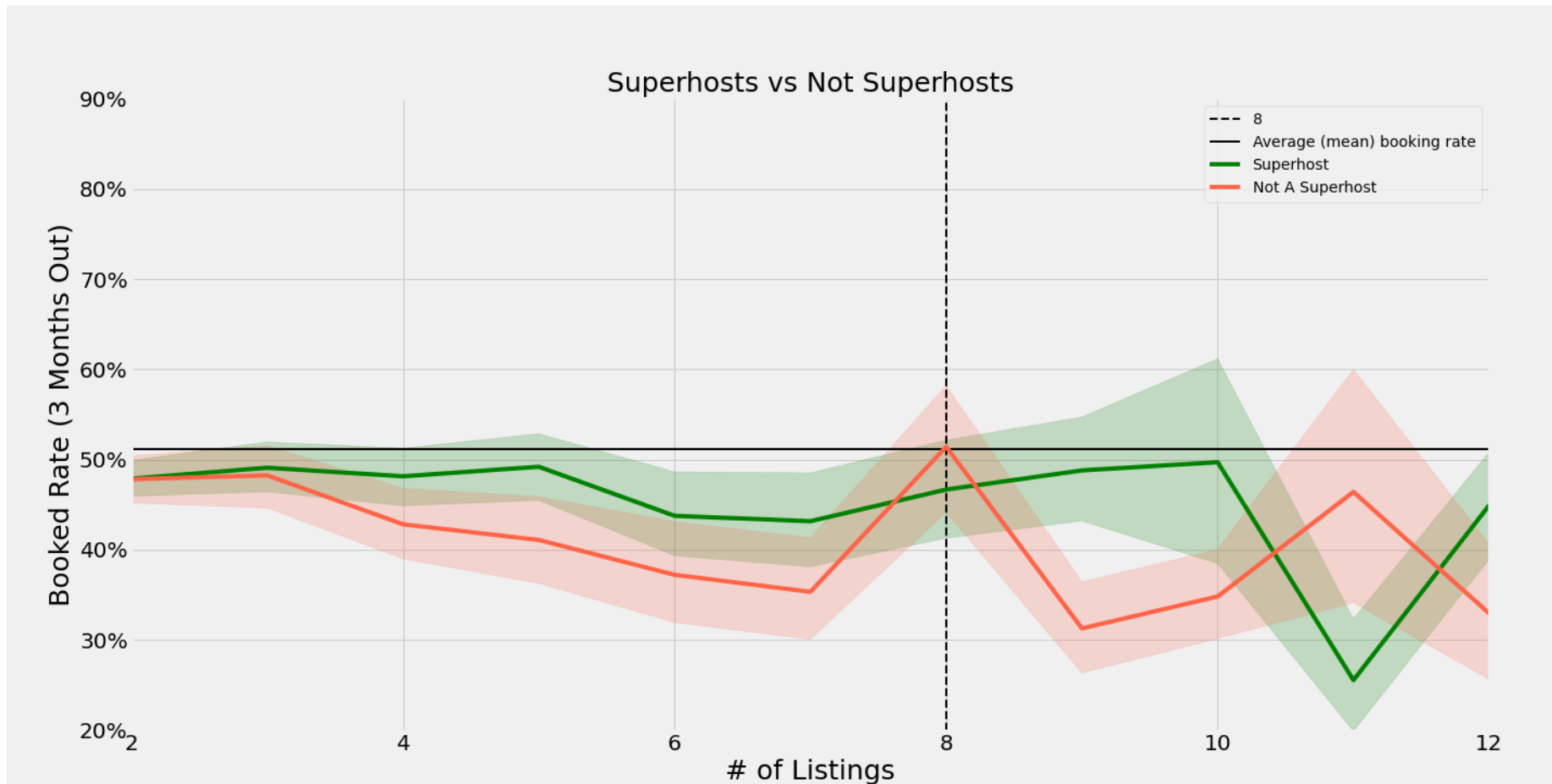
Problem #2: Rating Declines as # of Rentals Increases



The Solution



Is There a Significant Advantage to Being a SuperHost?



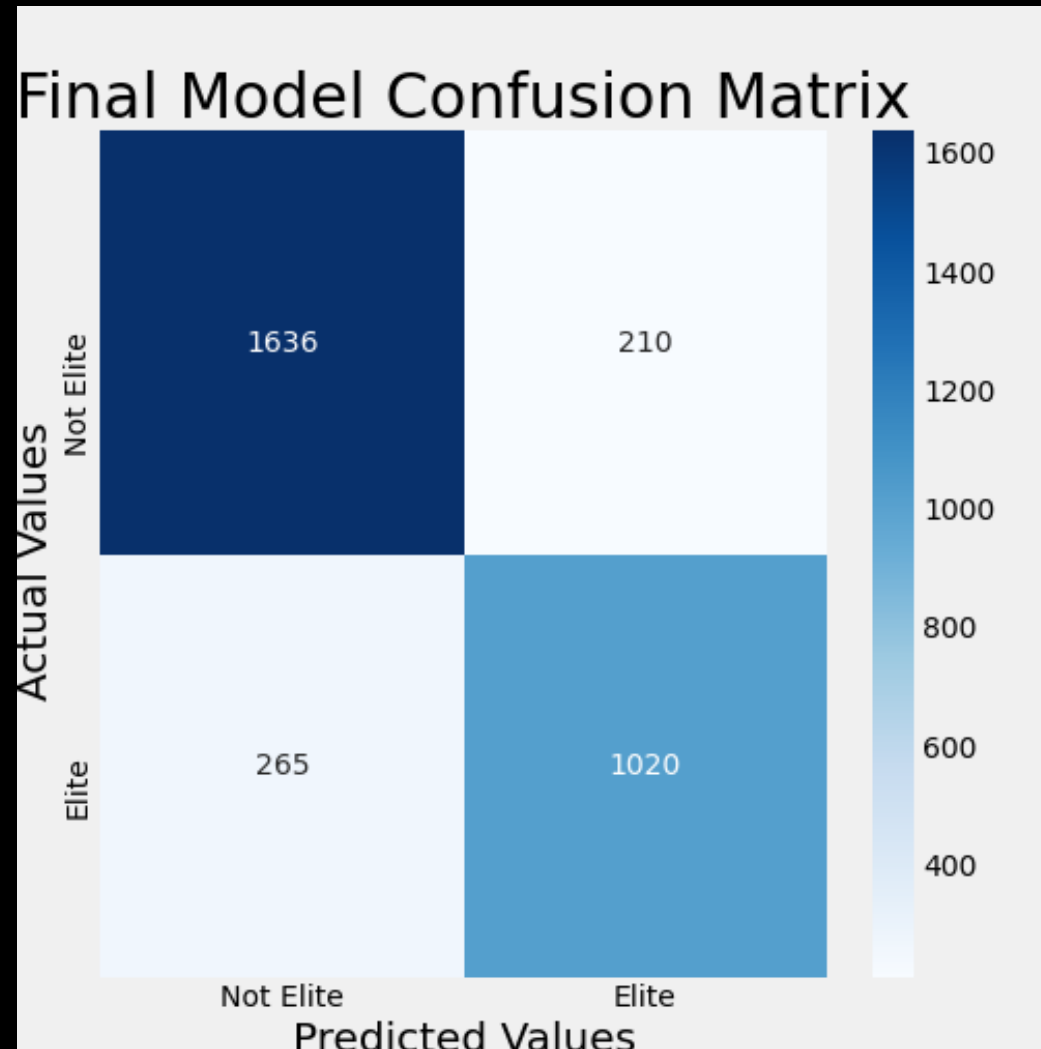


What Do We Want to Predict?

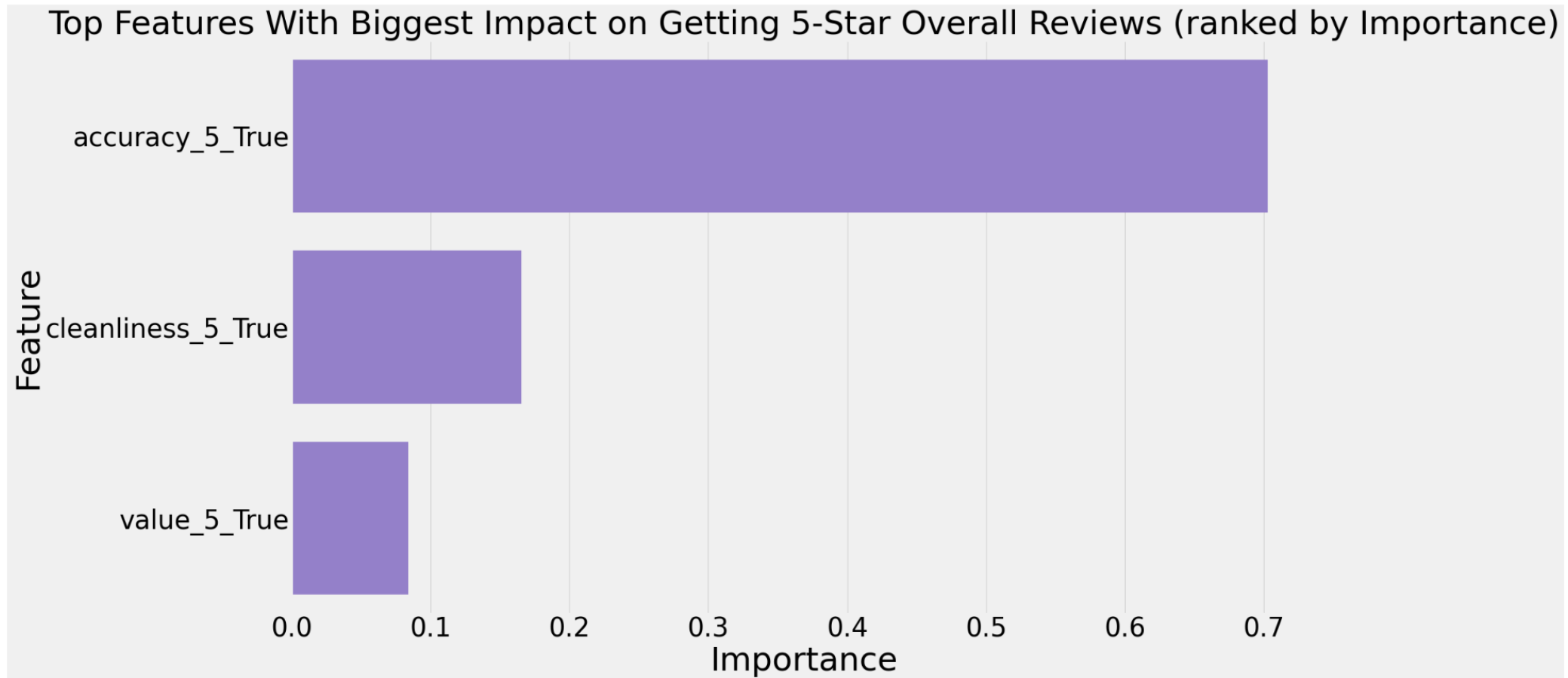
- Elite Units: 4.9 - 5.0 Overall Rating.
- These are the Top Performers who almost always get 5 Star Reviews.

My Model: Can it Predict 5-Star Units?

- Correctly Identified 83% of Actual “Elite Units”.
- True Positive vs. False Positive Rate show solid reliability.
- Limitation: Model only works if Host has existing Airbnb ratings

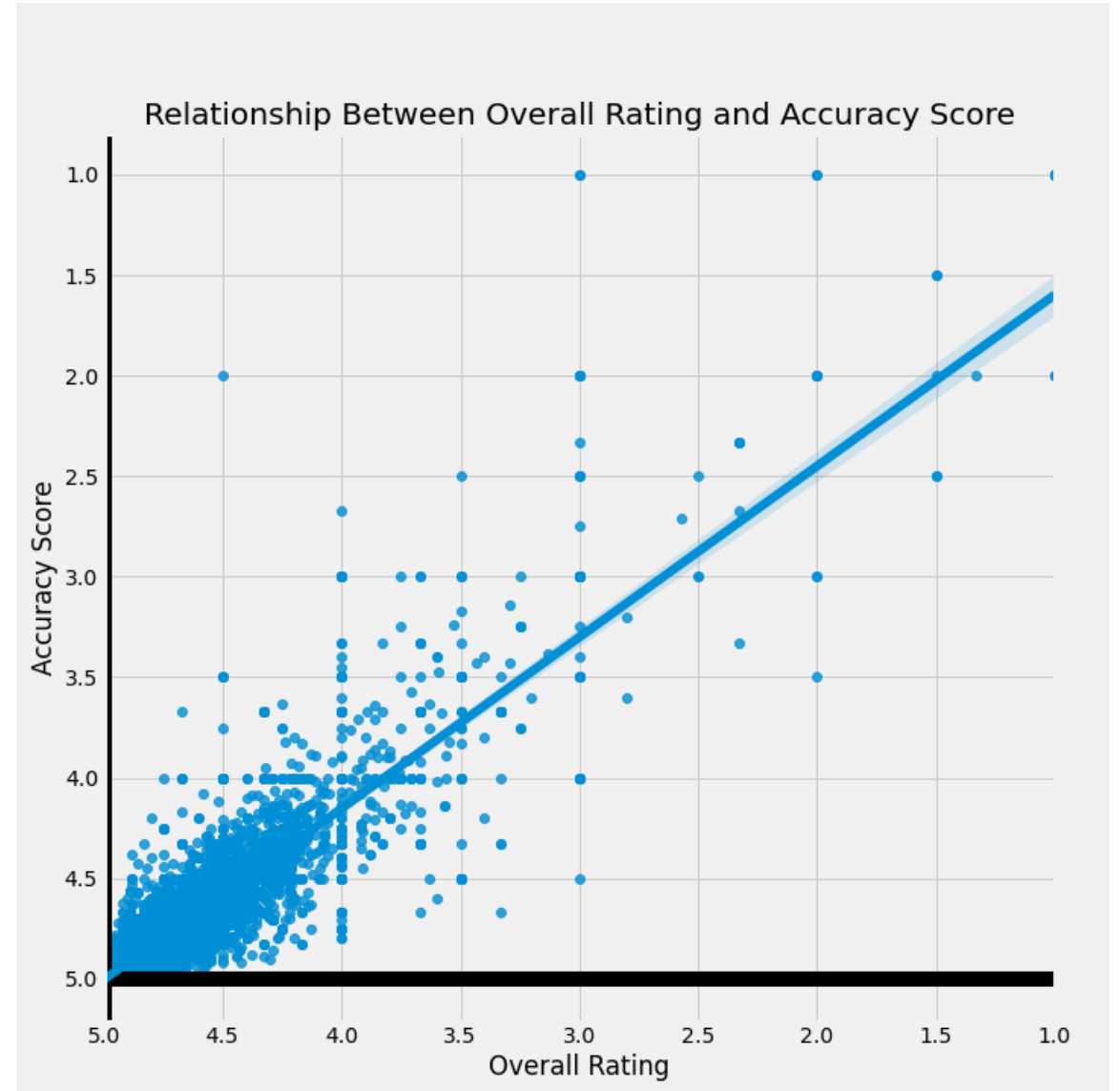


Which Features are the Most Important for Getting 5-Star Reviews?



Most Important Feature: Accuracy

- Nearly 1 to 1 relationship with Overall Rating.
- While “Overall” is a nebulous target, Accuracy is something that you can help Hosts with!
- It’s also a big problem for many Hosts!



YOUR CONSULTING SERVICE

- **Your Focus:** Helping Hosts Improve and Maintain Accuracy.
- Become Experts in making sure that all are **Listed Accurately.**
- **Provide Resources** to Help Hosts Manage Multiple Rentals.
- **Train hosts** on what they can do to set expectations properly, and then exceed them with service (AirBnb's goal)

In Conclusion

- You can Help Airbnb hosts get more 5-Star Reviews!
- Help Hosts set Guest Expectations and Then Exceed them.
- Help them better manage their properties, and possibly handle more more than they could on their own.
- Help them become SuperHosts to get increased presence on
Airbnb's platform

Thank you for your
time. Do you have
any Questions?

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