

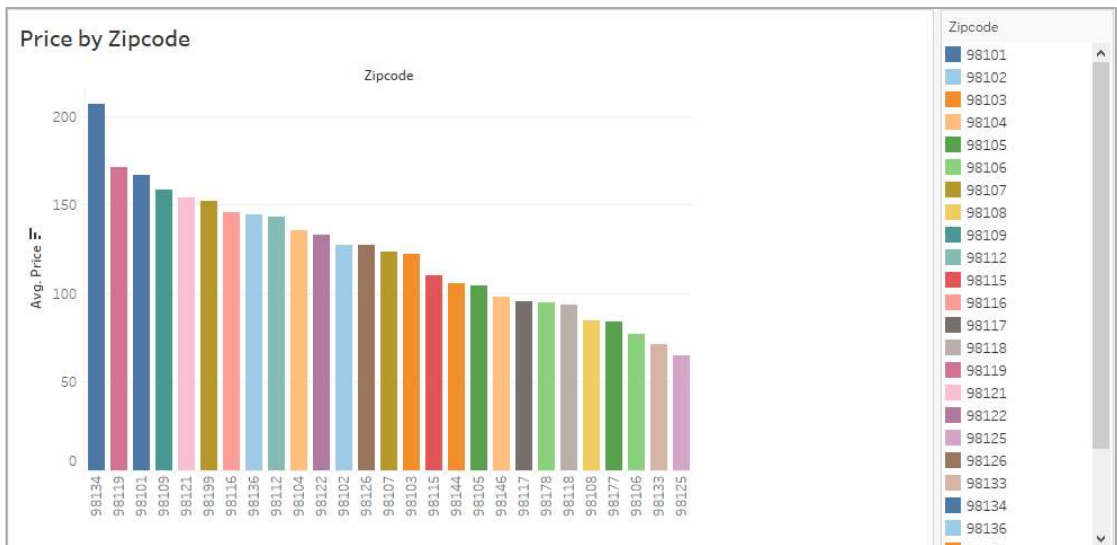


Project Airbnb Pricing Analysis

TEAM ABC:

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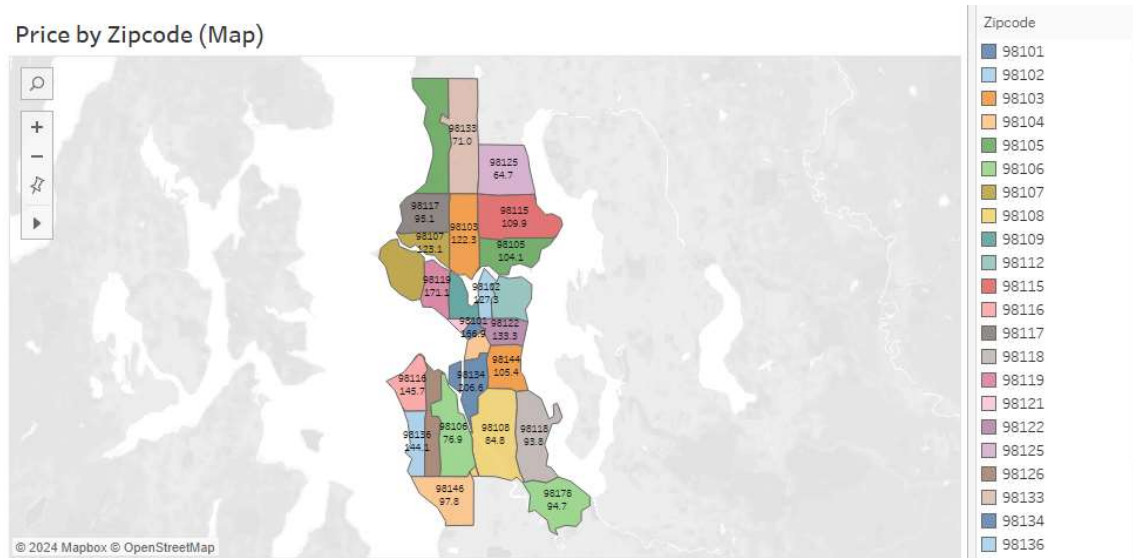
a) Price by Zip code



Observations:

1. **Price Variation:** There's a significant difference in average prices across different zip codes.
2. **Price Range:** Average prices range from approximately 0 to 200.
3. **Highest Price:** The zip code 98134 has the highest average price.
4. **Lowest Price:** The zip code 98126 has the lowest average price.
5. **Price Clusters:** There appear to be clusters of zip codes with similar price ranges.

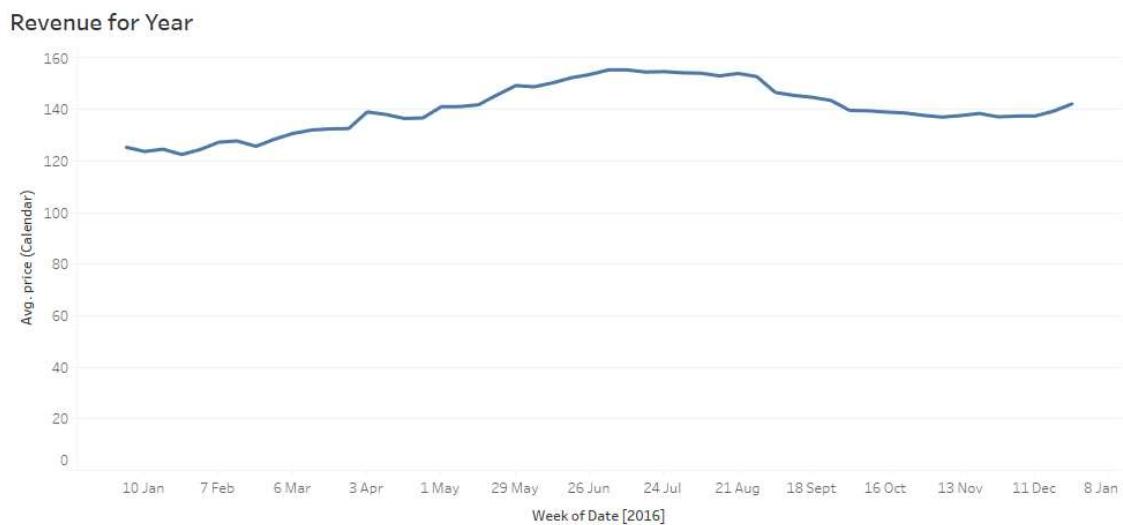
b) Price by Zip code (Map)



Observations:

1. **Price Variation:** There's a significant difference in average prices across different Seattle zip codes.
2. **Geographic Patterns:** Prices appear to be clustered, with higher-priced areas concentrated in certain regions.
3. **Core Area:** The central part of Seattle (downtown and surrounding areas) appears to have higher average prices.
4. **Outlying Areas:** Zip codes on the outskirts of the city generally show lower average prices.

c) Revenue for year



Observations:

The Average price per year peaks at around last week of June. Or the maximum price that could be earned for the same property is between 1st June to 15th September.

d) Average price per bedroom



Observations:

1. **Clear upward trend:** The average price per bedroom steadily increases as the number of bedrooms rises.
2. **Significant jump:** The most substantial increase in price occurs between 5 and 6 bedrooms, suggesting a potential luxury market segment.
3. **Price range:** The prices vary significantly, ranging from \$96.2 for a one-bedroom to \$584.8 for a six-bedroom.

e) Distinct count of number of bedrooms

Distinct count of number of bedrooms

Bedrooms	
1	1,811
2	483
3	206
4	55
5	20
6	5

Observations:

1. **Dominance of 1-Bedroom Units:** The majority of properties have only one bedroom, accounting for 1,811 units or approximately 75% of the total.
2. **Decreasing Frequency:** The number of units decreases as the number of bedrooms increases. There are significantly fewer properties with 2, 3, 4, 5, or 6 bedrooms.
3. **Limited Luxury Options:** Properties with 5 or 6 bedrooms are relatively scarce, suggesting a smaller luxury market segment.

Pricing Analysis Dashboard



Key Findings:

- **Price by Zip Code:** There is a significant variation in average prices across zip codes. The highest average price is in 98134 with a price of \$206.00, while the lowest is in 98126 with a price of \$85.00. The overall average price across all zip codes is \$133.33.
- **Average Price per Bedroom:** As the number of bedrooms increases, the average price also increases. There is a significant jump in price between 5 and 6 bedrooms, suggesting a potential luxury market segment.
- **Bedroom Counts:** The majority of properties have only one bedroom, accounting for approximately 70.19% of the total. The number of units significantly decreases as the number of bedrooms increases.