# FINAL SUMMARY OF AIRBNB DASHBOARD

## INSIGHTS

Hosts who reply "within an hour" dominate review volume, suggesting fast response is strongly associated with guest engagement and likely bookings.

Average price peaks in summer, with a top around June–July (roughly 150–156), indicating strong seasonality and an opportunity for surge pricing and minimum-stay adjustments in those months.

Magnolia and Downtown command the highest average prices among neighborhoods shown (about 157 and 153 respectively), highlighting premium submarkets where inventory growth or upsell amenities could maximize revenue.

Entire home/apartment listings make up about two-thirds of supply (≈66.5%), while private rooms are roughly 30% and shared rooms very small, implying market positioning is skewed toward full-home stays rather than budget shared options.

Price increases with bedroom count, with max prices roughly 700–999 at 1–2 bedrooms and rising further for larger units, showing guests pay steep premiums for size and signaling that larger, well-amenities units can be priced aggressively when demand is strong.

Listings with very high prices tend to have few reviews, while listings with many reviews cluster at lower price points, indicating demand concentrates around more affordable options across neighborhoods.

## SUGGESTIONS

Accelerate response time

Roll out auto-replies and SLA alerts to keep first response under 60 minutes; A/B test templates to lift inquiry-to-book conversion for "within an hour" versus slower cohorts by at least 5–10%.


Prioritize Super host candidates with high sub-1-hour rates in search ranking and promotions to amplify the behavior that correlates with more reviews and likely bookings.


Monetize summer peaks

Implement seasonal price rules with floor/ceiling caps so July–August rates track demand but avoid pricing past elasticity; target a 2–3 point lift in RevPAR over last summer's baseline.

Add minimum-stay and arrival-day restrictions only in peak weeks to improve occupancy mix while reducing turnover costs; track effect on length of stay and net margin.

### Focus premium neighborhoods

Expand supply and upsells in Magnolia and Downtown with amenity bundles (parking, late checkout, workspace) and dynamic premiums by block-level desirability; benchmark to neighborhood fixed effects in pricing models.

Partner with local attractions for cross-promotions that justify higher ADR while improving conversion versus similarly priced areas like Queen Anne.

### Align inventory with demand

Since two-thirds of listings are entire homes, create distinct merchandising for private rooms (weekly discounts, flexible policies) to capture budget demand without cannibalizing whole-home ADR.

Pilot micro-segments: studio/1-bed "city break" versus 3–5 bed "family/group" with tailored fees and cleaning schedules to improve review rate and profitability by segment.

### Additional Suggestion: -

Launch a mid-week value program that bundles flexible check-in, workspace essentials, and small discounts for Tuesday–Thursday stays to lift occupancy outside summer peaks while appealing to remote workers and business travelers in premium neighborhoods like Downtown and Magnolia.