



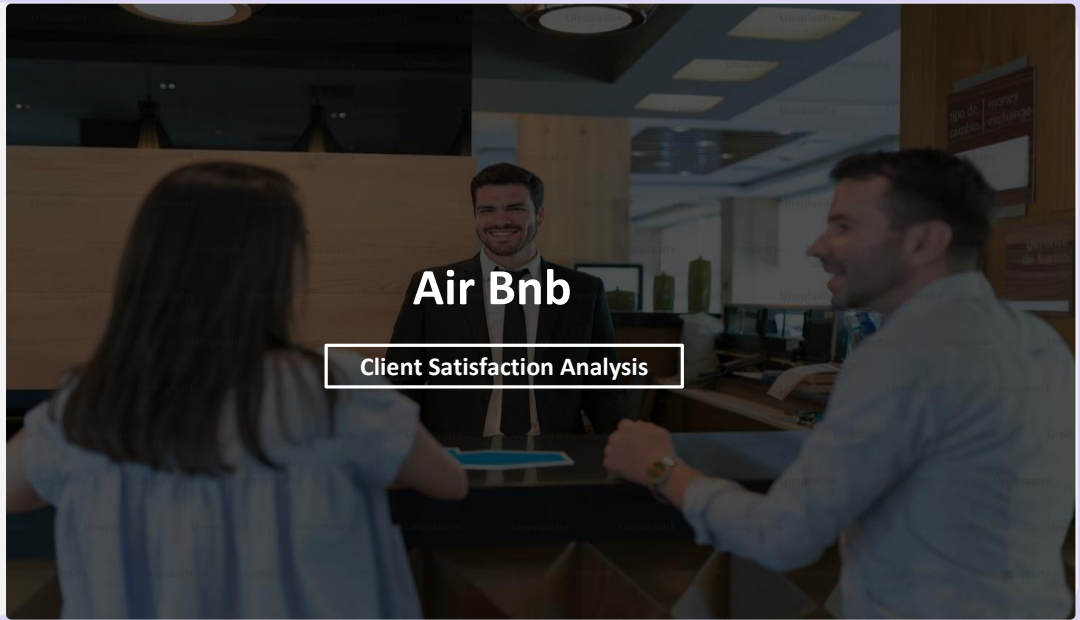
Home

Dashboard

Recommendation

# Air Bnb

Client Satisfaction Analysis





Home

Dashboard

Recommendation

Superhost

0 1

Business

0 1

Person C...

0 1 2 3 4

Total Revenue

\$10.8M

Avg. Clean Rating

9.44

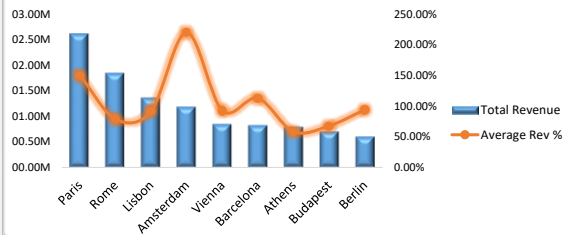
Avg. Sat

93.10

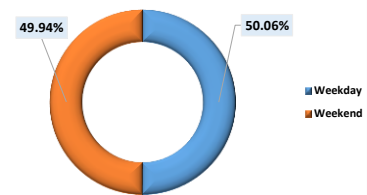
Rev Per Cap

\$80.34

City Wise Total Rev and Avg Rev % Comparison



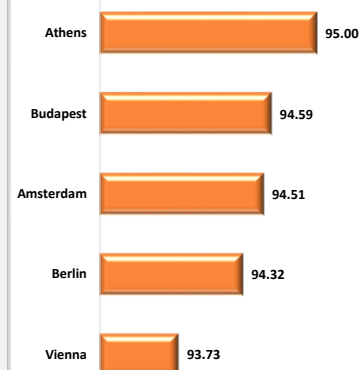
Day wise Avg Guest Satisfaction %



Room Type	Total Rev	Avg Guest Sat	Total RPC
Entire home/ap	8200285	68.00%	79.40
Private room	2605739	31.27%	85.32
Shared room	43554	0.73%	35.67
Grand Total	10849579	100.00%	80.34

City	Avg City Dis (km)	Avg Metro Dis (km)	Avg Guest Sat
Athens	1.80	0.48	95.00
Budapest	1.87	0.54	94.59
Amsterdam	2.83	1.09	94.51
Berlin	5.26	0.84	94.32
Vienna	3.14	0.53	93.73
Rome	3.03	0.82	93.12
Paris	3.00	0.23	92.04
Barcelona	2.12	0.44	91.11
Lisbon	1.97	0.71	91.09
Grand Total	2.68	0.60	93.10

Top 5 City wise Avg Guest Satisfaction





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### Statistical Overview & Recommendation

Anova: Single Factor

#### SUMMARY

Groups	Count	Sum	Average	Variance
Athens	5280	801208.9	151.7441	70692.2
Paris	5280	2367964	448.4781	123600.4
Vienna	3537	854477.2	241.5825	158202.8
Amsterdam	2080	1192075	<b>573.1128</b>	185466.7
Barcelona	2833	832204.2	293.7537	126357.4
Berlin	2484	607546	244.5838	55379.87
Budapest	4022	709937.5	176.5135	17198.96
Rome	5280	1374964	260.4099	16292.22
Lisbon	5280	1325904	251.1181	10964.42

#### ANOVA

Source of Variation	P-value
Between Groups	<b>0.00</b>
Within Groups	
Total	

Anova: Single Factor

#### SUMMARY

Groups	Count	Sum	Average	Variance
Entire home/apt	28264	8200285	<b>290.1318</b>	91076.94
Private room	13134	2605739	198.3965	45718.35
Shared room	316	43554.18	137.8297	5551.63

#### ANOVA

Source of Variation	P-value
Between Groups	<b>0.00</b>
Within Groups	
Total	

t-Test: Two-Sample Assuming Unequal Variances

	Weekday	Weekend
Mean	257.004	<b>263.1934</b>
Variance	94363.52	61713.89
Observations	20886	20828
Hypothesized Mean Difference	0	
df	40007	
t Stat	-2.26292	
P(T<=t) one-tail	0.011823	
t Critical one-tail	1.644892	
P(T<=t) two-tail	<b>0.023646</b>	
t Critical two-tail	1.960023	

#### Recommendation: 01

Here within different cities Anova analysis has made regarding point out from which city is making the glamorous revenue. As per the P value from ANOVA which is less than **0.05**, where we can focus that Amsterdam has earned more revenue averagly than others.

we can draw an impression that,

**Amsterdam has more attraction areas to visit .  
Next investement, Promtional activities should be more focused on Amsterdam than the others.  
This city is will be Hot Cake.**

#### Recommendation: 02

Here within different cities Anova analysis has made regarding point out from which Room types is making the glamorous revenue. As per the P value from ANOVA which is less than **0.05**, where we can focus that Entire Home/App has earned more revenue averagly than others.

we can draw an impression that,

**1 .Customers are focusing one stop service where they can enjoy full benifits from a bookings.  
2. Next investement, Promtional activities should be more focused on  
Entire Home/Apt han the others.  
3. Entire Home/Apt will be the market leader in that industry.**

#### Recommendation: 03

Here within different cities Anova analysis has made regarding point out from which Room types is making the glamorous revenue. As per the P value from ANOVA which is less than **0.05**, where we can focus that Entire Weekend has earned more revenue averagly than others.

we can draw an impression that,

**1. Customers have more free time than the weekday where they can enjoy their qualityful time by traveling.  
2. Next investement, Promtional activities should be more focused on weekend than the others.  
3. By focusing weekend their will be higher probability to bring new services in bookings which will be another profitable business unit.**