

AIRBNB LISTING ANALYSIS

Insights through exploratory data analysis



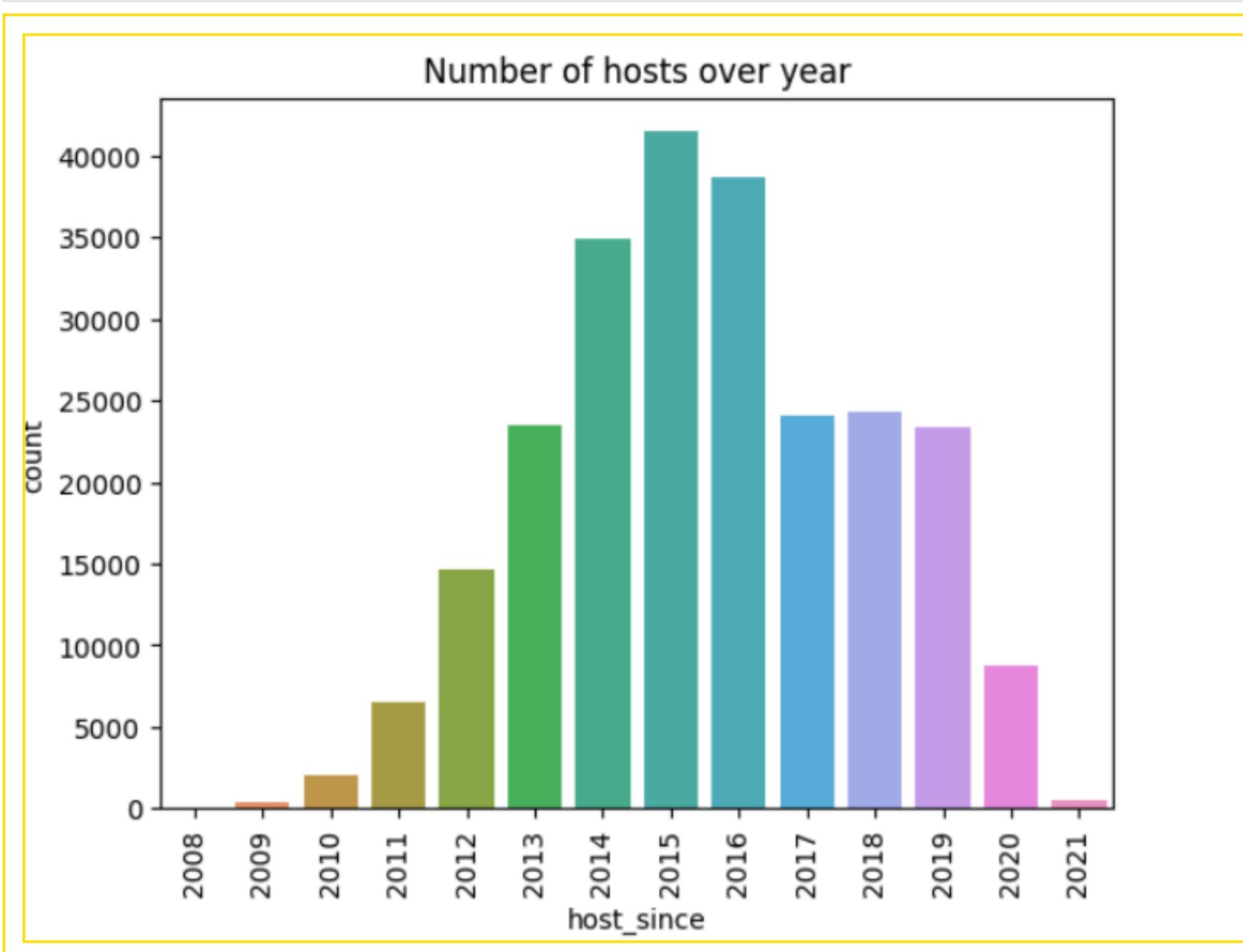
PROBLEM- STATEMENT

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AirBnB is an online marketplace for short/long term homestays and experiences in various countries and regions

Here we analyze the AirBnB data history from ten cities to understand the impact of 2015 regulations on AirBnB and the factors that affect the prices especially in Paris.

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plt.xticks(rotation=90)
sns.countplot(x=new_df["host_since"].dt.year).set(title="Number of hosts over year")
plt.show()
```

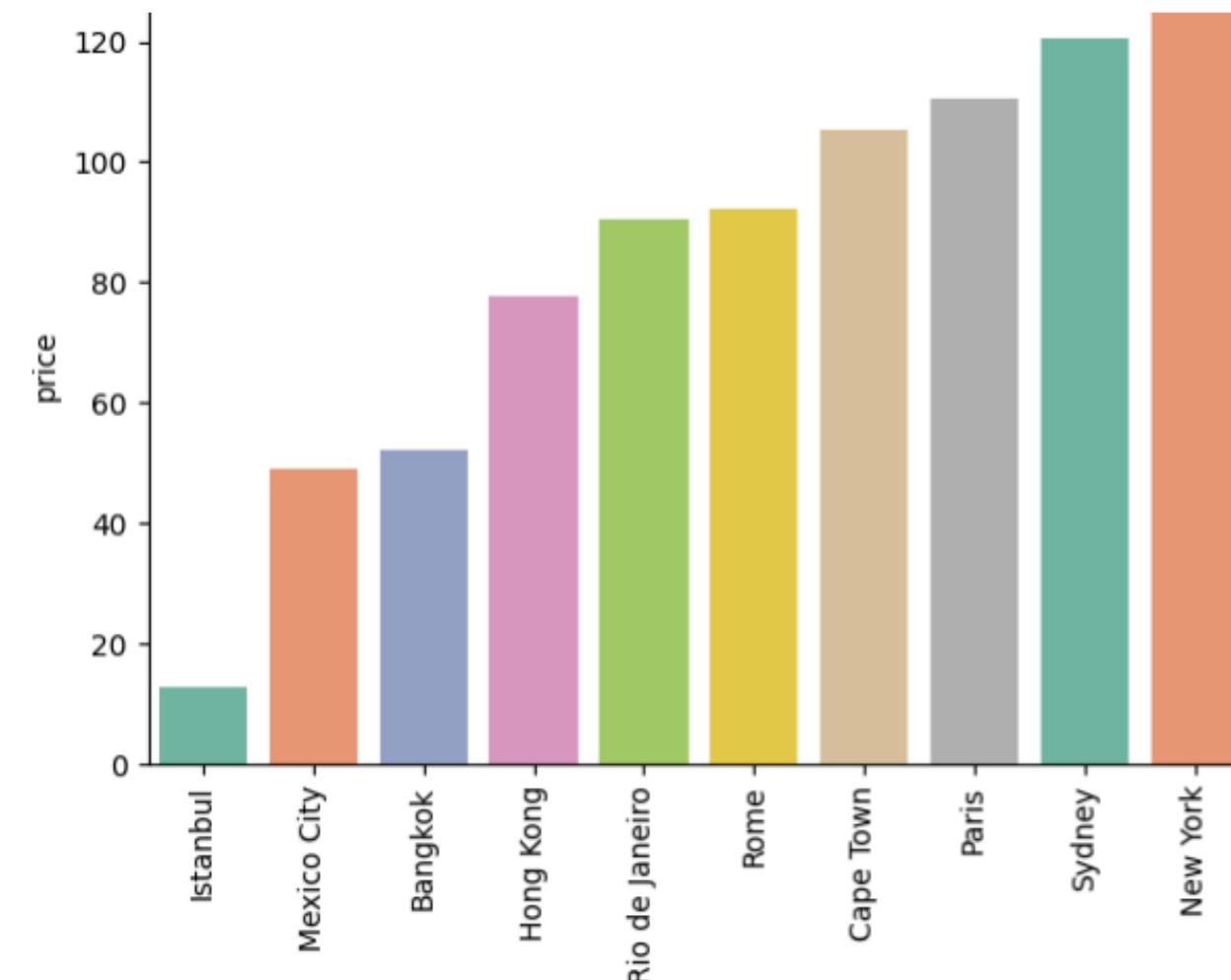
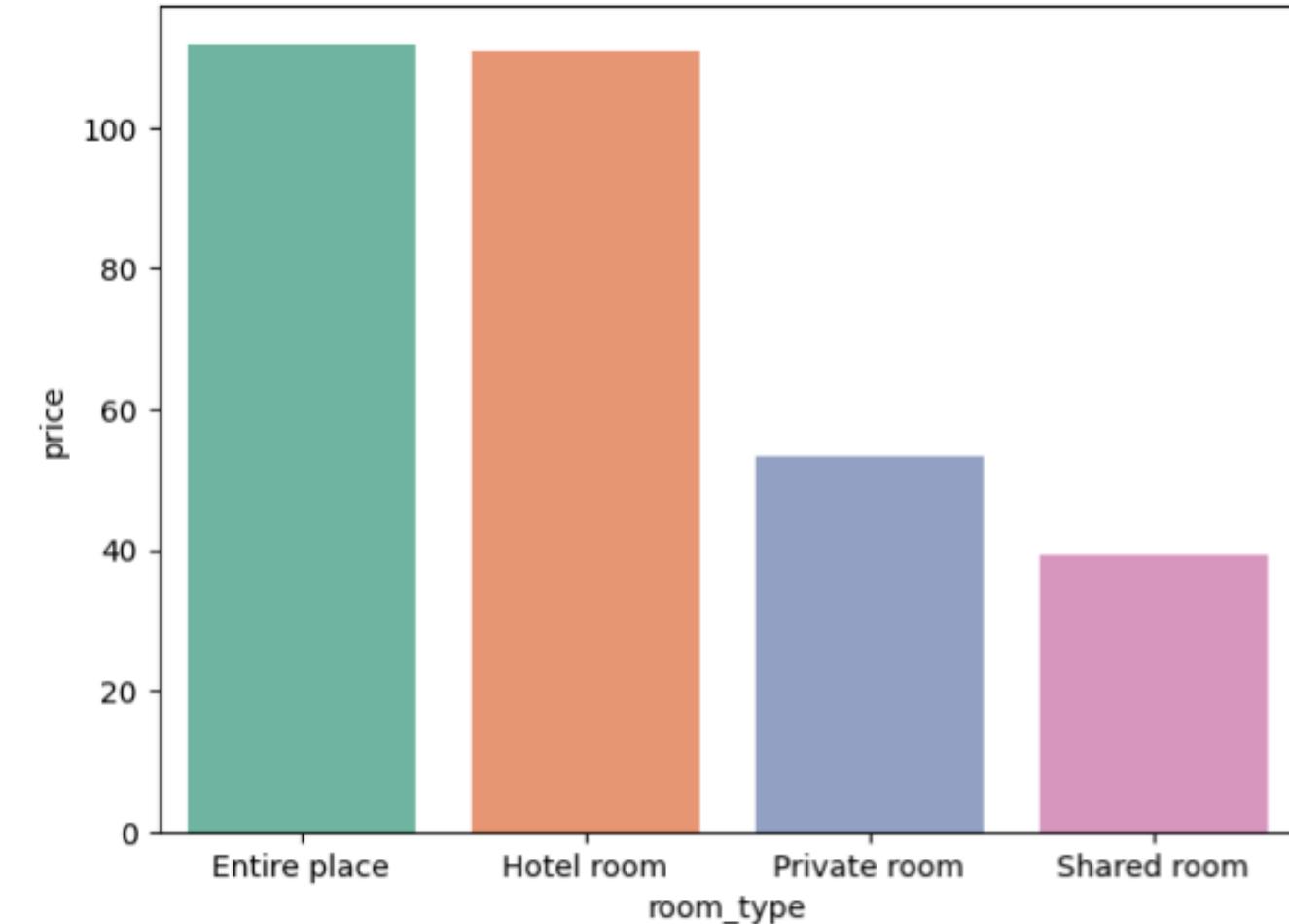


WHAT INSIGHTS DO YOU HAVE ABOUT THE IMPACT OF THE 2015 REGULATIONS ON AIRBNB ?

- In many cities, the activities of peer-to-peer accommodation platforms facilitators were breaching existing regulations, in others, their activities were unregulated
- In 2016 AirBnB business grown at it's peak due to wide publicity it got through the new rules and regulations came in to force in the field of online peer-to-peer accommodation trading platform

WHICH ATTRIBUTES HAVE THE BIGGEST INFLUENCE IN PRICE ?

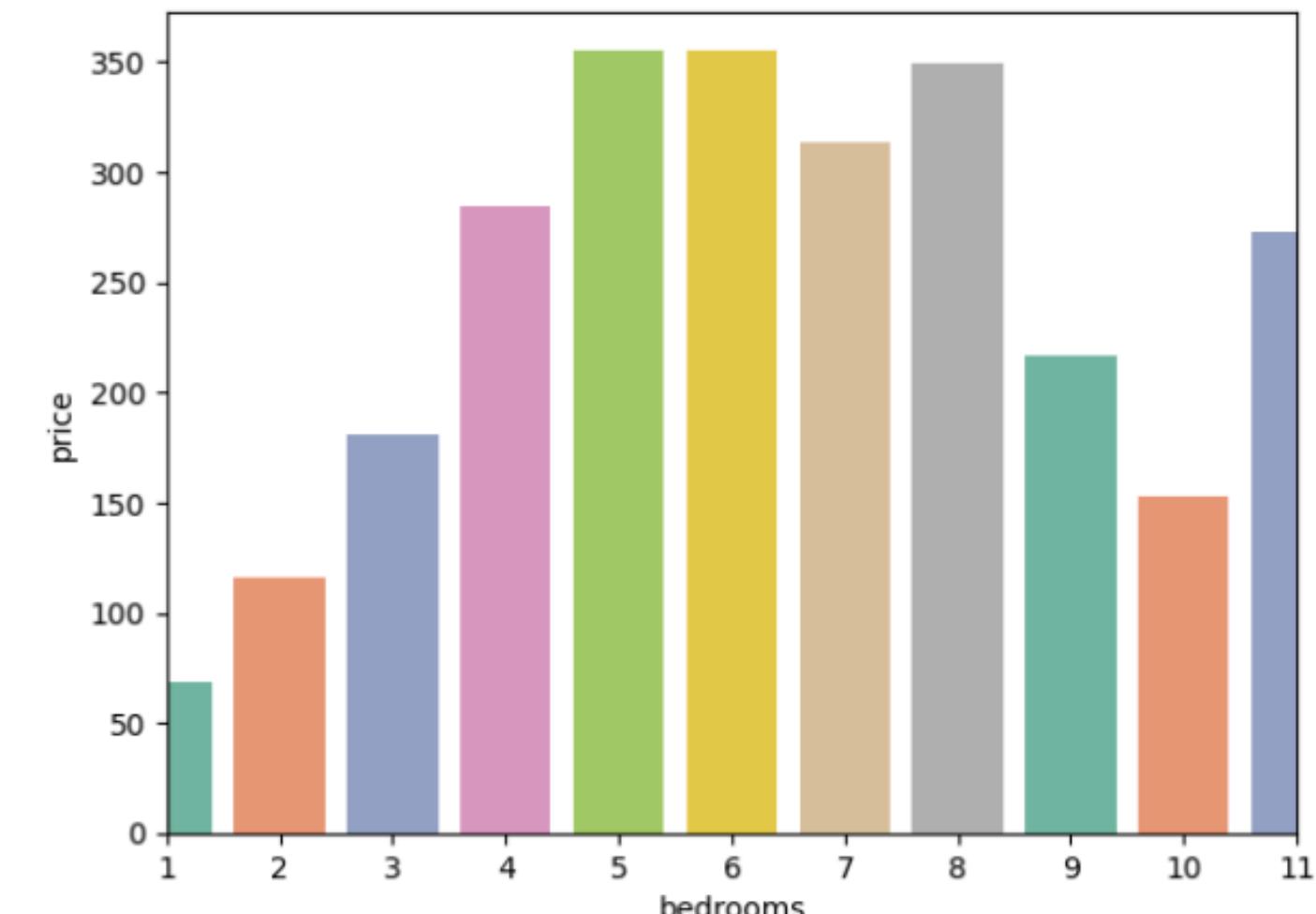
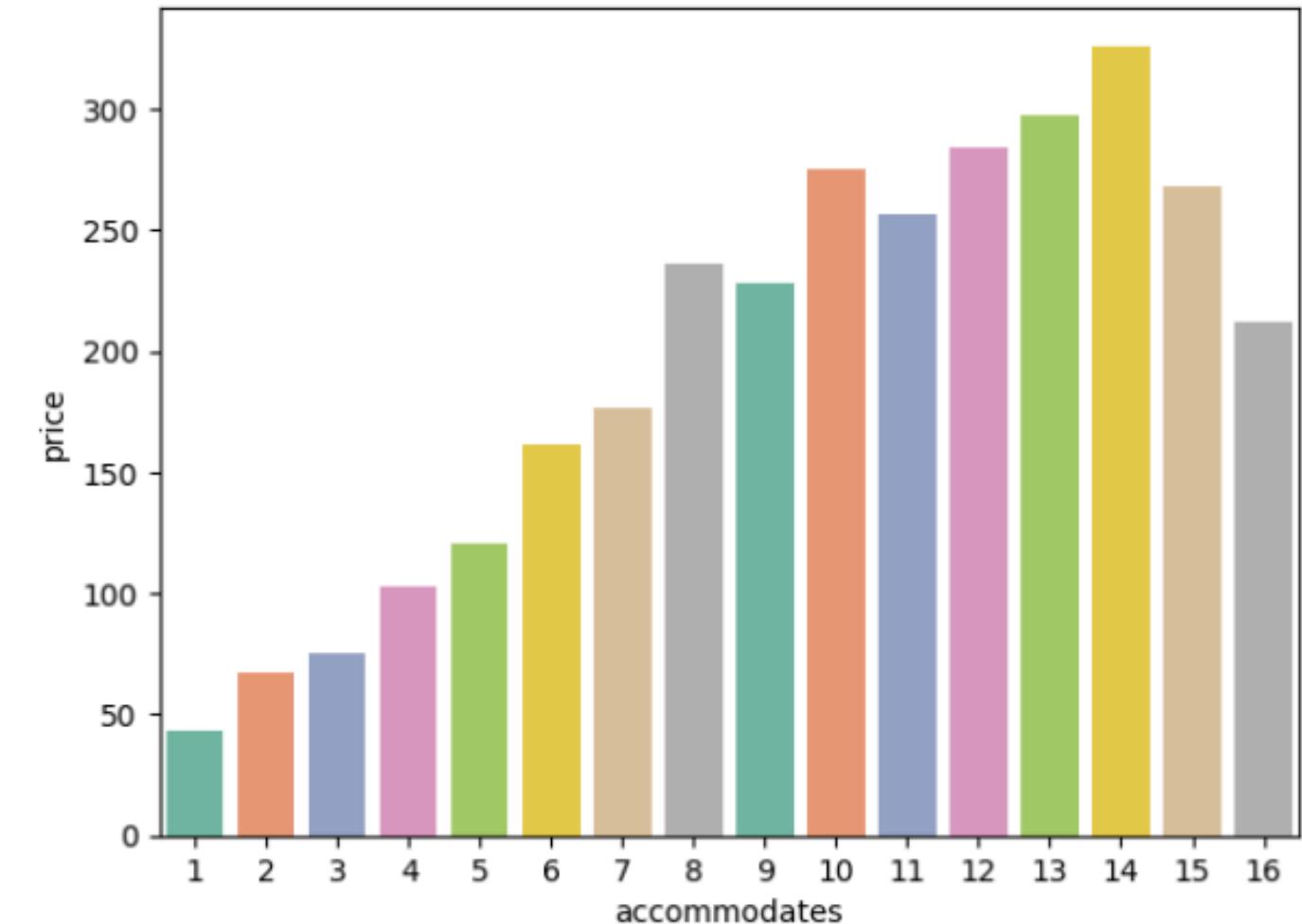
- *Room types*
 - Renting an Entire place/Hotels rooms is twice expensive than renting a private/shared room
- *City*
 - Price in Istanbul is 10 times lower than price in New York.
 - Expensive of renting a property in New York, Paris, Sydney is high



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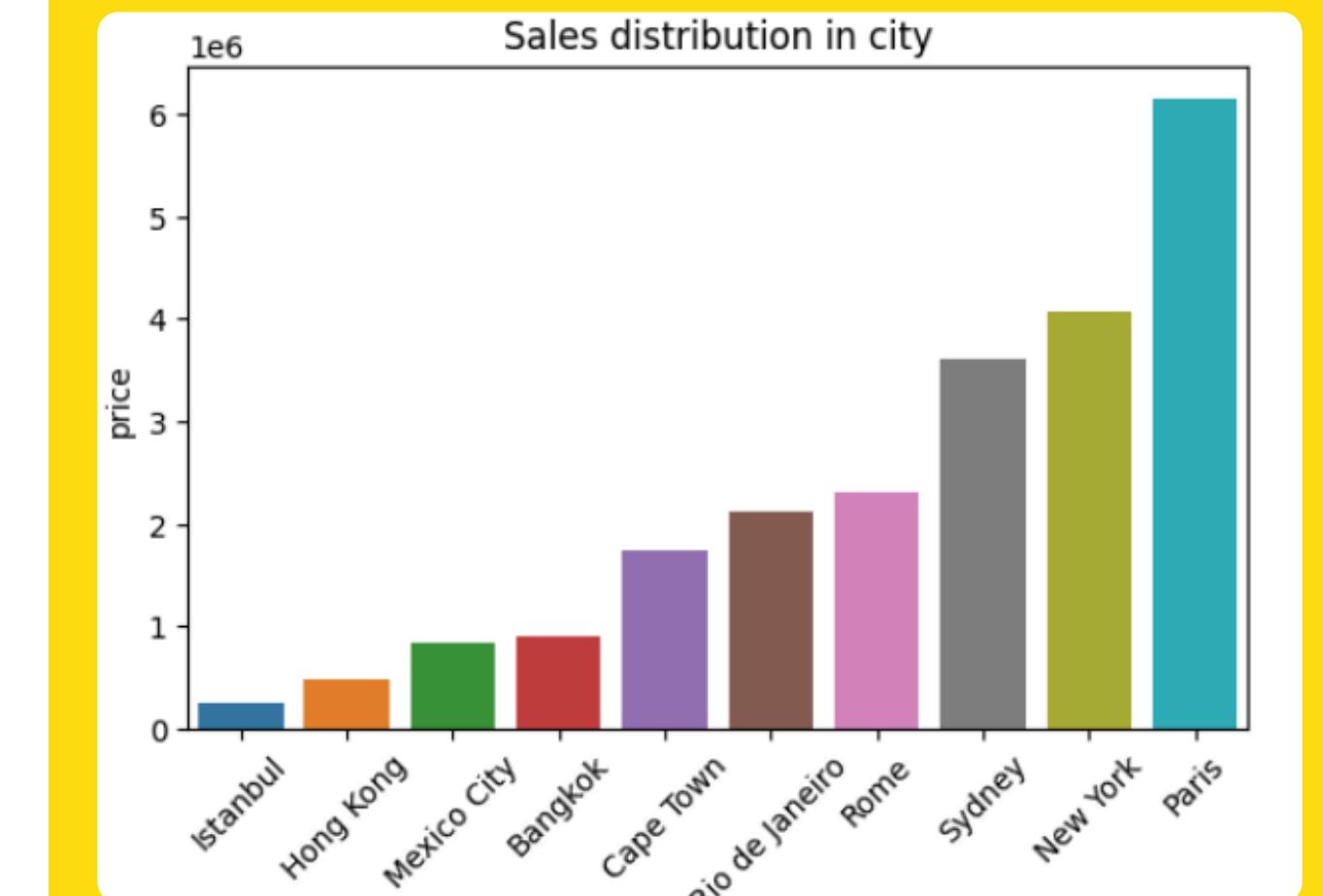
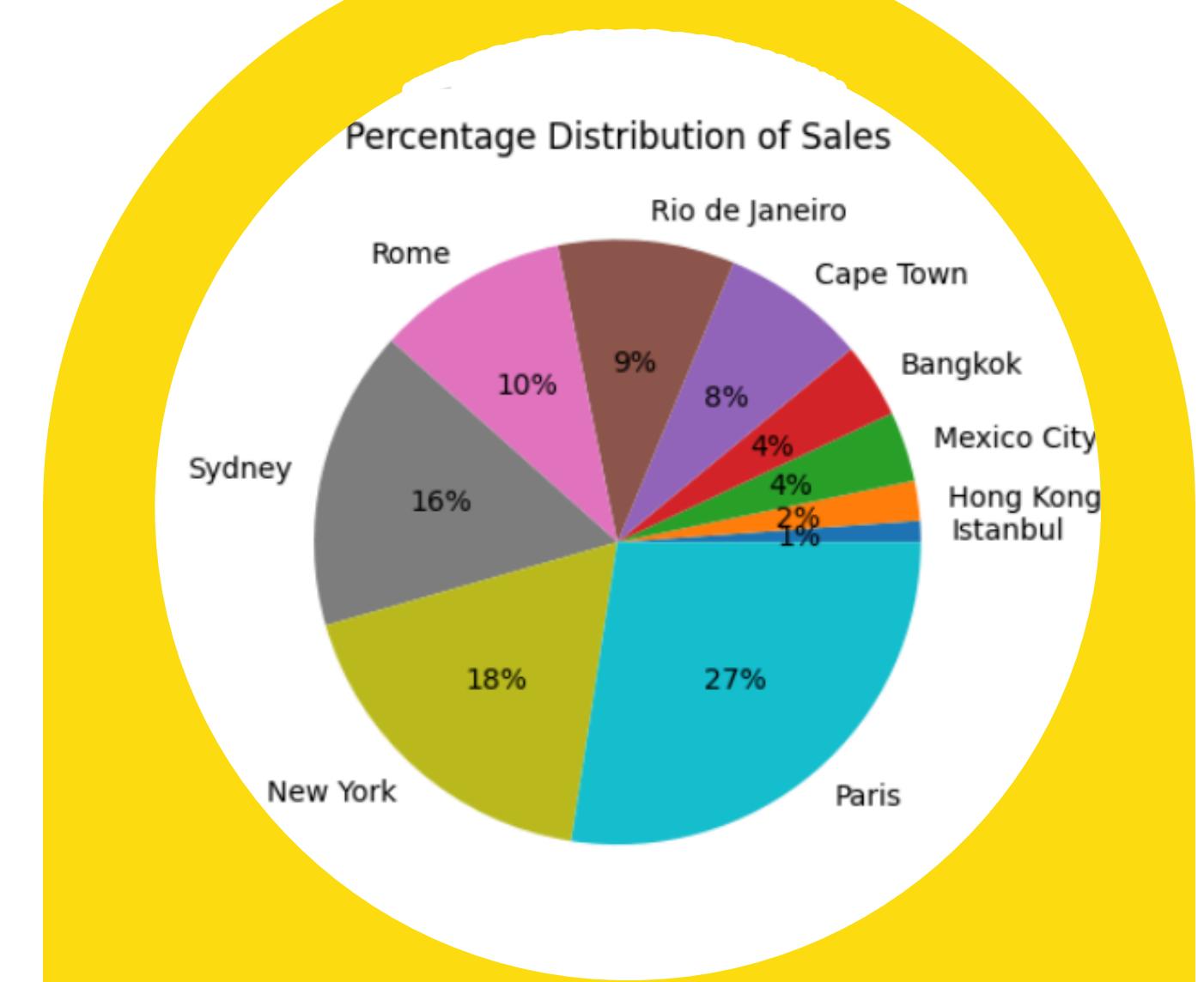
- *Accommodates*
 - The average price of property increases linearly with number of accommodates.
 - Majority of the hosts provide one/two accommodates property.
- *Bedrooms*
 - Price increases as the number of bedrooms increase. More demand is for property with one bedroom

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WHICH CITY GENERATES MOST SALES IN AIRBNB ?

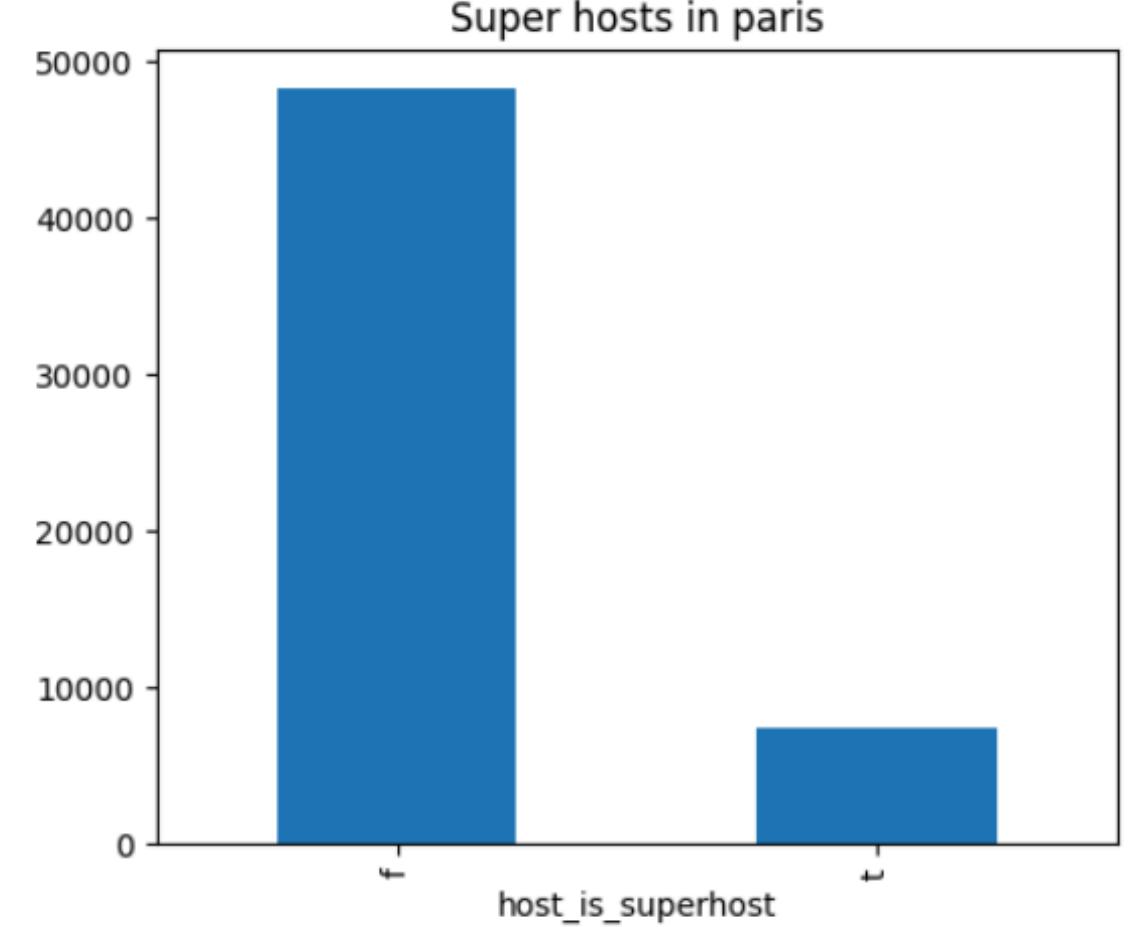
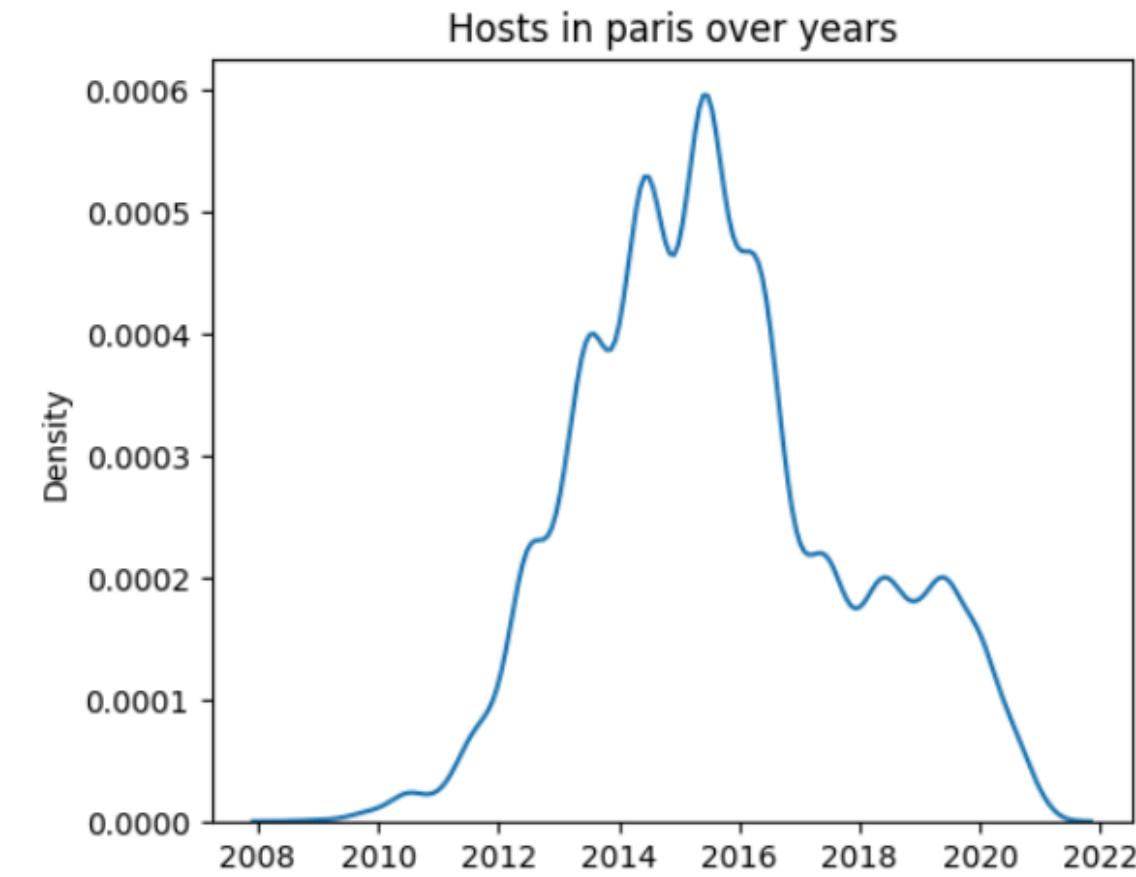
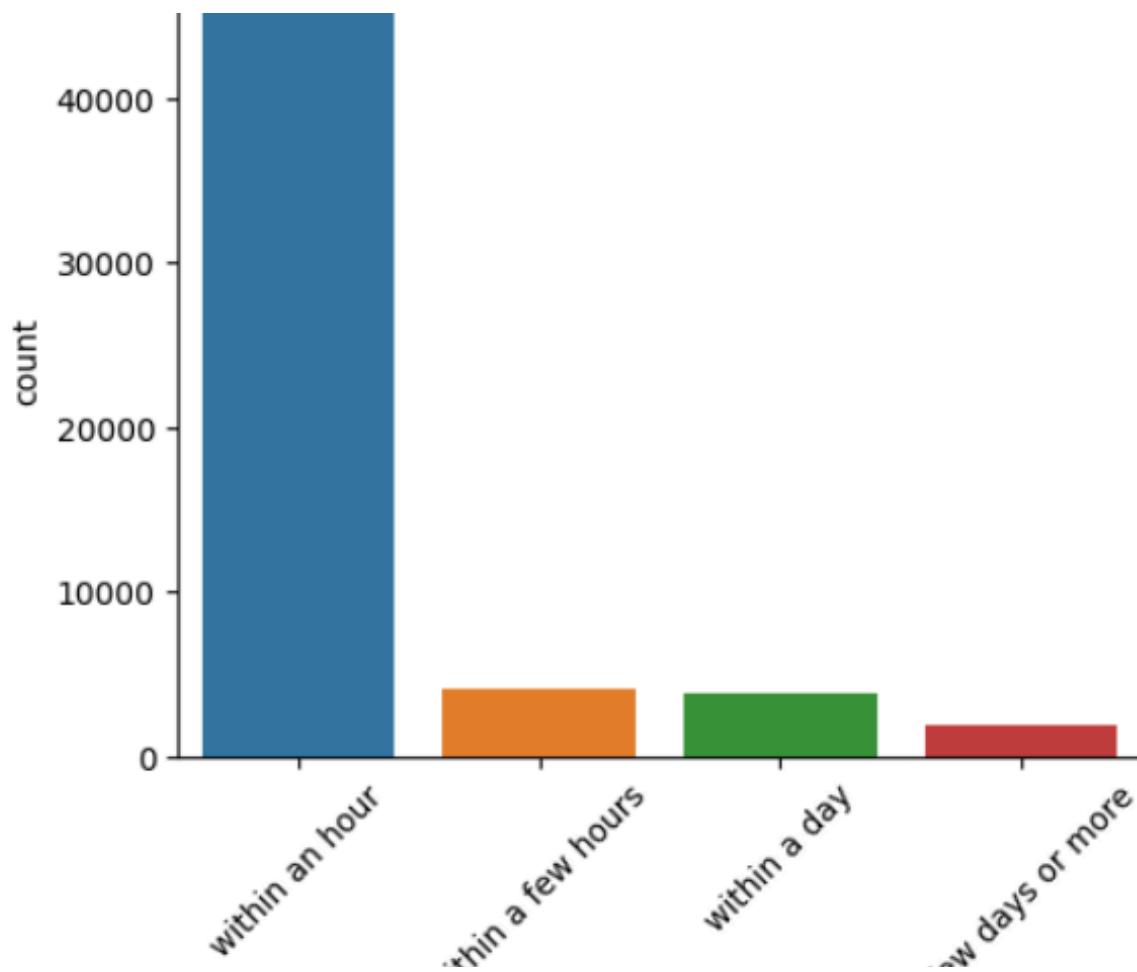
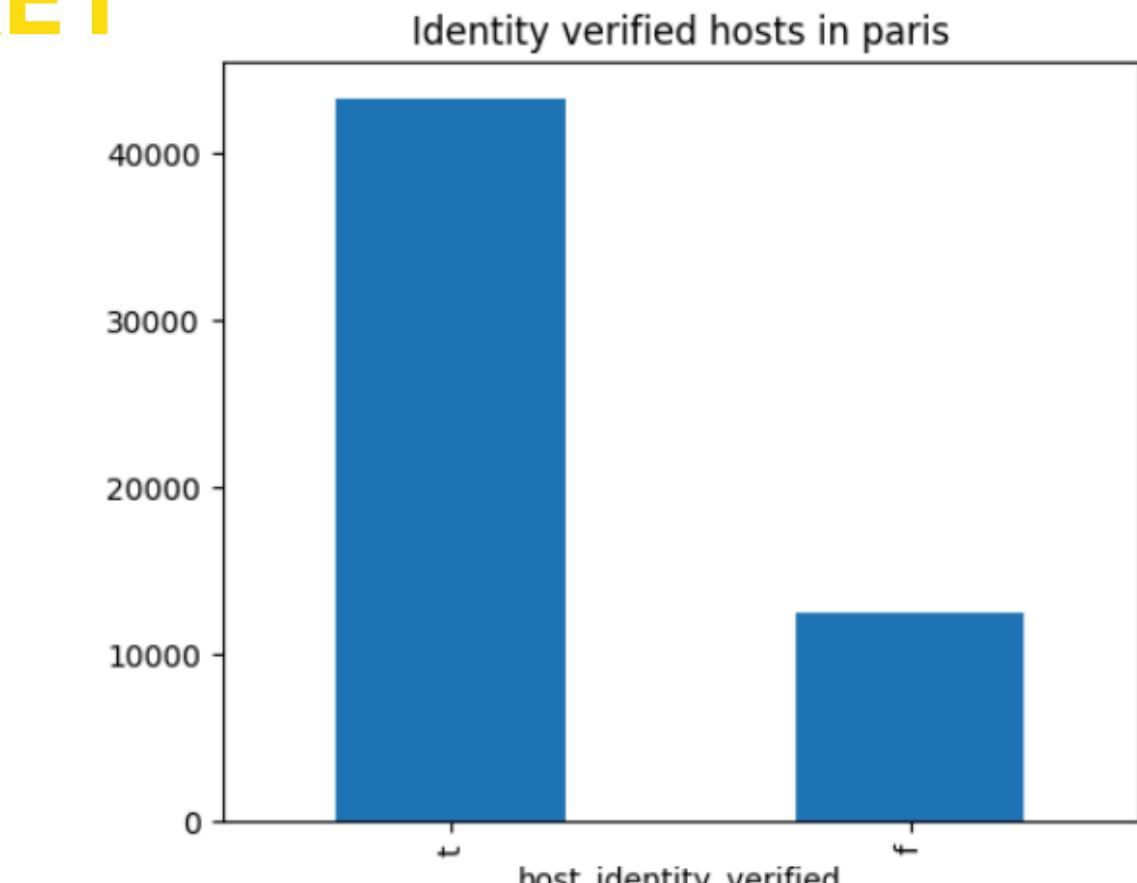
- Paris contributes the highest, 27% in the total sales
- Istanbul contributes the lowest sales, 1% and lowest average price per property
- Sydney, New York, Paris together makes more than 60% of the sales



ANALYSE AIRBNB MARKET IN PARIS

- An Airbnb Super host is a top-rated host who consistently provides excellent hospitality. And super hosts are very less in Paris
- Majority of the properties in Paris is by verified hosts
- After starting in 2008, AirBnB grown in Paris and peaked at 2016.
- The average response time in Paris is really low. Majority of the time customers get replays with in an hour

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INSIGHTS

- AirBnB started at 2008. Due to the new rules, regulations and laws in the peer-to-peer accommodation platforms, the publicity of Airbnb led to its golden period in 2016.
- Room types, number of bedrooms, accommodates and the city where the property resides define the price of the property.
- Price increases as the number of accommodates and bedrooms increase.
- 27% of revenue of Airbnb is from Paris.
- Istanbul is the lowest revenue generating city (1%)





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THANK
YOU

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