Hotel Aggregator Analysis

•••

A the hotel aggregator (HA) is simply a hotel aggregator is a business that leases your entire hotel property or a specific number of rooms and takes charge of business management and other operational duties to help you see a good profit. The hotel aggregator who don't get a good number of bookings and generate your revenue. They then lease the hotel rooms for a fee. If the employees sell the same rooms for a cost it is lease and sign an agreement. Now, the aggregator brings certain modifications to the property as per the Standard Operating Procedures (SOP) to generate profit.

Hot aggregators are responsible for the marketing and reputation of the hotel. To attain this, they rebrand your hotel and also try to enhance the look and feel of the property. In addition to this, they look for ways to grab customers' attention and ensure you get a high number of loyal fan to your network. This can be done by caring their own portal or updating it on various of on travel platforms. That way your customers get to see with accurate and relevant information. You will aid them in obtaining their HA network.

Online Travel Aggregator (OTA) or simply a hotel aggregator is a business that leases your entire hotel property or a specific number of rooms and takes charge of business management and other operational duties to help you see a good profit. The hotel aggregators pick properties that don't get a good number of bookings and generate good revenue. They then meet the hotel owner for a deal. If the deal goes well the owner rents the property on lease and signs an agreement. Now, the aggregator brings certain modifications to the property as per the Standard Operating Procedures (SOP) to generate profit.

The aggregators are responsible for the marketing and reputation of the hotel. To attain this, they rebrand your hotel and also try to enhance the look and feel of the property. In addition to this, they look for ways to grab customers' attention and ensure you get a high number of footfall to your website. This can be done by using their own portal or updating it on various other travel platforms. This way your customers get to see only accurate and relevant information that will aid them in planning their trip properly.

Geographical Insights

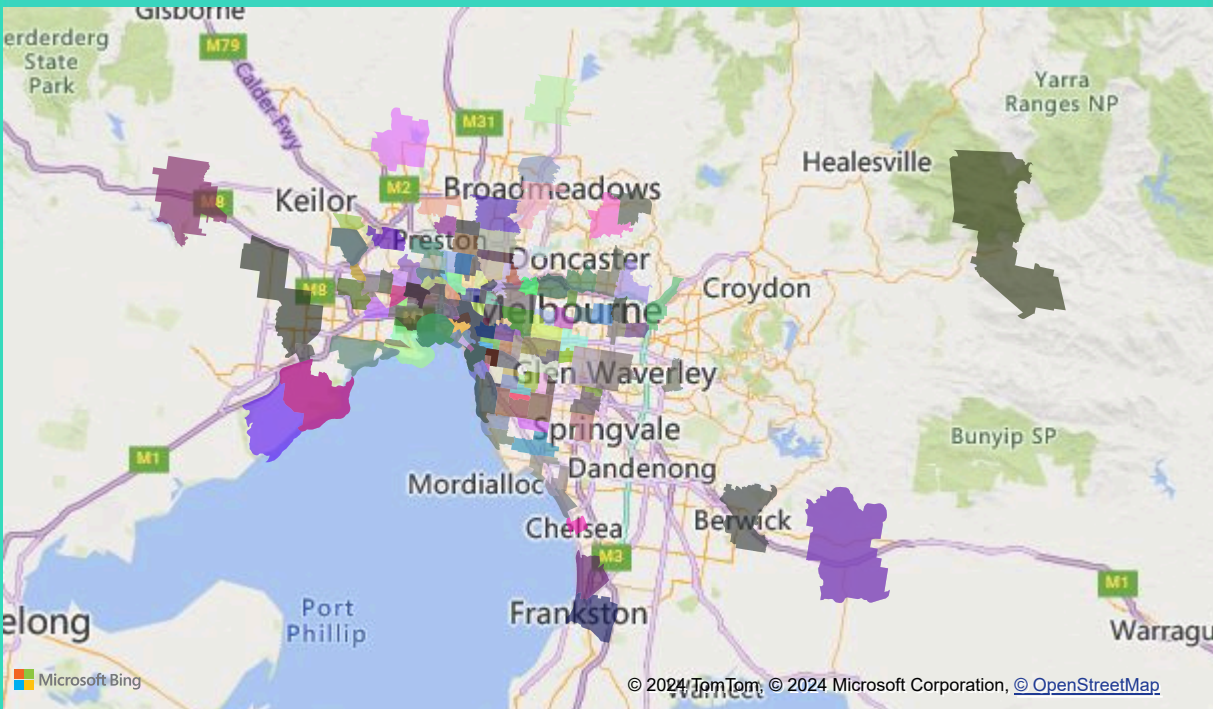| 2916	466K	4.73	accommodates	room_type
Count of id	host_total_listings_...	Average of review_...	1 16	☐ Entire home/apt ☐ Hotel room ☐ Private room

host_location and neighbourhood

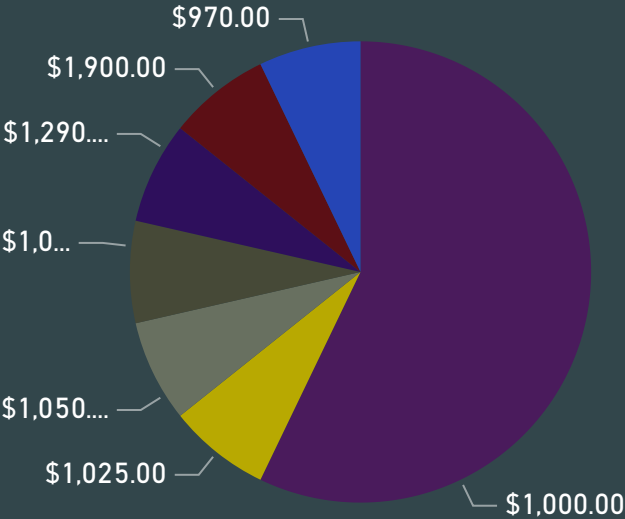**neighbourhood** ● Abbo... ● Albert... ● Albio... ● Alphi... ● Alton... ● Arma... ▶

© 2024 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap

neighbourhood and Listing Location

Listing Location ● Apart... ● Apart... ● Barn i... ● Barn i... ● Bed ... ▶

© 2024 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap

Pricing and Availability Analysis

7 Most Expensive Listings

Pie chart labels: $970.00, $1,900.00, $1,290...., $1,0..., $1,050...., $1,025.00, $1,000.00

Listing Be... ⌄
- ☐ 0 baths
- ☐ 1 bath
- ☐ 1 bed
- ☐ 1 private ...

Listing Rating ⌄
- ☐ ★1.50
- ☐ ★1.80
- ☐ ★2.0
- ☐ ★3.14
- ☐ ★3.25

room_type ⌄
- ☐ Entire home/apt
- ☐ Hotel room
- ☐ Private room

Accommodates ⌄
| 1 | 16 |

Availablity by Listing Location

● availability_30   ● availability_60   ● availability_90   ● availability_365
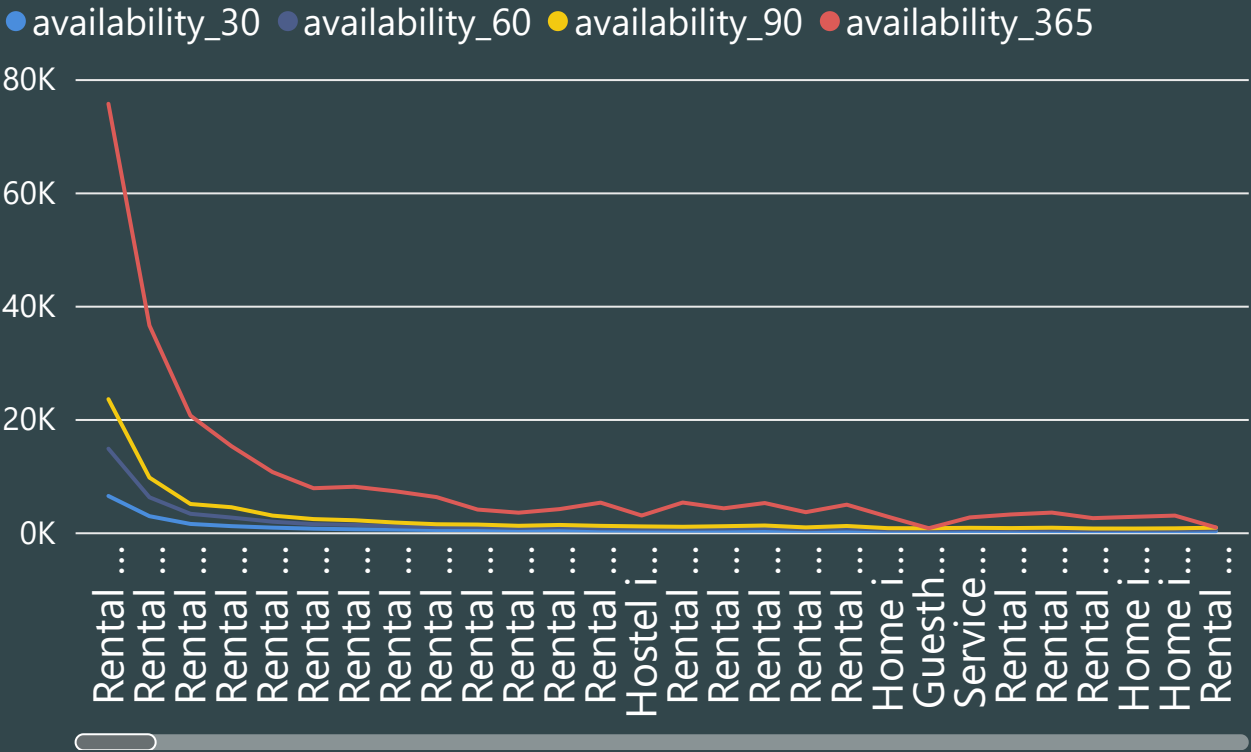
has_availability	availability_30	availability_60	availability_90	av
t	30143	68885	109711	
f	36	66	96	
Total	**30179**	**68951**	**109807**	

Pricing and Availability Analysis

property_type	First price
Barn	$151.00
Boat	$268.00
Earthen home	$319.00
Entire bungalow	$100.00
Entire cabin	$250.00
Entire condo	$100.00
Entire cottage	$121.00
Entire guest suite	$100.00
Entire guesthouse	$110.00
Entire home	$1,000.00
Entire loft	$102.00
Entire place	$146.00
Entire rental unit	$1,000.00
Total	**$1,000.00**

price	Listing Location
▽ $383.00	Villa in Point Cook
▽ $138.00	Villa in Mount Waverley
▽ $172.00	Villa in Carnegie
▽ $130.00	Villa in Brunswick West
▽ $721.00	Villa in Bentleigh
▽ $123.00	Vacation home in Melbourne
▽ $142.00	Vacation home in Melbourne
▽ $148.00	Vacation home in Malvern East
▽ $153.00	Townhouse in Yarraville
▽ $395.00	Townhouse in Williamstown
▽ $325.00	Townhouse in West Melbourne
▽ $370.00	Townhouse in West Melbourne
▽ $175.00	Townhouse in Thornbury
▽ $179.00	Townhouse in St Kilda East
Total	

Accommodates ⌄

1

16

room_type ⌄
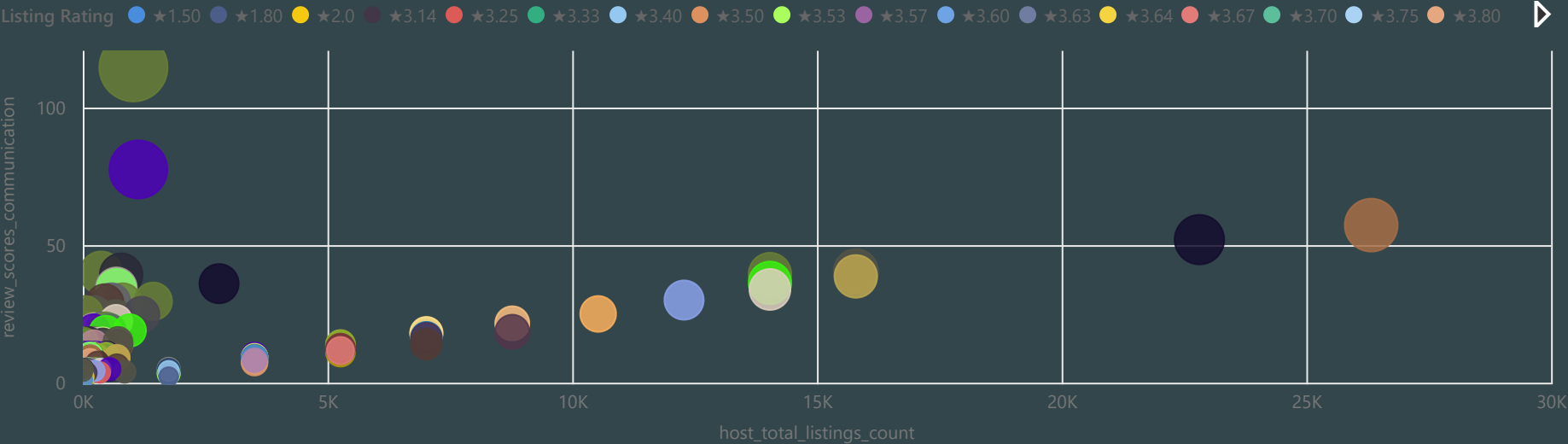☐ Entire home/apt
☐ Hotel room
☐ Private room

Host Performance

Comparing Hosts,Listing Location and Review Scores

Listing Rating ● ★1.50 ● ★1.80 ● ★2.0 ● ★3.14 ● ★3.25 ● ★3.33 ● ★3.40 ● ★3.50 ● ★3.53 ● ★3.57 ● ★3.60 ● ★3.63 ● ★3.64 ● ★3.67 ● ★3.70 ● ★3.75 ● ★3.80 ▶

Top Hosts based on Response Time,Rates,Superhost Status and by Verifications .

host_name ▲	First host_response_rate	First host_response_time	First host_is_superhost	First host_verifications
A&E	100%	within an hour	t	['email', 'phone']
Aaron	100%	within an hour	t	['email', 'phone']
Abigail	100%	within an hour	t	['email', 'phone']
Aidan	100%	within an hour	t	['email', 'phone']
Aileen	100%	within an hour	t	['email', 'phone']
Ajmal	100%	within an hour	t	['email', 'phone']
Total	100%	within an hour	t	['email', 'phone', 'v

186K

number_of_reviews

room_type ⌄

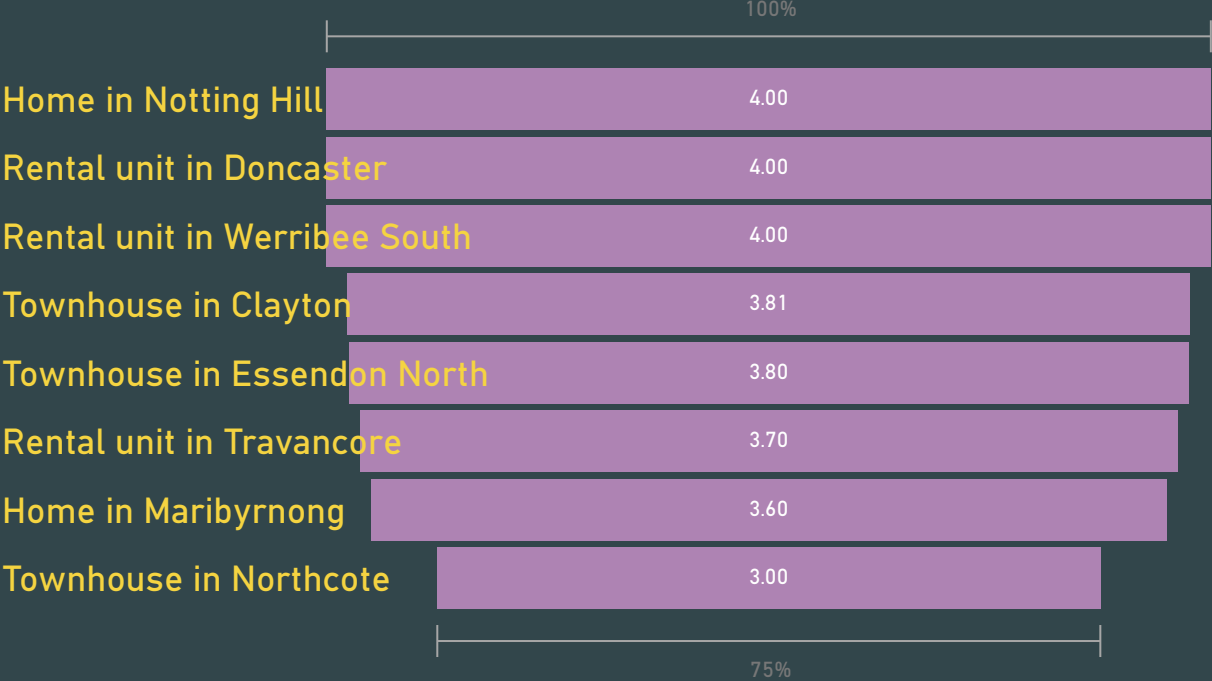☐ Entire home/apt
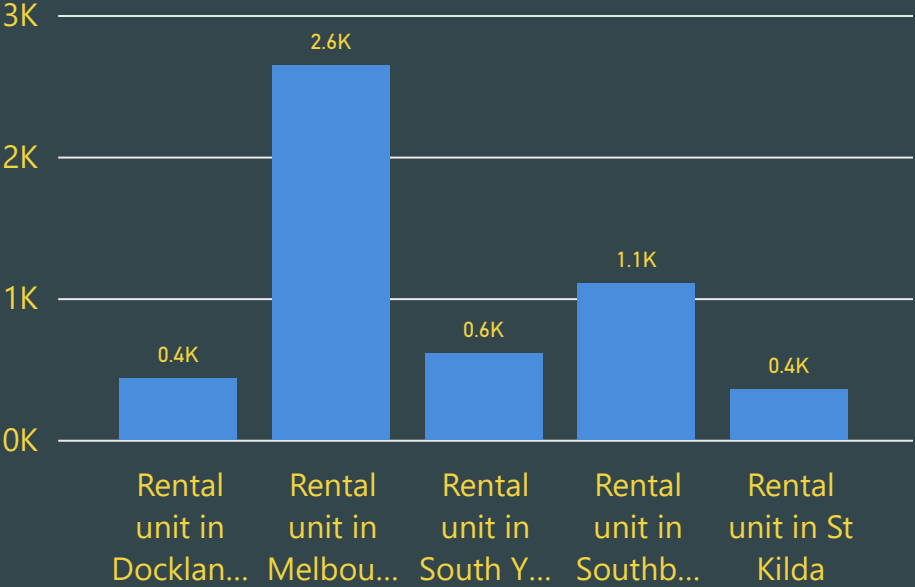☐ Hotel room
☐ Private room

29 June 2009

Earliest host_since

| 1 | 16 |

Comparing Listing Rating with Review Scores

Listing Rating	review_scores_cleanliness	review_scores_cor^
★5.0	1,549.75	
1 bedroom	488.00	
2 bedrooms	469.00	
★4.83	404.35	
★4.75	377.69	
★4.67	354.27	
★4.92	343.66	
★4.80	342.80	
★4.86	338.34	
★4.93	328.29	
Total	**13,693.49**	

Top Listing Location by Review Score Cleanliness

Home in Notting Hill	4.00
Rental unit in Doncaster	4.00
Rental unit in Werribee South	4.00
Townhouse in Clayton	3.81
Townhouse in Essendon North	3.80
Rental unit in Travancore	3.70
Home in Maribyrnong	3.60
Townhouse in Northcote	3.00

Top 5 Listing Location by Reviews

Top 5 Property Type by Ratings
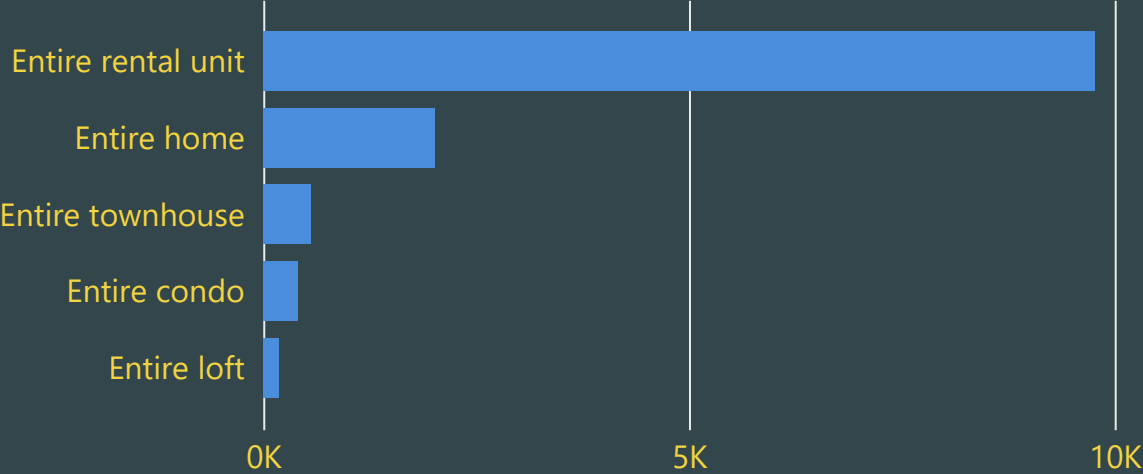
room_type

- ☐ Entire home/...
- ☐ Hotel room
- ☐ Private room

Accommo...

1

16

Problem Statement:

The objective is to explore key metrics,pricing,availability,host characteristics and review scores to derive actionable insights for improving the overall quality and competitiveness of the listings

Uncovered Insights from the Dashboard:

- The total number of ids are 2916.
- The least rated host is from rental unit in Hawthorn and South Yarra , they do not have availabilities for over 365 days so it is less rated among others.
- The most available and most reviewed listing is rental unit in melbourne and also it is considered as most visited by hosts
- The host MadeComfy has got max reviews over cleanliness, communication and accuracy.A&E has rated as one of top superhost.
- Accommodations upto 5 people uses price 1000$ to 1050$ and they all wanted to stay in entire rented units
- Most reviewed for cleanliness is Doncaster and least is Northocate.

Recommendation

- Most host visits listings which is clean , accurate and good communication.
- Most marketing and branding required to get noticed and extend visits.
- Hosts requires fun and activities to explore more. It might be recommended to conduct activities and most exploring nearby areas