AIRBNB LISTINGS ANALYSIS

Bhagyavantha

SITUATION

You've just been hired as Performance Analyst for AirBnB, a platform that allows individuals to rent out their home for travellers.
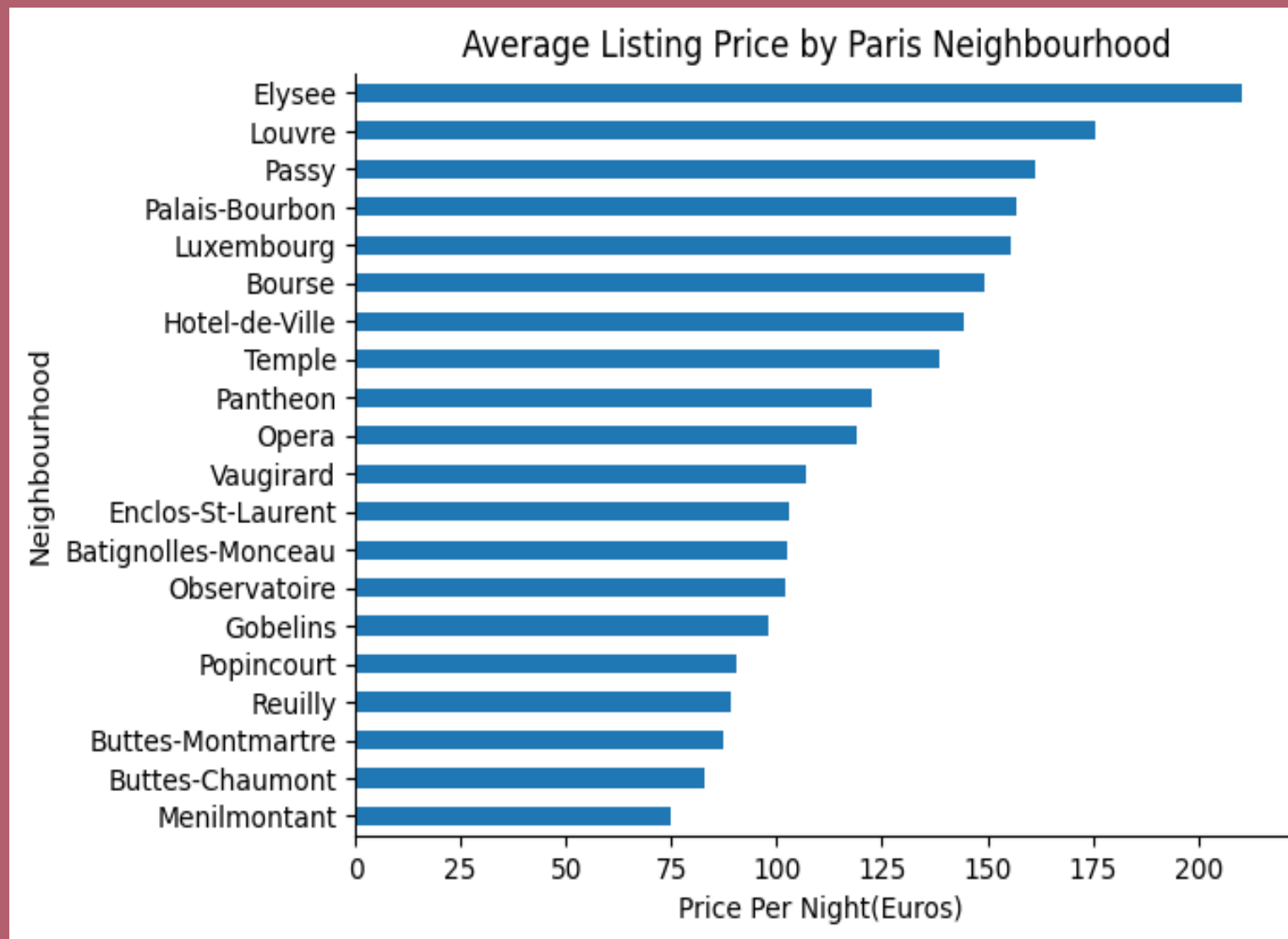
CHALLENGES

As AirBnB has grown popularity, it has increasingly become the focus of regulations designed to limit the number of properties listed in each city.

The task is to analyze Paris listings, with a focus on pricing. Leadership wants a visual summary of factors affecting pricing and whether regulations adopted in 2015 impacted listings in the Paris market.

OBJECTIVES

- Explore and profile the data to correct any quality issues.
- Prepare and reformat the data for visualization.
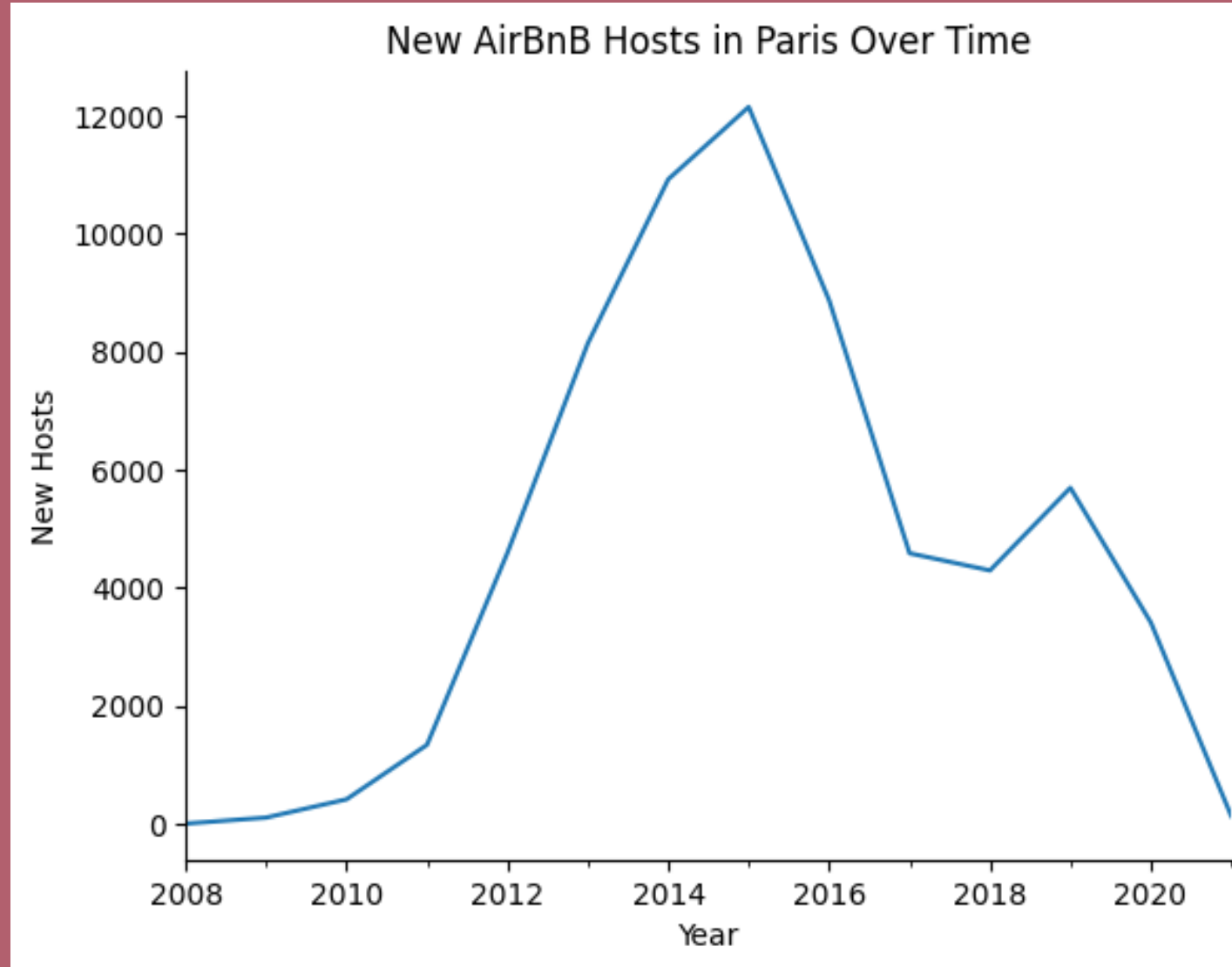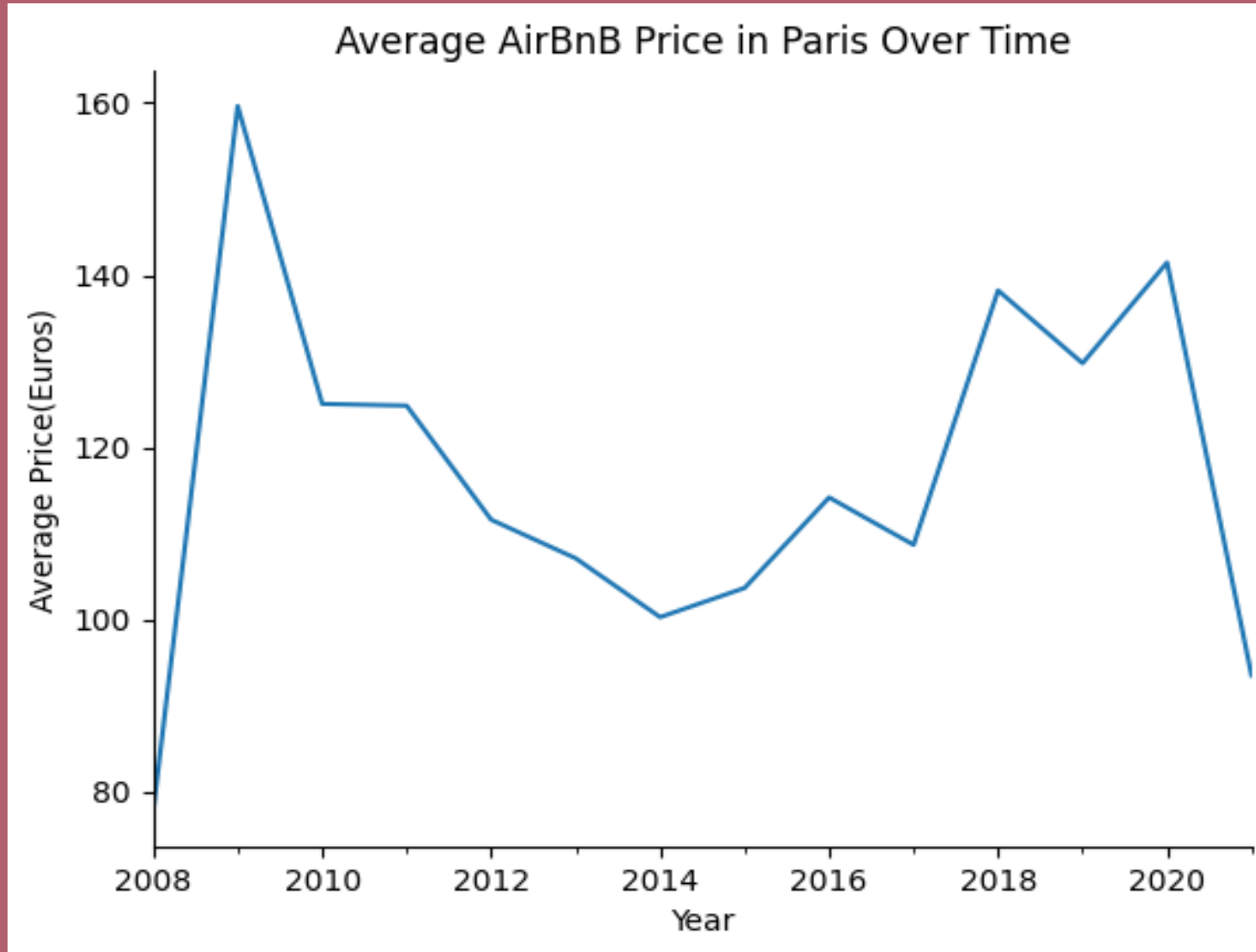- Visualize the data and identify key insights and recommendations.
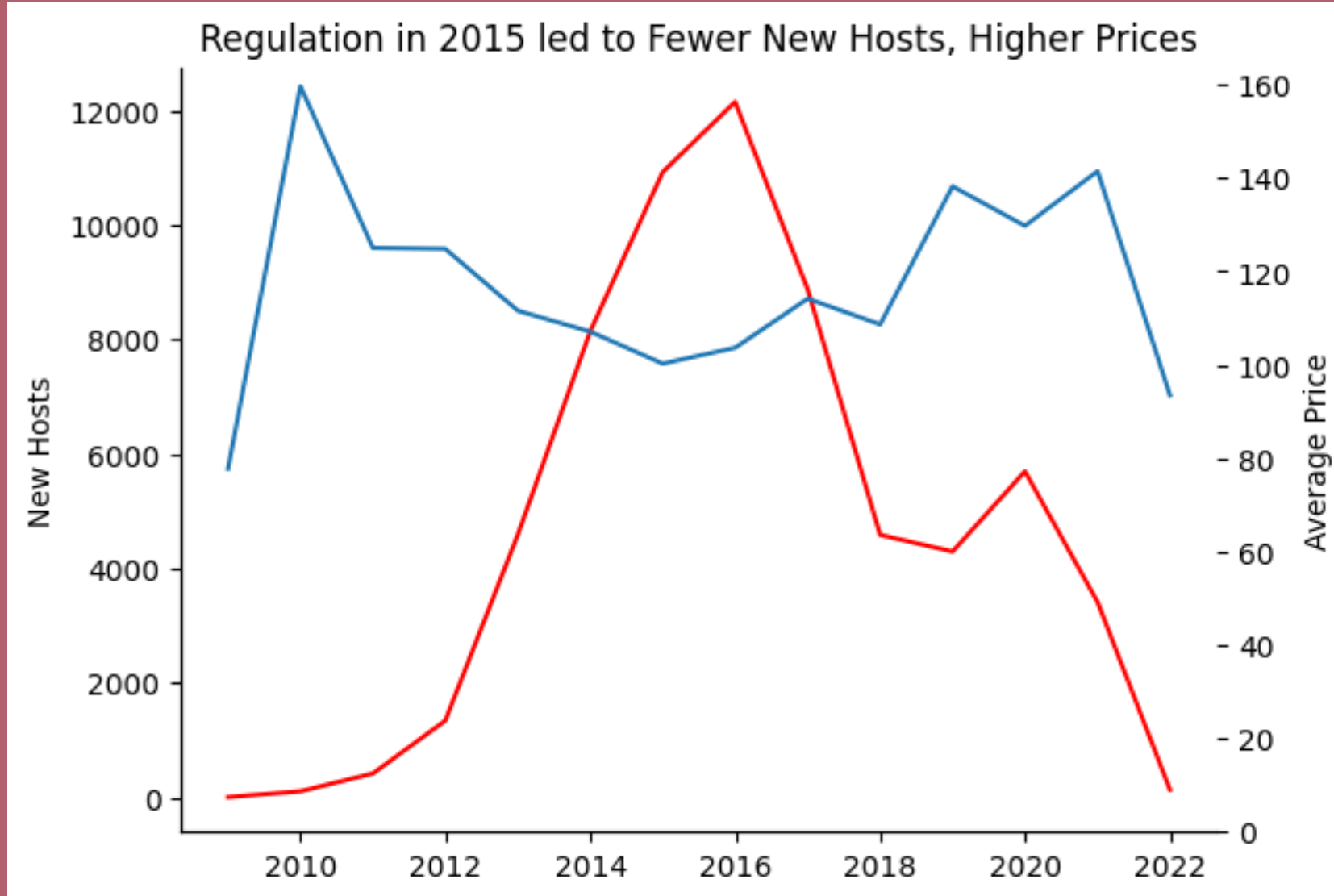
INSIGHTS

Average Listing Price by Paris Neighbourhood

INSIGHTS

Average Listing Price by Paris Accommodates

INSIGHTS

New AirBnB Hosts in Paris Over Time

INSIGHTS

Average AirBnB Price in Paris Over Time

Regulation in 2015 led to Fewer New Hosts, Higher Prices

Findings

- New hosts were initially low in neighbourhood but it increased gradually over time.
- Regulations introduced in the 2015 has affected for decrease in new hosts around neighbourhood.
- The avg price were also high in the initial period of AirBnB but as hosts increased avg prices became low.
- The Regulations of 2015 has positive impact on avg price as decrease in hosts, the avg prices were increased.
- But from 2020 we can see decrease in avg price as the period of Covid-19 has affected the business.

THANK YOU !

BHAGYAVANTHA