

HOTEL AGGREGATOR ANALYSIS

BY: EMMANUEL NNANNA ORJI



INTRODUCTION

A photograph of a classical building facade at dusk or night. The building features intricate gold-colored decorations above the windows. A large, illuminated sign on a balcony reads "HOTEL" in bold, white, serif capital letters. Below the balcony, there's a dark entrance area with vertical columns.

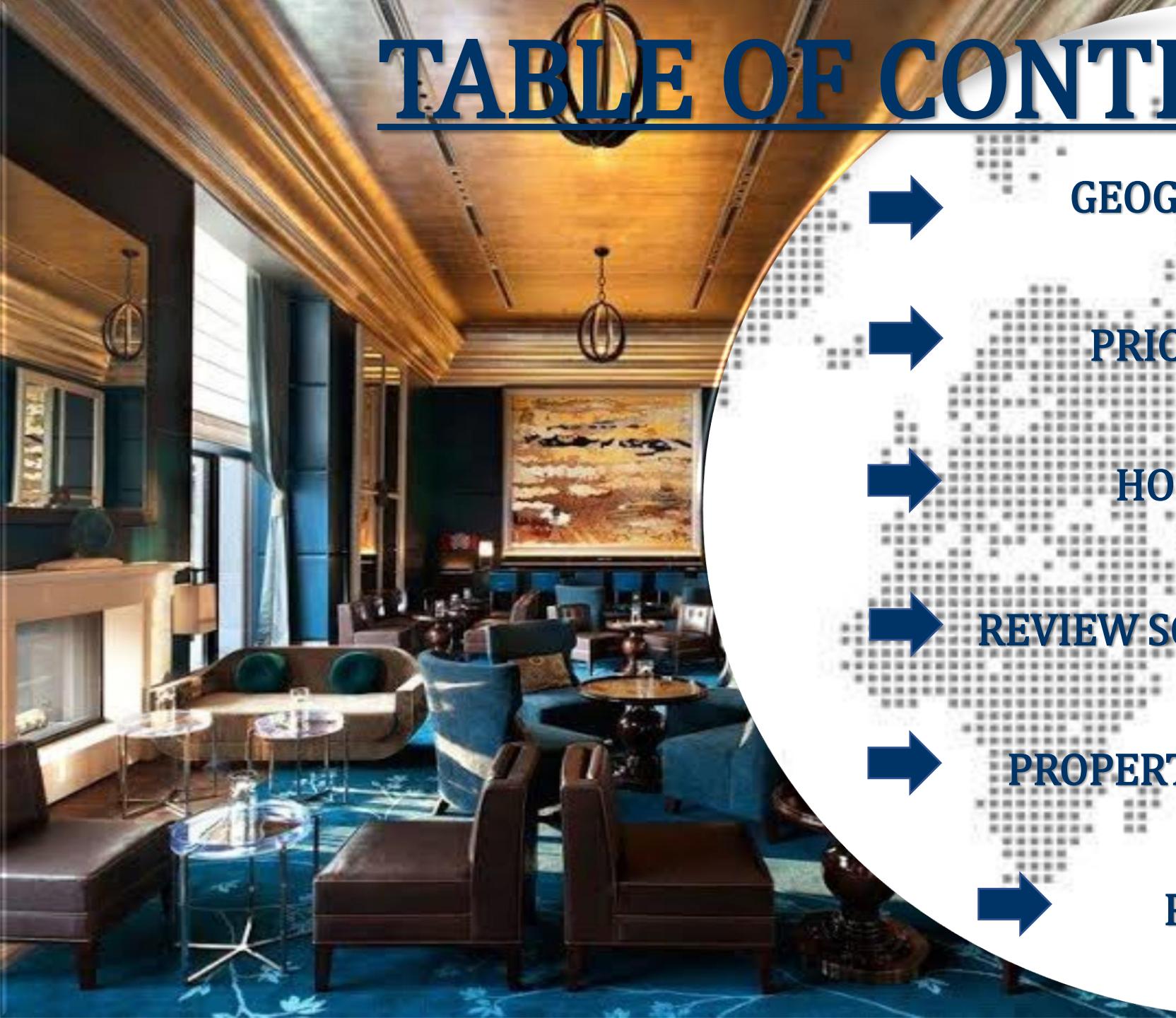
Welcome to my internship project focused on analyzing hotel aggregator listings using Power BI. Dive into a rich dataset covering listings, hosts, reviews, and availability. My goal is to extract actionable insights, uncover trends, and enhance listing competitiveness through data-driven analysis. Join me in this journey of innovation and strategic decision-making.

PROBLEM STATEMENT



This internship project aims to analyze a dataset of hotel aggregator listings using Power BI. The dataset comprises various attributes related to listings, hosts, reviews, and availability. The objective is to create comprehensive visualizations and insights that shed light on trends, patterns, and factors influencing the performance of listings. Through Power BI, interns will explore key metrics such as pricing, availability, host characteristics, and review scores to derive actionable insights for improving the overall quality and competitiveness of the listings.

TABLE OF CONTENT



GEOGRAPHICAL INSIGHTS



PRICING & AVAILABILITY



HOST PERFORMANCE



REVIEW SCORES & GUEST SATISFACTION



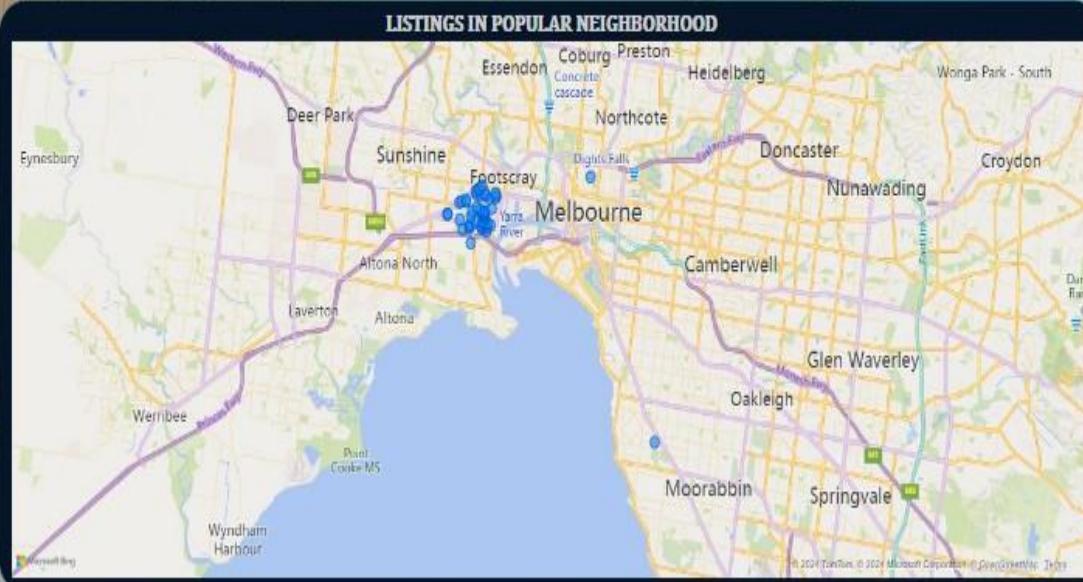
PROPERTY & ROOM TYPE ANALYSIS



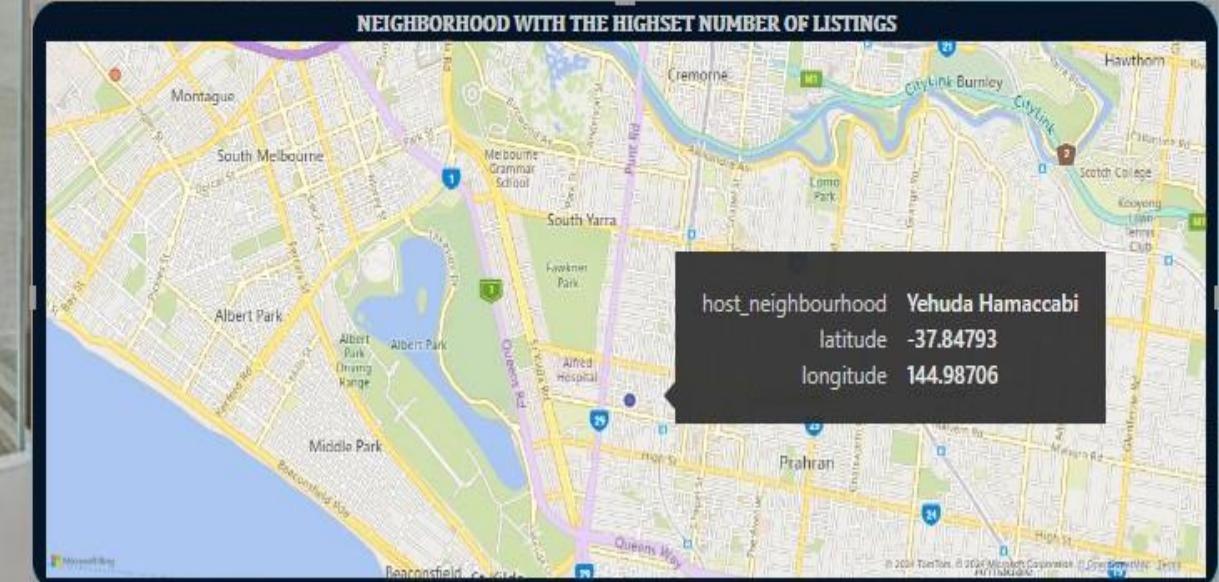
RECOMMENDATIONS

GEOGRAPHICAL INSIGHTS

HOTEL AGGREGATOR



HOTEL AGGREGATOR



PRICING & AVAILABILITY

HOTEL AGGREGATOR

PRICING FOR BARN

\$1.59K

PRICING FOR BOAT

\$887

PRICING FOR BUS

\$196

PRICING FOR CAMPER

\$2.25K

PRICING FOR CASA

\$260

PRICING FOR DOME

\$1.4K

PRICING FOR EARTH HOME

\$1.98K

PRICING FOR ENTIRE BED

\$2.09K

PRICING FOR ENTIRE BUNGALOW

\$10.08K

PRICING FOR ENTIRE CABIN

\$8.33K

PRICING FOR ENTIRE CHALET

\$1.33K

PRICING FOR ENTIRE CONDO

\$117.7K

HOTEL AGGREGATOR

PRICING FOR ENTIRE COTTAGE

\$40.12K

PRICING FOR ENTIRE GUEST SUITE

\$30.95K

PRICING FOR ENTIRE GUESTHOUSE

\$49.71K

PRICING FOR ENTIRE HOME

\$963.66K

PRICING FOR ENTIRE APARTMENT

\$885

PRICING FOR ENTIRE LOFT

\$22.31K

PRICING FOR ENTIRE PLACE

\$5.27K

PRICING FOR ENTIRE RENTAL UNIT

\$1.5M

PRICING FOR ENTIRE SERVICED APT

\$83.82K

PRICING FOR ENTIRE TOWNHOUSE

\$139.91K

PRICING FOR ENTIRE VACATION HOME

\$14.16K

PRICING FOR ENTIRE VILLA

\$54.93K

PRICING & AVAILABILITY

HOTEL AGGREGATOR

PRICING FOR FARM STAY
\$21.67K

PRICING FOR PRIVATE ROOM
\$1.02K

PRICING FOR PRIVATE ROOM IN BARN
\$150

PRICING FOR PRIVATE ROOM IN BED
\$12.7K

PRICING FOR PRIVATE ROOM IN BUNGALOW
\$1.23K

PRICING FOR PRIVATE ROOM IN CABIN
\$354

PRICING FOR PRIVATE ROOM IN CAMPER
\$63

PRICING FOR PRIVATE ROOM IN CASA
\$549

PRICING FOR PRIVATE ROOM IN CONDO
\$30.7K

PRICING FOR PRIVATE ROOM IN COTTAGE
\$338

PRICING FOR PRIVATE ROOM IN FARM STAY
\$163

PRICING FOR PRIVATE ROOM IN EARTHEN HOME
\$337

HOTEL AGGREGATOR

PRICING FOR PRIVATE ROOM IN GUEST SUITE
\$6.05K

PRICING FOR PRIVATE ROOM IN RANCH
\$237

PRICING FOR PRIVATE ROOM IN HOME
\$207.07K

PRICING FOR PRIVATE ROOM IN HOSTEL
\$4.02K

PRICING FOR PRIVATE ROOM IN LOFT
\$1.83K

PRICING FOR PRIVATE ROOM IN NATURE LOUNGE
\$984

PRICING FOR PRIVATE ROOM IN GUEST HOUSE
\$3.36K

PRICING FOR PRIVATE ROOM IN RENTAL UNIT
\$237.97K

PRICING FOR PRIVATE ROOM IN TENT
\$79

PRICING FOR PRIVATE ROOM IN SERVICED APT
\$3.77K

PRICING FOR PRIVATE ROOM IN TINY HOME
\$403

PRICING FOR PRIVATE ROOM IN TOWNHOUSE
\$52.02K

PRICING & AVAILABILITY

HOTEL AGGREGATOR

PRICING FOR SHARED
ROOM IN CONDO
\$152

PRICING FOR SHARED
ROOM IN GUESTHOUSE
\$70

PRICING FOR SHARED
ROOM IN HOME
\$4.44K

PRICING FOR SHARED
ROOM IN HOSTEL
\$1.95K

PRICING FOR SHARED
ROOM IN KEZHAN
\$60

PRICING FOR SHARED
ROOM IN RENTAL UNIT
\$9.2K

PRICING FOR SHARED
ROOM IN RESORT
\$135

PRICING FOR SHARED
ROOM IN SERVICED APT
\$120

PRICING FOR SHARED
ROOM IN TOWNHOUSE
\$82
\$1K

PRICING FOR TENT
\$385

PRICING FOR SHARED
ROOM IN SHIPPING
CONTAINER
\$458

HOTEL AGGREGATOR

PRICING FOR PRIVATE
ROOM IN TREE HOUSE
\$276

PRICING FOR PRIVATE
ROOM IN VACATION
HOME
\$612

PRICING FOR PRIVATE
ROOM IN VILLA
\$113.97K

PRICING FOR ROOM IN
APARTHOTEL
\$2.89K

PRICING FOR ROOM IN
BED
\$4.97K

PRICING FOR ROOM IN
BOUTIQUE
\$6.3K

PRICING FOR ROOM IN
HOTEL
\$8.66K

PRICING FOR ROOM IN
NATURE LOUNGE
\$1K

PRICING FOR ROOM IN
SERVICED APT
\$7.84K

PRICING FOR SHARED
ROOM
\$25

PRICING FOR SHARED
ROOM IN BED
\$307

PRICING FOR SHARED
ROOM IN BUNGALOW
\$90

PRICING & AVAILABILITY

HOTEL AGGREGATOR

PRICING FOR TIPPI

\$220

PRICING FOR TOWER

\$300

PRICING FOR TINY
ROOM

\$6.69K

PRICING FOR TRAIN

\$400



AVAILABILITY RATE

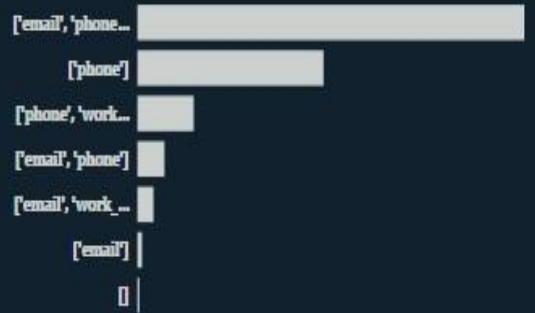
HOTEL AGGREGATOR



HOST PERFORMANCE

HOTEL AGGREGATOR

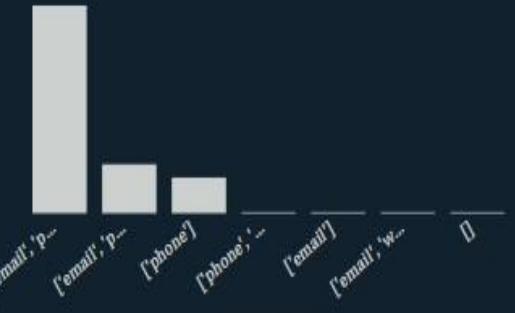
AVERAGE OF TOTAL LISTINGS BY HOSTS VERIFICATION



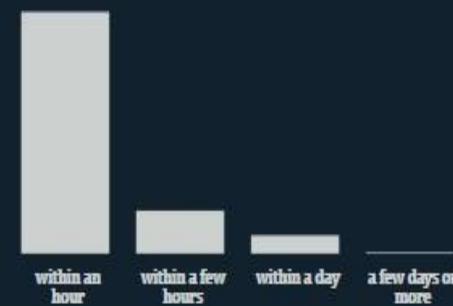
AVERAGE OF TOTAL LISTINGS BY HOST RESPONSE



NUMBER OF HOSTS BY HOST VERIFICATION



HOST RESPONSE RATE BY HOST RESPONSE TIME



HOST PERFORMANCE

SUPERHOST & VERIFIED

HOTEL AGGREGATOR

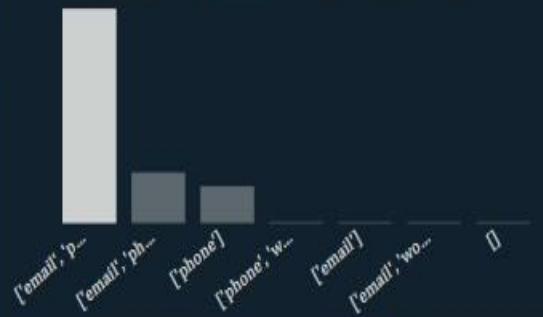
AVERAGE OF TOTAL LISTINGS BY HOSTS VERIFICATION



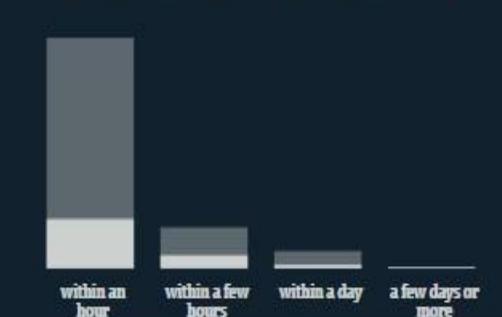
AVERAGE OF TOTAL LISTINGS BY HOST RESPONSE



NUMBER OF HOSTS BY HOST VERIFICATION



HOST RESPONSE RATE BY HOST RESPONSE TIME



REVIEWS & SCORES

HOTEL AGGREGATOR

REVIEW SCORES

50K
40K
30K
20K
10K
0K

3.0

3.15

5.00

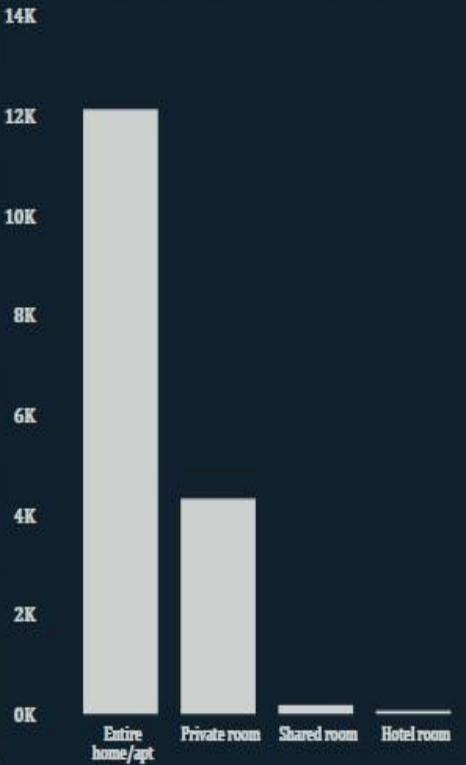
5.0



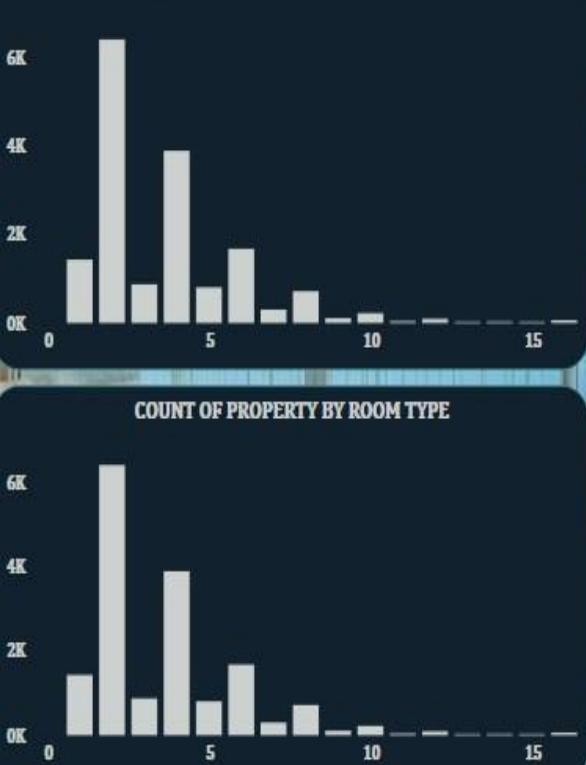
PROPERTY & ROOM TYPES

HOTEL AGGREGATOR

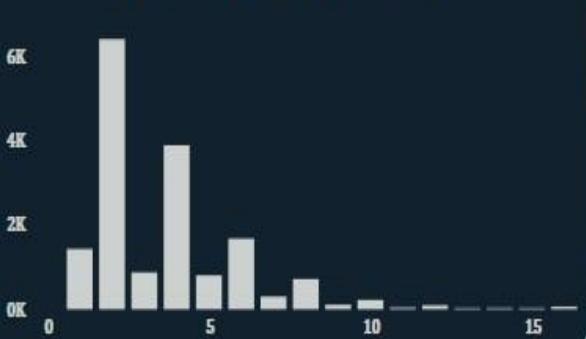
COUNT OF PROPERTY BY ROOM TYPE



COUNT OF ROOM TYPE BY ACCOMODATES

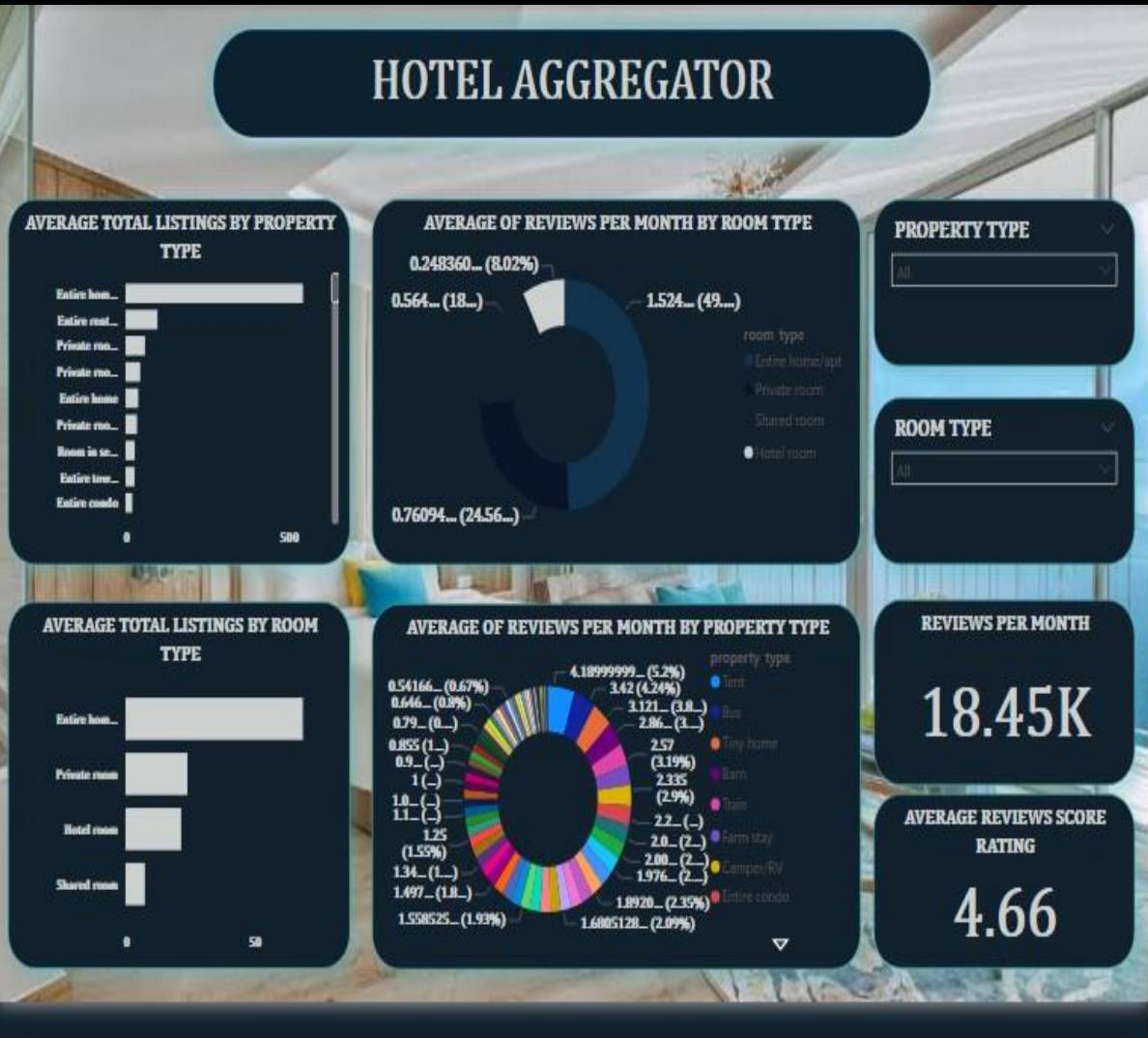


COUNT OF PROPERTY BY ROOM TYPE



PROPERTY & ROOM TYPES

HOTEL AGGREGATOR

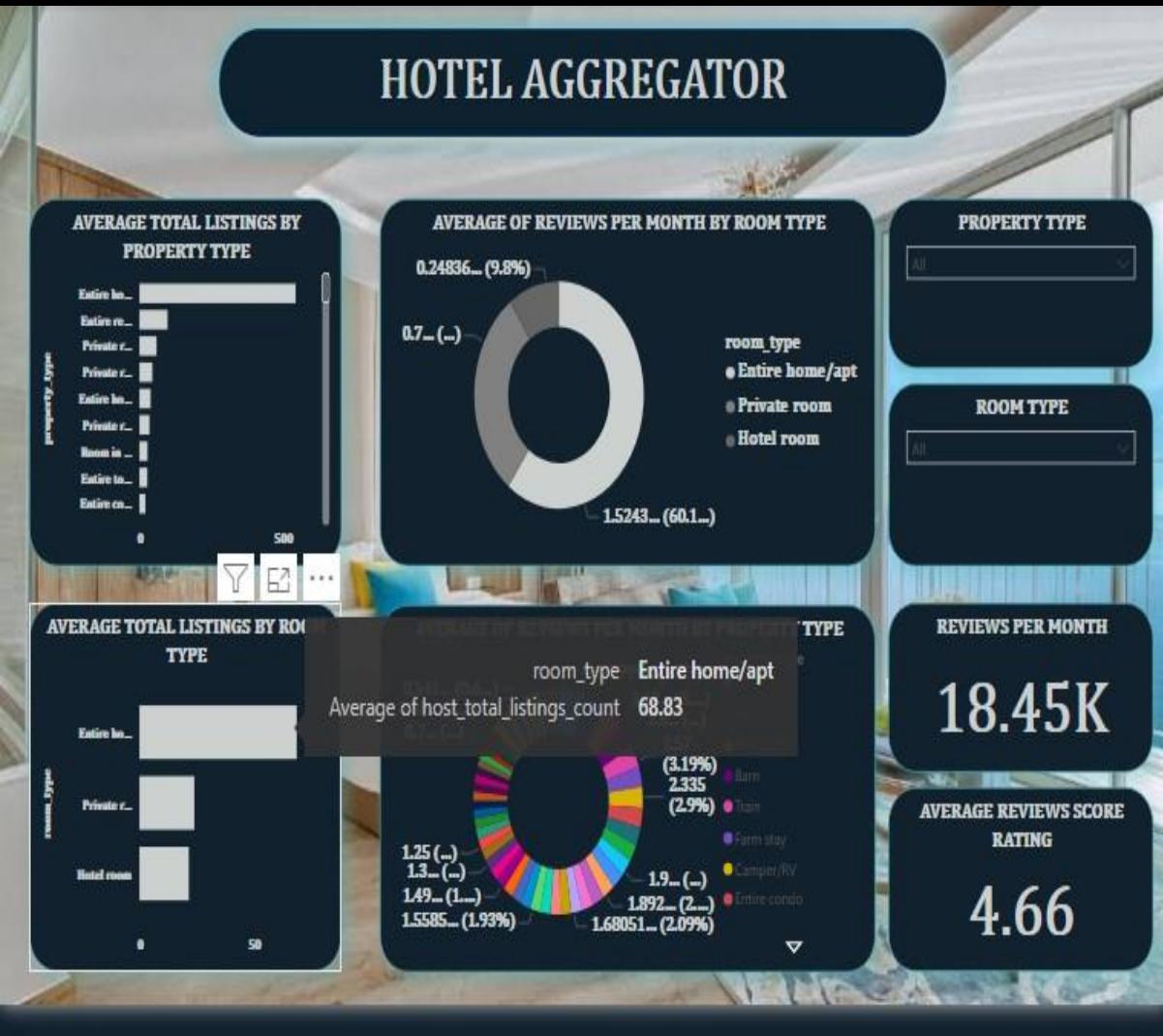


PROPERTY & ROOM TYPES



PROPERTY & ROOM TYPES

HOTEL AGGREGATOR



PROPERTY & ROOM TYPES

HOTEL AGGREGATOR

AVERAGE TOTAL LISTINGS BY PROPERTY TYPE



AVERAGE OF REVIEWS PER MONTH BY ROOM TYPE



PROPERTY TYPE

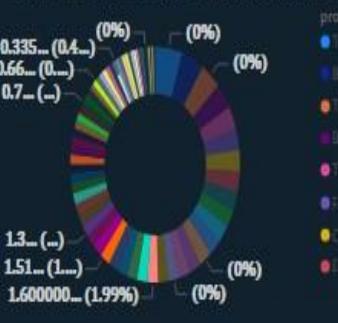


property_type

AVERAGE TOTAL LISTINGS BY ROOM TYPE



AVERAGE OF REVIEWS PER MONTH BY PROPERTY TYPE



REVIEWS PER MONTH

2.44K

AVERAGE REVIEWS SCORE RATING

4.56



RECOMMENDATIONS

- Consider the lowest review ratings in communication and locations, then the factors behind this low ratings. Improve communication as one low rating can highly affect other ratings, like location.
- Encourage hosts to verify both email and phone. Data shows that hosts with both email and phone verifications have the highest average total listings. This could lead to a larger inventory for the aggregator.
- Pay attention to the types of properties that are more popular or have higher average prices. For example, entire villas and townhouses seem to command higher prices. If these types of properties are available, highlighting them in listings could be beneficial.





**THANK
YOU!!**

