



WHAT TO EXPECT AS AN AIRBNB HOST IN BERLIN

Airbnb Data

- Background in Hotel Business & Current Social and Political Topic
- [InsideAirbnb.com](https://insideairbnb.com) (scraped Nov 8th, 2018)
- Detailed Data and Summary Data about Reviews and Listings
- Q1: Can we determine a fairly spot-on daily price?
- Q2: How big is the demand likely to be?
- Q3: What do visitors like and dislike?



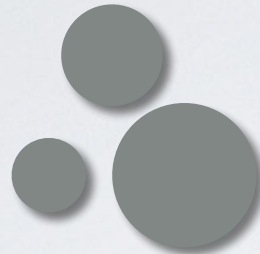
I. Can we determine a fairly
spot-on daily price?

Features that were „engineered“

Price



Lodging Size



Distance to Center



Lodging Amenities

Can we ...?

Price



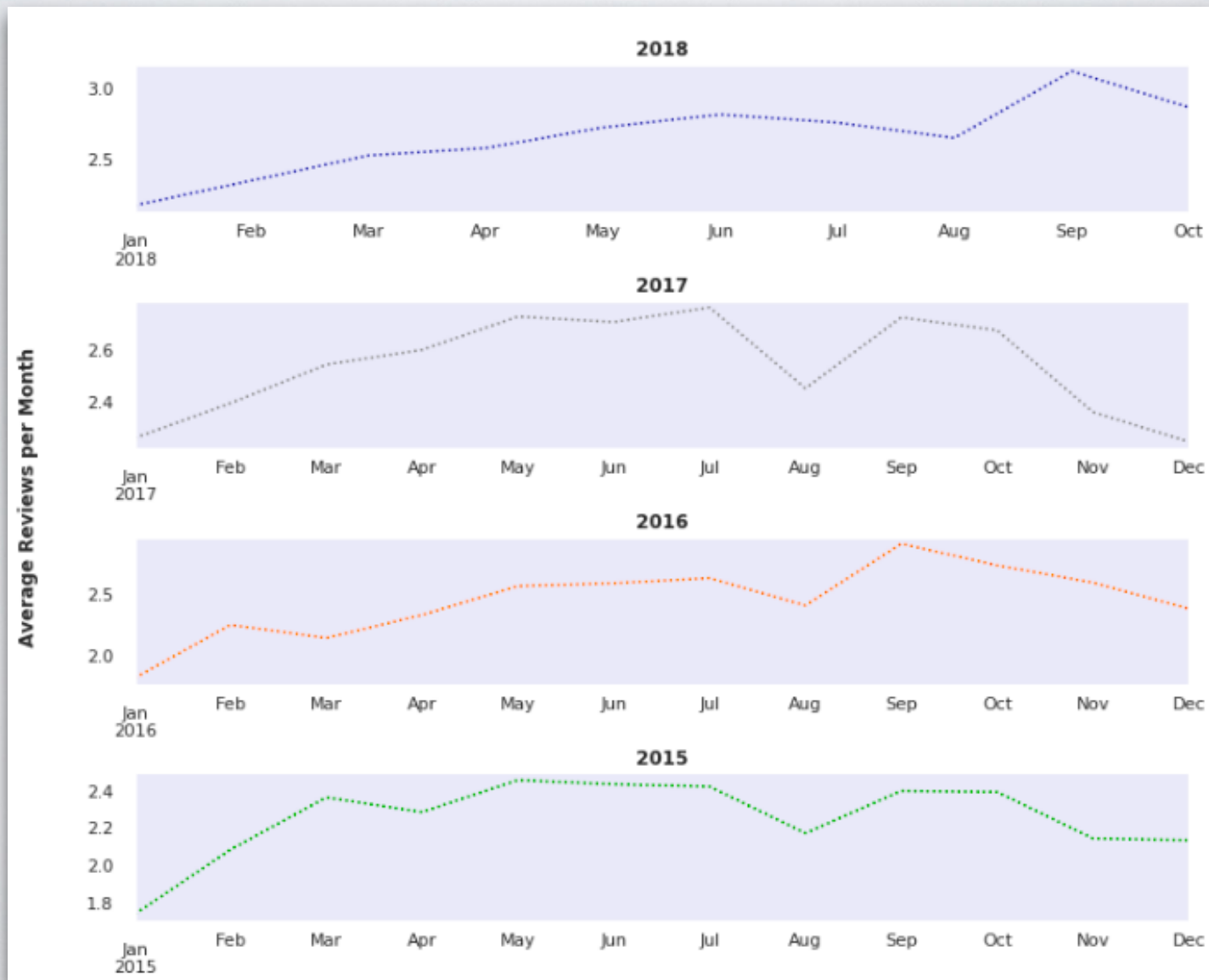
- Goodness-of-Fit (R^2): **71%** of the variation in prices was explained by the XGBoost algorithm
- Average Error: **17.5€**
- ➡ **Inaccuracy** is quite massive
- Price is dependent not only on geography, size, and amenities ...
- ... but on furnishing, availability, reviews, status



2. How big is the demand likely to be?

Seasonal Demand

Demand





How to get Occupancy

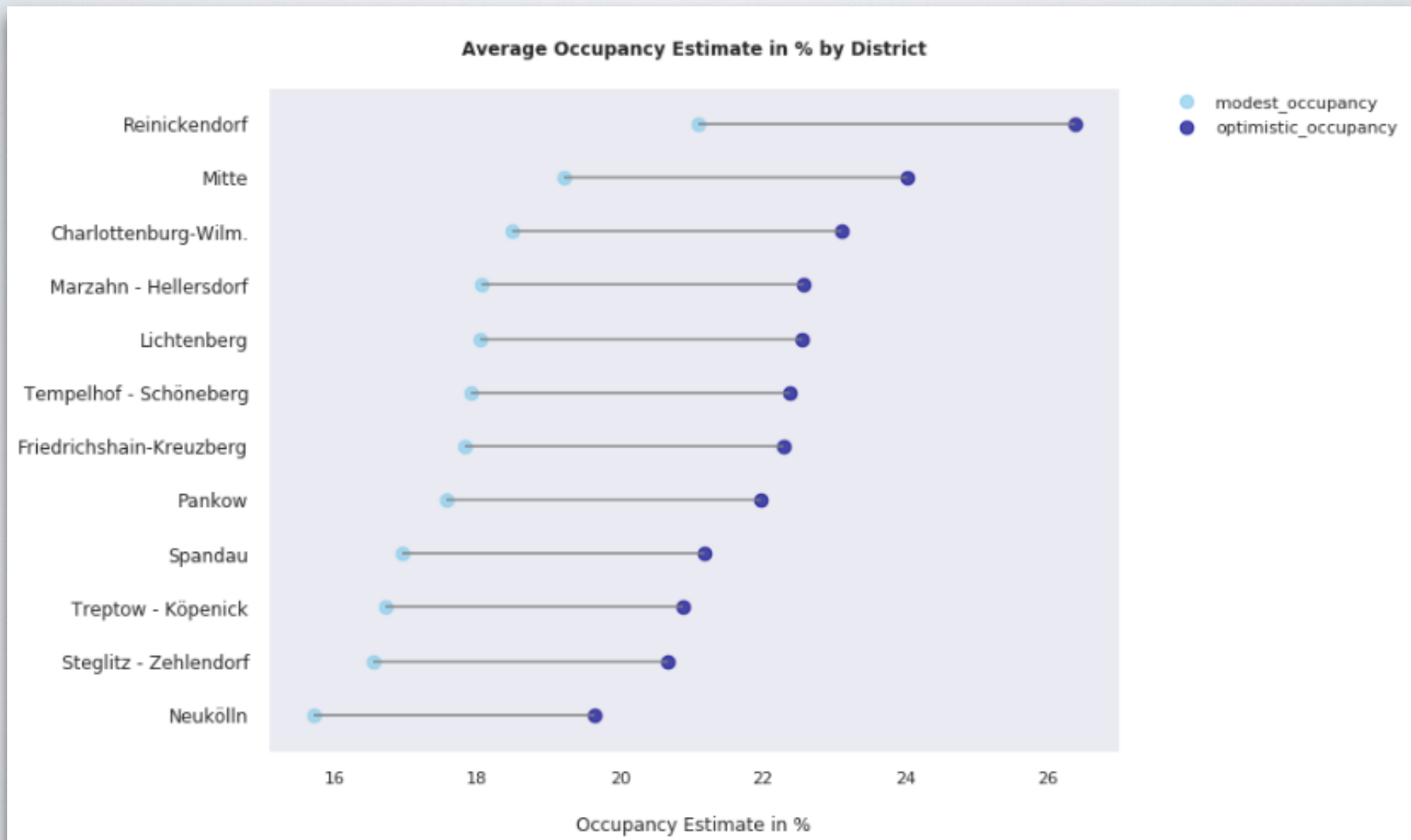
$$\text{Monthly Occupancy} = \text{Average Length of Stay} * (\text{No. of Reviews p.m./Review Rate})$$

According to the latest Airbnb update, guests who booked stays in Berlin in 2017 via Airbnb, spent 4.2 nights here on average.

$$\text{Yearly Income} = \text{Monthly Occupancy} * \text{Price} * 12 \text{ Months}$$

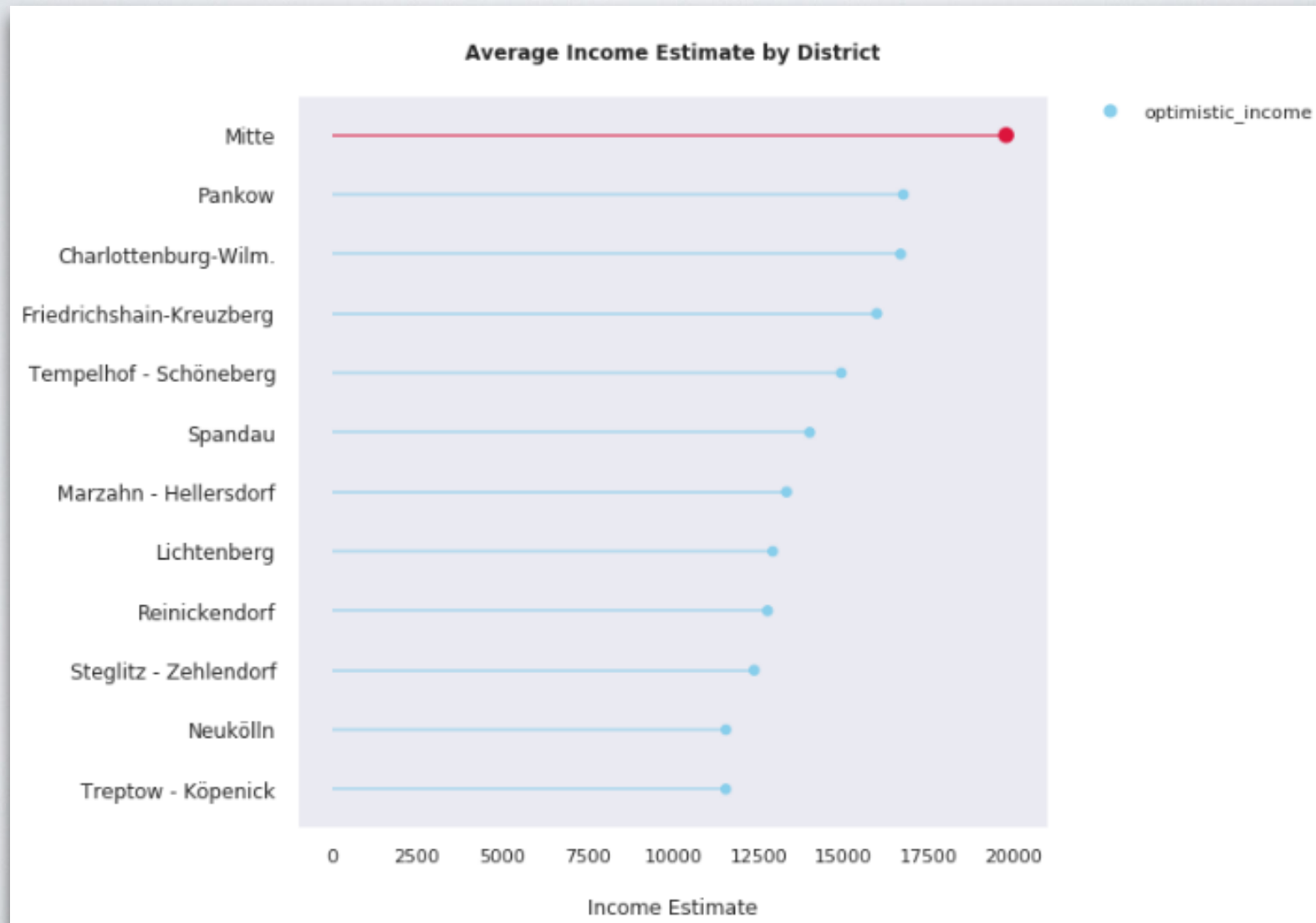
Demand by Neighbourhood

Demand

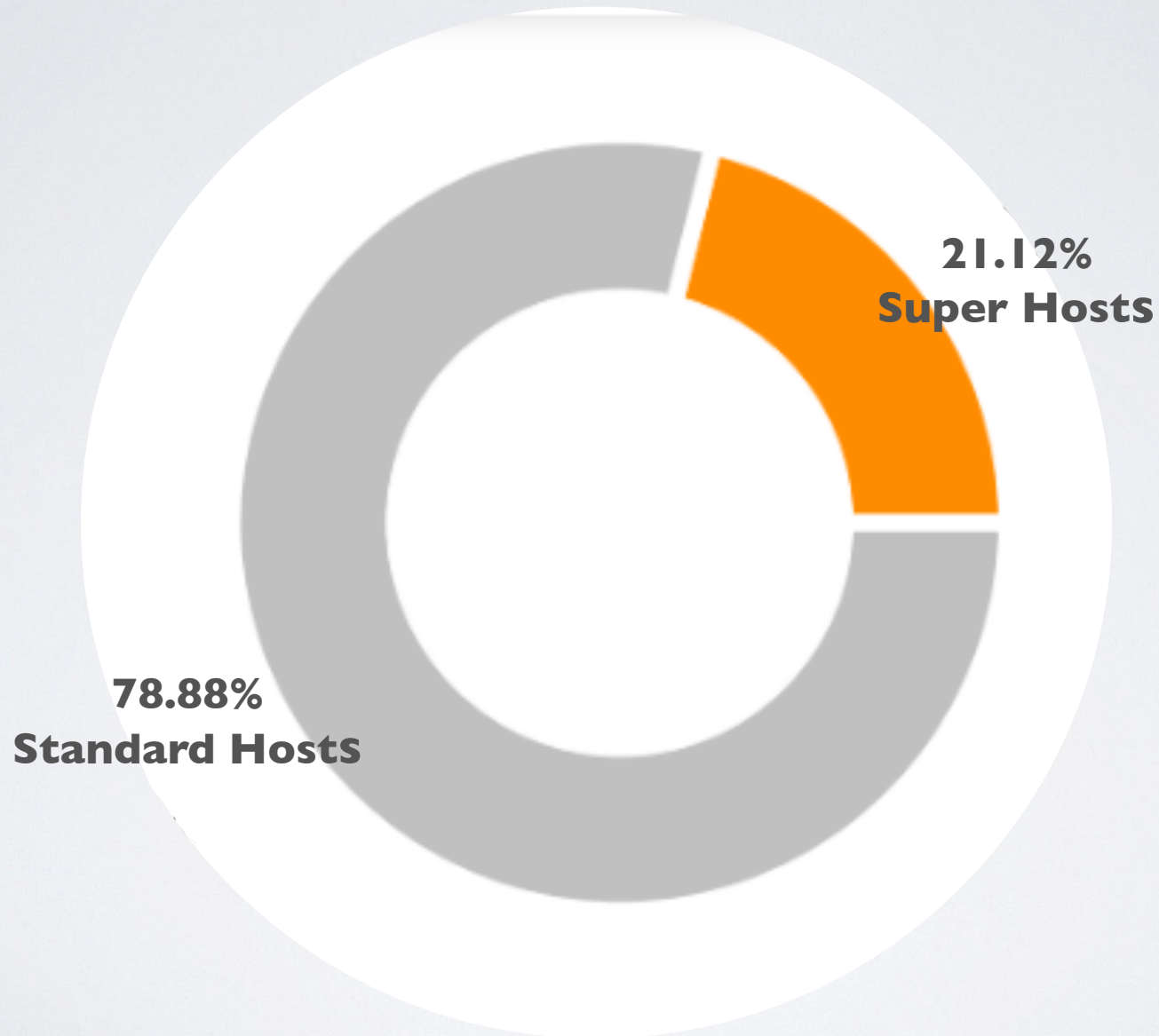
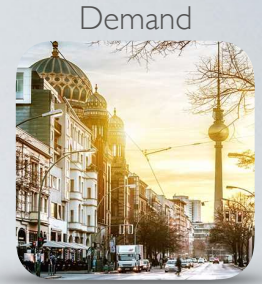


Demand by Neighbourhood

Demand

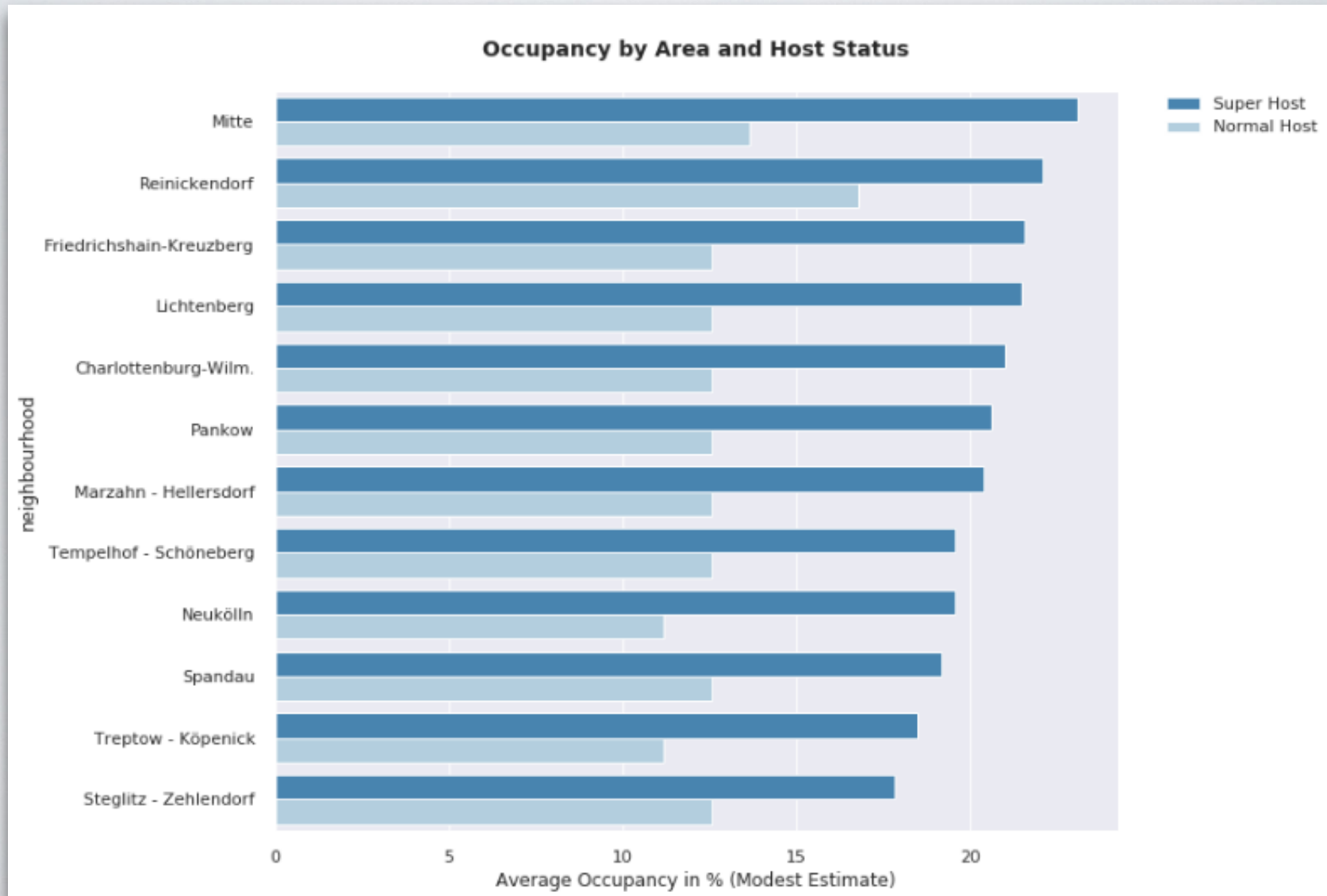


Demand by Status



Demand by Status

Demand

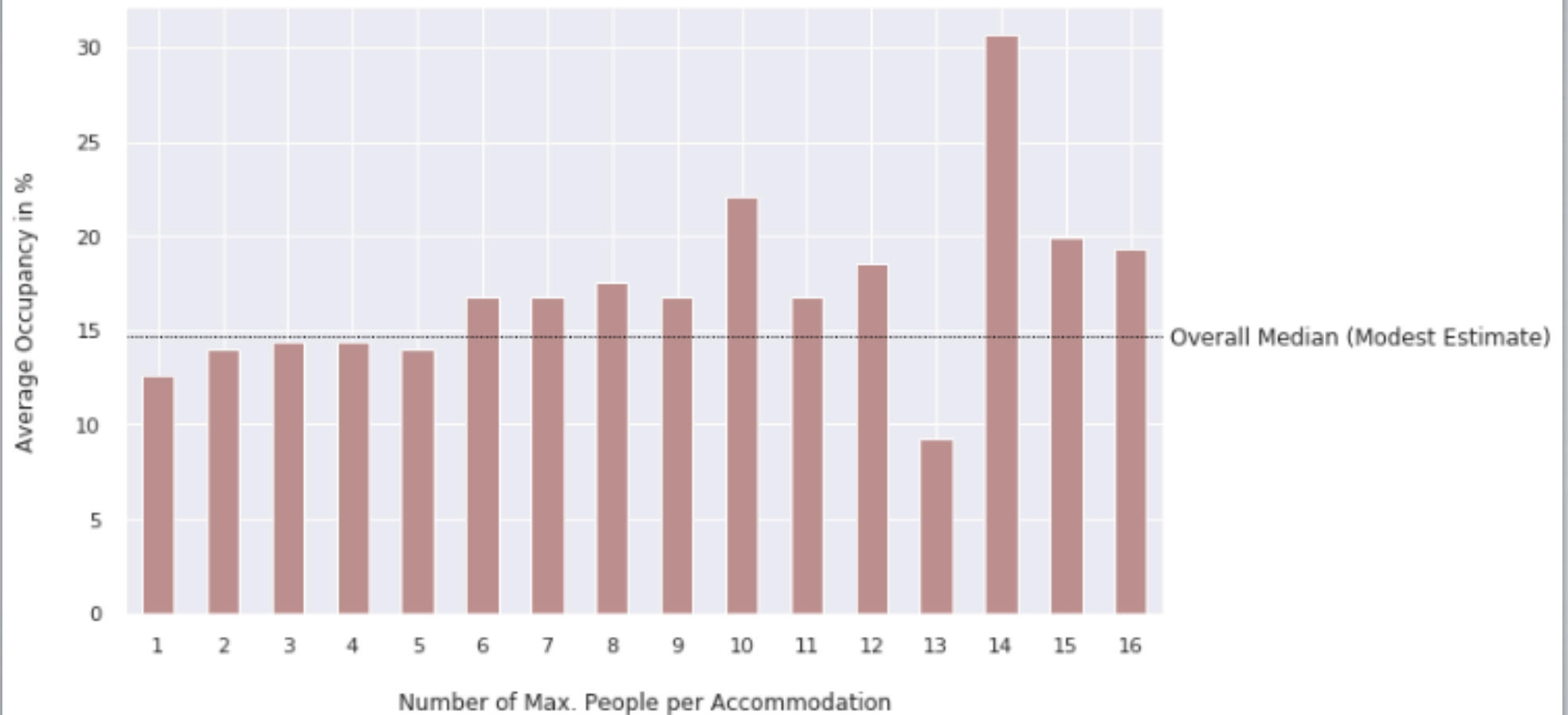


Demand by Capacity

Demand



Average Occupancy by Capacity



Berlin Friedrichstraße



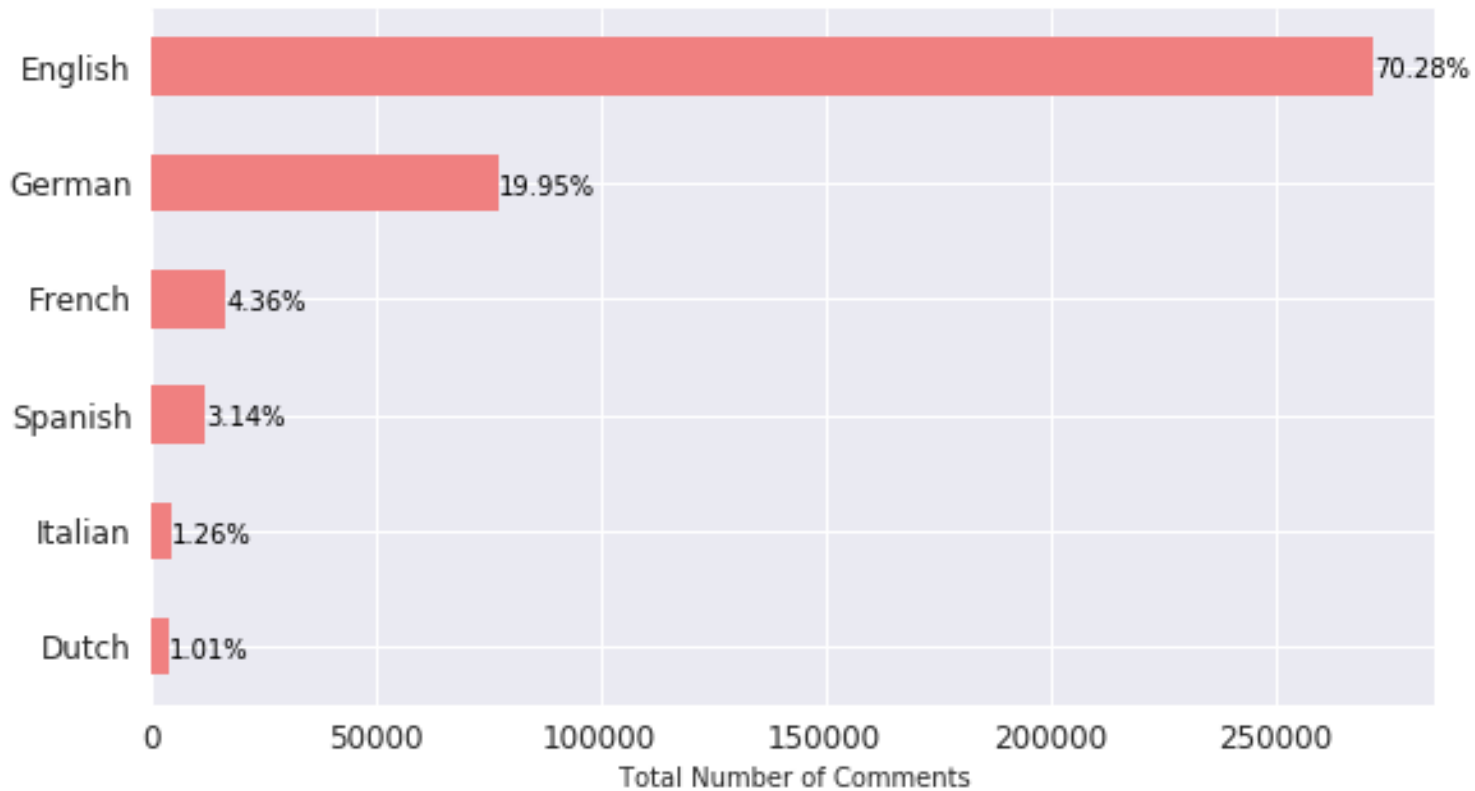
3. What do visitors like and dislike?

Reviews

Likes / Dislikes

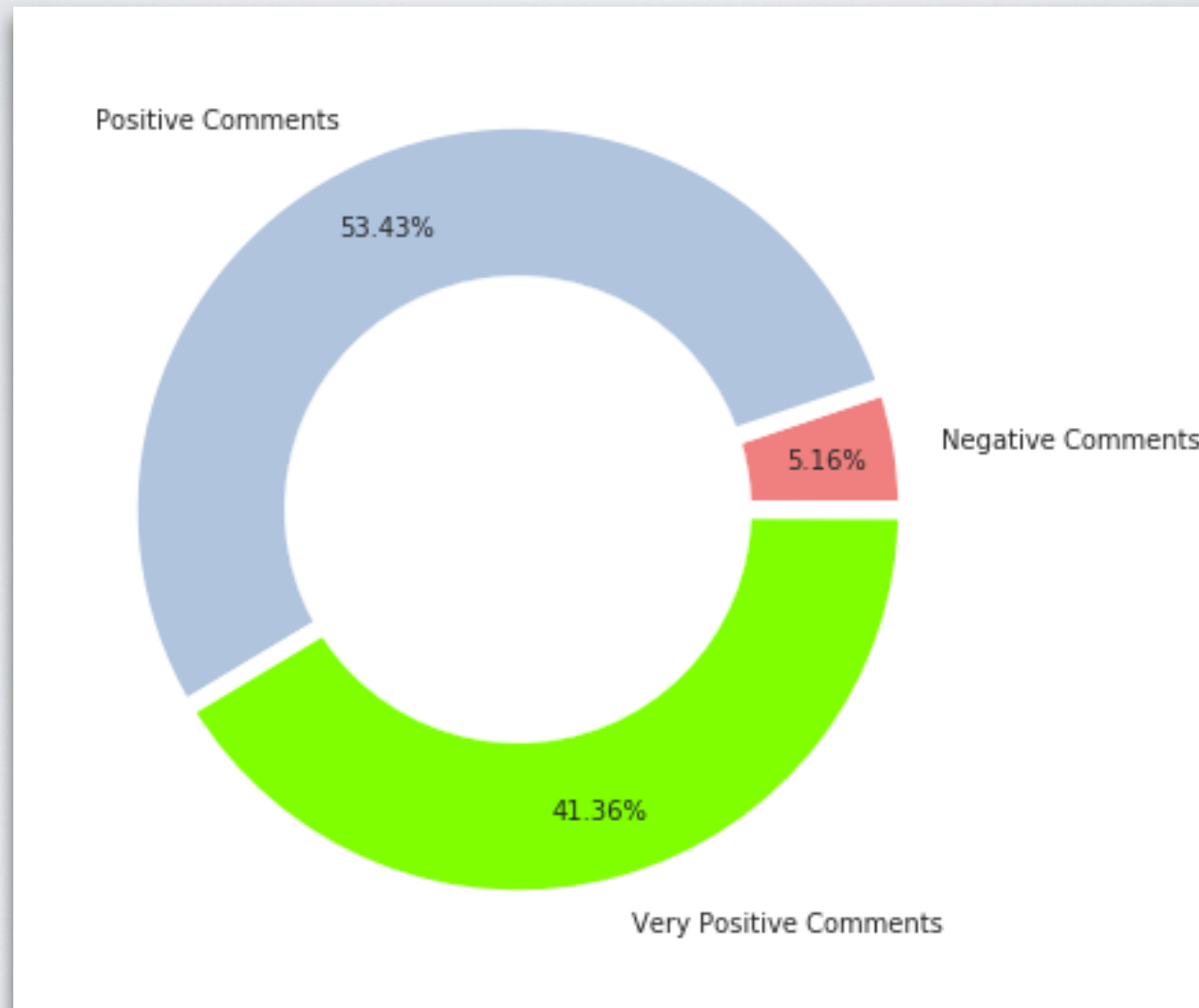


What are the most frequent languages comments are written in?



Reviews

Likes / Dislikes



Positive Reviews



Positive Reviews

Likes / ...



Clean and nice.

Getting sound
sleep.

Centrally.

Negative Reviews

... / Dislikes



Negative Reviews

... / Dislikes



Dirty.

Bad
communication.

Not centrally.



Thank you!

Made with PASSION by Britta Bettendorf
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