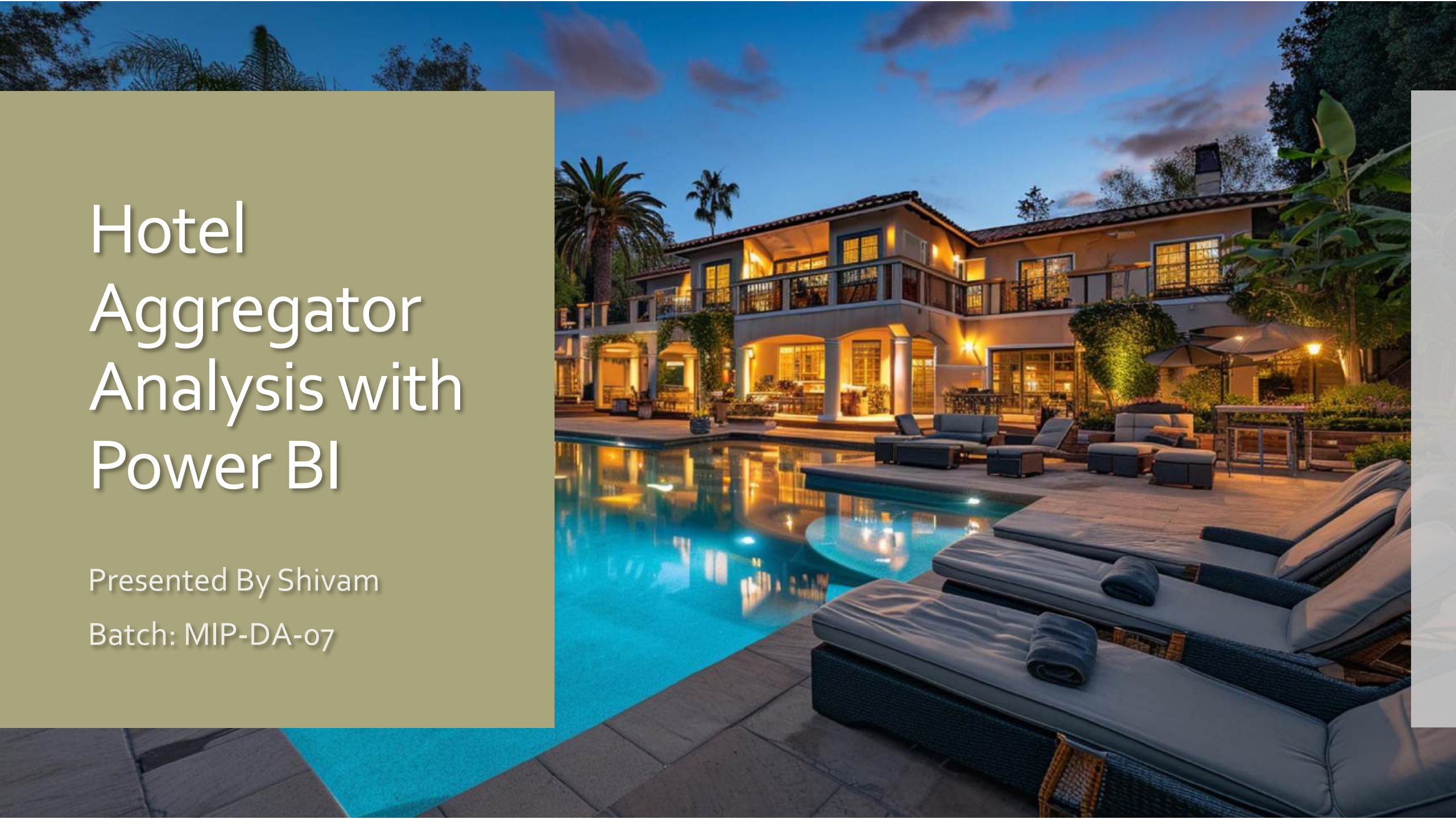
Hotel Aggregator Analysis with Power BI



Presented By Shivam

Batch: MIP-DA-07

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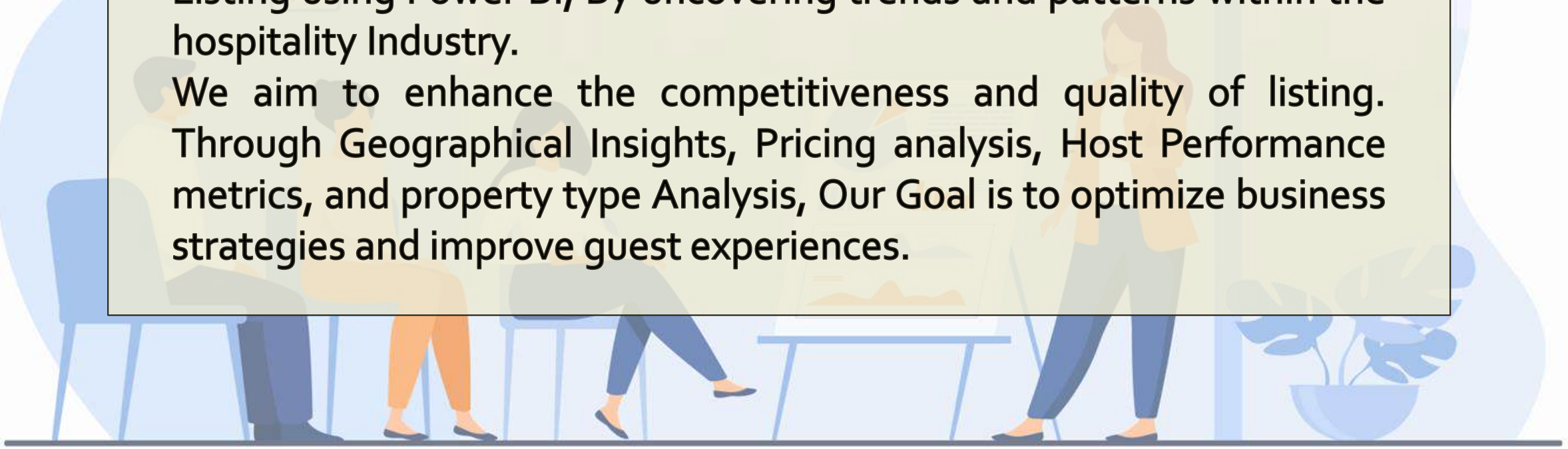
INTRODUCTION

The Project focuses on analyzing A Dataset of Hotel Aggregator Listing using Power BI, By uncovering trends and patterns within the hospitality Industry.

We aim to enhance the competitiveness and quality of listing. Through Geographical Insights, Pricing analysis, Host Performance metrics, and property type Analysis, Our Goal is to optimize business strategies and improve guest experiences.



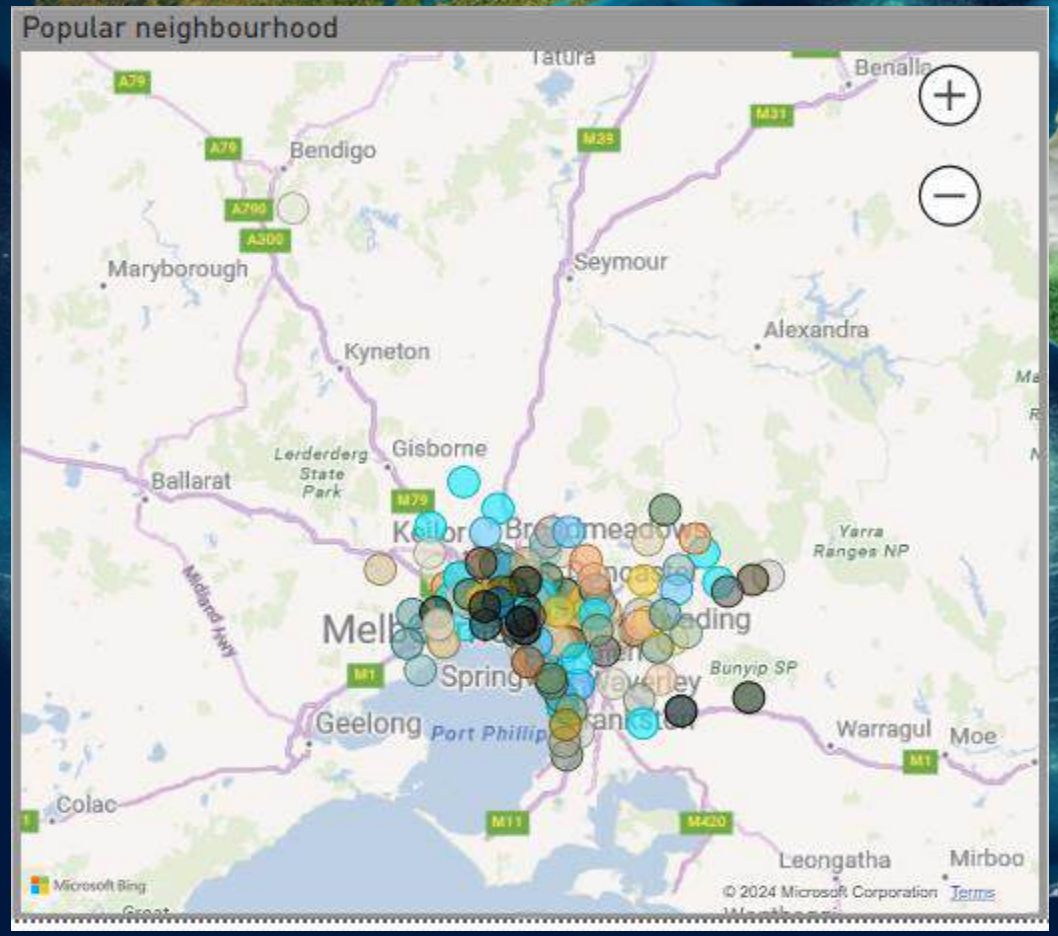
DESCRIPTION OF DATASET

1. id: Unique identifier for each listing.
2. listing_url: URL of the listing on the hotel aggregator platform.
3. scrape_id: Identifier for the data scraping event.
4. last_scraped: Date of the last data scrape.
5. source: Source of the listing information.
6. name: Name of the listing.
7. description: Description of the listing.
8. neighborhood_overview: Overview of the neighborhood where the listing is located.
9. picture_url: URL of the listing's picture.
10. host_id: Unique identifier for the host.
11. … and many more columns capturing details about hosts, location, property type, room details, amenities, pricing, availability, reviews, and other relevant information.

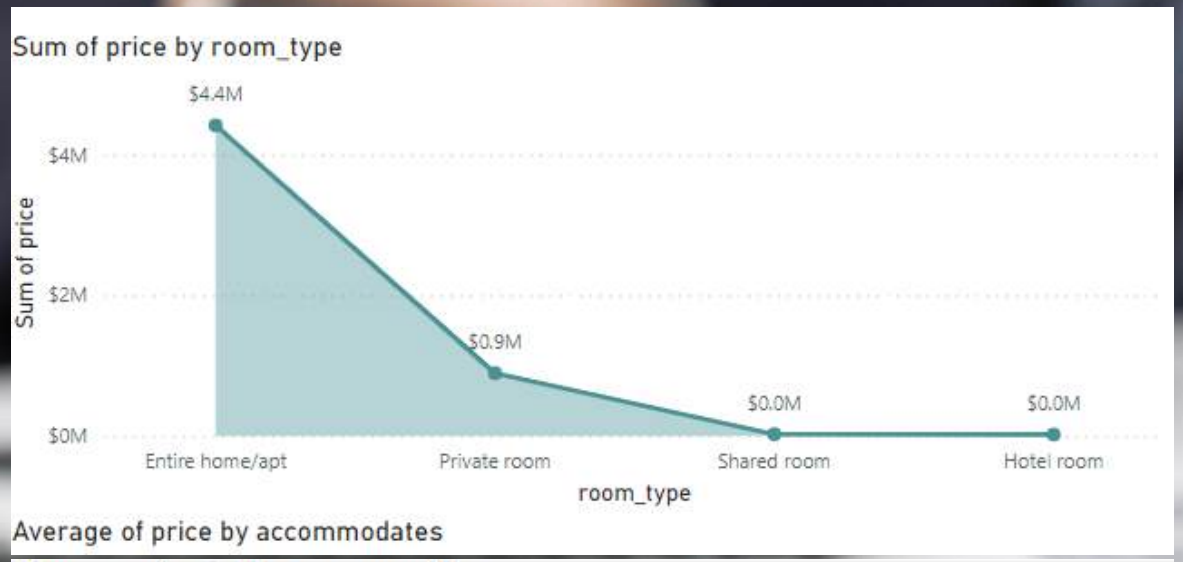
PROJECT OBJECTIVES

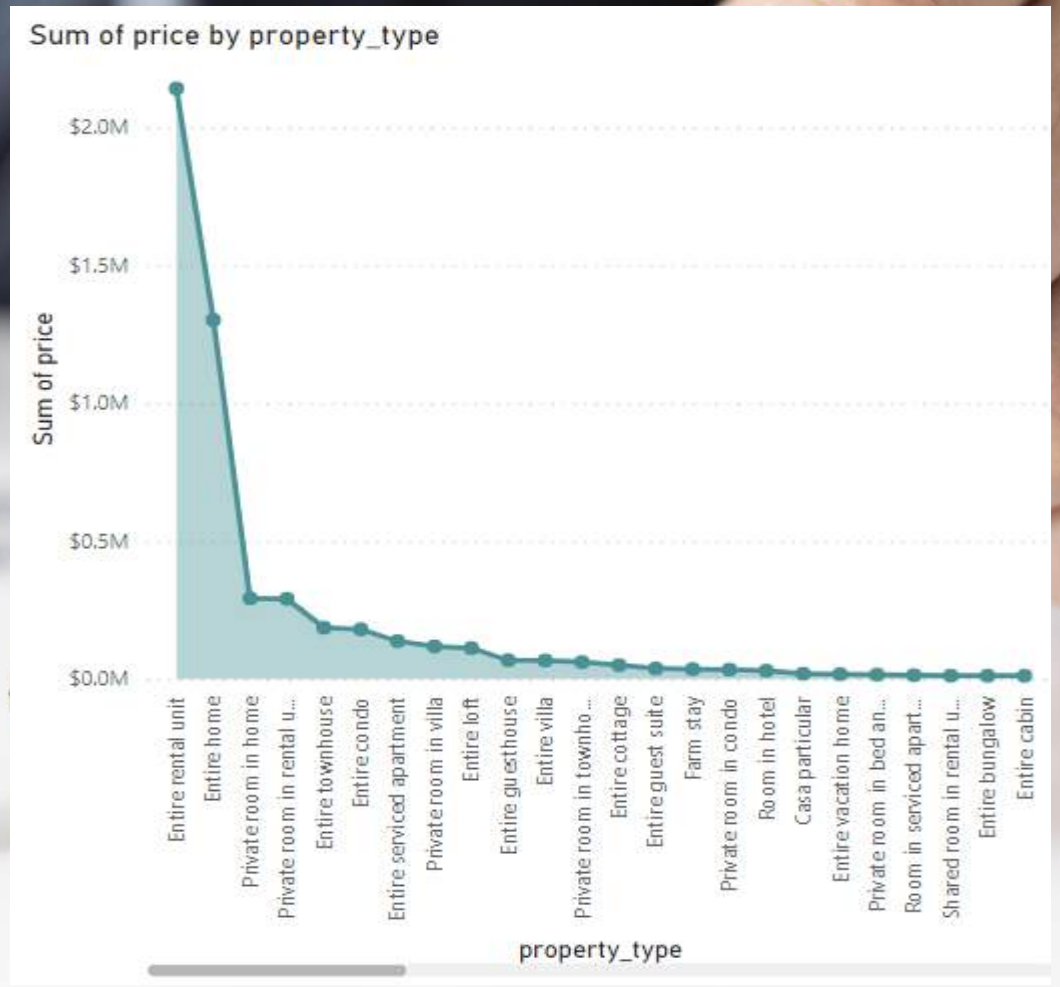
1. Geographical Insights
2. Pricing and Availability Analysis
3. Host Performance
4. Review Scores and Guest Satisfaction
5. Property Type and Room Analysis

1. Geographical Insights



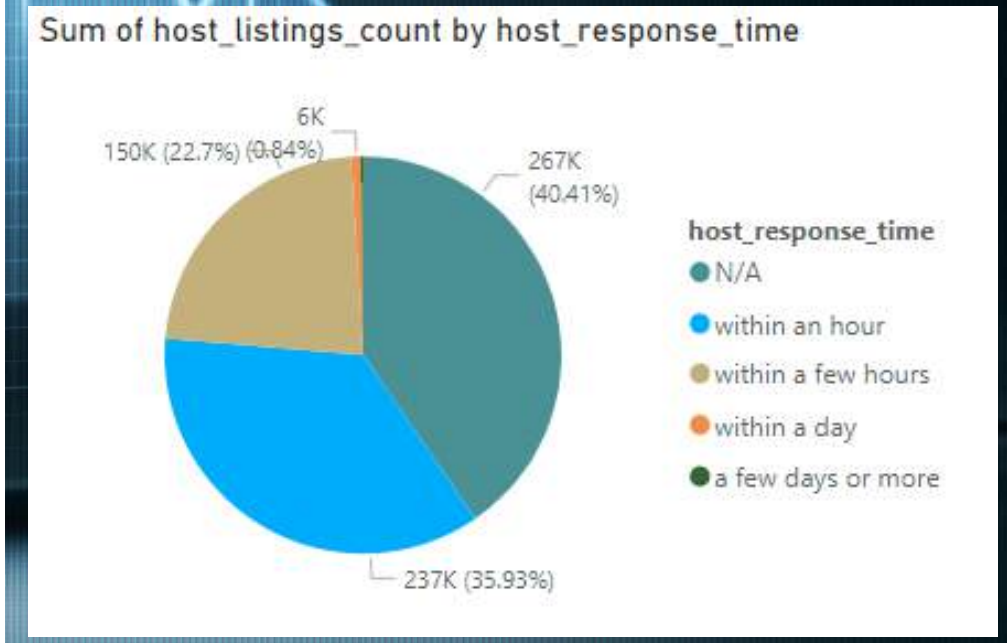
2. Pricing and Availability Analysis



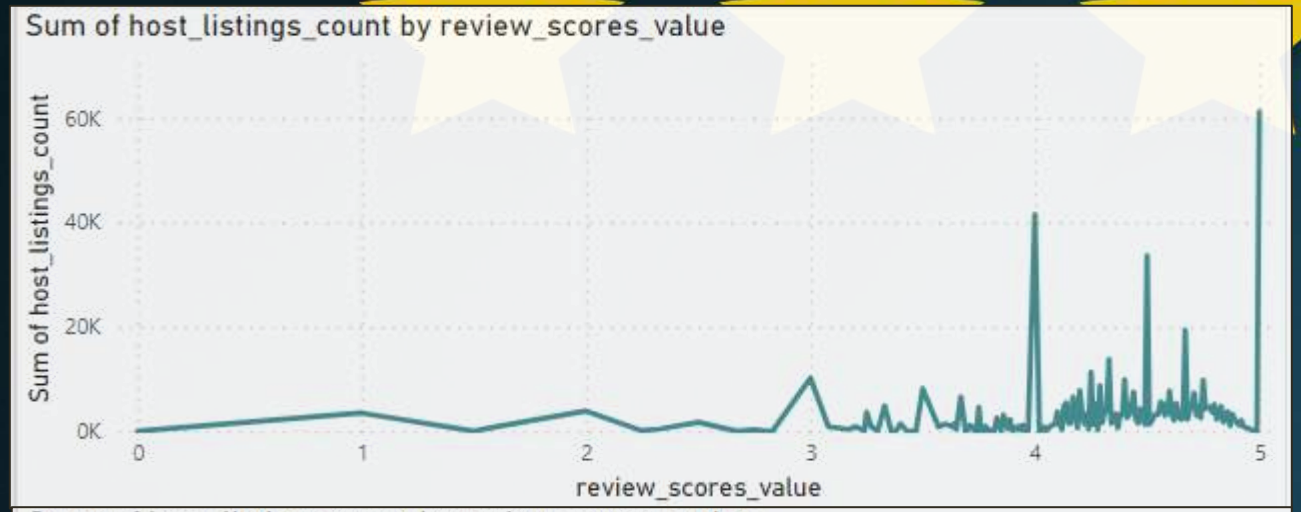


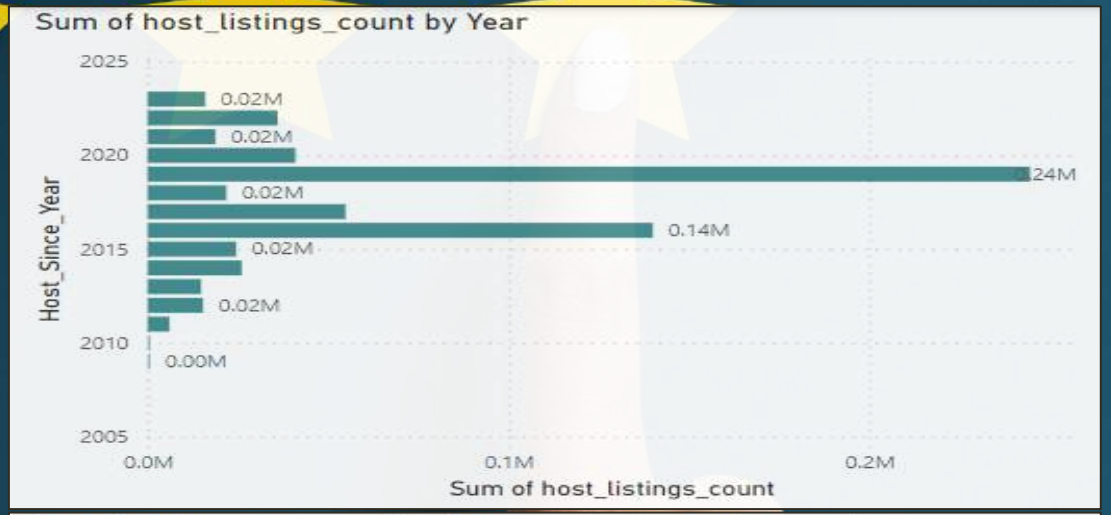
3. Host Performance

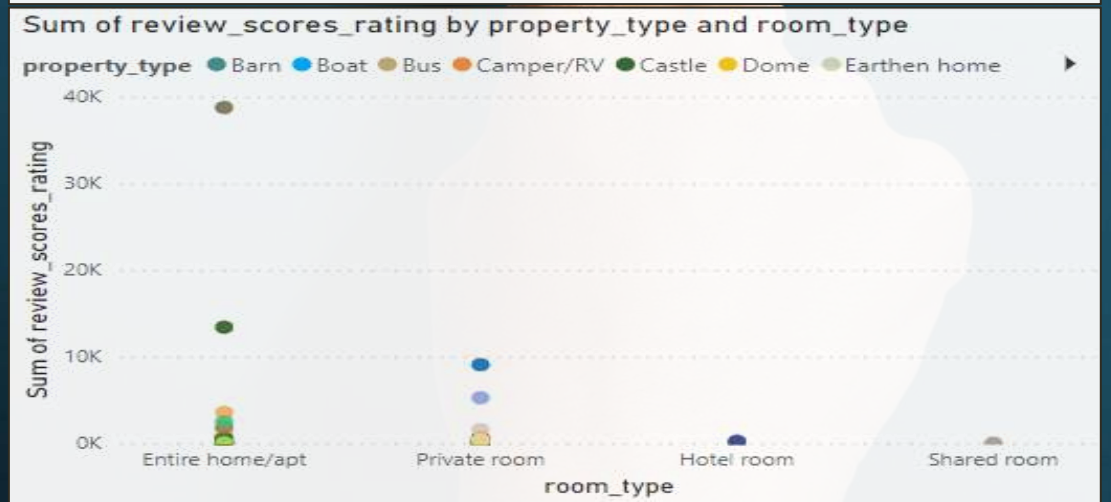
Sum of host_id	host_response_time	Count of host_is_superhost	Count of host_listings_count	host_verifications
225540076		2		None
3977602179	a few days or more	42	42	['email', 'phone', 'work_email']
40197694605	a few days or more	244	244	['email', 'phone']
21831744903	a few days or more	66	66	['phone']
997364656	N/A	9	9	[]
170736692123	N/A	1237	1237	['email', 'phone', 'work_email']
688352175785	N/A	5764	5764	['email', 'phone']
16848054	N/A	1	1	['email', 'work_email']
23918997393	N/A	72	72	['email']
3035180013	N/A	23	23	['phone', 'work_email']
122440335201	N/A	659	659	['phone']
14287969483	within a day	200	200	['email', 'phone', 'work_email']
112280374699	within a day	729	729	['email', 'phone']
706823964	within a day	3	3	['phone', 'work_email']
37598601280	within a day	134	134	['phone']
45109016098	within a few hours	548	548	['email', 'phone', 'work_email']
220912209592	within a few hours	1526	1526	['email', 'phone']
88819374	within a few hours	2	2	['phone', 'work_email']
48888936054	within a few hours	147	147	['phone']
202618533594	within an hour	2143	2143	['email', 'phone', 'work_email']
1546926103121	within an hour	8297	8297	['email', 'phone']
2187150769	within an hour	5	5	['email']
16676883578	within an hour	101	101	['phone', 'work_email']
403367504788	within an hour	1231	1231	['phone']
3727379101382		**23185**	**23183**	



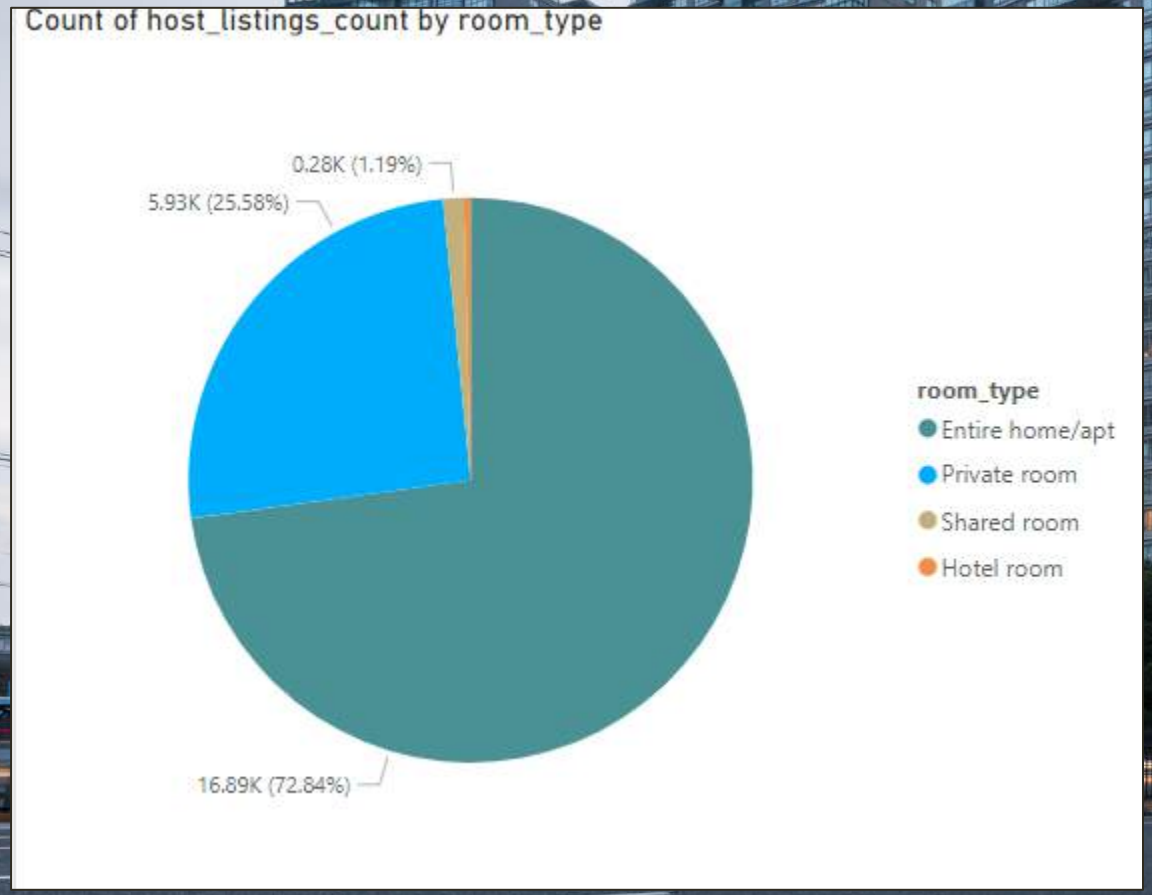
4. Review Scores and Guest Satisfaction

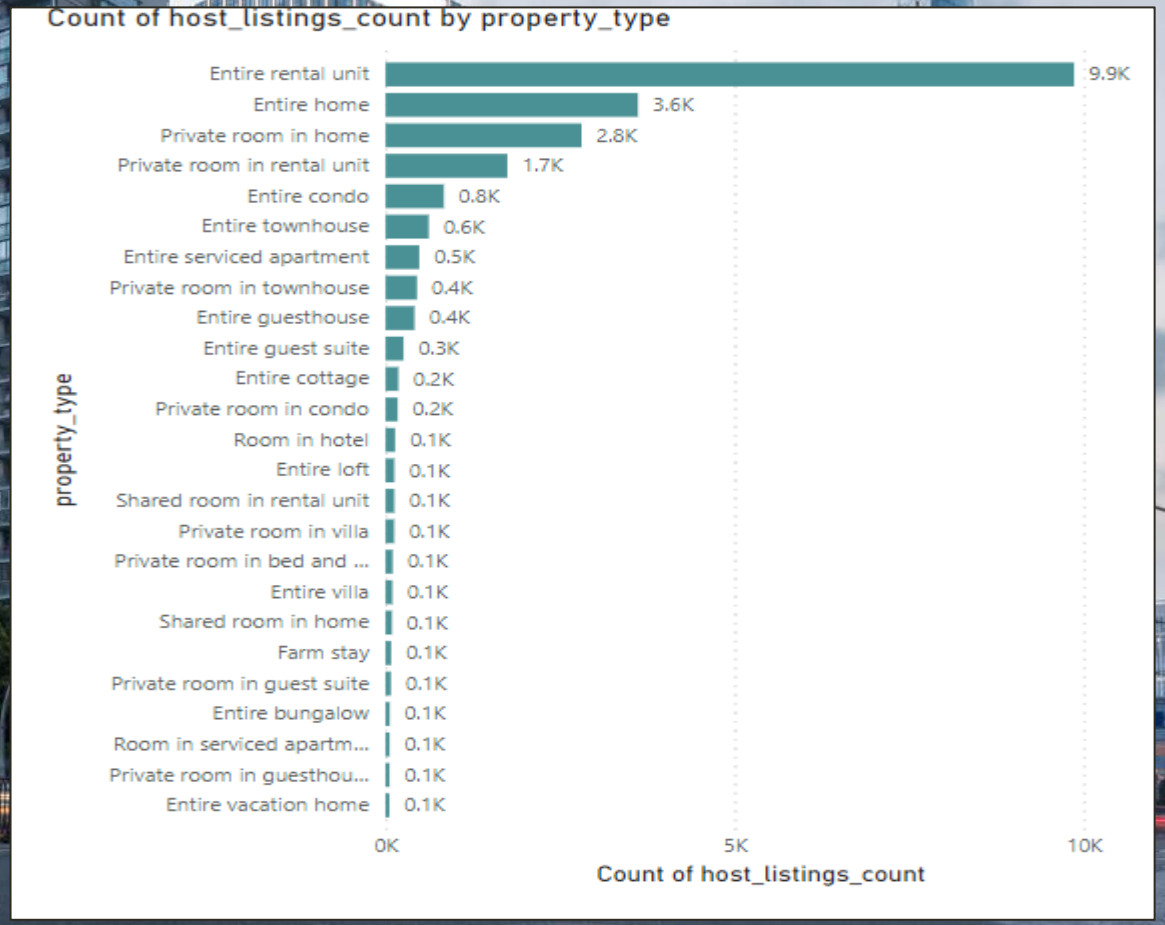




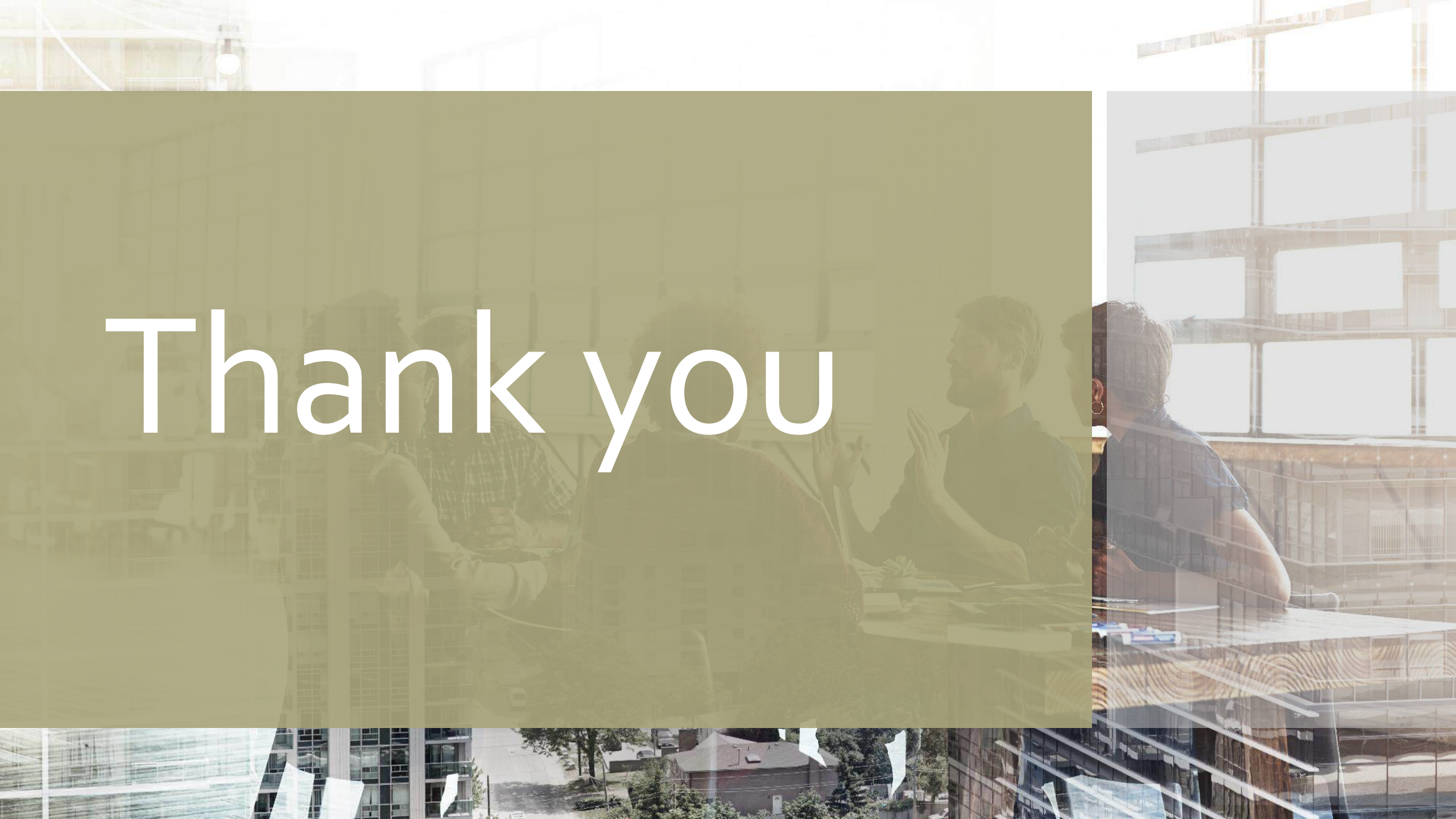


5. Property Type and Room Analysis





CONCLUSION

- Melbourne, Australia the highest number of listings.
- Guest Satisfaction is influenced by several factors, including cleanliness, amenities, communication, and overall experience.
- There exists a strong and evident proportional relationship between the total count of reviews and the total number of listings. This correlation provides hosts with more opportunities for ratings, thereby increasing their popularity.
- There is clear proportional relationship between count of total reviews and total listing counts.

Thank you