HOTEL AGGREGATOR ANALYSIS

MENTOR NESS

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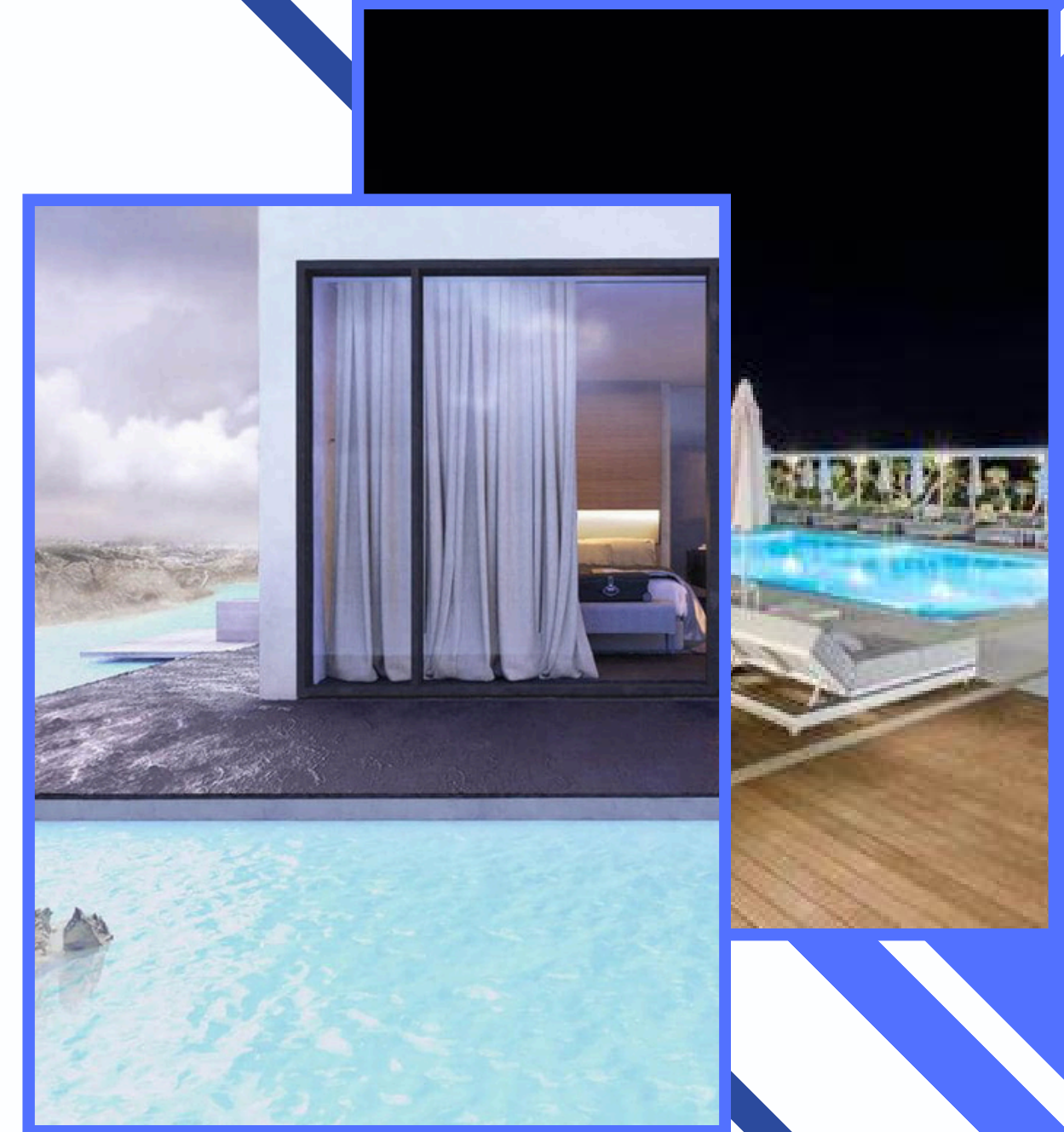
INTRODUCTION

- Hotel aggregator analysis assesses the performance and features of listing platforms.

- These platforms compile listings from diverse accommodations, enabling users to compare prices, amenities, and locations before booking.

PROBLEM STATEMENT

This project focuses on analyzing a hotel aggregator dataset using Power BI. It aims to uncover trends, patterns, and factors affecting listing performance.

Key metrics like pricing, availability, host characteristics, and review scores will be explored to derive actionable insights for enhancing listing quality and competitiveness.

DATA OVERVIEW

DATASET DESCRIPTION:

1. ID: UNIQUE IDENTIFIER FOR EACH LISTING.

2. LISTING_URL: URL OF THE LISTING ON THE HOTEL AGGREGATOR PLATFORM.

3. ... (AND MANY MORE COLUMNS CAPTURING DETAILS ABOUT HOSTS, LOCATION, PROPERTY TYPE, ROOM DETAILS, AMENITIES, PRICING, AVAILABILITY, REVIEWS, AND OTHER RELEVANT INFORMATION)

Data Cleaning and Transformation (Power query Editor)

1. I stated by understanding the individual entity that made up the dataset, its column names, structure etc.
2. Checked for null/missing values (Replace numerical with "0" and text values with "Not available"
3. Deleted empty columns and ensured there are no duplicated rows
4. Ensured all columns have the right data type - Numbers, text and dates respectively
5. Cleaned up some text columns like the "Description columns", "host verifications" by replacing unnecessary characters and standardizing text values
6. Splitted the name column to extract the name from jumbled listing details
7. Removed columns such as listing url, picture url, etc
8. created Custom columns from the Amenities column to get the total number of amenities for each listing
9. Created a Calendar table which i connected to the Hotel dataset table

INSIGHTS

1. Entire home/apartment has the highest average price of $261.6095 followed by hotel room, private room and shared room respectively

2. Average price of rooms with accommodations with large capacity (more than 10) is higher than accommodation capacity below 10

3. The top 5 property type by average price includes; Casa particular, Holiday park, private room in villa, Entire loff and entire home/apartment respectively

4. The bottom property type listing by average price includes; shared room and private room

5. The year 2016 has the highest number of listing followed by 2015, 2017 and the least being 2019 and 2010.

6. The superhost has the highest response rate of 0.97 and 0.91 respectively while non super host has 0.21 and 0.57

7. Host with verified id has more listing than non verified host

8. Host with verified Id also has higher response rate compared to non verified host

9. The non superhost recorded more listing than superhost

10. Casa particular, an entire home apartment has an average of 30 amenities with the highest average price of $9,652 and 2 listings

11. Entire room/apartment properties has highest average prices compared to shared room and private rooms.

12. Melbourne Australia has more listing than other neighbourhood locations.

RECOMMENDATIONS

1. Hosts should consider adjusting their pricing strategy based on property types by providing additional amenities or enhancing the overall guest experience.
2. The pricing strategy of accommodations that can accommodate larger groups should be explored to reflect the added value of larger spaces and amenities.
3. Host should invest in improving properties with higher average prices or expanding their offerings within the categories.
4. Hosts should prioritize verifying their identities to build trust with potential guests.
5. Hosts in popular neighborhoods like Melbourne could leverage this advantages by optimizing their lisitngs for visibility and providing tailored experiences that cater to the preferences of guests in these areas.
6. Continuous monitoring of market trends, guest feedback and performance metrics to adapte their strategies accordingly.

THANK YOU

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