

**airbnb**  
data analysis

# OVERVIEW



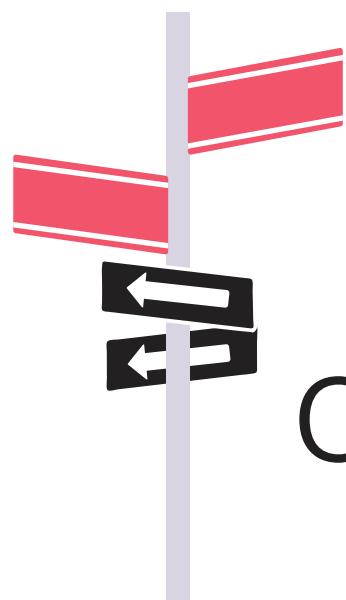
I. DATA DESCRIPTION

II. RESEARCH QUESTIONS

III. CONCLUSION

# DATA DESCRIPTION



 10 Cities



182.024 Hosts



144 different apartment types



279.712 listed apartments



# RESEARCH QUESTIONS

## I. DIFFERENCES BETWEEN CITIES

- What are the major differences in the AirBnB market between cities?
- What are the major differences between AirBnB Hosts?
- What are the major differences between AirBnB properties?

## II. TRENDS

Are there any trends or seasonality?

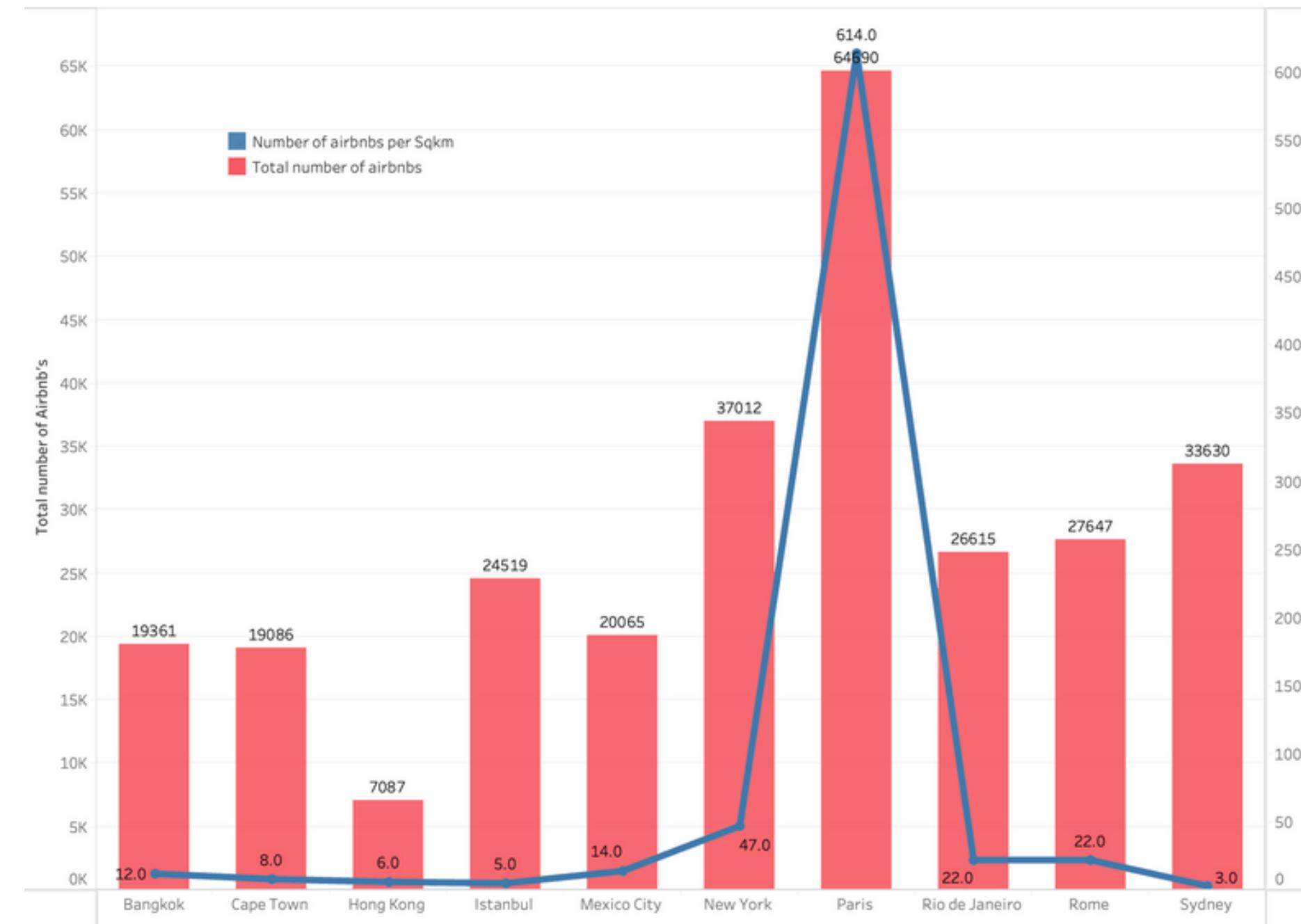
## III. TRAVEL RECOMMENDATION

Which city gives the best offer to travel?

# DIFFERENCES BETWEEN CITIES



Comparision of Total number of airbnbs and airbnb per Sqkm.

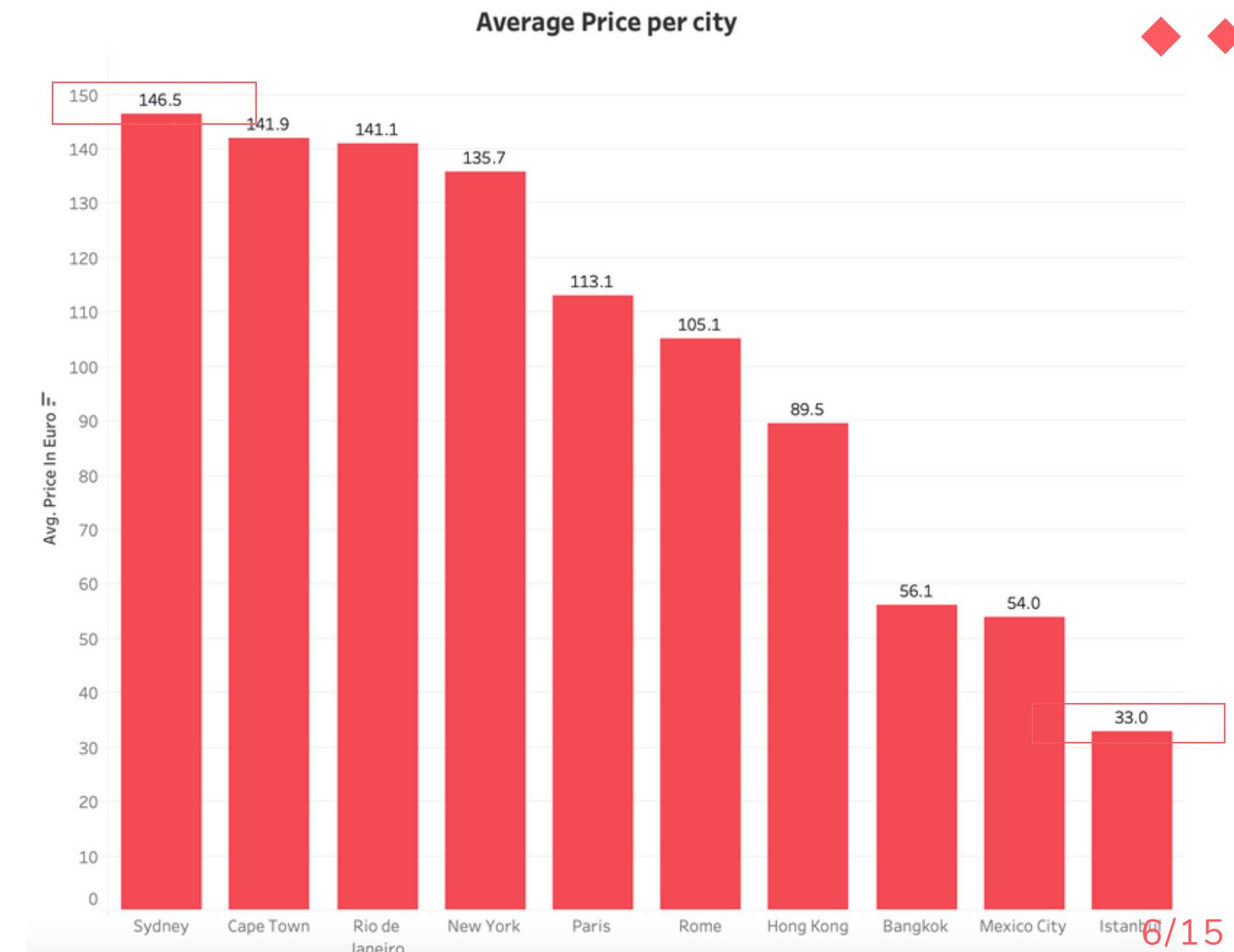


- Paris has the **highest number of AirBnBs** followed by **New York and Sydney**.
- Hong Kong has the **smallest number**.
- Paris offers **614 AirBnBs per square km**, whereas **Sydney offers 3**.

# DIFFERENCES BETWEEN CITIES



- **Sydney** has in average the **most expensive** AirBnBs to rent (146€ per night), followed by **Cape Town** and **Rio de Janeiro**.
- **Istanbul** has in average the **lowest rents** (33€ per night).



# HOSTS

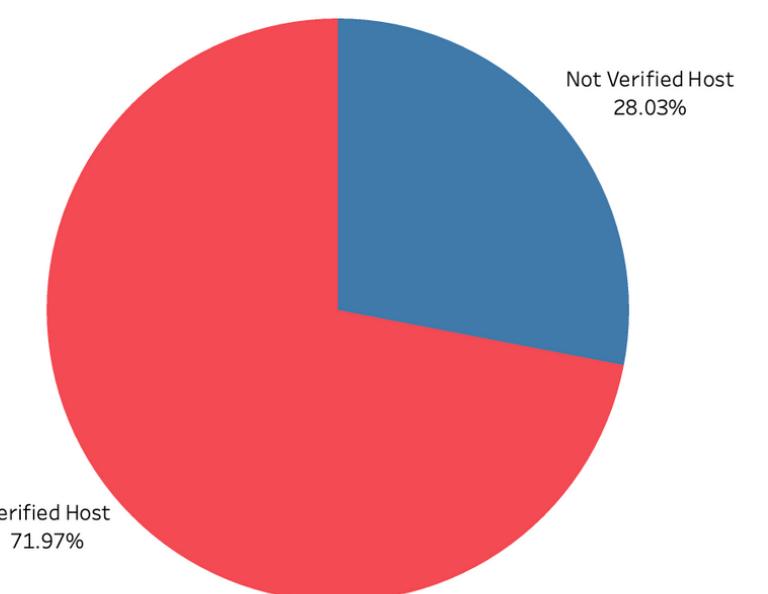


## Host with highest number of AirBnBs

Host Id	F	Bangkok	Cape Town	Hong Kong	Istanbul	Mexico City	Paris	Rio de Janeiro	Rome	Sydney
291007369							627			
175128252		4	15	18	4	2		4	4	345
7518056				378						

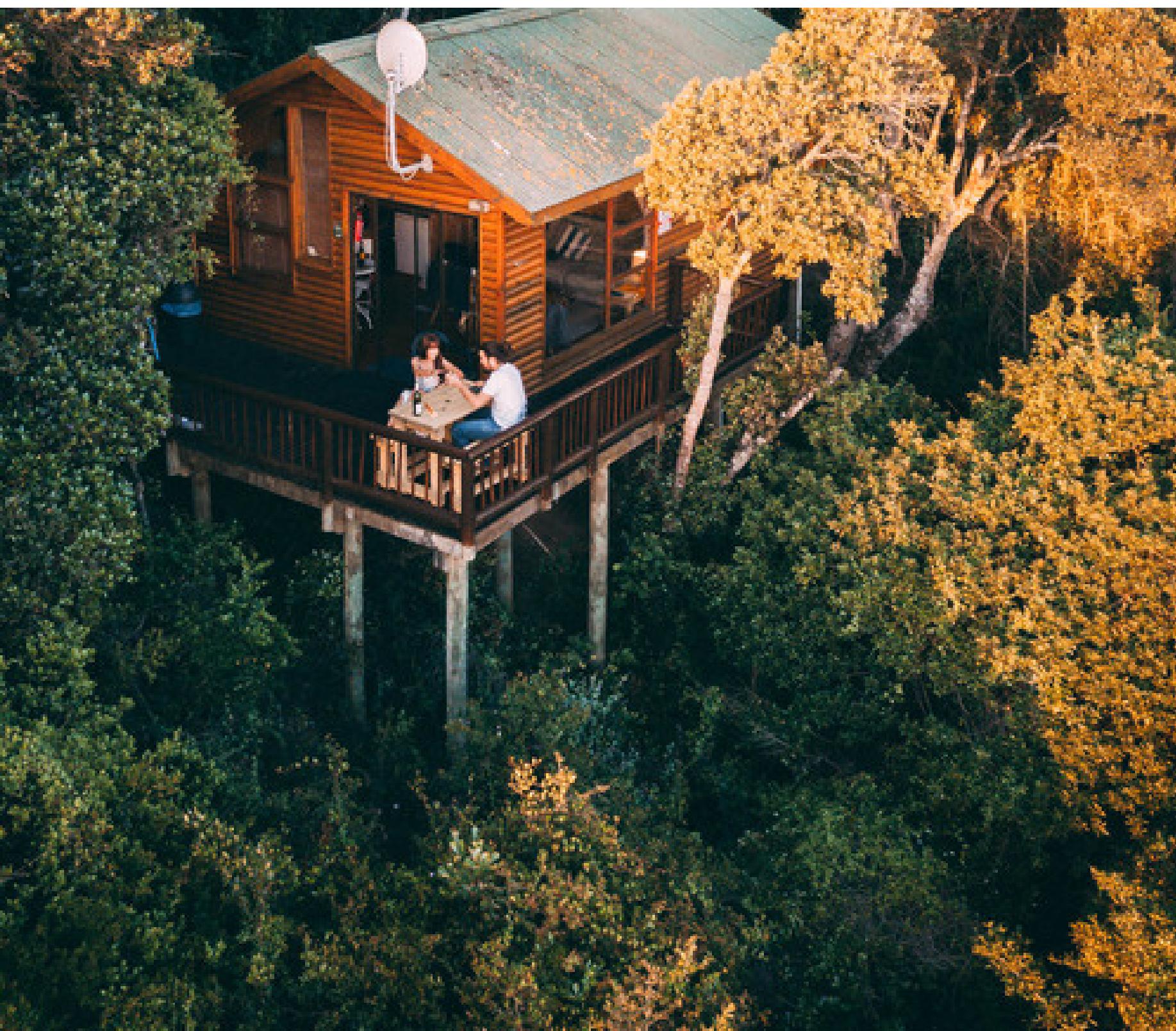
- 1% of all AirBnBs in Paris are owned by one Host; Paris has the highest number of AirBnBs in total.
- The second Host has the highest number of AirBnBs distributed in 10 cities - except Paris.
- Hosts that are having a huge number of AirBnBs are more likely to be companies or hotels.

## Verified Host by cities

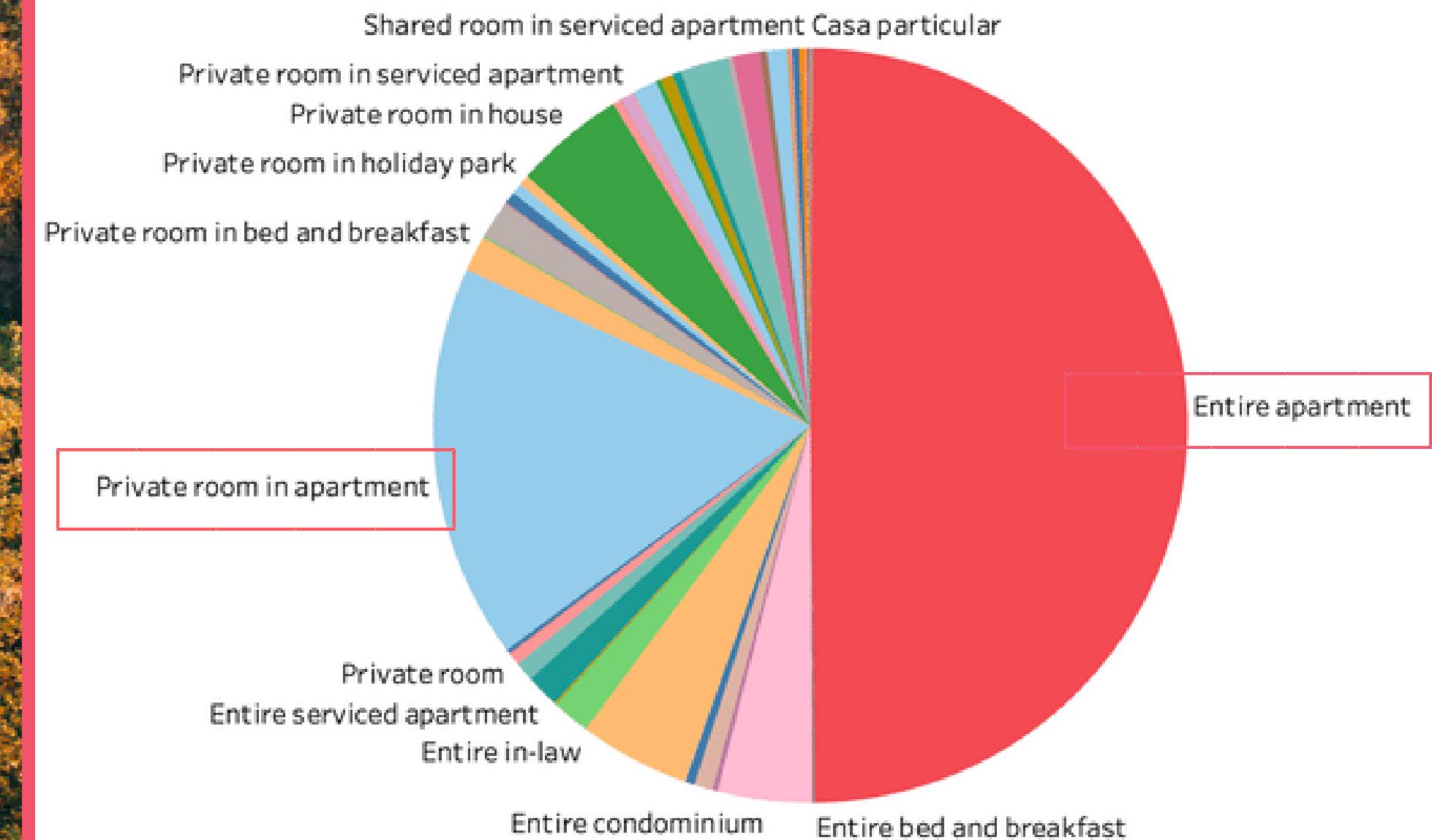




# PROPERTIES



**Ratio of property type**



# PROPERTIES

## Most Common Amenities

- 1. Wifi
- 2. Essentials
- 3. Long term stays
- 4. Kitchen
- 5. TV
- 6. Hangers
- 7. Hair dryer
- 8. Iron
- 9. Washer
- 10. Heating



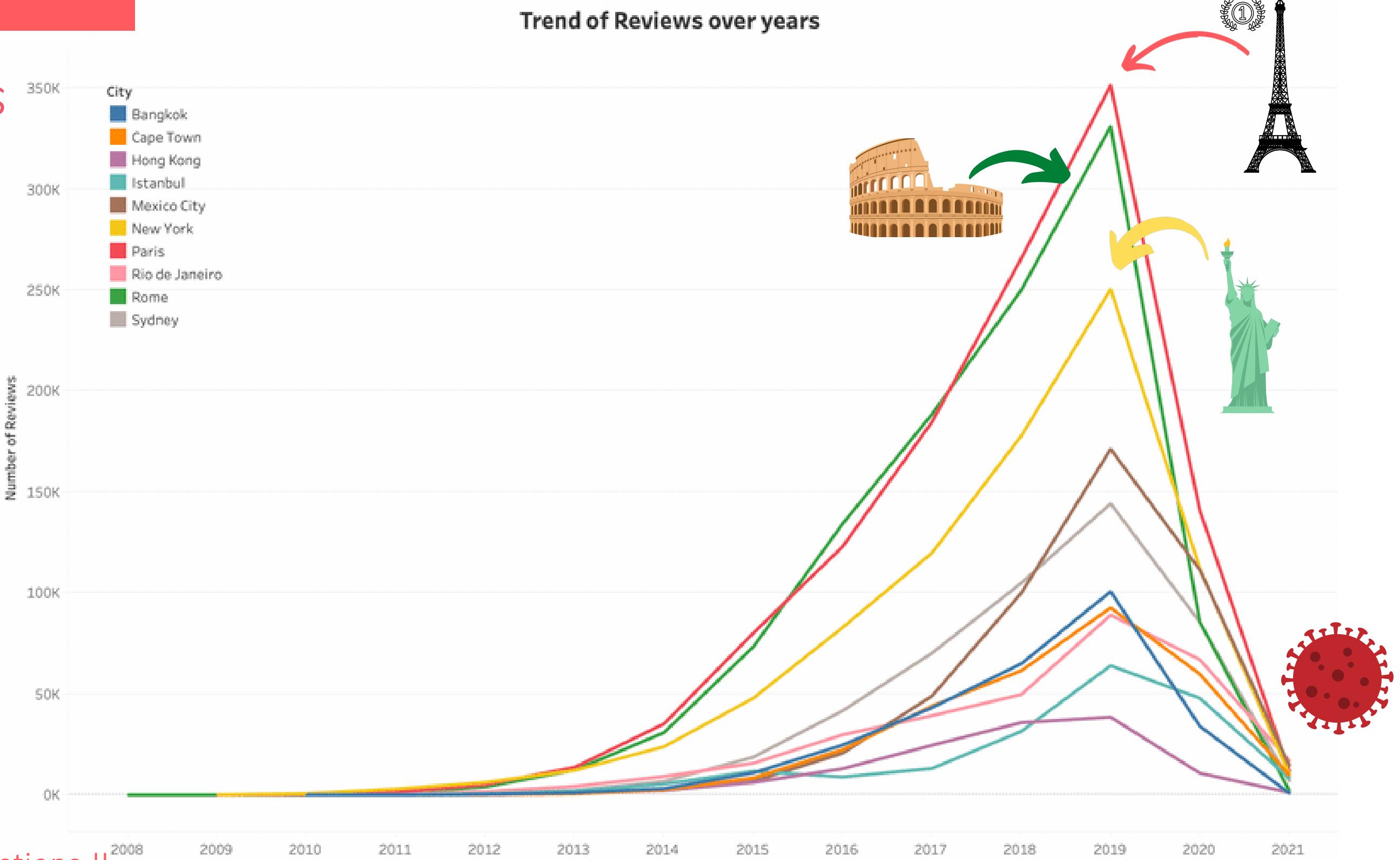
## Most expensive property type

Property Type	€
Boat	863.9
Shared room in island	829.5
Entire villa	671.0
Entire resort	596.0
Shared room in igloo	500.0

# TRENDS

HOW DID AIRBNB REVIEWS DEVELOPE OVER THE LAST YEARS?

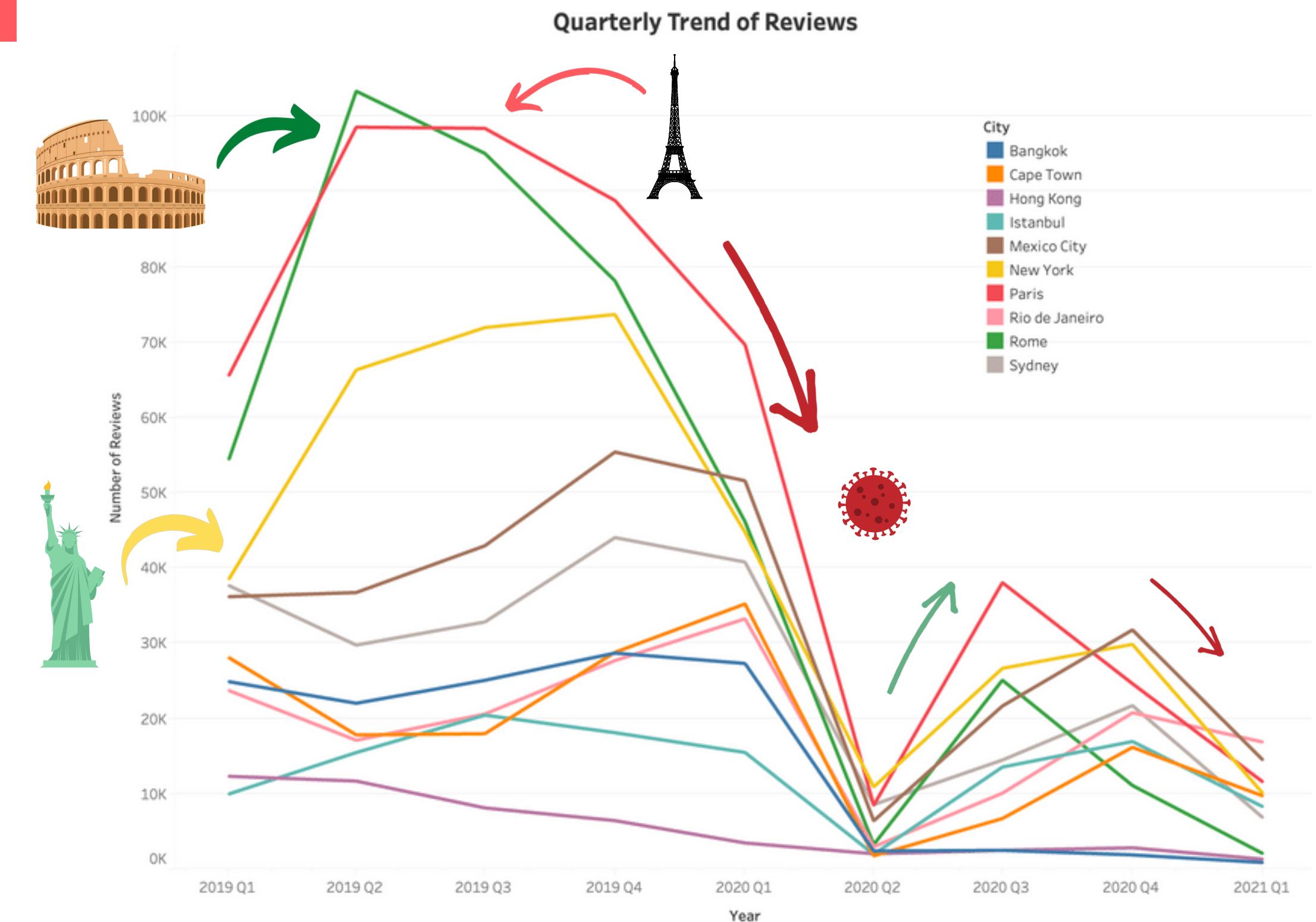
- AirBnBs in **Paris** are the **most frequently reviewed**, followed by **Rome** and **New York**.
- **Hong Kong** is the **least reviewed** city.
- Collapse in 2020 due to **Covid-19** and its caused travel restrictions.



# TRENDS

HOW DID AIRBNB REVIEWS DEVELOPE OVER THE LAST YEARS QUARTERLY?

- Paris recovered the quickest.
- Summer Break (Q2- Q3) allowed people to travel again.
- Collapse again after autumn 2020.
- Hong Kongs performance maintained almost the same due to Zero-Covid-Strategies.



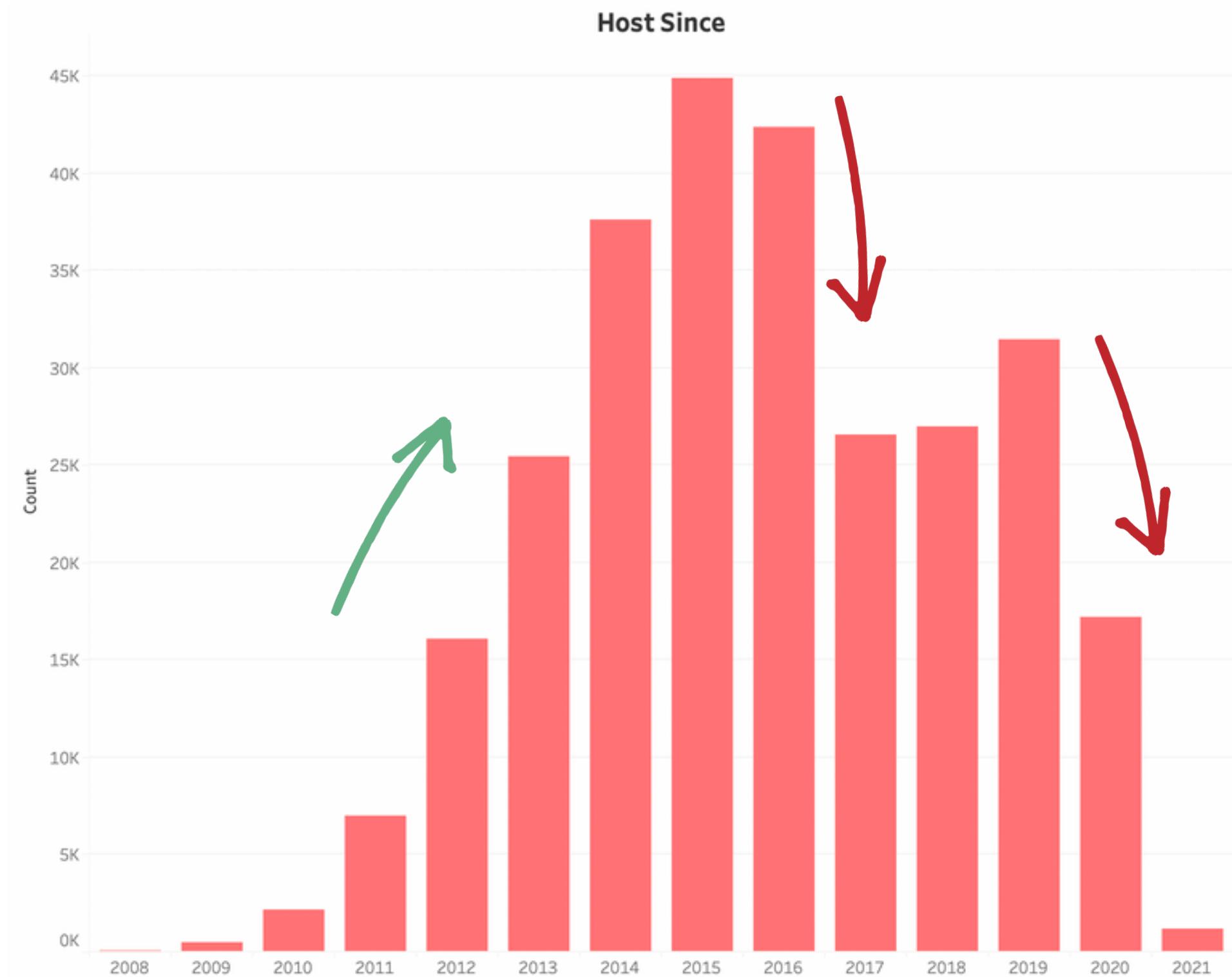
# TRENDS



## DID THE NUMBER OF HOSTS INCREASE IN THE LAST YEARS?

- Strong **increase** in host-registrations till 2015/ 2016.
- Drop due to **governmental law changes** to protect residential housing and avoid more **violation of short term rentals**;  
Renting space on Airbnb became **less lucrative**.
- Drop because of **Covid-19** reinforced the decreasing registrations of Hosts too.

[1] Top Cities Where Airbnb Is Legal or Illegal (2020): <https://www.investopedia.com/articles/investing/083115/top-cities-where-airbnb-legal-or-illegal.asp> (17.05.2022).



# TRAVEL RECOMMENDATION

MEXICO CITY OFFERS THE BEST TRAVEL DESTINATION BASED ON THE REVIEW SCORE VALUE



ISTANBUL OFFERS THE BEST TRAVEL DESTINATION BASED ON THE PRICE



# CONCLUSION

- Paris has the **biggest AirBnB market**.
- Sydney offers the **most expensive** AirBnBs.
- People mostly write reviews on **weekends**.
- Highest number of hist are registered in the month of **July**.
- Almost **30%** of AirBnB **Hosts** are **unverified** due to **law changes** requiring **short-term-rental** license.
- **Covid-19** let the AirBnB market **collapse** in the first half of **2020**.

# TEAM



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