 **airbnb**
data analysis

OVERVIEW



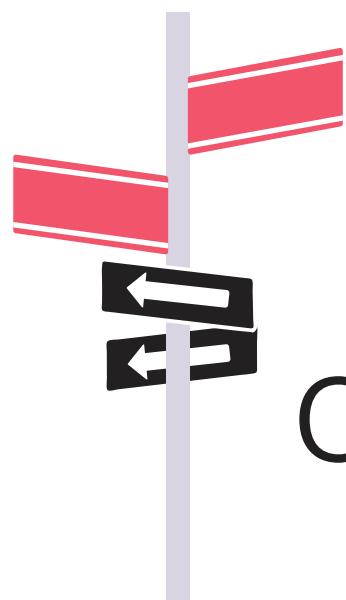
I. DATA DESCRIPTION

II. RESEARCH QUESTIONS

III. CONCLUSION

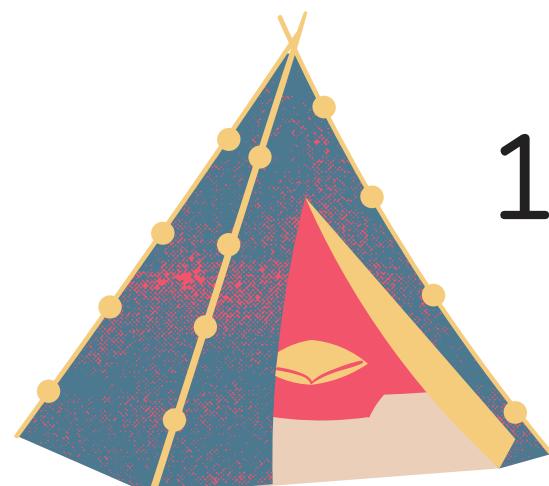
DATA DESCRIPTION



 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?

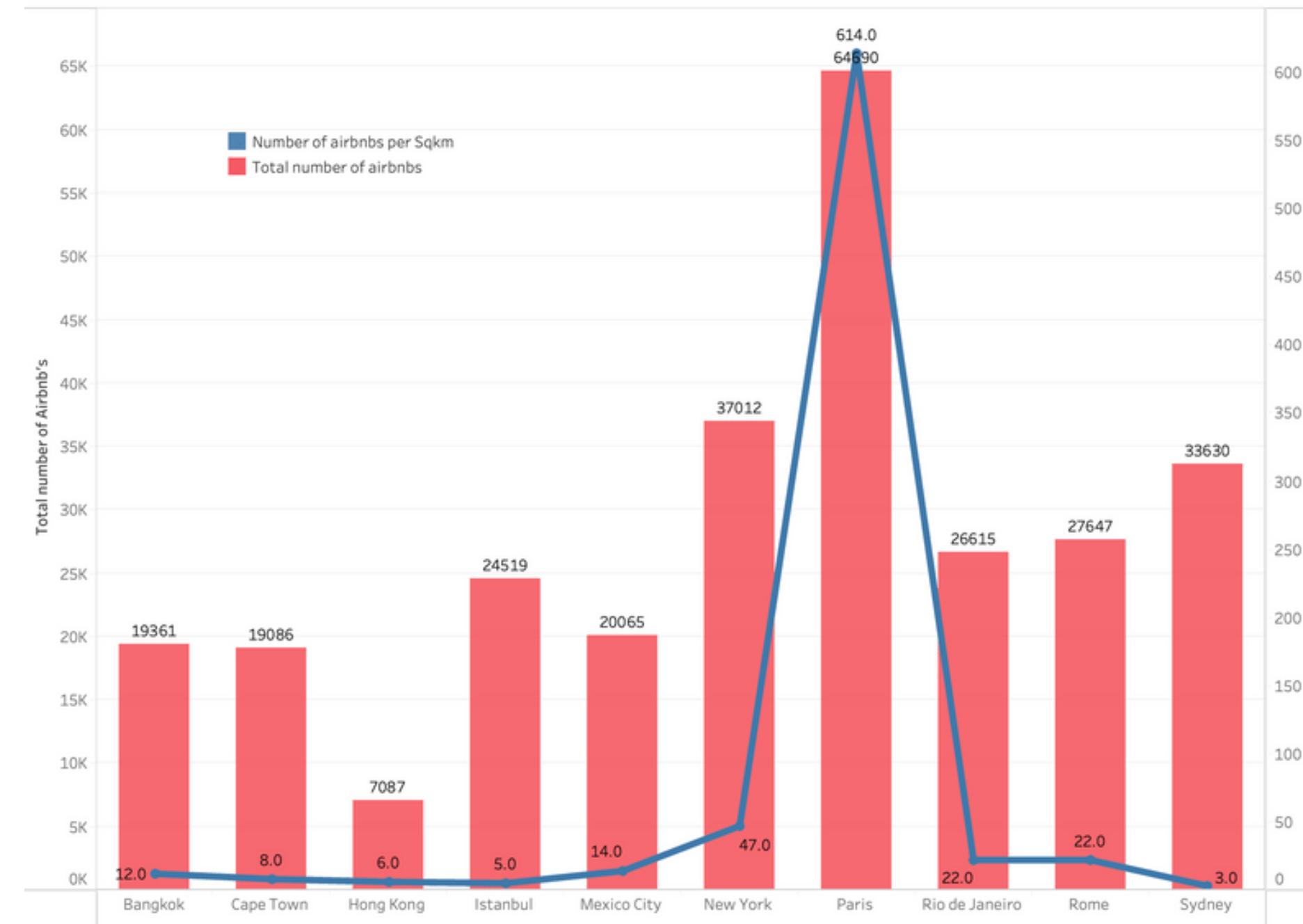
III. TRAVEL RECOMMENDATION

Which city gives the best offer to travel?

DIFFERENCES BETWEEN CITIES



Comparision of Total number of airbnbs and airbnb per Sqkm.

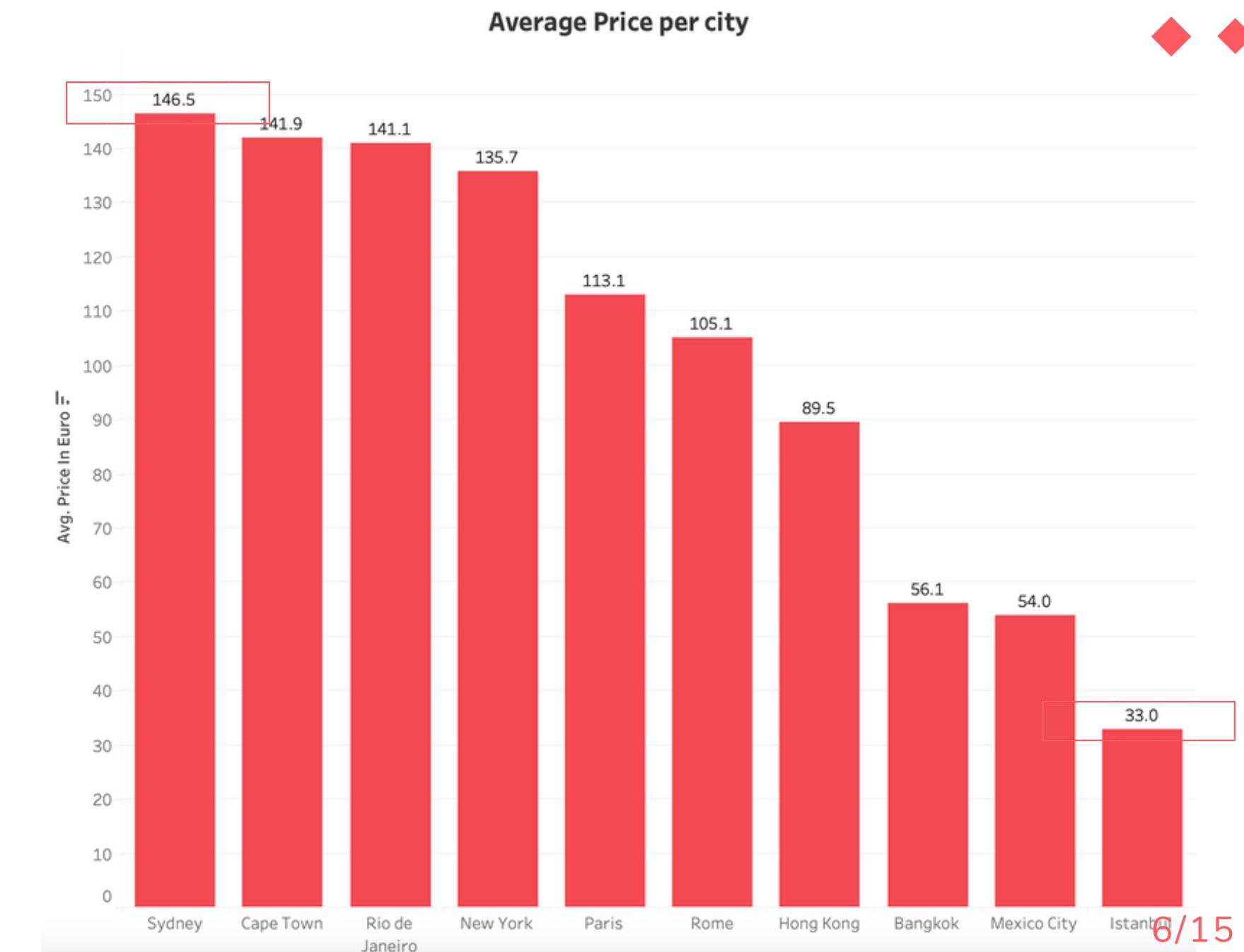


- Paris has the **highest number of AirBnBs** followed by **New York and Sydney**.
- Hong Kong has the **smallest number**.
- Paris offers **614 AirBnBs per square km**, whereas **Sydney offers 3**.

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

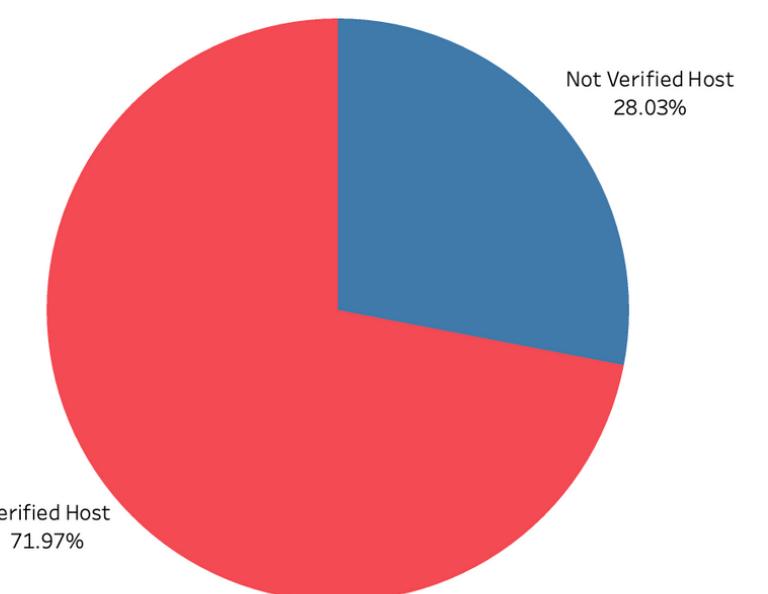


Host with highest number of AirBnBs

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						

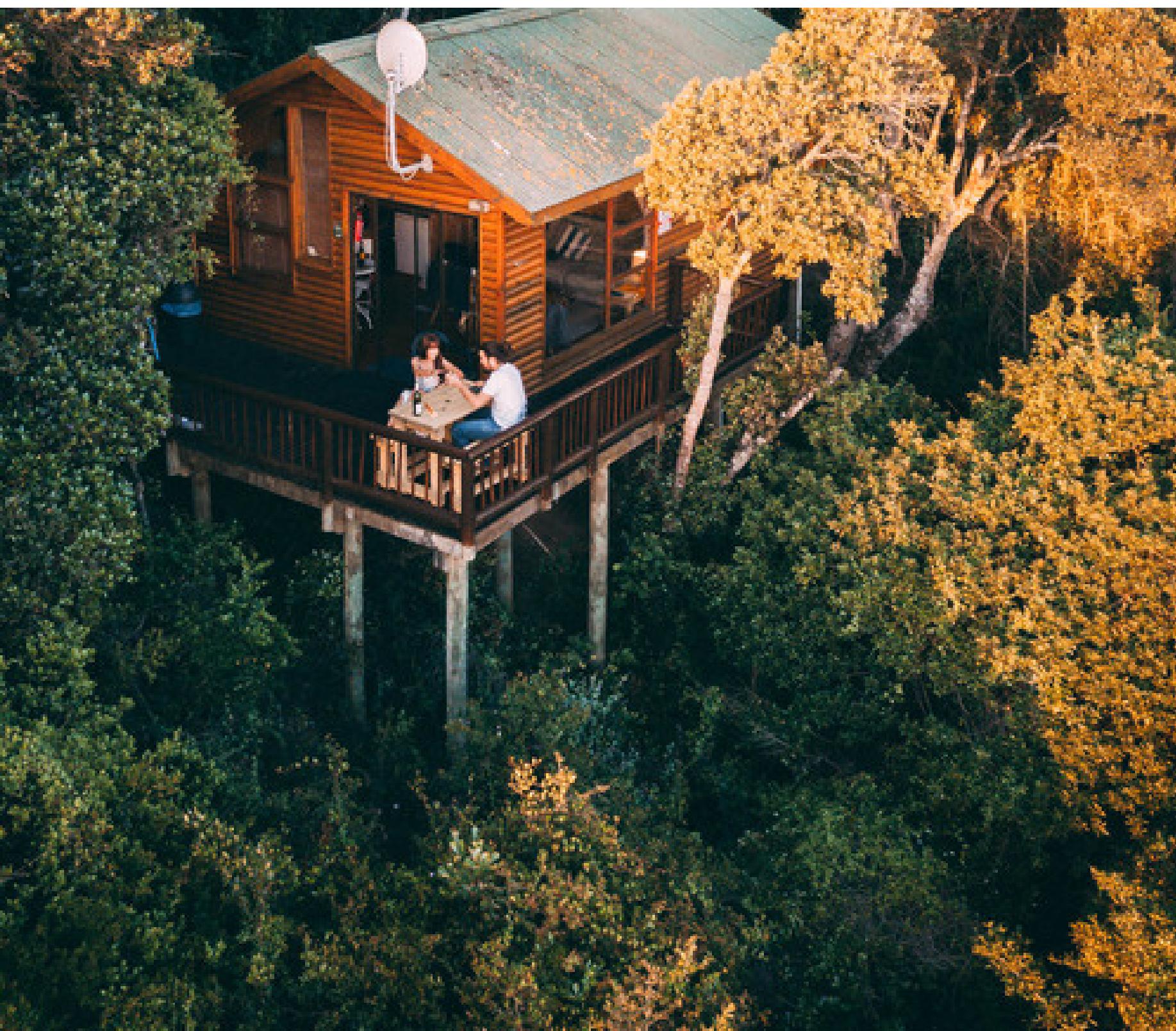
- 1% of all AirBnBs in Paris are owned by one Host; Paris has the highest number of AirBnBs in total.
- The second Host has the highest number of AirBnBs distributed in 10 cities - except Paris.
- Hosts that are having a huge number of AirBnBs are more likely to be companies or hotels.

Verified Host by cities

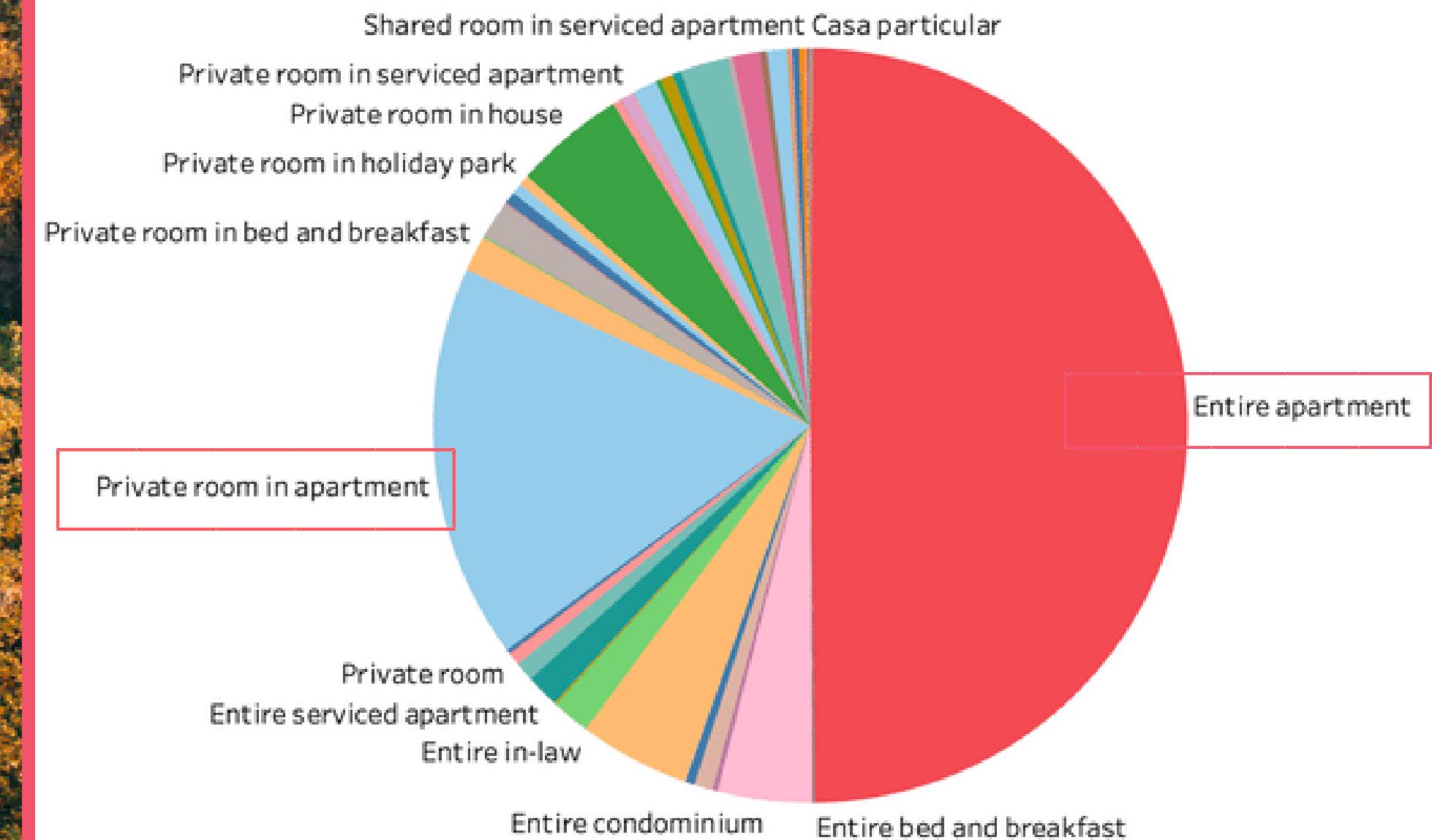




PROPERTIES



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



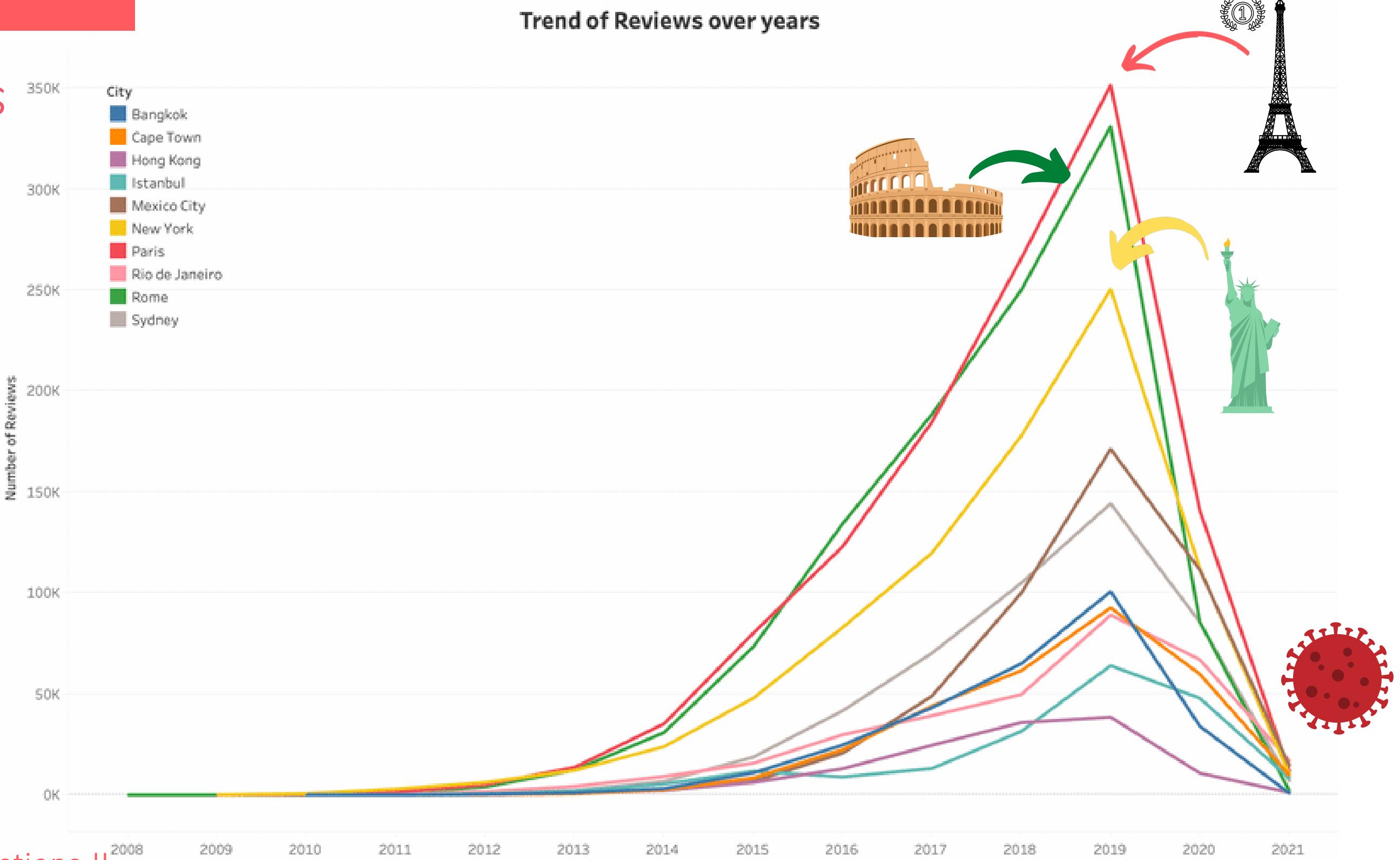
Most expensive property type

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?

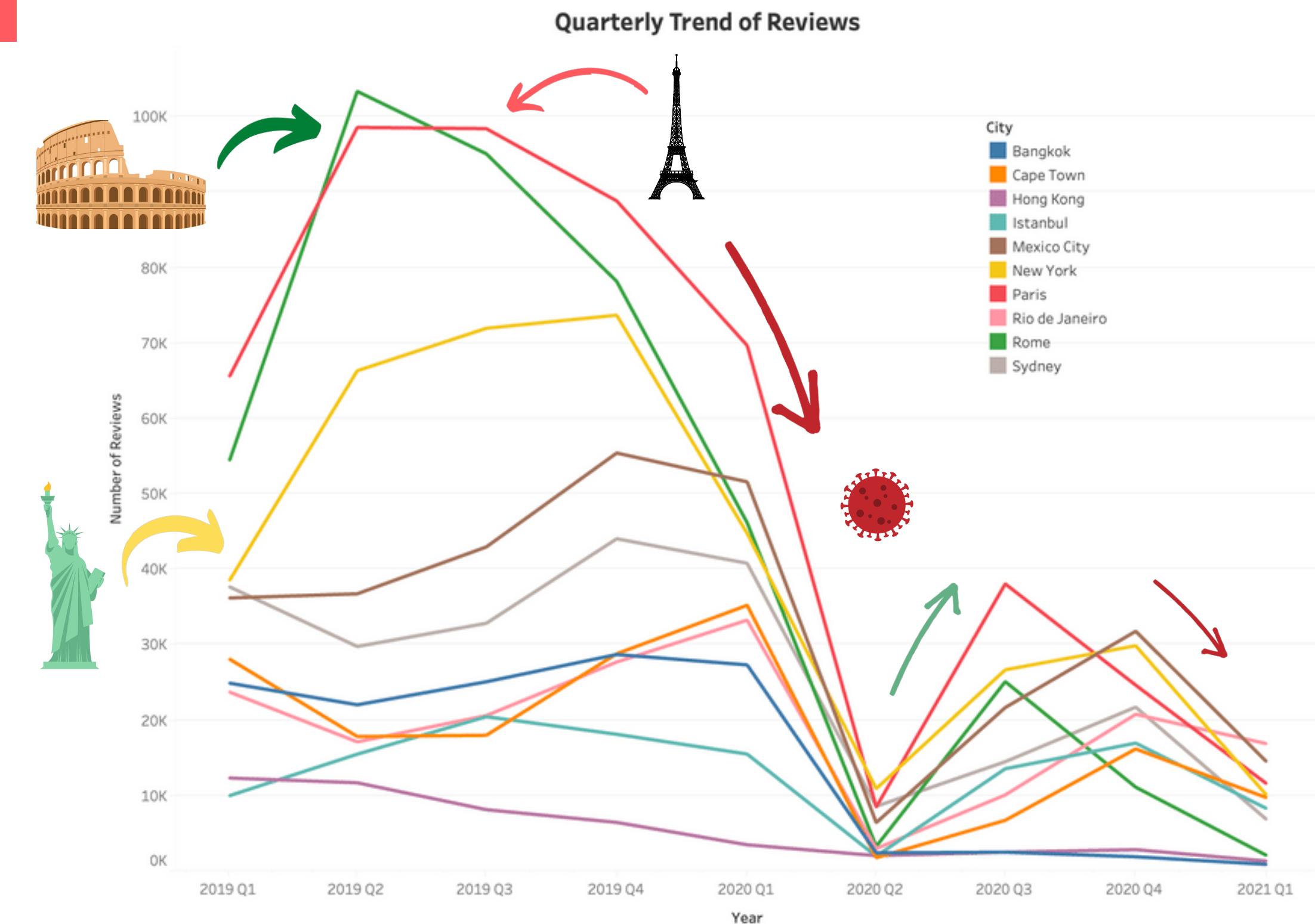
- AirBnBs in **Paris** are the **most frequently reviewed**, followed by **Rome** and **New York**.
- **Hong Kong** is the **least reviewed** city.
- Collapse in 2020 due to **Covid-19** and its caused travel restrictions.



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.



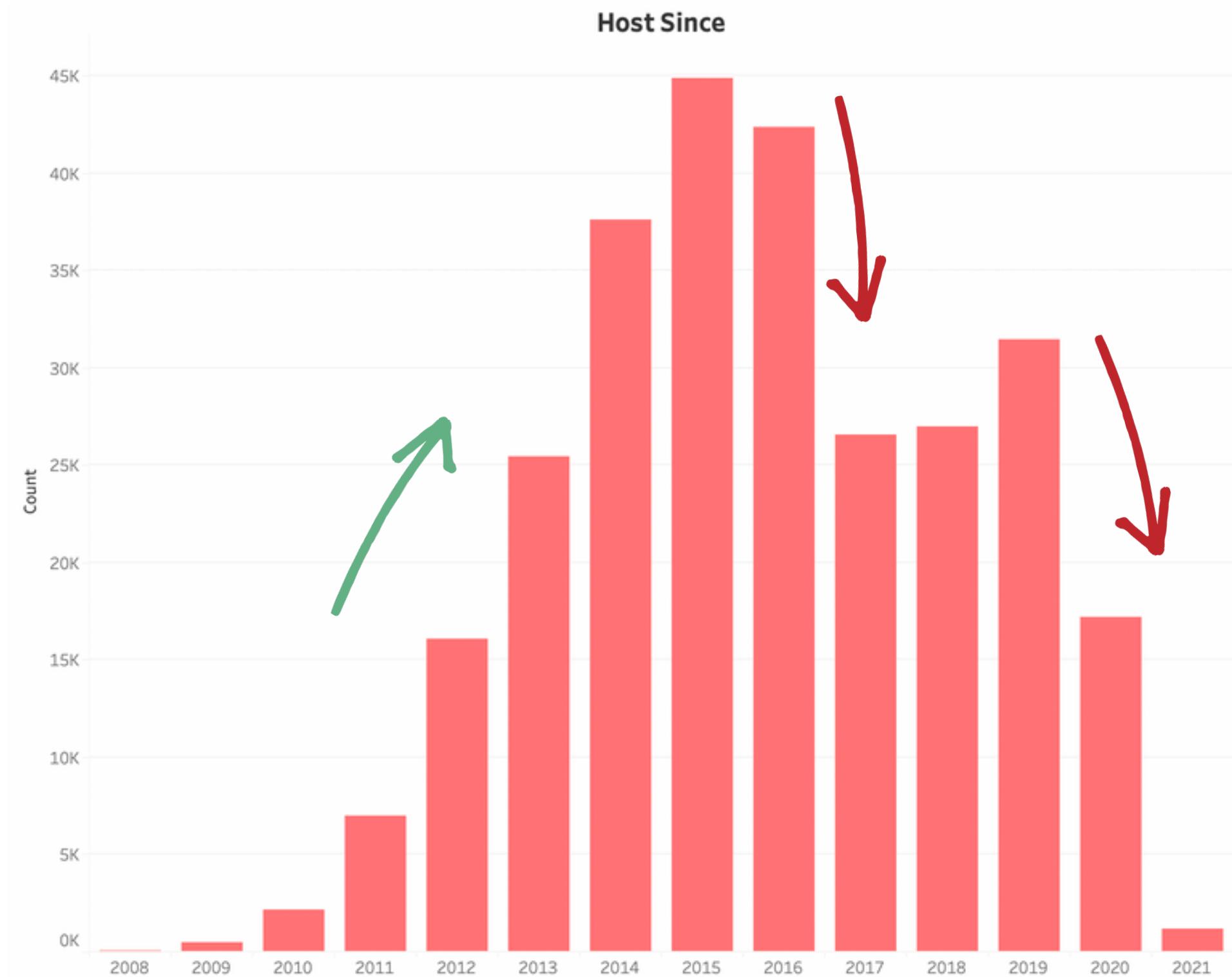
TRENDS



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



Christin Iskander



Nayan Naik



Christina von Heydenaber