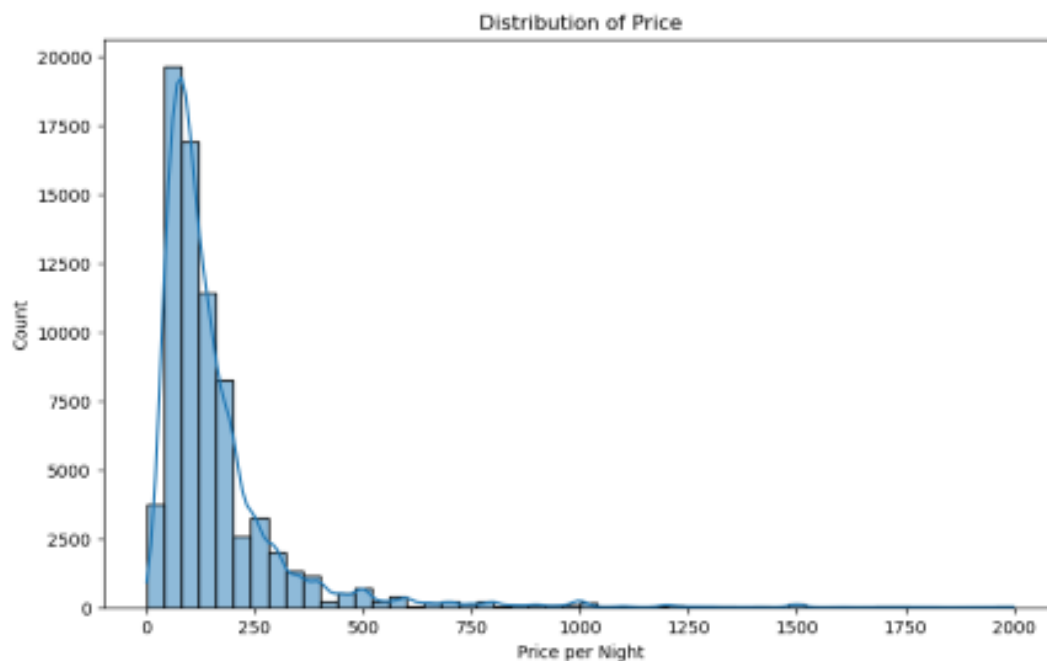# Airbnb Dynamic Pricing Recommendations

Objective:

To suggest optimal pricing for Airbnb listings based on factors like location, season, and property
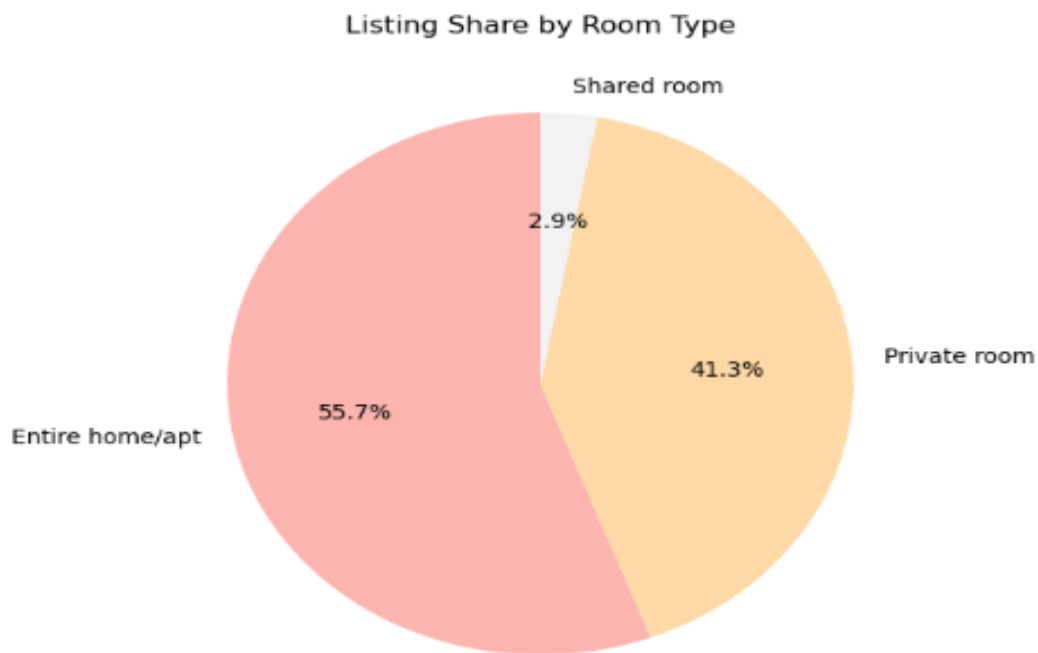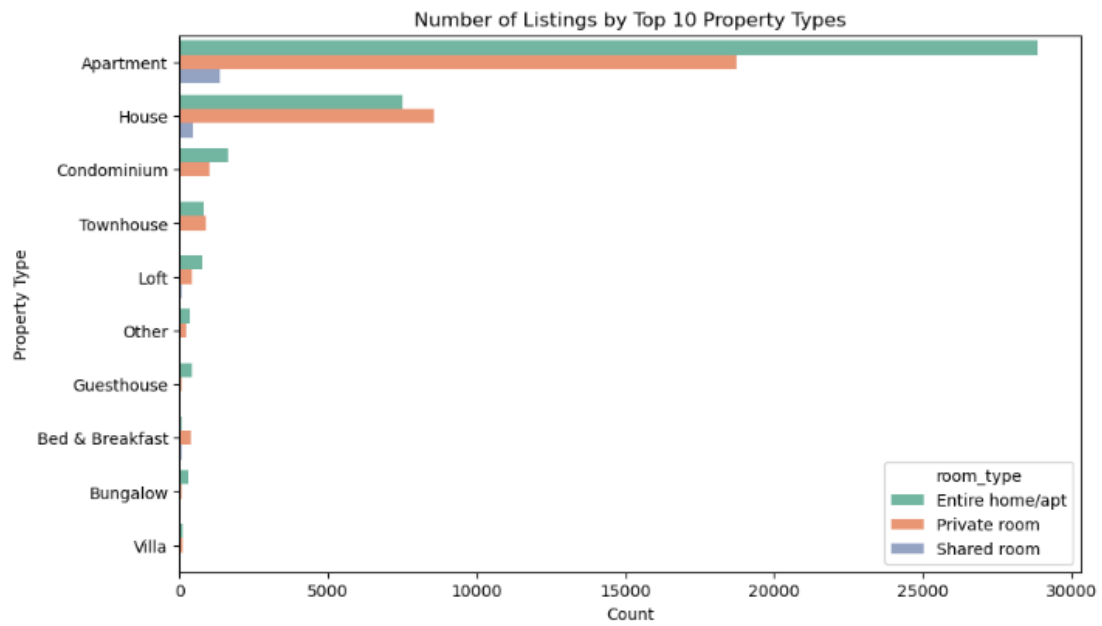quality.

Key Tools:
- Python (for data cleaning and modelling)
- Tableau (for visualization)

Distribution of Price

Key Insights:

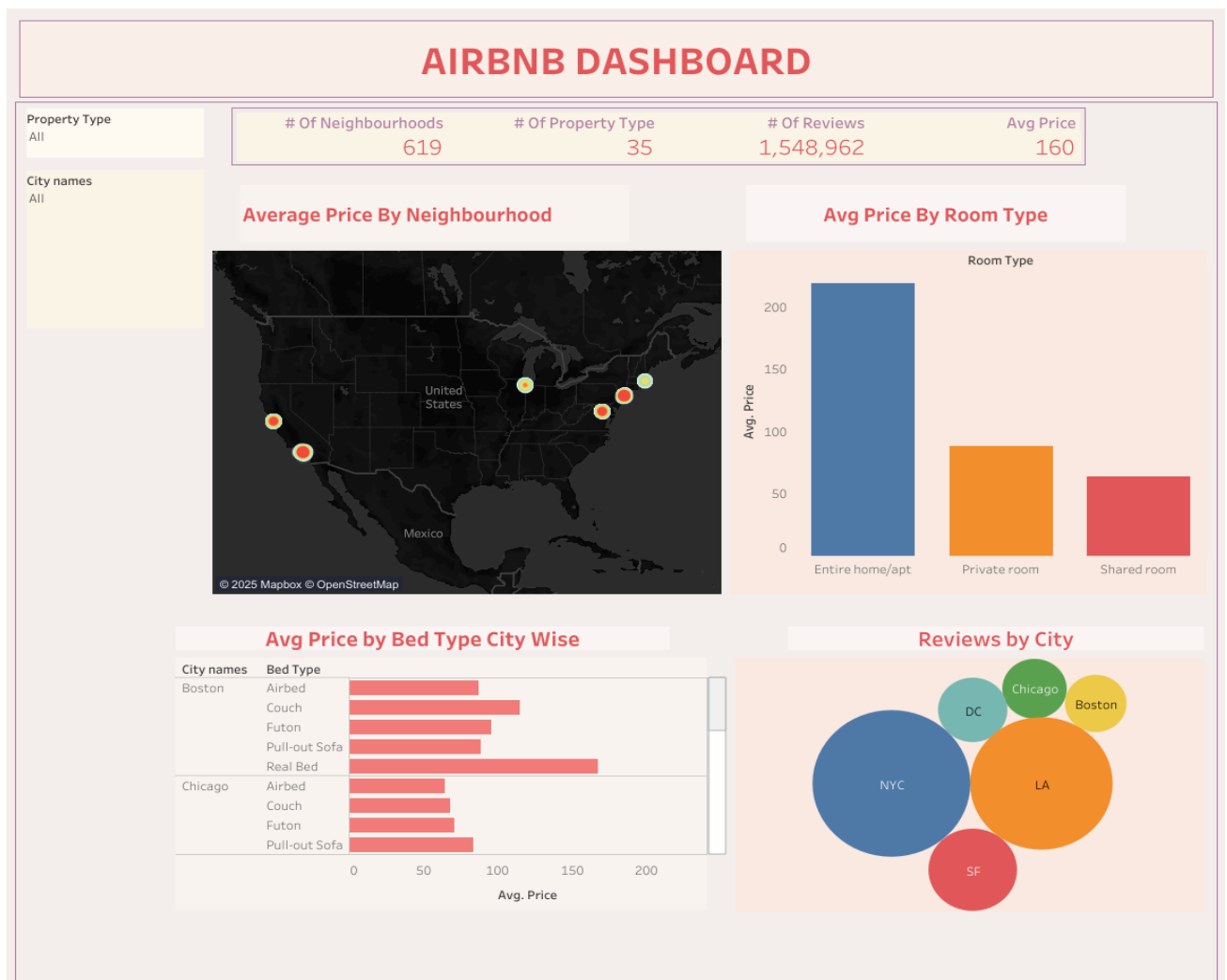1. Listings in city centers generally have higher prices.
2. More amenities (Wi-Fi, kitchen) increase pricing potential.
3. Seasonal pricing strategies can significantly boost earnings, especially during holidays and
weekends.
4. Listings with higher review scores attract higher prices.

Average Price by Cities

Most Common Amenities

Number of Listings by Top 10 Property Types

Listing Share by Room Type

Dashobard :

AIRBNB DASHBOARD

Property Type	# Of Neighbourhoods	# Of Property Type	# Of Reviews	Avg Price
All	619	35	1,548,962	160

City names
All

Average Price By Neighbourhood

Avg Price By Room Type

Room Type

Avg Price by Bed Type City Wise

City names	Bed Type
Boston	Airbed
	Couch
	Futon
	Pull-out Sofa
	Real Bed
Chicago	Airbed
	Couch
	Futon
	Pull-out Sofa

Reviews by City

Recommendations:
1. Implement dynamic pricing based on season and demand.
2. Prioritize listings with popular amenities (Wi-Fi, kitchen).
3. Adjust prices based on review scores and response rate.

Conclusion:
- By using data-driven pricing strategies, Airbnb hosts can maximize their earnings.
- These insights can be automated and updated in real-time for continuous improvement.