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HOTEL AGGREGATOR ANALYSIS

SUBMITTED BY:
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PROBLEM STATEMENT

This internship project aims to analyse a dataset of hotel aggregator listings using Power BI. The dataset comprises various attributes related to listings, hosts, reviews, and availability. The objective is to create comprehensive visualizations and insights that shed light on trends, patterns, and factors influencing the performance of listings. Through Power BI, interns will explore key metrics such as pricing, availability, host characteristics, and review scores to derive actionable insights for improving the overall quality and competitiveness of the listings

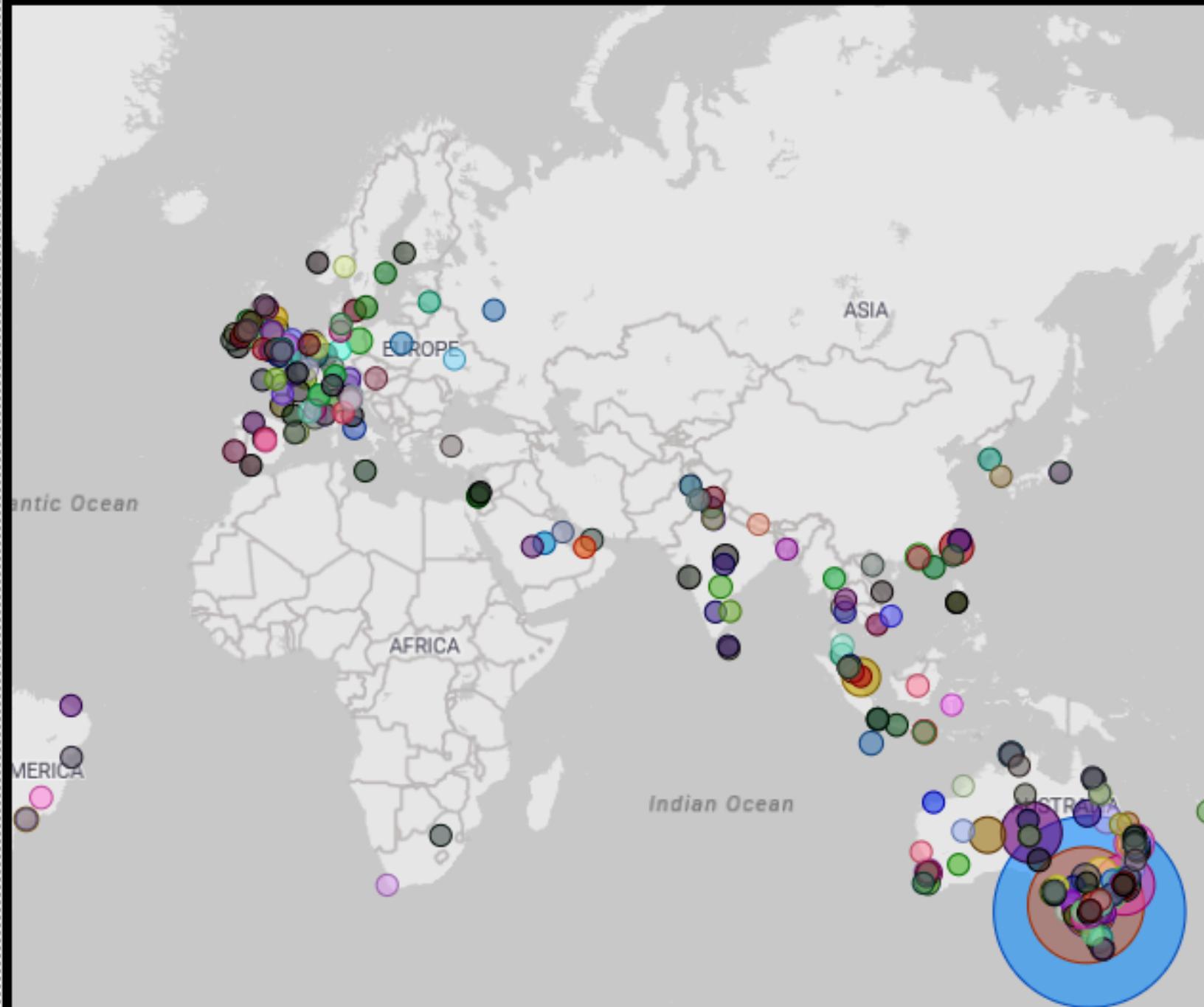
DATASET DESCRIPTION

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)*

GEOGRAPHICAL VISUALIZATION

Popular host locations by listings

Host location ● Melbourne ● Victoria ● Australia ● Sydney ● South ... ● St Kild...



Popular neighbourhood by listings

neighbourhood ● Melbourne ● Port Phillip ● Yarra ● Stonnington ● Yarra Ranges ● Moreland ● Monash



INSIGHTS:

- According to the 1st Visualization **Melbourne** is the most popular host location with the total listings of about 6517
 - **Victoria** is the 2nd most popular host location with 2026 listings
 - Both these locations is in Australia
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- According to the 2nd Visualization **Melbourne** is the most popular neighbourhood with 6839 listings
 - **Port Philip** is the 2nd most popular neighbourhood with 2691 listings
 - Both these location are in Australia . therfore Australia is the most popular country

To create your own,
choose a topic that
interests you.

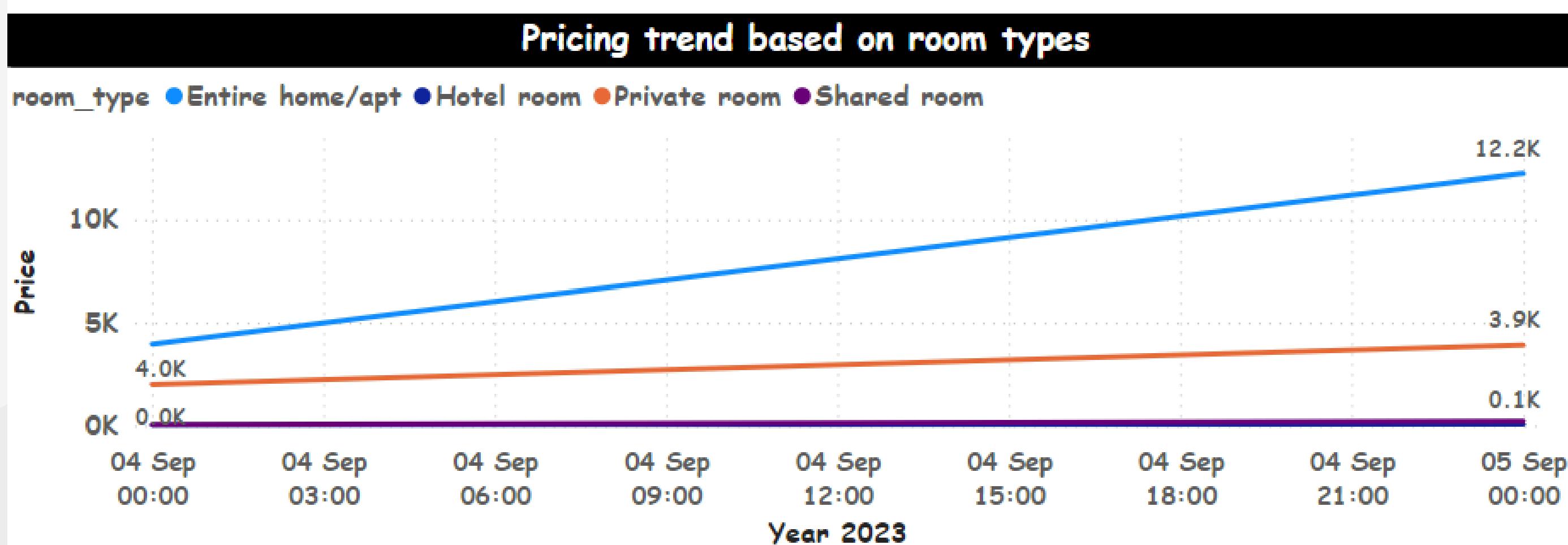
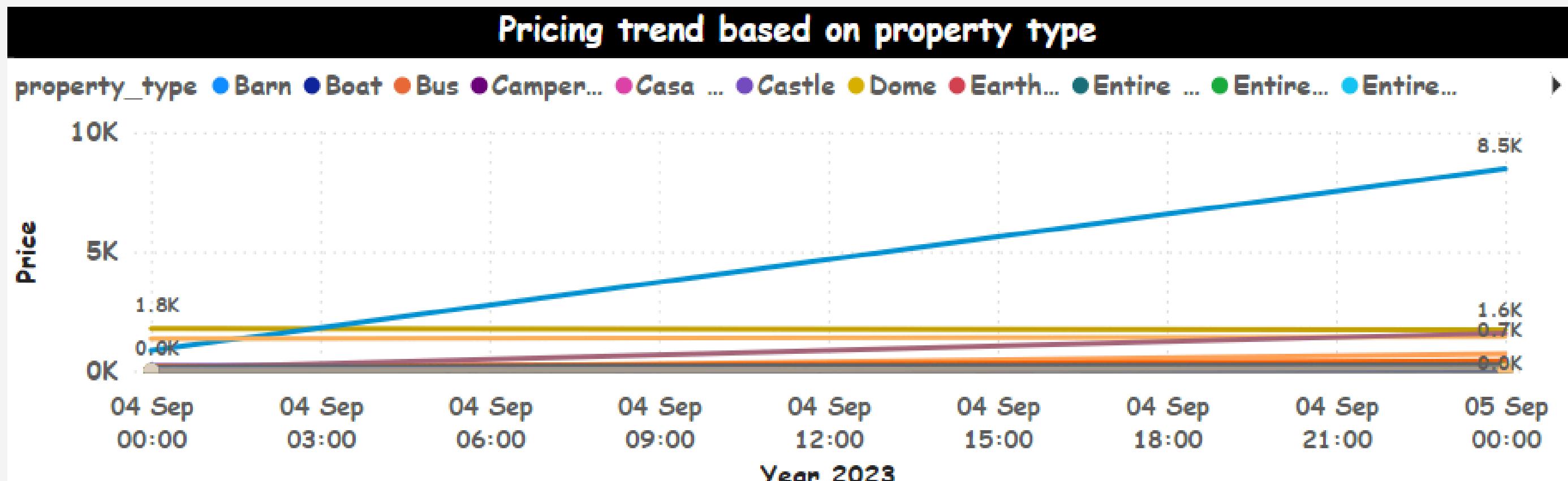
Events

To create your own,
choose a topic that
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New products release

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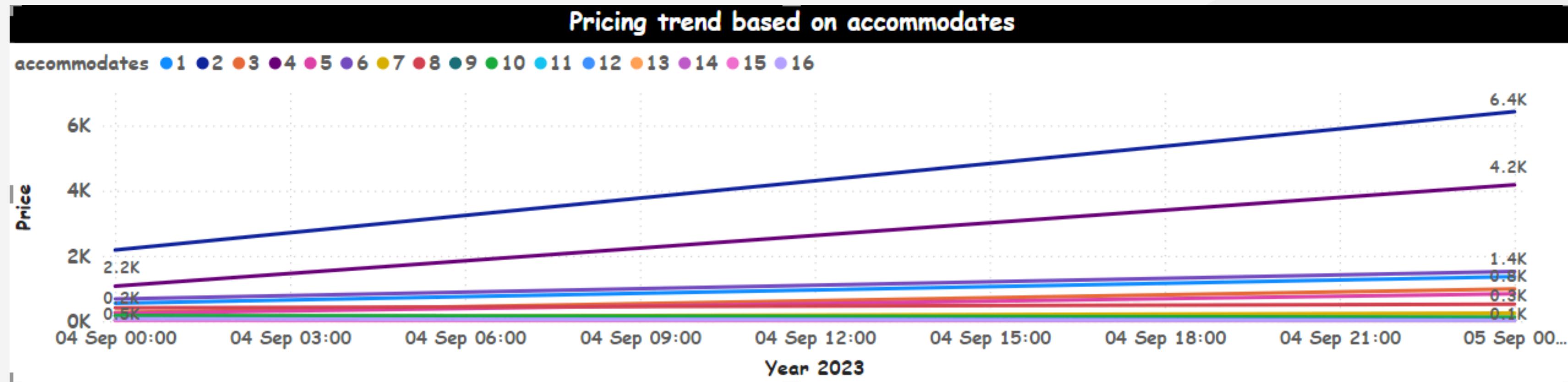
PRICING TREND



INSIGHTS:

- *The trend follows from 4th September 2023 to 5th September 2023*
 - *According to the 1st Visualization Entire Rental Unit property type has a gradual increase in pricing from Rs 1352 in 4th Sep to Rs 8490 in 5th Sep*
 - *Rest all property type has a constant pricing throughout the day*
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- *According to the 2nd Visualization Room type Entire Room/Apt is having a gradual increase in pricing from 3.9k to 12.8k in 1day*
 - *Private room type has a slight increase in pricing from 2k to 3.9k*
 - *Hotel room and Shared room has constant a price about 0.15k*

PRICING TREND



The owner(s)

INSIGHTS:

- Rooms with accommodates 2 and 4 falls in the top 2 category in Pricing
- Rooms with accommodates 2 has an increase in pricing from 2.2k in 4th sep to 6.6k in 5th Sep
- Rooms with accommodates 4 has an increase in pricing from 1.1k in 4th sep to 4.2k in 5th Sep
- Room with accommodates 10 has a decrease in price from Rs 170 to Rs 131

VISUALIZATION ABOUT AVAILABLE LISTINGS

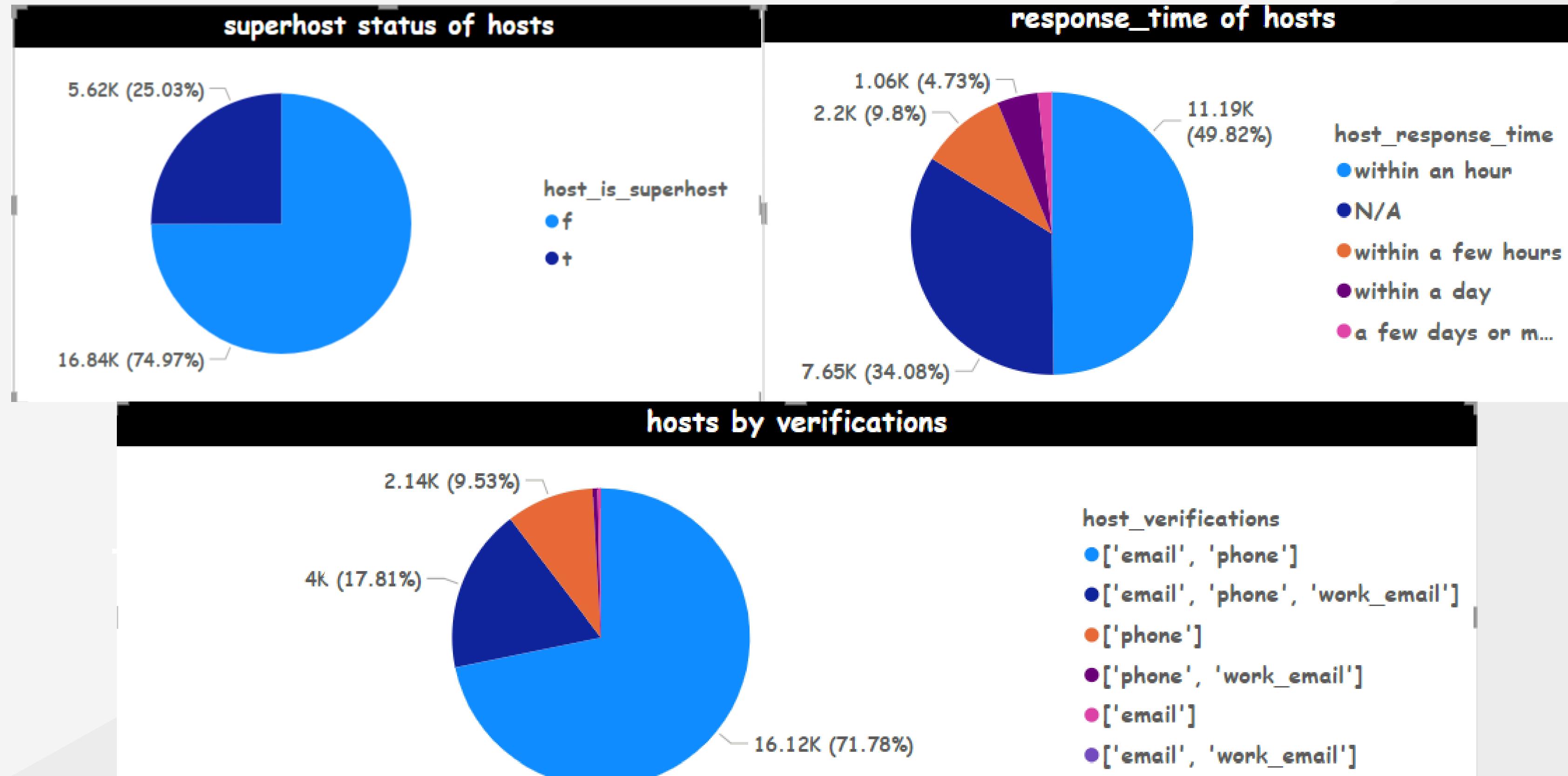


INSIGHTS:

- *The amount of listings available increased from 6.0k to 15.4k in 1 day*

Awards

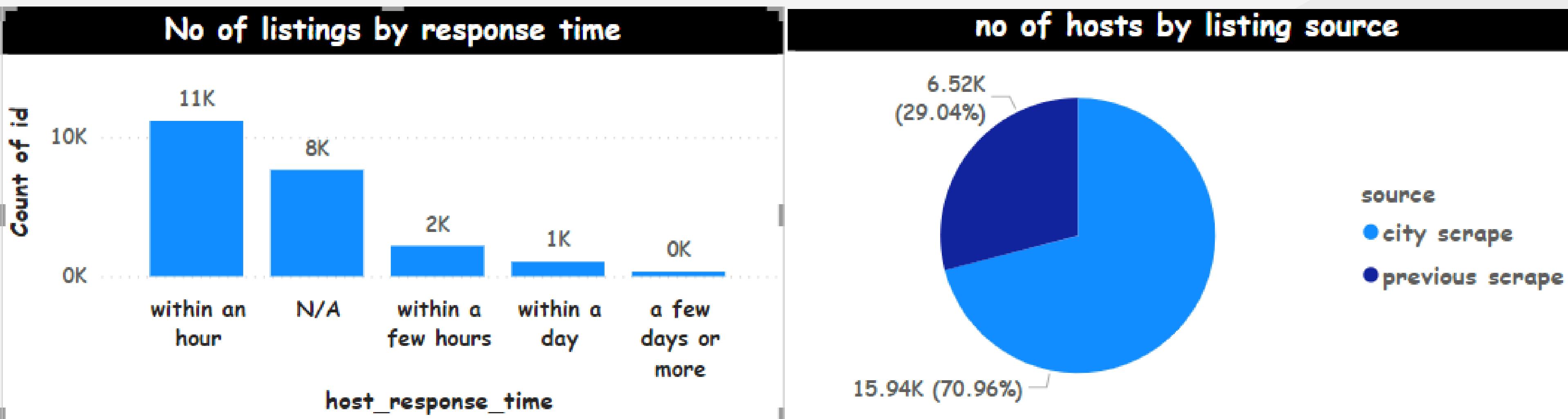
VISUALIZATIONS ABOUT HOST CHARACTERISTICS



INSIGHTS:

- According to the 1st Visualization about 25% of host's are considered as super host
- According to the 2nd Visualization about 50% of host's responds via within an hour
- 34% of the people never responds,10% responds within a few hours
- According to the 3rd Visualization almost 71% of host's verifications are done via "email, phone",18% via "email,phone,work email"
- Only a less % of host are verifeid through "phone" or "email" alone

CORELATION BETWEEN HOST AND LISTINGS



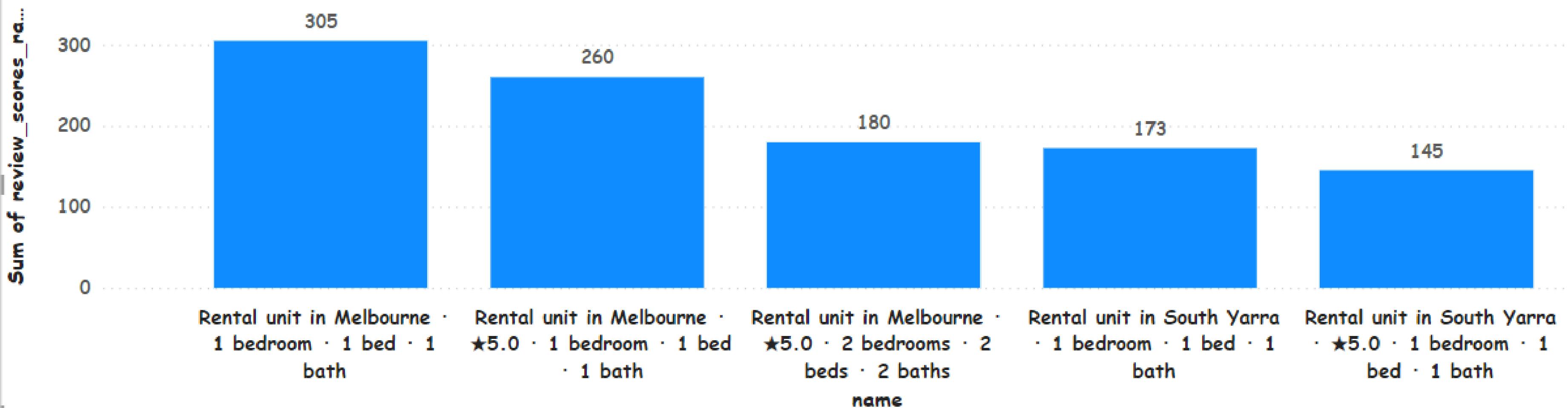
INSIGHTS:

- According to the visualization about 70% of hosts are in City Scrap listing source

Awards

REVIEW SCORES AND AREAS OF IMPROVEMENT

Sum of review_scores_rating by name



REVIEW SCORES AND AREAS OF IMPROVEMENT

Overall_accuracy_rating

84.65K

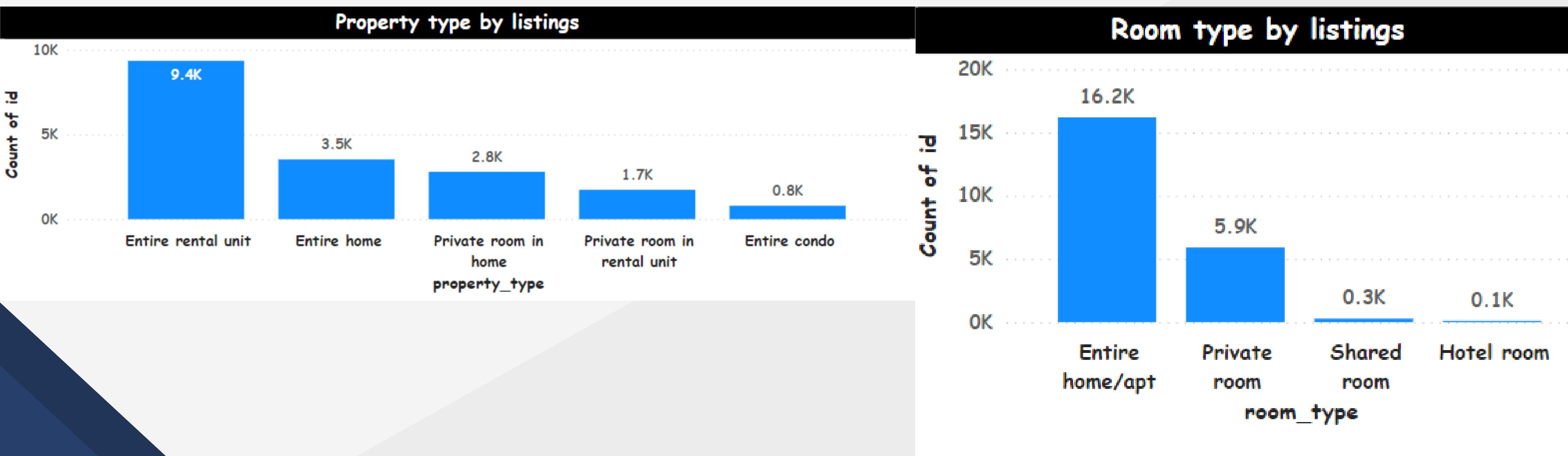
Overall_cleanliness_rating

83.16K

INSIGHTS:

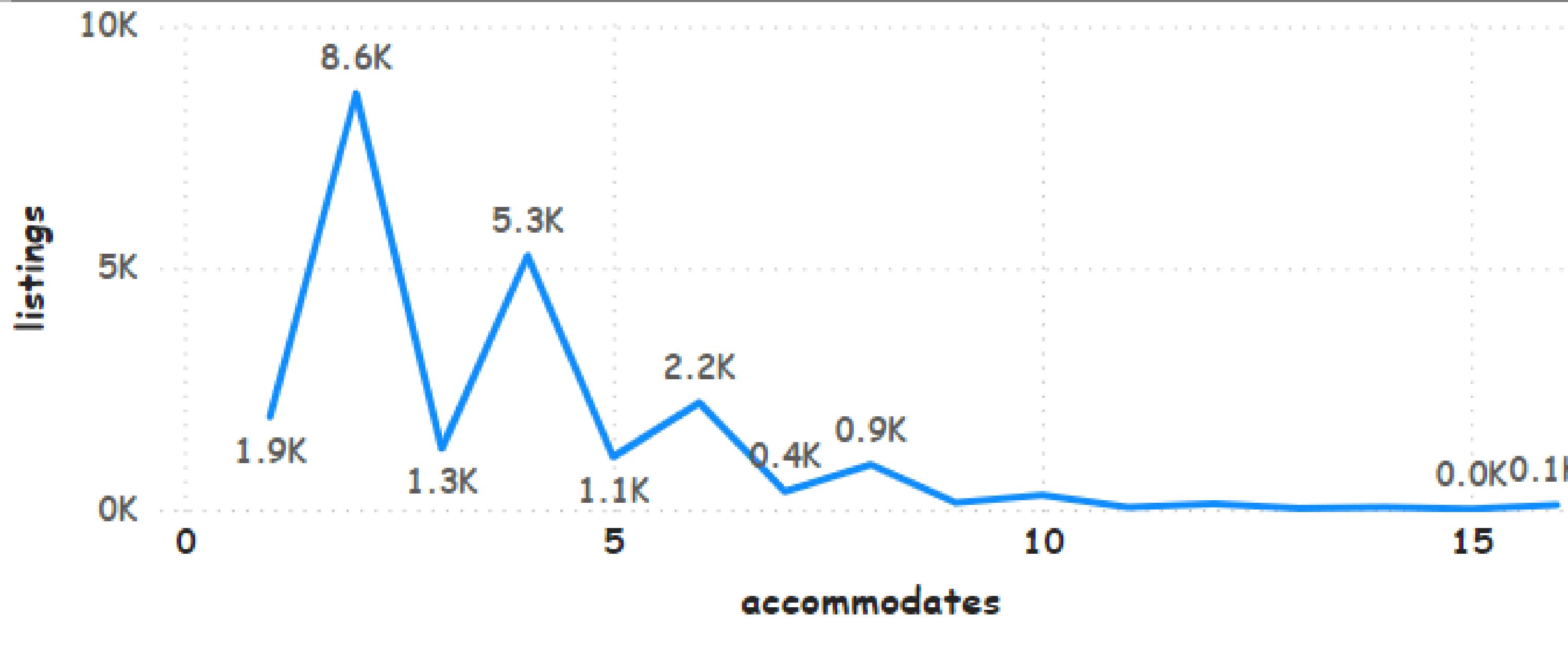
- According to the 1st visualization about Rental unit in Melbourne 1 bedroom 1 bed 1 bath is at top in overall rating
- Accuracy and cleanliness are the two areas where improvement is required because it has the lowest rating of all

PROPERTY TYPE AND ROOM ANALYSIS



PROPERTY TYPE AND ROOM ANALYSIS

no of listings for each accommodates category



INSIGHTS:

- According to the 1st visualization **Entire rental unit** property type has the most no of listings
- According to the 2nd visualization **Entire home/apt room** type has the most no of listings
- Thw 3rd visualization shows the trend by accomodation set up. 2 and 4 accomadotes type has the most no of listings



THANK YOU

