



# TOURIST ACCOMMODATION

**DATA ANALYTICS TEAM**

IT ACADEMY | SPRINT 2 | APRIL 2025

# DATA

## DATA SOURCE

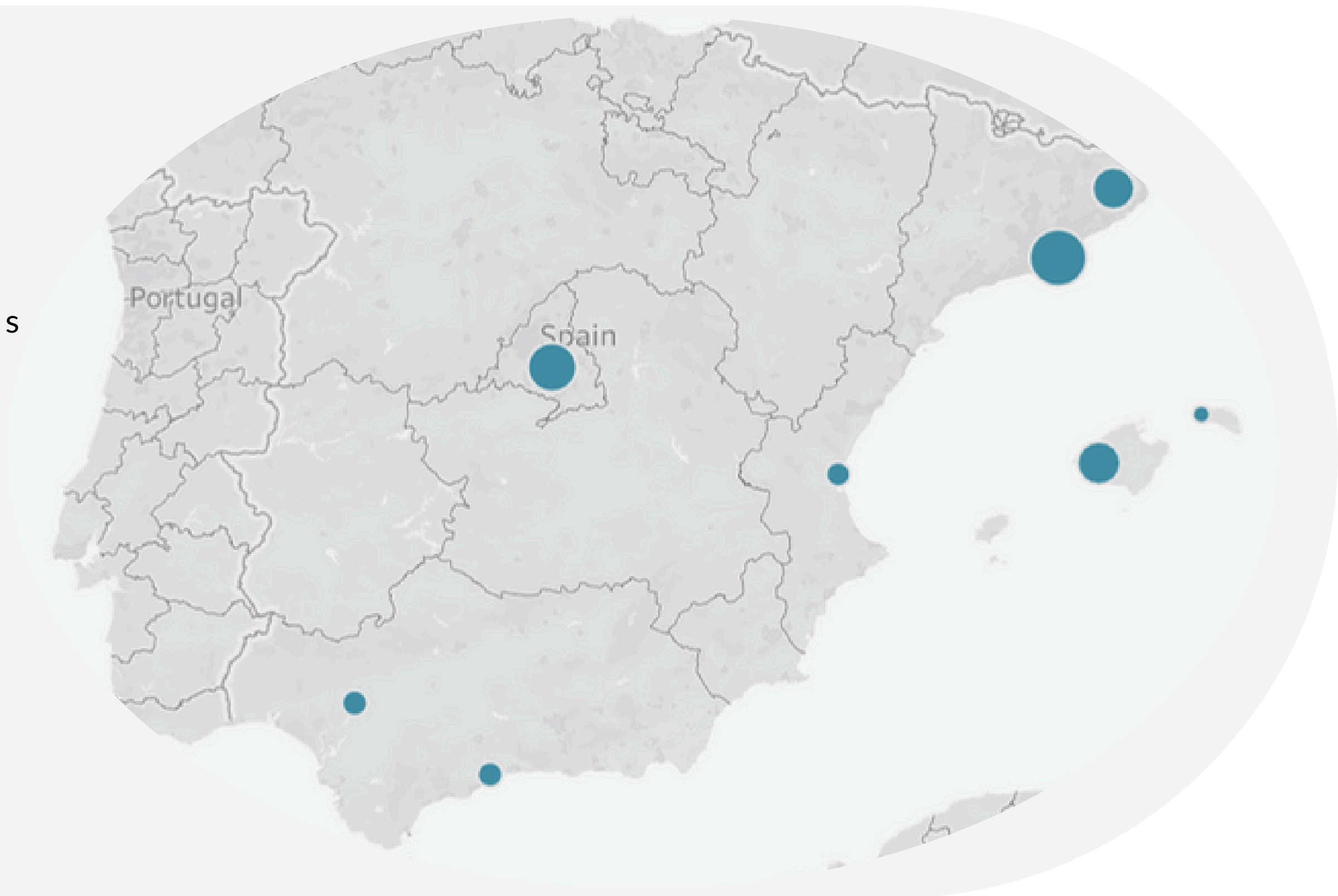
- Internal data on tourist accommodations

## NUMBER OF RECORDS

- 7693 listings
- from 2017-01-04 to 2021-02-27

## MISSING DATA

- 2% of listings without **price**
- 21% of listings without **review**





# ACCOMMODATIONS GROWTH

**7,693**

Current Inventory

**6,733**

Previous Inventory

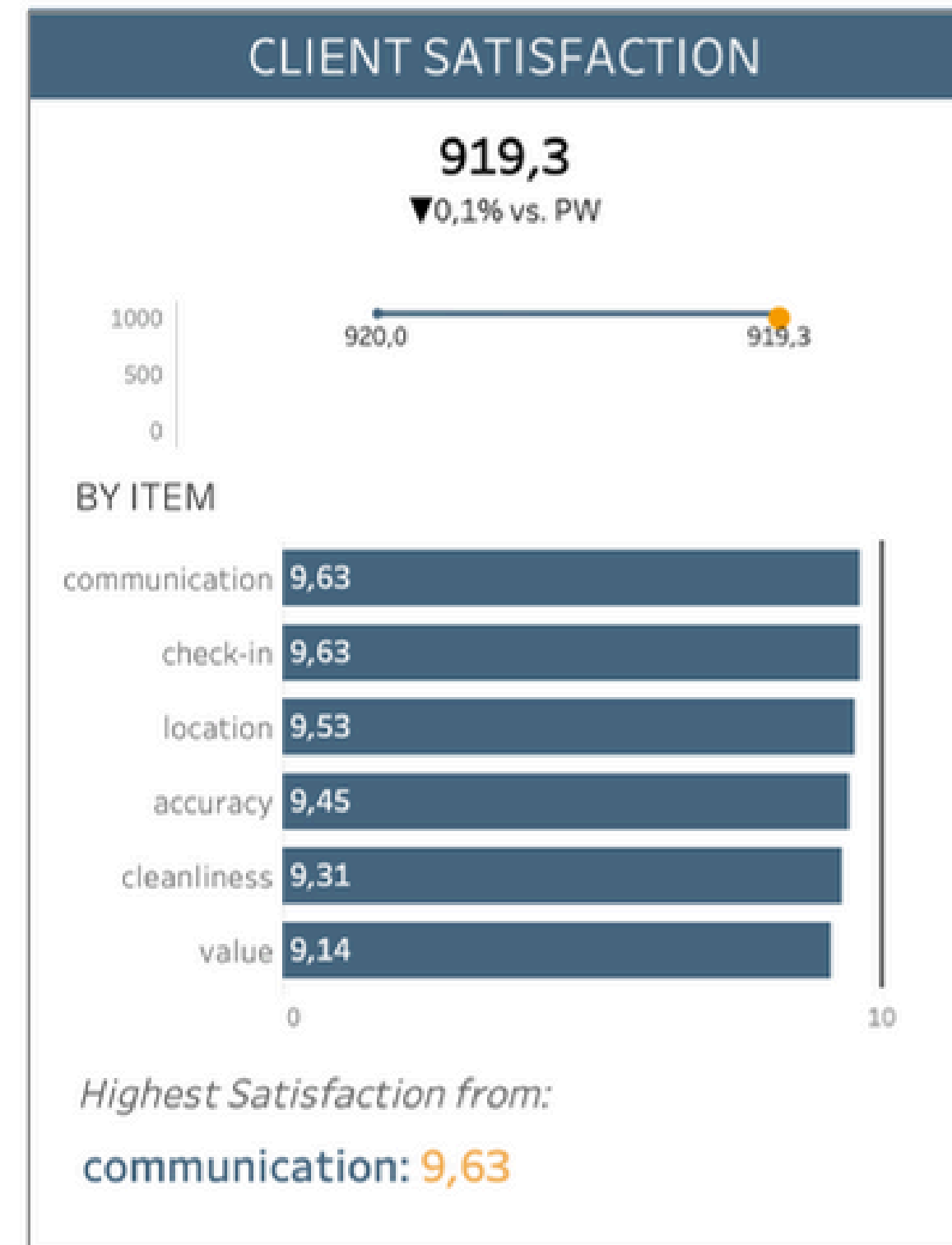
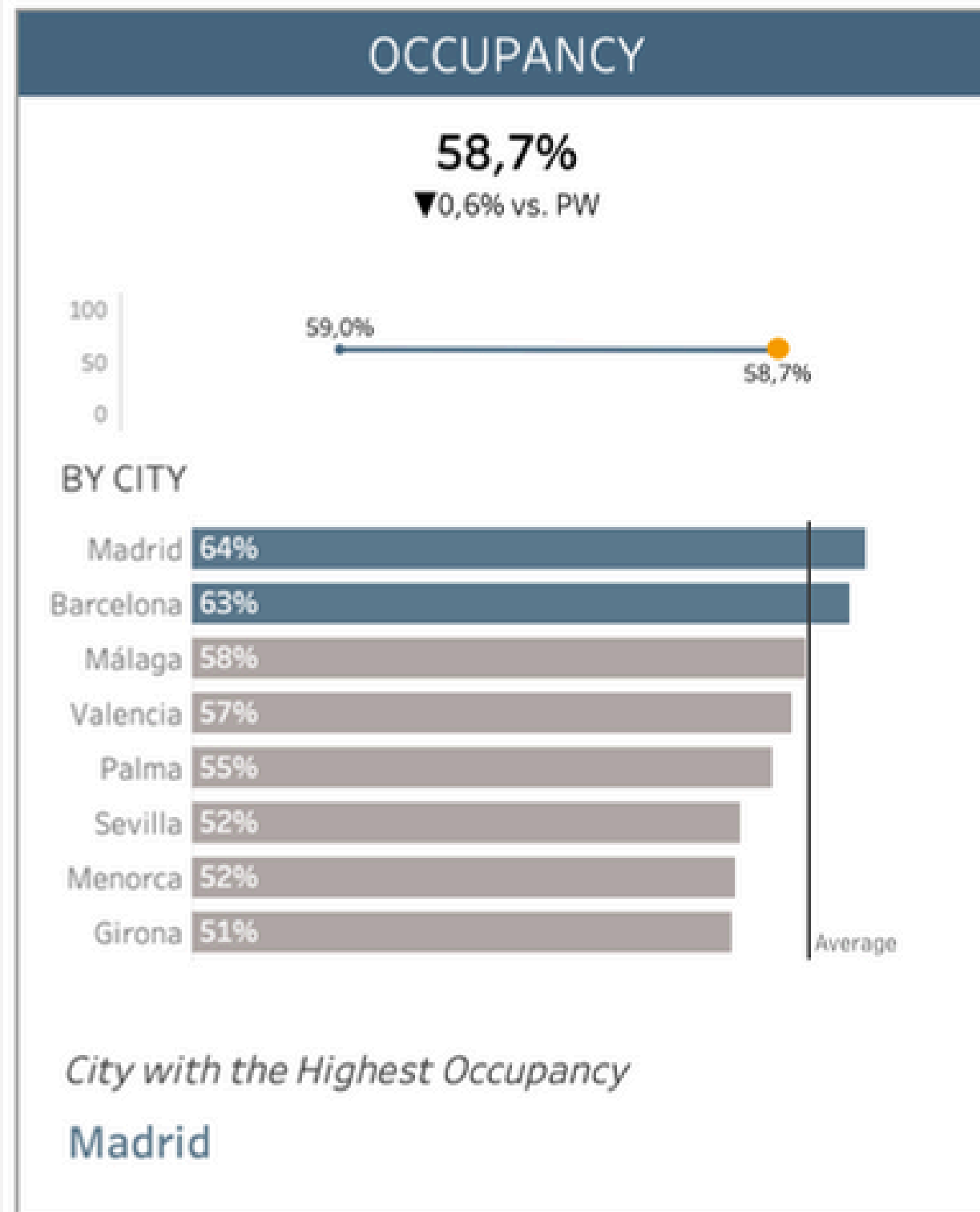
**14.3%**

Growth Rate

**960**

New Properties

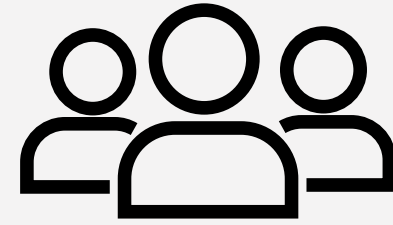
# WEEKLY KPI's



# MARKETING & COMMERCIAL STRATEGY

## BUSINESS QUESTION

WHAT ACCOMMODATION  
CHARACTERISTICS  
(AMENITIES, CAPACITY,  
AND AREA RATING) ARE  
MOST RELATED TO  
PRICES IN EACH CITY?



**ACCOMMODATE**  
**1 - 29**



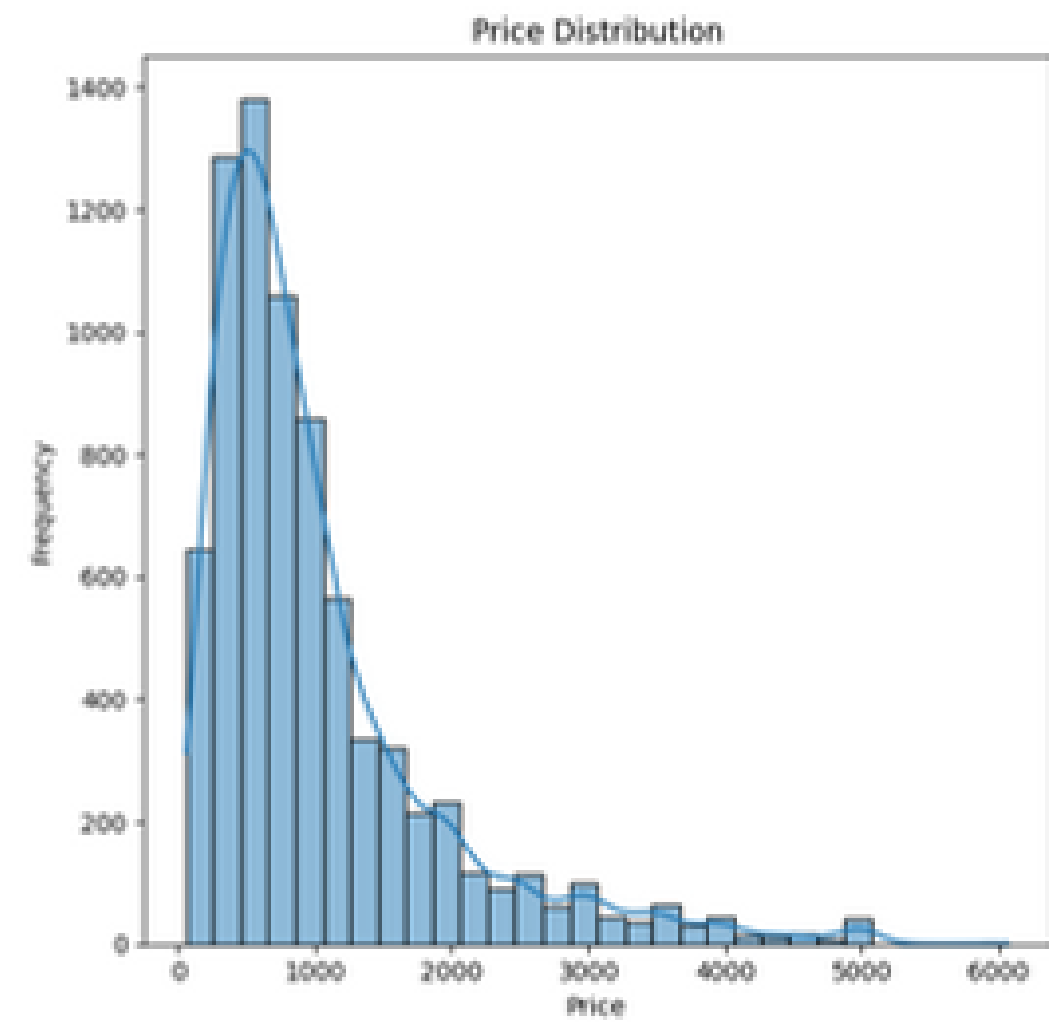
**REVIEW SCORE LOCATION**  
**0 - 100**



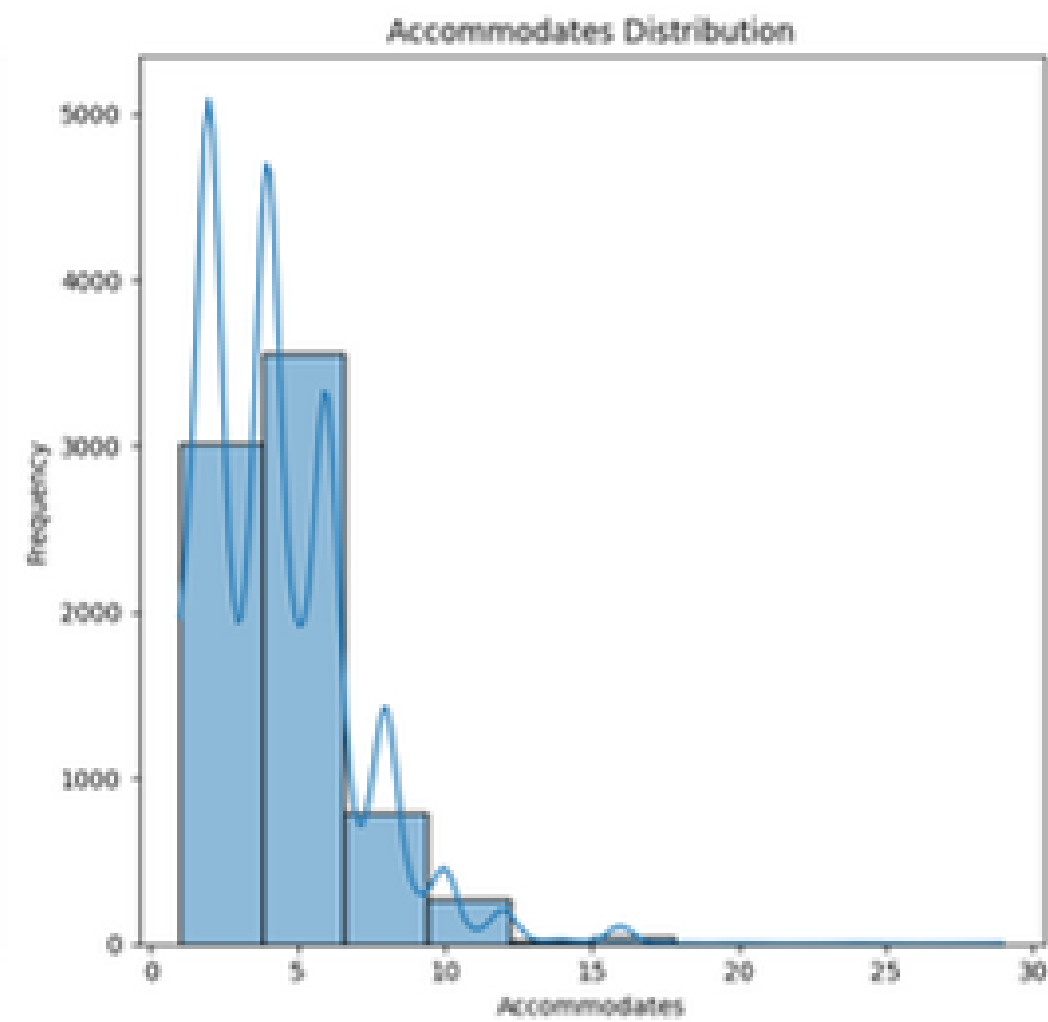
**AMENITIES LIST**  
**1 - 99**

# DATA DISTRIBUTION ANALYSIS

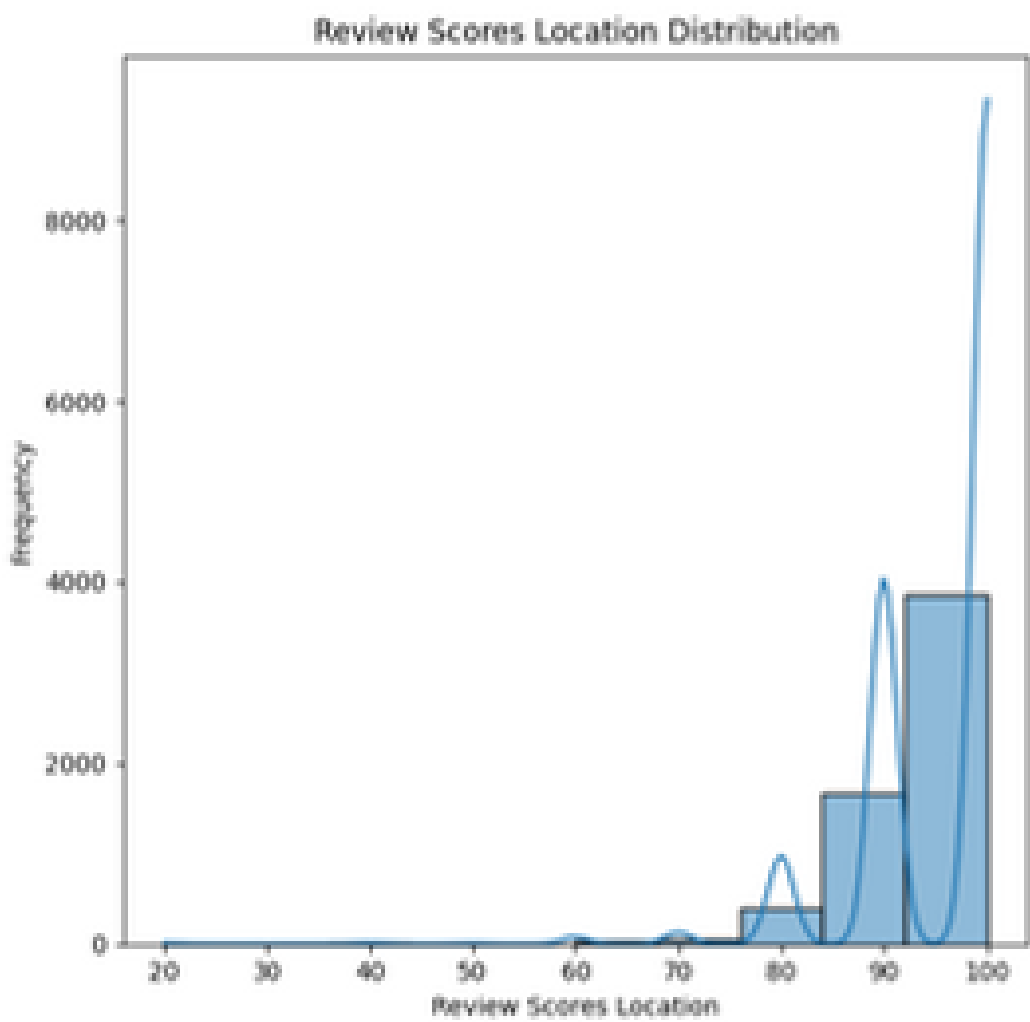
PRICE



ACCOMMODATES



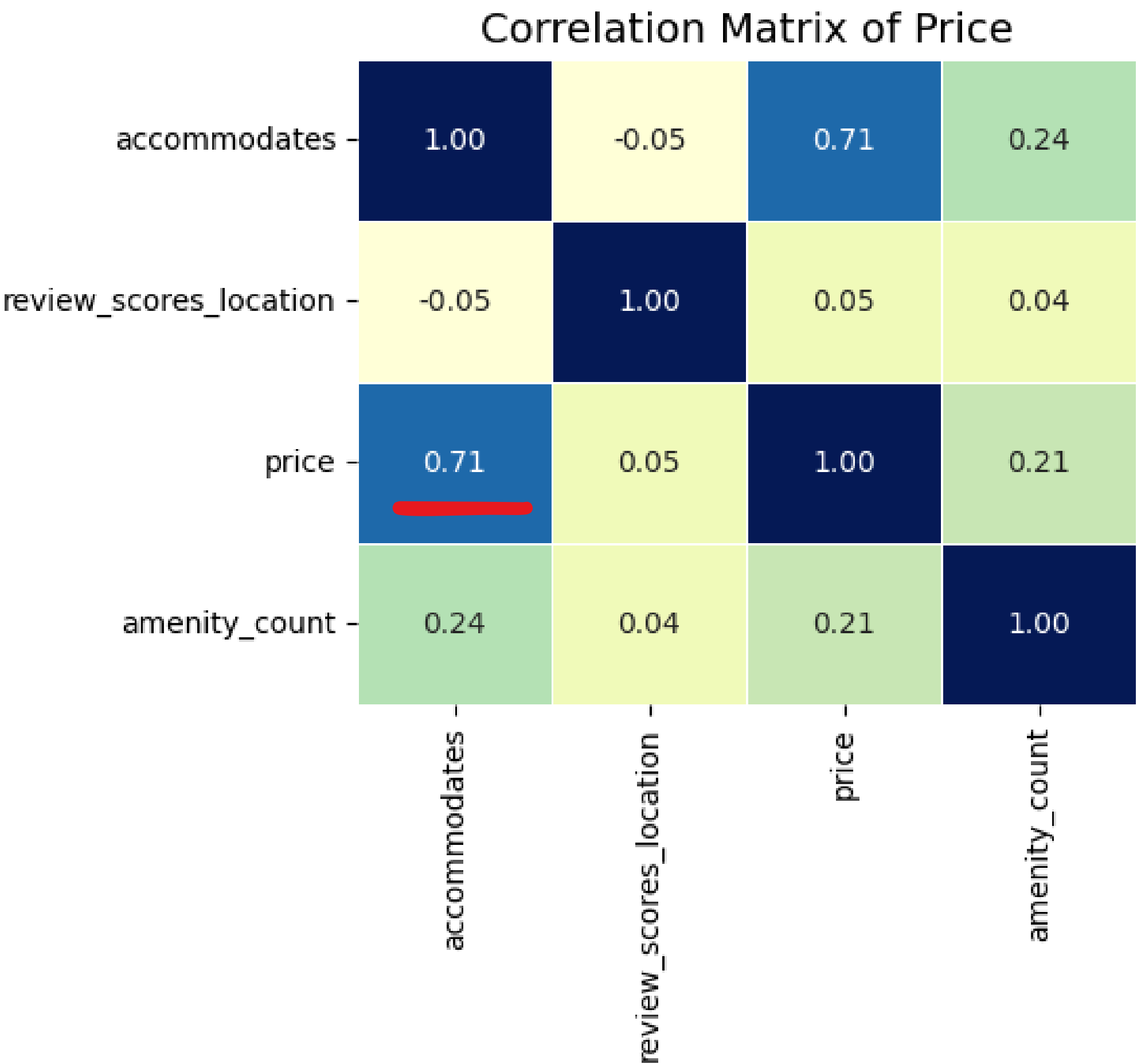
REVIEW SCORE  
LOCATION



# INTENSITY OF THE RELATIONSHIPS OF THE VARIABLES

## A FIRST LOOK

Price and accommodation form a correlation indicator



# MULTIPLE LINEAR REGRESSION MODEL

PRICE ~ ACCOMMODATES + SCORE LOCATION + C(AMENITIES) + C(CITY)

R2.43%

OLS Regression Results			
=====			
Dep. Variable:	price	R-squared:	0.431
Model:	OLS	<u>Adj. R-squared:</u>	<u>0.431</u>
Method:	Least Squares	F-statistic:	2057.
Date:	Mon, 07 Apr 2025	Prob (F-statistic):	0.00

ACCOMMODATES AND SCORE LOCATION

P

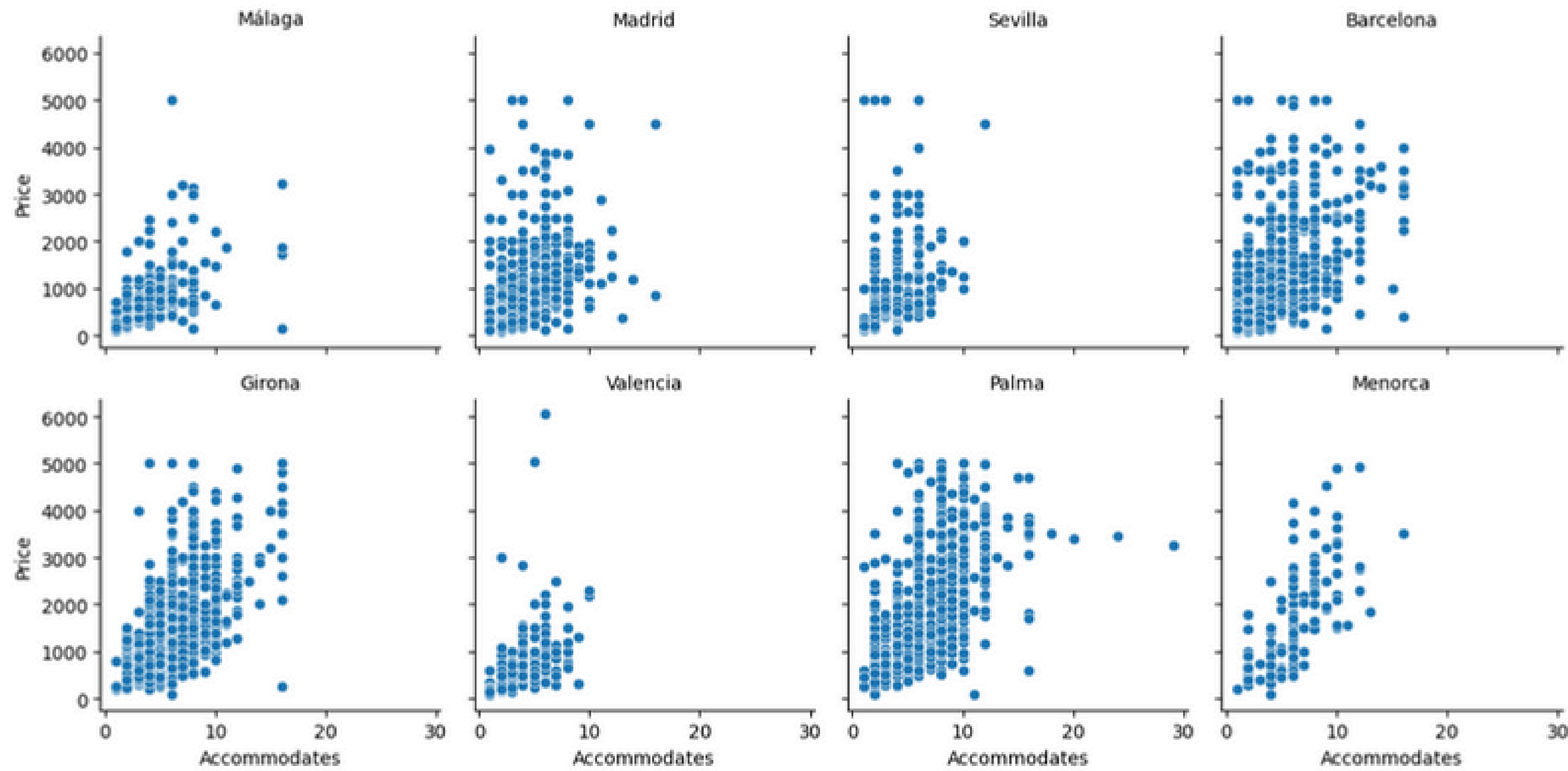
accommodates	<u>197.6406</u>	1.232	160.432	<u>0.000</u>
review_scores_location	6.0218	0.391	15.387	0.000

## AMENITIES LIST EXAMPLE

C(prestacion)[T.TV]	-23.7120	13.368	-1.774	<u>0.076</u>
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# ACCOMMODATES BY CITY



# CONCLUSIONS FROM THE MARKETING AREA

**1. DIFFERENTIATE YOURSELF THROUGH QUALITY OF LOCATION AND SPACE, NOT BASIC AMENITIES**

**2.- MORE SOPHISTICATED PRICING STRATEGY BASED ON ACCOMMODATES**

**3.- REDEFINE THE SET OF PROMOTABLE AMENITIES. NOT ALL AMENITIES ADD VALUE.**

**4.- IMPROVE MODEL BY ADDING OTHER VARIABLES**

# OPERATIONS AND INVENTORY MANAGEMENT

What impact does the **auto-booking option** (*booking without owner approve*) have on **average availability** in each city?

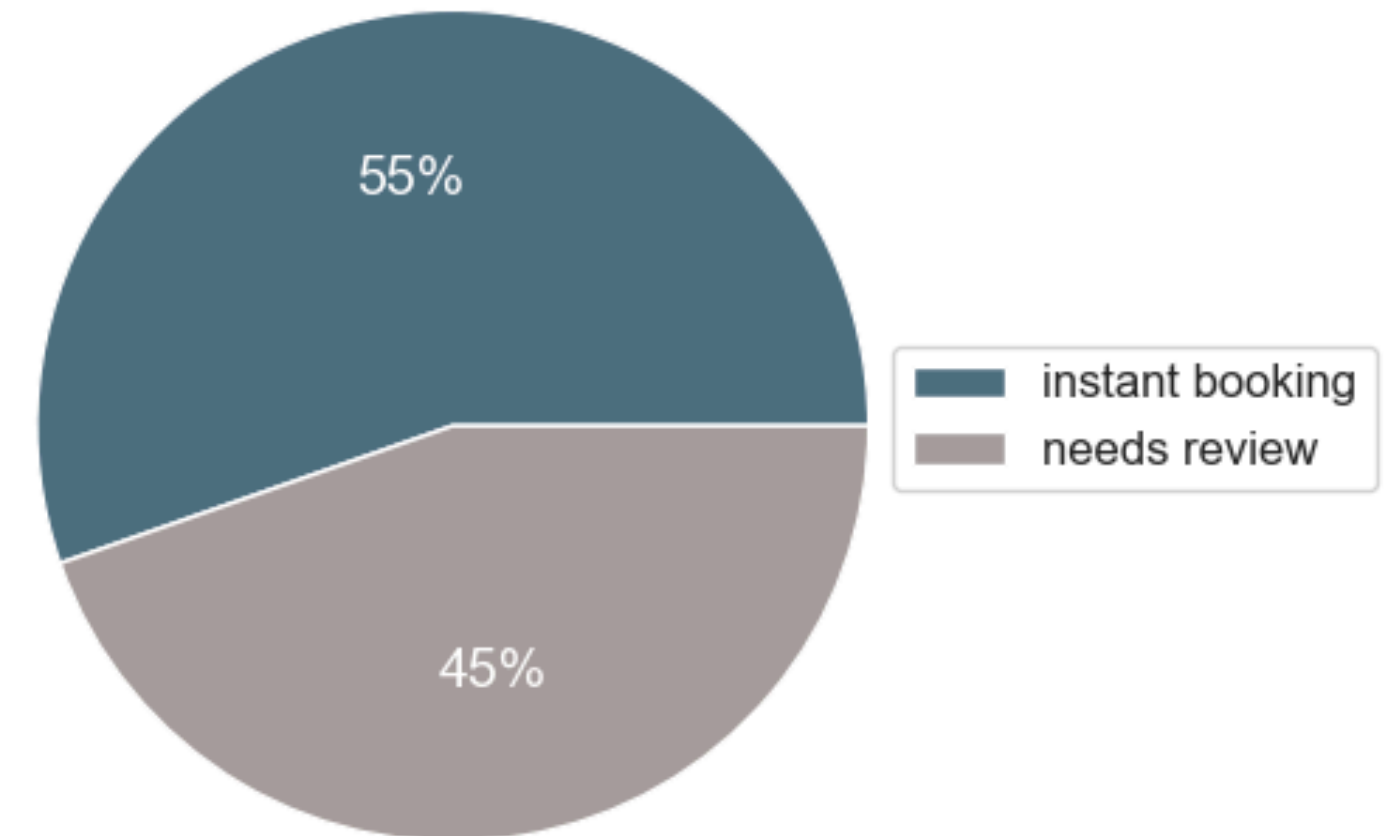
## DATA SOURCE

- Internal data on tourist accommodations

## NUMBER OF RECORDS

- 7693 listings with unique ids (96% of original data)

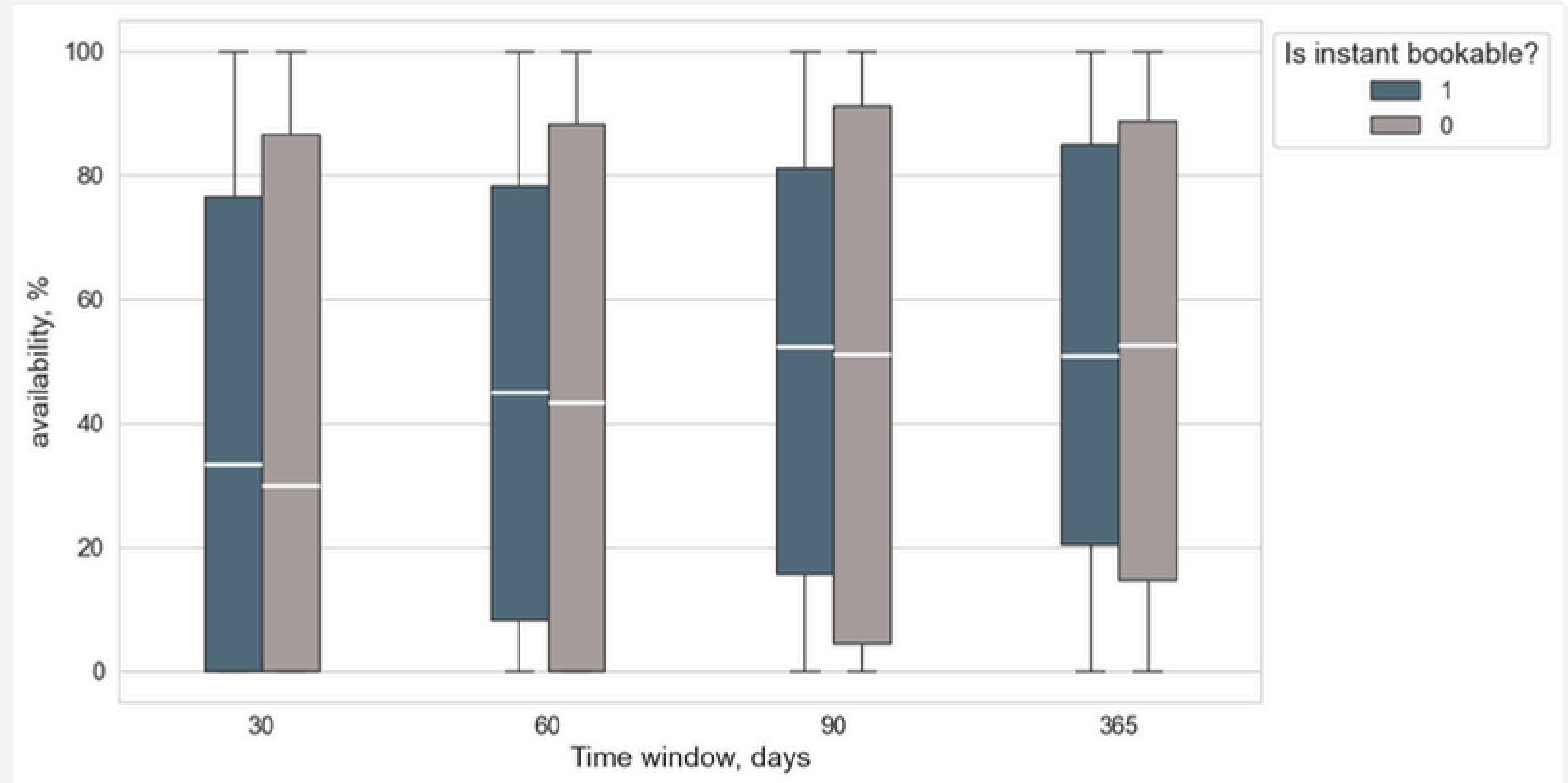
Percentage of Instant Bookable objects



# GENERAL AVAILABILITY

Auto-booking option  
does not have  
significant impact

*Other factors  
(location, price, property  
type, seasonality etc.)  
are masking any potential  
effect*



# GENERAL AVAILABILITY

**No Clear Benefit on Availability? Investigate other possible benefits**

Auto-book may improve user experience (faster booking, less friction).

- > Highlight benefits in host tools

**Perform Segmented Analysis:**

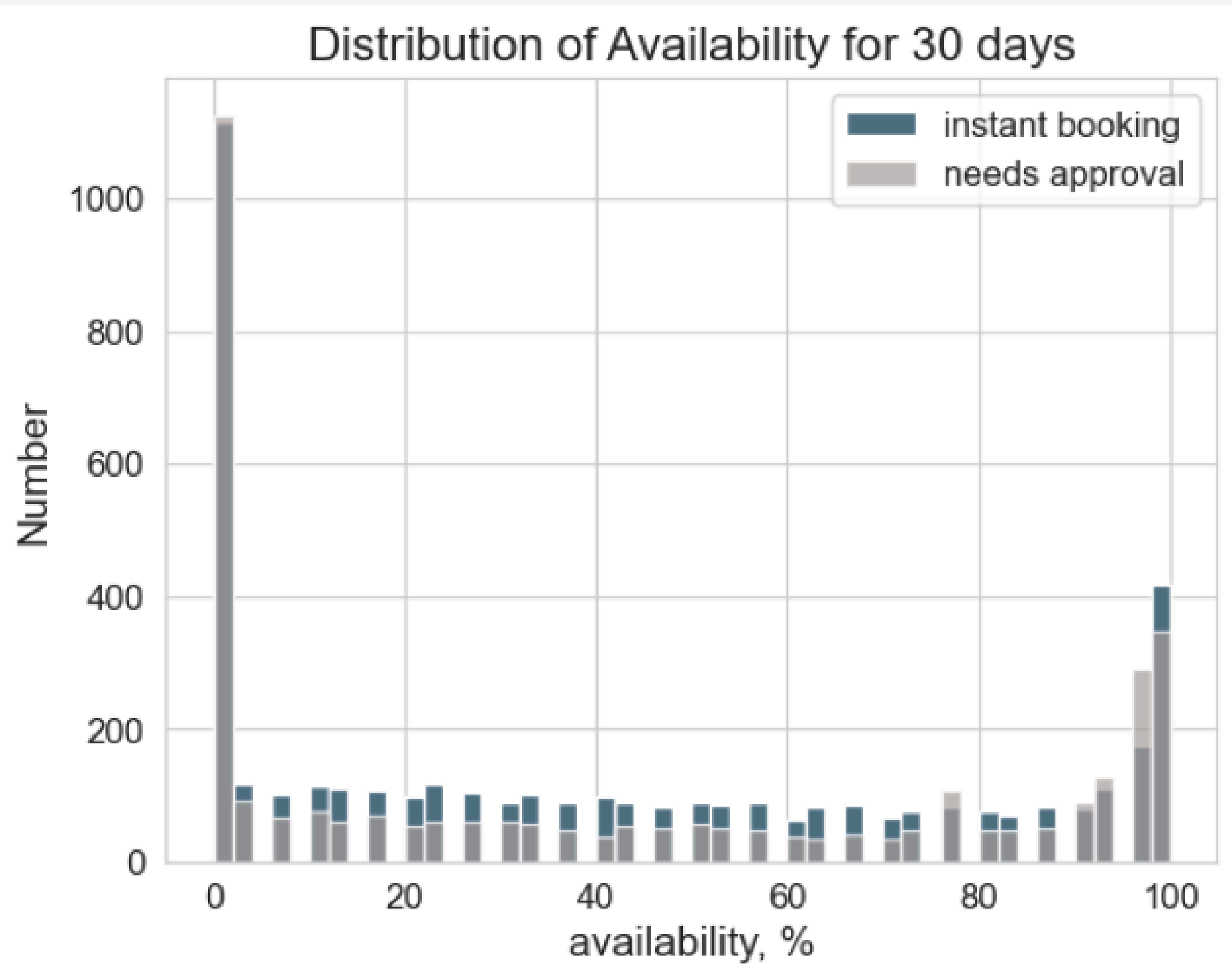
By Location: Auto-booking might impact availability more in busy urban areas or tourist hotspots.

By Property Type: Maybe entire homes behave differently from private rooms.

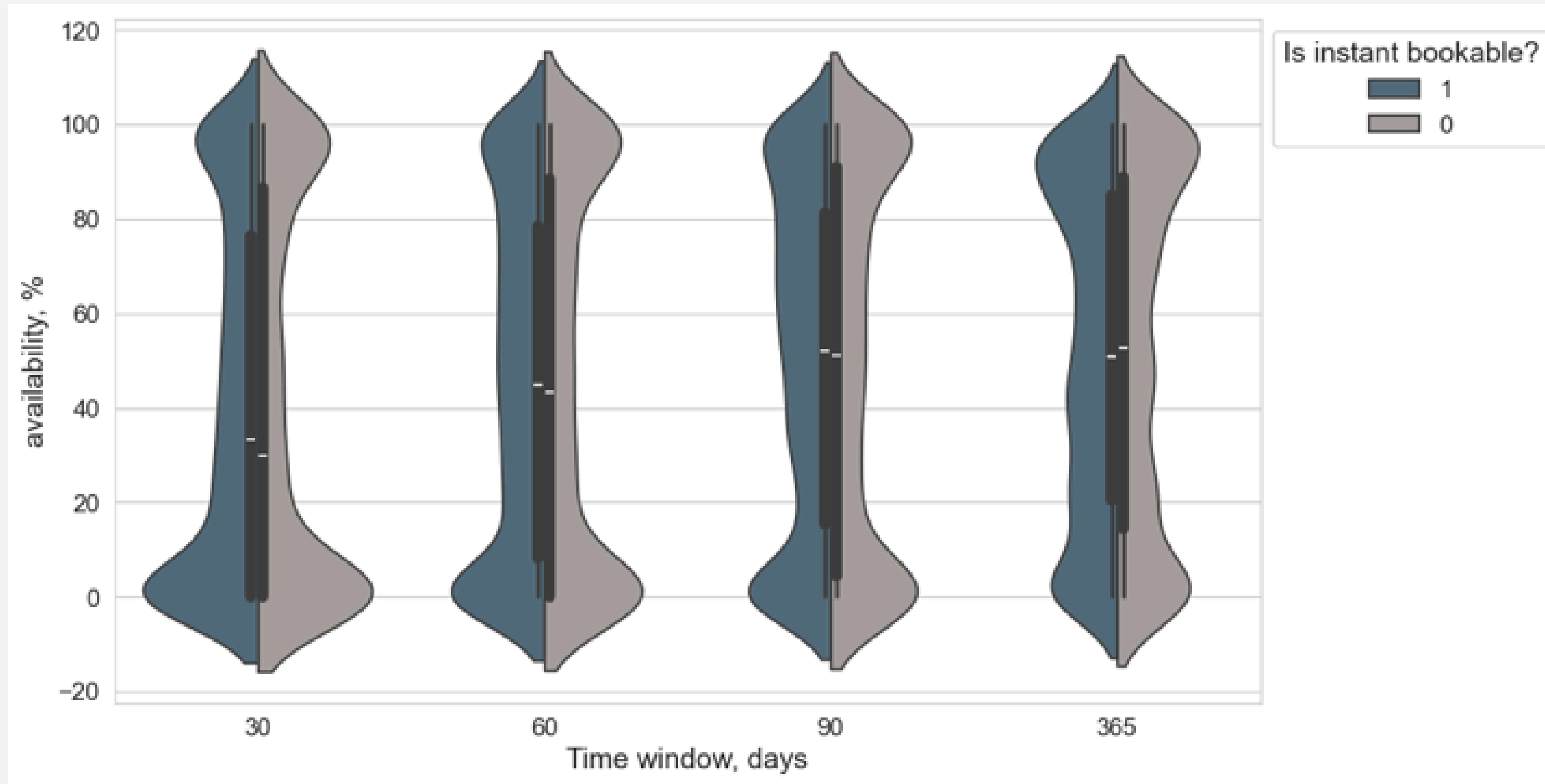
By Price Tier: Does auto-booking affect cheaper or luxury listings differently?

By Season: Does auto-booking affect low/high season differently

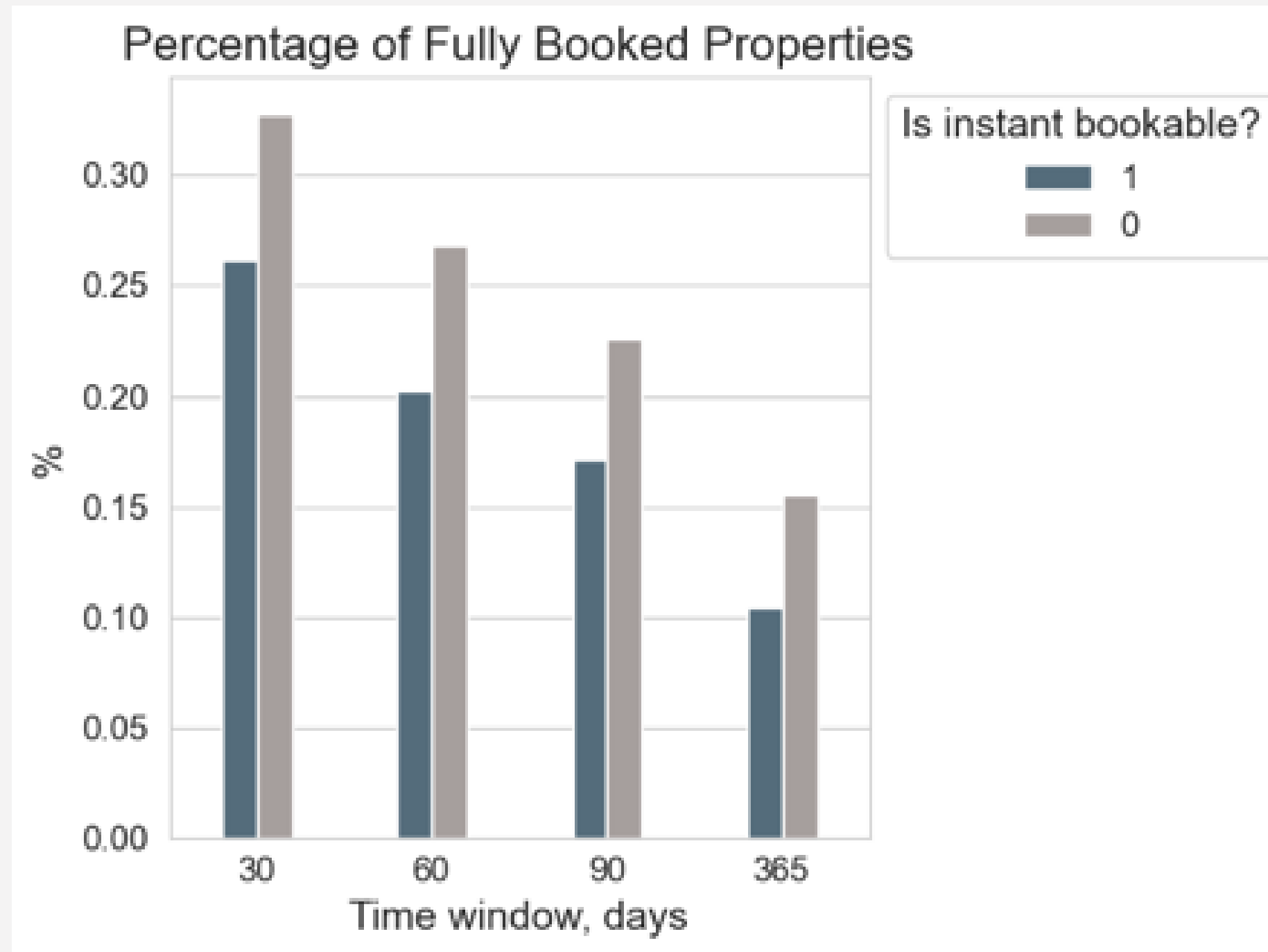
# AVAILABILITY IS POLARIZED



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# FULLY-BOOKED PROPERTIES

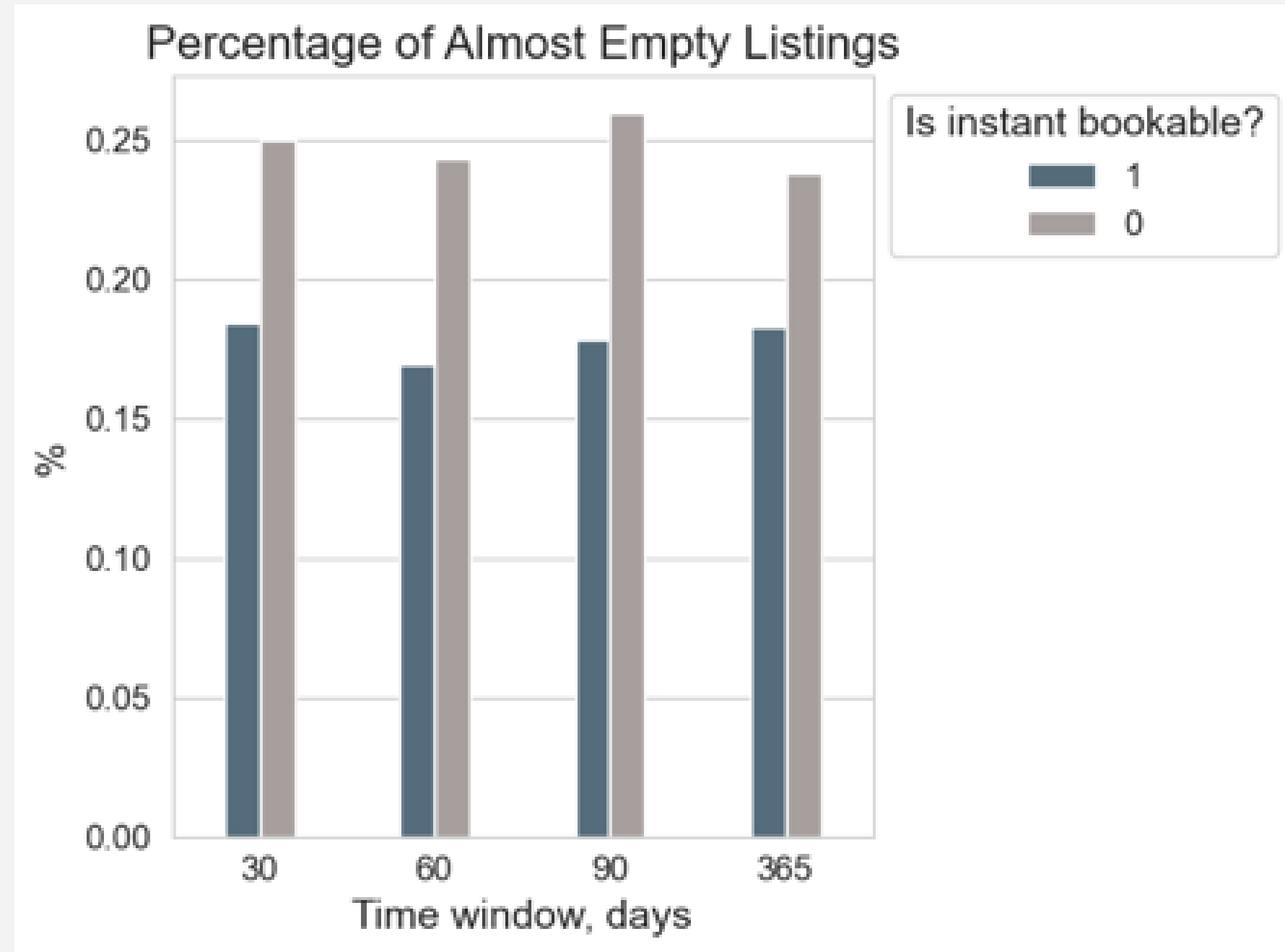




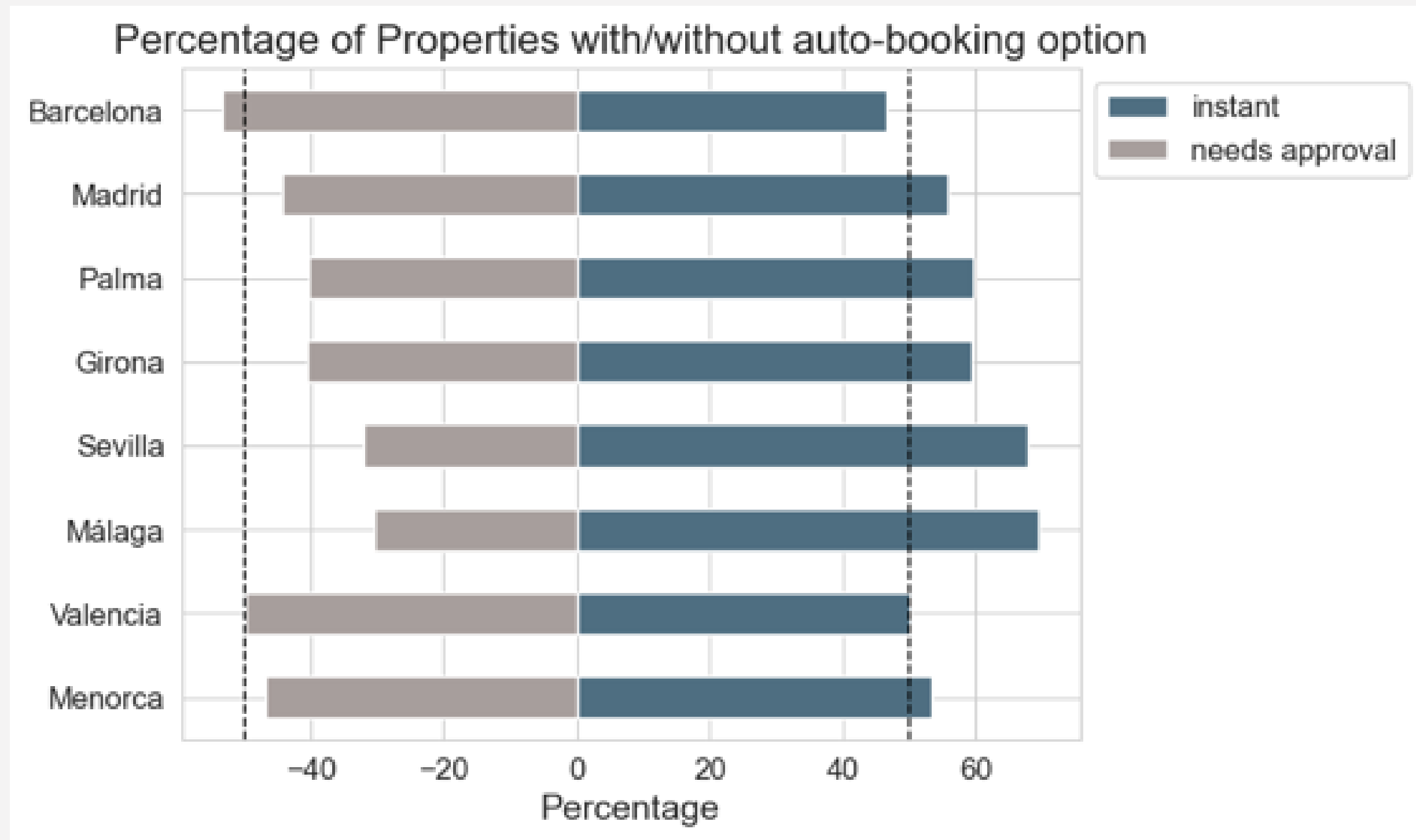
# ALMOST EMPTY PROPERTIES

Auto-book doesn't guarantee success

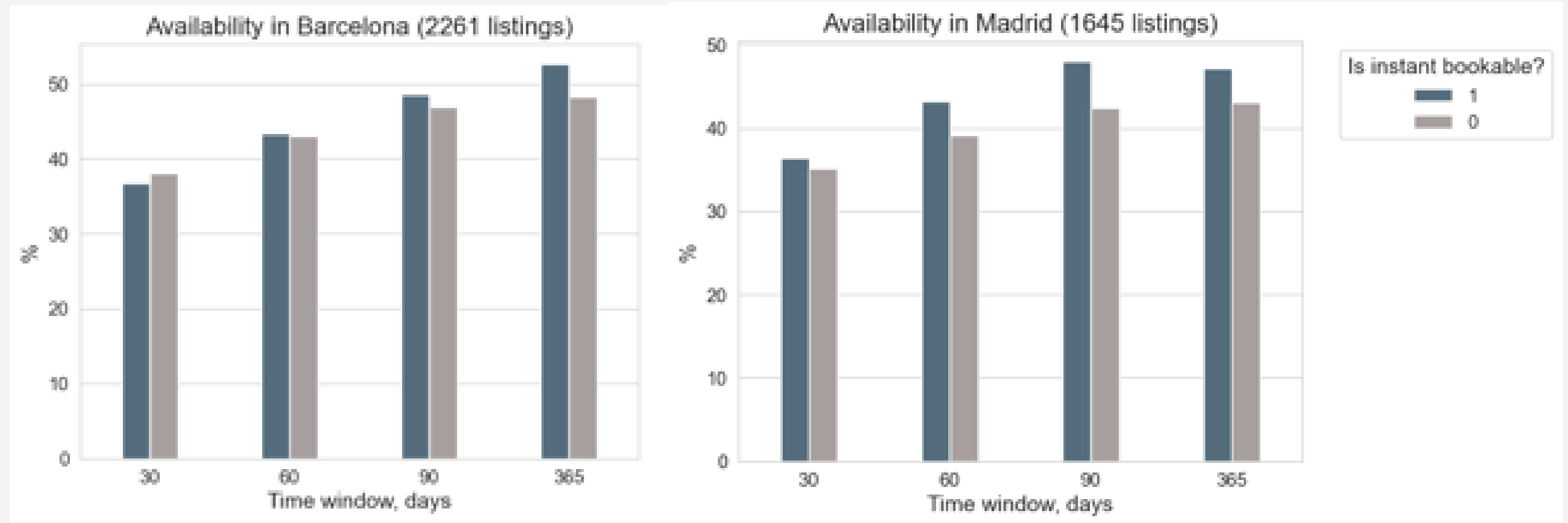
- *Support for hosts (suggest pricing adjustments, Improve photos or descriptions)*
- *Smart Auto-Book Recommendation System*



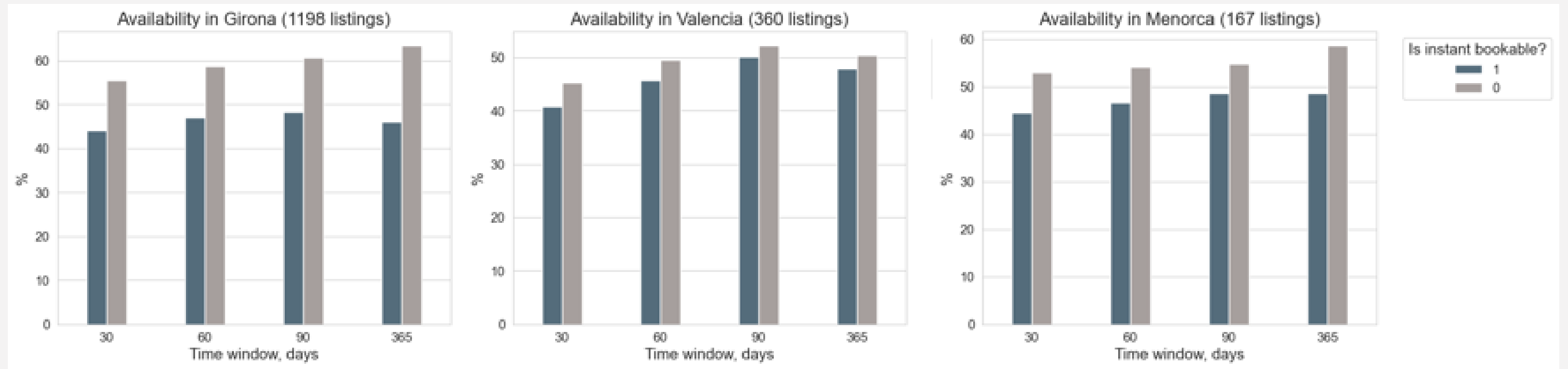
# CITY-LEVEL ANALYSIS



# CAPITALS



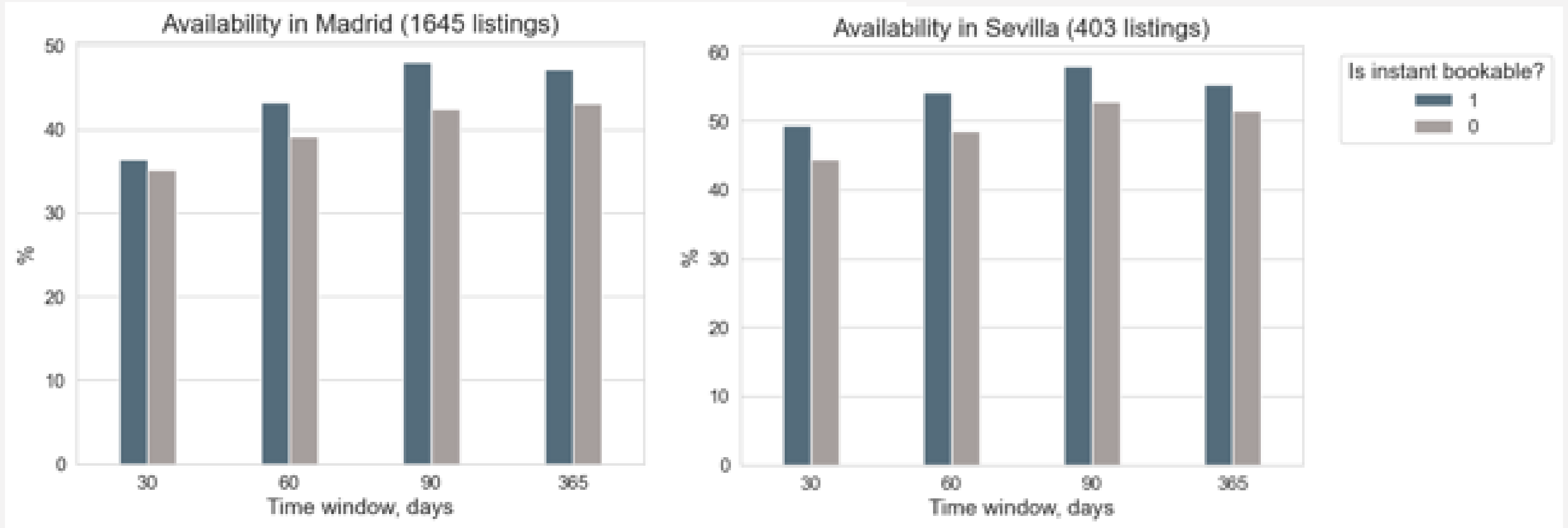
# LOWER AVAILABILITY WITH AUTO-BOOK



# LOWER AVAILABILITY WITH AUTO-BOOK

- Encourage Auto-book
- Tailored Host Messagig: *"Hosts with auto-book get 25% more availability in peak months."*

# HIGHER AVAILABILITY WITH AUTO-BOOK

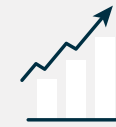


# HIGHER AVAILABILITY WITH AUTO-BOOK

- **Use Caution or Personalization:** Alert hosts whose auto-book listing remains nearly empty after X days → suggest improvements
- **Tailored Host Messaging:** *“Auto-book isn't for everyone – we recommend enabling it only if your listing is highly competitive.”*



## RATING COVEREGE TRENDS



### Absolute Growth

+600 rated accommodations



### Relative Decline

-2% coverage ratio



### Coverage Gap

1,634 properties need ratings



# CUSTOMER EXPERIENCE

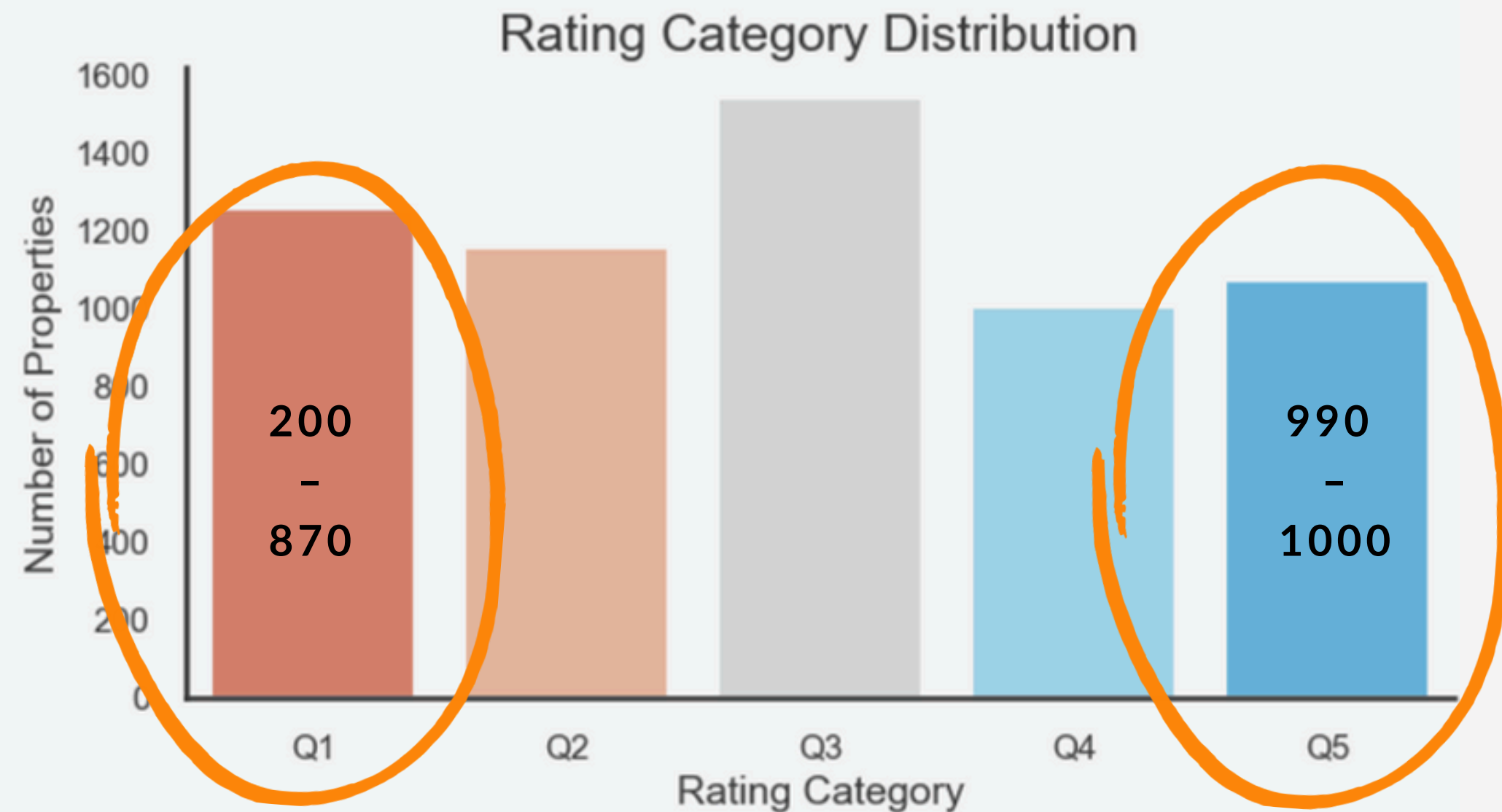
**WHICH ASPECTS (ACCURACY, CLEANLINESS, CHECK-IN, OR COMMUNICATION) SHOW THE GREATEST DIFFERENCES BETWEEN THE BEST- AND WORST-RATED ACCOMMODATIONS IN THE OVERALL EVALUATION?**



Internal data on tourist accommodations  
6039 listings with complete reviews

# CUSTOMER EXPERIENCE

**WHICH ASPECTS**  
(ACCURACY, CLEANLINESS,  
CHECK-IN, OR  
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**RATED ACCOMMODATIONS**  
**IN THE OVERALL**  
**EVALUATION?**

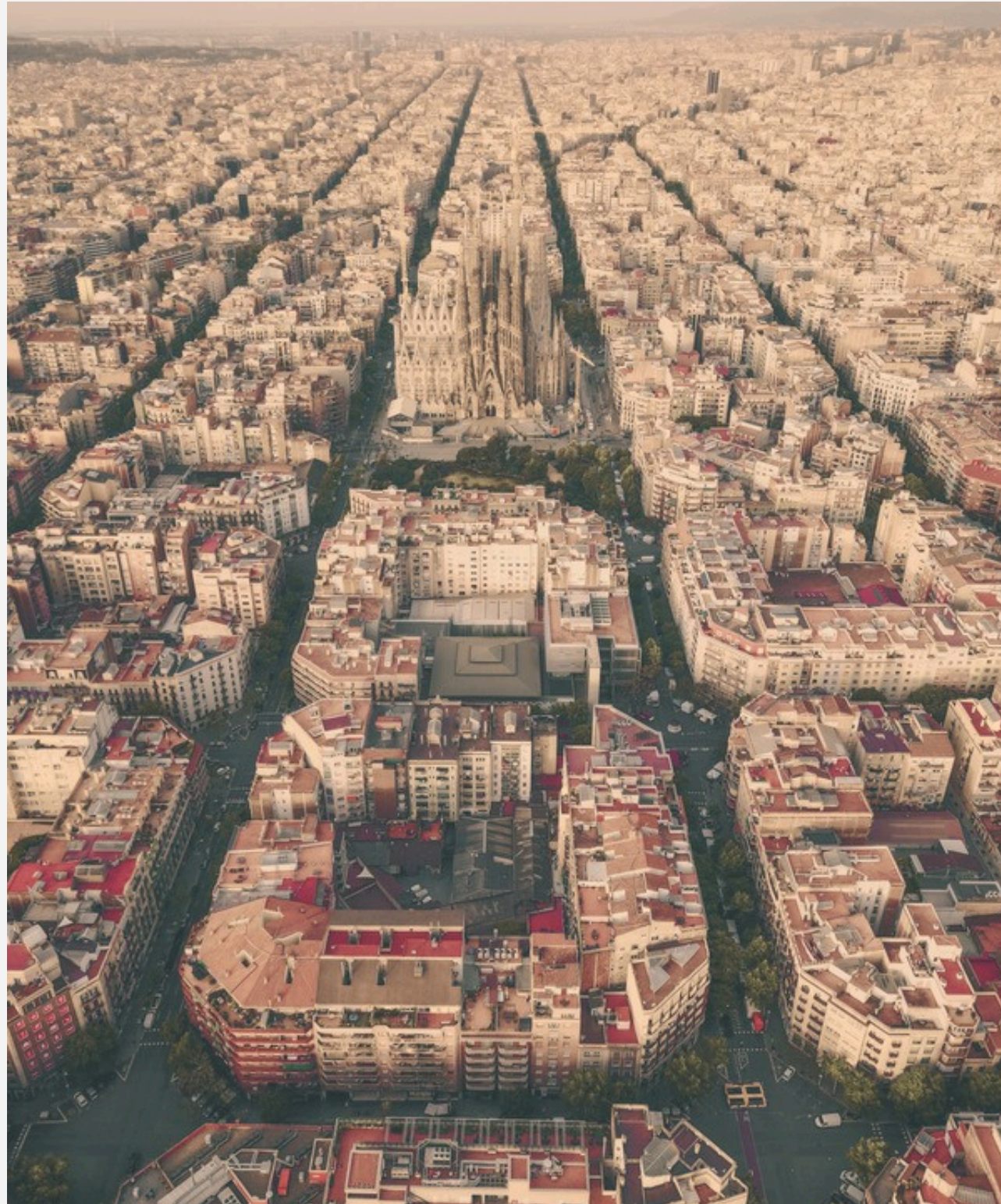


*Worst-rated*

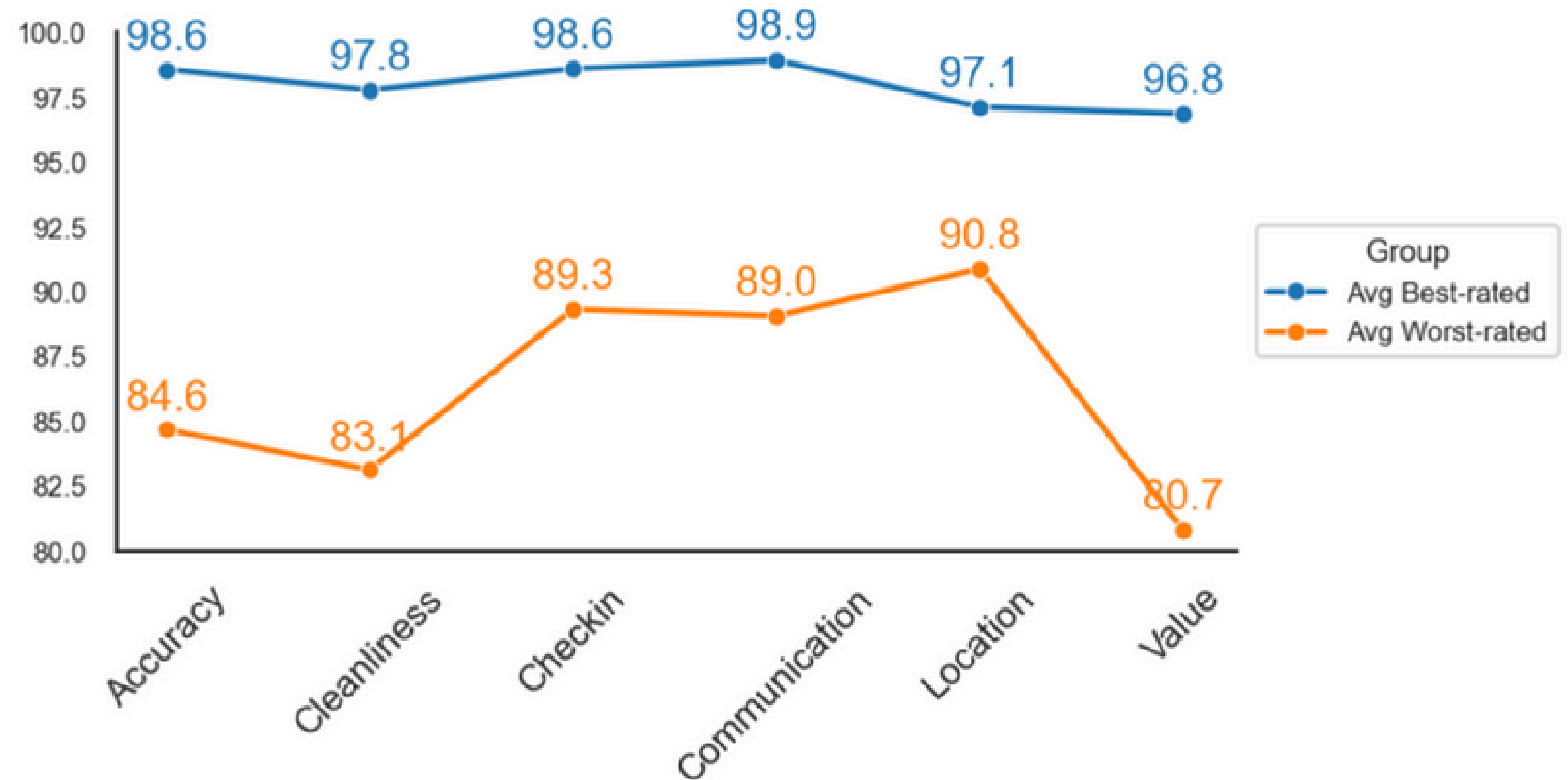
*Best-rated*

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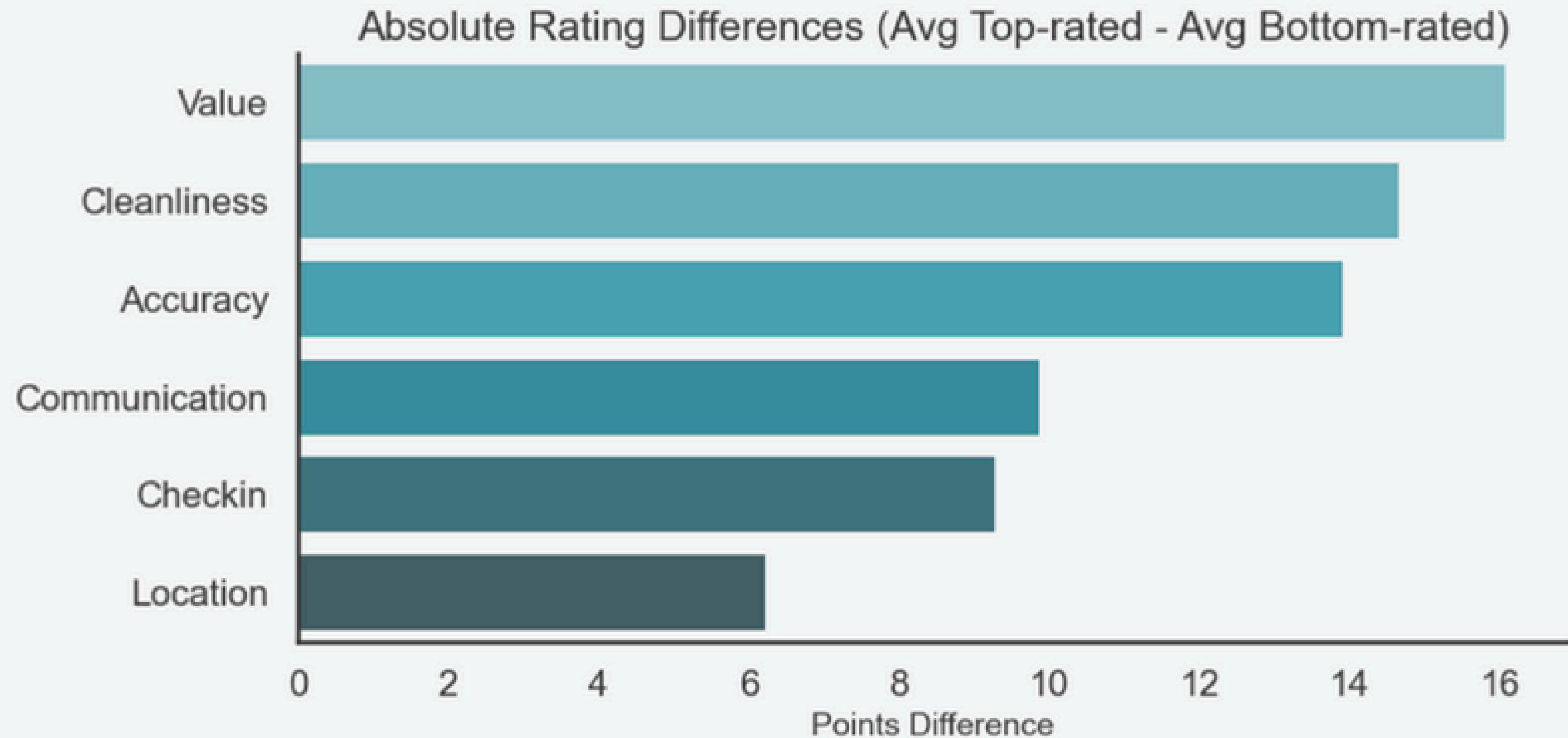


# KEY ASPECTS OF CLIENT EXPERIENCE



Internal data on tourist accomodations  
6039 listings with complete reviews

# DRIVING GUEST SATISFACTION: VALUE & CLEANLINESS & ACCURACY



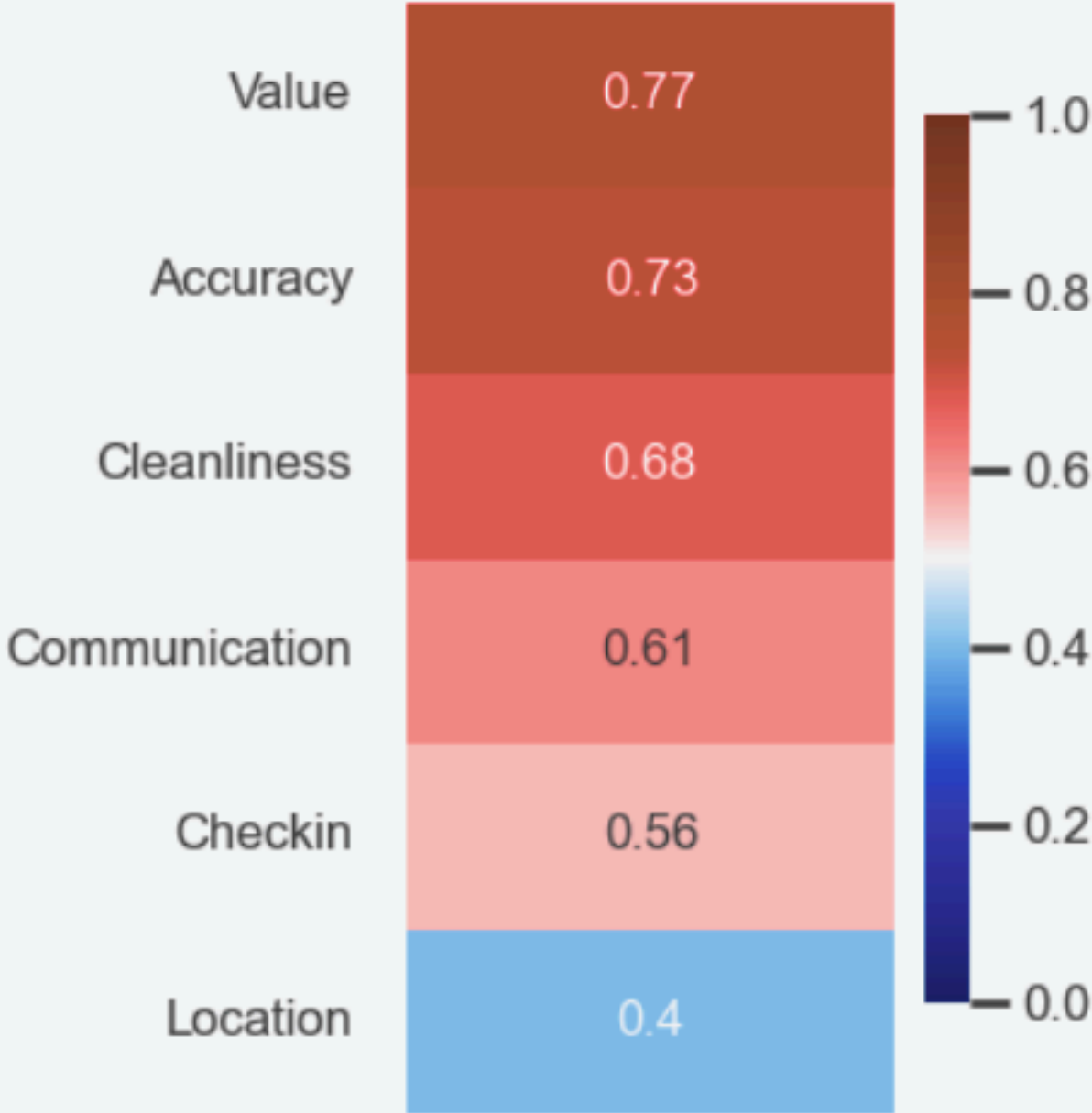
All aspects  
shows  
statistically  
significant  
differences

Same top-3  
aspects  
in **every city**

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6039 listings with complete reviews

# BUSINESS RECOMMENDATIONS & IMPACT

Aspects Correlation with Review Scores Rating



## Prioritize Value

Ensure price matches quality and amenities



## Be Accurate

Set proper expectations in listings



## Maintain Cleanliness

Invest in thorough cleaning protocols

Internal data on tourist accomodations  
6039 listings with complete reviews





Tourist Accommodation

**THANK YOU**