



Which is the best location to stay among the top 5 areas with the most rentals in Airbnb Singapore?

An analysis based on *Airbnb Singapore* market data

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- Question: Which location is the best to stay among Airbnb Singapore's top 5 most rentals districts? Comparing these 5 locations was based on various aspects of a listing such as Capacity and Room type, Host information and communication, Rating scores, and Prices.
- The target audiences that the project toward to are: Tourists who want to visit Singapore.
- AirBnb - Singapore market
- Data source: Inside Airbnb website <http://insideairbnb.com/get-the-data.html>
- Scrape date: Dec 26,2021
- Number of Recording: 3672 entries





PREPROCESSING DATA

A wide-angle photograph of the Singapore skyline at dusk or night. The iconic Marina Bay Sands hotel is visible on the left, its three towers illuminated with orange lights. To the right, the Singapore Flyer Ferris wheel is brightly lit, reflecting on the water of Marina Bay. The city's numerous skyscrapers are silhouetted against a dark blue sky with scattered clouds.

This project includes several steps from collecting data, pre-processing, analyzing, and presenting final insights on the PowerBI dashboard.

Data pre-processing steps were applied to the raw dataset:

- Removing unwanted data and Creating new columns
- Checking duplicated and corrupted data
- Changing data type and dealing with missing data
- Detecting outliers

Colab Notebook: <https://bit.ly/39gkUZ9>



OVERVIEW

3672

Total Listings

83.21

Average daily price per person

24K

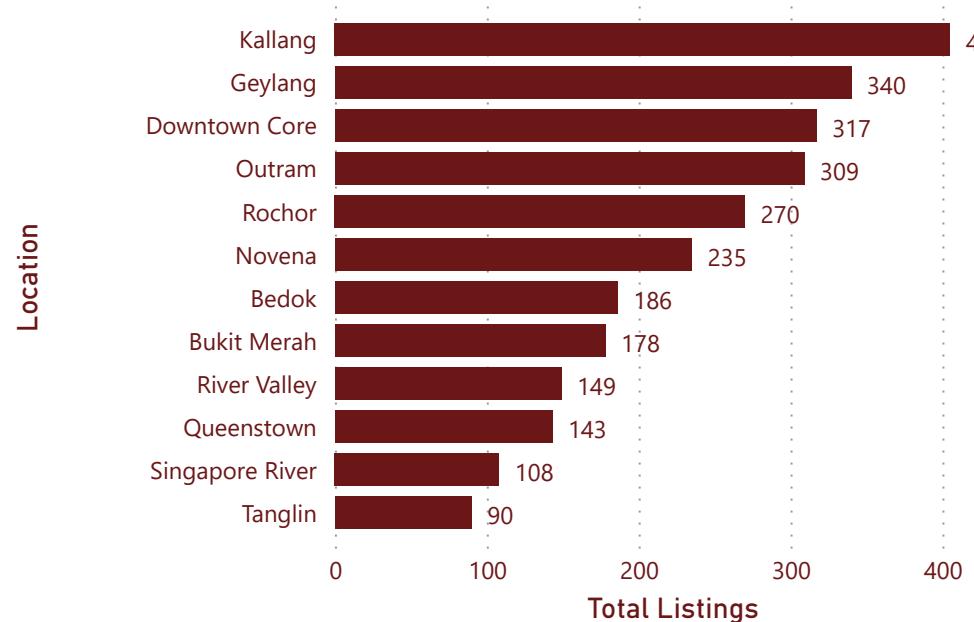
Number of reviews

4.45

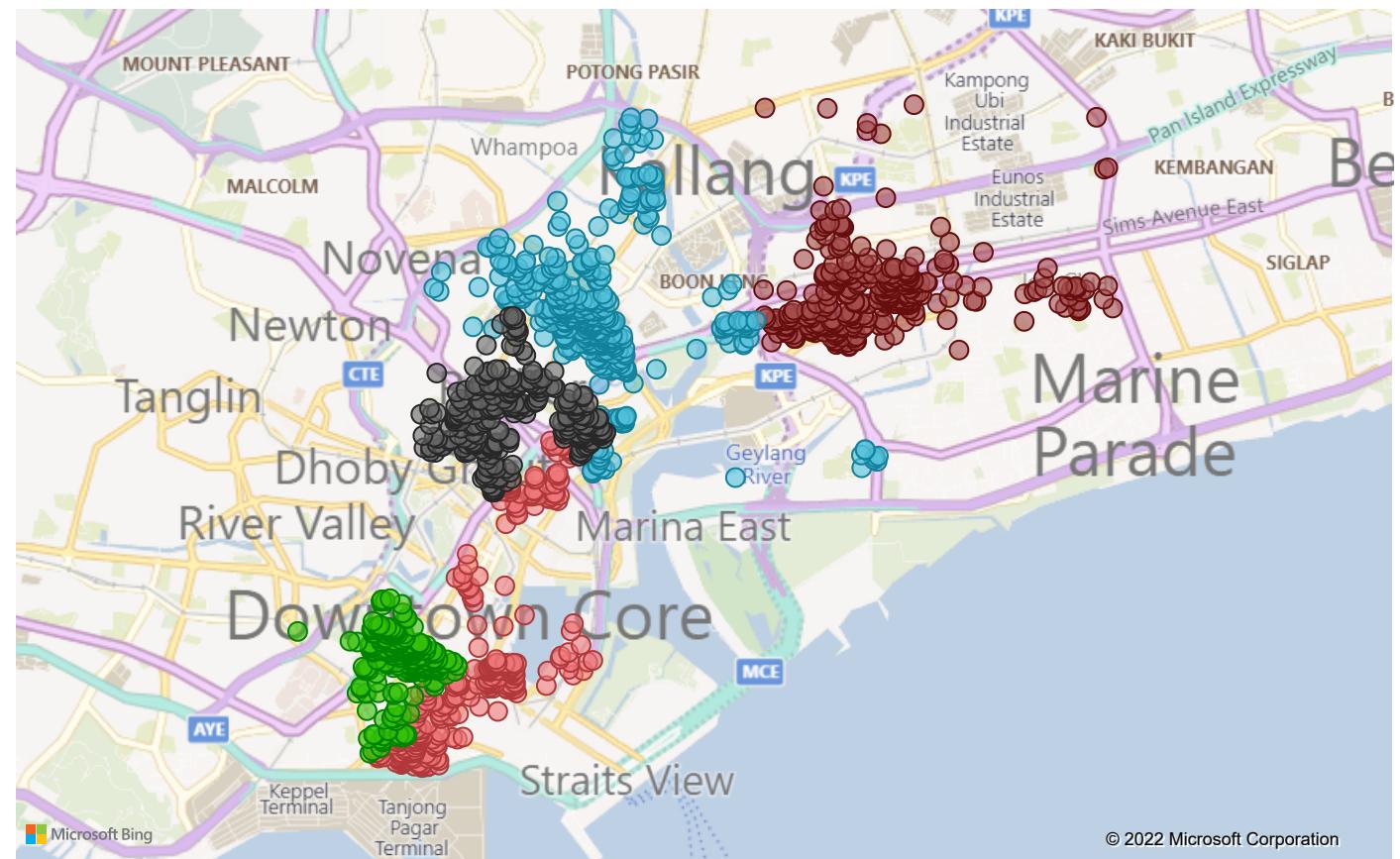
Average rating scores

- This project mainly focused on the top 5 districts with the most listings in Airbnb Singapore: Kallang, Geylang, Downtown Core, Outram, and Rochor.

Total Listings by Location



Map ● Downtown Core ● Geylang ● Kallang ● Outram ● Rochor



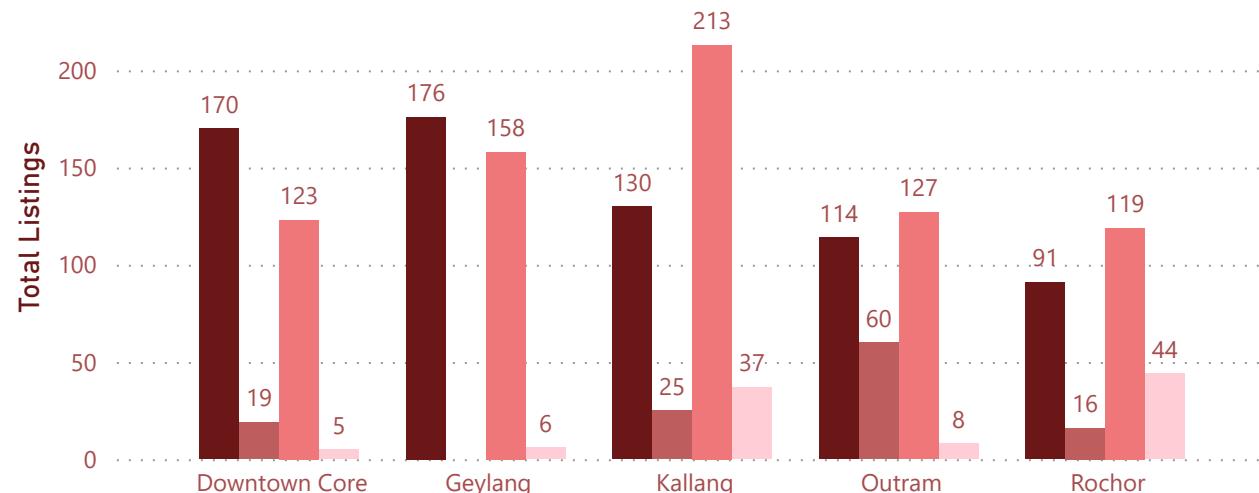


CAPACITY & ROOM TYPE

- Kallang and Geylang could be more suitable for solo travelers or couple travelers seeking privacy and not wanting to share bathrooms with others.
- Houses in Geylang are also suitable for small-size family tourists since this area has the highest number of entire homes.
- Downtown core could also be a good place for small group travelers.
- Outram could be an appropriate location for those looking for hotel rooms since this area has the highest number of hotels on Airbnb.
- Rochor could be the best area to rent shared rooms for those who are okay with shared spaces.

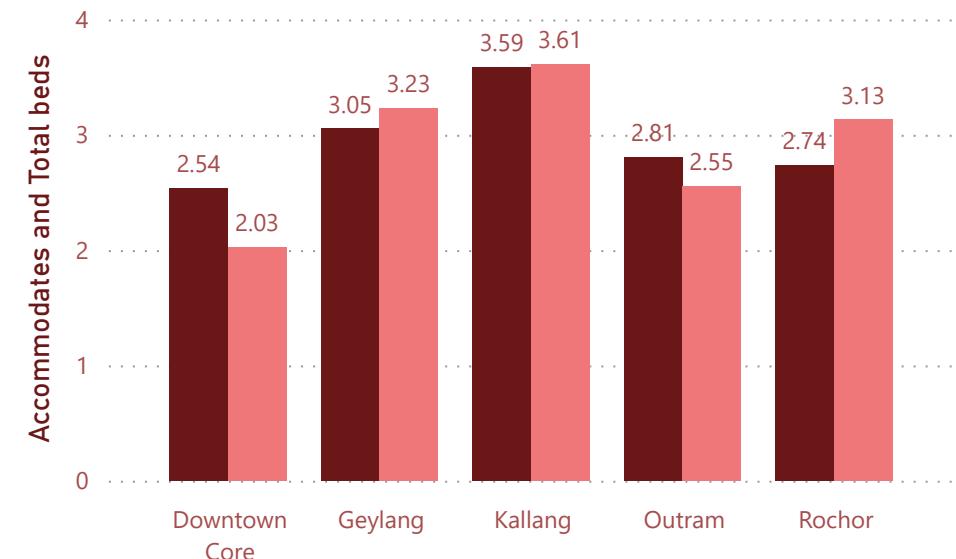
Total Listings by Location and Room type

Room type ● Entire home/apt ● Hotel room ● Private room ● Shared room



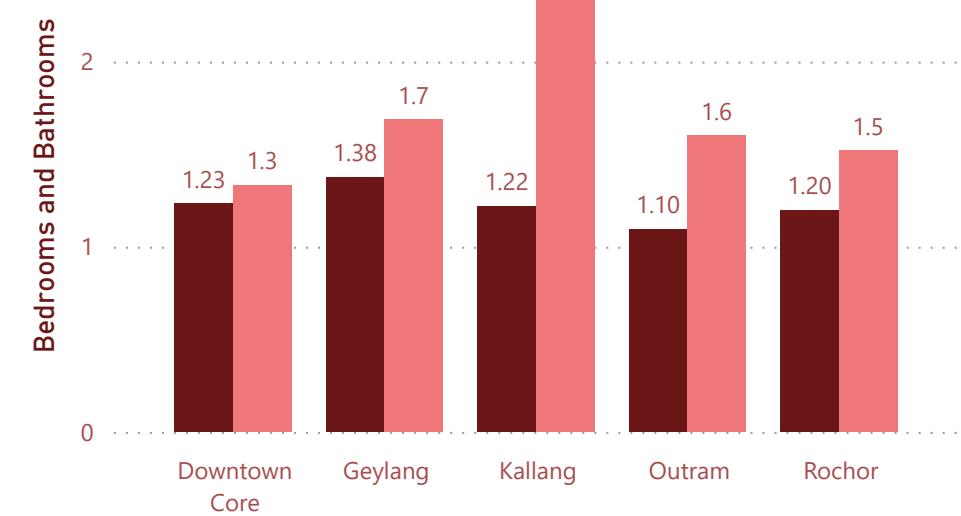
Accommodates and Total beds by Location

● Accommodates ● Total beds



Bedrooms and Bathrooms by Location

● Bedrooms ● Bathrooms





HOST

How fast tourists would get a response from Hosts?

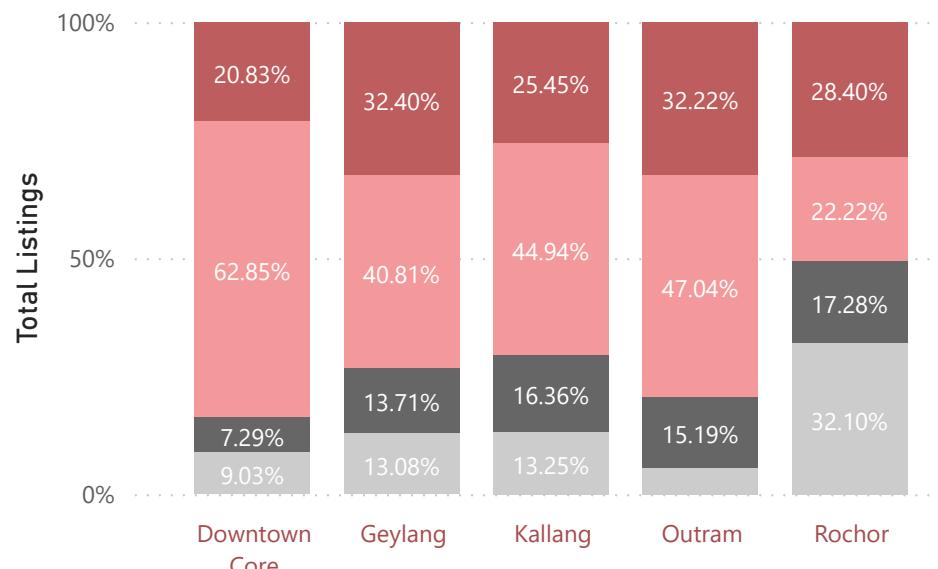
How likely tourists be accepted for an RSVP?

Which Location is easier to Book Instantly?

If tourists care about the status of hosts and want to communicate with hosts beforehand and do not want to wait for hosts' response for a long time, they should focus on listings in Downtown Core, Geylang, Kallang, and Outram, especially Downtown Core where the number of instantly bookable listings is higher than the regular one.

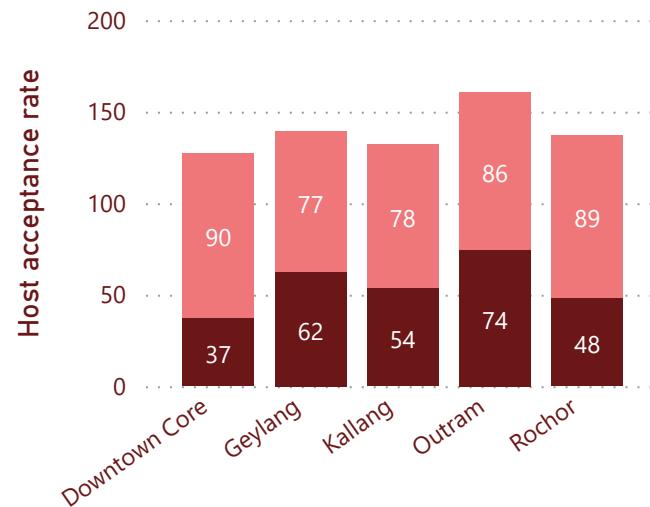
Host response time by Location and host status

● a few days or more ● within a day ● within a few hours ● within an hour



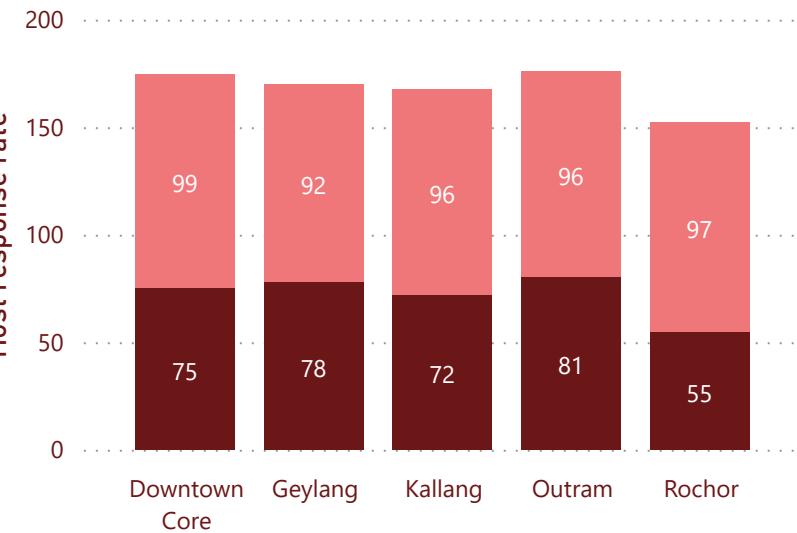
Host acceptance rate by Location and host status

Superhost ● No ● Yes



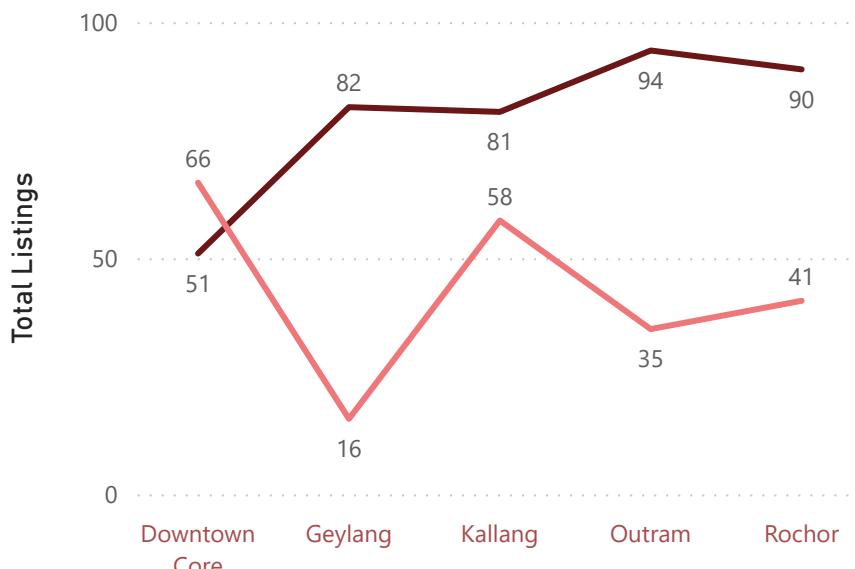
Host response rate by Location and host status

Superhost ● No ● Yes



Instant Bookable by Location and host status

Superhost ● No ● Yes



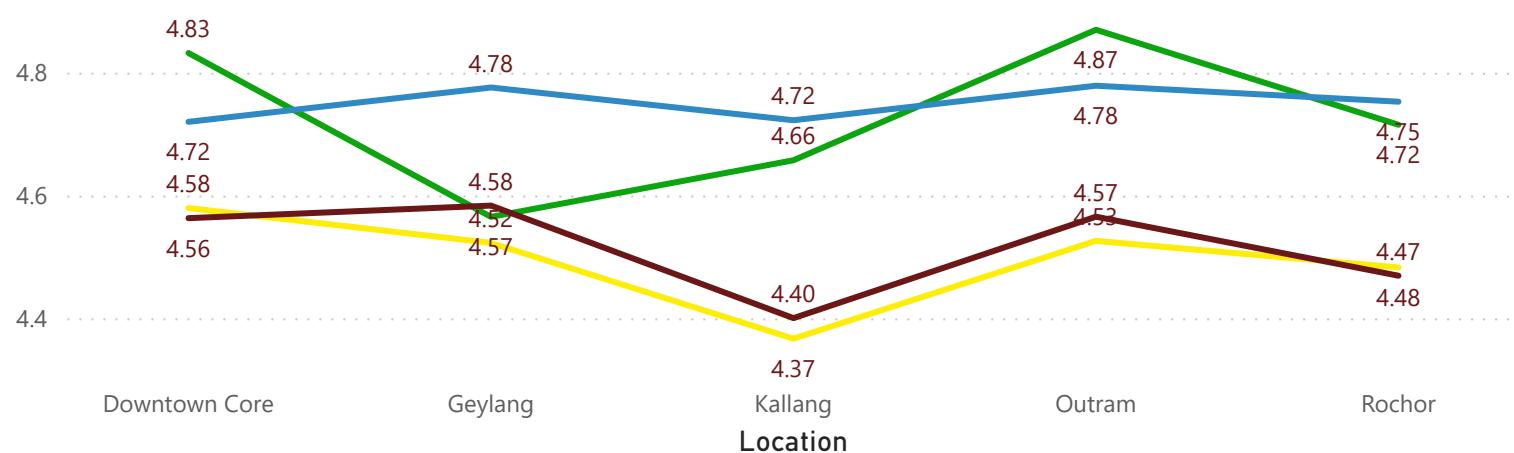


REVIEW & RATING SCORES

- The listings in 5 areas are compared based on different criteria: check-in service, cleanliness, location, and overall ratings.
 - Location: Outram > Downtown Core > Rochor > Kallang > Geylang
 - Cleanliness: Downtown Core > Outram > Geylang > Rochor > Kallang
 - Check-in: Geylang = Outram > Rochor > Downtown Core = Kallang
 - Overall: Geylang > Outram > Downtown Core > Kallang
- > Outram and Downtown Core are ideal locations based on above criteria.

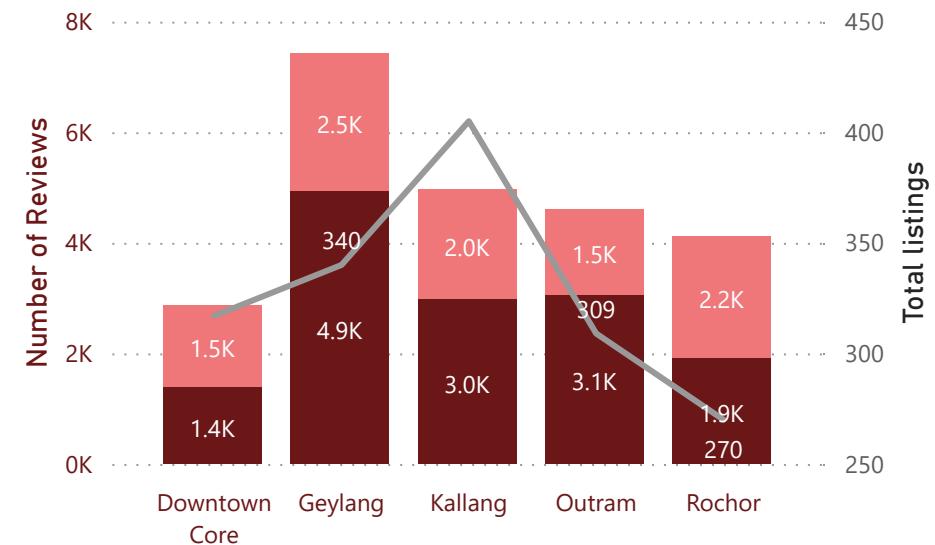
Rating Scores

● Location ● Cleanliness ● Checkin ● Overall rating

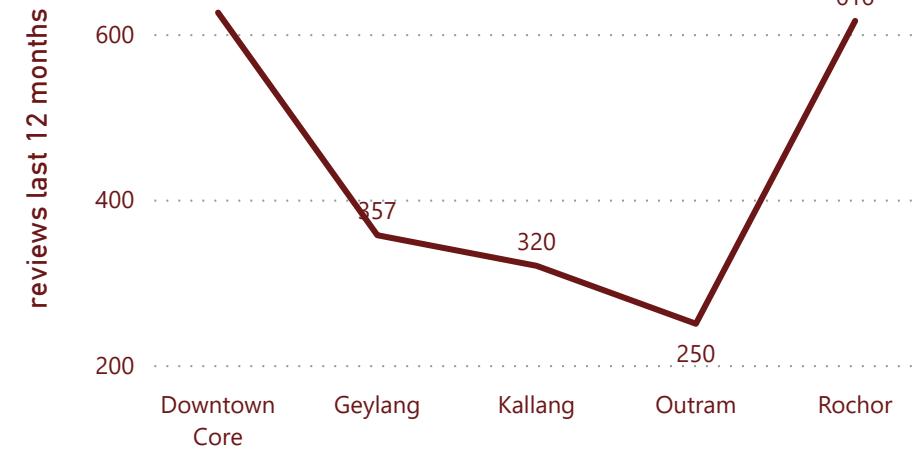


Number of Reviews

Superhost ● No ● Yes ● Total listings



Number of Reviews



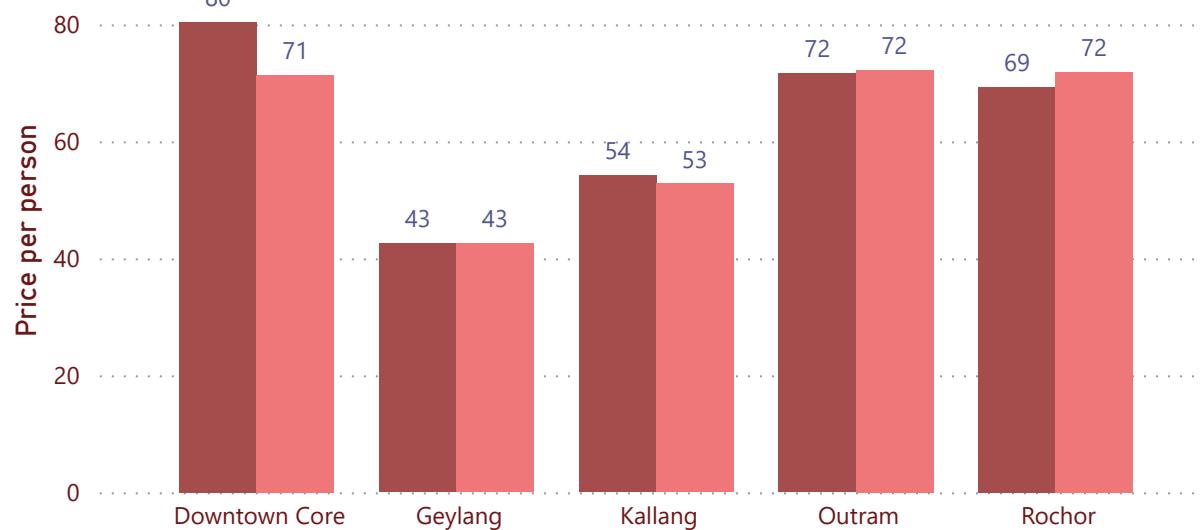


PRICE

- Geylang hosts offer the lowest prices for tourists, followed by Kallang, while listings in Downtown Core are the most expensive.
- Kallang is the ideal location since this area provides a wide range of listing choices with low average prices per person
- Low-budget solo travelers are recommended to choose Shared rooms at Outram and Kallang for the lowest price or Private rooms at Geylang.
- Low-budget group travelers could choose entire homes at Geylang or Hotel rooms at Kallang.

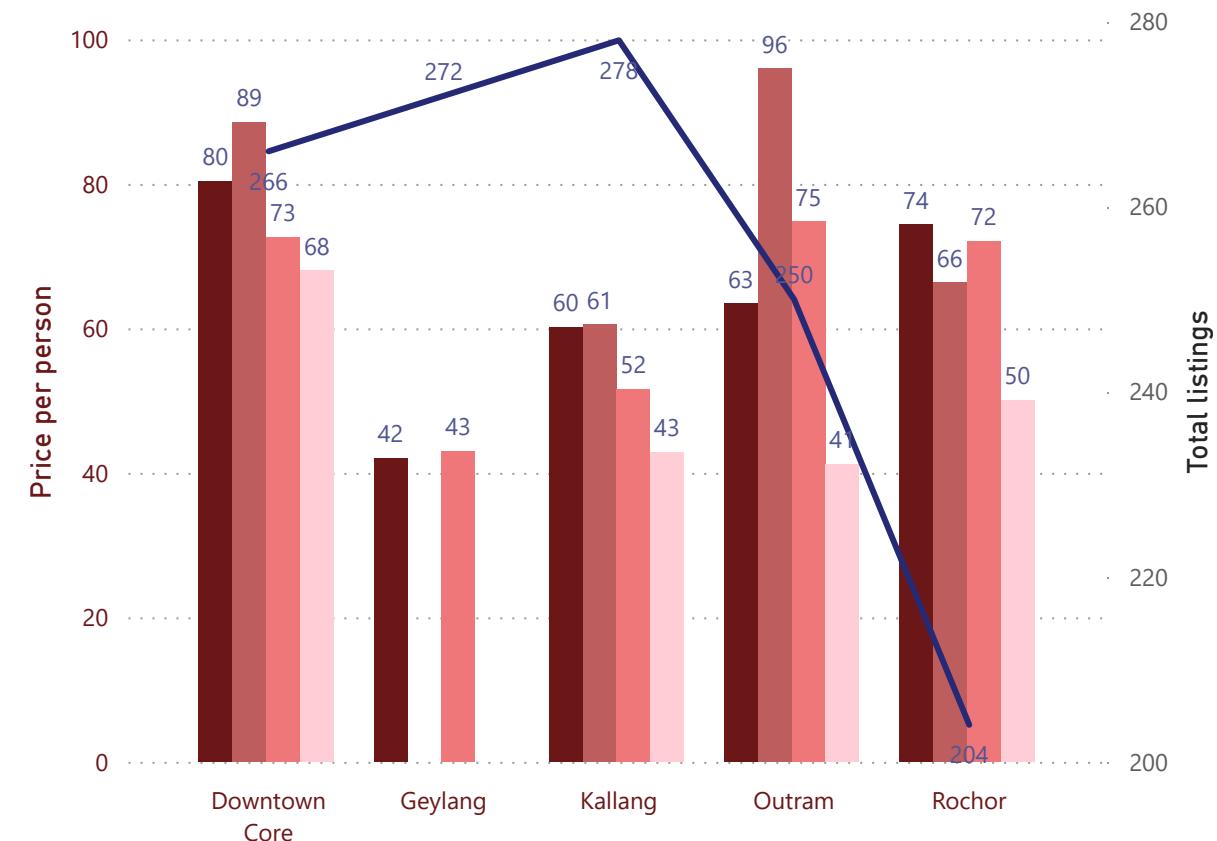
Price by Location host status

Superhost ● No ● Yes



Price by Location and Room type

● Entire home/apt ● Hotel room ● Private room ● Shared room ● Total listings





RECOMMENDATIONS LIMITATIONS AND FUTURE WORK

RECOMMENDATIONS:

- Kallang would be the best location to stay in Singapore for low-budget (both solo and group) travelers in terms of affordable prices, capacity, vast listing choices, and instantly bookable options.
- Downtown Core seems to be more suitable for tourists who are not too price-sensitive and have higher requirements for location and services.

LIMITATIONS & FUTURE WORK

- Due to the lack of information and the small size of the dataset, this report is limited in scope.
- The dataset was not up to date, and multiple missing values in the data hindered the accuracy of the analysis.
- These recommendations are only suitable for solo and small groups of travelers with less than six people.
- In future research, this project should be improved by increasing the number of data points using an updated dataset and analyzing more aspects, such as amenities.
- Question: Which house to rent in Singapore?