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DATA VISUALIZATION & BUSINESS  
INSIGHT PROJECT

# AIRBNB MARKET PRICING & REVENUE ANALYSIS

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# Airbnb Market Pricing & Revenue Analysis

## 01

### Background

This project analyzes Airbnb listing data to understand pricing patterns, geographic distribution, and revenue performance.

## 02

### Objectives

- Identify factors influencing listing prices
- Analyze price variation by location
- Examine yearly revenue trends
- Provide business recommendations

## 03

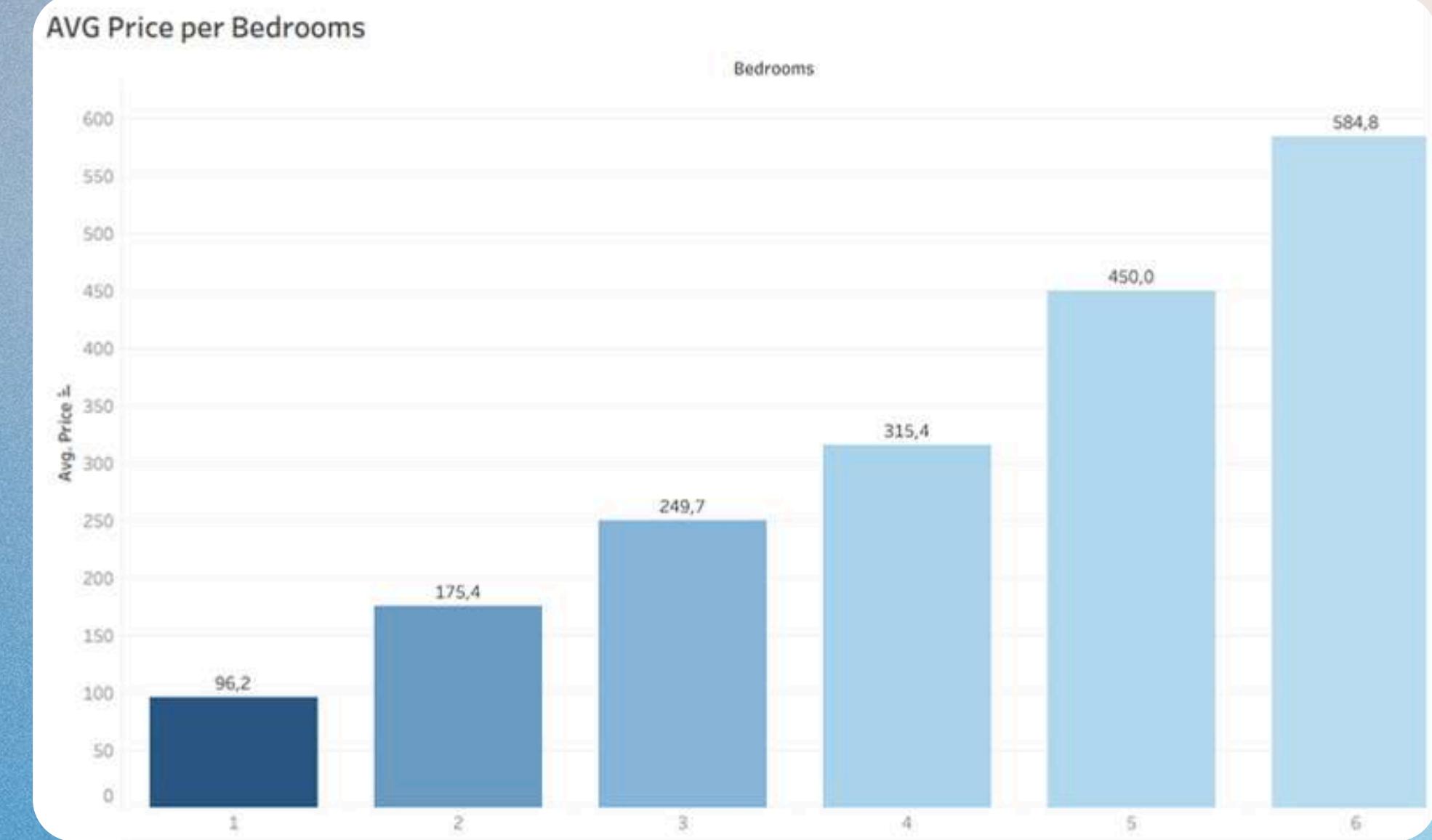
### Tools Used

- Tableau Public
- Data Visualization
- Exploratory Data Analysis

# Price by Number of Bedrooms

## Key Findings:

- Average price increases consistently with bedroom count.
- 6-bedroom listings are nearly 6x more expensive than 1-bedroom listings.
- Significant price jump occurs after 4 bedrooms.



## Insight:

Larger properties target premium market segments such as families and group travelers.

## Business Interpretation:

Investing in larger properties offers higher revenue potential but may require higher capital investment.

# Geographic Price Distribution

## Key Findings:

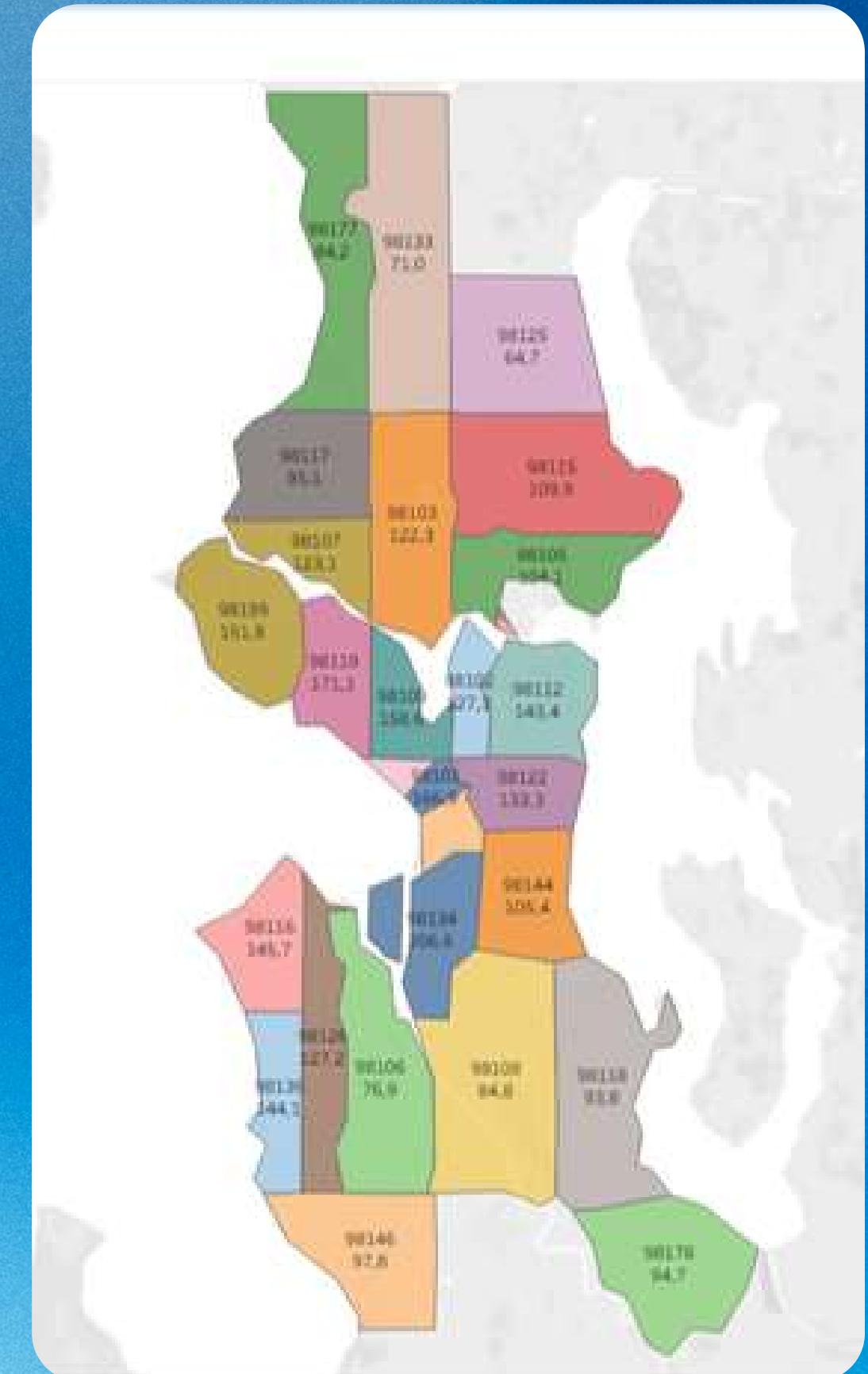
- Significant price variation across zip codes.
- Certain zip codes command premium pricing.
- Location strongly influences average listing price.

## Insight:

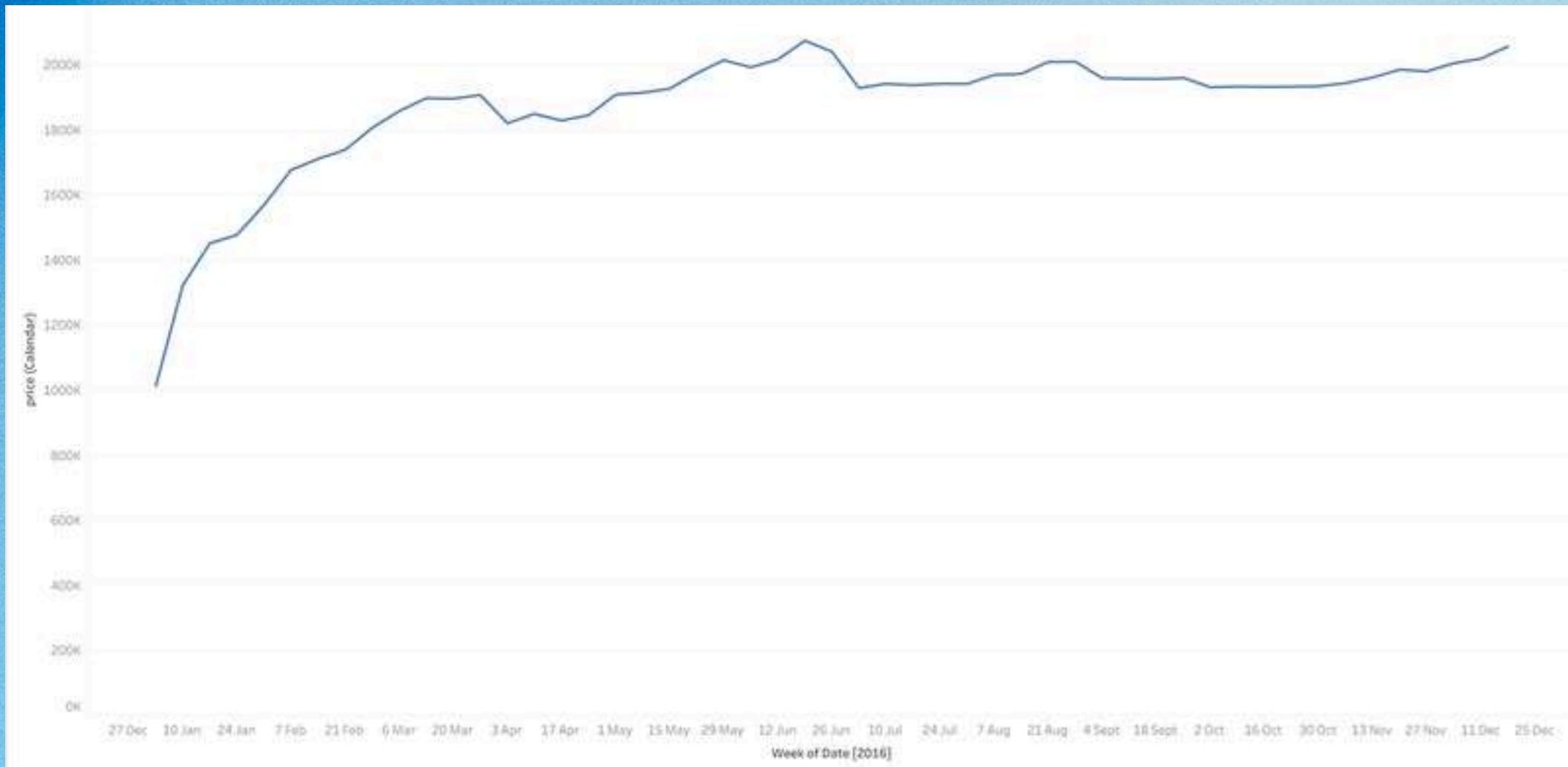
- High-priced zip codes likely benefit from:
- Strategic location
  - Tourist attractions
  - Accessibility
  - Neighborhood reputation

## Business Interpretation:

Location selection is a critical factor in maximizing Airbnb profitability.



# Revenue Trend Analysis



## Key Findings:

- Revenue shows strong growth from early year to mid-year.
- Mid-year stabilization suggests seasonal adjustment.
- End-of-year revenue increases again.

## Insight:

Demand fluctuates seasonally.

## Business Interpretation:

Dynamic pricing strategies during peak seasons can significantly increase profitability.

A photograph of two people, a man and a woman, working together at a wooden desk. They are both smiling and looking towards the camera or a screen. The man is wearing glasses and a dark green sweater, while the woman has long brown hair and is wearing a light-colored top. On the desk, there are laptops, coffee cups, and some papers. In the background, there's a window and some plants.

# STRATEGIC RECOMMENDATIONS:

- 01** Focus on 4–6 bedroom properties for higher revenue potential
- 02** Invest in premium zip codes
- 03** Apply seasonal pricing adjustments
- 04** Monitor occupancy rate to balance price vs demand

# Summary

01

Property size and location  
are primary price drivers.

02

Revenue trends indicate  
seasonal  
patterns.

03

Strategic pricing  
and  
location targeting can  
maximize profitability.