

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

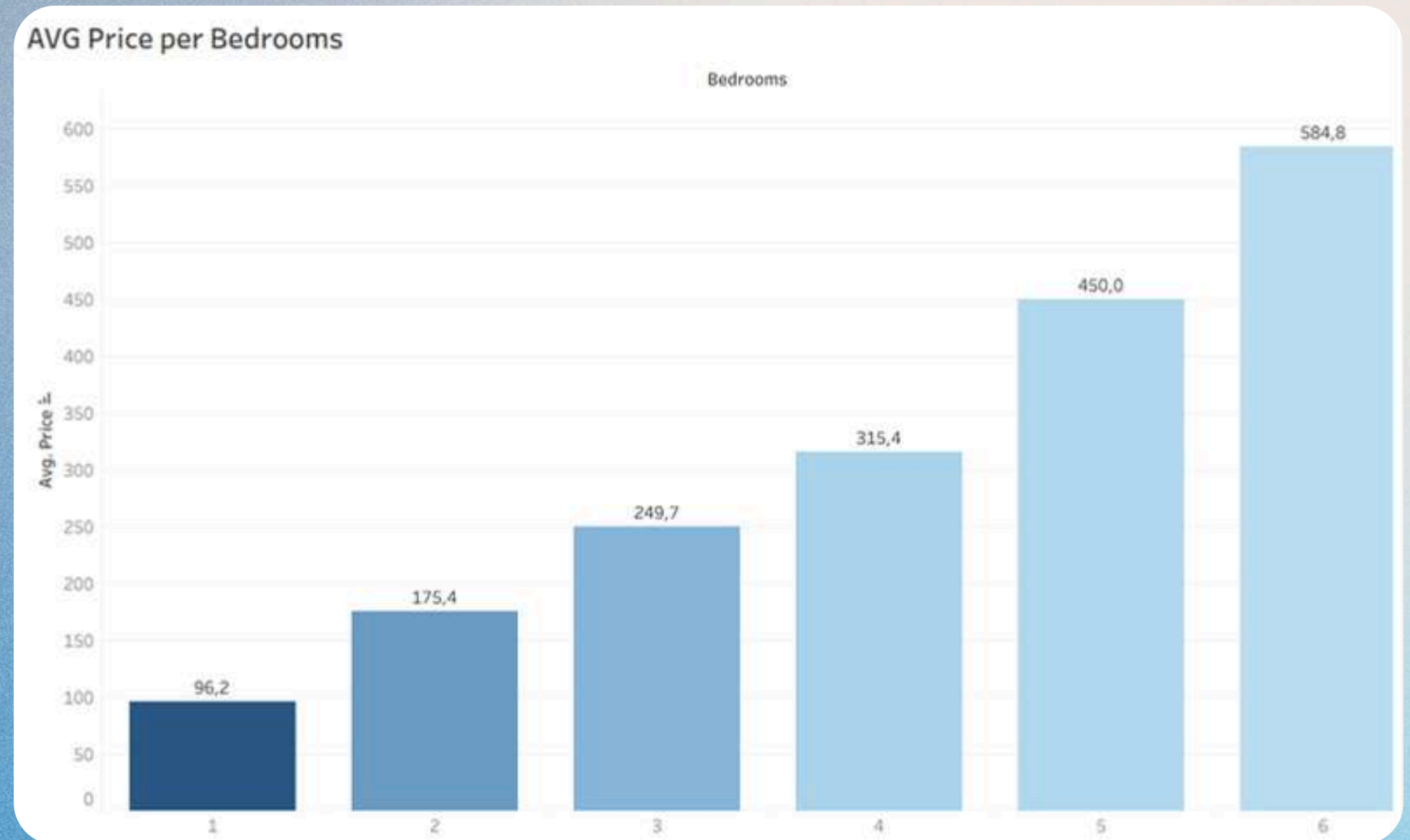
Price by Number of Bedrooms

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.

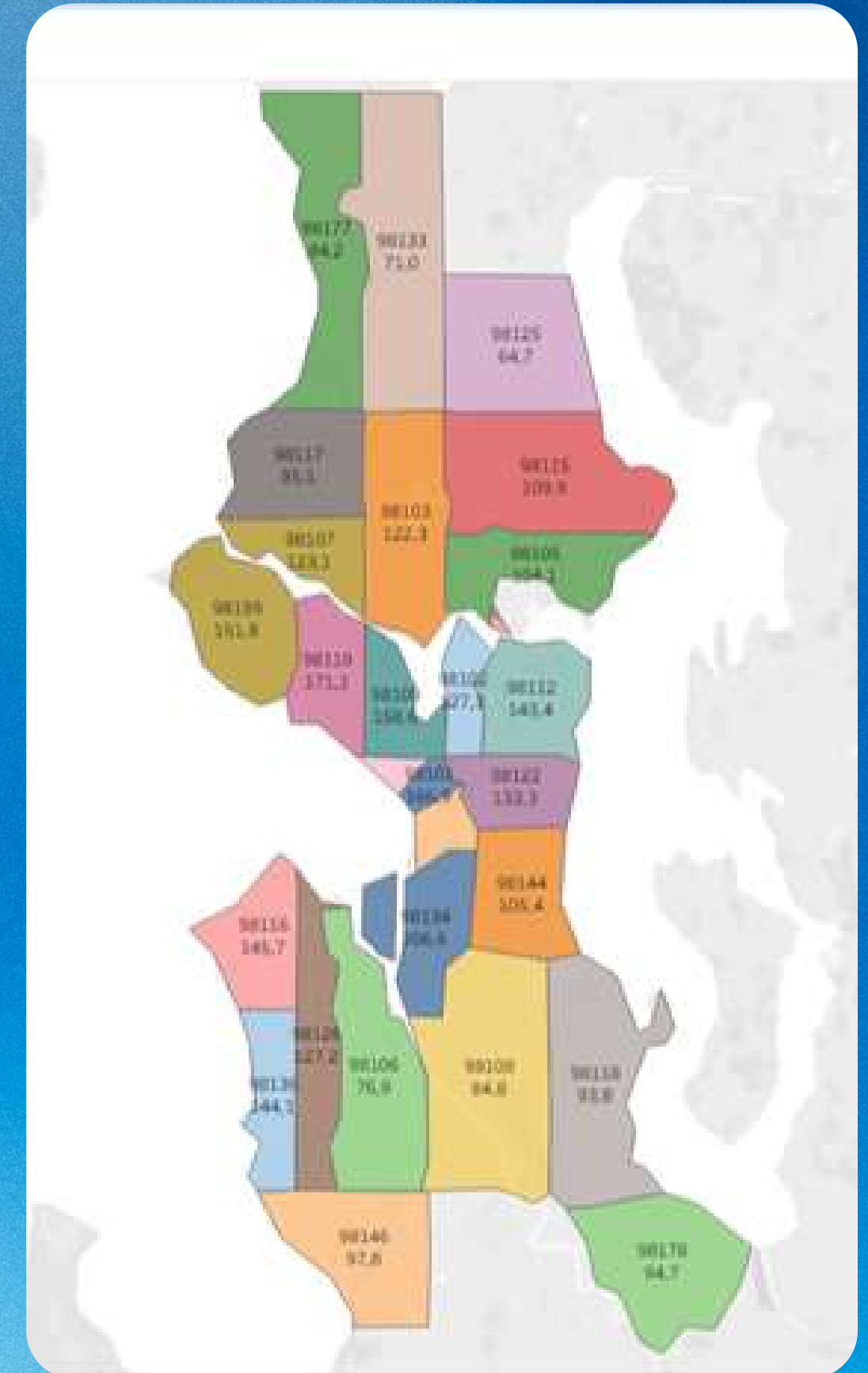
Insight:

High-priced zip codes likely benefit from:

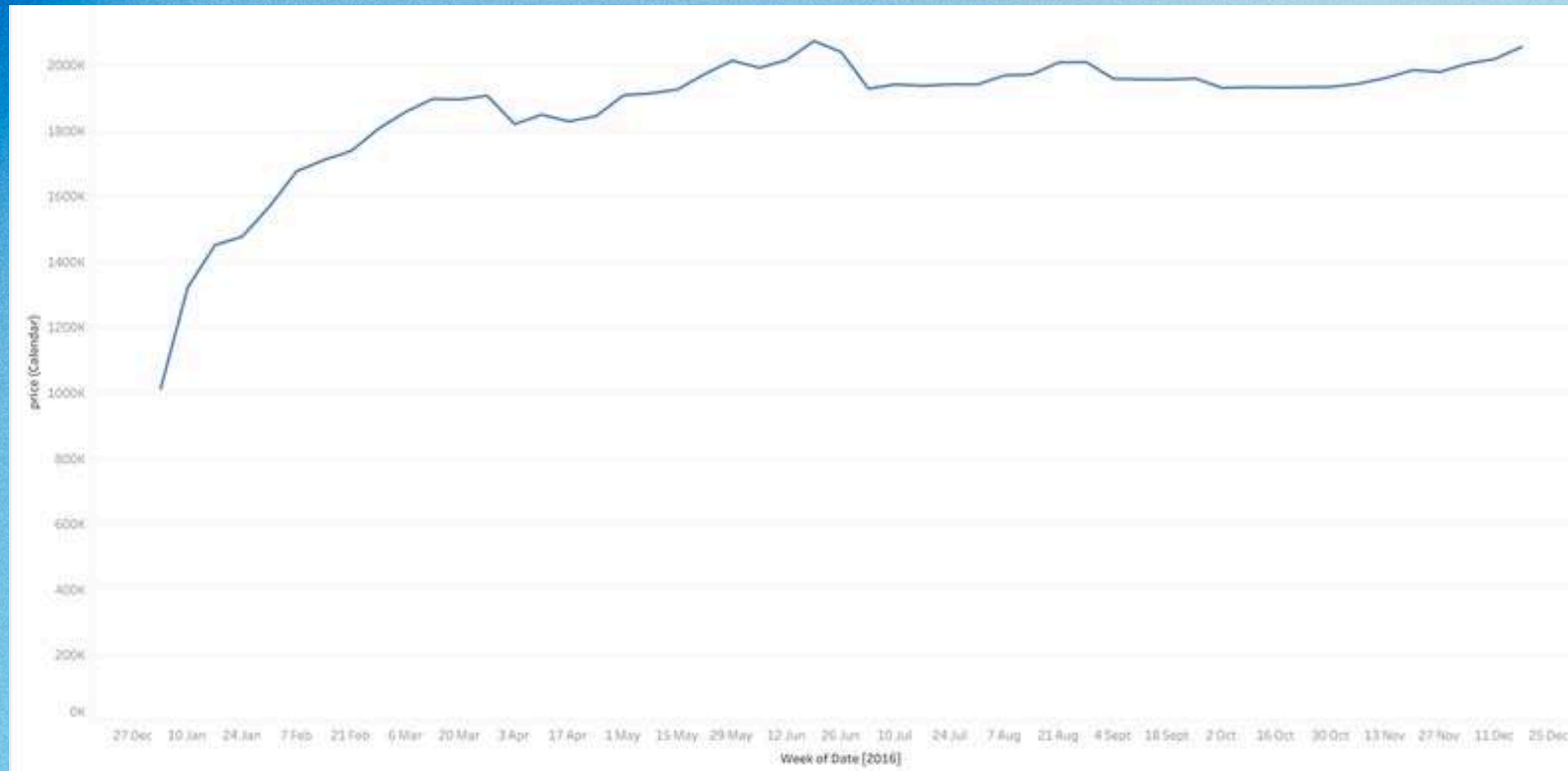
- Strategic location
- Tourist attractions
- Accessibility
- Neighborhood reputation

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.



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 demand
patterns.

03

Strategic pricing and
location targeting can
maximize profitability.