

Hotel Aggregator Analysis

Power-BI Visualization

 Batch: MIP-DA-07

Created By BODA JAMPAIAH





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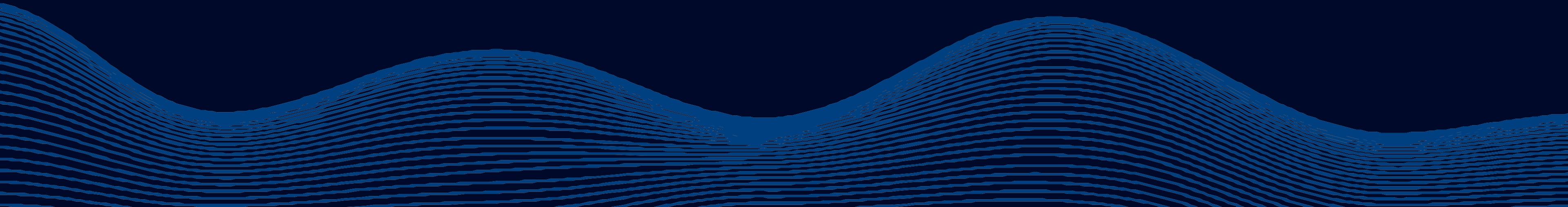
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Problem Statement



This project aims to analyze a dataset of hotel aggregator listings using **Power BI**. The dataset comprises various attributes related to **listings, hosts, reviews, and availability of rooms**. The objective is to create comprehensive visualizations and insights that focus on **trends, patterns, and factors** influencing the performance of listings and other factors.

Project Objectives

Geographical Insights

Visualize the distribution of listings on a map to identify popular neighborhoods

Pricing and Availability Analysis

Analyze pricing trends based on property types, room types, and accommodation capacity

Host Performance

Evaluate host characteristics, including super host status, response times, and verification methods

Review Scores and Guest Satisfaction

Examine review scores and their impact on overall listing performance.

Review Scores and Guest Satisfaction

Analyze the distribution of property types and room types.

Dataset

Hotel Aggregator dataset.csv

File Origin Delimiter Data Type Detection

65001: Unicode (UTF-8) Comma Based on first 200 rows

id	listing_url	scrape_id	last_scraped	source	name
10803	https://www.airbnb.com/rooms/10803	2.02E+13	05-09-2023	city scrape	Rental unit in Brunswick East - ★4.49 · 1 bedroom · 1 b...
12936	https://www.airbnb.com/rooms/12936	2.02E+13	05-09-2023	previous scrape	Rental unit in St Kilda - ★4.68 · 1 bedroom · 1 bed · 1 ba...
38271	https://www.airbnb.com/rooms/38271	2.02E+13	04-09-2023	city scrape	Rental unit in Berwick - ★4.86 · 3 bedrooms · 3 beds · 1...
41836	https://www.airbnb.com/rooms/41836	2.02E+13	05-09-2023	previous scrape	Home in Reservoir - ★4.71 · 1 bedroom · 1 bed · 1 shar...
43429	https://www.airbnb.com/rooms/43429	2.02E+13	04-09-2023	city scrape	Rental unit in Oakleigh East - ★4.87 · 1 bedroom · 1 bed...
1181117	https://www.airbnb.com/rooms/1181117	2.02E+13	05-09-2023	city scrape	Home in Ripponlea - 4 bedrooms · 5 beds · 2 baths
1188388	https://www.airbnb.com/rooms/1188388	2.02E+13	05-09-2023	city scrape	Home in Port Melbourne - ★New · 2 bedrooms · 3 beds · 1...
603007	https://www.airbnb.com/rooms/603007	2.02E+13	05-09-2023	previous scrape	Rental unit in South Yarra - ★4.76 · 1 bedroom · 1 bed · 1...
607674	https://www.airbnb.com/rooms/607674	2.02E+13	04-09-2023	city scrape	Guesthouse in Sherbrooke - ★4.06 · 7 bedrooms · 1 bed · 1...
1192689	https://www.airbnb.com/rooms/1192689	2.02E+13	05-09-2023	city scrape	Home in St Kilda - ★4.92 · 4 bedrooms · 5 beds · 2 baths
44082	https://www.airbnb.com/rooms/44082	2.02E+13	04-09-2023	city scrape	Home in Frankston - ★4.98 · 1 bedroom · 1 bed · 1.5 sh...
1201338	https://www.airbnb.com/rooms/1201338	2.02E+13	05-09-2023	city scrape	Home in South Melbourne - ★4.92 · 4 bedrooms · 5 be...
1210073	https://www.airbnb.com/rooms/1210073	2.02E+13	05-09-2023	city scrape	Rental unit in Northcote - ★4.33 · 1 bedroom · 1 bed · 1...
1233439	https://www.airbnb.com/rooms/1233439	2.02E+13	05-09-2023	city scrape	Home in Melbourne - ★4.58 · 3 bedrooms · 4 beds · 2 b...
621155	https://www.airbnb.com/rooms/621155	2.02E+13	05-09-2023	previous scrape	Rental unit in Richmond - 1 bedroom · 1 bed · 1 bath
628156	https://www.airbnb.com/rooms/628156	2.02E+13	05-09-2023	city scrape	Condo in Port Melbourne - ★4.82 · 1 bedroom · 1 bed · 1...
628370	https://www.airbnb.com/rooms/628370	2.02E+13	05-09-2023	city scrape	Rental unit in Port Melbourne - ★4.79 · 2 bedrooms · 3...
44699	https://www.airbnb.com/rooms/44699	2.02E+13	05-09-2023	city scrape	Condo in South Melbourne - ★4.75 · 1 bedroom · 1 bed · 1...
633258	https://www.airbnb.com/rooms/633258	2.02E+13	05-09-2023	previous scrape	Rental unit in Windsor - ★4.94 · 1 bedroom · 1 bed · 1 b...
639260	https://www.airbnb.com/rooms/639260	2.02E+13	05-09-2023	city scrape	Rental unit in Fitzroy - ★4.45 · 2 bedrooms · 3 beds · 1 b...

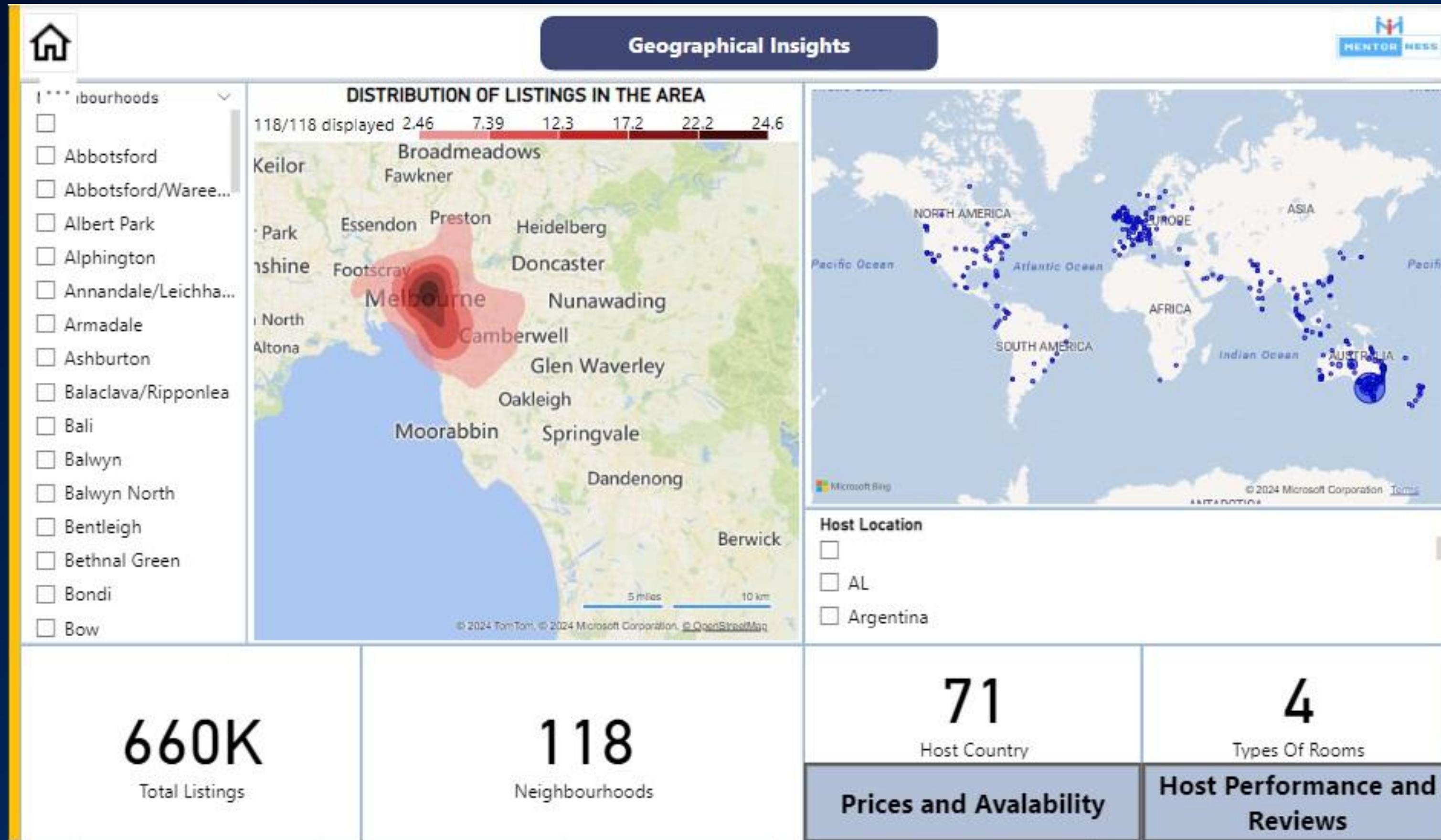
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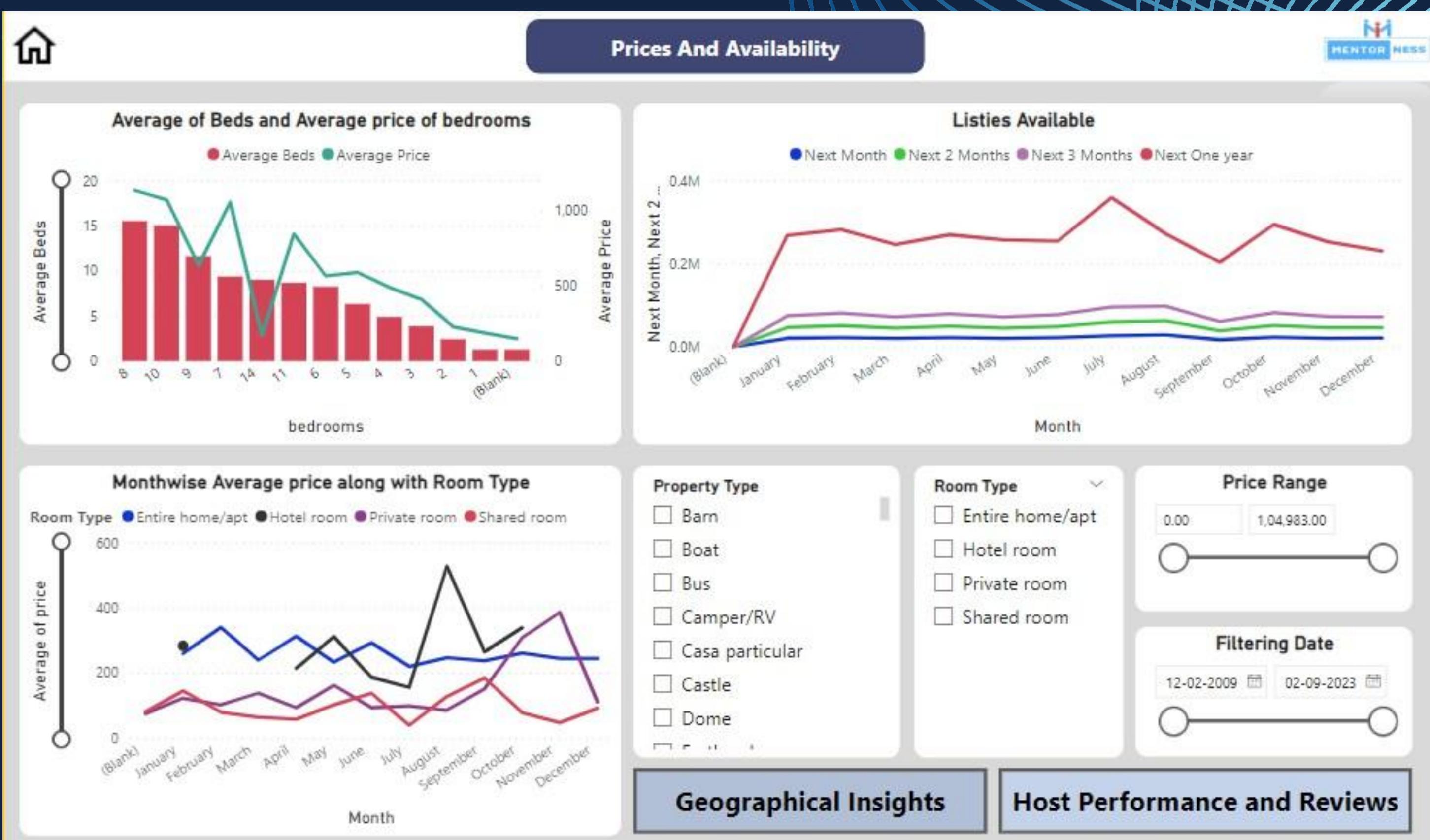


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Geographical Insights



Price And Availability



Performances Of the Hosts

Host Performances

Filtering Date: 12-02-2009 - 02-09-2023

Host Name	Host Verifications	Superhost Status	Availability Status	Profile Picture availability	Total_listings	Acceptance Rate	Response Time	Re...
(Maria) ANNA	['email', 'phone']	No	Yes	Yes	1	79%	within a few hours	10
360 (Hidden By Airbnb)	['email', 'phone']	No	Yes	Yes	15	97%	within an hour	10
A	['phone']	No	Yes	Yes	1	N/A	N/A	N...
A&E	['email', 'phone']	Yes	Yes	Yes	5	96%	within an hour	10
Aaron	['email', 'phone']	No	No	Yes	1	N/A	N/A	N...
Aaron	['email', 'phone']	No	Yes	Yes	1	0%	a few days or more	0%
Aaron	['email', 'phone']	No	Yes	Yes	2	92%	within an hour	10

Average Minimum Night Prices

Legend: Night Counts (Blue), Max of price (Green), Min of price (Purple)

Month	Night Counts	Max of price	Min of price
January	35	100	50
February	35	100	50
March	25	100	50
April	30	250	100
May	30	150	100
June	35	200	100
July	35	100	50
August	35	100	50
September	35	100	50
October	30	100	50
November	30	200	100
December	30	100	50

Review Scores:

- Overall Review Rating: 4.64
- Check-In Review: 4.78
- Accuracy Review: 4.75
- Location Review: 4.82
- Communication Review: 4.81
- Cleanliness Review: 4.66

Property Type & Room Analysis

Property and Room Analysis



Key Insights



1

The city with the most listings is Melbourne, Australia, with 6000+ listings spread across 30 neighborhoods



2

The highest availability of listings occurred in July 2020, January, April, and August 2023, for durations of 30, 60, 90, and 360 days, respectively



3

The more bed rooms you order, the higher the price, but ordering 14 bedrooms can yield significantly lower prices in many places.



4

Shared rooms are the cheapest option while Hotel room price increases in the month of August.

Recommendation

**Host Performance
Optimization**

**Pricing and Availability
Strategies**

**Guest Satisfaction
Enhancement**

**Property and Room Type
Management**



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Recommendation

- Encourage hosts to maintain quick response times to **enhance** guest satisfaction
- Use of **multiple verification methods** to build trust with guests
- **Adjust pricing** based on accommodates to maximize revenue and occupancy
- Focus on **pricing trends** to set competitive rates for respective room types.
- Close Monitoring is needed during **rush seasons** and **adjusting the price** accordingly.
- Focus should be more on **improving review scores**
- Guest **satisfaction level** must be traced to enhance customer satisfaction.
- To **optimize inventory** understanding the popularity of certain property is needed
- Leverage insights to **refine marketing strategies** and effectively target relevant customer segments.

Property and Room Type Management

Guest Satisfaction Enhancement

Pricing and Availability Strategies

Host Performance Optimization



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Thank You !

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