Airbnb Listing and Reviews Analysis

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Airbnb Analytics

3.05M	109.68K	$454.28	5.37M
Total Listing	Total Host	Average of price	Total Review

Airbnb Market Between Cities

property_type	Average of price
Barn	$262.96
Boat	$517.78
Bus	$150.00
Camper/RV	$138.37
Campsite	$64.78
Casa particular	$745.70
Castle	$2,161.57
Cave	$177.94
Total	**$454.28**
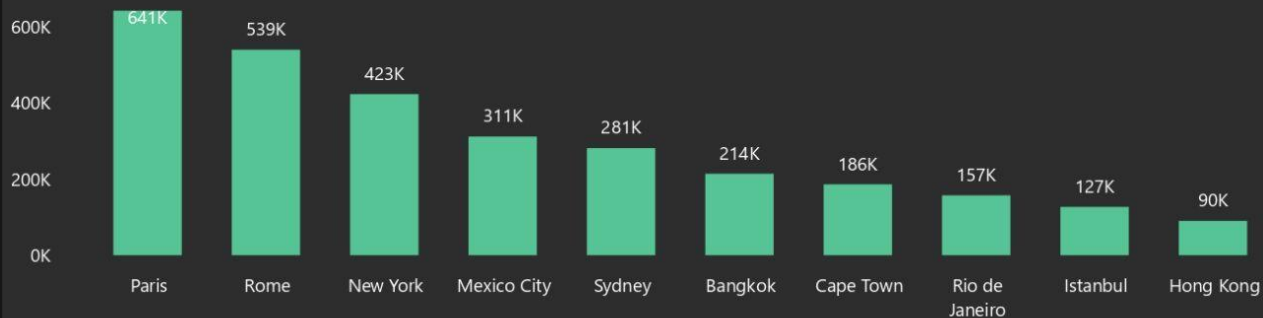
Count of listing_id by Year and Quarter

Sum of price by room_type

$283... (20....)
$20.55M (1.49%)
$1,03... (75....)

- Entire place
- Private room
- Hotel room
- Shared room
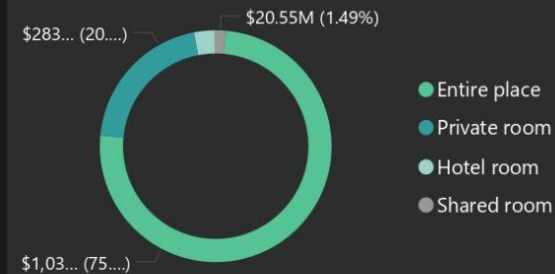
Problem Statement & Background

This case study analyzes Airbnb data for 250,000+ listings in 10 cities, covering hosts, pricing, locations, room types, and 5 million reviews. The aim is to identify market differences between cities, key factors influencing price, trends in reviews, and the best value city for travelers.

Goals & Kpi's

The goal of this case study is to analyze Airbnb data to identify market differences between cities, key factors affecting pricing, trends in reviews, and determine which city offers the best value for travelers.

Kpi's (Key Perfomance Indicator)

3.05M Total Listing	**109.68K** Total Host
5.37M Total Review	**$454.28** Average of price

Recommended Analysis

Q.1 Can you spot any major differences in the Airbnb market between cities?

Airbnb Market Between Cities

City	Value
Paris	641K
Rome	539K
New York	423K
Mexico City	311K
Sydney	281K
Bangkok	214K
Cape Town	186K
Rio de Janeiro	157K
Istanbul	127K
Hong Kong	90K

Q.2 . Which attributes have the biggest influence on price?

Sum of price by room_type

$40.38M (2.92%)

$20.55M (1.49%)

$283.84M (20.51%)

$1,039.14M (75.09%)

- Entire place
- Private room
- Hotel room
- Shared room
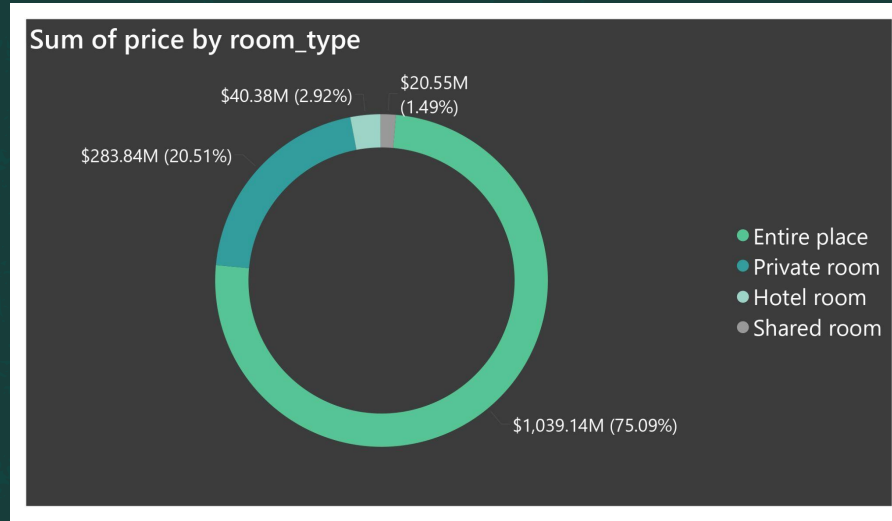
Q.3 . Are you able to identify any trends or seasonality in the review data?

Count of listing_id by Year and Quarter
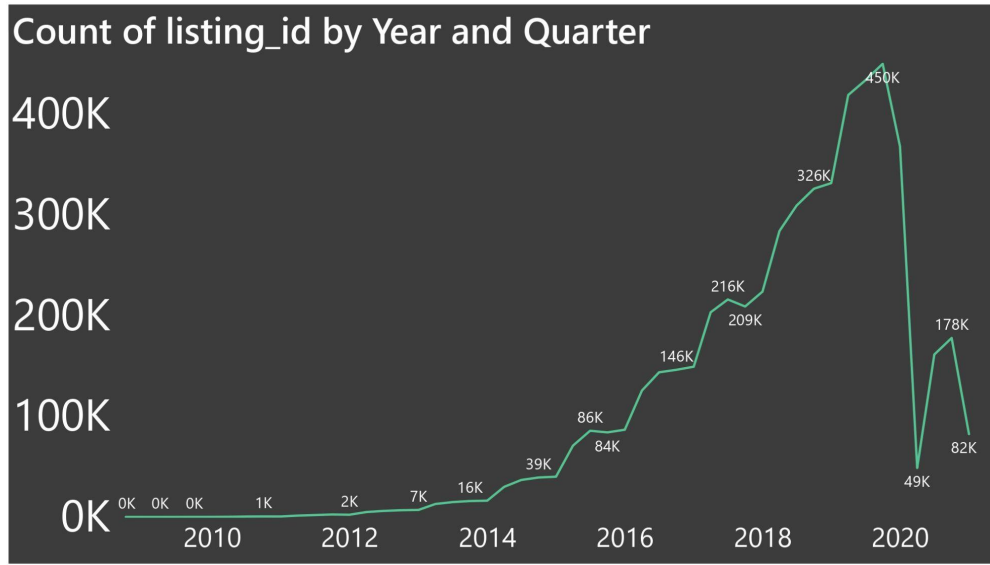
Q.4 FInd Out Properties Avg Price?

property_type	Average of price
Barn	$262.96
Boat	$517.78
Bus	$150.00
Camper/RV	$138.37
Campsite	$64.78
Casa particular	$745.70
Castle	$2,161.57
Cave	$177.94
Dome house	$4,713.00
Earth house	$615.77
Entire apartment	$392.76
Total	**$454.28**

Conclusion

The Airbnb case study highlights significant differences across cities, with Paris, Rome, and New York having the highest number of listings. Property types like castles and "Casa particular" drive higher prices, while most revenue comes from entire place rentals. The market saw steady growth until a sharp decline post-2020. These insights can help inform pricing strategies, investment decisions, and traveler value assessments based on city and property type.

Thanks!

Does anyone have any questions?

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