Predicting Airbnb prices in London

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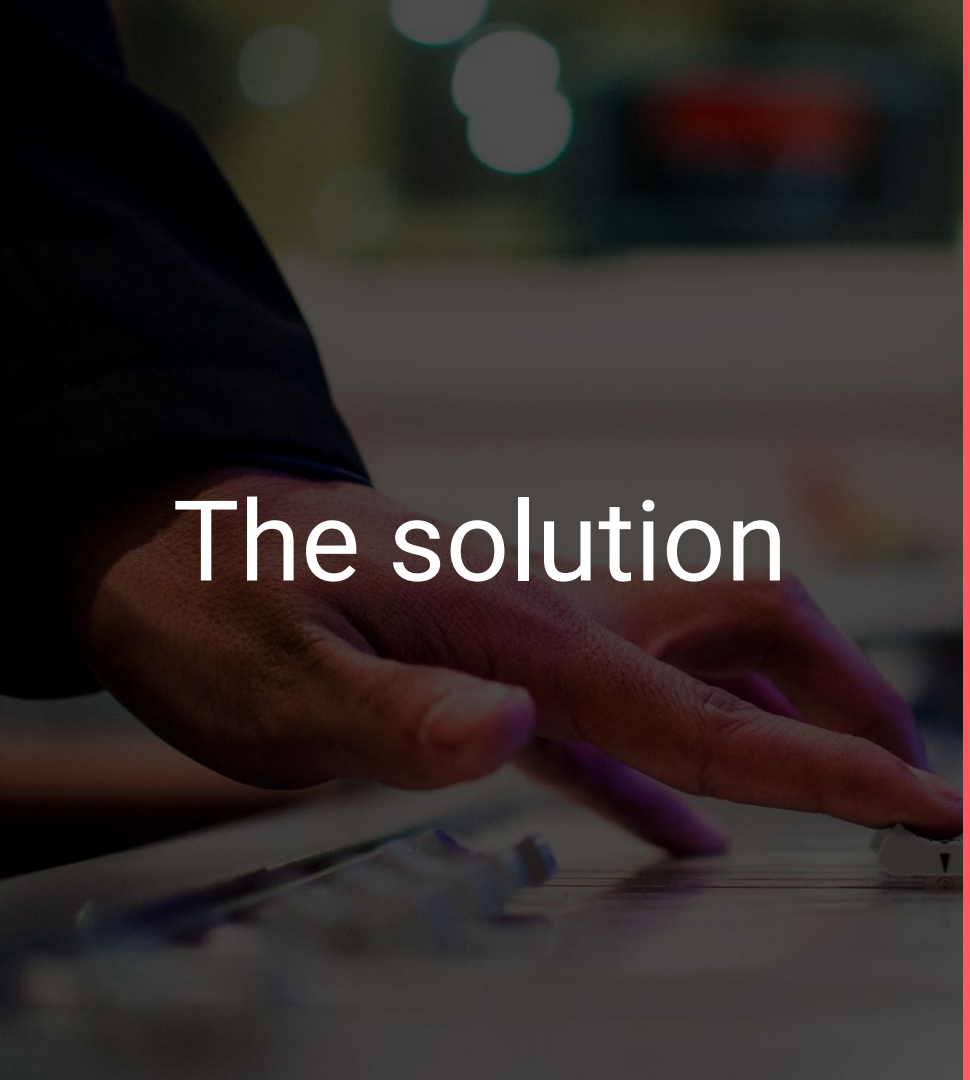
The problem

As an Airbnb host, I want to know what price to advertise my property at, in order to maximise my income

...But there is currently no easy way to do this

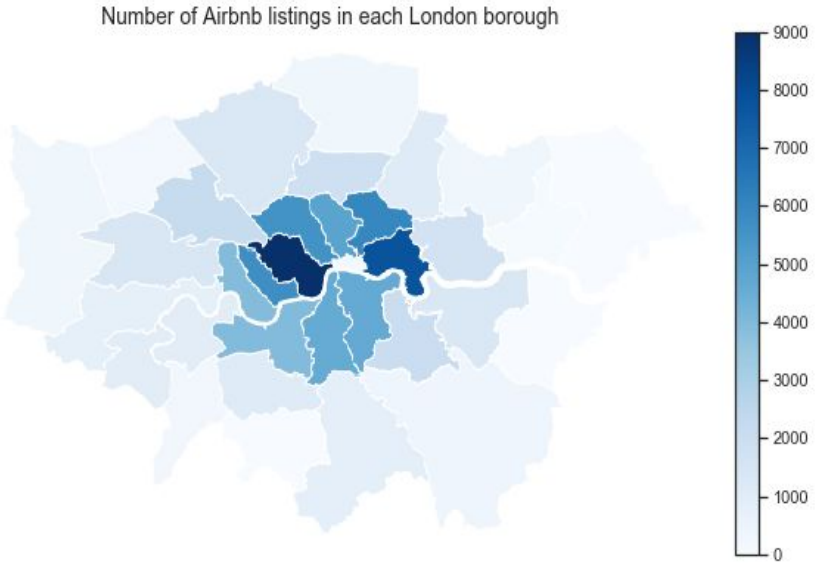


The solution

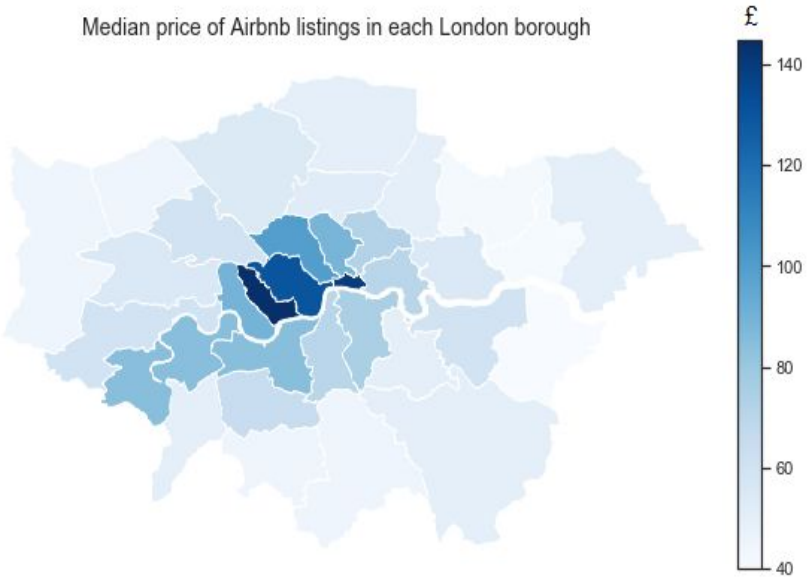
- ✓ Analysis of Airbnb data
- ✓ Machine learning and deep learning models to predict prices

Location, location, location

Westminster has the most Airbnb listings...

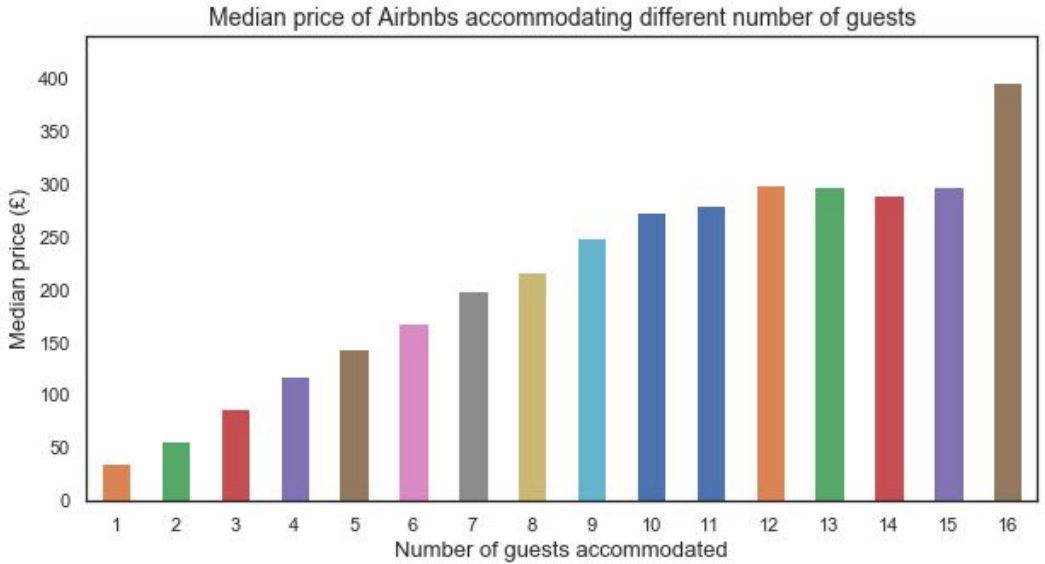


...and Kensington and Chelsea has the most expensive



The more the merrier

Accommodating more guests generally means higher nightly rates - consider adding a sofa-bed



Keep those ratings high

Everyone loves their Airbnbs! So make sure they love yours too.

Amenities your guests will love

Make sure you have the necessities that your competitors also have...

Proportion of listings with TVs and white goods (washers/dryers/dishwashers):

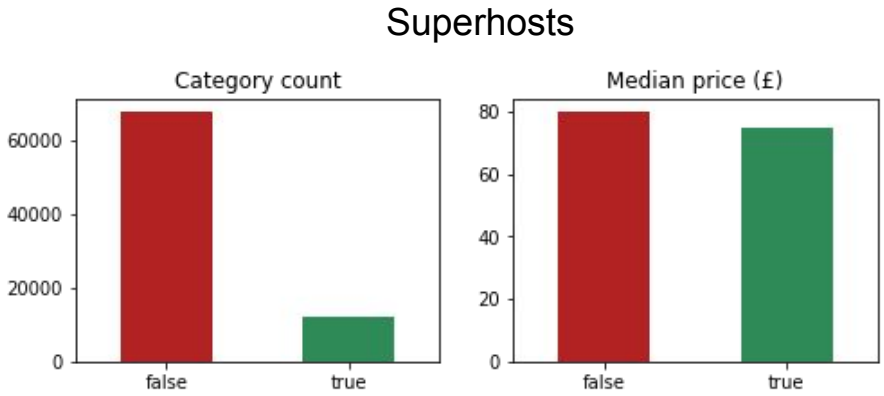
...and boost your prices with extras

- ✓ Buy a coffee machine
- ✓ Buy a safe or security system
- ✓ Make your property child-friendly
- ✓ Allow long-term stays
- ✓ Allow guests to check themselves in

Not worth the extra effort

Avoid amenities which might damage your property...

...and those that sound good but aren't worth it



Any questions?