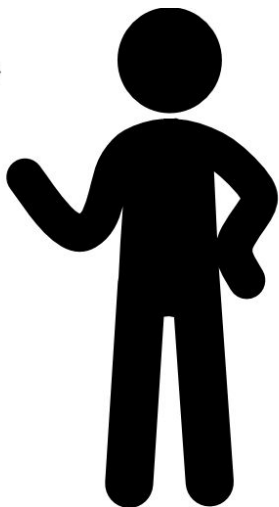


An aerial photograph of London at sunset, featuring the River Thames, the Tower Bridge, and the Shard. The sky is a mix of orange, yellow, and blue, with the city lights beginning to glow. The water reflects the warm colors of the sunset.

# Predicting Airbnb prices in London

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*May 2019*

# 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

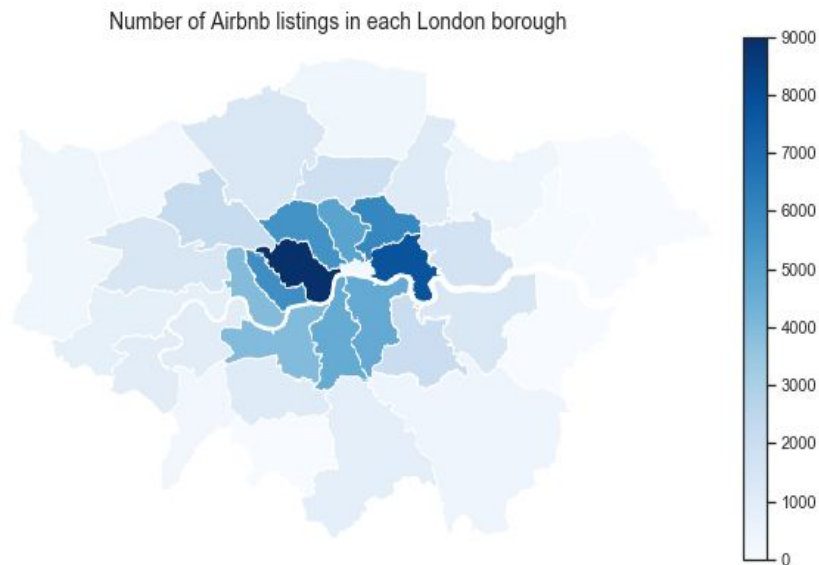


# The solution

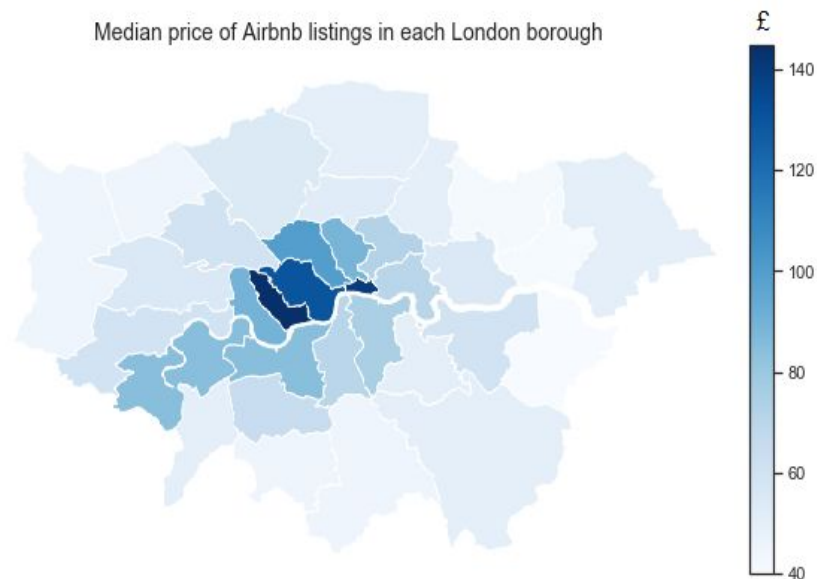
- ✓ Analysis of Airbnb data
- ✓ Machine learning and deep learning models to predict prices

# Location, location, location

Westminster has the most  
Airbnb listings...



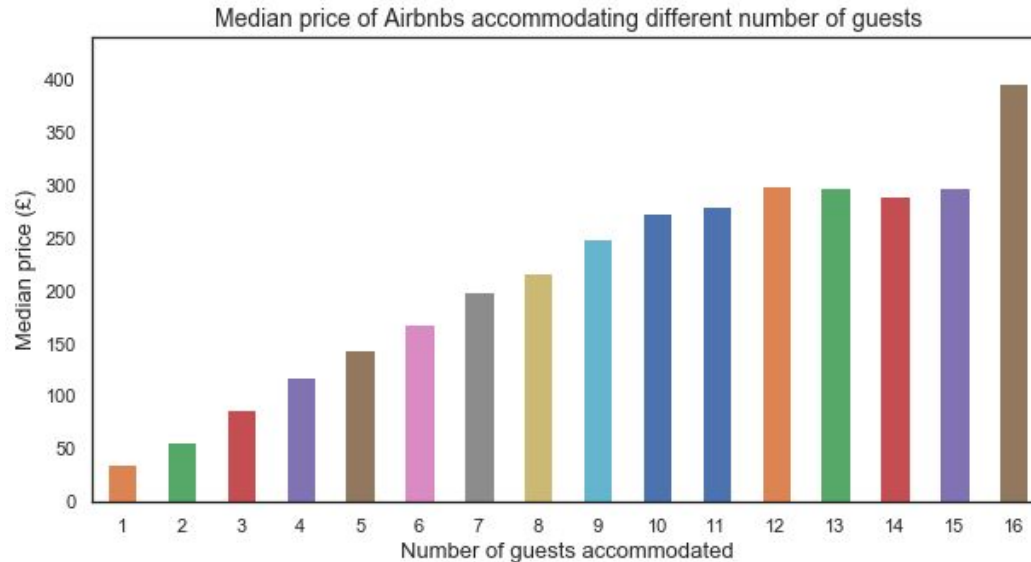
...and Kensington and Chelsea has  
the most expensive





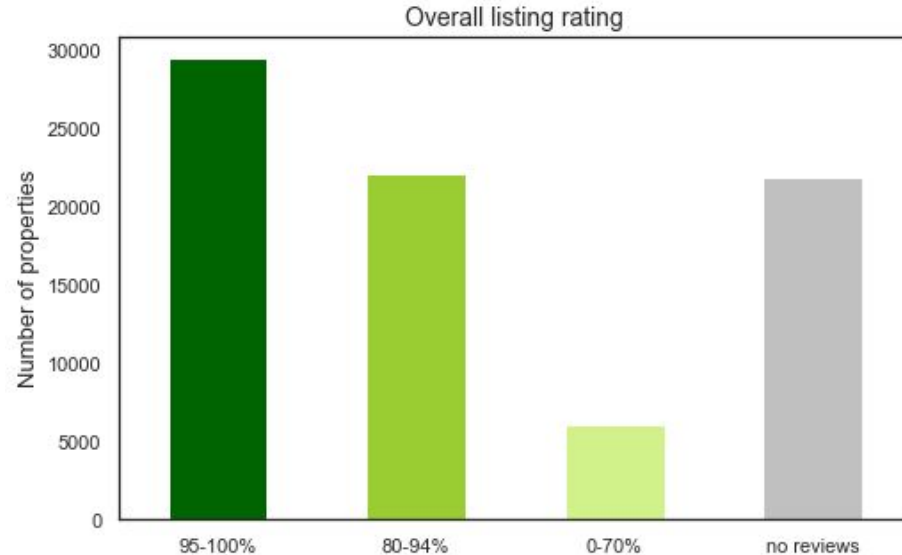
## The more the merrier

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

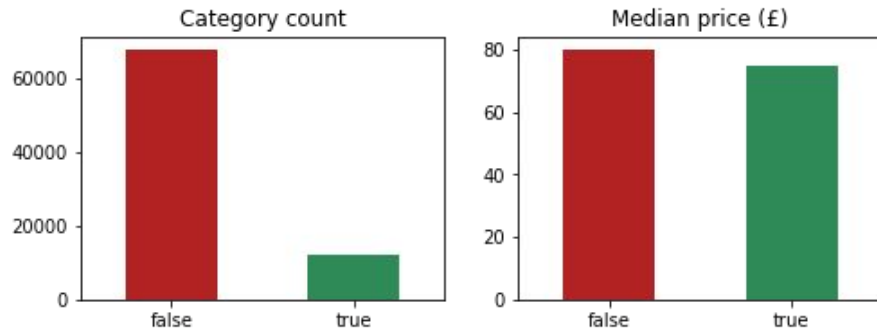
## Not worth the extra effort

Avoid amenities which might damage your property...



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

### Superhosts





An aerial photograph of London, England, taken at sunset. The River Thames flows through the center of the image, reflecting the golden light of the setting sun. The Tower Bridge is prominently featured in the middle ground, spanning the river. To the left, the Shard skyscraper stands out with its distinctive pointed top. To the right, the Gherkin and other modern buildings are visible. The city is densely packed with buildings, and the sky is filled with soft, orange-hued clouds. The text "Any questions?" is overlaid in the center of the image in a large, white, sans-serif font.

Any questions?