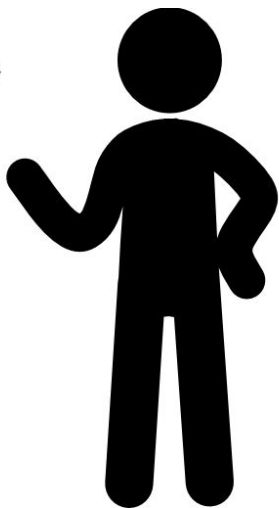


An aerial photograph of London at sunset. The River Thames flows through the center, with the Tower Bridge spanning it. The Shard is prominent on the left, and the City of London skyline is visible on the right. The sky is a mix of orange and blue, with clouds catching the low sun.

Predicting Airbnb prices in London

Laura Lewis
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

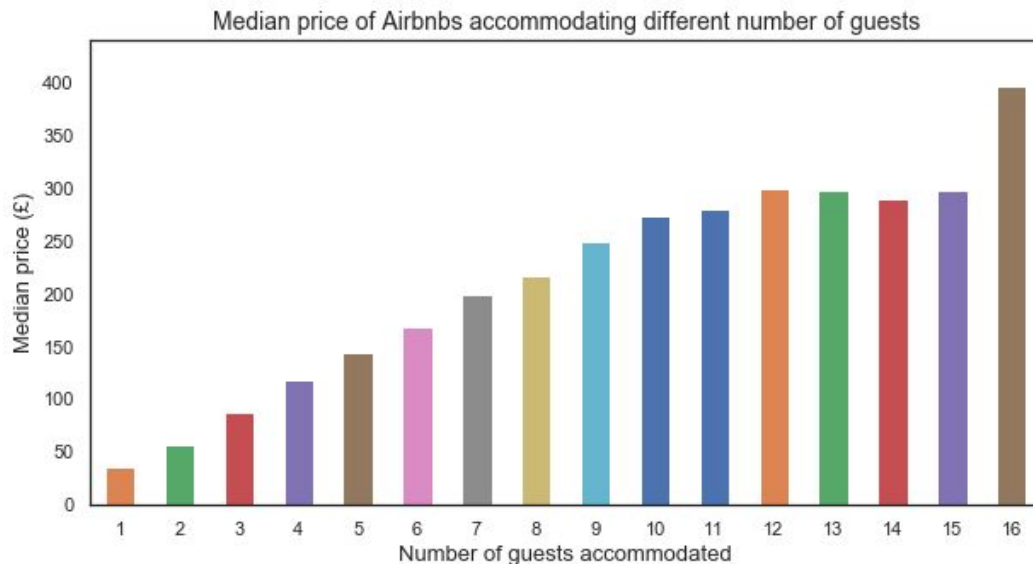
A close-up photograph of a person's hand pointing at a tablet screen. The background is blurred, showing what appears to be a desk with some papers and a pen. The lighting is soft, and the overall tone is professional and focused.

The solution

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

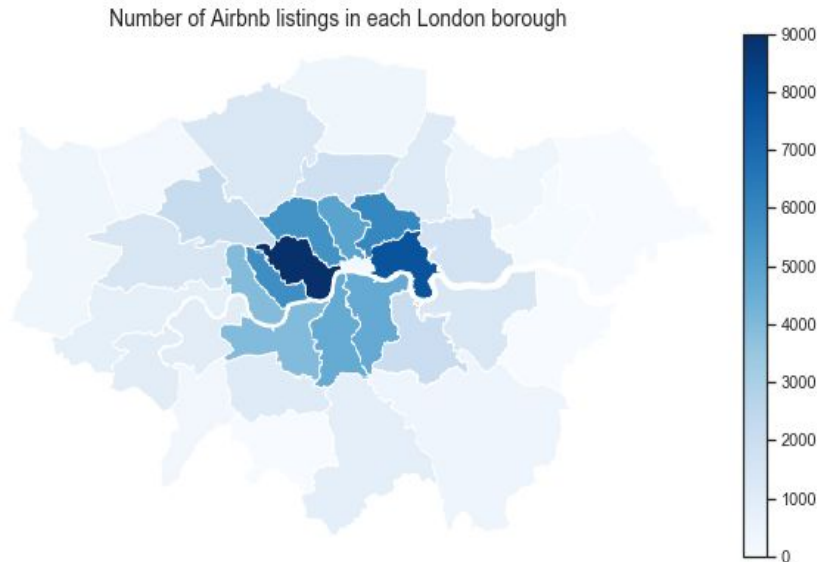
The more the merrier

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



Location, location, location

Westminster has the most
Airbnb listings...

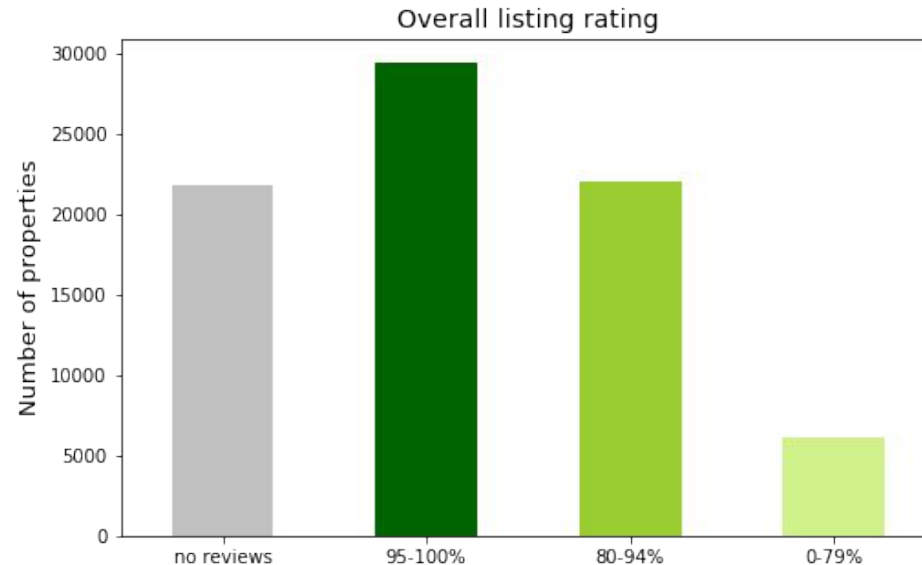


...and Kensington and Chelsea has
the most expensive



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

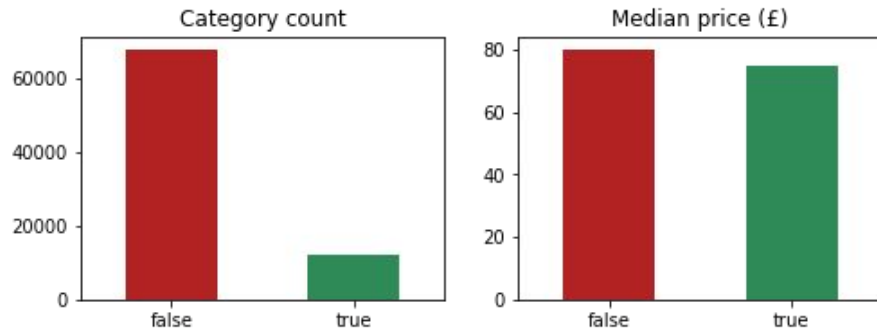
Not worth the extra effort

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?