PATHSTREAM

Successful Listings

Data Analysis on Listings123

Traits of Successful Listings

PATHSTREAM

- Listings123 needs data based analysis to find the traits of successful listings in order fund the marketing campaign to expand to new cities.

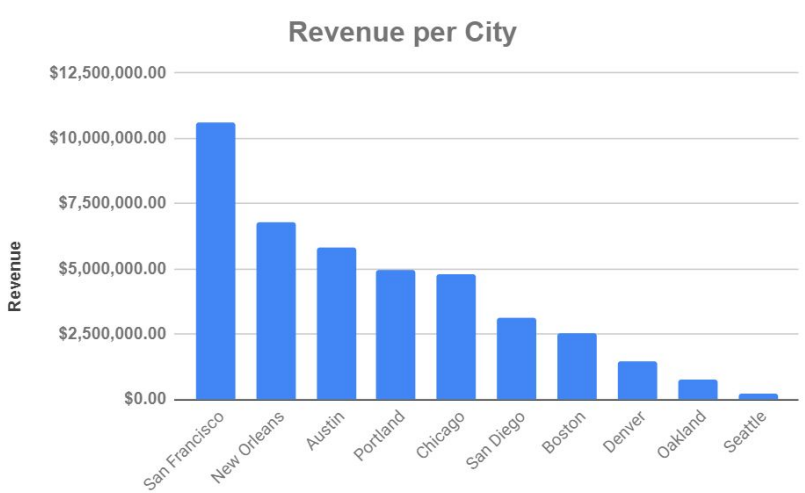
After framing the business problem, I cleaned the data and did Exploratory Data Analysis to find Insights that led to the next recommendations :

- Listings in San Francisco are the most successful listings
- Successful listings have higher number of reviews
- Successful listings have been listed for a longer time

San Francisco Listings are Most Successful

PATHSTREAM

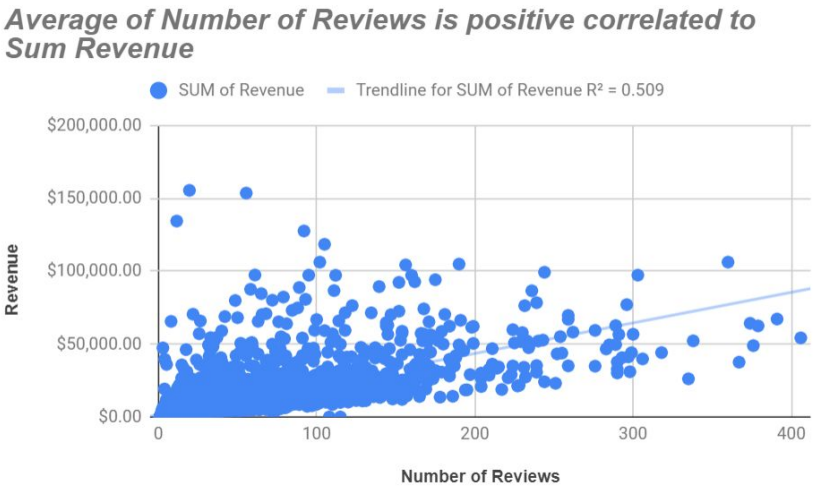
- San Francisco has the highest revenue from all cities.
  - San francisco made $3,823,14 more than the next high earning city, New Orleans
- This data suggest that listing Properties in San Francisco will generate more revenue resulting in successful listings



High Number of Reviews Trait of a Successful Listing

PATHSTREAM

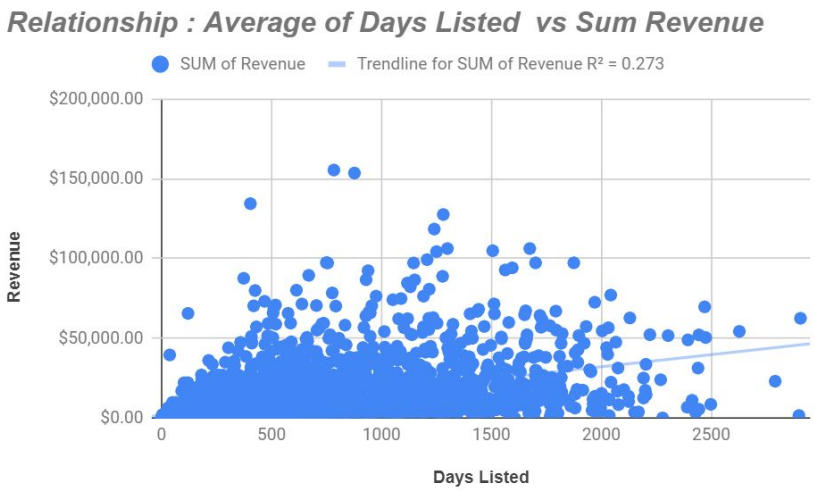
- Higher Number of reviews generates more revenue .
    - 50% correlation between Number and Reviews and revenue.
- Data suggests that Listings that have more reviews are more successful .



A Successful Listing has Been Posted for Longer Time

PATHSTREAM

- Higher days listed relates to higher revenue
  - 27% relationship in between days listed and revenue
- Higher number of days listed is a trait of a successful listing .



Next Steps

PATHSTREAM

- Get more hosts to List properties in San Francisco
- Create a way encourage clients to fill the reviews after a stay
- Encourage hosts with listings waiting to be listed to list their listings as soon as possible.