



Analysis: Airbnb Properties in London

Marta Moreira & Sema Guler

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Focus & Scope

SCOPE

Our client, Martin Stuart is looking to invest in an Airbnb in London

KEY REQUIREMENTS

- Tourist-heavy areas with good rental demand
 - 10-15 min walk - London eye, Buckingham Palace, Kensington Palace, Big Ben, Kew Gardens
- Family-friendly environments
- Modern amenities

Requirements

15-20 min. walk from touristic spots

Entire properties
accomodating 2+ people

Modern amenities
e.g. WiFi

Unique property per host

High number
of reviews in past
6 months

Positive
reviews

Analysis & Findings



KPIs

91k

Total Listings Analysed

£179

Average Price per Night
of Top 20 Properties

370

Total Reviews of the
Past 6 Months

Top 15 Topics in Reviews

recommendation
communication
host | location convenient
size
amenities quiet family-friendly
comfortable

Location - Top 4 Properties

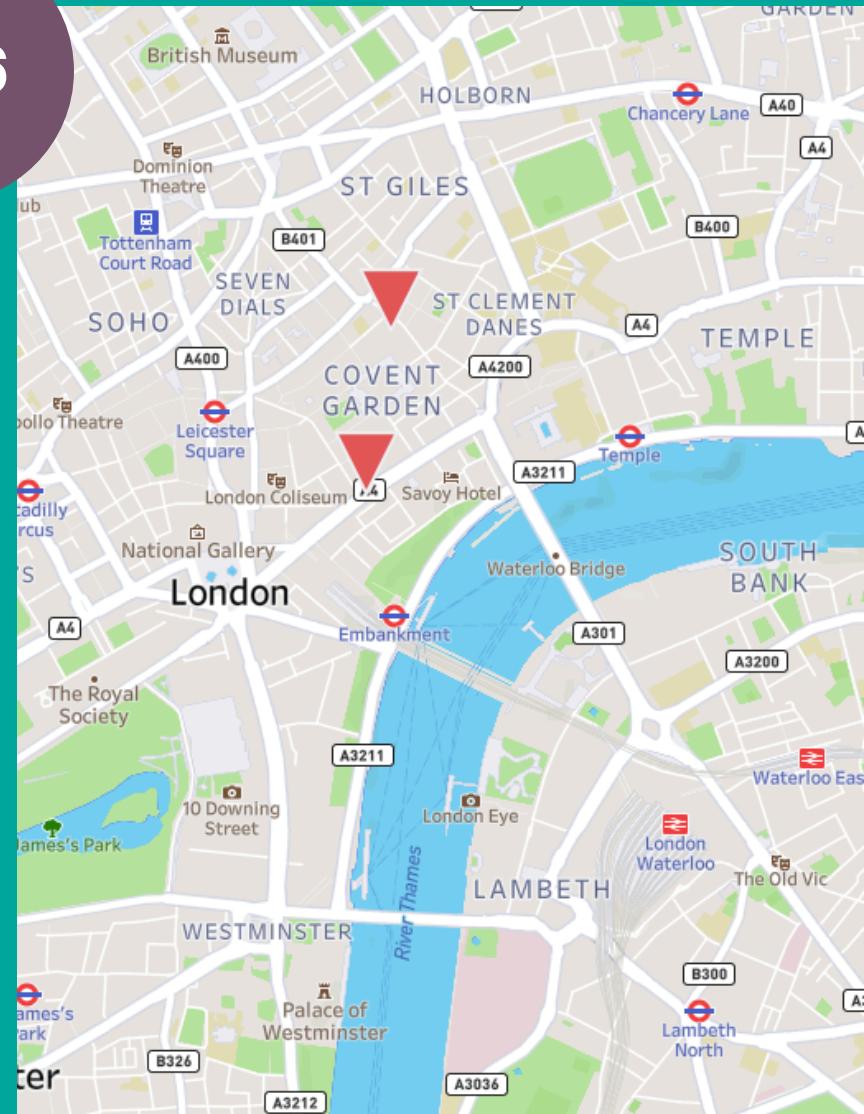


Highest number of positive reviews on the 'family-friendly' topic

Top Properties



4.86



Full Kitchen
2 bedrooms
Full bathroom
Office
£475 pn
Up to 8 people

15 - 20 min walk Big Ben, London eye,
Hyde Park



4.96

Full Kitchen
2 bedrooms
Full bathroom
£274 pn
Up to 6 people

Limitations

- Data is for **Mar 2024 and prior**
 - Attributes such as **price** can fluctuate depending on season, economy, event days etc.
- No historical data on **duration of stay**
 - Longer stays have lower number of reviews
 - Some guests do not leave reviews
- Automated sentiment analysis tools might misinterpret the sentiment of the reviews.
- No data on property value

Summary

- Top 2 properties for investment
 - Tourist-heavy areas with good rental demand
 - Family-friendly
 - Modern amenities
 - High price per night that is profitable
- Tourists value: Location, Cleanliness, Comfort, Host
 - Establish a routine maintenance schedule to keep the properties in top condition



Thanks for listening!

Questions?