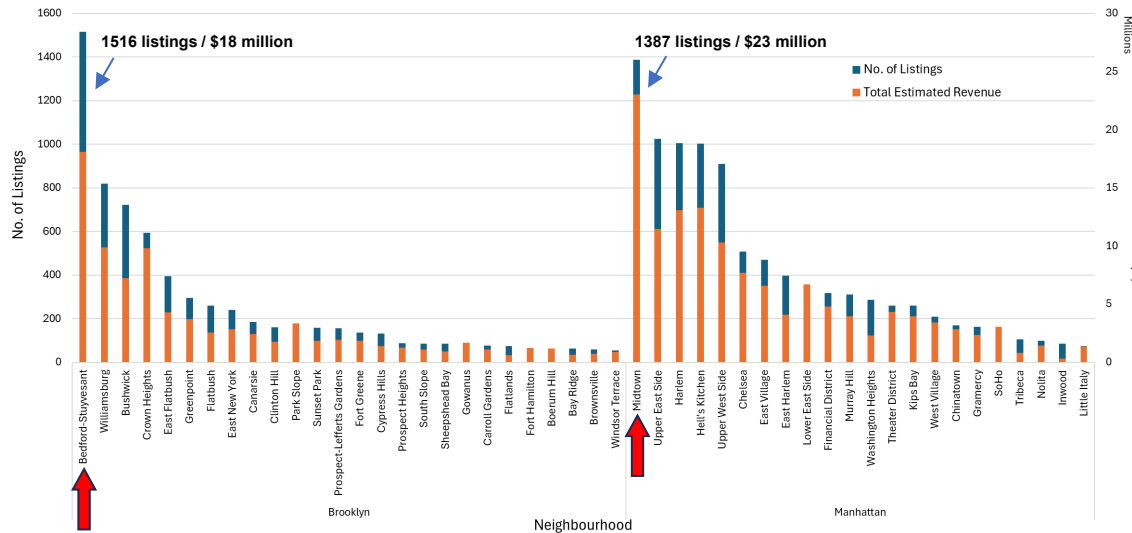# Airbnb Excel Lab

By Matthew Pan

Q1. Which neighbourhoods host the most listings?

No. of Listings VS Total Estimated Revenue (L365D) of each Neighbourhood
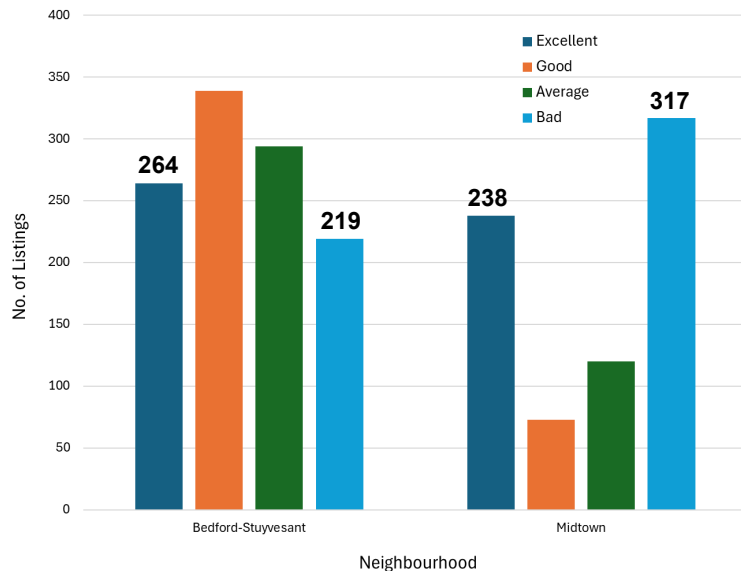
1516 listings / $18 million

1387 listings / $23 million

No. of Listings VS Total Estimated Revenue (L365D) of each Neighbourhood Group

9813 listings $135.5 million

7221 listings $89.8 million

❑ Amongst neighbourhood groups, Manhattan hosted the highest listings of **9813**, generating a total revenue of **$135.5 million**.

❑ **Bedford-Stuyvesant** generated a total revenue of **$18 million** from **1516 listings, the most in NY City.**

❑ **Midtown** generated the highest total revenue of **$23 million** from **1387 listings.**
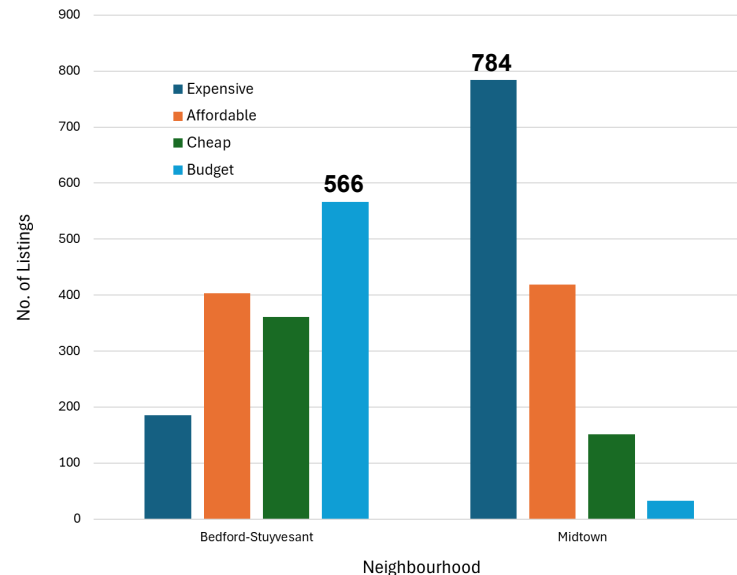
Q1. Which neighbourhoods host the most listings?

Review Rating Categories of Bedford-Stuyvesant and Midtown

Rating Category	Rating Range
Bad	1.00 – 4.66
Average	4.67 – 4.84
Good	4.85 – 4.99
Excellent	5.00

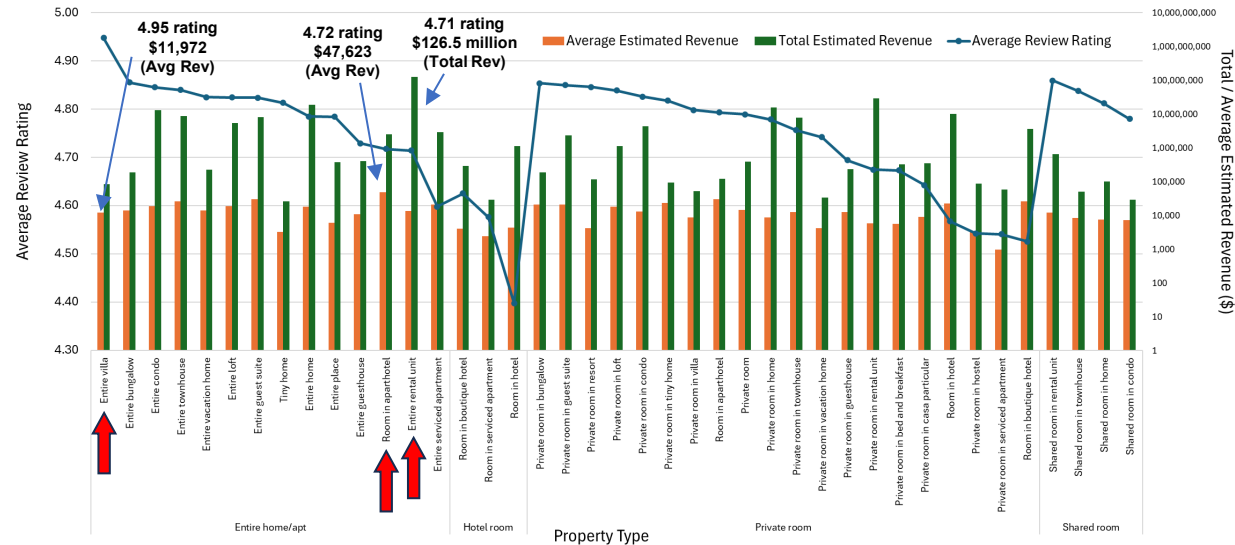| Price Category	Price Range
Budget	$7 – $84
Cheap	$85 – $139
Affordable	$140 – $238
Expensive	$239 – $19,999
Premium	>= $20,000

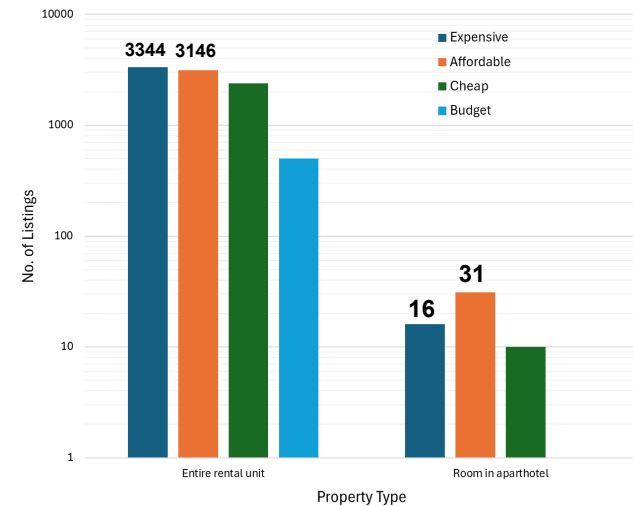Price Categories of Bedford-Stuyvesant and Midtown

- ❑ Midtown received a **higher proportion of Bad reviews** as compared to Bedford-Stuyvesant listings.
- ❑ **Bedford-Stuyvesant** listings are priced mainly in the **Budget** price range.
- ❑ **Midtown** listings are priced mainly in the **Expensive** price range.

Q2. What property types receive the most positive reviews?

Average Review Rating VS Total / Average Estimated Revenue (L365D) of each Property Type
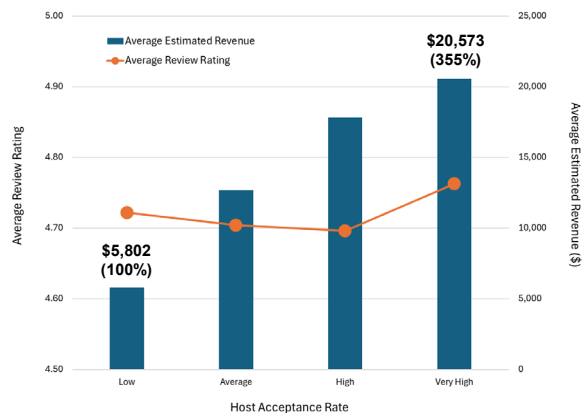
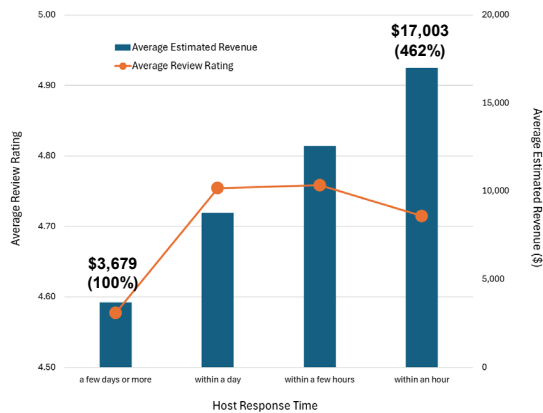Price Categories of Entire Rental Units and Rooms in Aparthotel

- ❑ **Entire villas** received the highest average review rating of **4.95** but only earned **$11,972** in average revenue.

- ❑ **Entire rental units** received a **4.71** rating, earned the highest total rev. **$126.5 m**, priced mostly in the **Expensive** & **Affordable** range.

- ❑ **Room in aparthotels** received a **4.72** rating, earned the highest average rev. **$47,623**, with no listings in the **Budget** range

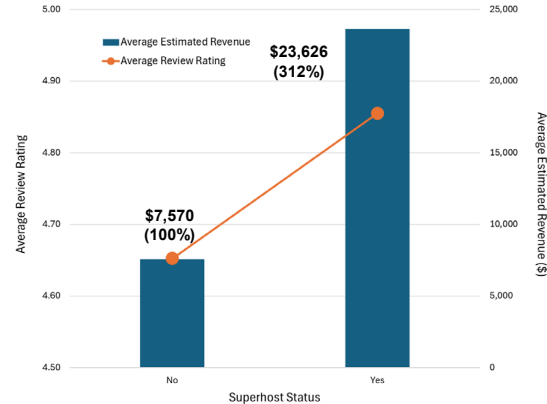# Q3. How much revenue do successful hosts generate?

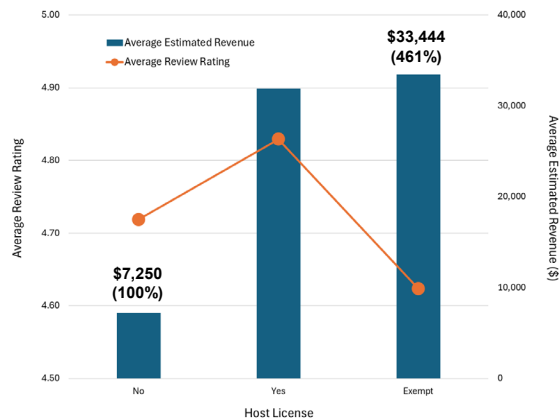Effect of Host Acceptance Rate on Average Revenue & Review Rating

Effect of Host Response Time on Average Revenue & Review Rating

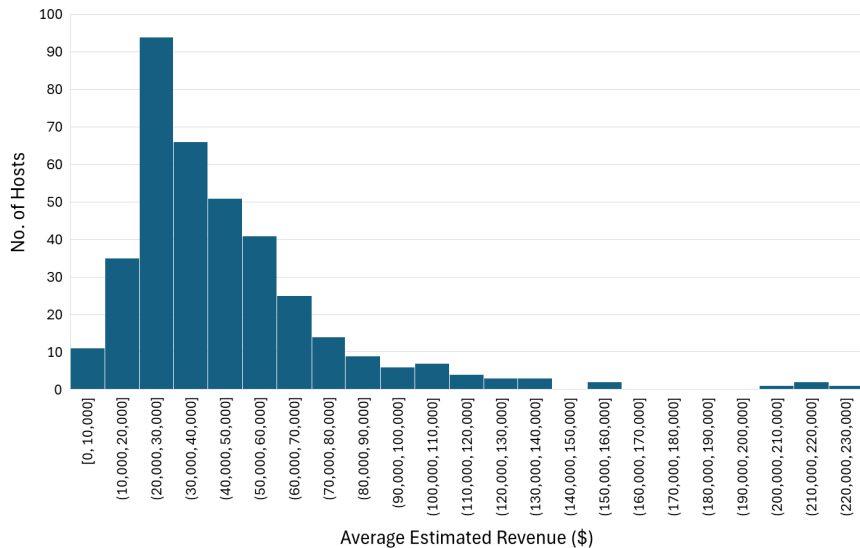Effect of Superhost on Average Revenue and Review Rating

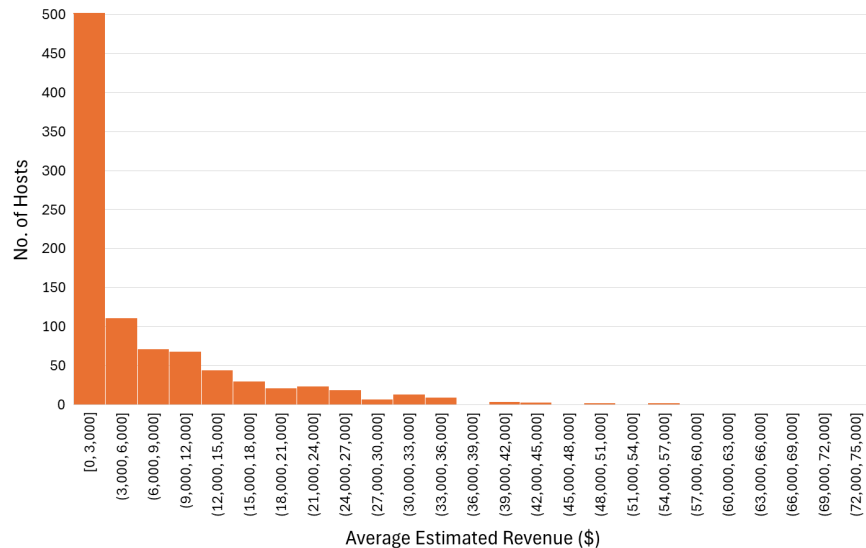Effect of a Licensed Host on Average Revenue and Review Rating

❑ Successful hosts are defined as hosts who have **superhost** status, are **licensed**, and have a **high acceptance** rate and **response** time.

❑ The variables superhost, host license, response time, acceptance rate led to huge increases of up to **212%, 361%, 362%, and 255%,** respectively, in **average estimated revenue generated for the last 365 days**.

❑ Review ratings displayed little to no correlation to revenue.

Q3. How much revenue do successful hosts generate?

Average Estimated Revenue (L365D) of Successful Hosts

Average Estimated Revenue (L365D) of Unsuccessful Hosts

❑ Successful hosts generated an **averaged average** estimated revenue of **$45,182**, a **median** average revenue of **$36,975**, and a **maximum** average revenue of **$221,760**.

❑ Unsuccessful hosts generated an **averaged average** estimated revenue of **$6,661**, a **median** average revenue of **$1,900**, and a **maximum** average revenue of **$74,715**.

Recommendation

❑ **Bedford-Stuyvesant** and **Midtown** are good locations for Airbnb investments as they host the highest number of listings and generate the highest total revenue in New York City

➢ Bedford-Stuyvesant, in Brooklyn, is a more affordable location with lower prices

➢ Midtown, in Manhattan, is a more expensive location with higher prices

❑ **Entire rental units** and **Rooms in aparthotels** are good property types for Airbnb investments because they generate the highest total and average revenue, respectively.

➢ These property types do not receive the most positive reviews but review ratings have little to no correlation with revenue generated.

❑ Hosts who have **superhost** status, are **licensed**, and have a **high acceptance rate** and **response time** are the best hosts to invest in because they generate significantly higher average, median, and maximum revenue than others.

Q & A

THANK YOU FOR YOUR TIME!