



BANOOSH - MUNICH DATA ANALYSIS

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AGENDA

1. Problem Statement

2. Aim

3. Objectives

4. Analysis

5. Recommendation

PROBLEM STATEMENT ?

The client **lacks data** to make an informed Airbnb investment decision in Munich and needs clear **insights on listings, reviews, and host revenue from the past year** to guide a decision within **two weeks**.

INDUSTRY BACKGROUND

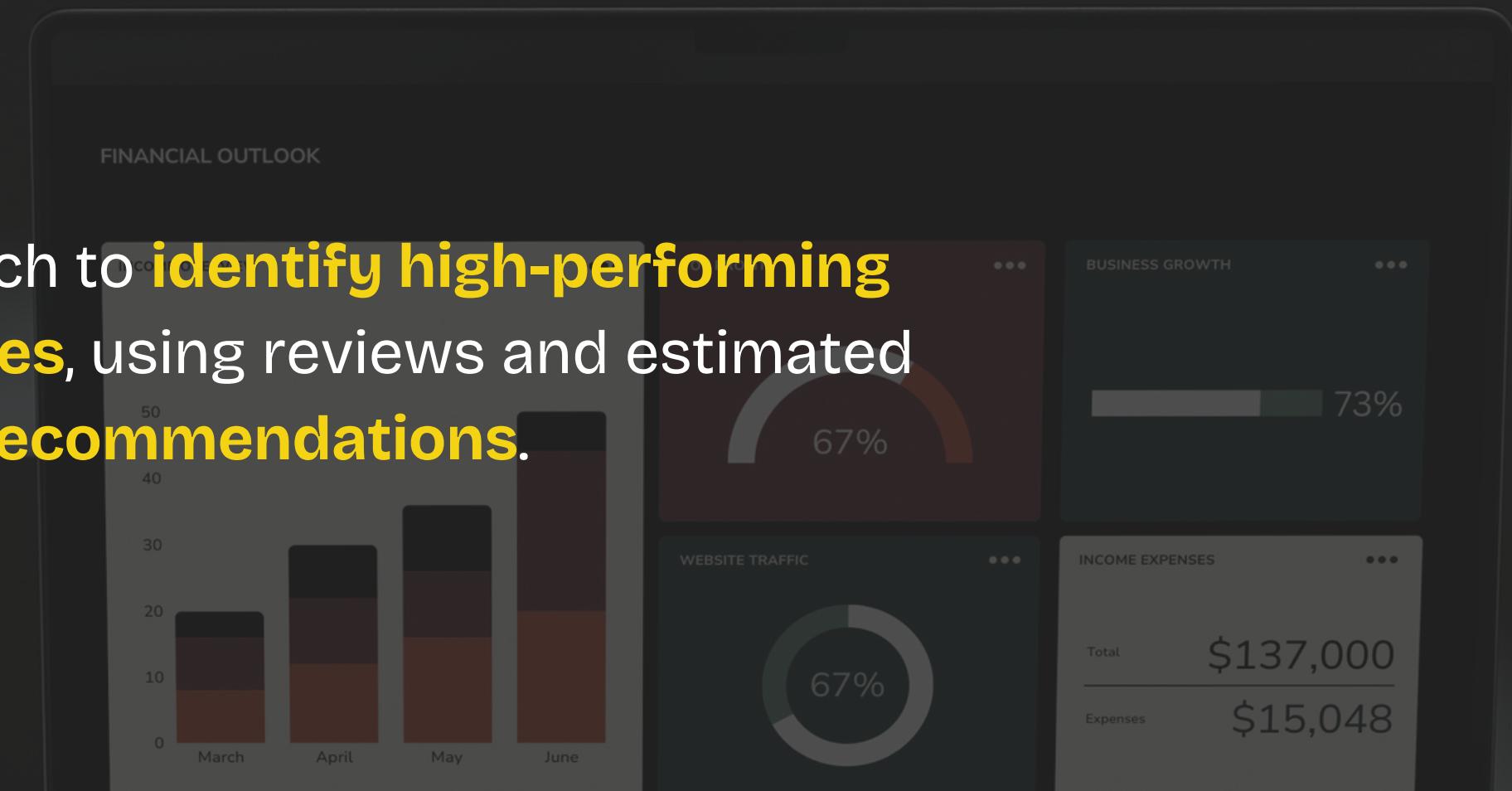




AIM



To **analyze** Airbnb listings in Munich to **identify high-performing neighborhoods** and **property types**, using reviews and estimated revenue, and deliver **investment recommendations**.



OBJECTIVES



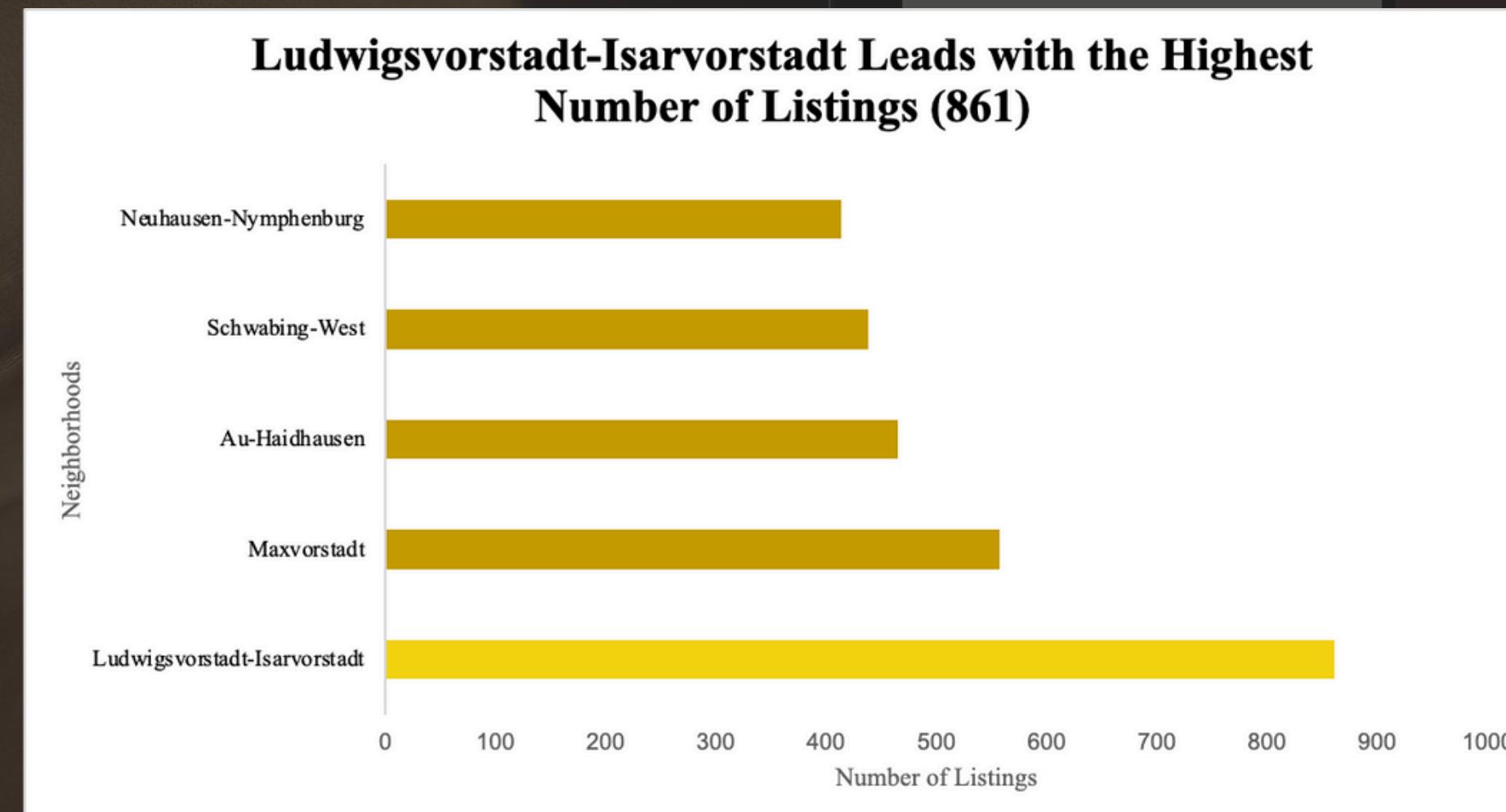
1. Which neighborhoods host the **most listings?**
2. What property types receive the most **positive reviews?**
3. How much revenue do **successful hosts generate?**

Hypothesis:

Neighborhoods with a larger number of Airbnb listings in Munich
generate lower average host revenue due to **higher market competition.**

ANALYSIS

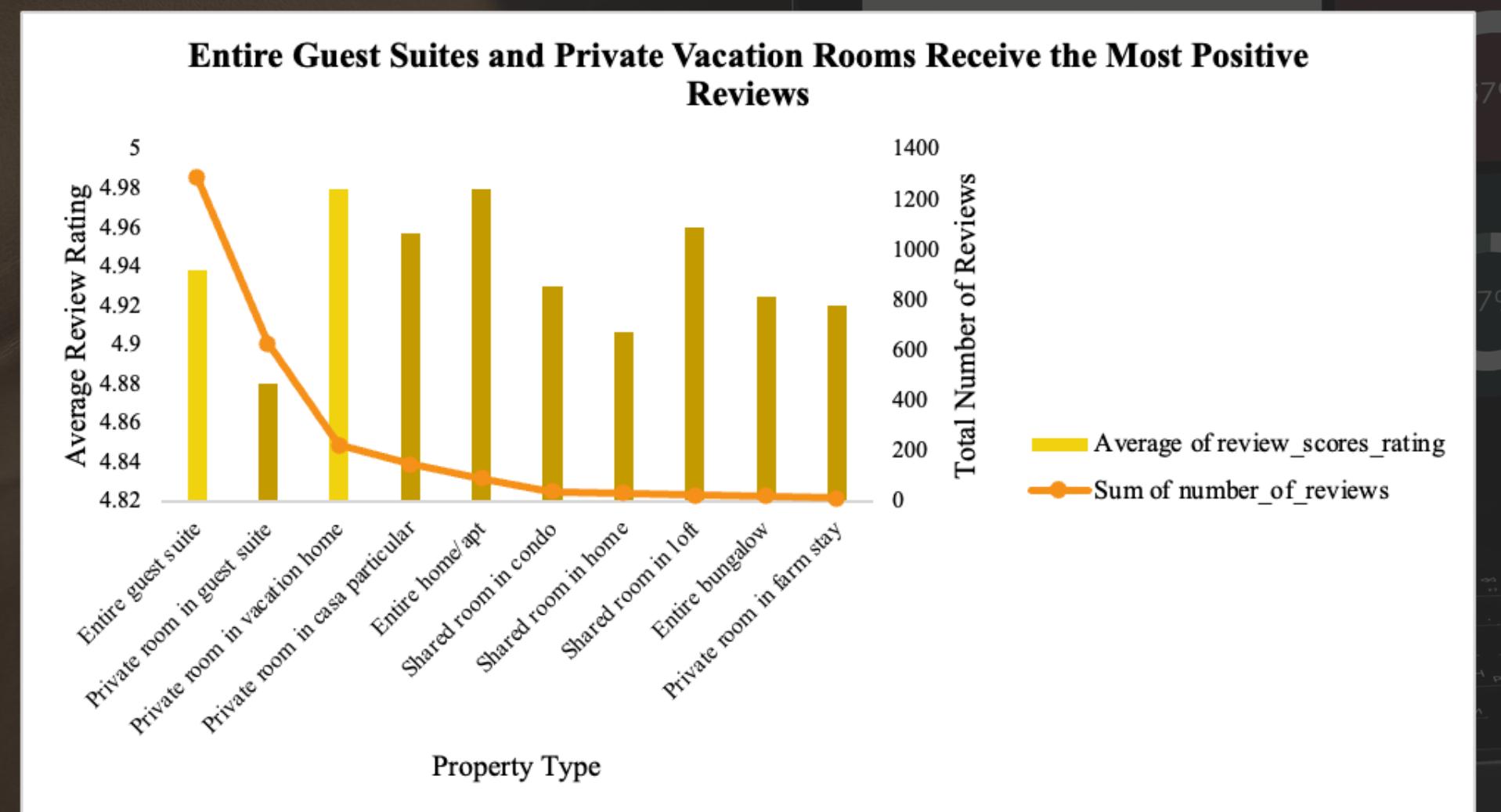
LUDWIGSVORSTADT-ISARVORSTADT RECORDED THE HIGHEST NUMBER



- Ludwigsvorstadt-Isarvorstadt had the **highest listings at 861**.
- Listings are clustered in **central areas**, showing **high demand**.
- Points to saturation in **top zones** and **potential in others**.

ANALYSIS

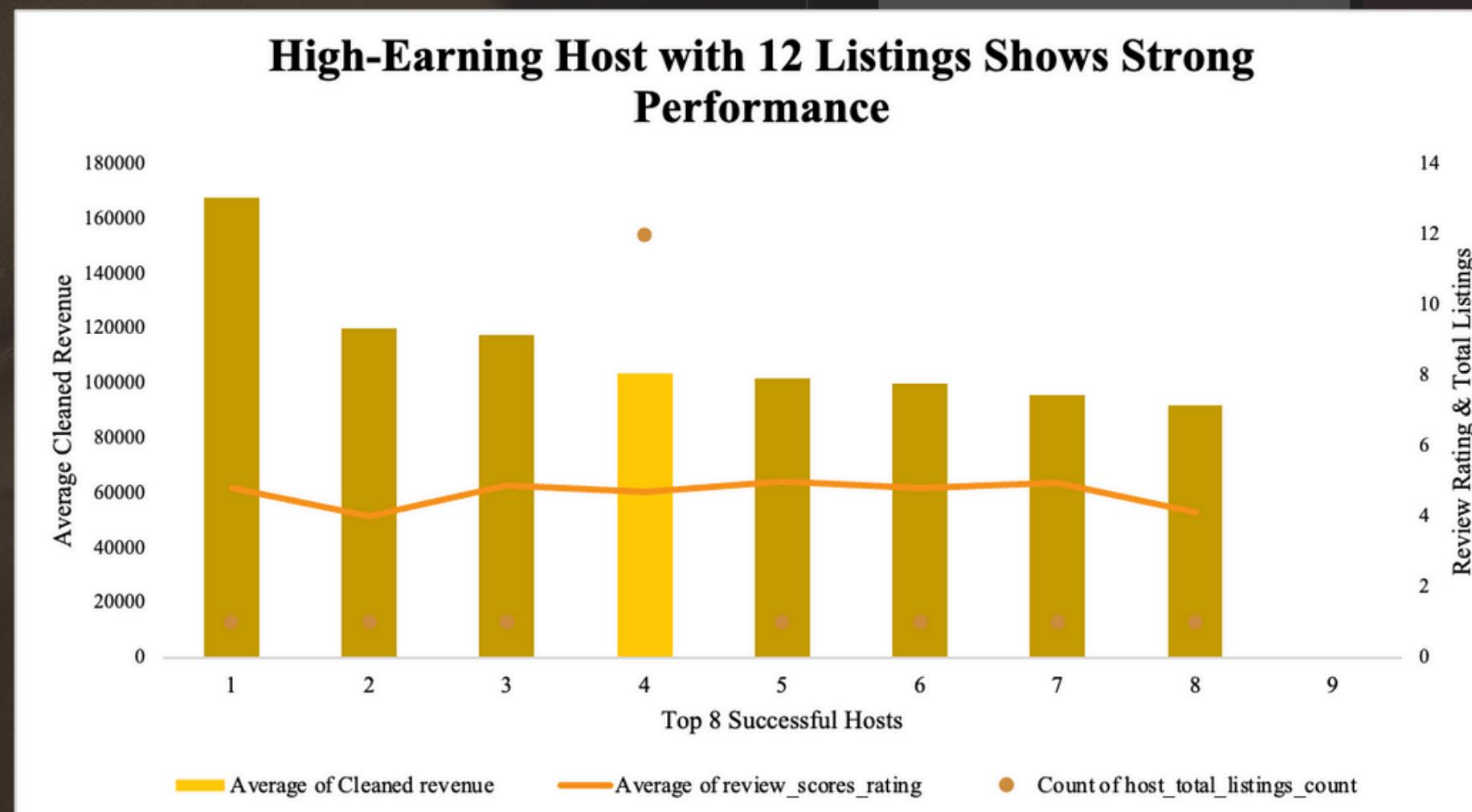
ENTIRE GUEST SUITES AND PRIVATE VACATION ROOMS RECEIVE TOP REVIEWS



- Entire guest suites received a **high rating (avg. 4.94)**.
- Private vacation rooms followed with an avg. rating of **4.98**.
- Shared and private rooms showed **slightly lower ratings**.
- Most **high-rated properties** had a **moderate review count**.
- Indicates guest preference for **privacy and quality**.

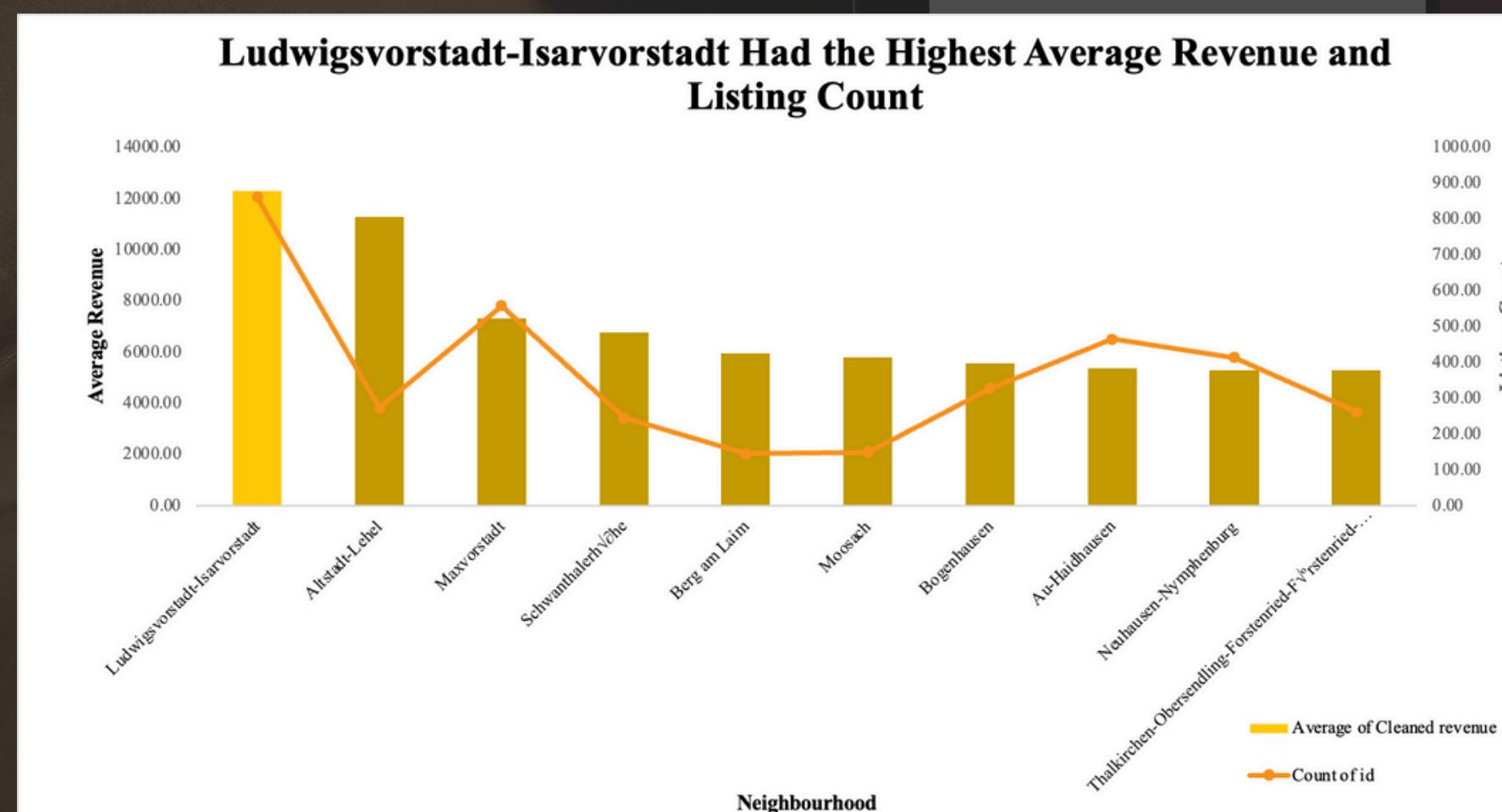
ANALYSIS

TOP-EARNING HOST WITH 12 LISTINGS DELIVERS STRONG RESULTS



- Host with **12 listings** earns **103786.52 in revenue**.
- Achieves a solid **review score** of **4.71**.
- Outperforms others with **only 1 listing each**.
- Shows the benefit of **scaling listings** with **consistent quality**.
- Combines **volume** and **positive guest experience**.

ANALYSIS - HYPOTHESIS



- Ludwigsvorstadt-Isarvorstadt leads with the **highest revenue (€12,283.63)** and most **listings (861)**.
- Other areas show **lower revenue** despite **fewer listings**.
- Suggests **strong demand** outweighs **market saturation**.
- **Hypothesis disproved:** more listings can still **drive higher profits**.



RECOMMENDATION

1. **Invest in Ludwigsvorstadt-Isarvorstadt** – combines **861 listings** with strong demand and high returns.
2. **Prioritize Entire Guest Suites** – the **highest-rated** property type (avg. rating: **4.94**).
3. **Scale with a multi-listing model** – one host earned **€103K+** from **12 listings**.
4. **Apply smart pricing** – adjust based on **neighborhood, property type, and room type**.
5. **Avoid assumptions on host type** – dataset doesn't distinguish between **individuals and companies**.



WE WANT TO SAY

THANK YOU

FOR YOUR ATTENTION



GROUND

THE INDUSTRY'S HISTORY