

Introducing Hawaii's lucrative property market

Business Strategy proposed by Team Python Clowns

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EVALUATION

TLDR: SO HOW???

CASE BACKGROUND



STARTUP

Working for a Startup in
the Short Term Rental
Industry



CUSTOMER

Properties in Hawaii as
Investments for Luxury
Clientele

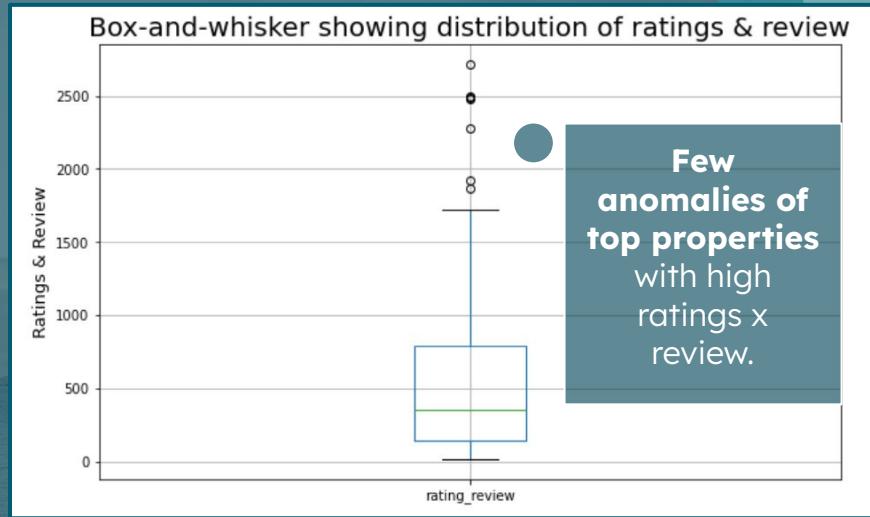
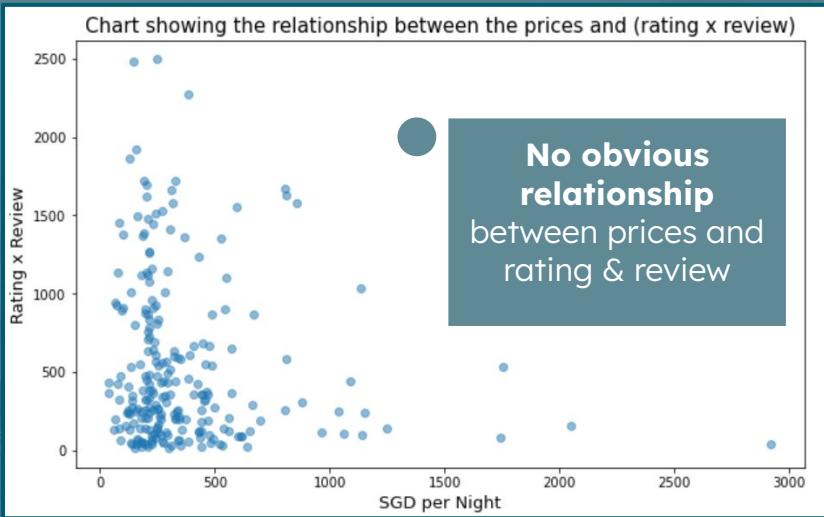


STRATEGY

Web Scrape AirBnB
Listings to Look at Factors
That Maximises Prices

RATINGS & REVIEW

Measurement made using (ratings * review) to ensure meaningful comparison across properties of different level of reviews.



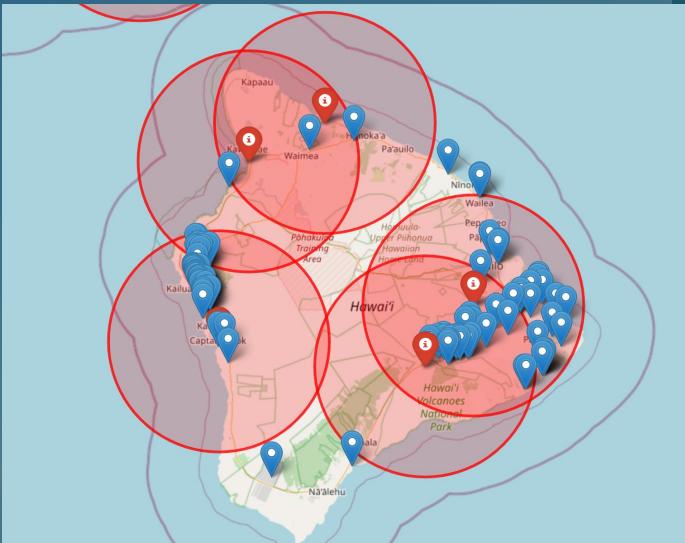
Considerations & insights

1. Should not focus solely on rental price, but consider other aspects.
2. Possible challenges in acquiring rare and highly rated properties.



LOCATIONS

What makes a GREAT location?



- Properties



- Attractions

1 Has as many attractions nearby as possible

2 Within 35 km distance from famous attractions on each island
(driving time about 35 - 45 mins)

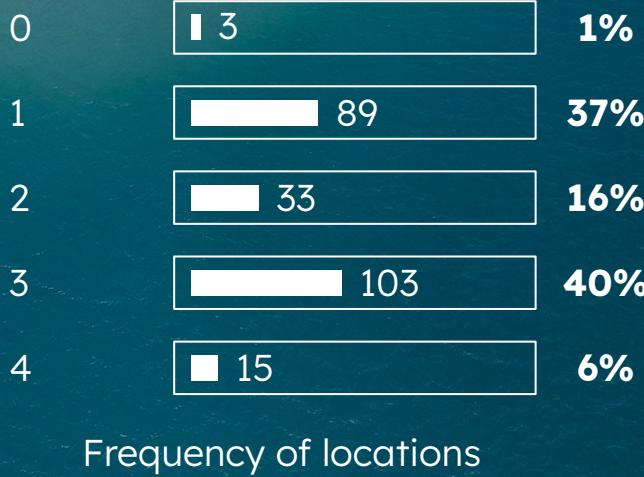
* Top 19 attractions selected:

#<https://www.planetware.com/tourist-attractions-hawaii-us.htm>

LOCATIONS' PROXIMITY TO TOURIST ATTRACTIONS

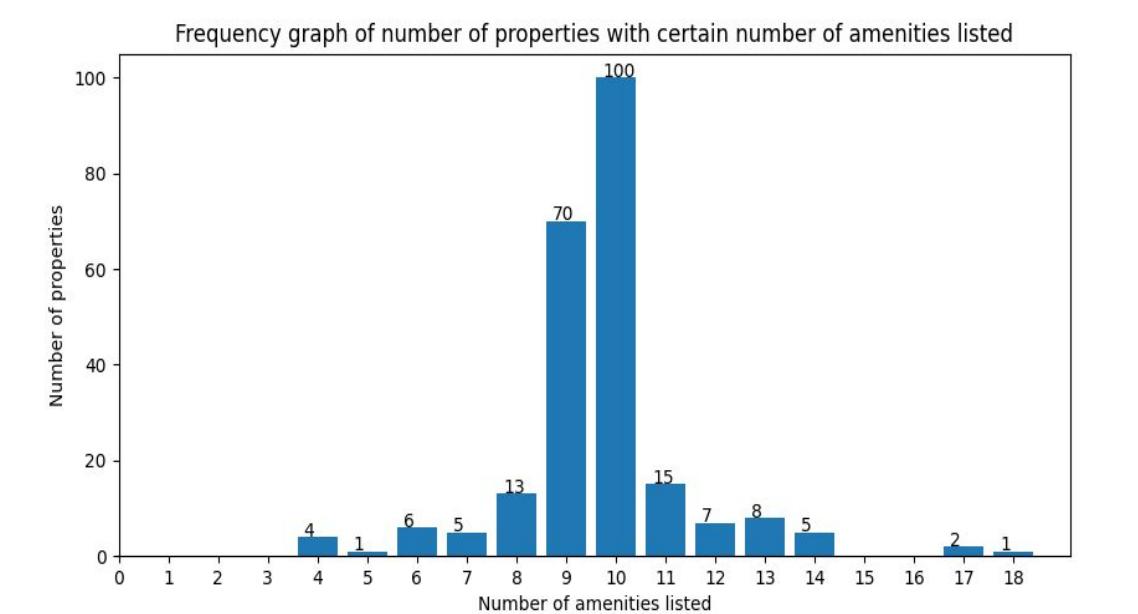
Within 35 km of rental location:

Number of tourist attractions within 35 km of location



AMENITIES

Quantity used as a proxy for comparison, the more the better



*places without data are not included (6)

Mean: 9.71(3sf)
amenities
Median = mode:
10 amenities

Leptokurtic:
concentrated
around the mean.
71% offer either 9
or 10 amenities

1

2

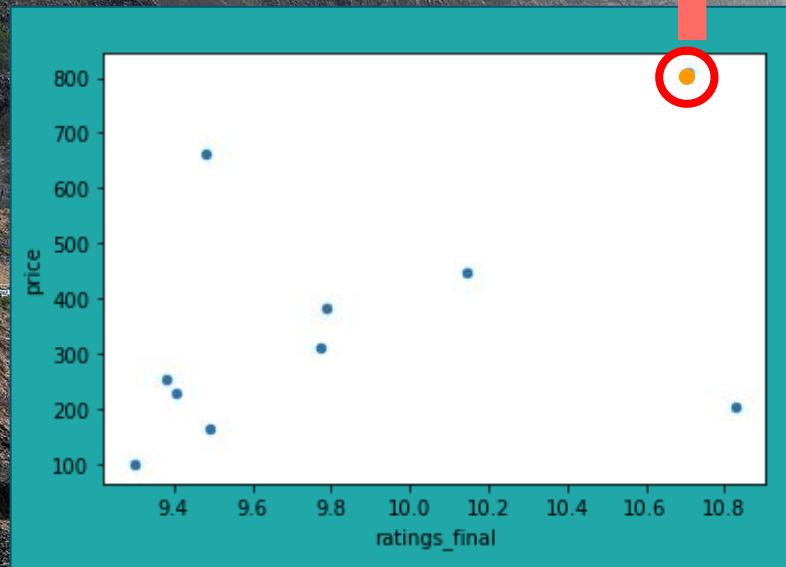
TOP 10 PROPERTIES WITH HIGHEST SCORE

		name	rating_location	rating_rr	rating_amenities	ratings_final	price	
1.		Renovated Studio Directly Across from Ocean		5	2.828200	3	10.828200	205
2.		180' ocean views, heated pool at a villa by Wa...		5	2.708650	3	10.708650	808
3.		Renovated Getaway on the Beach		5	1.144433	4	10.144433	446
4.		Fiddlehead House - Secluded Rain Forest Retreat		3	3.789333	3	9.789333	383
5.		Shaka by the Beach		4	2.772200	3	9.772200	312
6.		THE HAPPIEST SPACE - WAIKIKI SMILES		4	2.493517	3	9.493517	165
7.		Brand New & Steps to Waikiki Beach 2Bed 2Bath ...		4	0.481400	5	9.481400	664
8.		Ocean view Studio in Hotel complex - Kauai		4	2.405000	3	9.405000	228
9.		AWESOME STUDIOS❤️ 5min to  FREE ...		4	1.382467	4	9.382467	253
10.		Wailupe Stream Studio w/Private Access		4	2.298300	3	9.298300	100

180 Ocean View, Heated Pool At a Villa by Wailea Owner: Sandra

FINAL SUGGESTION

PRICE VS OVERALL SCORE



LOCATION 	Kihei (20.70195, -156.43242)
AMENITIES 	Ocean view, Beach access, Kitchen, Wifi, Free parking, Private pool, TV, Washing machine, Dryer, Air-con
REVIEWS 	4.97/5, 327 review



