

# **ANALYSIS OF HOTEL AGGREGATOR**

**UNVEILING INSIGHTS FOR ENHANCED HOSPITALITY MANAGEMENT**



# INTRODUCTION

- THE PROJECT FOCUSES ON ANALYZING A DATASET OF HOTEL AGGREGATOR LISTINGS USING POWER BI. BY UNCOVERING TRENDS AND PATTERNS WITHIN THE HOSPITALITY INDUSTRY, WE AIM TO ENHANCE THE COMPETITIVENESS AND QUALITY OF LISTINGS. THROUGH GEOGRAPHICAL INSIGHTS, PRICING ANALYSIS, HOST PERFORMANCE METRICS, AND PROPERTY TYPE ANALYSIS, OUR GOAL IS TO OPTIMIZE BUSINESS STRATEGIES AND IMPROVE GUEST EXPERIENCES.

# PRICING AND AVAILABILITY ANALYSIS

## PRICING AND AVAILABILITY

availability 30

0 30

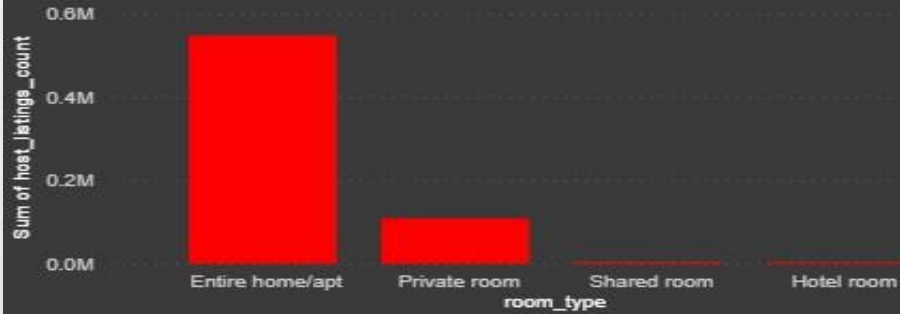
availability 30

0 60

host verifications

All

LISTING COUNT BY ROOM TYPE



PRICE BY ROOM TYPE



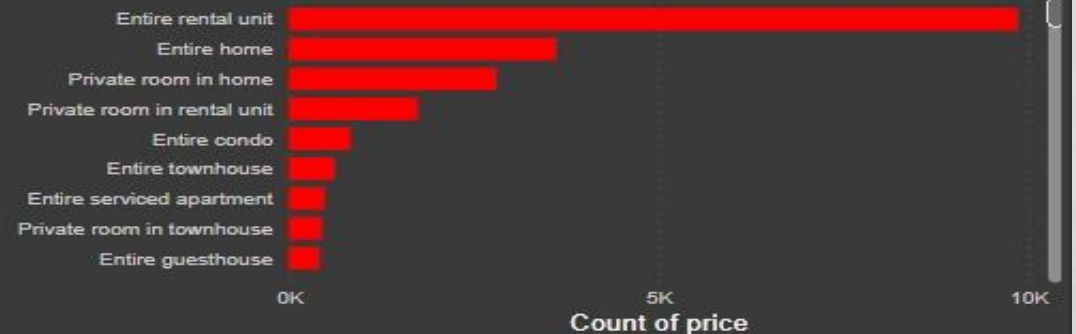
AVG AVAILABILITY 60



AVG AVAILABILITY 30



PRICE BY PROPERTY TYPE



# HOST PERFORMANCE

## HOST PERFORMANCE

4T

Sum of host\_id

660K

Sum of host\_listings\_count

1M

Sum of host\_total\_listings\_count

### HOST VERIFICATIONS

All

### FIRST RESPONSE

04-08-2010

04-09-2023

### HOST RESPONSE BY HOST ID



### SUPER HOST



### HOST VERIFICATIONS BY HOST ID





# REVIEW SCORES AND GUEST SATISFACTION



# PROPERTY TYPE AND ROOM ANALYSIS

## PROPERTY TYPE AND ROOM TYPE ANALYSIS

HAS AVAILABILITY



All

HAS VERIFICATIONS



All

HAS VERIFICATIONS



All

Sum of accommodates by room\_type



AVG OF BEDS

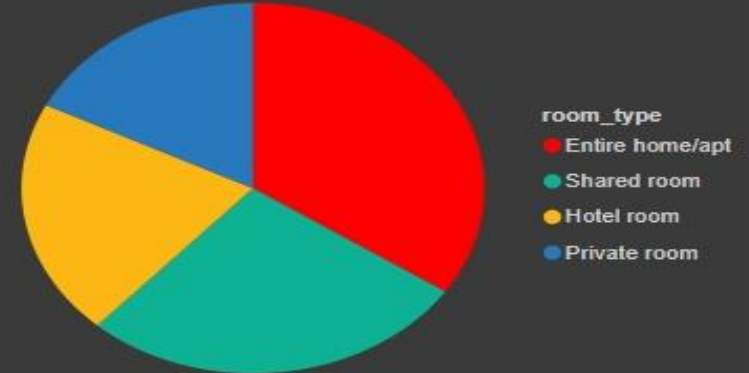
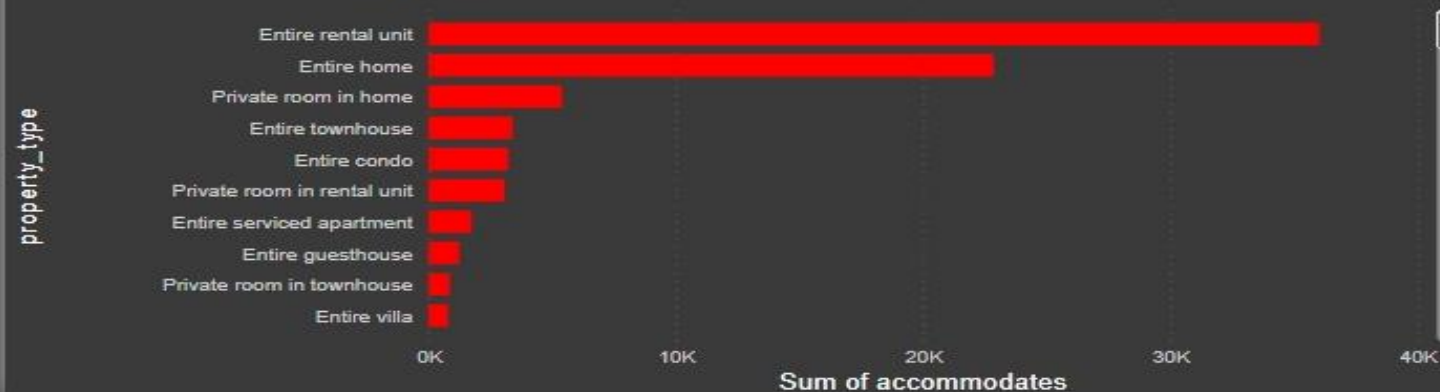
2

AVG OF MINIMUM NIGHTS

5

AVG NO OF BEDS BY ROOM TYPE

Sum of accommodates by property\_type



# CONCLUSION

- IN SUMMARY, THE HOTEL DASHBOARD AGGREGATOR REVEALS A SIGNIFICANT CONCENTRATION OF LISTINGS IN HOST LOCATIONS WITHIN THE EUROPE REGION. THE MOST TRENDING PROPERTY TYPE IS ENTIRE RENTAL UNITS, PARTICULARLY ENTIRE HOMES. ANALYSIS SHOWS THAT PROPERTIES WITH AN AVERAGE AVAILABILITY OF 30 DAYS EXHIBIT AN ACTUAL AVAILABILITY OF 12 DAYS FOR 30-DAY LISTINGS AND 26 DAYS FOR 60-DAY LISTINGS. LISTINGS WITH SUPER HOSTS COMPRISE 75%, BOASTING AN IMPRESSIVE ONE-HOUR RESPONSE TIME. HOST VERIFICATIONS PRIMARILY INCLUDE EMAIL AND PHONE, WHILE THE AVERAGE HOST ACCEPTANCE RATE STANDS AT 75%. ACCOMMODATIONS RECEIVE HIGH RATINGS, WITH AN AVERAGE OF 4.65 FOR TWO ACCOMMODATIONS AND 4.7 FOR ENTIRE HOMES. COMMUNICATION SATISFACTION RANKS EVEN HIGHER, AVERAGING 4.81. THE PREVALENCE OF ENTIRE RENTAL HOMES, TYPICALLY FEATURING TWO BEDROOMS AND ONE BATHROOM, WITH AN AVERAGE MINIMUM STAY REQUIREMENT OF 5 NIGHTS, IS HIGHLIGHTED.



# RECOMMENDATIONS

- **ENHANCE THE AVAILABILITY OF ENTIRE HOMES TO ACHIEVE AN AVERAGE OF 20 DAYS ON THE 30-DAY LISTING, AIMING TO IMPROVE ACCESSIBILITY FOR GUESTS.**
- **INCREASE THE HOST ACCEPTANCE RATE TO 85%, ALONG WITH ENHANCING RESPONSE TIME AND ENSURING HOSTS UNDERGO MORE THOROUGH VERIFICATION PROCESSES.**
- **ELEVATE RATINGS AND COMMUNICATION SATISFACTION LEVELS ACROSS ACCOMMODATIONS, TARGETING AN AVERAGE RATING OF 4.85 FOR BOTH TWO ACCOMMODATIONS AND ENTIRE HOMES, THEREBY ENHANCING GUEST EXPERIENCES AND OVERALL SATISFACTION.**





THANK YOU