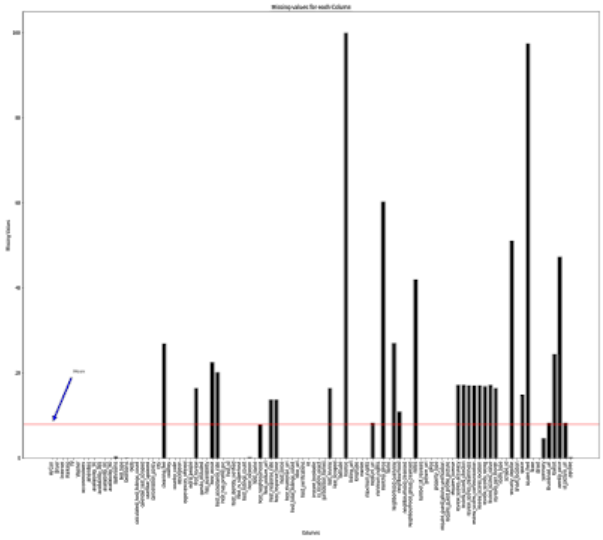
Enhance Airbnb Listing Experience!

This is a 5 minute read blog post, giving best tips to get better Airbnb Listing Experience.

As part of Udacity DSND project, the data for this project has been gathered from AirBnB Seattle and consists of some 4000 listings with information such as amenities, location, review scores, price etc.

Question answered here are:
1.Get good price on Airbnb?
2.Get good reviews on Airbnb?
3.Using ML to create better predicting Model?

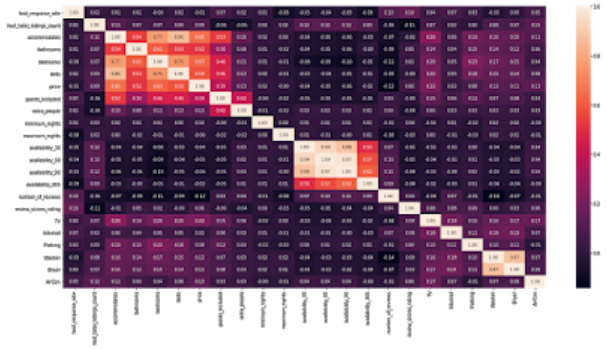


1.Get good price on Airbnb?

The correlation Heatmap as well as the "Accommodates vs Price" chart indicate Linear relationship between the number of people the listing can accomodate. Other features are number of Bedrooms, Beds, Bathrooms and Guests included are also highly correlated. From the cell above we can also see that the average price for listings varies alot for different neighbourhoods. Magnolia, Downtown and Queen Anne are the three most expensive areas, while Northgate, University District and Delridge are the cheapest ones. Amenities such as TV, Internet, Washing Machine and Air Conditioner are also important.

There is a negative correlation to number of reviews which is probably due to some bad reviews for most listings that has been reviewed.

So, the listing that can accomodate more people, in a good location, with all basic amenities will be easily fetched for good price.



2.Get good reviews on Airbnb?

The correlation Heatmap shows that the most important factor for getting good reviews is host response rate. It also seems that hosts with many listings gets worse reviews than those who have 1 or few. There is a small correlation between Bathrooms, Price and Review score. Higher standard listings get better reviews. Limitations on maximum nights are bad for review score and availability is

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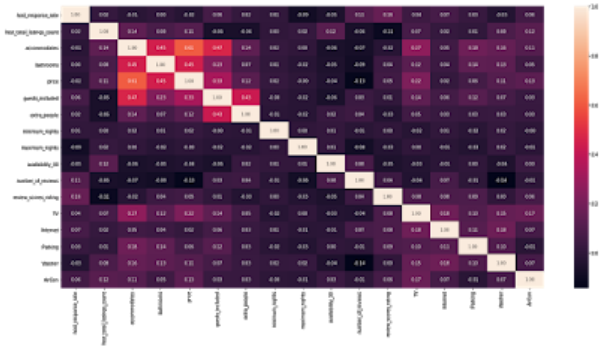
relevant.

So to get the best reviews, you should avoided too many listings, have good host response rate, No Night Limitations, Basic Amenities in high standard and High Availability.



3.Using ML to create better predicting Model?

The best model was Random Forest. Random Forest came out on top every time in several experiments done to optimize and impute data. **It predicts with Good variance of 57%**. \

Conclusion:
Thus, to improve the listing experience in Airbnb, reduce the number of listings, provide higher capacity for each listing, Give prompt responses and provide the amenities necessary in a high standard!

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