

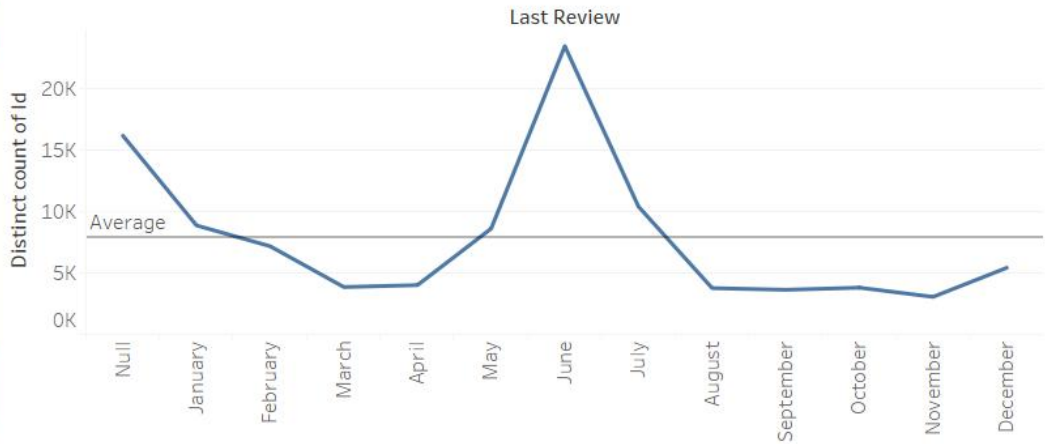
Airbnb Property Management Optimization



Room Type Ratings by Neighbourhood

Neighbourhood Group	Room Type			
	Entire home/apt	Hotel room	Private room	Shared room
Null	3.2222		3.2222	
Bronx	3.3545		3.3258	3.2650
Brooklyn	3.2500	3.7500	3.2651	3.3370
Manhattan	3.2757	3.5000	3.2768	3.2597
Queens	3.3520	3.7500	3.3126	3.3911
Staten Island	3.3262		3.4738	3.5333

Monthly Review Count Trend



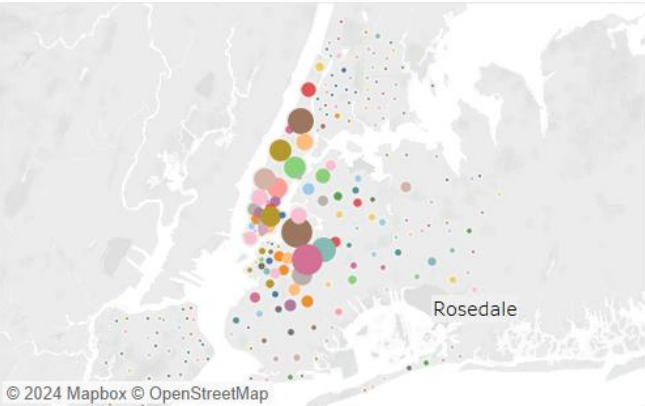
Neighbourhood Group
(All)

Avg. Review Rate Number
3.2222 3.7500

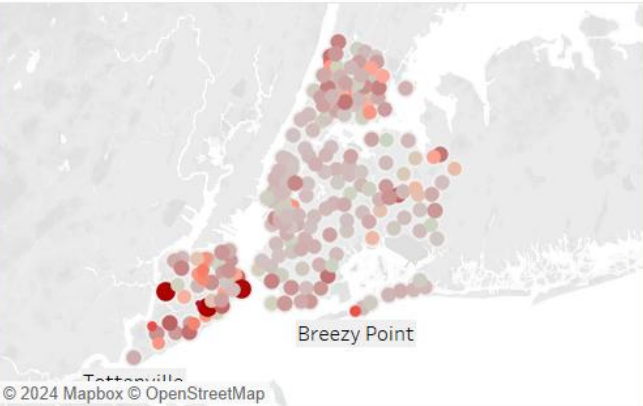
Count of House Rules
22 22,031

the correlation between prices and rating and host listings and prices strategies were near neutral, which implies that there are other factors which depend upon the customer satisfaction other than prices and the same is for calculated host listing

Neighbourhood Listings Distribution



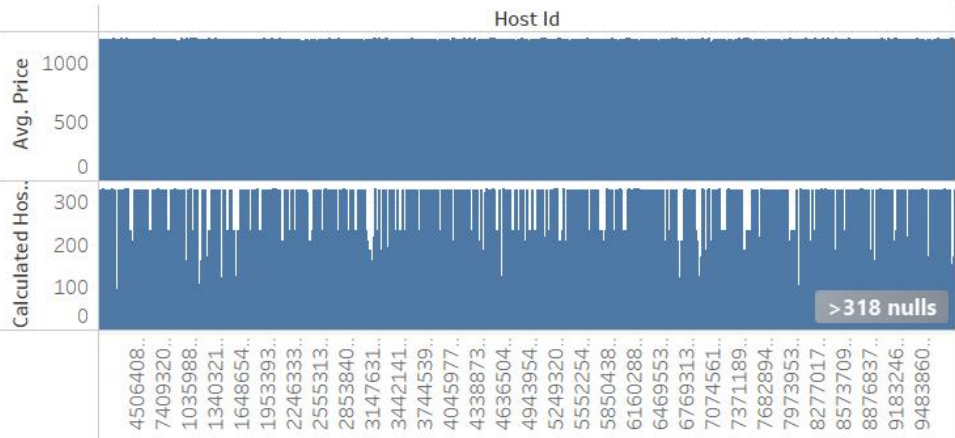
Price Range by Neighbourhood



Neighborhood Distribution by Count



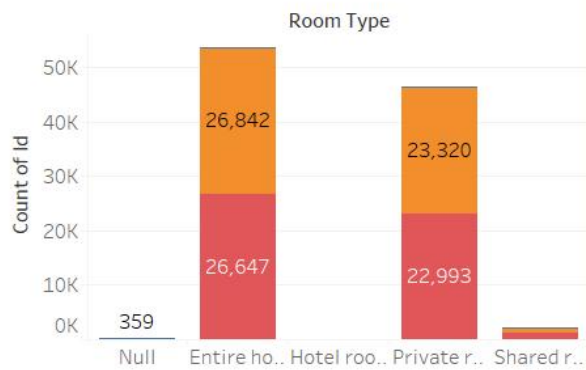
Host Price and Listings Count



Correlation of Price and Reviews

-0.004627

Room Type Distribution with Instant Bookable



Neighbourhood Gro..
(All)

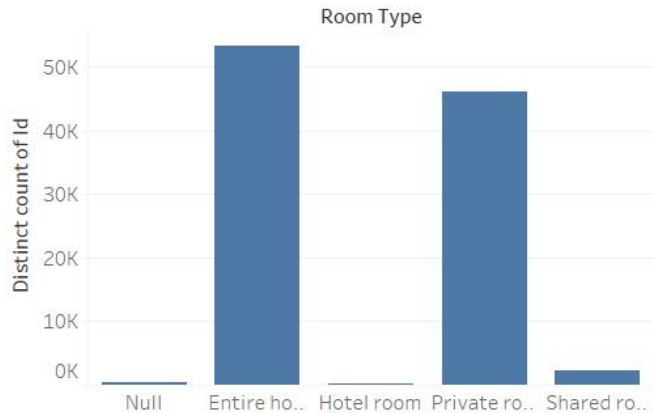
Cancellation Policy

- Null
- flexible
- moderate
- strict

Instant Bookable

- Null
- False
- True

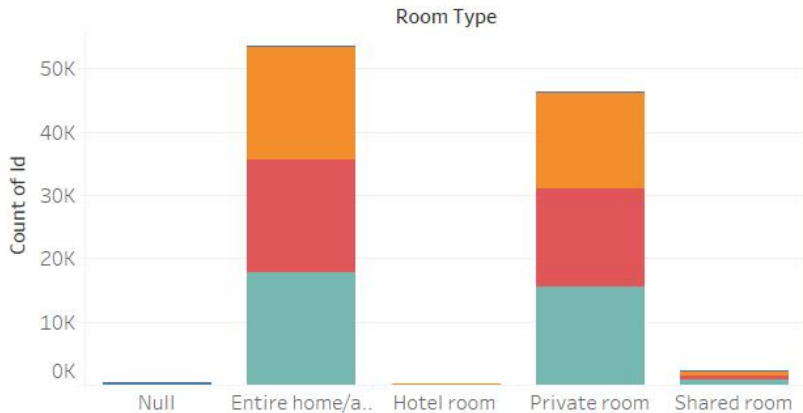
Room Types Count



Correlation of Host Listings and Price

-0.00008811

Room Type Distribution with Cancellation Policy



Airbnb Property Management Optimization Dashboard

This dashboard provides a detailed overview of Airbnb listings, focusing on various aspects such as room types, review trends, and neighbourhood distributions.

- **Host Price and Listings Count**: A bar chart displaying the average price and count of listings for each host, highlighting the pricing strategies and host activity.
- **Correlation of Price and Reviews**: This section indicates a very weak negative correlation (-0.004627) between listing prices and the number of reviews, suggesting that higher prices don't necessarily result in fewer reviews.
- **Room Type Distribution with Instant Bookable**: A stacked bar chart showing the distribution of room types (Entire home/apt, Hotel room, Private room, Shared room) with respect to instant booking availability.
- **Room Types Count**: A bar chart presenting the count of different room types, useful for understanding the supply of various accommodation options.
- **Correlation of Host Listings and Price**: Shows an almost negligible negative correlation (-0.00008811) between the number of listings a host has and the price, indicating that host pricing strategies are not significantly affected by the number of properties they manage.
- **Room Type Distribution with Cancellation Policy**: A stacked bar chart showing room type distribution with different cancellation policies (flexible, moderate, strict), providing insights into guest preferences and booking flexibility.
- **Customer Favourite Overview**: A word cloud showcasing popular dishes based on customer preferences, with items like Aloo Paratha, Samosa, Kachori, Poha, Butter Chicken, Biryani, and more. The size of each word indicates the popularity of each dish.

- **Customer Review Distribution by Service Type**: A treemap showing the distribution of customer reviews for different service types like Delivery, Dine-out, Desserts, and Cafes. Delivery has the highest count, followed by Dine-out, Desserts, and Cafes.
- **Average Cost for 2 by Location**: A bar chart displaying the average cost for two people across various locations, with locations like Sarjapur Road and Sadashiv Nagar having higher costs compared to others.
- **Customer Preferences and Review Analysis**: Both dashboards emphasize understanding customer preferences, whether it's for room types and booking options in Airbnb or favourite dishes and service types in the food industry.
- **Data Visualization**: They use a variety of charts (bar charts, treemaps, heatmaps, and word clouds) to effectively communicate complex data, making it easier for stakeholders to derive actionable insights.
- **Pricing Strategies**: The Airbnb dashboard includes analyses of pricing correlations, while the food service dashboard shows average costs by location, helping businesses optimize their pricing strategies based on customer behaviour and preferences.
- **Trend Analysis**: Both dashboards track trends (monthly review counts for Airbnb, review distribution by service type for food services), which can help businesses forecast and plan accordingly.