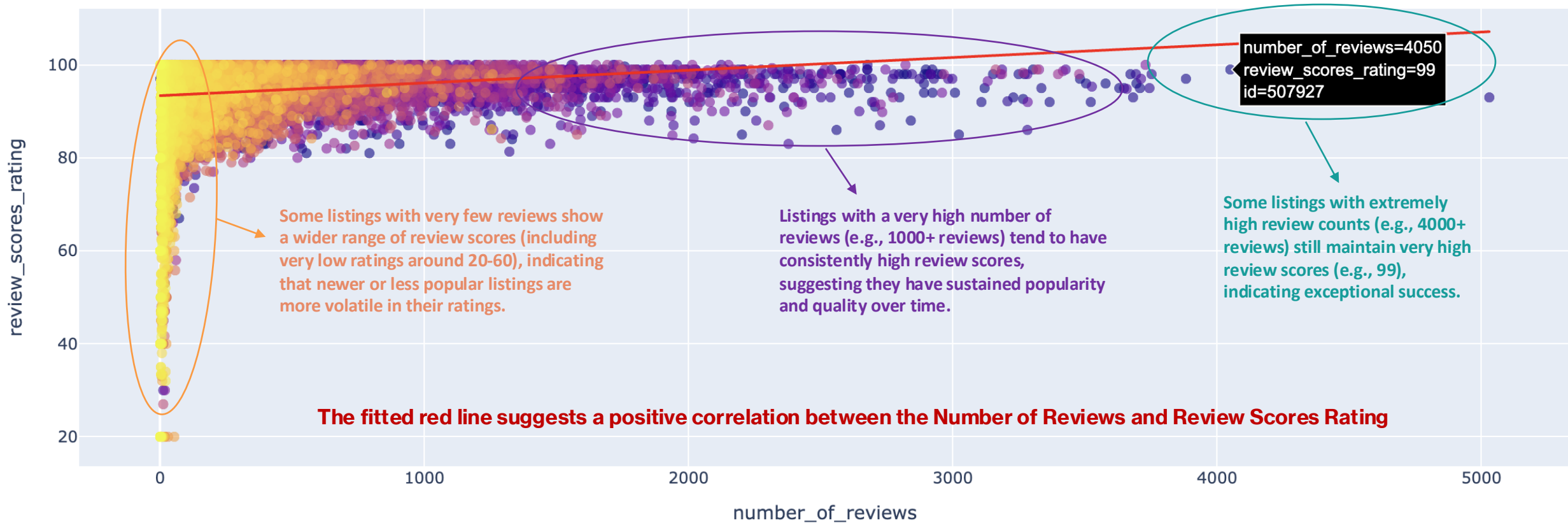


Review Scores Rating vs. Number of Reviews with Fitted Line



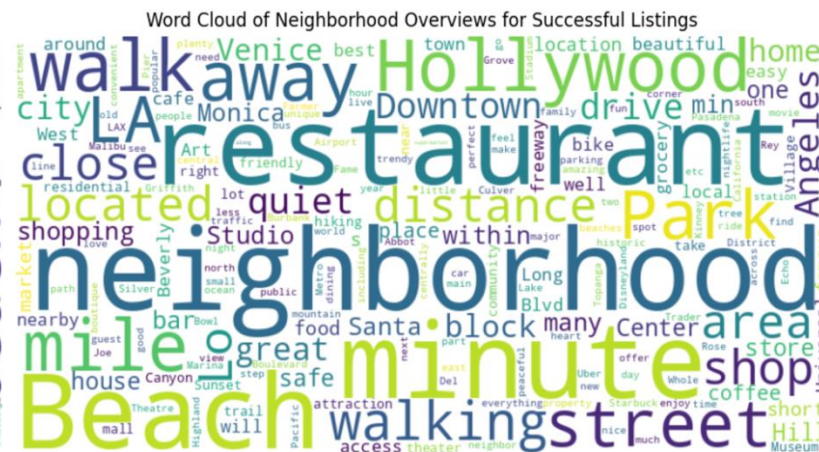
# Characteristics of successful Airbnb listing in Post-Covid (2018/08 – 2021/01)

Qianying (Hope) Fu, Zhiping (Skylar) Yu, Shijin (Sherry) Zhu

## Definition of "Success" :

successful listing is the one that demonstrates both popularity and high quality, fulfilling both following criteria:

- **Metrics 1--- High Number of Reviews**
  - indicating strong demand and frequent bookings
- **Metrics 2--- High Review Score**
  - reflecting guest satisfaction and overall service excellence



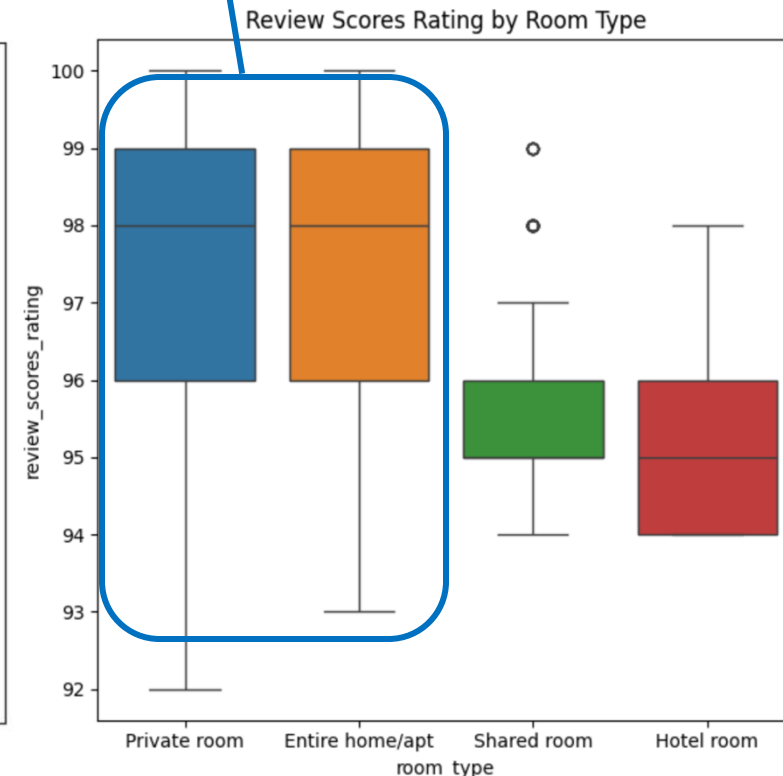
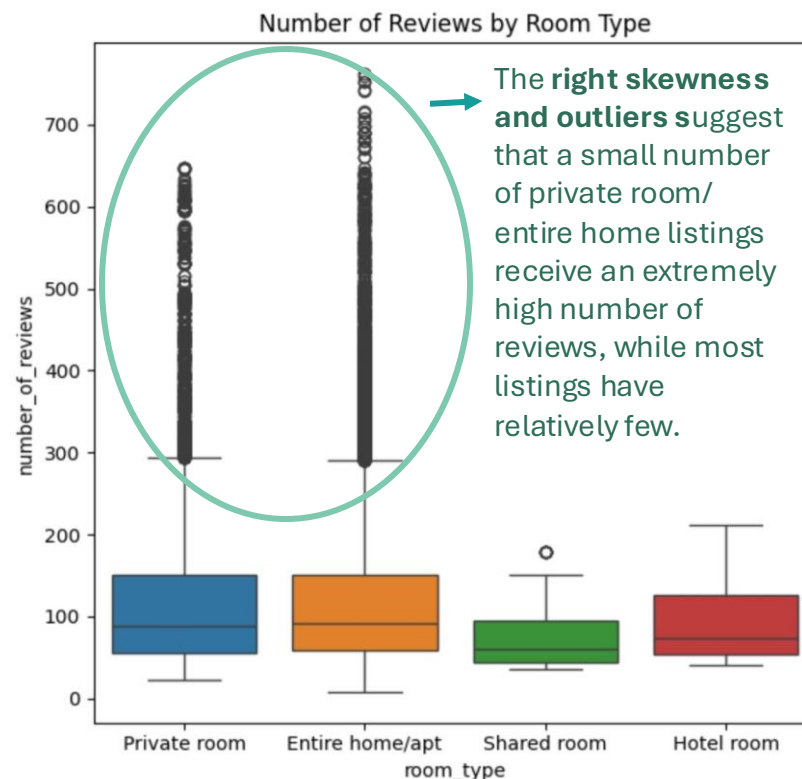
- Both room types show left skewness on review scores which means more lower-end ratings.
- Private rooms and entire homes exhibit a **wider range of review scores**, indicating variability in guest experiences.
- Some listings achieve exceptionally high ratings, reinforcing their popularity and perceived quality, while others receive lower scores, potentially due to inconsistencies in service, amenities, or expectations.

## Keywords in Airbnb Descriptions

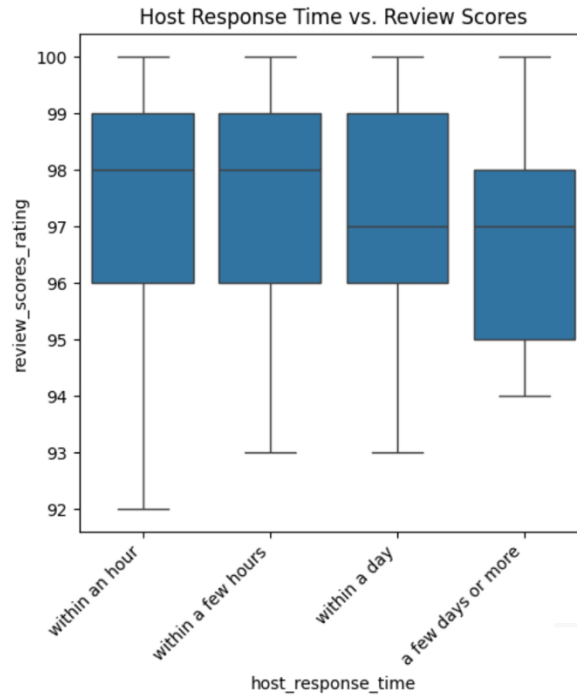
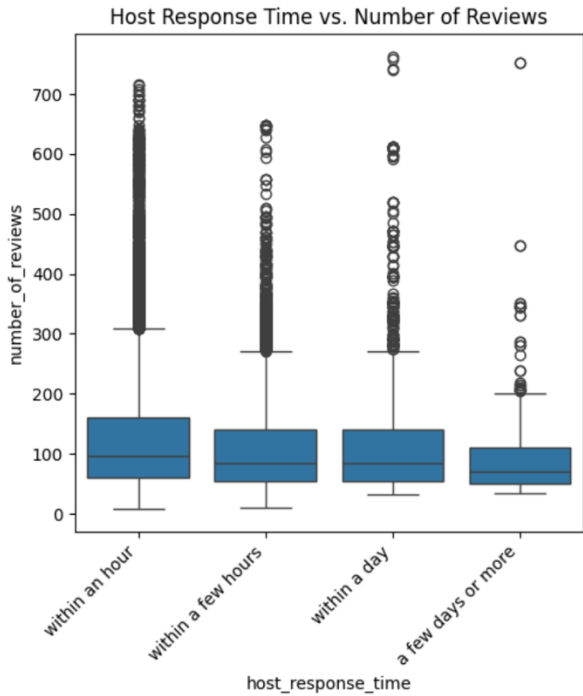
- ***Private, Guest, House, Bathroom, Kitchen, Parking, Wi-Fi***
- Implications: Guests prioritize privacy, space, essential amenities (like bathrooms and kitchens), and convenience (e.g., parking) in their accommodations. The demand for Wi-Fi also suggests a need for remote work capabilities.

## Keywords in Successful Listings

- ***Restaurant, Neighborhood, Walk, Beach, Minute, Hollywood***
- Implications: Listings that emphasize location, accessibility (e.g., walkability), and nearby attractions (e.g., beaches, restaurants, Hollywood) are more likely to succeed.



# What can Host do for Successful Listings



## Host Response Time vs. Number of Reviews

- **Hosts respond within an hour tend to have the highest number of reviews**
  - Having a higher median and more frequent extreme values
- **As response time increases the number of reviews decreases**
  - Indicating that slower responses correlate with lower booking activity.
- **Conclusion**
  - Hosts who respond faster tend to attract more guests and accumulate more reviews, making their listings more successful in terms of popularity.

## Host Response Time vs. Review Scores

- **Listings with faster response tend to have higher median review scores.**
- **Listings with longer hosts response time show lower review scores**
  - Their larger spread indicates inconsistency in guest satisfaction.
- **Conclusion**
  - Quick host responses contribute to higher guest satisfaction, reinforcing the idea that responsiveness is crucial for maintaining high-quality service.

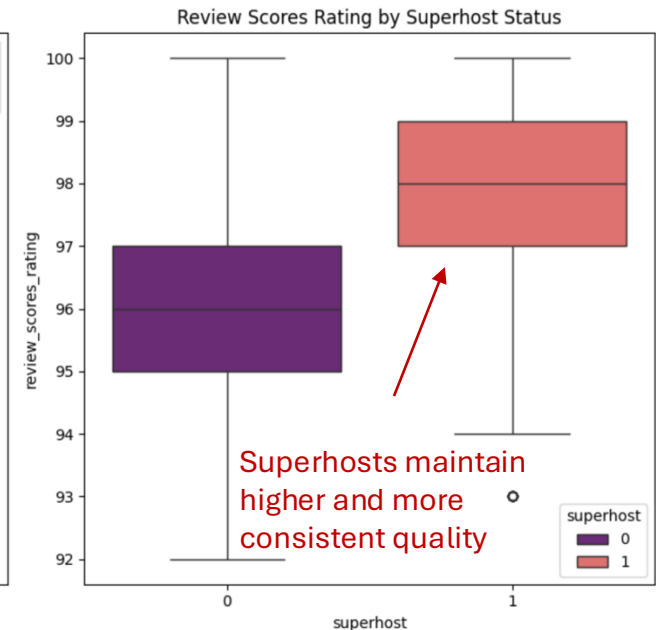
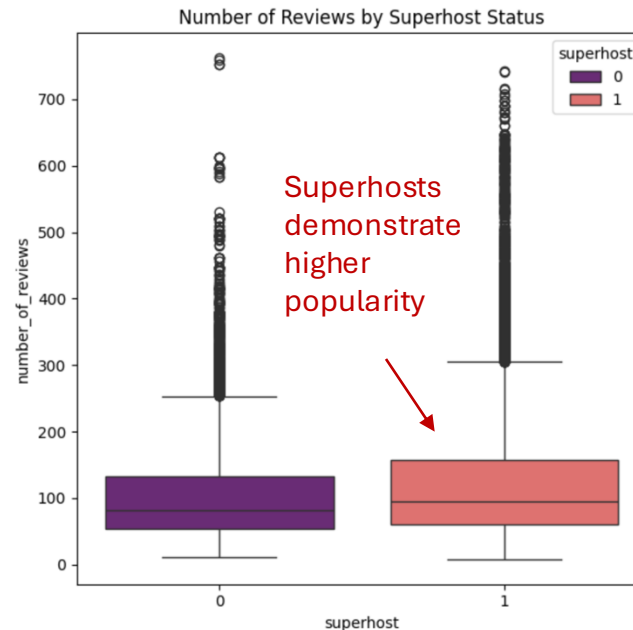
## Number of Reviews By Superhost Status

- **Superhosts have a higher median number of reviews**
- **The interquartile range (IQR) is larger for Superhosts**
  - Meaning they tend to receive more frequent bookings.
- **Non-Superhosts have more extreme outliers**
  - Suggesting that while some non-Superhosts perform well, the majority do not reach the same review count as Superhosts



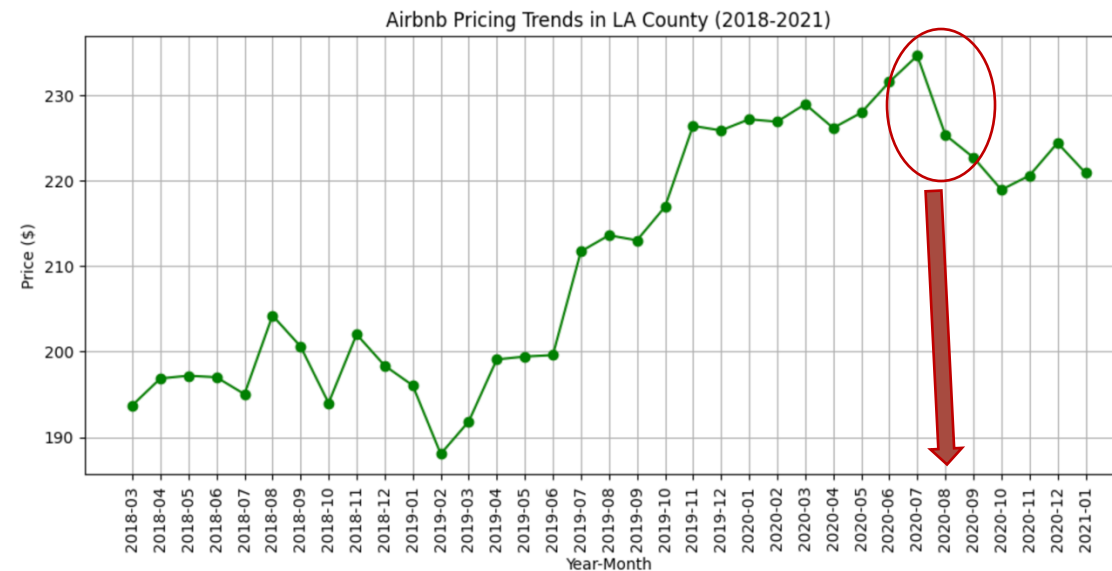
## Review Scores Rating by Superhost Status

- **Superhosts have a higher median review score**
  - Indicating better guest satisfaction and service quality
- **The range of review scores for Superhosts is smaller**
  - meaning they consistently receive high ratings.
- **Non-Superhosts show higher variability in their review scores**



# Appendix 1-1

- Filtering Dataset Focus – Step 1: Focus on Post Covid Period 2020/08 – 2021/01



id	name	description	neighborhood_overview	host_response_time	host_response_rate	host_acceptance_rate	host_is_superhost	room_type	accommodates	bathrooms_text	bedrooms	amenities	number_of_reviews	review_scores_rating	year	month	
0	109	Amazing bright elegant condo park front *UPGRA...	*** Unit upgraded with new bamboo flooring, br...	NaN	NaN	NaN	0%	f	Entire home/apt	6	2 baths	2.0	["Smoke alarm", "Hot tub", "Indoor fireplace",...	2	80.0	2020	8
1	344	Family perfect;Pool;Near Studios!	This home is perfect for families; aspiring ch...	Quiet-yet-close to all the fun in LA! Hollywoo...	within a day	70%	36%	f	Entire home/apt	6	1 bath	3.0	["Fireplace guards", "Children\u2019s dinnerwa...	8	97.0	2020	8
2	2708	Beautiful Furnish Mirrored Mini-Suite w/ Firep...	Beau Furn Mirror Mini-Suite w/ Fireplace 28% o...	We are minutes away from the Mentor Language I...	within an hour	100%	100%	t	Private room	1	1.5 baths	1.0	["Smoke alarm", "Hot tub", "Indoor fireplace",...	26	97.0	2020	8

# Appendix 1-2

- Filtering Dataset Focus – Step 2: Focus on the listings that has Reviews Scores Rating > Mean & Numbers of Reviews > Mean

				number_of_reviews	
				count	31035.000000
				mean	214.362301
				std	385.451121
				min	1.000000
				25%	12.000000
				50%	58.000000
				75%	236.000000
				max	5030.000000
				dtype: float64	
				review_scores_rating	
				count	31035.000000
				mean	93.967425
				std	10.161103
				min	20.000000
				25%	93.000000
				50%	97.000000
				75%	100.000000
				max	100.000000
				dtype: float64	

31035 rows x 3 columns



	id	name	description	neighborhood_overview	host_response_time	host_response_rate	host_acceptance_rate	host_is_superhost	room_type	accommodates
5	5728	Tiny Home in Artistic Oasis near Venice and LAX	Our home is located near Venice Beach without ...	Our neighborhood is very quiet and save. There...	within an hour	100%	95%	t	Private room	2
6	5729	Zen Room with Floating Bed near Venice and LAX	Our home is located near Venice Beach without ...	Our neighborhood is very quiet and save. There...	within an hour	100%	95%	t	Private room	3
11	7992	Quiet, Walkable Area/Sanitized, New Kitchen, Cozy...	Furnished apartment with a walk score of 77 in...	Atwater Village has a variety of great shops a...	within a few hours	100%	99%	t	Entire home/apt	4
12	8770	Cozy Guest House on Venice Walk St.	<b>The space</b> <b>Are you looking for some...	Close to the beach and the neighborhood walk s...	NaN	NaN	84%	t	Entire home/apt	2
13	9140	City Place Lofts	Shared space - private room with its own entra...	NaN	NaN	NaN	100%	f	Private room	2

bathrooms_text	bedrooms	amenities	number_of_reviews	review_scores_rating	year	month	superhost
1 shared bath	1.0	["Smoke alarm", "Private entrance", "Microwave..."]	310	96.0	2020	8	1
1 shared bath	1.0	["Carbon monoxide alarm", "Smoke alarm", "Priv...	230	95.0	2020	8	1
1 bath	1.0	["Lockbox", "Smoke alarm", "Private entrance", "..."]	240	99.0	2020	8	1
1 bath	NaN	["Smoke alarm", "Private entrance", "Microwave..."]	401	94.0	2020	8	1
1.5 shared baths	1.0	["Lockbox", "Room-darkening shades", "Smoke al...	393	95.0	2020	8	0