



**"Data meets discovery — exploring the world of Airbnb through insights."**

**"Behind every booking, there's a story — let the data tell it."**

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(Cohort : 4)**



## ABOUT AIRBNB

Airbnb is a global platform that connects hosts who want to rent out their properties with guests seeking short-term stays. It offers unique accommodations—from entire homes to shared rooms—in over 220 countries. With a focus on flexibility, affordability, and guest experience, Airbnb is a preferred choice for both travelers and property owners.

# 1. LISTINGS OVERVIEW

Listing Overview gives a summary of all the properties (called "listings") available on Airbnb. It helps understand:

How many properties are listed overall .  
Where these properties are located (city and neighborhood).  
What type of properties they are (entire home, private room, etc.).  
When they are most commonly listed (season-wise trends).



## Key Insights

- Total Listings: 81.92K listings across multiple cities
- Top Cities: Rome (30.95K), Milano (25.38K), Firenze (13.27K).
- Property Type Breakdown:
  - Entire Home: 60K
  - Private Room 18K-hotel Room &
  - Shared Room Minimal
- Peak Season: Most listings active in Early Winter.
- Top Neighbour hoods: 1 Centro, Centro Storico

**Recommendations:** Explore expansion into underrepresented property types. Use seasonal listing trends for targeted promotions.



# Listing Distribution Analysis

81.92K

Count of Listings id

Listing overview

Pricing Insights

Host Insights

Rating And Review Analysis

Amenities & Property Features

Season

All

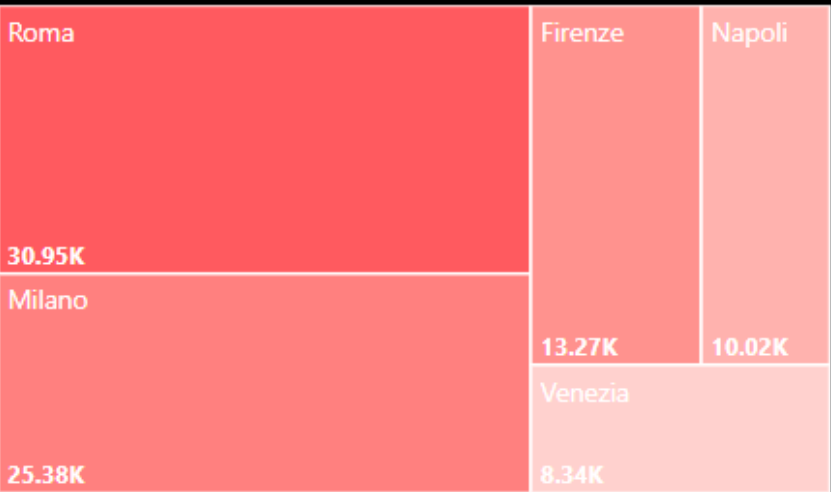
City

All

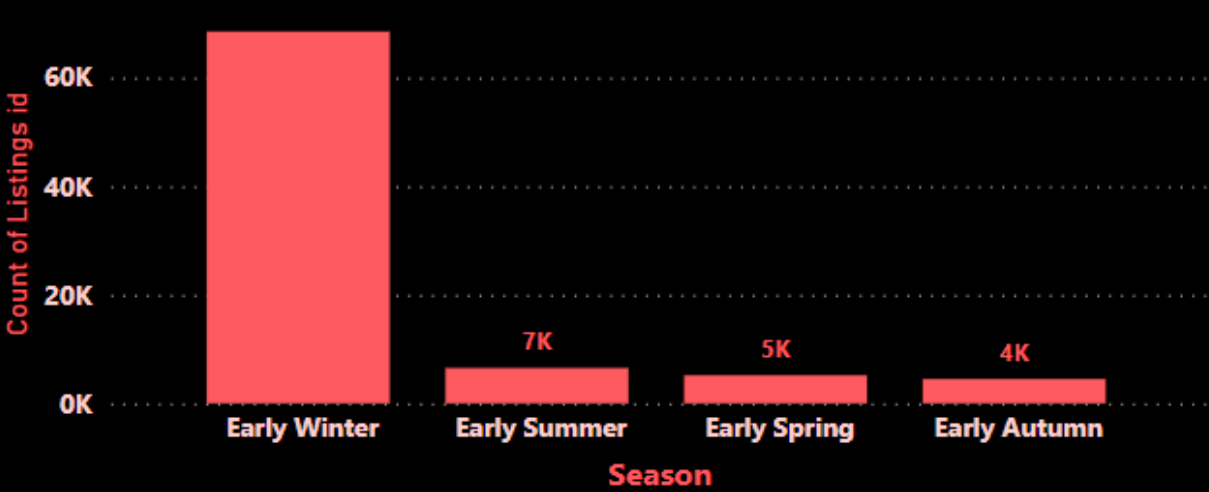
Property type

All

Count of Listings id by City



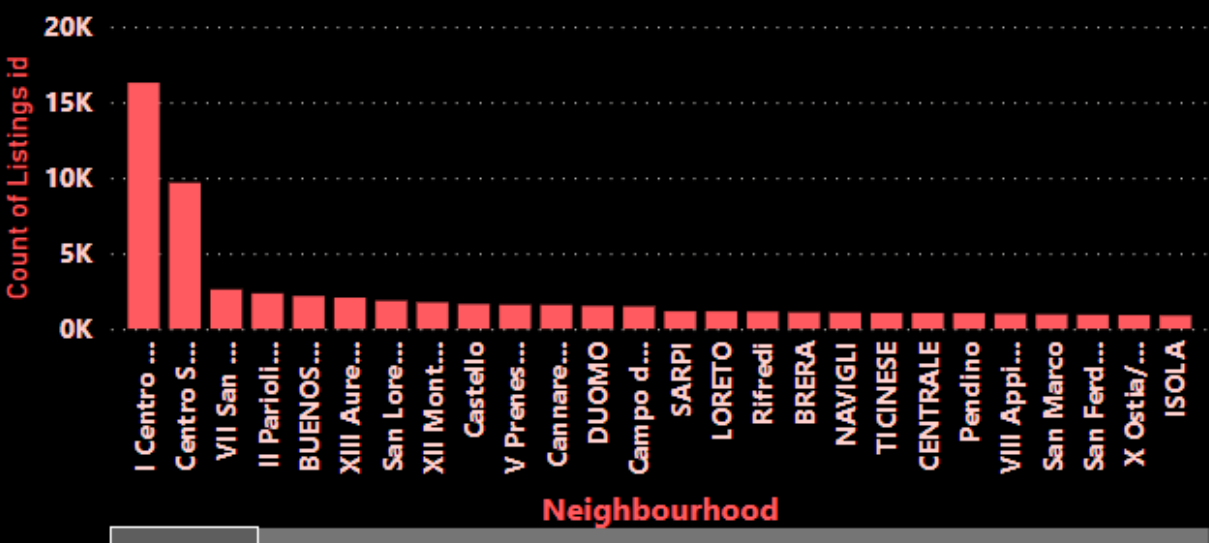
Count of Listings id by Season



Count of Listings id by Property type



Count of Listings id by Neighbourhood



## 2. PRICING INSIGHTS

Pricing Insights help analyze the price trends of Airbnb listings. It shows :

The average price of properties based on type (entire home, private room, etc.).

The distribution of prices (how many listings fall into different price ranges).

High-priced listings and which ones are the most expensive .

The relationship between price and rating (whether higher prices get better reviews or not).



### Key Insights

Key Insights:

- Average Prices:
- Entire Home: ₹73
- Hotel Room ₹45
- Private Room ₹12
- Shared Room ₹81
- Most Listings (< ₹200): 60%+ of total .
- Top 5 Expensive Listings: IDs 50498908, 50635970, etc. (~₹95K each).
- Correlation (Price vs Rating): Negligible at -0.0037.

Recommendations: Use dynamic pricing strategies based on location, season, and demand . Bundle amenities to improve perceived value rather than increasing price.





# Pricing Insights

-0.003705  
Pricing Vs Rating  
Correlation

Listing overview

Pricing Insights

Host Insights

Rating And Review  
Analysis

Amenities &  
Property Features

Season

All

City

All

Property type

All

Average of Price by Property type



Top 5 Listings



Price across Listing



### 3. HOST INSIGHTS

Host Insights give information about the people (hosts) who rent out properties on Airbnb. It helps understand :

The types of hosts (Regular Hosts vs. Super hosts ).

How many listings each host manages .

Which hosts have the highest number of listings .

The impact of Super hosts on price and guest ratings.



#### Key Insights

- Super hosts: 31% (28.62K)
- Regular Hbts: 69% (63.74K)
- Top Hbts: Up to 10.8K listings per host.
- Price & Rating Comparison :  
Super hosts: Avg. Price ₹155.76, Rating: 5  
Regular Hbts: Avg. Price ₹162.50, Rating: 5

**Recommendations** Explore expansion into underrepresented property types . Use seasonal listing trends for targeted promotions.



# Host Insights

50498908

Top Listing ID

Listing overview

Pricing Insights

Host Insights

Rating And Review Analysis

Amenities & Property Features

Host Type

All

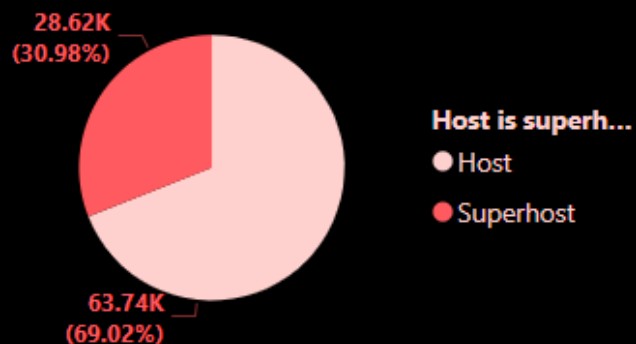
Listings id

All

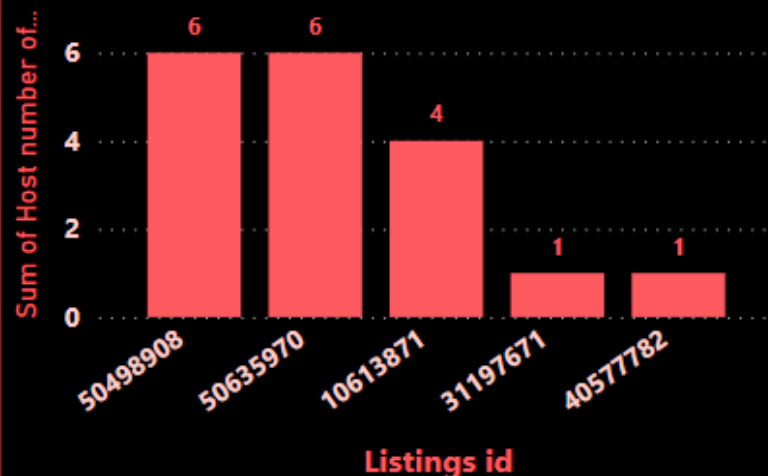
Property type

All

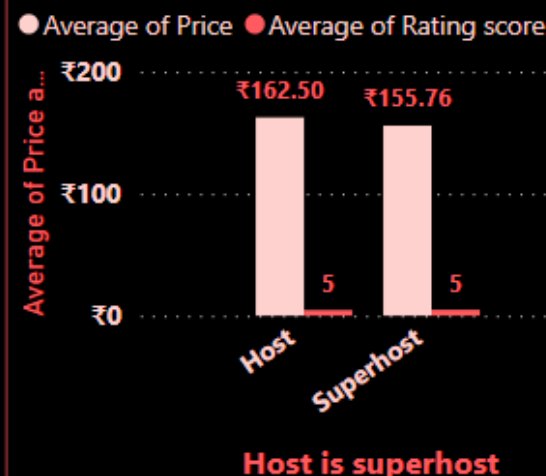
## Host Type



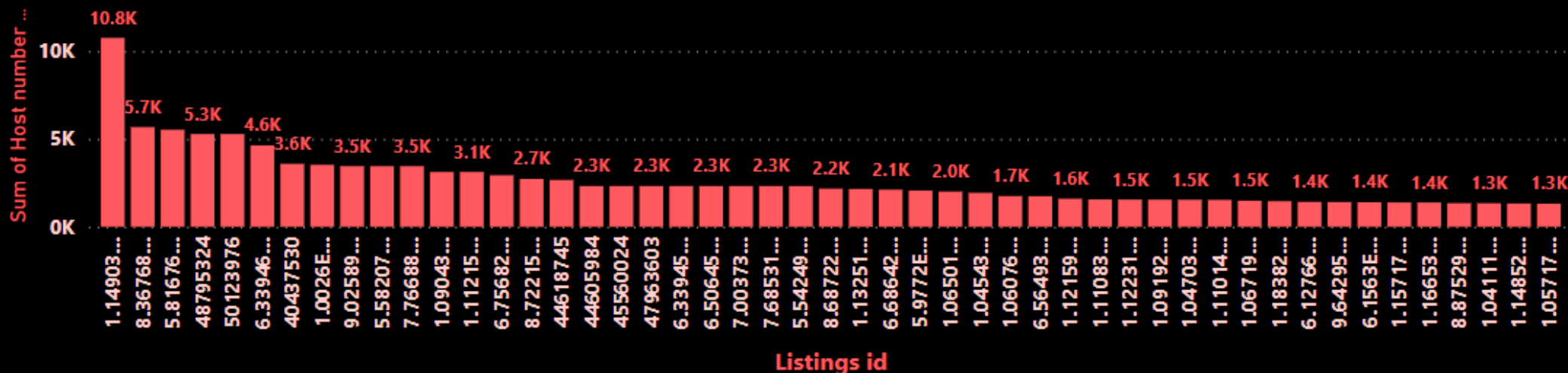
## Top 5 Host



## % Superhost vs Host



## Host Listings Count





## 4. RATING & REVIEW ANALYSIS

Rating and Review Analysis looks at how guests have rated their stay and how often they leave reviews. It helps understand :

The average rating of listings .

How ratings differ by property type .

When guests leave the most reviews (monthly trend).

Which listings are both high-rated and budget-friendly .

Scores for specific categories like cleanliness, communication, and location.



### Key Insights

- Average Rating: 4.71 across all listings .
- Rating by Property Type: Entire Home & Private Room 4.7; Shared Room 4.5
- Review Trends: Highest in June & March; Lowest in September .
- Category Scores: All above 4.5 (Cleanliness, Communication, etc.)
- Budget High-Rated Listings: Several listings < ₹100 score > 4.8.

Recommendations: Promote top-rated budget listings as value-for-money options . Enhance experience in lower-rated property types (e.g., Shared Rooms).



# Rating & Review Analysis

4.71  
Avg Rating

Listing overview

Pricing Insights

Host Insights

Rating And Review Analysis

Amenities & Property Features

Host Type

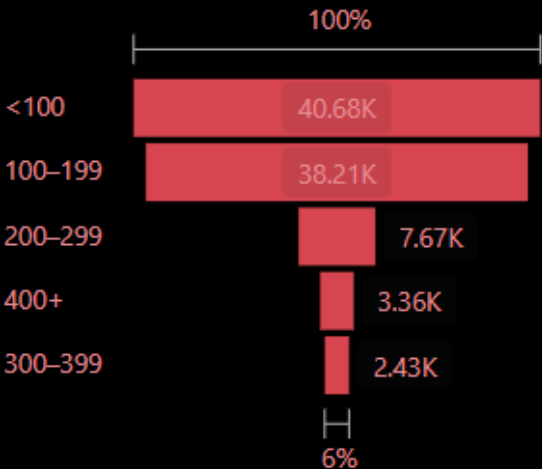
Listings id

Category

Listings id Average of Price Average of Rating score

9995763	₹30.00	4.00
999441	₹220.00	4.76
999365	₹39.00	4.71
9989228	₹50.00	4.89
9988301	₹96.00	4.67
998704	₹70.00	4.81
9984881	₹84.00	4.51
998427	₹81.00	4.67
9984250	₹89.00	5.00
9983438	₹68.00	4.55
9983342	₹124.00	4.80
Total	₹160.41	4.71

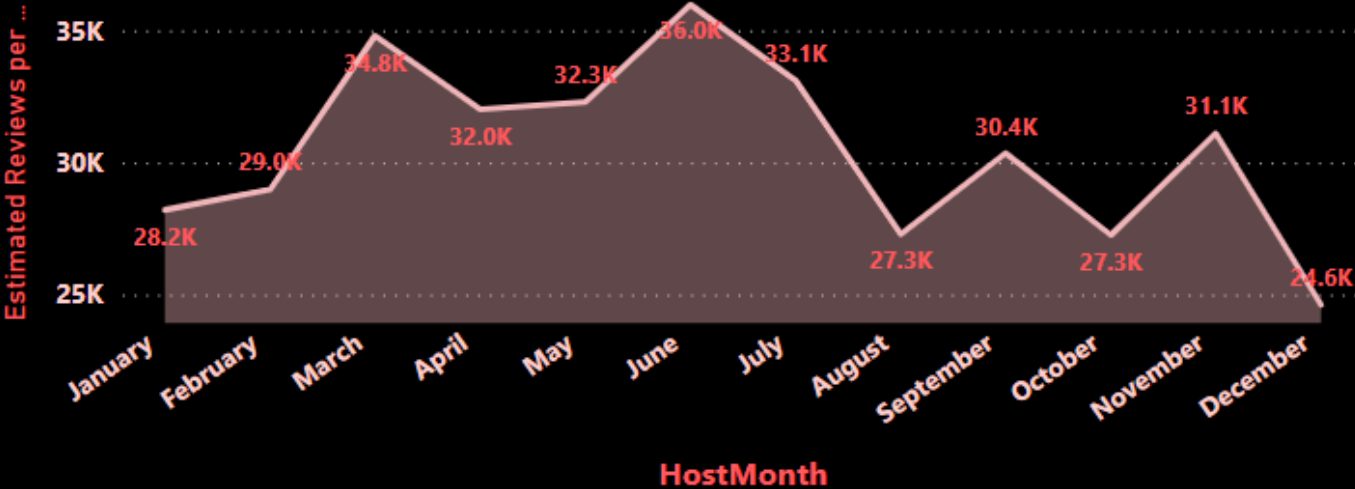
## Price Distribution



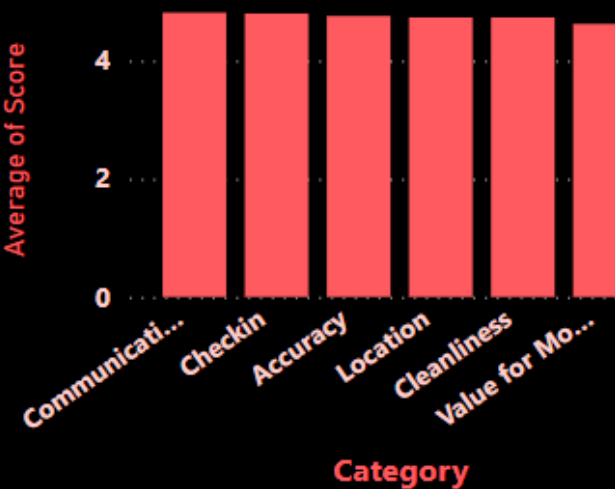
## Rating by Property Type



## Review Frequency



## Rating Categories Comparison



## 5. AMENITIES & PROPERTY FEATURES

Amenities & Property Features refer to the facilities and characteristics that a listing offers. This includes :

Number of bedrooms and beds .

Type of bathrooms (private or shared) .

How many guests the property can host

Whether the place is an entire home or just a private/shared room .

Popular property types in different neighborhoods .

These features help guests choose a listing based on comfort, space, and needs.



### Key Insights

- Bedrooms: 71% of listings have 1 bedroom
- Bathrooms: 93.7% have private bathrooms.
- Guest Capacity: 47K listings support 4+ guests.
- Neighborhood Mix: Entire Homes dominate across most areas.

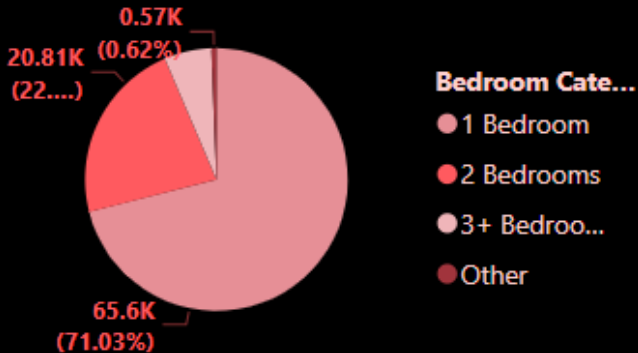
Recommendations: Add more 2-3 ,bedroom listings in high-traffic neighborhoods . Market listings based on group capacity (e.g, family-friendly homes).



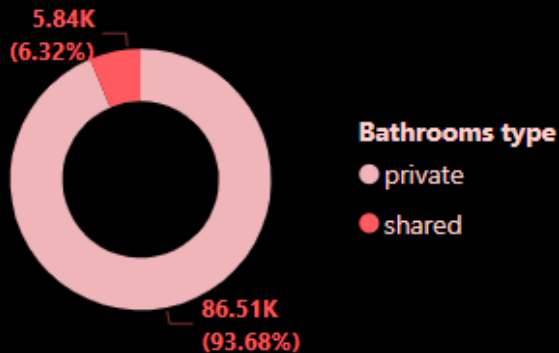
# Amenities & Property Features

47K  
Listings\_4Plus

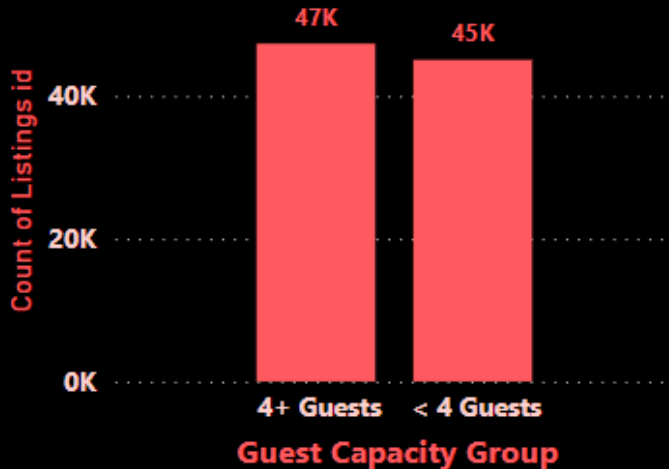
Listings by Bedroom Count



Bathroom Type Distribution



Max Allowed Guests



Listing overview

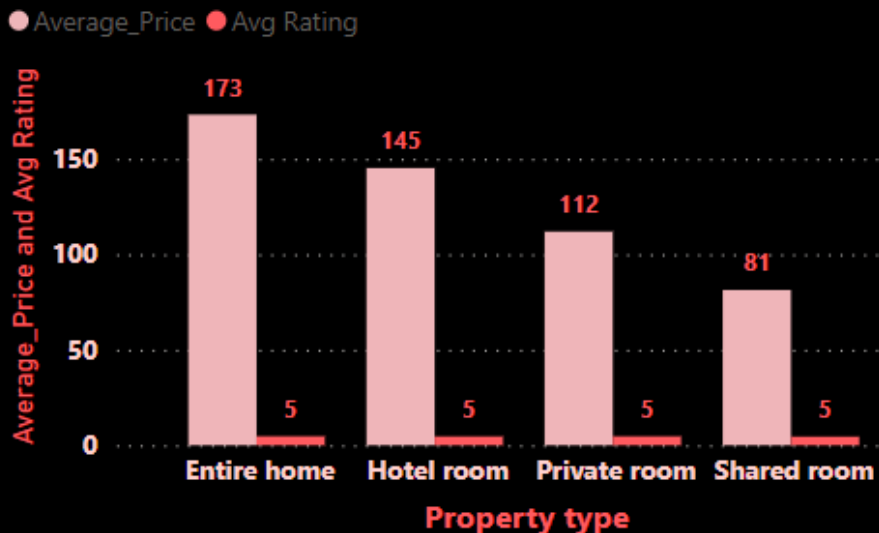
Pricing Insights

Host Insights

Rating And Review Analysis

Amenities & Property Features

Entire Home vs. Private Room



Neighbourhood	Entire home	Hotel room	Private room	Shared room
ADRIANO	86		13	
Aeroporto	1	3	6	
AFFORI	206		42	
Alberoni	30		5	
Altobello	22		4	
Arenella	161	4	52	
Asseggiano	1			
Avvocata	450	5	214	
BAGGIO	63		18	
Bagnoli	60		12	
BANDE NERE	407		80	
BARONA	38		25	
Total	72926	811	18134	484

City

All

Listings id

All

Neighbourhood

All