



# Airbnb Data Analysis

Using Tableau

# Introduction to Airbnb

Airbnb is a global online marketplace that connects travelers with hosts offering short-term rentals, ranging from private rooms to entire homes and unique stays like treehouses and villas. Founded in 2008, Airbnb operates in over 220 countries and regions, providing millions of listings worldwide. The platform allows hosts to list their properties with customized pricing and availability, while guests can book accommodations based on location, budget, and preferences. Secure transactions, user reviews, and a rating system ensure trust and transparency. With its diverse offerings and flexible options, Airbnb has revolutionized the hospitality industry, making travel more accessible and personalized.





# Business Requirement Document

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This project aims to conduct a comprehensive analysis of Airbnb listings to uncover key market trends, pricing dynamics, and occupancy patterns. By evaluating factors such as **total listings, average price, availability, review scores, room type distribution, and neighborhood performance**, the study seeks to provide actionable insights for hosts, investors, and market analysts. The findings will help optimize pricing strategies, identify high-demand locations, and understand seasonal trends, ultimately enabling data-driven decision-making in the short-term rental market.



# Key Performance Indicators

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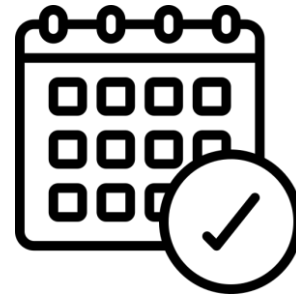
69,305

Total Listings



\$624.74

Average Price



153.2

Average Availability



3.322

Average Review  
Score



Room Type  
All

Neighbourhood Group  
All

Years  
2021

Avg. Price  

\$793.001K

Total Listings

69,305

Average Price

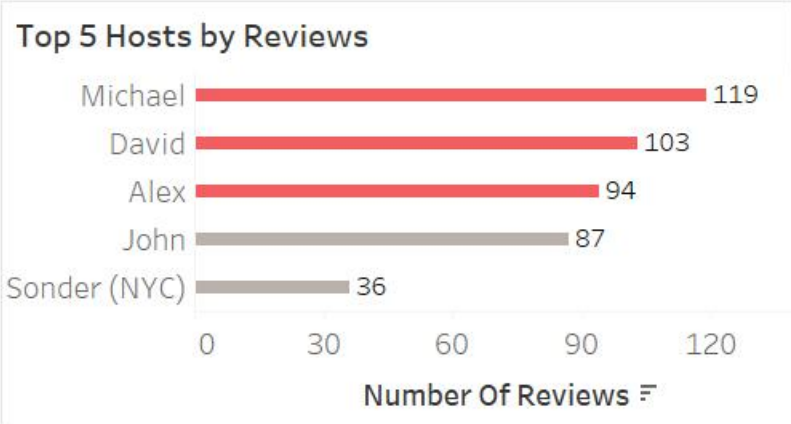
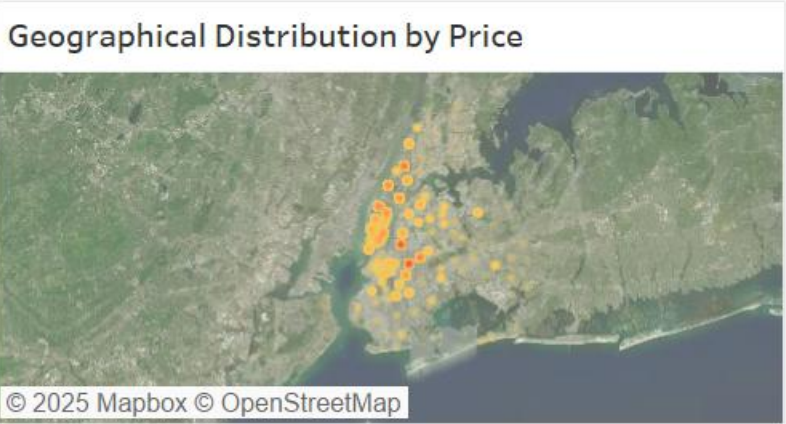
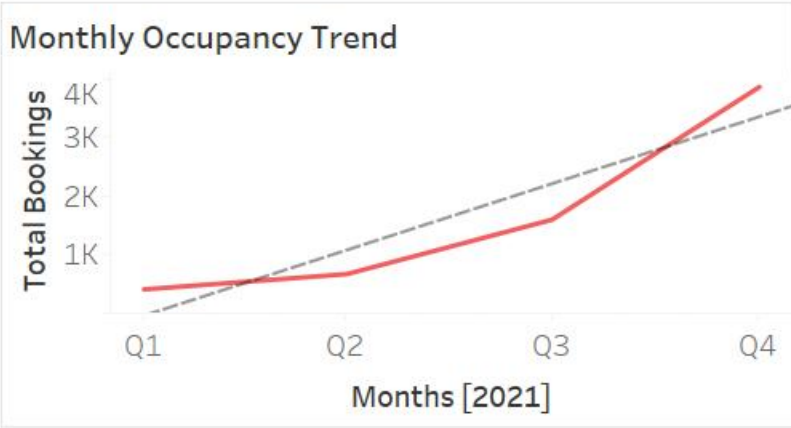
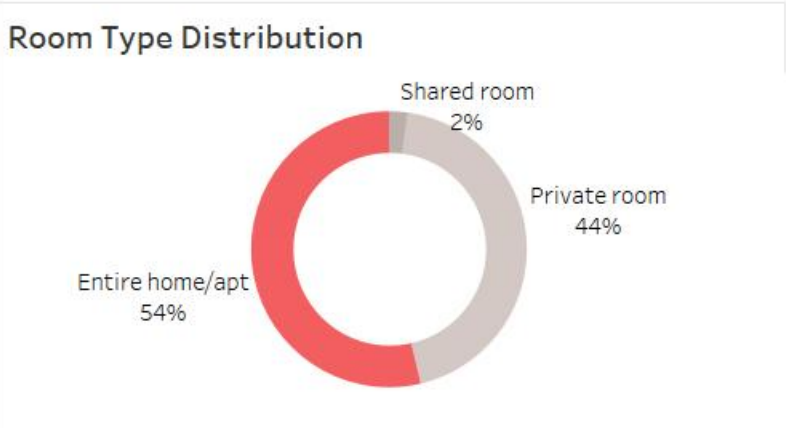
\$624.74

Average Availability

153.2

Average Review Score

3.322



# Findings

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- **Key Performance Indicators**

Total Listings (69,305): This indicates a **substantial market presence**, offering a wide variety of options for guests.

Average Price (\$624.74): The relatively high average price could be due to the high cost of living in the area or the types of properties listed. It may also suggest that the platform is targeting a **more affluent demographic**.

Average Availability (153.2 days): This high availability could imply that hosts are **not fully utilizing their properties**, or there is an **oversupply of listings** in the market.

Average Review Score: 3.322 (out of 5): A below-optimal review score signals **customer dissatisfaction**, potentially due to service quality, pricing, or property conditions.

- **Room Type Distribution and Consumer Preference**

Entire home/apt accounts for 54% which suggests that guests prefer having the entire space to themselves, which could be due to **privacy** or the ability to accommodate **larger groups**.

# Findings

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- **Geographic Performance & Pricing Disparities**

The map shows that prices vary significantly across different areas, with certain regions appearing to be more expensive. **Grand Street, New Dorp, Fulton Street** these areas exhibit **strong occupancy and pricing resilience**, making them ideal targets for new hosts and Airbnb's premium offerings. **Manhattan** has the highest average price, which is expected given its status as a **premium location**.

- **Host Performance and Engagement**

The high number of reviews for **Michael (119)** suggests that **professional** or **multi-property hosts** dominate the platform.

- **Monthly Occupancy Trend**

The trend shows a steady increase in bookings from Q1 to Q4, which could be due to **seasonal tourism or school breaks**. The **peak in Q4** might also be influenced by holiday travel.



# Recommendations



## Market Opportunities

- Use geo-targeted ads to attract more travellers
- Implement seasonal pricing strategies to boost off-peak demand
- Promote long-term stays for digital nomads and corporate travellers
- Expand listings in low-demand areas with incentives.

## Room Type Strategy

- Increase visibility of private rooms to attract budget travelers.
- Offer discounts on shared rooms to boost occupancy.
- Encourage luxury and premium listings in high-demand areas.
- Optimize pricing for entire homes to remain competitive.

## Hosting & Engagement

- Reward top hosts with better search rankings and lower fees.
- Provide training to improve service quality and guest experience.
- Strengthen review and rating systems for more transparency.



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# THANK YOU

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