



airbnb

Data Overview

Number of listings

15.18K

Count of listing_id

Number of hosts

13.00K

Count of host_id

Host having more than 1 listing

1517

Count of host_id

Number of pro and super host

1691

Pro_Host_Count

Recommended listings

id	Review_scores_rating	Neighbourhood	features	summary
70886	100.00	Zuid	Host Has Profile Pic,Is Location Exact	Right next to the main entrance of the Vondelpark, this great, stylish and luxurious apartment is an amazing pl
213721	100.00	Zuid	Host Has Profile Pic,Host Identity Verified,Is Location Exact	Hi this my spacious, sun filled corner apartment with view on water (canal) and long balcony near Amsterdam place and takes 10-20 min to the center.
272507	100.00	Zuid	Host Has Profile Pic Host Identity	Wake up in the popular affluent (noch) 'old south' (oud-zuid) neighbourhood - next to a canal (no traffic) and
Total	100.00			

Non-recommended listings

id	Number_of_reviews	Review_scores_rating	Host_response_rate	summary
9884602	5	20.00		Roof terrace, kitchen, 2 toilets, 1 bathroom, large room with french balcony, the middle of Amsterdam, tram stop 1 min, 2 min to markets . quiet neighborhood but close to center
16471816	13	20.00	80.00	Nice cosy studio apartment in the heart of Amsterdam in the lively Jordaan district. 5 min walk from Leidse plein, the entertainment center. Fully equipped and suitable for 1 person or maximum two . It has everything you need for exploring Amsterdam. It concerns a private room because not located on the street side. From the corridor you have canal view.
Total	22	26.67	90.00	

Average of price	room_type	stay_type	City Group	Count of listing	Yearly occupancy rate	Average of revenue_proxy	Average of review scores
195.00	entire home/apt	tourist	Oud Ade	1	0.80	56,940.00	
175.00	entire home/apt	tourist	Haarlem	1	1.00	63,875.00	100.00
149.00	entire home/apt	tourist	North Holland	1	0.98	53,193.00	97.00
147.16	entire home/apt	tourist	Amsterdam	11756	0.80	41,430.47	94.26
140.00	entire home/apt	tourist	Badhoevedorp	2	0.68	40,580.00	92.00
140.00	private room	tourist	Badhoevedorp	1	0.58	29,540.00	
112.11	entire home/apt	long_term	Amsterdam	47	0.58	21,282.30	94.55
110.00	entire home/apt	tourist	Lijnden	1	0.04	1,650.00	
109.00	entire home/apt	tourist	Halfweg	1	0.08	3,161.00	93.00
89.00	shared room	tourist	Amsterdam	64	0.68	20,898.20	92.29
88.64	private room	tourist	Amsterdam	3282	0.66	20,510.38	92.71
80.00	entire home/apt	tourist	Diemen	1	1.00	29,200.00	
47.00	private room	tourist	Duivendrecht	1	0.27	4,559.00	93.00
46.90	private room	long_term	Amsterdam	21	0.31	5,168.19	91.18
35.00	private room	tourist	Diemen	1	0.44	5,600.00	81.00
133.99				15181	0.77	36,700.27	93.90

Normal view

Amsterdam

Other cities

Map Overview

City Group ● Amsterdam ● Badhoevedorp

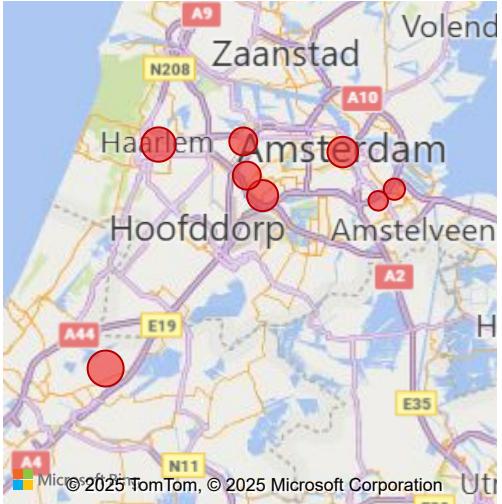


City Group	Number_of_reviews	Sum of occupancy_proxy	Average of availability_365	Average of review_scores_rating	Average of price	Pro host count
Amsterdam	269790	11,704.25	83.39	93.90	134.00	15170
Badhoevedorp	44	1.93	130.00	92.00	140.00	3
Diemen	26	1.44	102.50	81.00	57.50	2
Haarlem	1	1.00	0.00	100.00	175.00	1
North Holland	12	0.98	8.00	97.00	149.00	1
Oud Ade	0	0.80	73.00		195.00	1
Duivendrecht	90	0.27	268.00	93.00	47.00	1
Halfweg	38	0.08	336.00	93.00	109.00	1
Lijnden	0	0.04	350.00		110.00	1
Total	270001	11,710.79	83.44	93.90	133.99	15181

10/1/2011 4/1/2017



Review Scores by City Group



Yearly availability by City Group



Count of Pro host by City Group



Average of price by City Group



Stay type majority per region





Market Structure

22

Count of neighbourhood_key

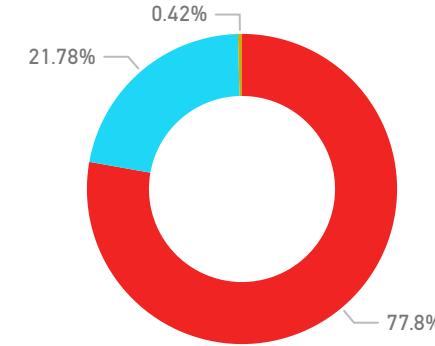
Count of listings by neighbourhood_key



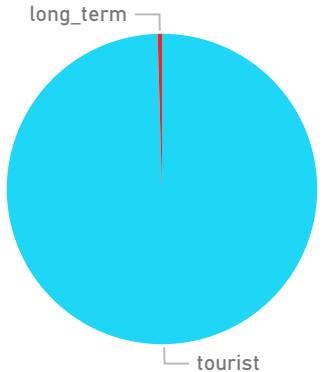
Occupancy heatmap



Count of listing_id by room_type

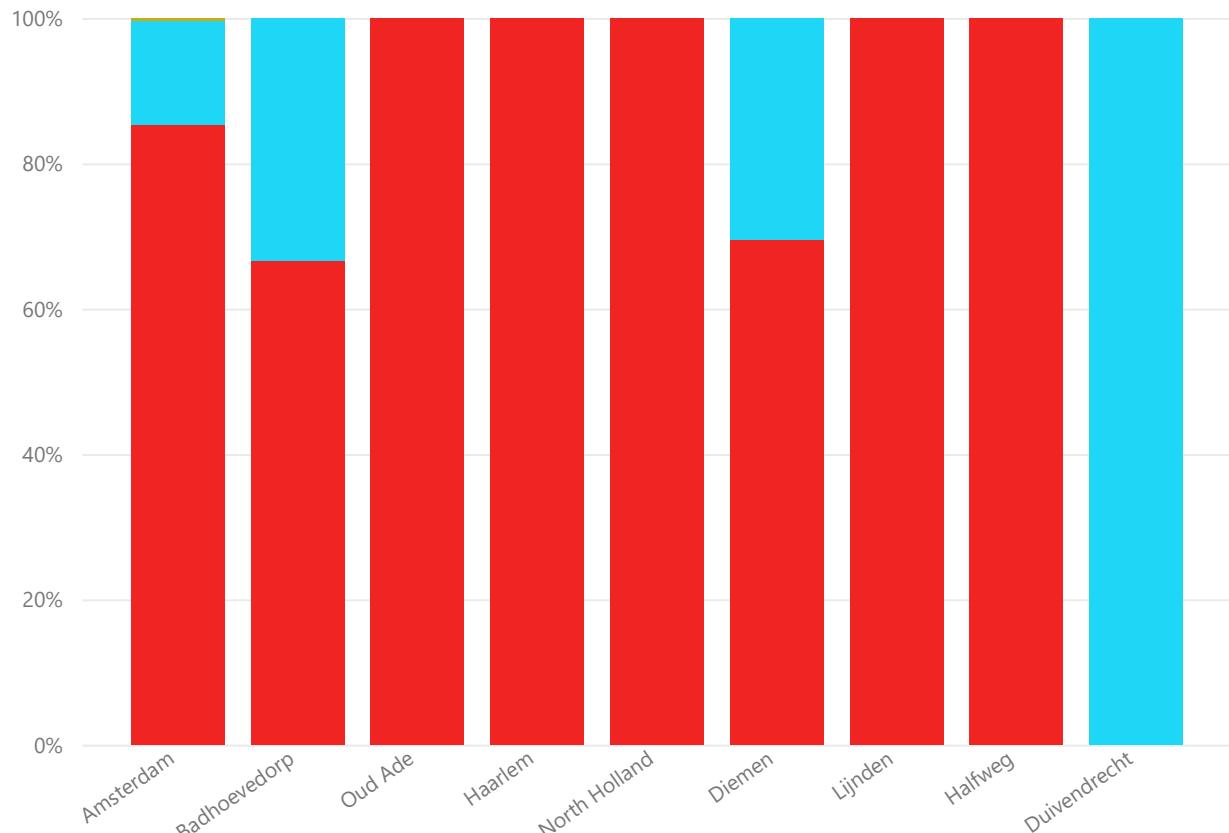


Count of listing_id by stay_type



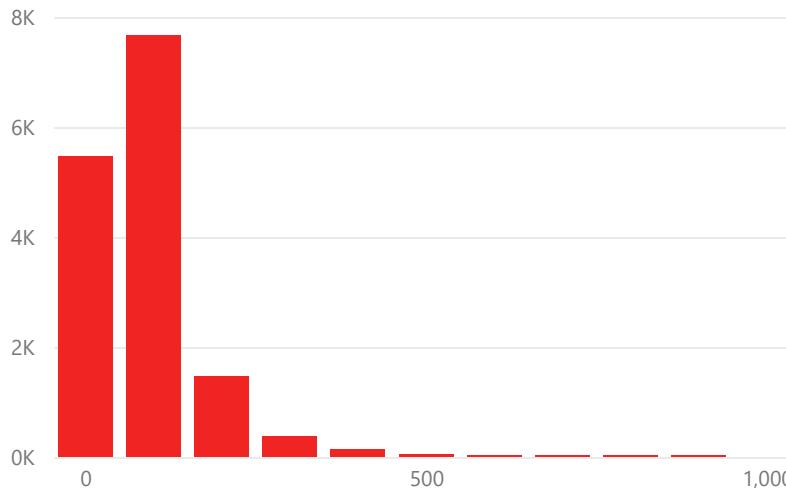
Listing count and price by City Group and room_type

room_type ● entire home/apt ● private room ● shared room

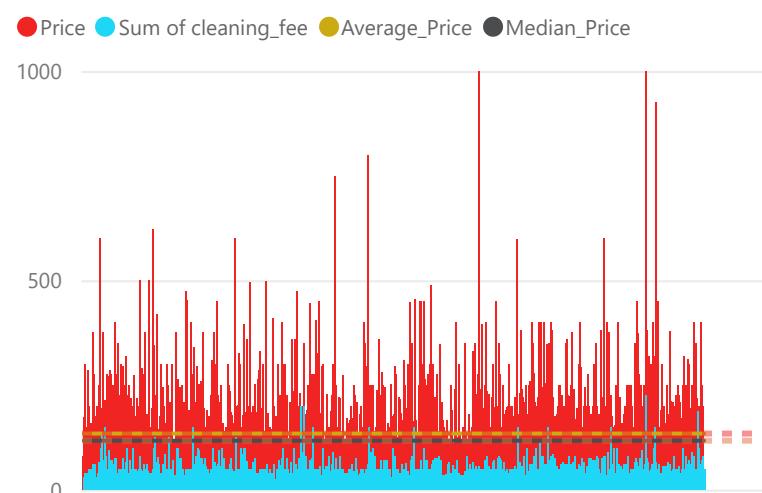


Pricing Insights

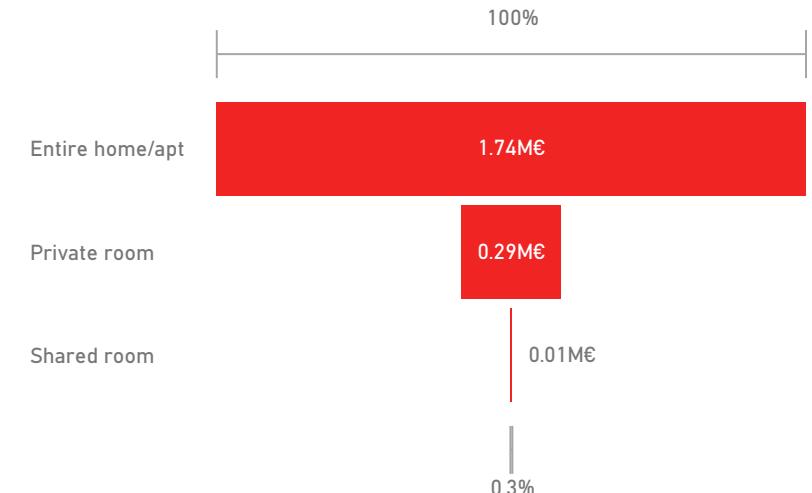
Count of listing_id by price (bins)



Price and cleaning fee of all listings



Sum of price by room_type



Possible listings for weekly and monthly discounts (and discount amount) table

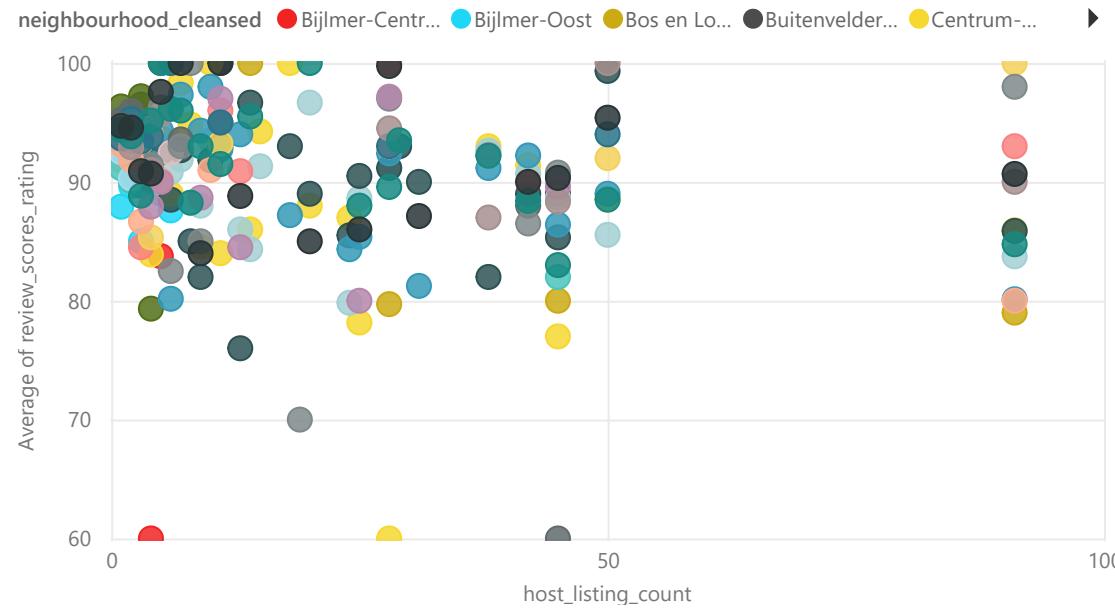
id	monthly_price	weekly_price	price	Monthly Availability days	2-months Availability days	3-months Availability days	Yearly Availability days	Monthly Price Discount	Weekly Price Discount			minimum_nights	Revenue_proxy
916850	2875	985	255	11	34	56	329	800	4775	4775	4775	2	9,180.00
55703	3000	800	250	11	41	71	346	950	4500	4500	4500	3	4,750.00
4676191	1500	500	189	16	43	43	43	823	4170	4170	4170	1	60,858.00
390894	3000	900	225	18	48	78	353	675	3750	3750	3750	1	2,700.00
3526930	2250	700	190	11	41	71	71	630	3450	3450	3450	5	55,860.00
2813493	1450	800	150	30	60	90	365	250	3050	3050	3050	5	0.00
3106890	1400	500	140	11	36	66	341	480	2800	2800	2800	3	3,360.00
6008278	2500	750	175	15	45	75	140	475	2750	2750	2750	3	39,375.00
2483375	1790	647	150	20	50	80	266	403	2710	2710	2710	6	14,850.00
2068307	1799	480	150	29	59	89	364	570	2701	2701	2701	60	150.00
1784070	2849	770	181	11	41	71	346	497	2581	2581	2581	7	3,439.00
8819982	1700	450	140	16	46	76	77	530	2500	2500	2500	2	40,320.00
2053284	2000	750	150	23	53	83	358	300	2500	2500	2500	3	1.050.00

Host Behaviour

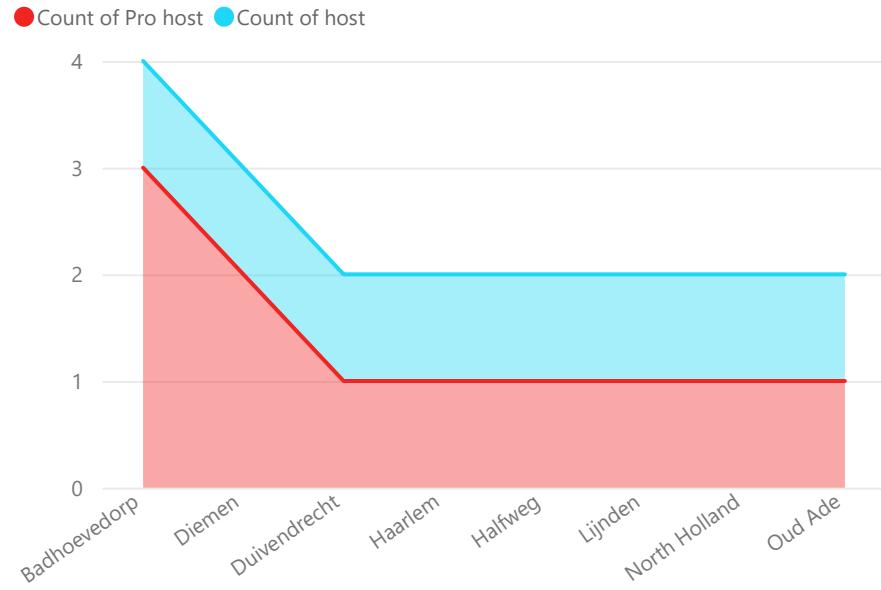
Average review score goal for NL

85.22 ✓
Goal: 80 (+6.52%)

Scatterplot of review scores by host listing count grouped by neighbourhood



Count of Pro host and Count of host by City Group



1

2 & 3

4 & 5 & 6

7 & 8 & 9 & 10

Other

Min of review_scores_rating by host_listing_count (groups) Median of review_scores_rating by host_listing_count (groups) Max of review_scores_rating by host_listing_count (groups) Variance of review_scores_rating by host_listing_count (groups)



15.18K

Count of host_id

13.00K

Distinct count of host_id

**Wednesday,
September 24, 2008**

Earliest host_since

**Sunday, April 02,
2017**

Latest host_since

91

Host_listing_Max

1691

Pro_Host_Count

Revenue & Occupancy

Amsterdam

Most occupied city

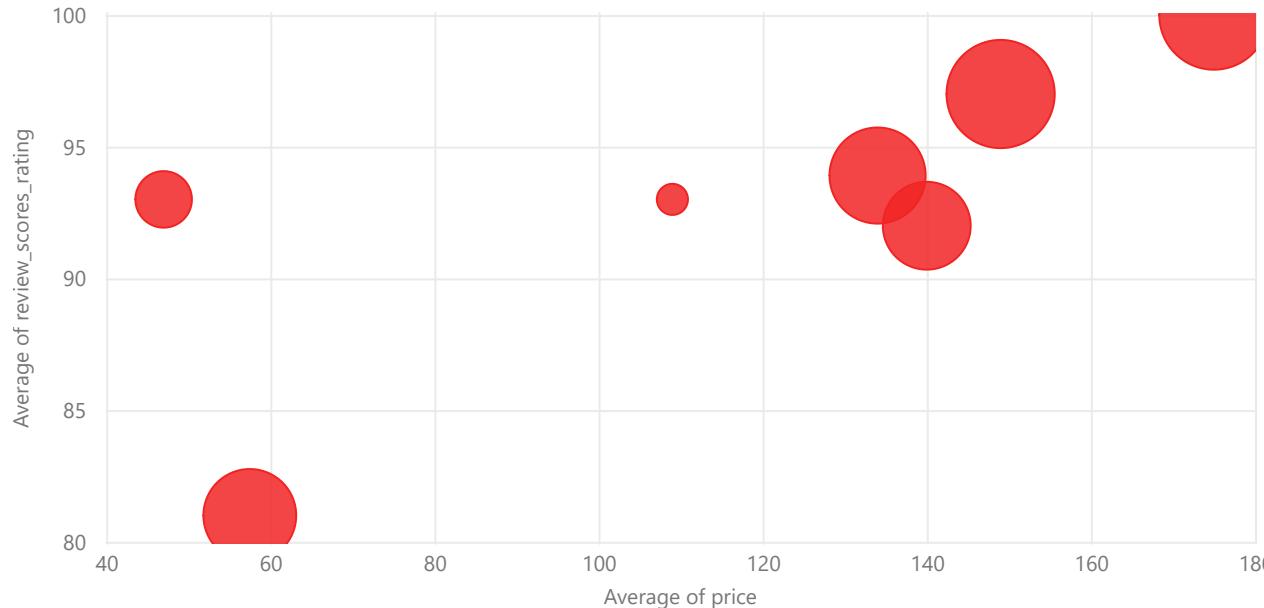
364.64K

Max of revenue for a listing

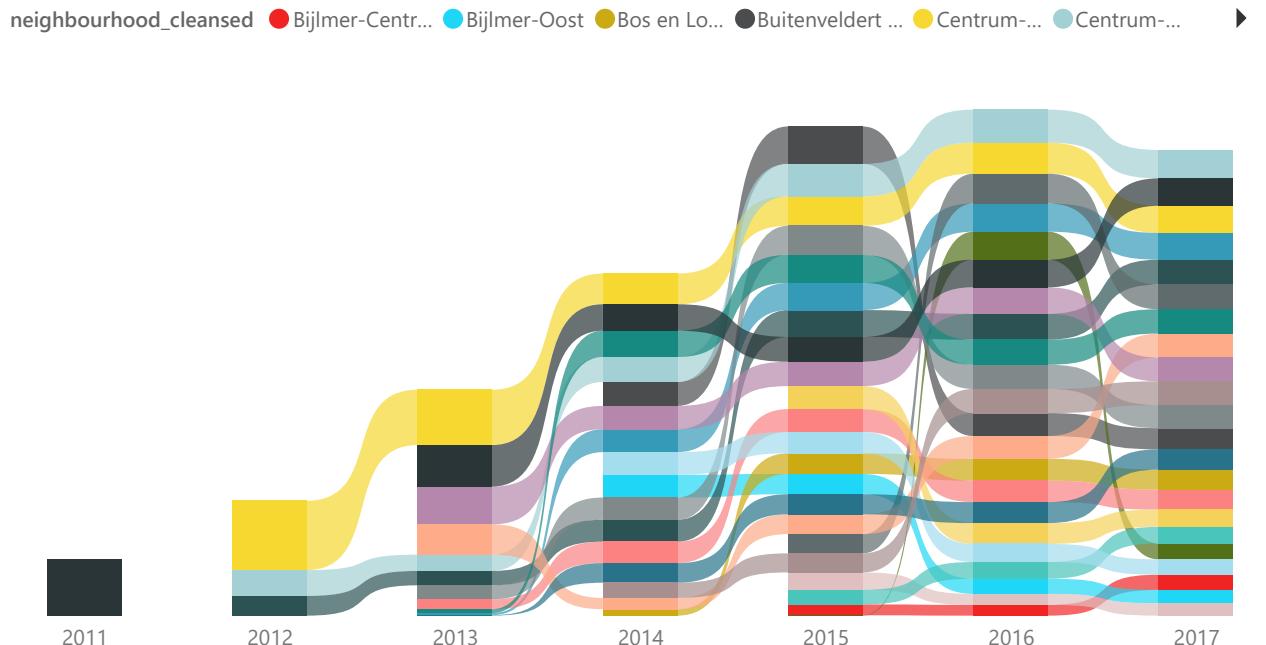
36.70K

Revenue_per_Listing

Average of price, Average of review_scores_rating and Average of occupancy_proxy by City Group



Average of revenue_proxy by Year and neighbourhood_cleansed



557.15M

Sum of revenue

0.77

Average of occupancy_proxy



2011

2012

2013

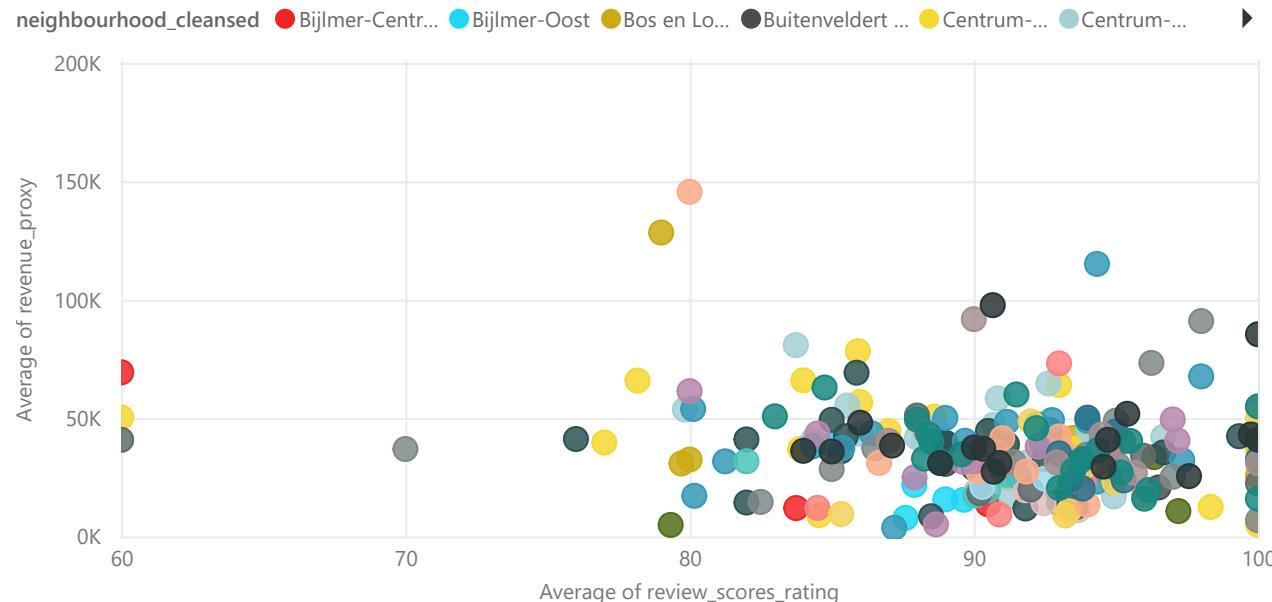
2014

2015

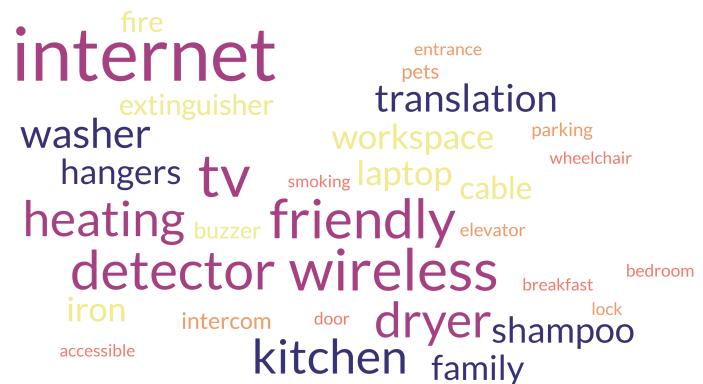
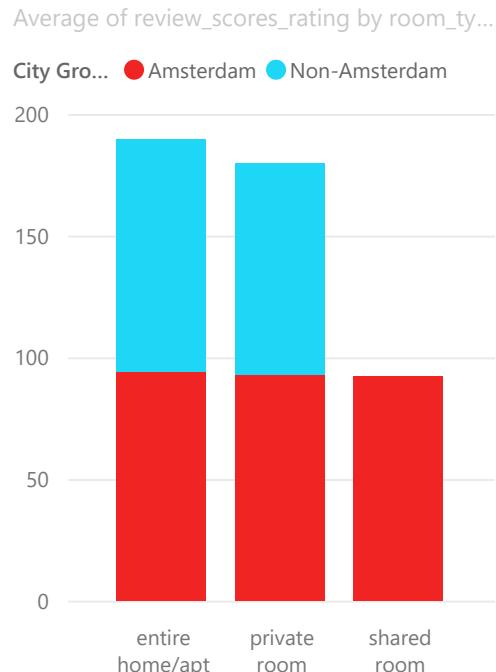
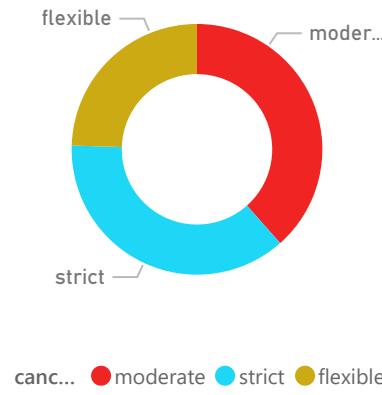
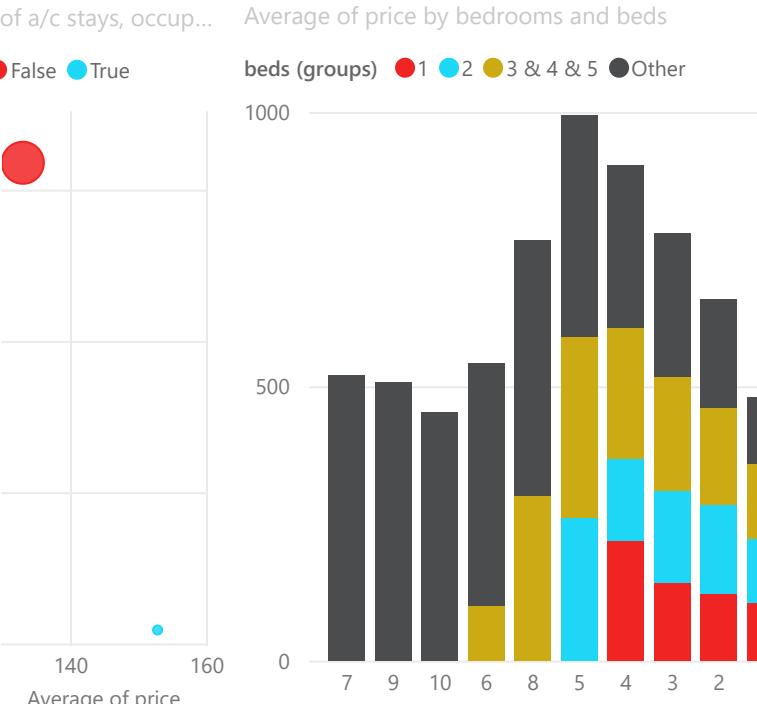
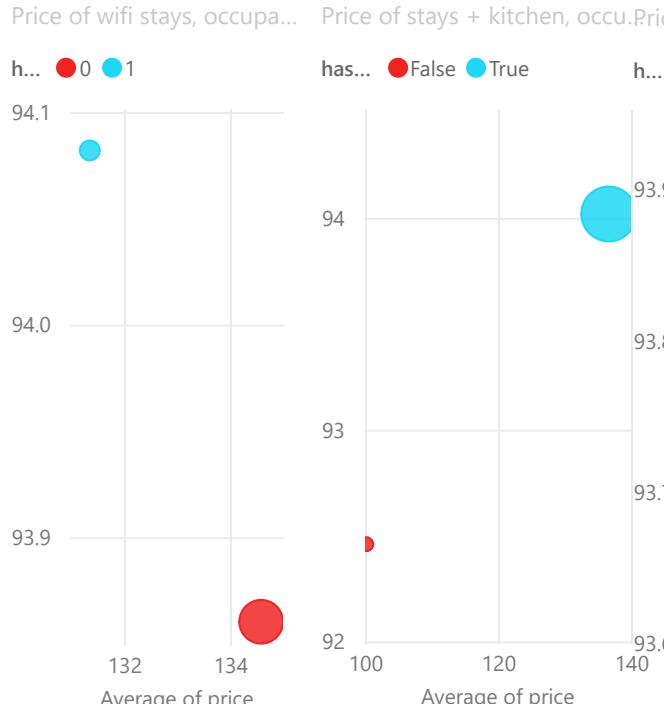
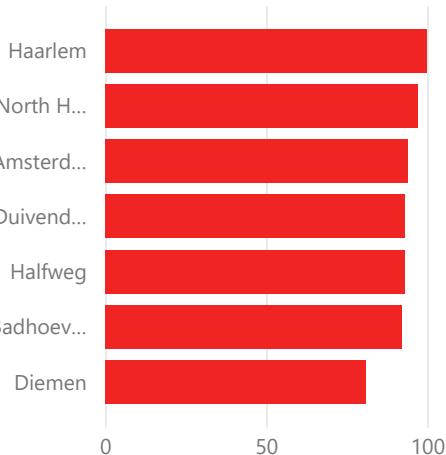
2016

2017

Scatterplot of revenue by review scores grouped by neighbourhood



Reviews & Amenities



neighbourhood	False	True
Bijlmer-Centrum	15.19%	84.81%
Bijlmer-Oost	12.04%	87.96%
Bos en Lommer	4.58%	95.42%
Buitenveldert - Zuidas	7.53%	92.47%
Centrum-Oost	10.73%	89.27%
Centrum-West	10.38%	89.62%
De Aker - Nieuw Sloten	22.86%	77.14%
De Baarsjes - Oud-West	4.60%	95.40%
De Pijp - Rivierenbuurt	5.19%	94.81%
Gaasperdam - Driemond	21.25%	78.75%
Geuzenveld - Slotermeer	11.76%	88.24%
IJburg - Zeeburgereiland	10.71%	89.29%
Noord-Oost	7.78%	92.22%
Noord-West	15.21%	84.79%
Oostelijk Havengebied - Indische Buurt	6.19%	93.81%
Osdorp	14.06%	85.94%
Oud-Noord	10.30%	89.70%
Oud-Oost	4.36%	95.64%
Sloterpoort	9.22%	91.78%

neighbourhood	is_pro_host	Review scores	Average Price
Bijlmer-Centrum	True	85.27	89.50
Bos en Lommer	True	88.28	124.19
Centrum-Oost	True	89.54	179.44
Centrum-West	True	90.95	183.10
De Baarsjes - Oud-West	True	91.35	123.30
De Pijp - Rivierenbuurt	True	88.96	139.49
Gaasperdam - Driemond	True	93.00	104.83
Geuzenveld - Slotermeer	True	89.85	91.47
Noord-Oost	True	90.33	97.35
Noord-West	True	91.43	82.14
Oostelijk Havengebied - Indische Buurt	True	90.16	136.08
Oud-Noord	True	89.12	143.67
Oud-Oost	True	91.12	121.53
Total		93.92	134.18

Time Trends

Earliest date recorded

Saturday, October 01, 2011

Latest date recorded

Saturday, April 01, 2017

- City Group**
- Amsterdam
 - Badhoevedorp
 - Diemen
 - Duivendrecht
 - Haarlem
 - Halfweg
 - Lijnden
 - North Holland
 - Oud Ade

room_type

- entire home/apt
- private room
- shared room

Average of review_scores_rating by Quarter and Month

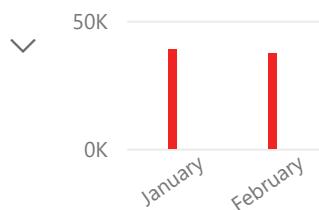


stay_type

- long_term
- tourist

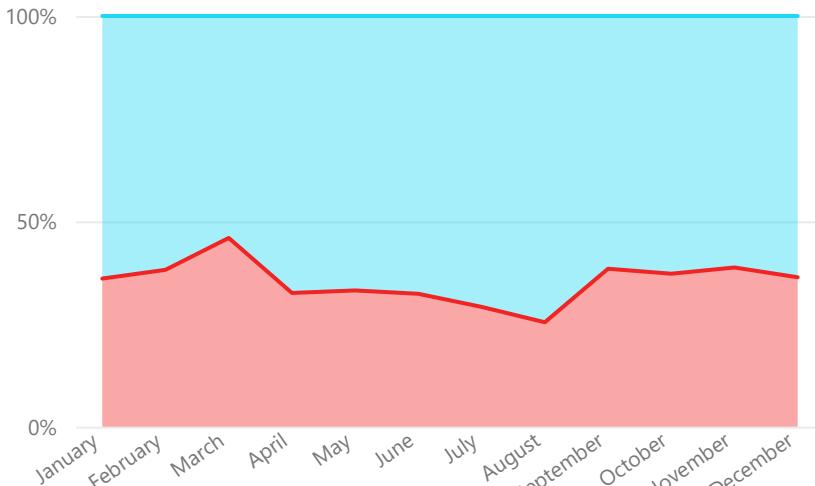
Average of revenue_proxy by Month and City Group

City Group ● Amsterdam ● Badhoevedorp ● Diemen ● Duivendrecht ● Haarlem ● Halfweg ● Lijnden ● North Holland ● Oud Ade



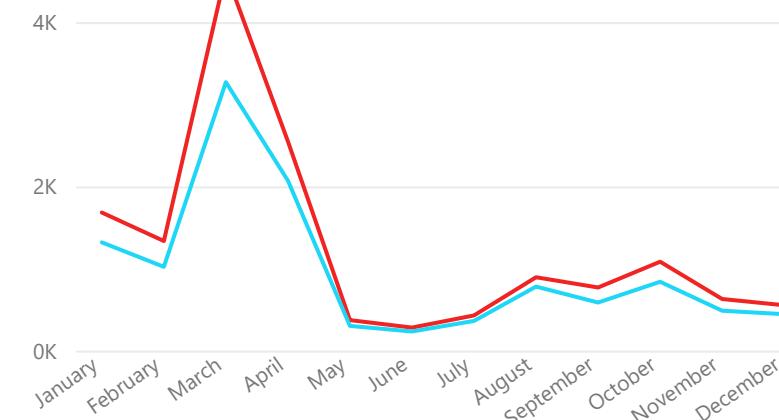
Average of availability_365 and Average of price by Month

● Average of availability_365 ● Average of price



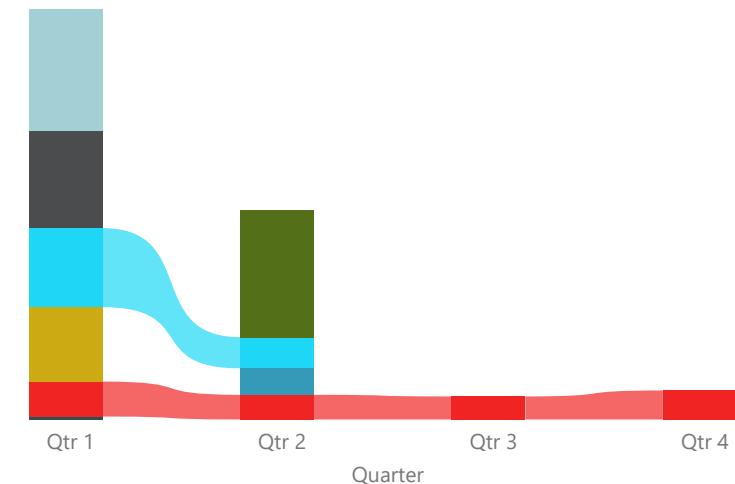
Count of listing_id and Sum of occupancy_proxy by Month

● Count of listing_id ● Sum of occupancy_proxy

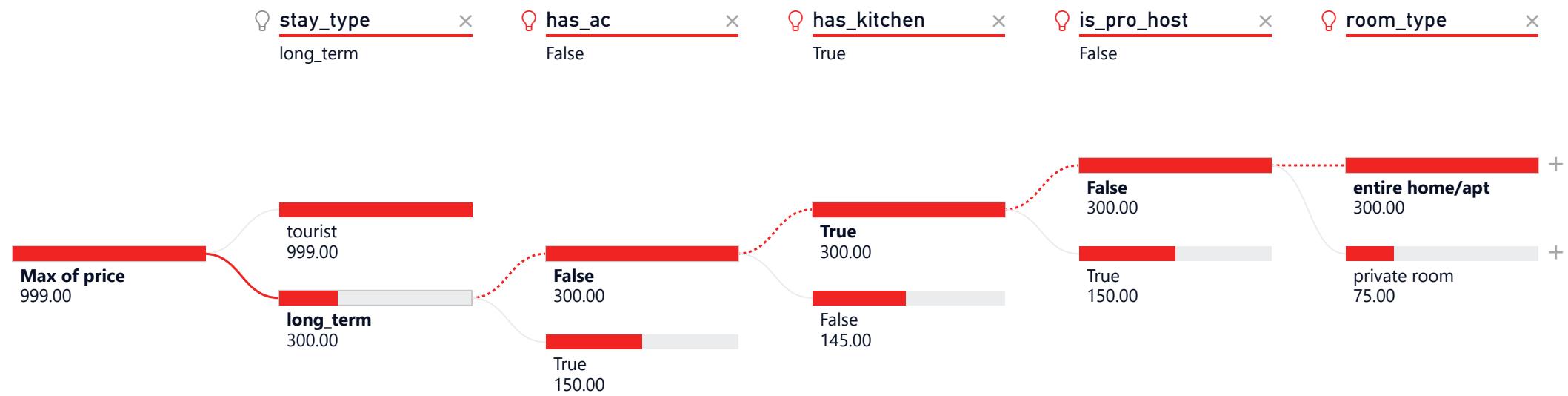


Availability by Year and City Group

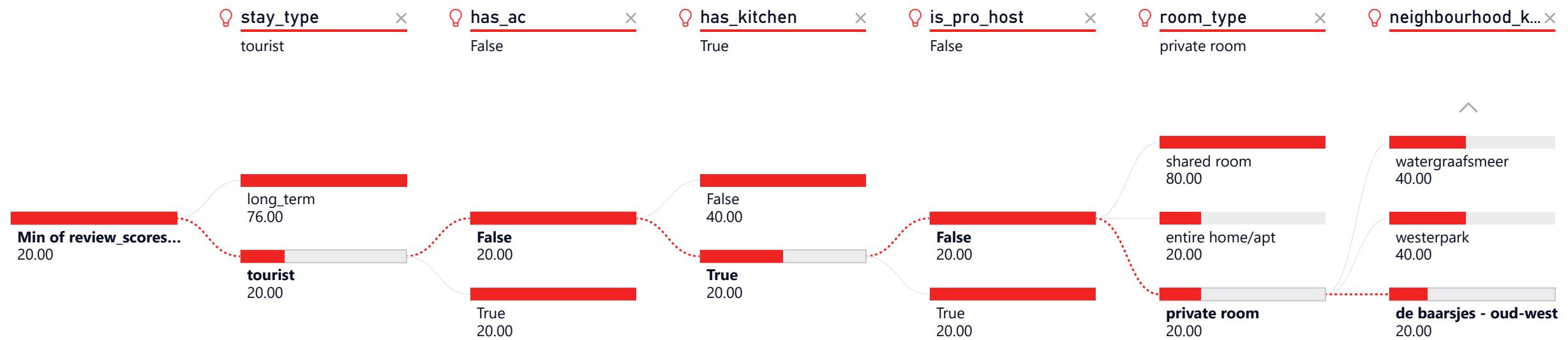
City Group ● Amsterdam ● Badhoevedorp ● Diemen ● Duivendrecht ● Haarlem



Decomposition tree for price



Decomposition tree for review score



Q&A



Bottom 10 (average analytics v_fact_features_joined price) average analytics v_fact_features_joined review_scores_rating by neighbourhood_cleansed

