



**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	Vondelpark view from a large balcony 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.
272597	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 entertainm fully equipped and suitable for 1 person or maximum two . It has everything you need for exploring Amsterdam. It concerns a pr quiet 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
Total				15181	0.77	36,700.27	93.90

Normal view

Amsterdam

Other cities

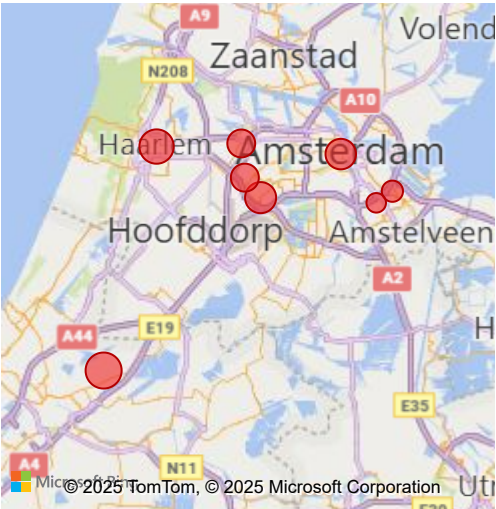
# Map Overview



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

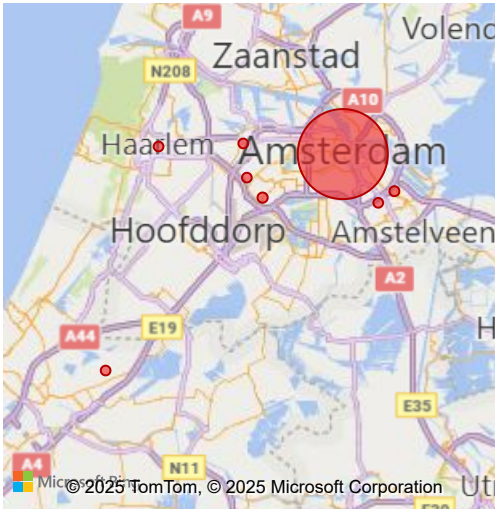
Review Scores by City Group



Yearly availability by City Group



Count of Pro host by City Group



Average of price by City Group



Stay type majority per region



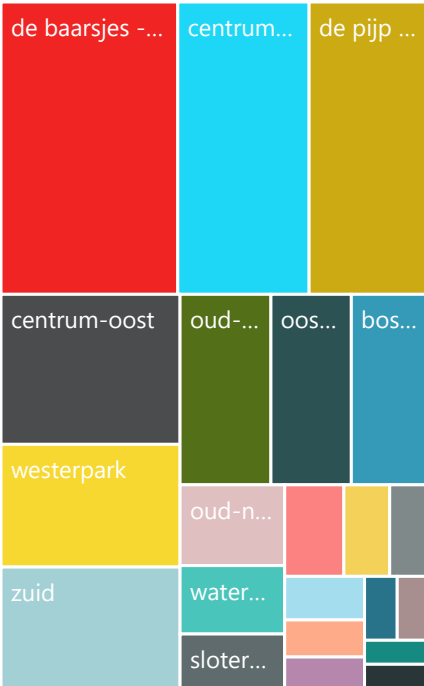


# Market Structure

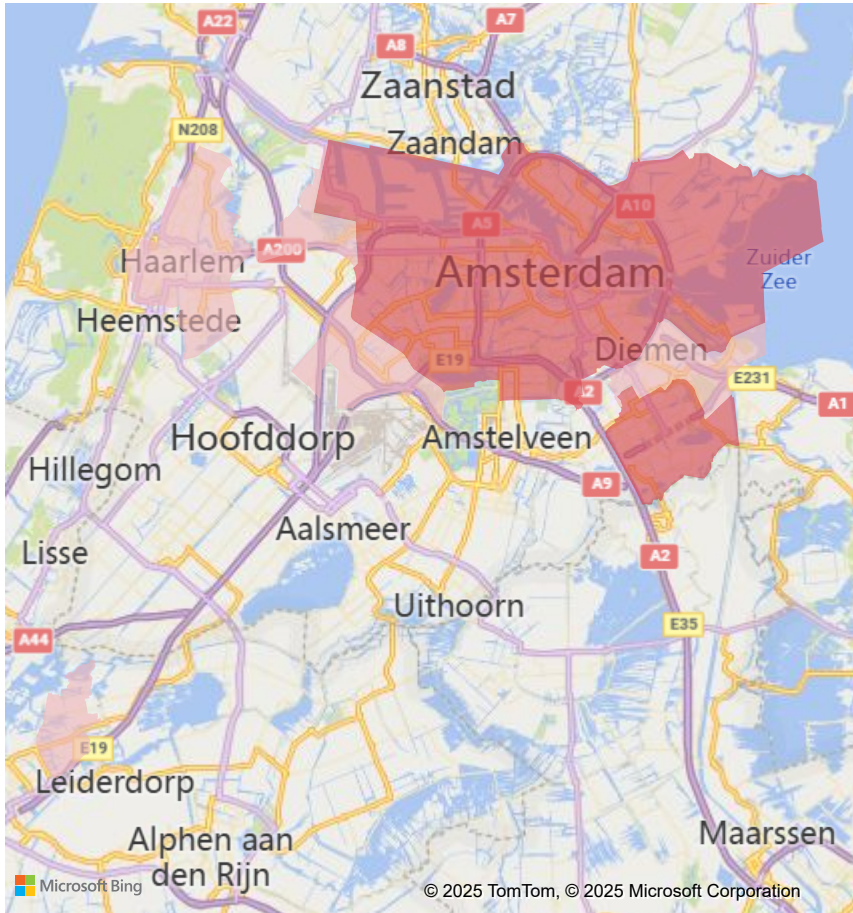
22

Count of neighbourhood\_key

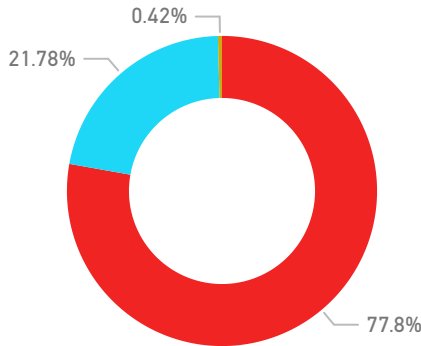
Count of listings by neighbourhood\_key



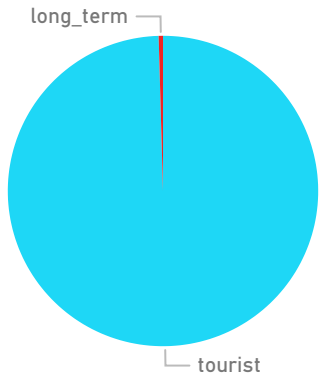
Occupancy heatmap



Count of listing\_id by room\_type

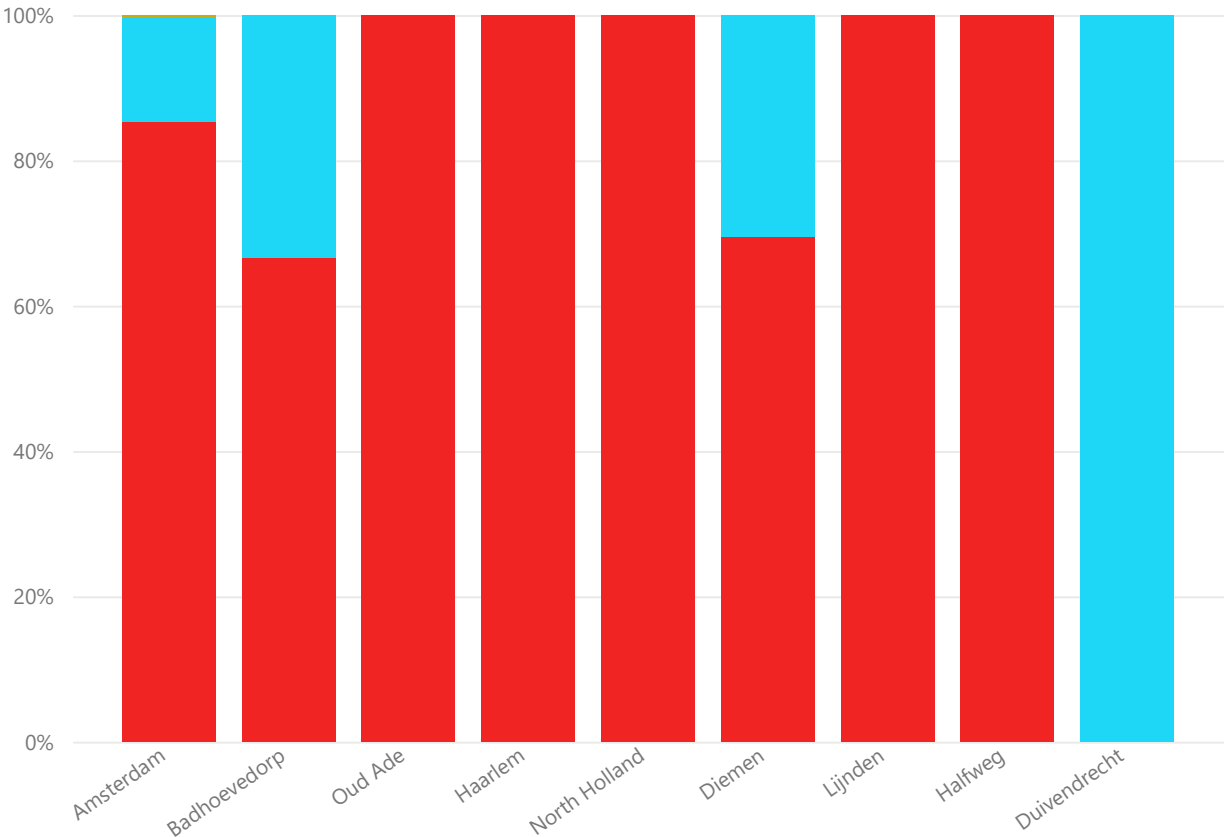


Count of listing\_id by stay\_type



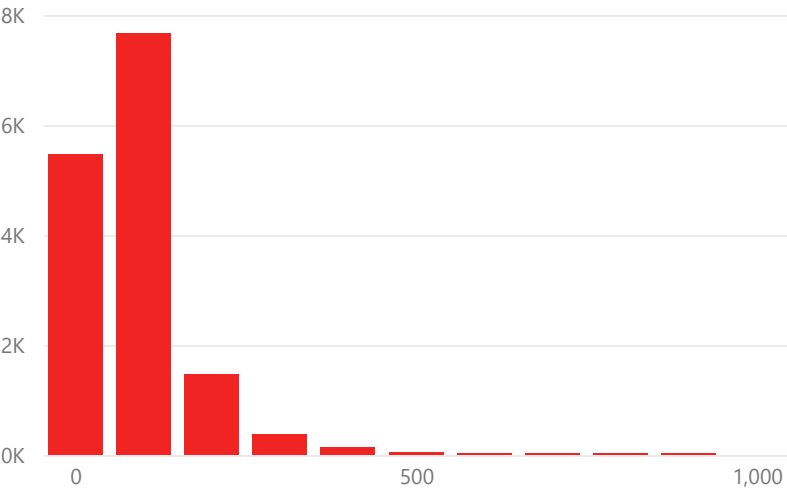
Listing count and price by City Group and room\_type

room\_type ● entire home/apt ● private room ● shared room

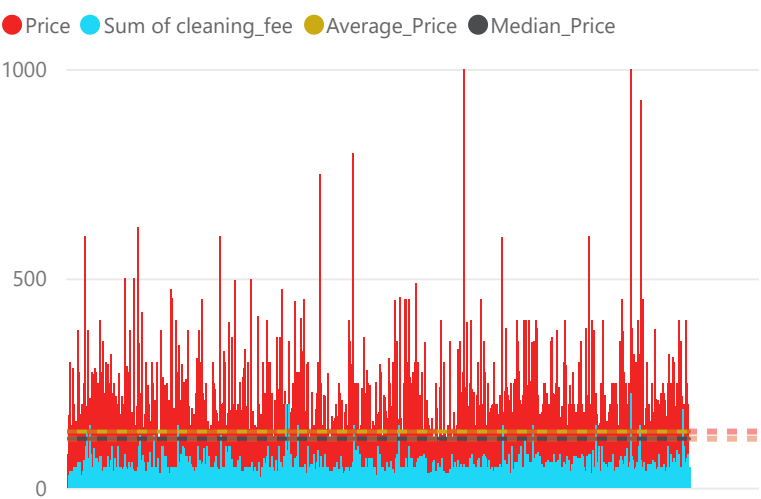


# Pricing Insights

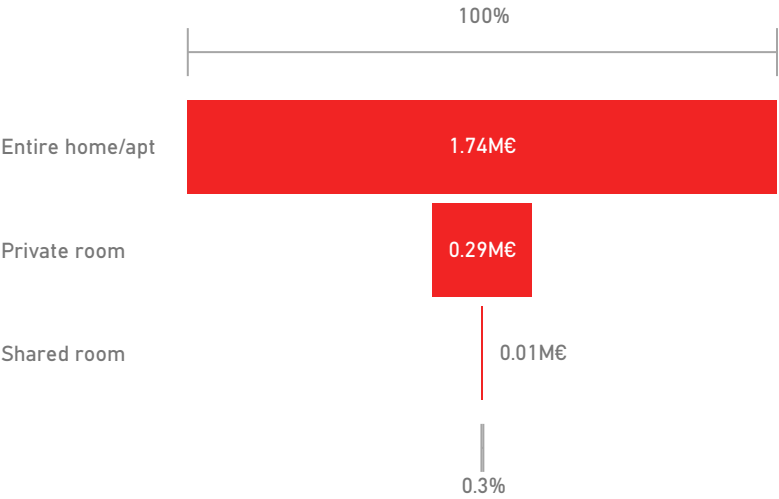
Count of listing\_id by price (bins)



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	2	9,180.00
55703	3000	800	250	11	41	71	346	950	4500	3	4,750.00
4676191	1500	500	189	16	43	43	43	823	4170	1	60,858.00
390894	3000	900	225	18	48	78	353	675	3750	1	2,700.00
3526930	2250	700	190	11	41	71	71	630	3450	5	55,860.00
2813493	1450	800	150	30	60	90	365	250	3050	5	0.00
3106890	1400	500	140	11	36	66	341	480	2800	3	3,360.00
6008278	2500	750	175	15	45	75	140	475	2750	3	39,375.00
2483375	1790	647	150	20	50	80	266	403	2710	6	14,850.00
2068307	1799	480	150	29	59	89	364	570	2701	60	150.00
1784070	2849	770	181	11	41	71	346	497	2581	7	3,439.00
8819982	1700	450	140	16	46	76	77	530	2500	2	40,320.00
2053284	2000	750	150	23	53	83	358	300	2500	3	1,050.00

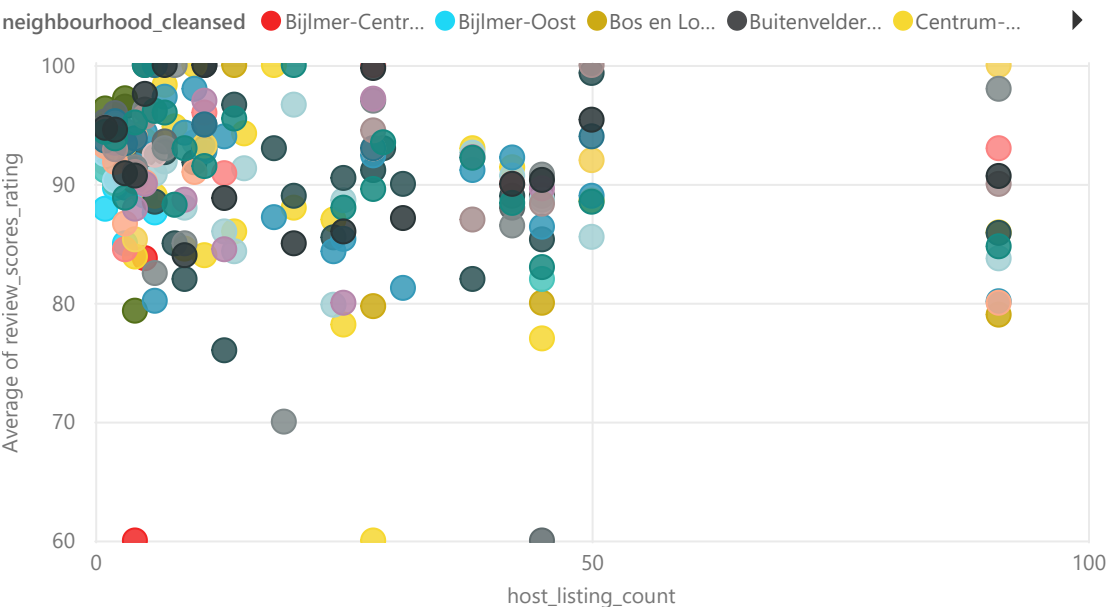
# Host Behaviour

Average review score goal for NL

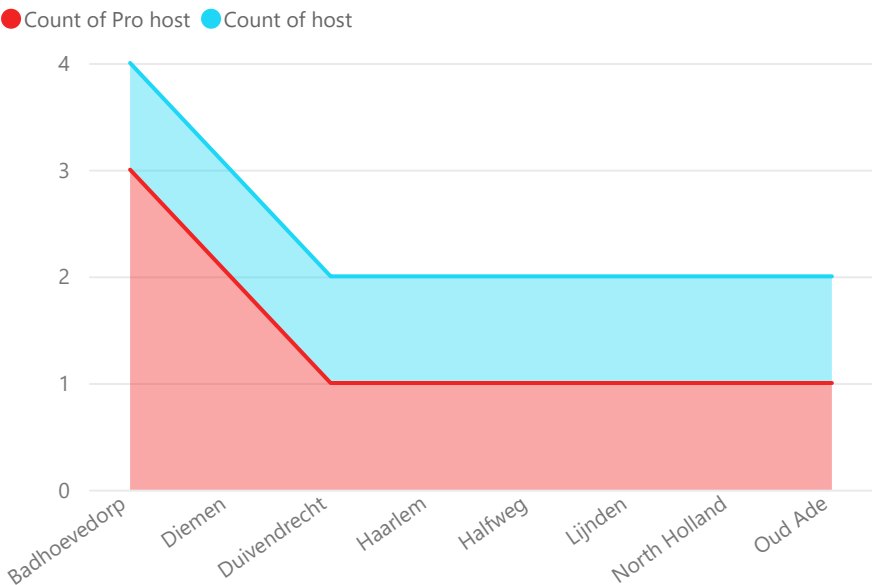
85.22✓

Goal: 80 (+6.52%)

Scatterplot of review scores by host listing count grouped by neighbourhood

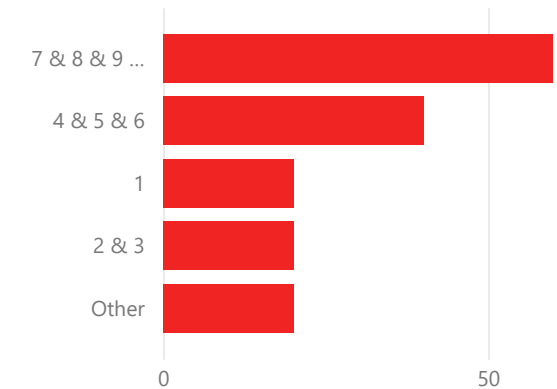


Count of Pro host and Count of host by City Group

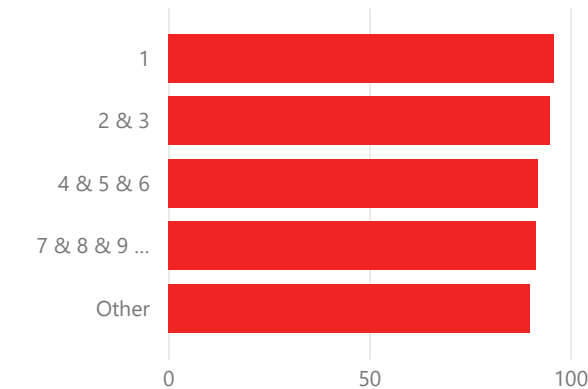


1	2 & 3	4 & 5 & 6	7 & 8 & 9 & 10	Other
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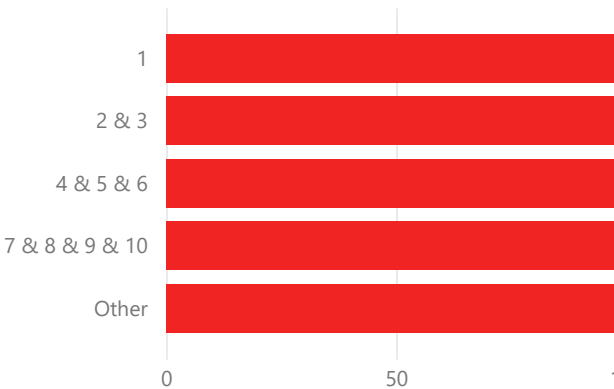
Min of review\_scores\_rating by host\_listing\_count (groups)



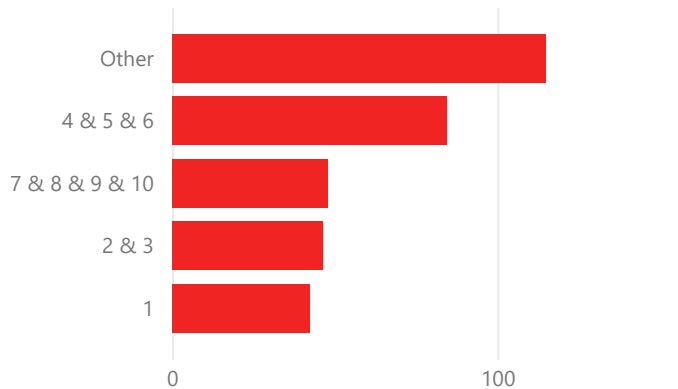
Median of review\_scores\_rating by host\_listing\_count (groups)



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

557.15M

Sum of revenue

0.77

Average of occupancy\_proxy

Amsterdam

Most occupied city

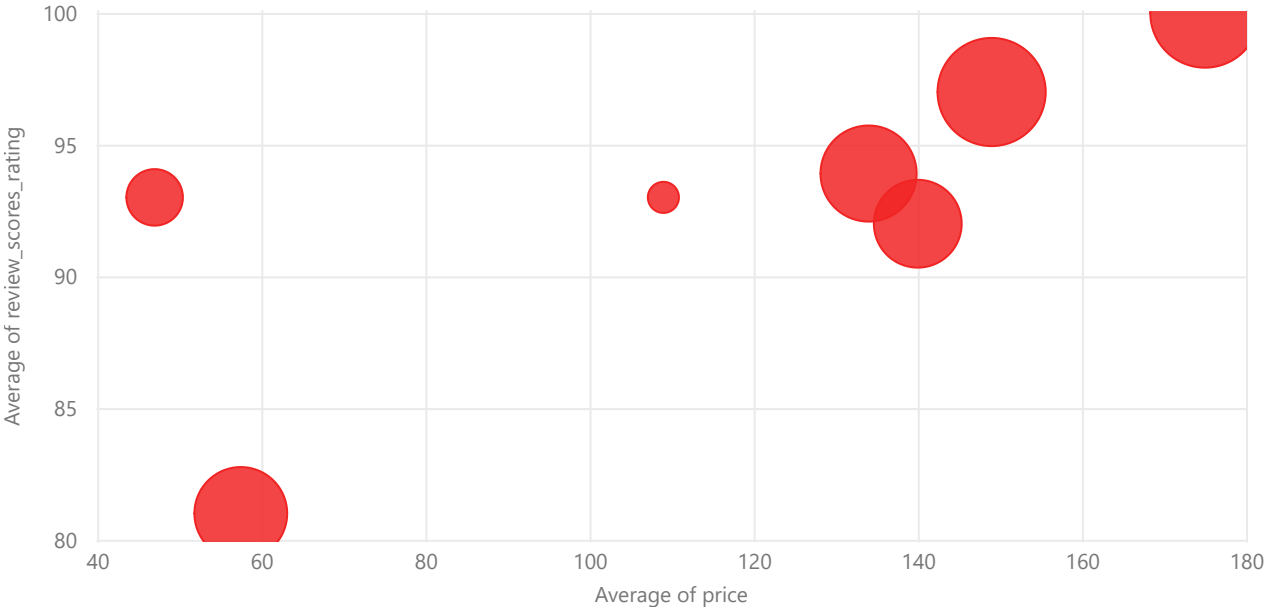
364.64K

Max of revenue for a listing

36.70K

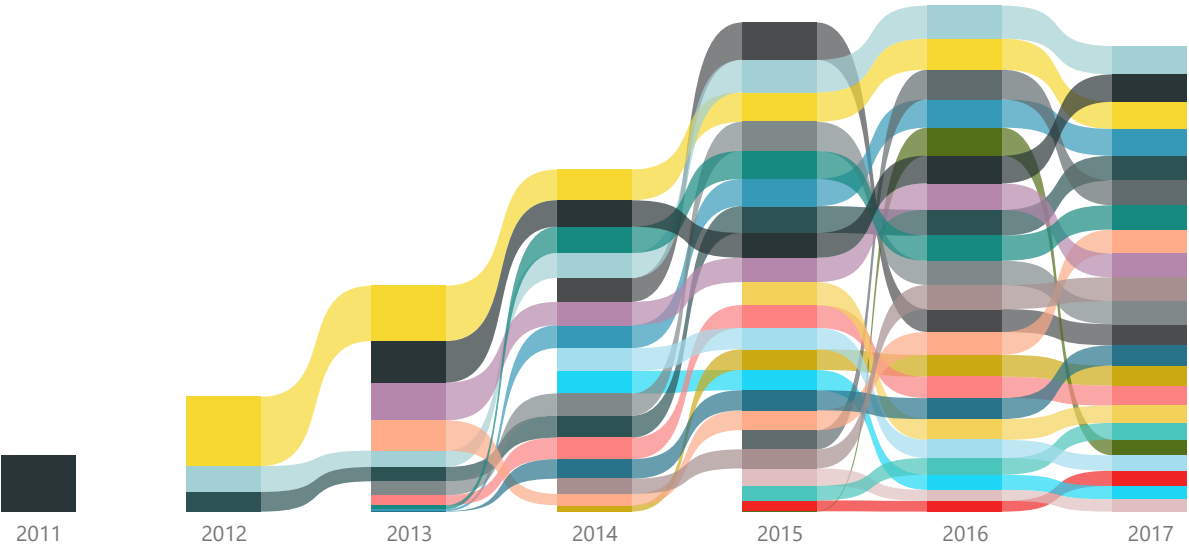
Revenue\_per\_Listing

Average of price, Average of review\_scores\_rating and Average of occupancy\_proxy by City Group



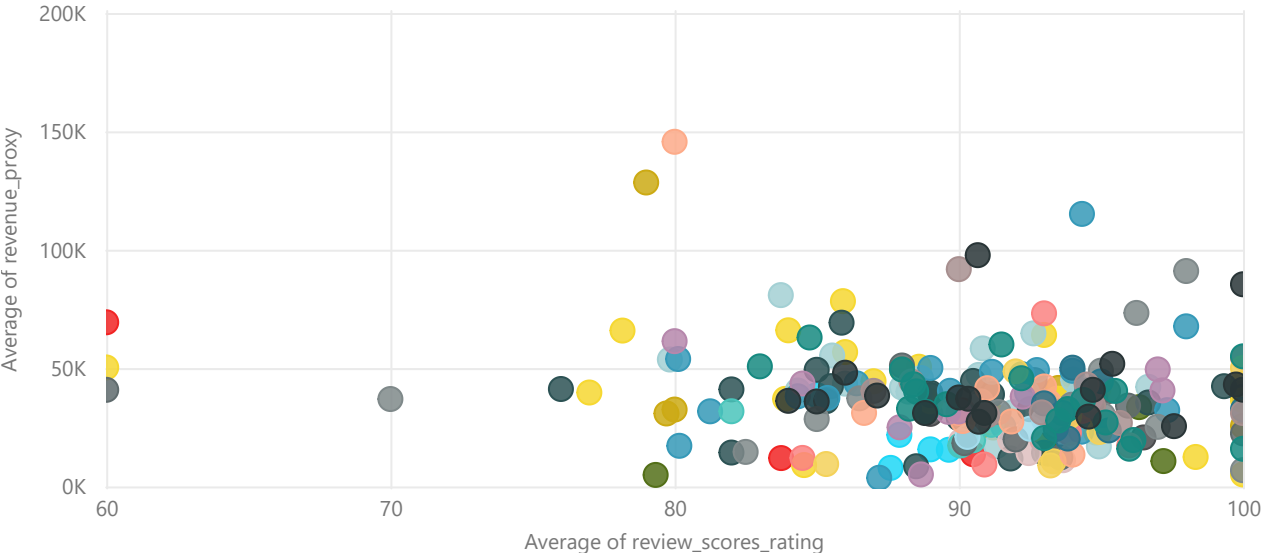
Average of revenue\_proxy by Year and neighbourhood\_cleansed

neighbourhood\_cleansed ● Bijlmer-Centr... ● Bijlmer-Oost ● Bos en Lo... ● Buitenveldert ... ● Centrum-... ● Centrum-...



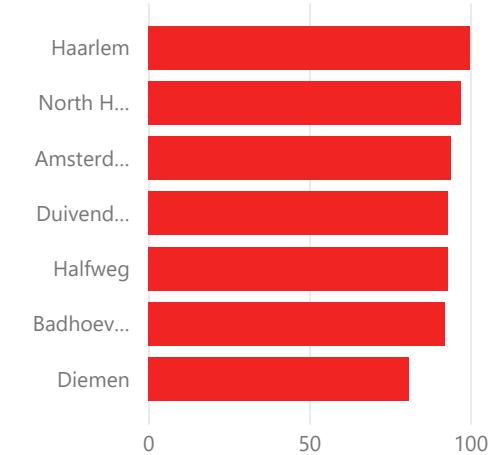
Scatterplot of revenue by review scores grouped by neighbourhood

neighbourhood\_cleansed ● Bijlmer-Centr... ● Bijlmer-Oost ● Bos en Lo... ● Buitenveldert ... ● Centrum-... ● Centrum-...

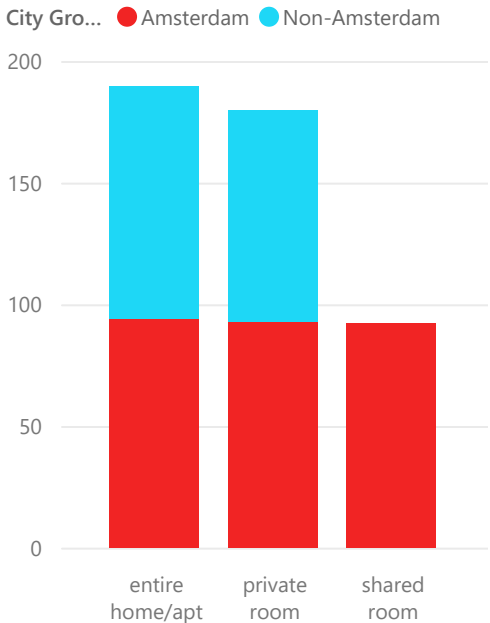


## Reviews & Amenities

### Avg review\_scores\_rating by City Group



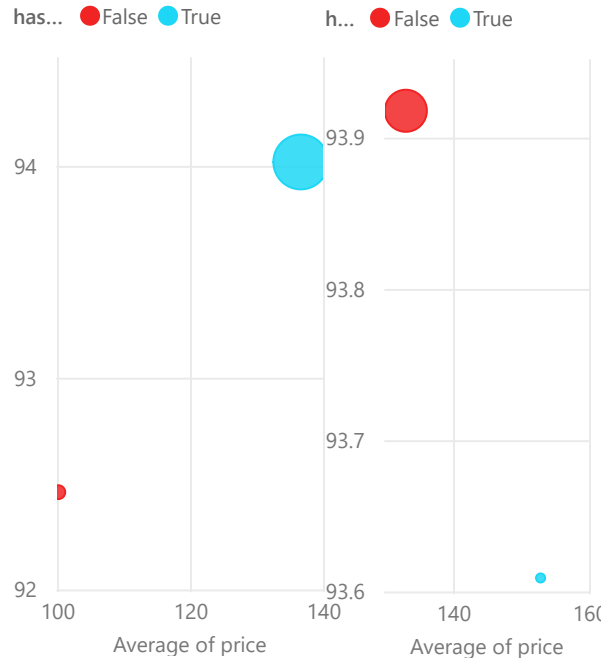
Average of review\_scores\_rating by room\_ty... Word cloud for amenities



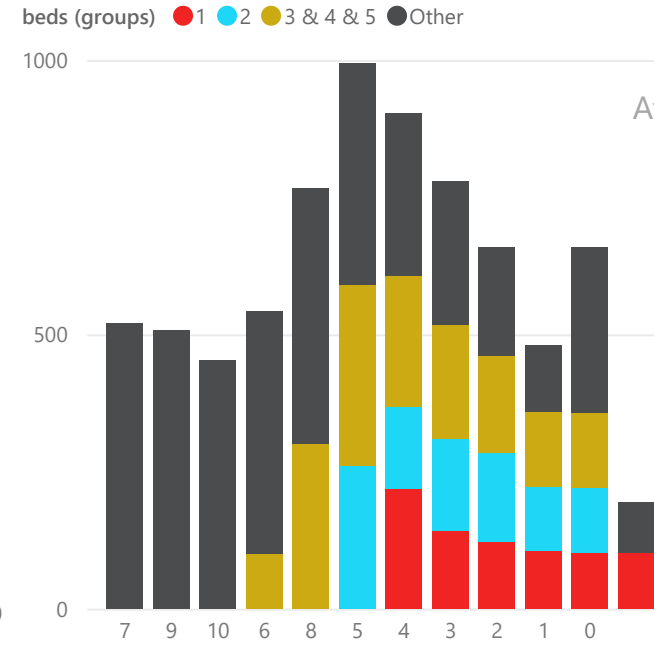
Price of wifi stays, occupa...



Price of stays + kitchen, occu.Price of a/c stays, occup...



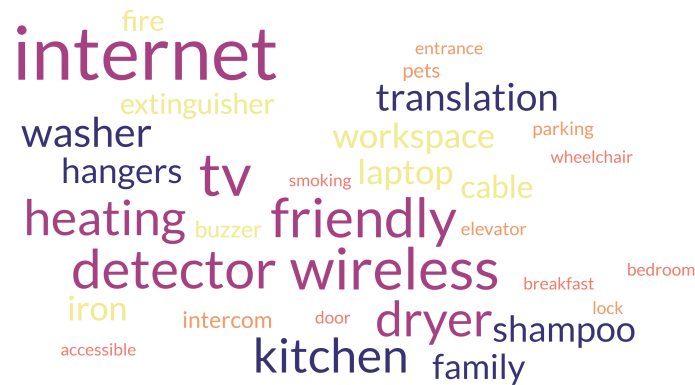
Average of price by bedrooms and beds



### Proportion of stays with kitchen

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%
Slotermeer	8.22%	91.78%

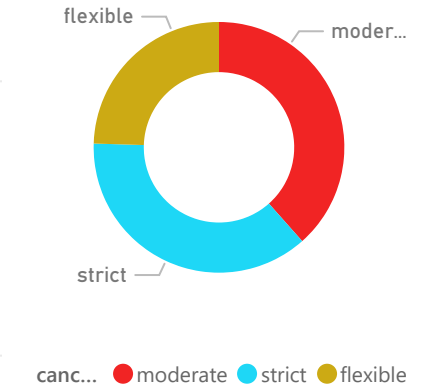
Word cloud for amenities



93.90

Average of review\_scores\_rating

Count of id by Cancellation\_policy



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 - Sloterveer	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
<b>Total</b>		<b>93.92</b>	<b>134.18</b>



# Time Trends

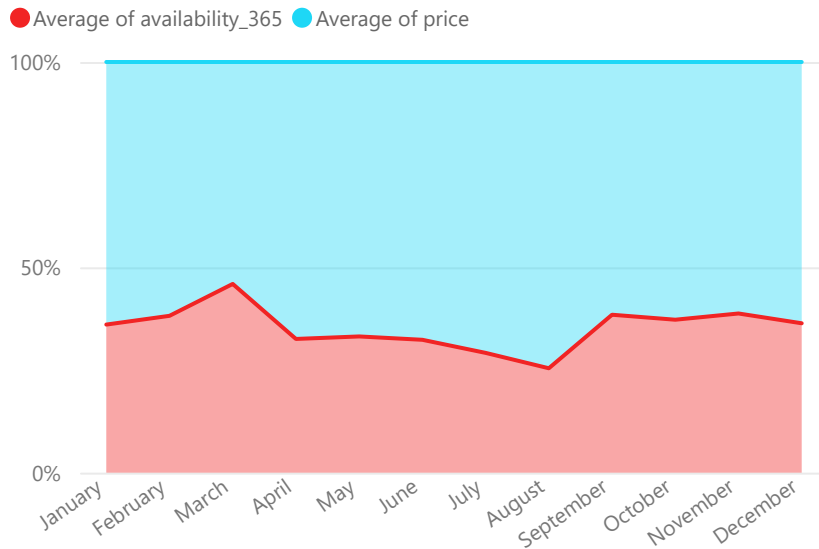
Earliest date recorded

Saturday, October 01, 2011

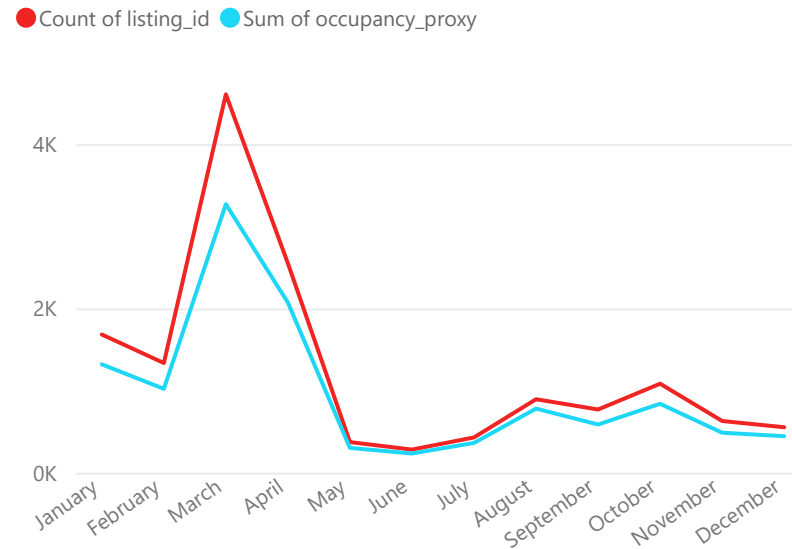
Latest date recorded

Saturday, April 01, 2017

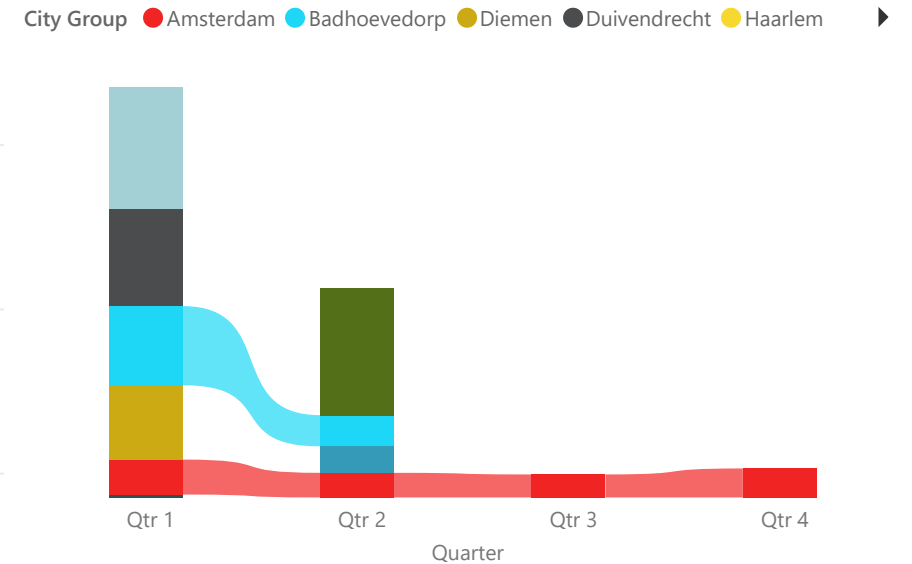
Average of availability\_365 and Average of price by Month



Count of listing\_id and Sum of occupancy\_proxy by Month



Availability by Year and City Group



City Group

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

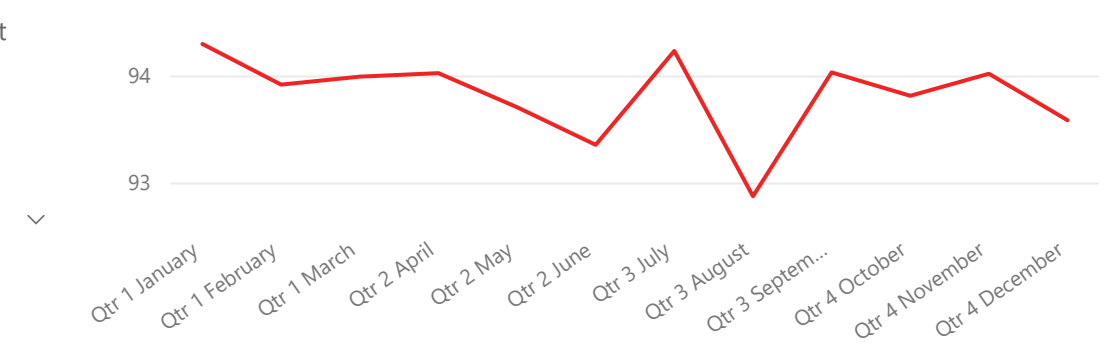
room\_type

- entire home/apt
- private room
- shared room

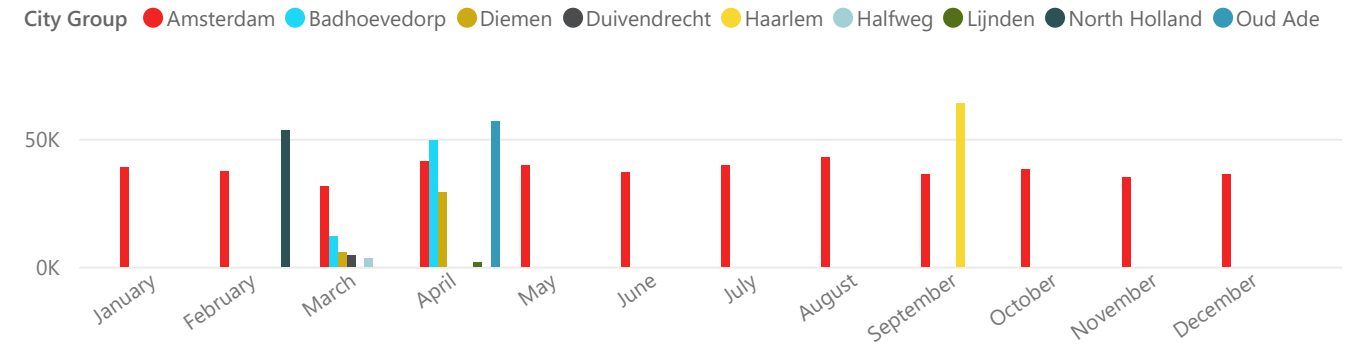
stay\_type

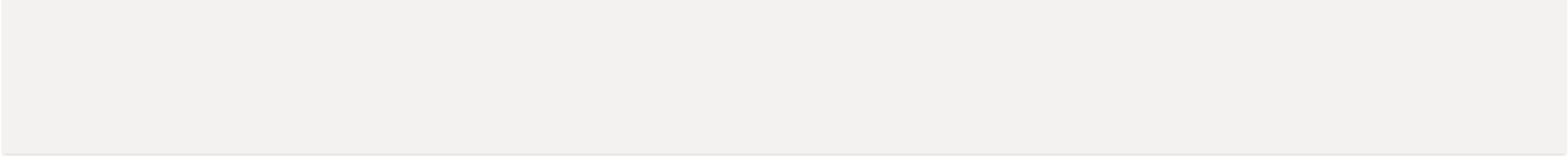
- long\_term
- tourist

Average of review\_scores\_rating by Quarter and Month

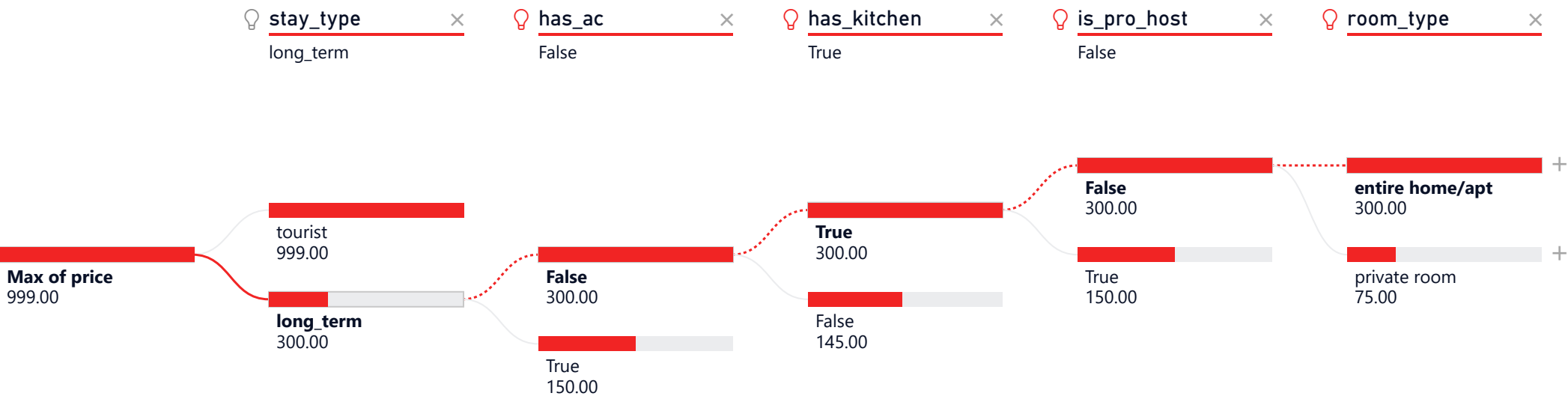


Average of revenue\_proxy by Month and City Group

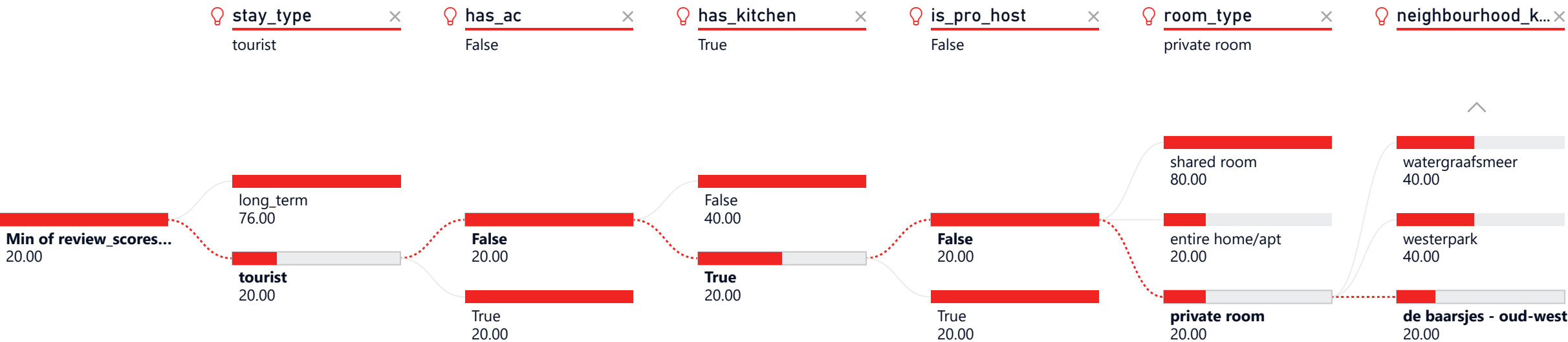




Decomposition tree for price



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