

What is important for a successful listing Post COVID?



Methodology

- Extracted Month and Year from the Scrape File column to enhance temporal analysis.
- Identified missing values in the neighbourhood column, where some listings had NaN values in earlier months but valid entries later.
- Found that NaN values in the neighbourhood column accounted for ~17% of the data, leading to the decision to drop these rows as part of the data cleaning process.
- Grouped data by key attributes (id, date, year, month, host_id, neighbourhood, latitude, longitude, room_type) to compute: Number of listings, Average price, Average minimum nights, Average number of reviews, Average reviews per month, Average availability (365 days)
- **Used detail data file to include additional column “Description”. Removed NaN, Inf, and non English observations.**
- **Applied sentiment analysis and count the length of Description.**

Figure 1

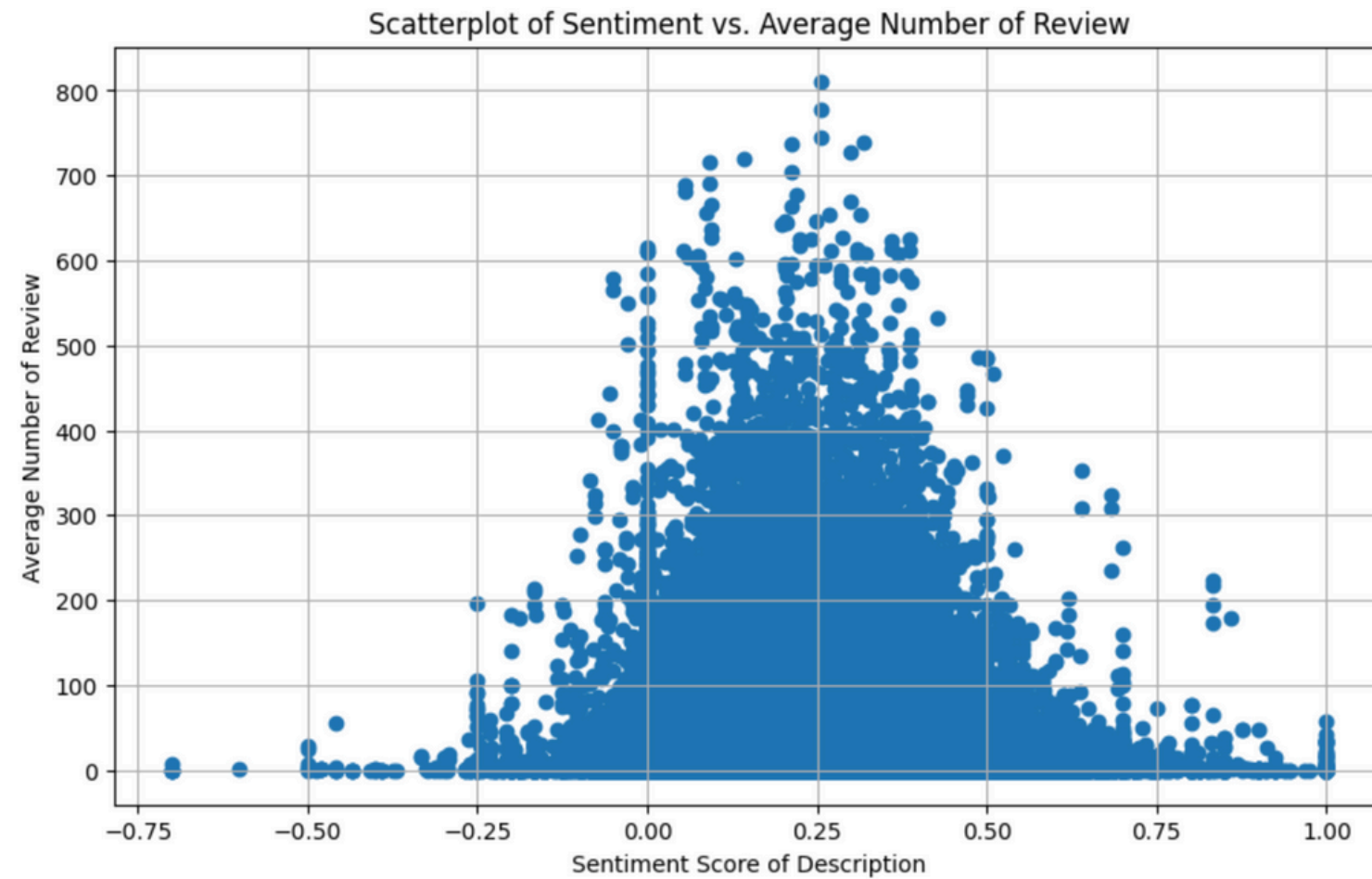


Figure 1: The scatterplot indicates that listings with **neutral to slightly positive sentiment** (around 0.25) tend to have the **highest number of reviews**.

Very negative or **highly positive** sentiment listings have **fewer reviews**, suggesting that extreme sentiments may not correlate with higher engagement.

Figure 2

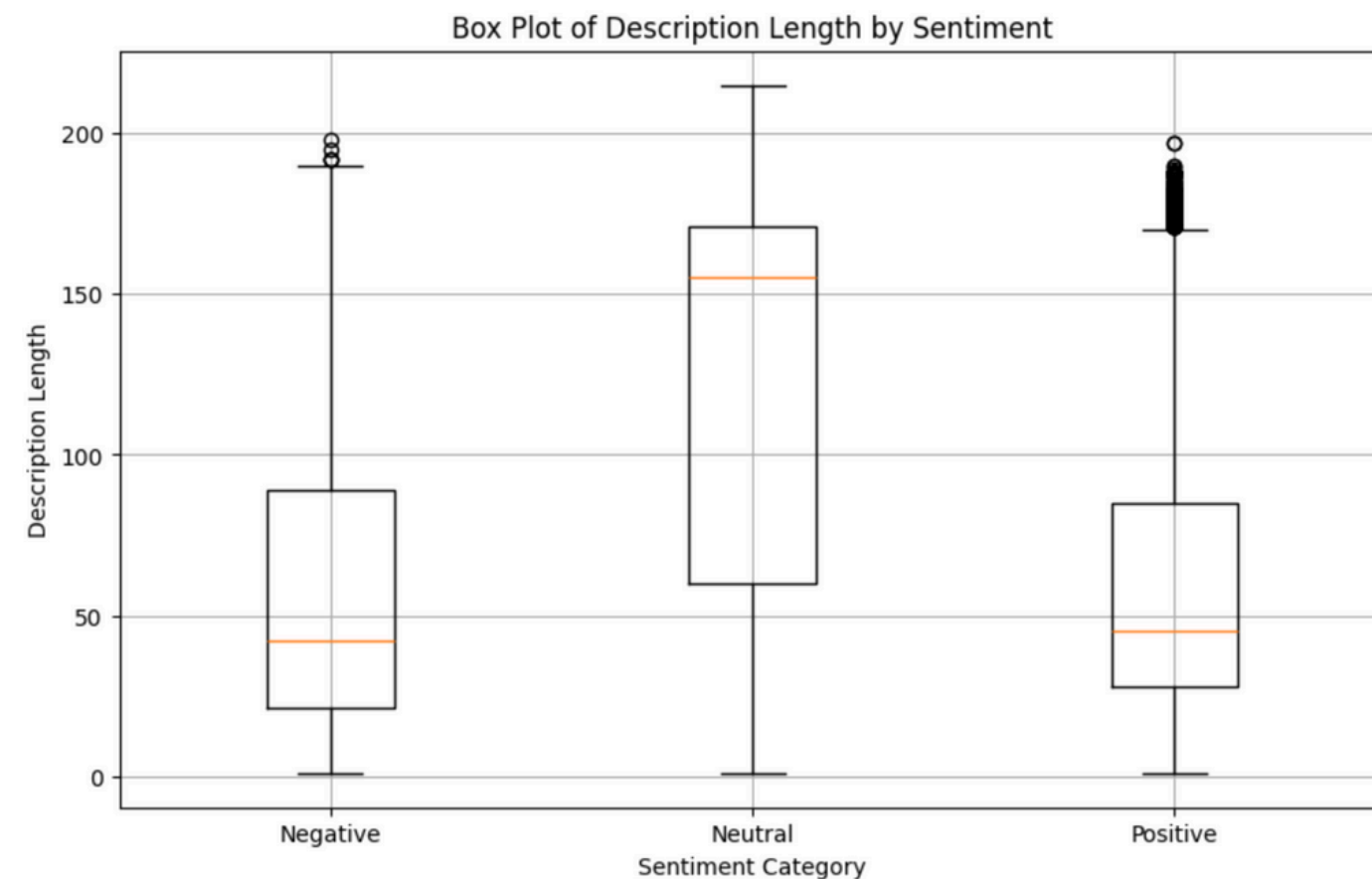


Figure 2: Neutral sentiment (0-0.5) descriptions tend to be significantly longer compared to both positive (≥ 0.5) and negative (≤ 0) sentiment descriptions, with a higher median and wider interquartile range.

This suggests that **neutral listings** may provide **more detailed and balanced descriptions**, possibly focusing on factual information rather than emotional language.

A **successful** listing should focus on **maximizing bookings and revenue**, and our findings suggest that the description plays a crucial role. Hosts should **avoid overly negative** descriptions (obviously) while also ensuring that **extremely positive language doesn't come across as unrealistic or exaggerated**.

Additionally, description **length matters**—it should be **informative yet concise**. Listings that are too short may seem lacking in detail and make guests question the host's attentiveness, while excessively long descriptions may deter potential guests from reading through all the information.