



HOTEL AGGREGATOR ANALYSIS

POWER BI VISUALIZATION

BY

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TABLE OF CONTENTS

- Problem Statement
- Project Objectives
- Key Insights
- Recommendation



PROBLEM STATEMENT

This project aims to analyse a dataset of hotel aggregator listings using Power BI . The dataset comprises various attributes related to listings, hosts, reviews, and availability. The objective is to create comprehensive visualizations and insights that' shed light on trends, patterns, and factors influencing the performance of listings.

PROJECT OBJECTIVES:

1. Geographical Insights:

- Visualize the distribution of listings on a map to identify popular neighbourhoods.
- Explore the geographical concentration of listings and host locations.

2. Pricing and Availability Analysis:

- Analyse pricing trends based on property types, room types, and accommodation capacity.
- Investigate the availability of listings over time and identify peak periods.

3. Host Performance:

- Evaluate host characteristics, including superhost status, response times, and verification methods.
- Explore correlations between host attributes and listing performance.

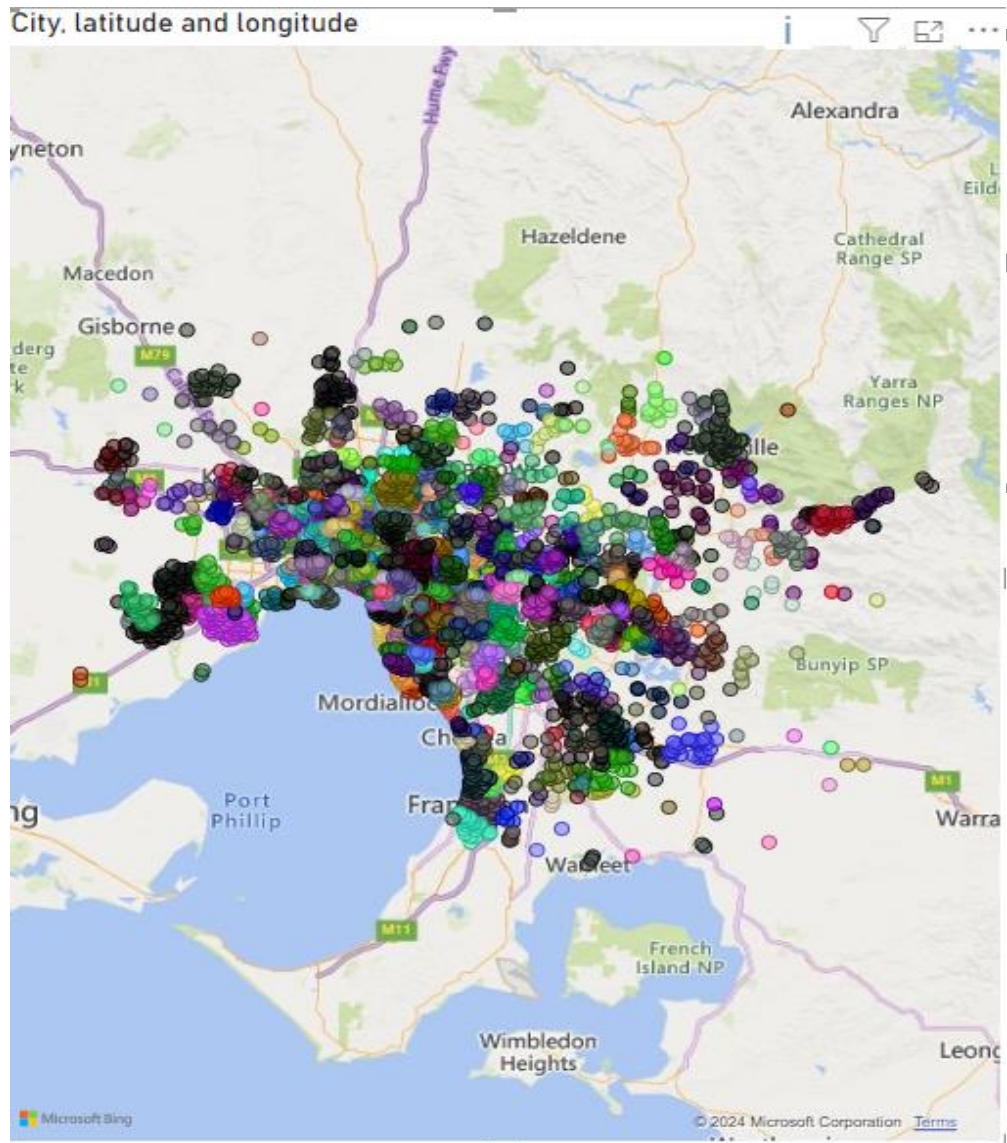
4. Review Scores and Guest Satisfaction:

- Examine review scores and their impact on overall listing performance.
- Identify areas for improvement based on specific review categories.

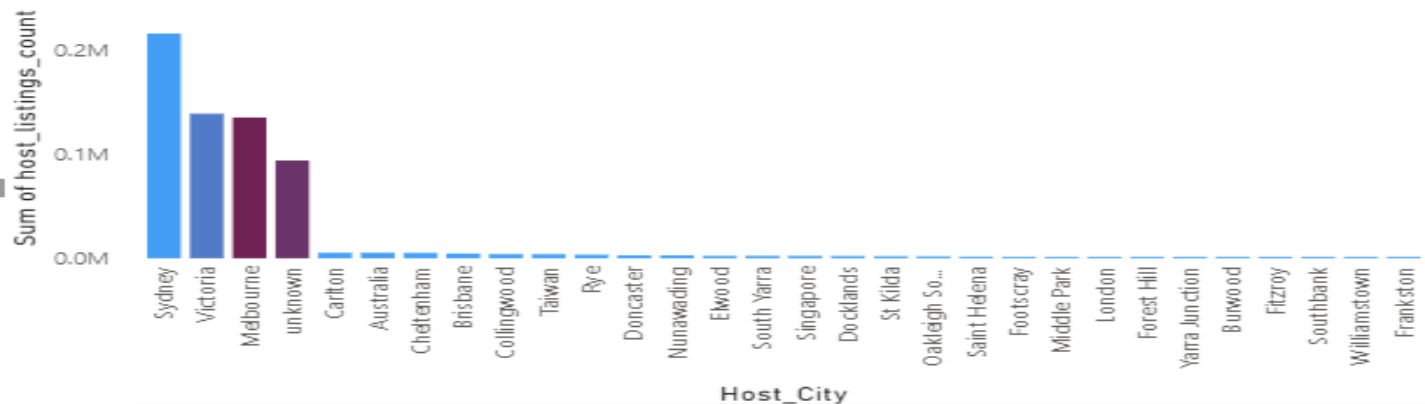
5. Property Type and Room Analysis:

- Analyse the distribution of property types and room types.
- Explore trends in the popularity of specific accommodation setups.

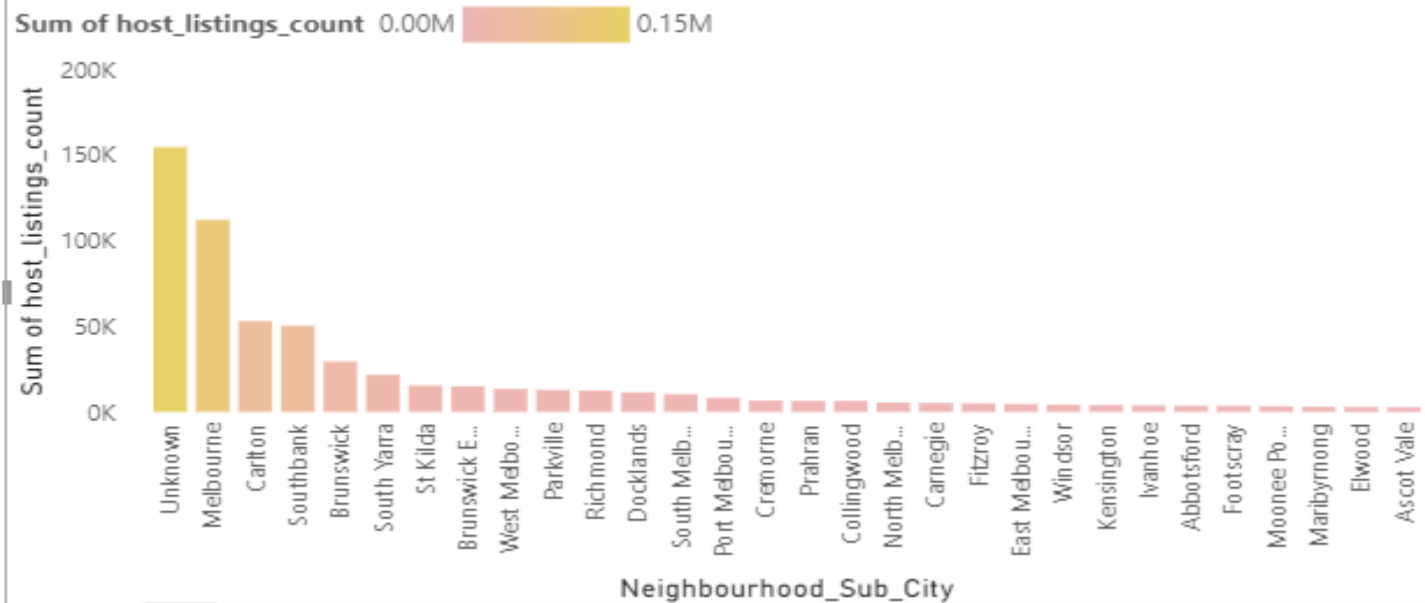
GEOGRAPHICAL INSIGHT



Sum of host_listings_count by Host_City



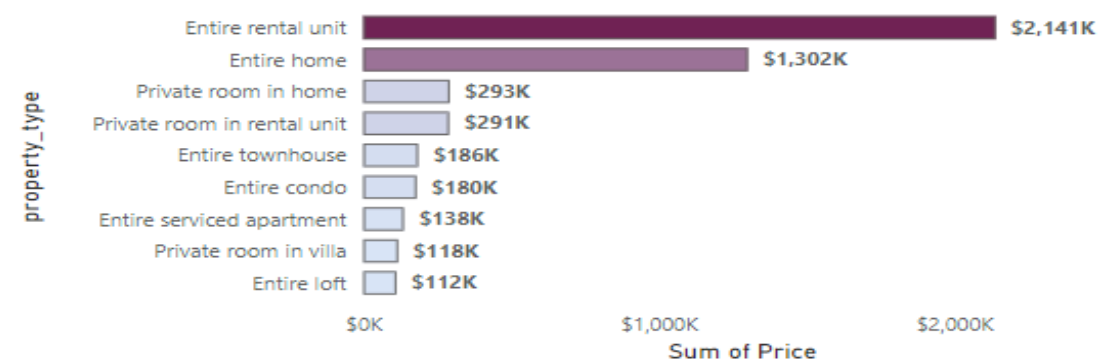
Sum of host_listings_count by Neighbourhood_Sub_City



PRICING AND AVAILABILITY ANALYSIS:

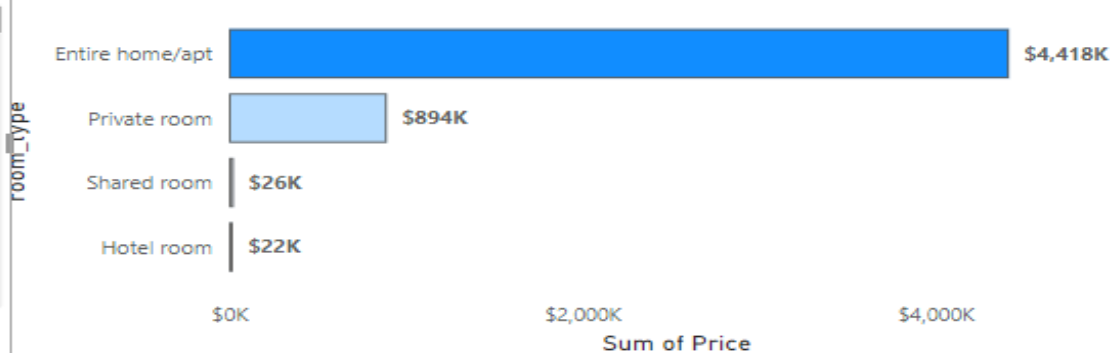
Price by property_type

Sum of Price \$0M \$2.14M



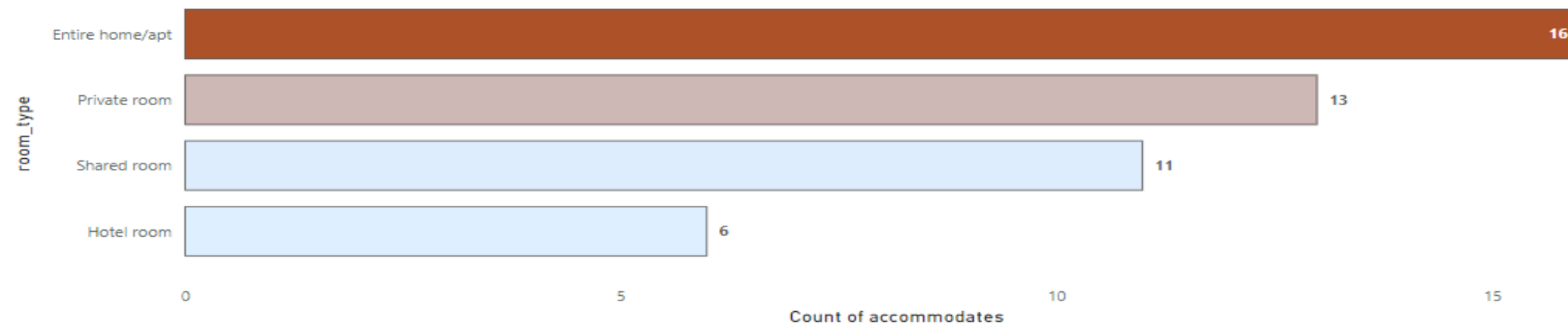
Price by room_type

Sum of Price \$0.02M \$4.42M



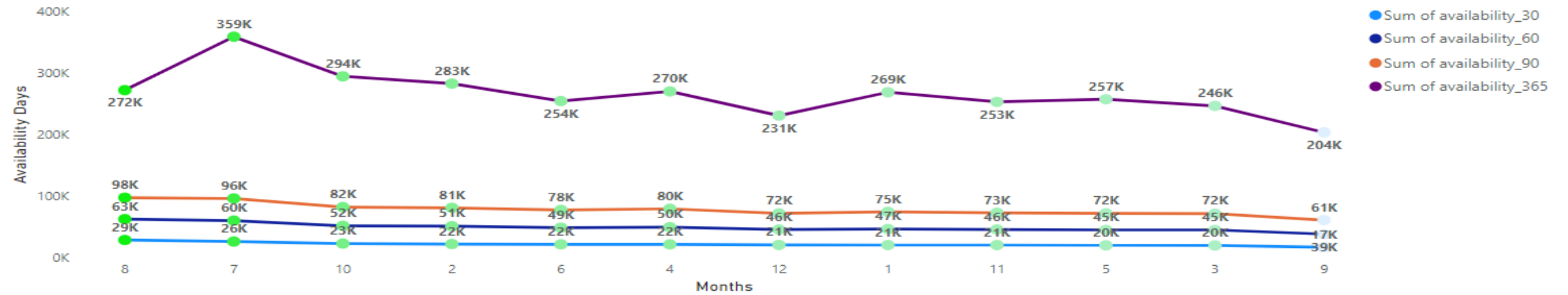
Count of accommodates by room_type

Count of room_type 0.09K 16.89K

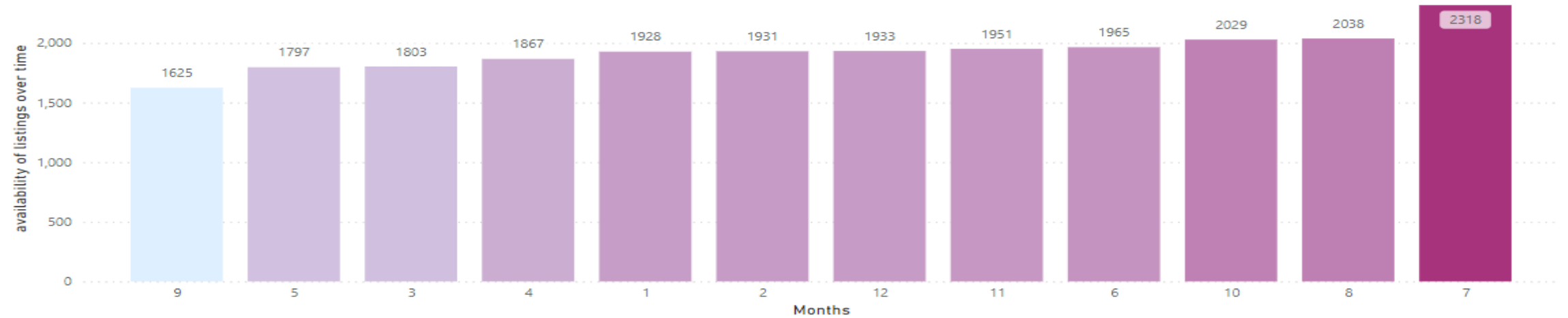


HOST PERFORMANCE

Availability over the time

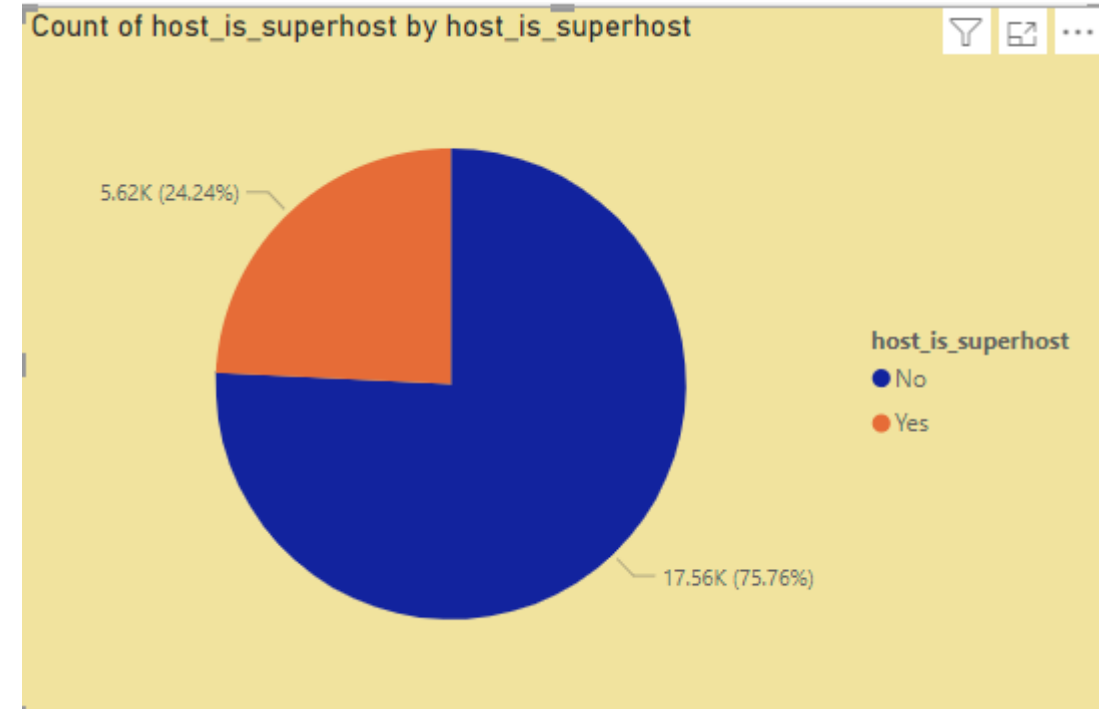


availability of listings over time by Months



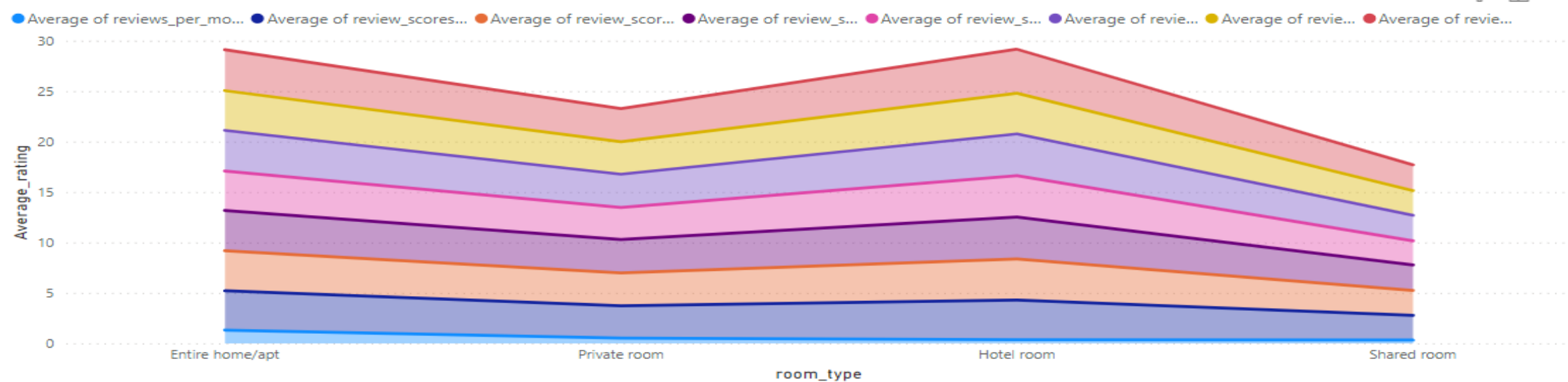
REVIEW SCORES AND GUEST SATISFACTION

host_name	host_is_superhost	host_response_time	host_verifications
(Maria) ANNA	No	within a few hours	['email', 'phone']
360 (Hidden By Airbnb)	No	within an hour	['email', 'phone']
A	No	N/A	['phone']
A&E	Yes	within an hour	['email', 'phone']
Aaron	No	a few days or more	['email', 'phone']
Aaron	No	N/A	['email', 'phone']
Aaron	No	N/A	['phone']
Aaron	No	within an hour	['email', 'phone']
Aaron	Yes	within an hour	['email', 'phone']
Aaron And Olivia	No	within an hour	['email', 'phone']
Aarti	No	N/A	['email', 'phone']
Aash	No	N/A	['email', 'phone']
Ab	No	N/A	['email', 'phone']
Abbey	No	N/A	['email', 'phone']
Abbey	No	within an hour	['email', 'phone']
Abbey	No	within an hour	['phone']
Abbie	No	N/A	['email', 'phone']
Abby	No	N/A	['email', 'phone']
Abby	No	within an hour	['phone']
Abcd	No	within a few hours	['email', 'phone']
Abdi	No	within a few hours	['email', 'phone', 'work_email']
Abdul	No	a few days or more	['email', 'phone']
Abdul	No	N/A	['email', 'phone']
Abdul	No	N/A	['phone']
Abdul	No	within an hour	['email', 'phone']
Abdulaziz	No	N/A	['email', 'phone']
Abdulhai	No	N/A	['phone']



REVIEW SCORES AND GUEST SATISFACTION

Average_reviews_scores by room type



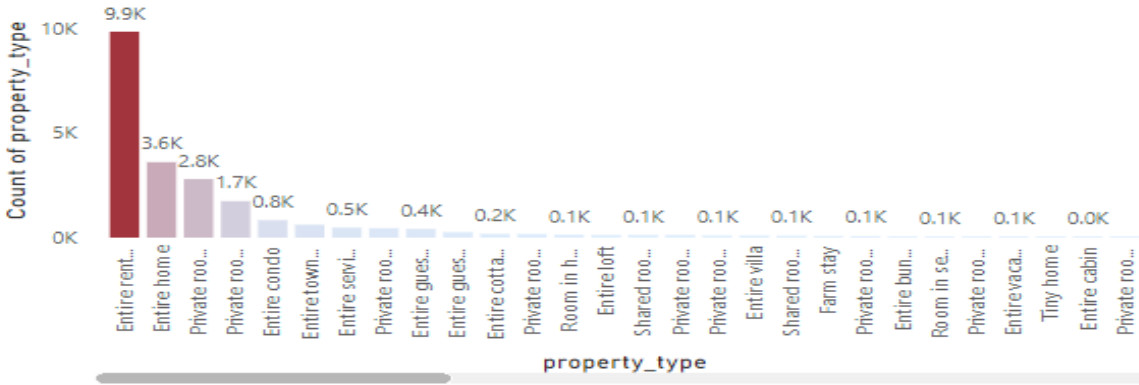
Count of host_listings_count by review_scores_rating



PROPERTY TYPE AND ROOM ANALYSIS

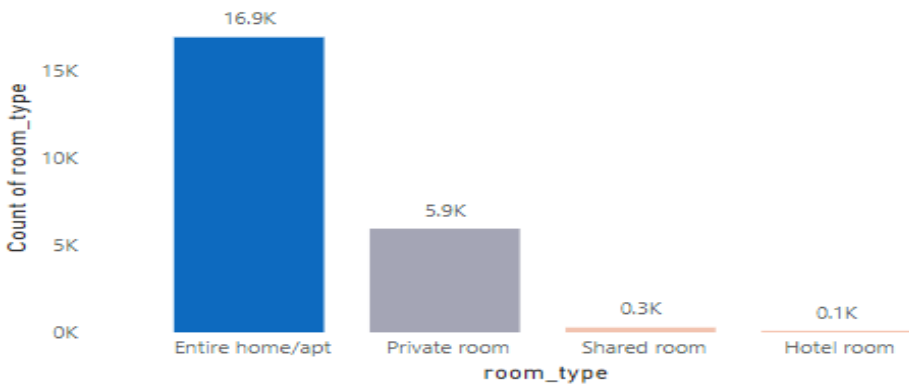
Count of property_type by property_type

Count of property_type 0.00K 9.86K



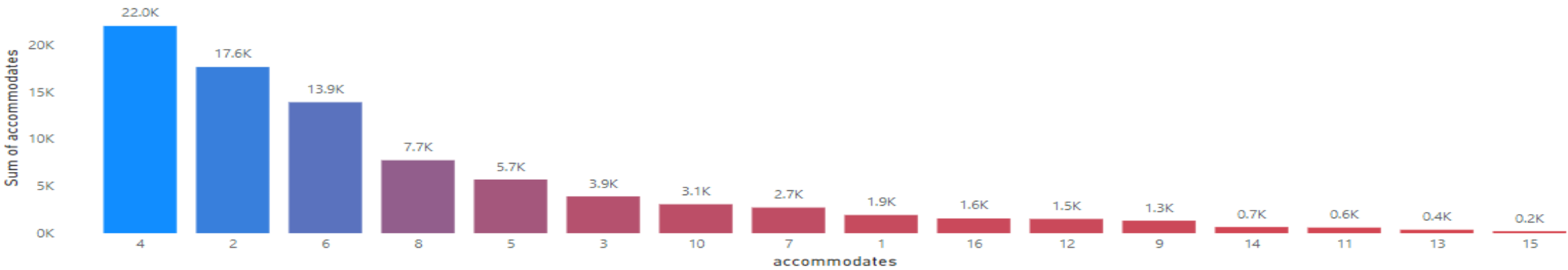
Count of room_type by room_type

Count of room_type 0.09K 16.89K



Sum of accommodates by accommodates

Sum of accommodates 0.21K 22K



RECOMMENDATION

- **Host Performance Optimization:**

Encourage hosts to maintain quick response times to enhance guest satisfaction.

Promote the use of multiple verification methods to build trust with guests.

Consider the benefits of achieving super host status for improved credibility.

- **Pricing and availability Strategies:**

Analyse pricing trends for different property and room types to set competitive rates.

Adjust pricing based on accommodates to maximize revenue and occupancy.

Monitor availability to capitalize on high-demand periods and adjust pricing accordingly.

RECOMMENDATION

- **Guest Satisfaction Enhancement:**

Focus on improving review scores by providing exceptional service and amenities.

Track guest satisfaction levels over time to identify areas for improvement.

Tailor property and room offering to meet guest preferences and enhance satisfaction

- **Property and Room Type Management**

Understand the popularity of different property and room types to optimize inventory.

Diversify offering based on demand for specific accommodation options.

Utilize insight to enhance marketing strategies and target relevant customer segments.



THANK YOU..