



AirBnB Berlin

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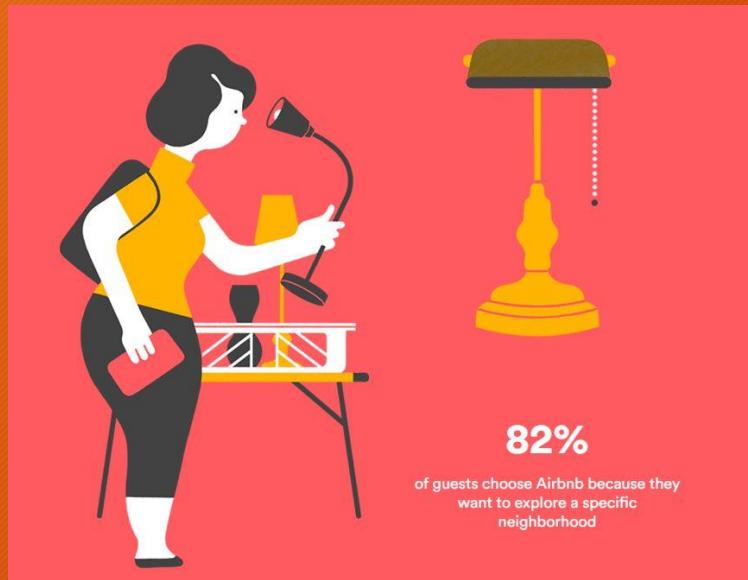
Business Area Expansion for group/family category



Michael Prasetya Widjaja

Why Berlin??

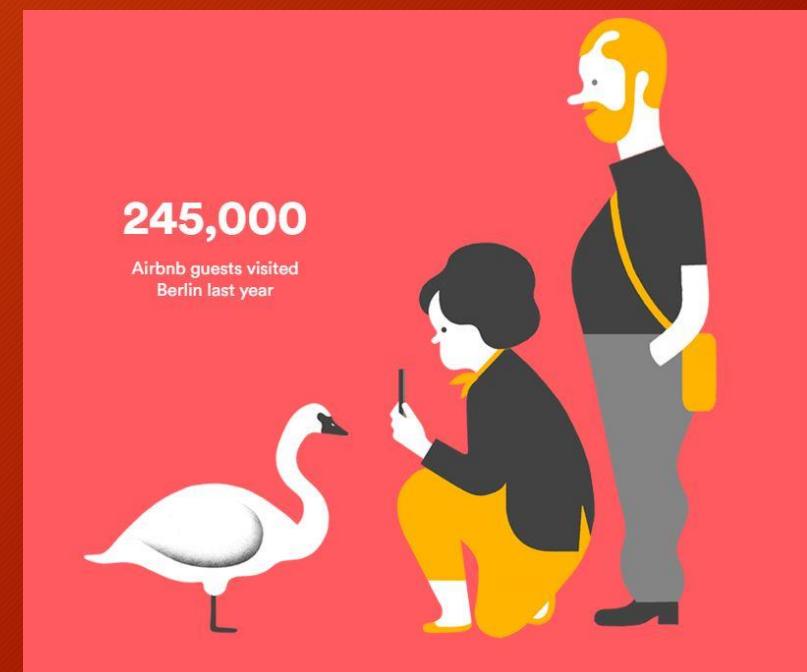
Berlin is Germany's capital and the perfect destination for anyone wanting to learn about the country's history, see national landmarks, visit museums, or those that just want to go for a good party. Long a capital of culture and innovation, Berlin has become Europe's creative center, where great minds come to live, work, and explore.



Why Berlin??

Why is Berlin perfect for travelling families? Berlin is flat and comes with broad sidewalks. It's safe and you won't find it hard to find your bearings. The public transport system is moderately clean, fast and efficient. There are lots of different attractions that are worthwhile exploring and that young and old alike will enjoy. It's beautiful in summer and perfect in winter.

Berliners are generally tolerant of children, public transport is easy, cheap and fast, and the city brims with parks, playgrounds and lakes. Queues for the main attractions are usually shorter than in many other cities thanks to Berlin's relatively small population (3.6 million) and impressive wealth of cultural delights, and it's usually possible to beat the queues for big sights like the Reichstag and the TV Tower by simply booking online.



Why Berlin??

Kids won't want to be dragged round endless rooms of Renaissance portraiture and Greek sculpture at museums such as the [Gemäldegalerie](#) or the [Bode Museum](#), but many other big-hitters are geared to families. My eight-year-old son is a fan of the [Naturkundemuseum](#) (€8, family ticket €15), and not only for its original skeleton of a Tyrannosaurus rex and the preserved remains of Knut the polar bear; those who understand German can take a torchlight tour between October and February.

It would be also very recommended the sprawling 25,000-square-metre [Deutsches Technisches Museum](#) (€4, family ticket from €9), especially the planes suspended from the ceiling, large collection of locomotives and sailing boats and displays spanning computers, radios and cameras. There's also a large park with windmills and a watermill, and daily demonstrations, activities and guided thematic tours.





Background Information

Berlin is one of the most favourable city to visit in Europe. There are lot of tourist attractions , not only for adults, but also for children. AirBNB want therefore expanding business by targeting group or family segment (3 people or more). Assuming that, family spend more than solo traveler, it is possibly good chance to bring company more capital. it is an excitement and real good opportunity as well to figure out more about it.



Problem Statement

In order to optimizing business expansion process, it is bigger size of accommodation needed to fulfil long holiday school. At least entire room of apartment are demanded to fulfil this criteria. Entire House for Holiday Staycation are better and more suitable for modern family.

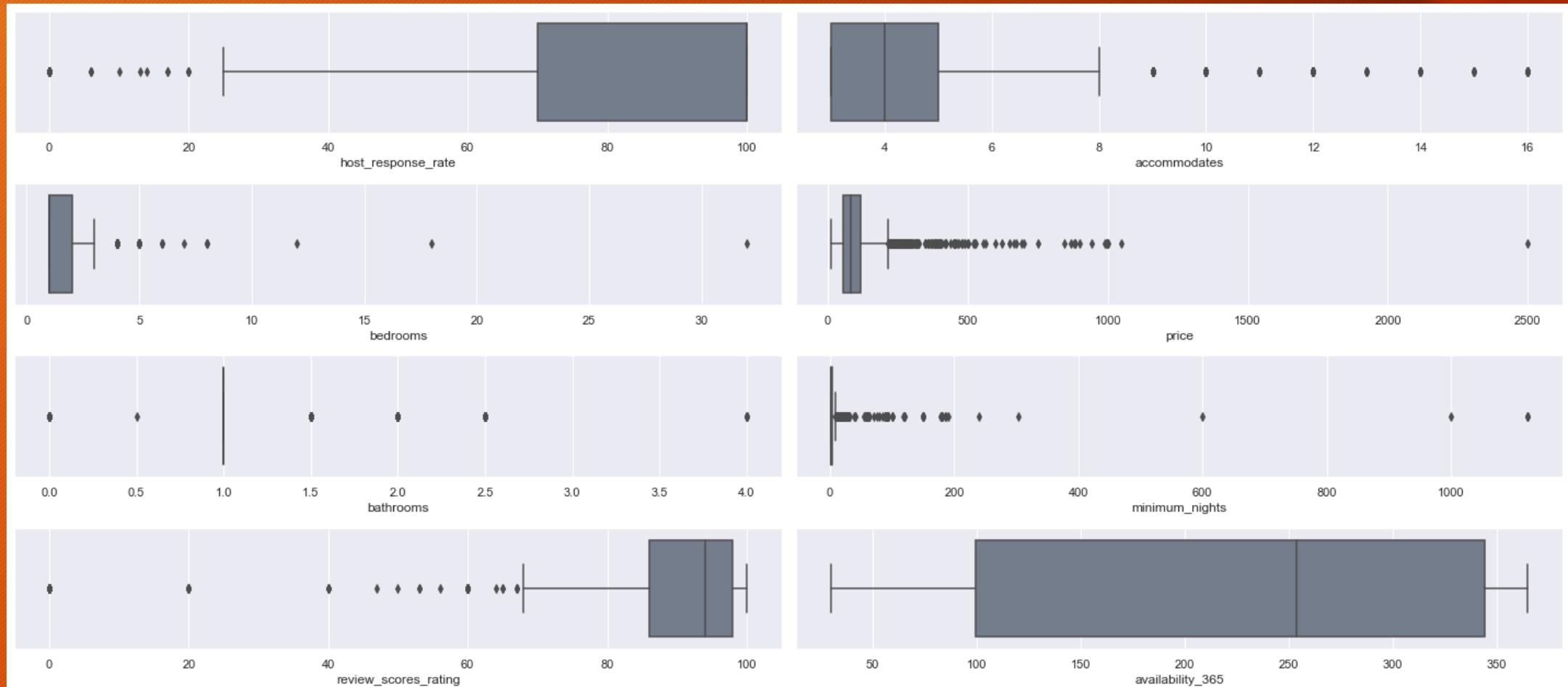
Business Question

- In which areas are the most potential to be grown this business?
- Is number of review affecting the accommodation price?
- According to Berlin historical background, are the accommodations price different located on ex West/East Berlin?

Business Goals

Building a model to suggest accommodation price in best suitable district (neighbourhood group) for upcoming accommodation.

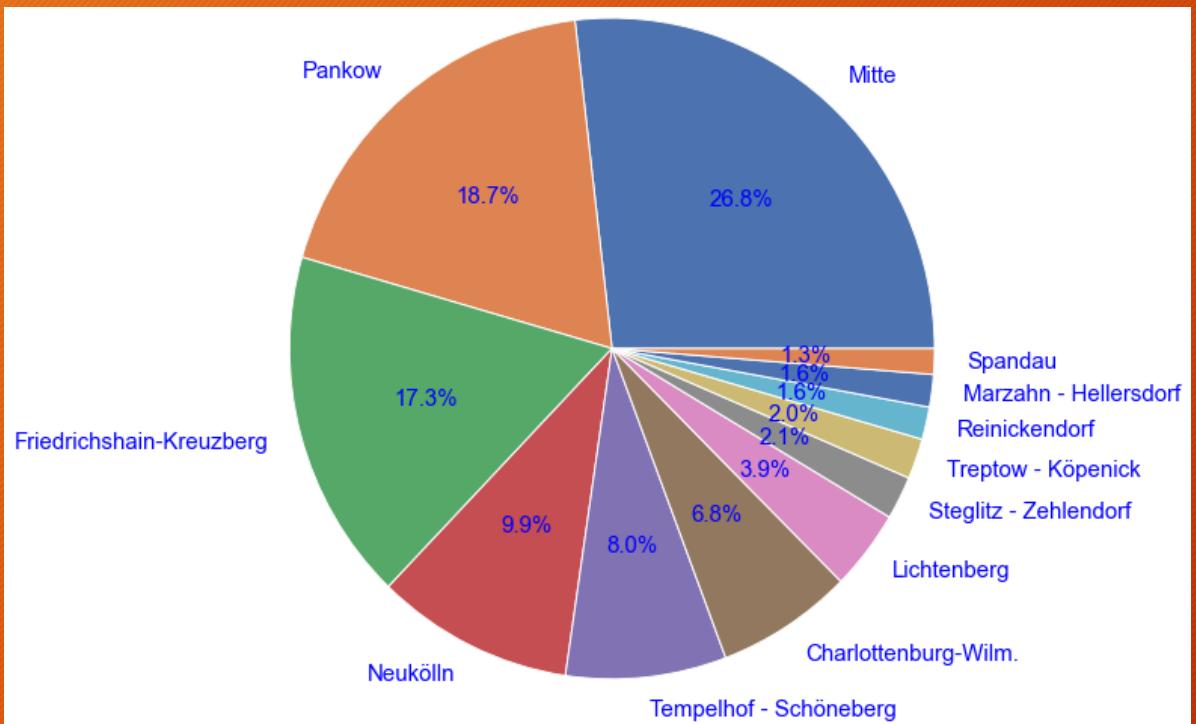
Numerical Data outlier



Price Distribution



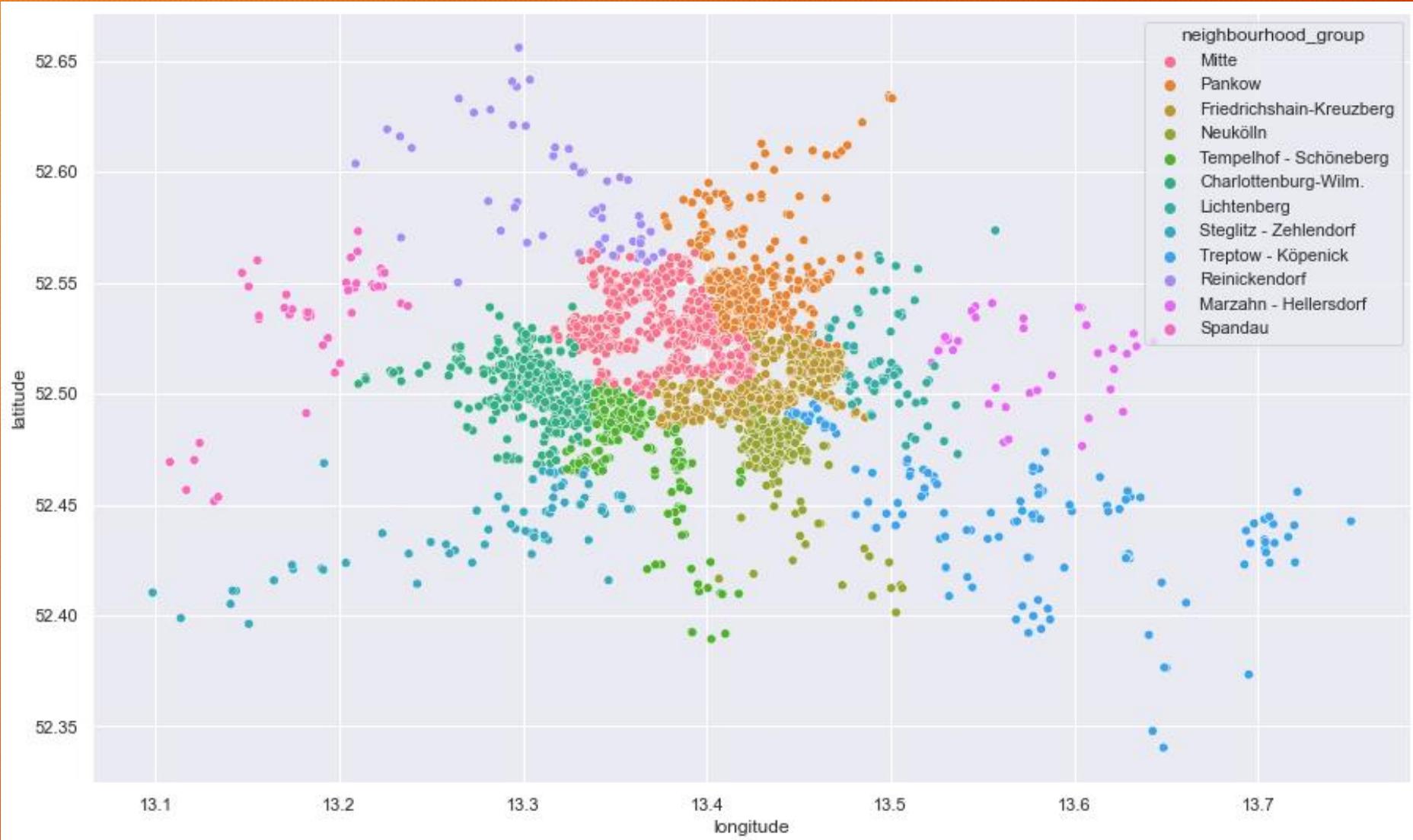
Berlin Neighbourhood group / District



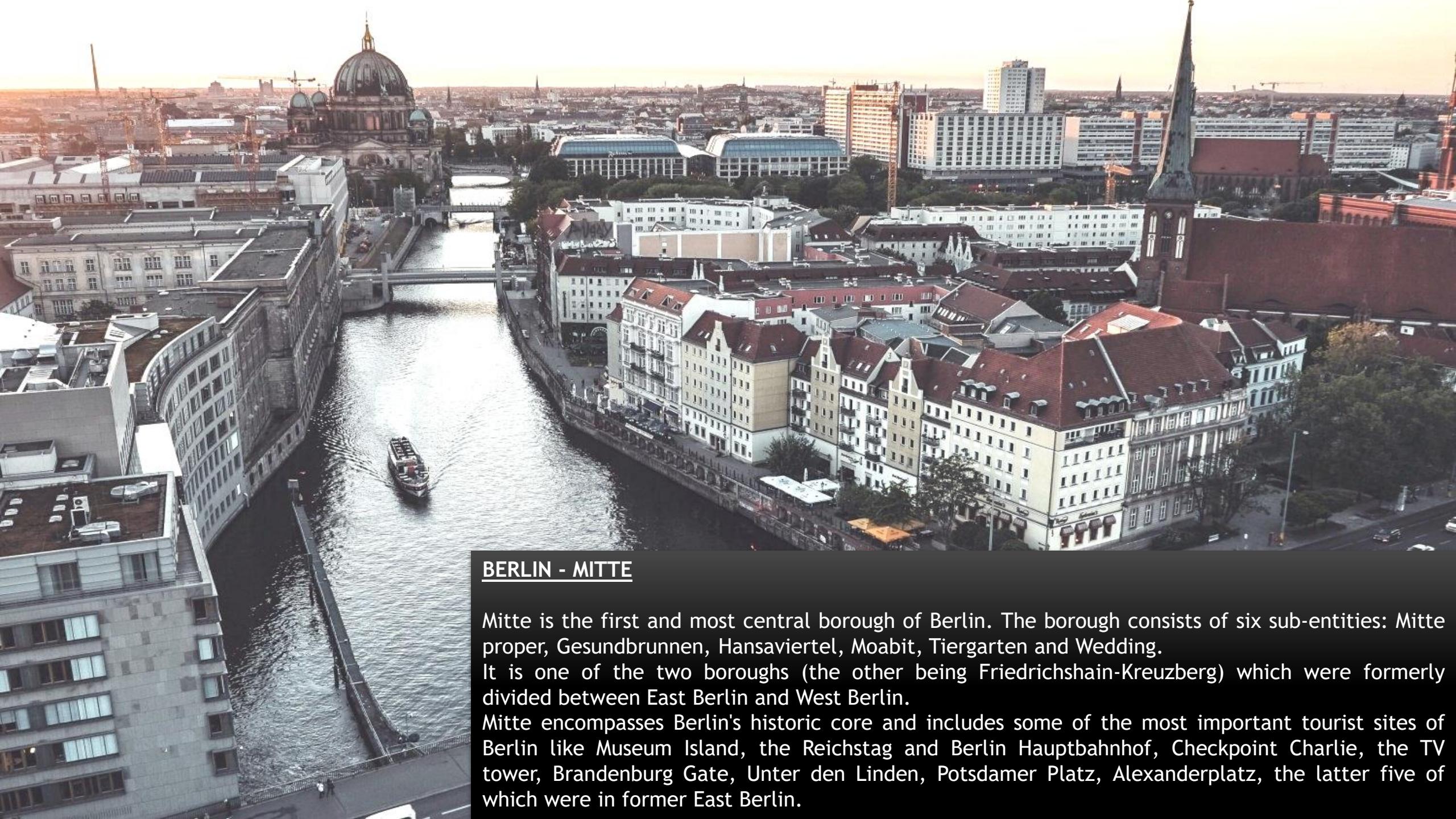
- Berlin Mitte has the highest number as the most favorable area by almost 27% with 964 units. Then come Friedrichshain - Kreuzberg with 672 units (by 18.71%), Pankow with 620 units (17.26%), and Charlottenburg - Wilmersdorf with 355 units (almost 10%).

- The most expensive accommodation is located in Tempelhof - Schoeneberg area with 2500 USD per night. Caused by its condition, usage, and multipurposeness. Mostly rent for photoshoots, during week days, from 9 am to 7 pm, for a team of maximum 15 people. Exceptional 250 sqm penthouse with rooftop and 360° view. The apartment has been designed to provide a unique experience of light and space. It has a patio, a balcony, and a rooftop terrace overlooking the whole city.

- On the other hand, the accommodation with lowest price is a hostel in Berlin Mitte with 11 USD per night. This hostel has 5 bunks and can accommodate for maximal 10 persons in 1 bedroom.



Mitte	964
Friedrichshain-Kreuzberg	672
Pankow	620
Charlottenburg-Wilm.	355
Neukölln	289
Tempelhof - Schöneberg	245
Treptow - Köpenick	141
Lichtenberg	76
Steglitz - Zehlendorf	71
Reinickendorf	57
Spandau	57
Marzahn - Hellersdorf	45



BERLIN - MITTE

Mitte is the first and most central borough of Berlin. The borough consists of six sub-entities: Mitte proper, Gesundbrunnen, Hansaviertel, Moabit, Tiergarten and Wedding.

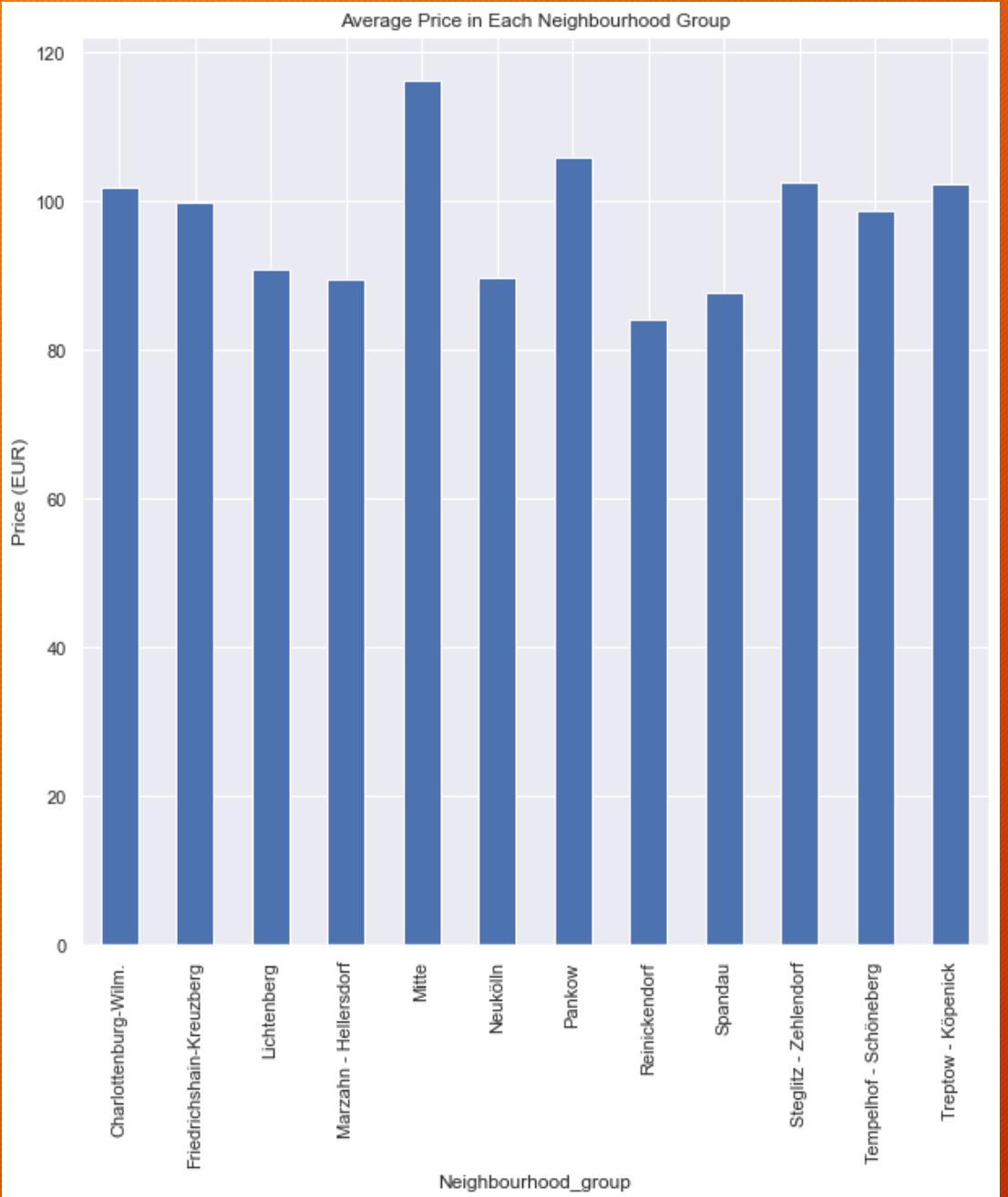
It is one of the two boroughs (the other being Friedrichshain-Kreuzberg) which were formerly divided between East Berlin and West Berlin.

Mitte encompasses Berlin's historic core and includes some of the most important tourist sites of Berlin like Museum Island, the Reichstag and Berlin Hauptbahnhof, Checkpoint Charlie, the TV tower, Brandenburg Gate, Unter den Linden, Potsdamer Platz, Alexanderplatz, the latter five of which were in former East Berlin.

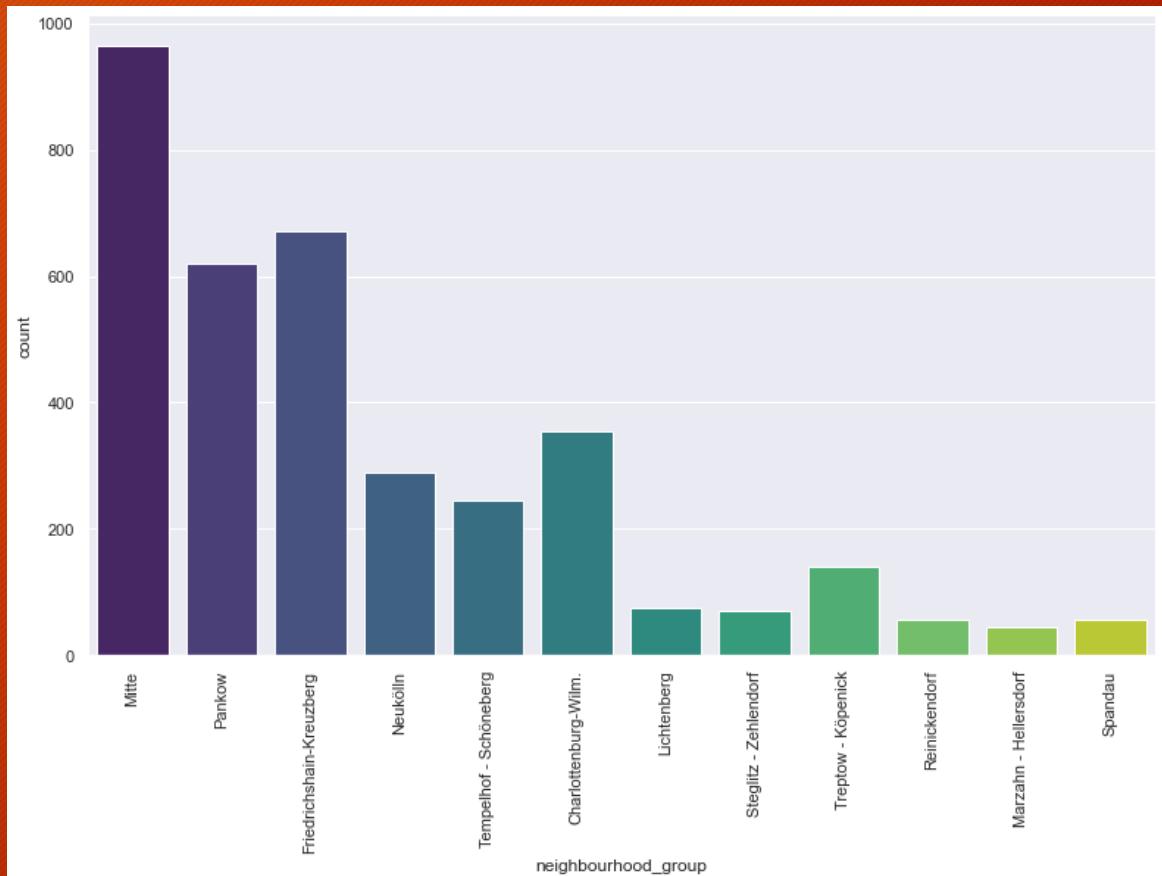
Friedrichshain - Kreuzberg:

- Merged by the former East Berlin borough of Friedrichshain and the former West Berlin borough of Kreuzberg.
- The historic Oberbaum Bridge, formerly a Berlin border crossing for pedestrians, links both districts across the river Spree as the new borough's landmark (as featured in the coat of arms)





neighbourhood_group	count	mean	min	max
Charlottenburg-Wilm.	355.0	101.9	20.0	650.0
Friedrichshain-Kreuzberg	672.0	99.7	11.0	2500.0
Lichtenberg	76.0	90.9	20.0	667.0
Marzahn - Hellersdorf	45.0	89.5	19.0	420.0
Mitte	964.0	116.3	12.0	1050.0
Neukölln	289.0	89.7	21.0	500.0
Pankow	628.0	105.9	20.0	990.0
Reinickendorf	57.0	84.0	24.0	880.0
Spandau	57.0	87.7	26.0	350.0
Steglitz - Zehlendorf	71.0	102.5	30.0	465.0
Tempelhof - Schöneberg	245.0	98.7	20.0	885.0
Treptow - Köpenick	141.0	102.3	13.0	480.0





Pankow

The most populous and the second-largest borough of Berlin. In Berlin's 2001 administrative reform it was merged with the former boroughs of Prenzlauer Berg and Weißensee; the resulting borough retained the name Pankow.

Pankow was sometimes claimed by the Western Allies (United States, United Kingdom, and France) to be the capital of the German Democratic Republic (East Germany), while the German Democratic Republic itself considered East Berlin to be its capital.



BIKINI
BERLIN

Charlottenburg - Wilmersdorf

Berlin Charlottenburg - Wilmersdorf is an electoral constituency represented in the Bundestag. It elects one member via first-past-the-post voting. Under the current constituency numbering system, it is designated as constituency 80.

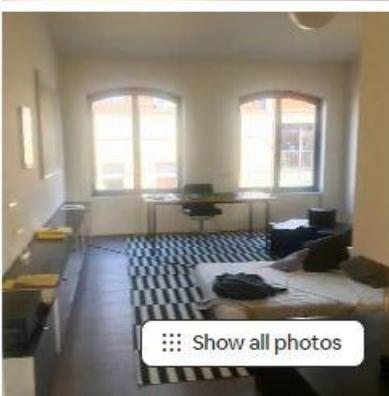
It is located in western Berlin, comprising the Charlottenburg - Wilmersdorf borough. Berlin Charlottenburg - Wilmersdorf was created for the inaugural 1990 federal election after German reunification.



250 qm penthouse with roof terrace for photoshoot

★ 5.0 (19) · Berlin, Germany

↑ Share ❤ Save



⋮ Show all photos

The most expensive Accommodation

- It is the really expensive, caused by its usage and multipurposes.
- Mostly rent for photo shoots, during weekdays, from 9 am to 7 pm, for a team of maximum 15 people.
- Exceptional 250 sqm penthouse with rooftop and 360° view. The apartment has been designed to provide a unique experience of light and space. It has a patio, a balcony, and a rooftop terrace overlooking the whole city.

cozy 10-bed-dorm

★ 4.56 (62) · Berlin, Germany



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The accommodation with the most reasonable price:

SUNFLOWER HOSTEL

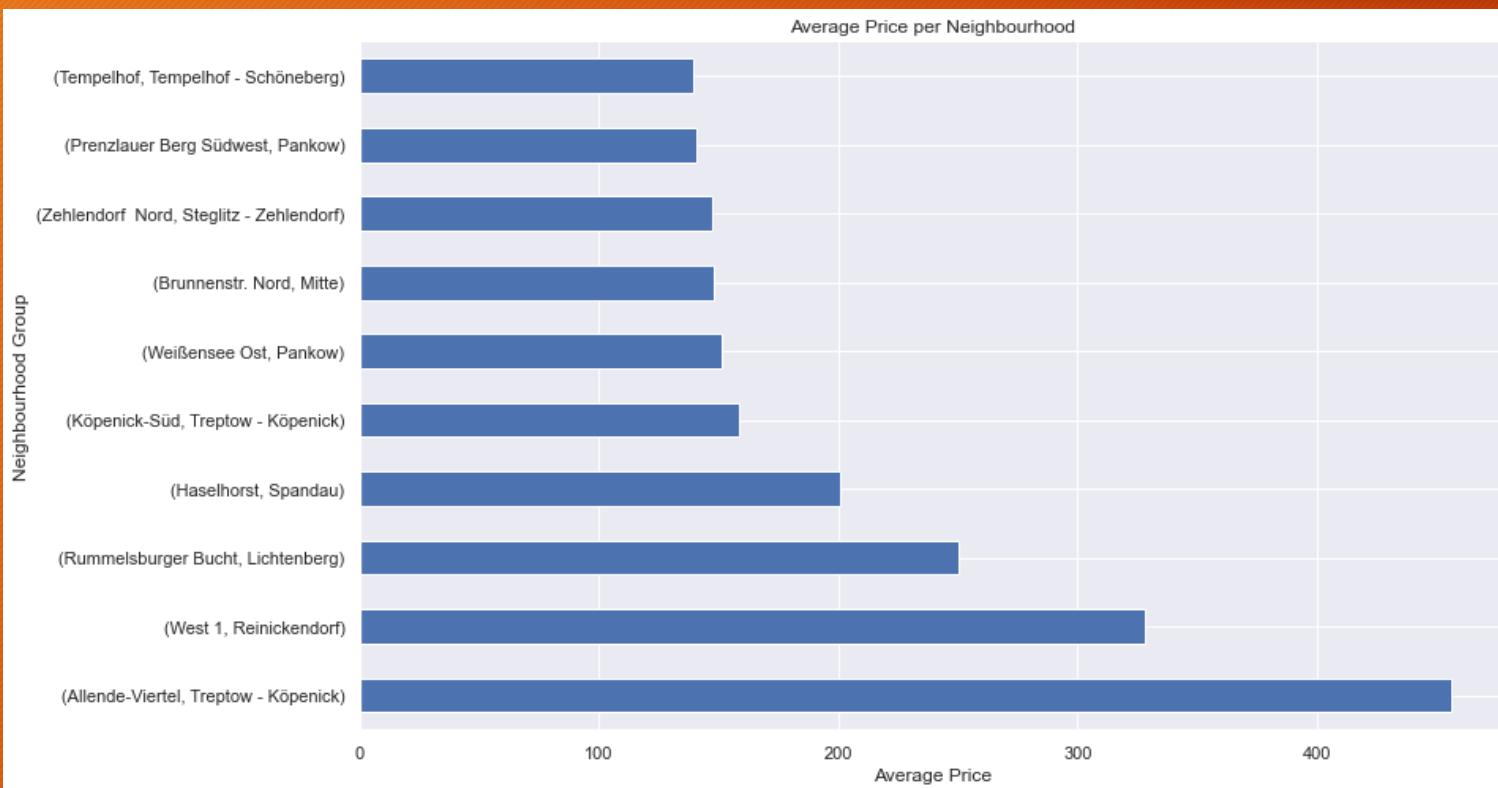
Very large room that can accommodate up to 10 people (mixed) place offers. It can be booked one to ten beds in that room. If guess book only one bed the other beds will be available for nine more guests.

It has 5 bunks and lends itself very well for a small group. The spacious bathroom is for multiple rooms.

The space Sunflower Hostel is characterized by its colorful and unconventional design, and offers plenty of space to meet and to exchange with other travelers. For this purpose especially the lobby invites with a bar, table football, plenty of seating and even a small pond with fishes!

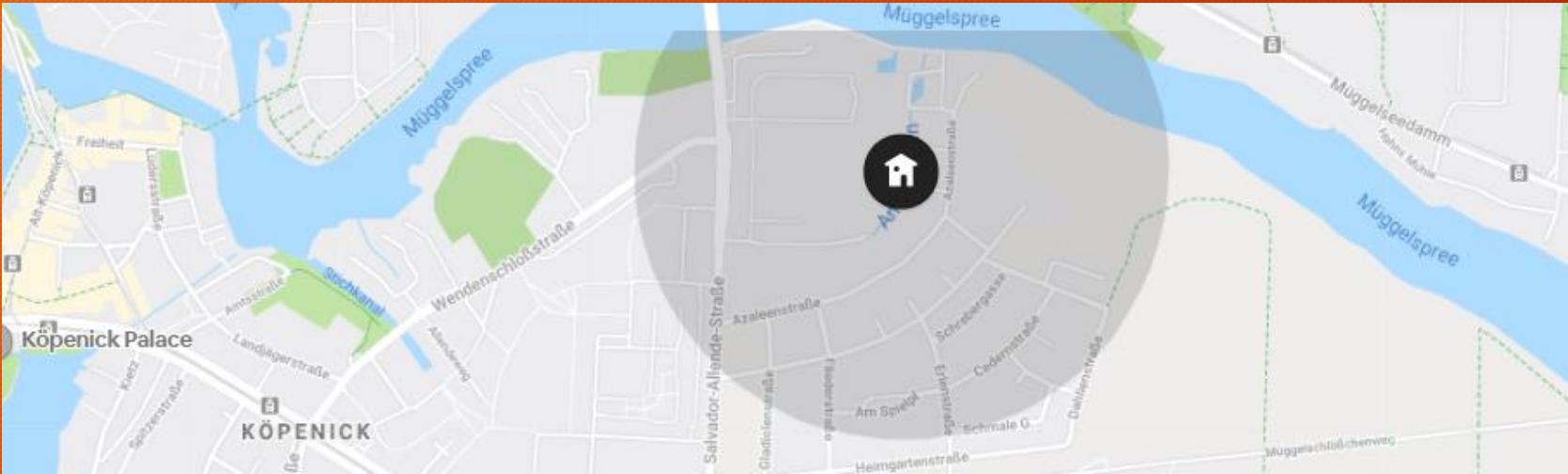
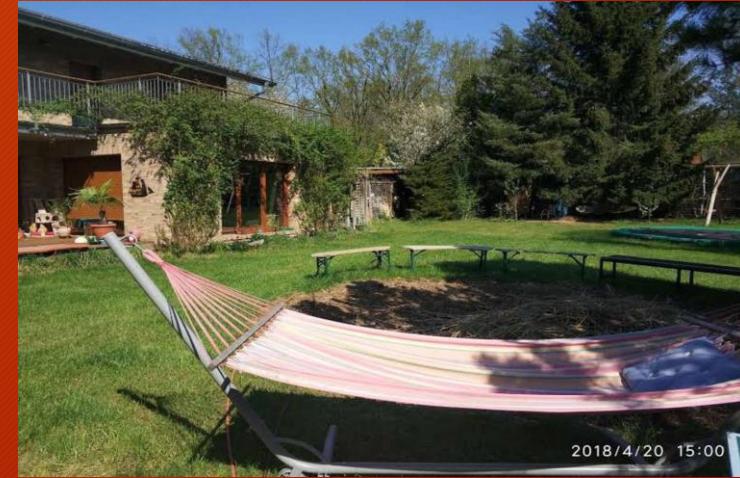
Guest access In addition to bedding and free towels, there are washers, dryers, TV and also free Wi-Fi available in the common room.

Average Price per Neighbourhood



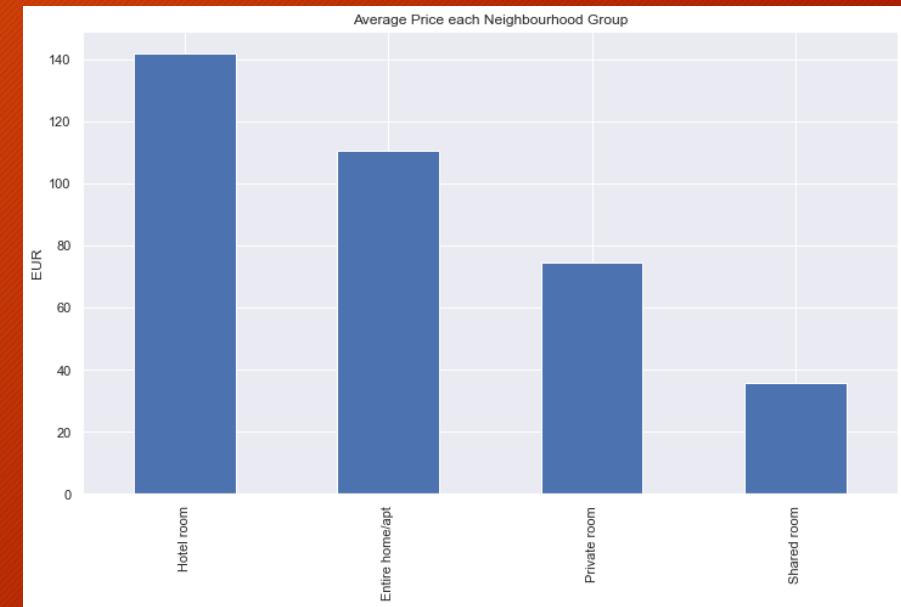
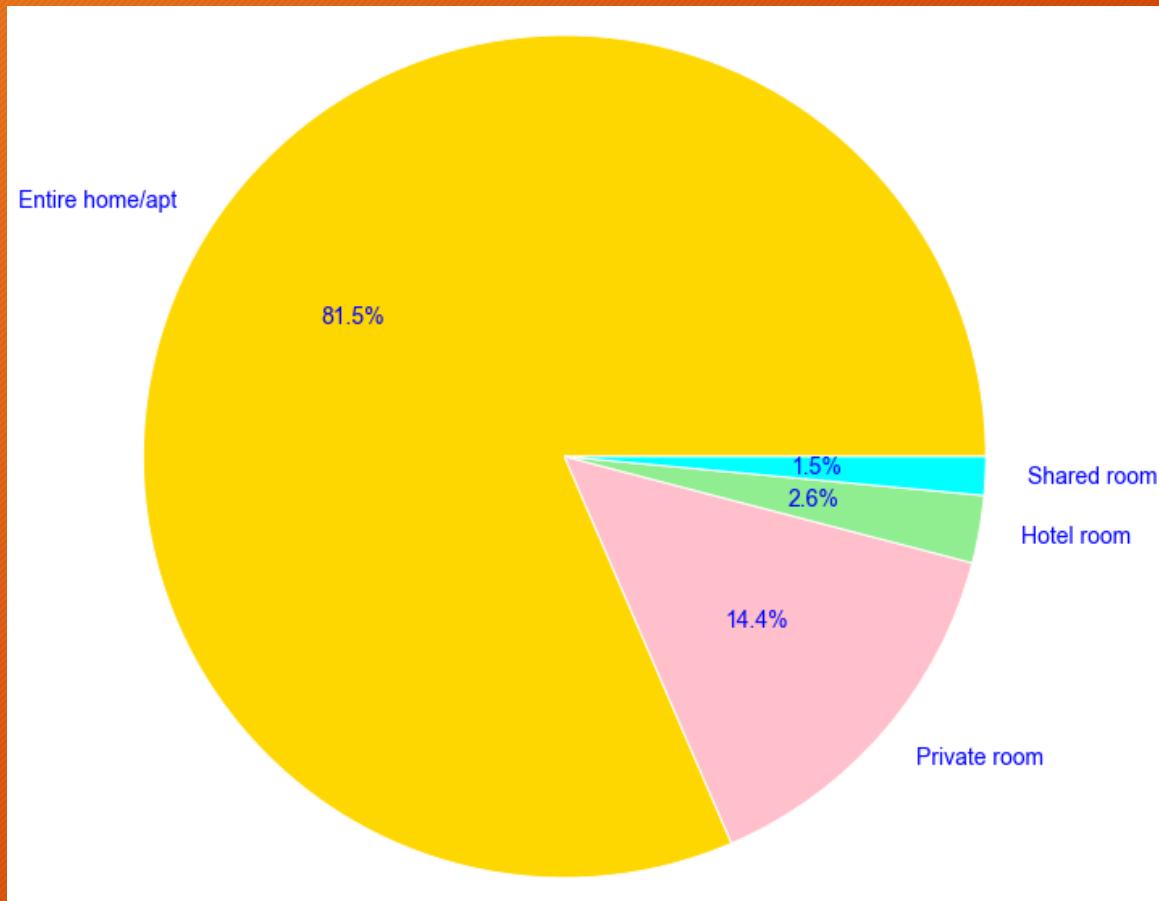
neighbourhood	neighbourhood_group	
Allende-Viertel	Treptow - Köpenick	456.0
West 1	Reinickendorf	328.0
Rummelsburger Bucht	Lichtenberg	250.2
Haselhorst	Spandau	201.0
Köpenick-Süd	Treptow - Köpenick	158.2
Weißensee Ost	Pankow	151.0
Brunnenstr. Nord	Mitte	148.2
Zehlendorf Nord	Steglitz - Zehlendorf	147.0
Prenzlauer Berg Südwest	Pankow	140.9
Tempelhof	Tempelhof - Schöneberg	139.4

Allende Viertel in Treptow Kopenick has the highest mean price with 456 USD per night. It contain only 1 accommodation, which it is really impressive, since the majority accommodations are mostly located in Berlin Mitte.



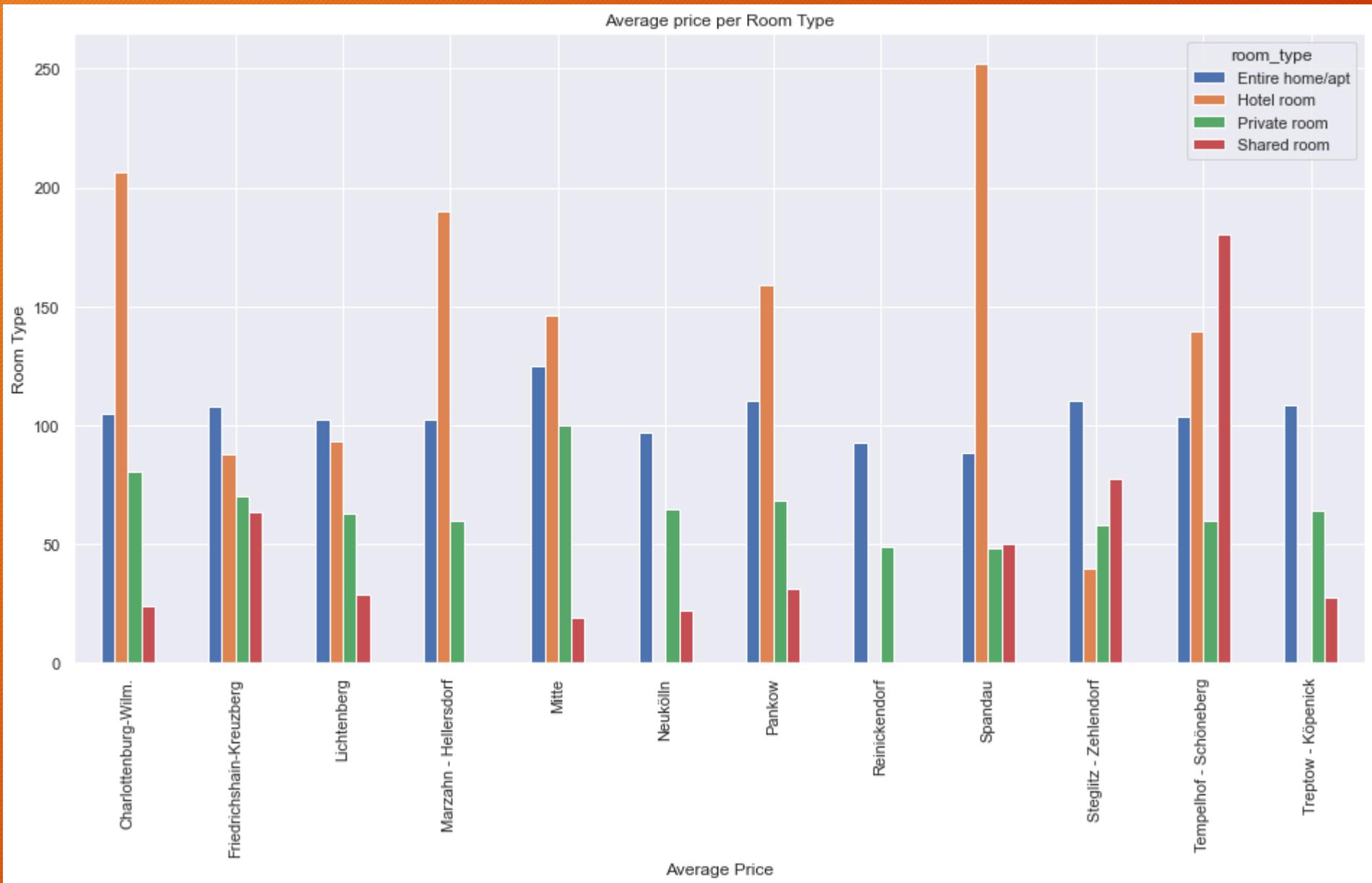
Guess have access to its entire house and to all facilities. There is kitchen, bedrooms, terrasse, outdoor, etc. This accommodation can accommodate 7 guests and has 4 bedrooms, 6 beds, and 2 baths.

Room Type



The entire home/apt are the most favourable room type to stay for group or family during long stay holiday.

It is also to see entire home/apt is dominating the percentage by almost 82%, followed by private room (14%), shared room (2.6%), and hotel room (1.5%).



Impressive is to observe that the average price of shared room in Tempelhof - Schoeneberg is quiet expensive in compare to other room type.

Probably because there was a time where Berlin international airport was in the area for a long time and many travelers are staying for time efficiency reaching the airport.



RECOMMENDATION



Treptow - Köpenick



Treptow-Köpenick has the largest area of forest, waterways and lakes of any Berlin borough. And with its rivers and lakes, beautiful parks and the charming **old town of Köpenick**, the south-east of Berlin is like a weekend trip, every day, any day. But it also has many other fascinating facets, from the history recounted in its old industrial buildings to the popular **FEZ** (Centre for Children, Youth and Family) leisure centre, renowned as a paradise for families. Treptow-Köpenick is also highly rated for the space it offers for sports, with perfect conditions for windsurfing, sailing, jogging and cycling.

Treptow - Köpenick



It is also located to the near new Berlin Schoenefeld International Airport. Stretching from the eastern edge of the city to green Treptower Park, Treptow-Köpenick is Berlin's largest borough in terms of area.

Its neighbour to the west is Kreuzberg, famed as the heartlands of Berlin's alternative culture, but Treptow-Köpenick is also home to a vibrant nightlife and arts scene.

Steglitz - Zehlendorf



To the south, the green forest meets the blue waters of the district's lakes. With Wannsee, Krumme Lanke and Schlachtensee lakes, Zehlendorf boasts three popular bathing lakes where (nearly) all the locals meet in summer.



Steglitz-Zehlendorf is renowned for its woodlands and lakes. The spreading Grunewald forest, shared between the Zehlendorf and Wilmersdorf districts, covers nearly 7500 acres! The forest is one of Berlin's best-loved green spaces for sports and recreation. Ideal for walking and cycling, this woodland is also home to the romantic Grunewald hunting lodge as well as the Brücke Museum with its stunning collection of works by German Expressionist artists.

Steglitz - Zehlendorf



For most locals and visitors, Steglitz means the major shopping street of Schlossstraße, with its malls, flagship stores, and large and small outlets.

So, it is really recommended expanding business in this area, regarding to its different facet in compare to what the majority districts in center of Berlin could offer. According to data, price can be set around the average price in this area, but still lower than the average price for district in city center.

Thank you for your attention

Have a great day !

