



Makings of a Superhost: Data and Insight

Presented by Winrich Sy

What is Airbnb?

- Online marketplace for listers to host their property and for renters to find a place to stay.
- Usually cheaper than hotels
- Mainly used by travelers
- Hosts millions of travel stays yearly
- Evaluated at \$31 Billion



What is a Superhost?

- Experienced hosts that provide extraordinary experiences for their guests
- Granted by Airbnb

Why become a Superhost?

- Verification badge on profile
- More visibility and trust will increase earnings
- Extra 20% on referral bonus

About the Dataset

- Airbnb Dataset on listings in Paris, France


- Second most visited country by foreigners per year.
- Downloaded from: <http://insideairbnb.com/get-the-data.html>

- Listings.csv (241.3 MB):

- 65k of listings
- 106 features
 - Location
 - Host
 - Rating
 - etc.

- Calendar.csv (1.02 GB):

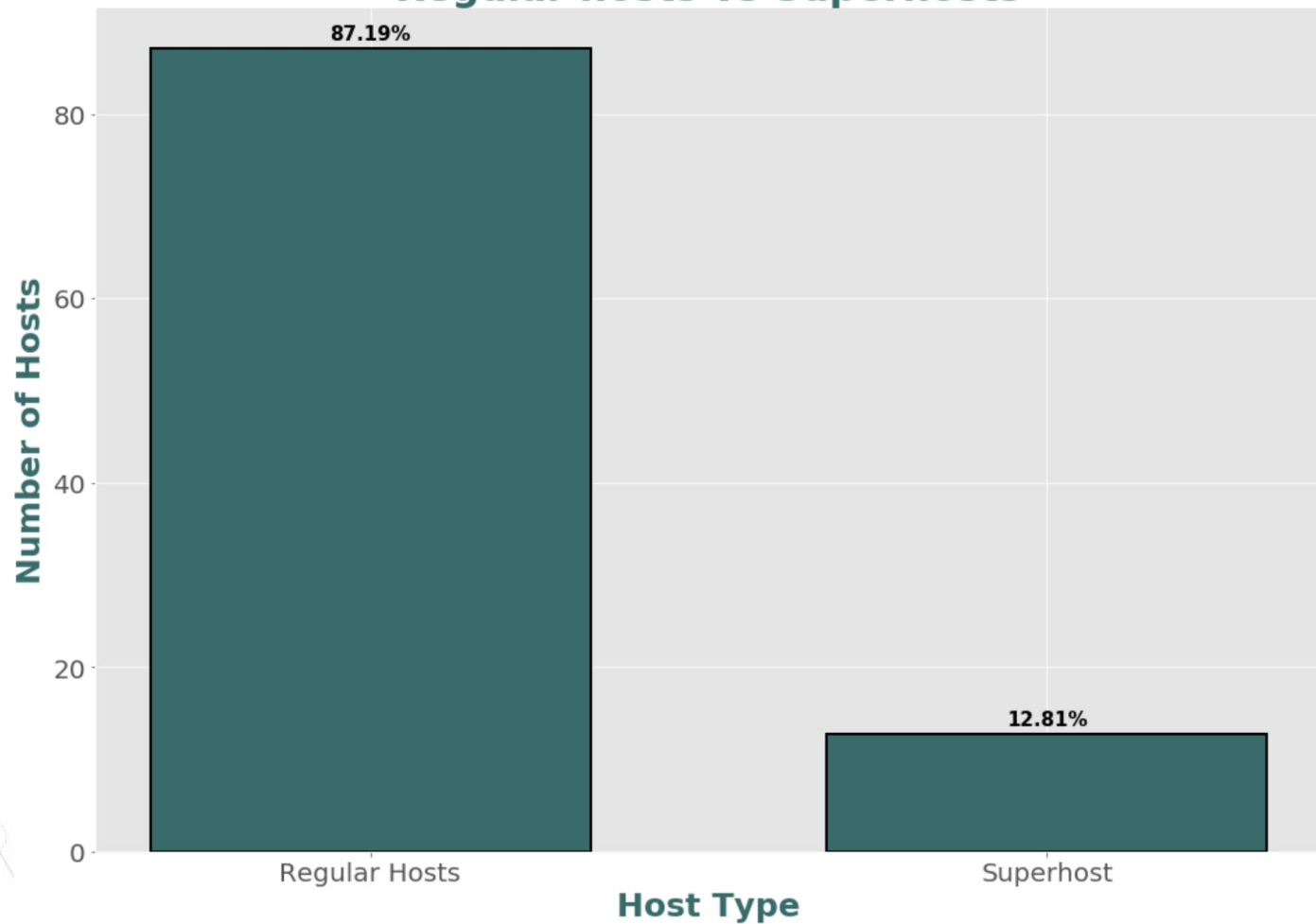
- 23 million rows:
- 7 features
 - listing_id
 - date
 - Price
 - etc.



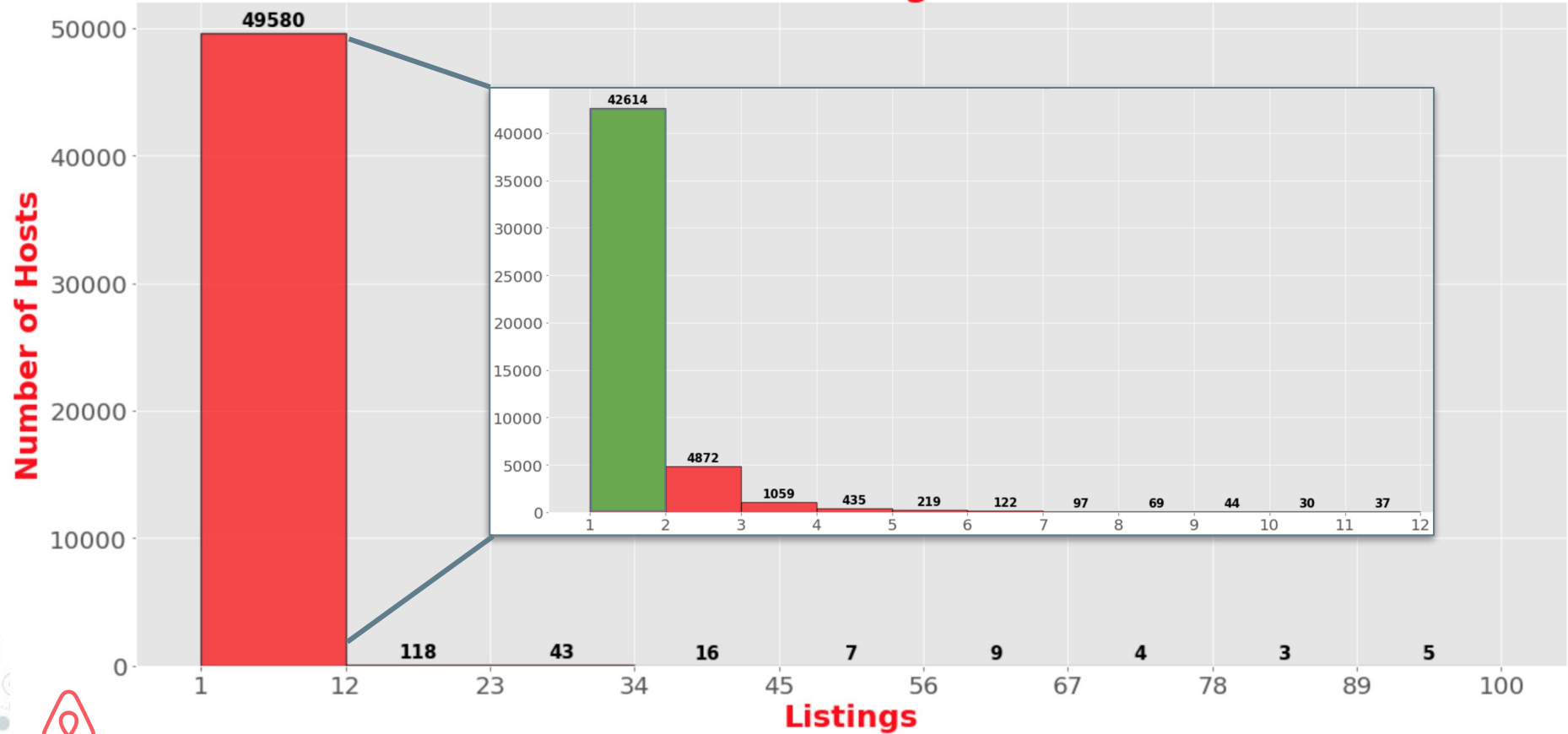
1. Exploratory Data Analysis



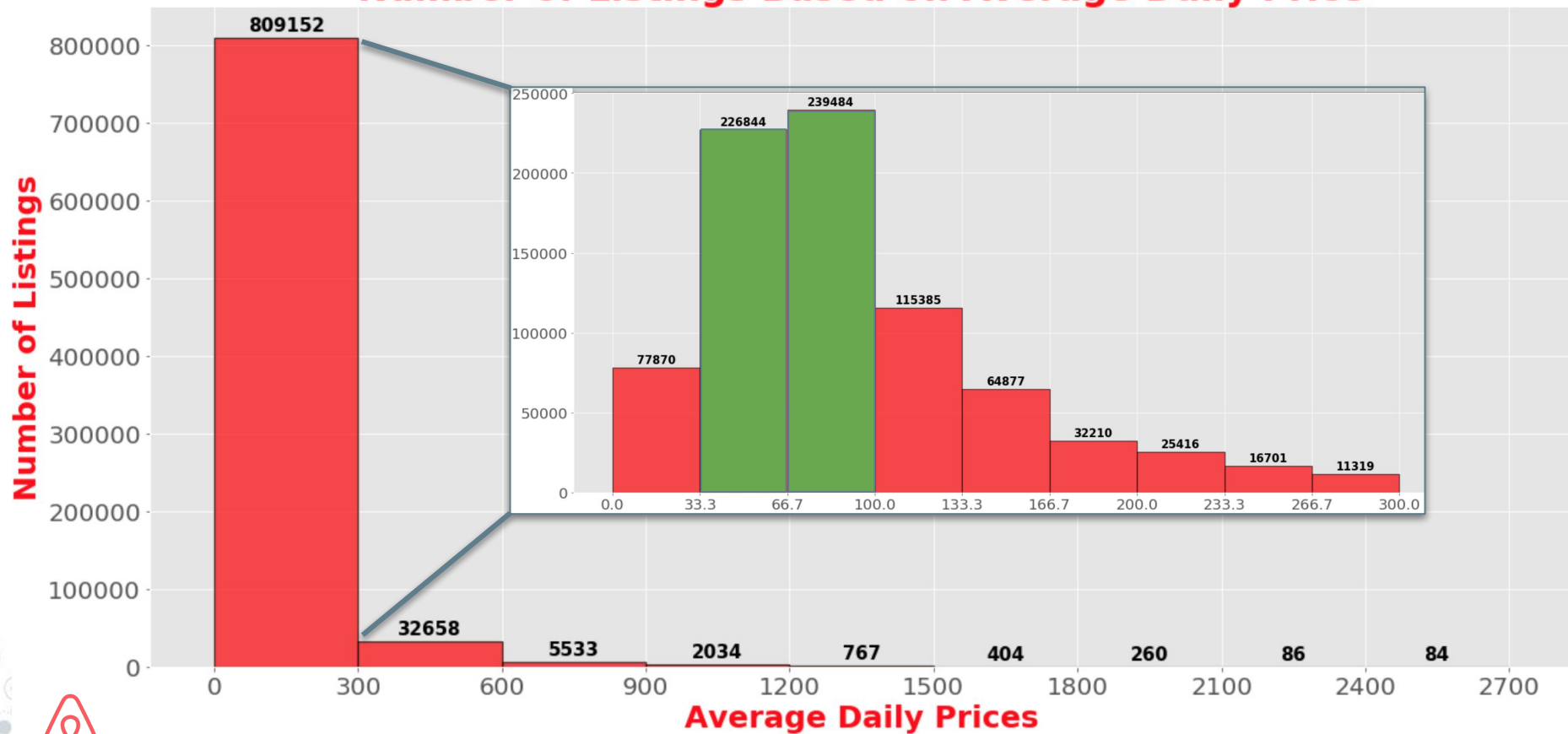
Regular hosts vs Superhosts



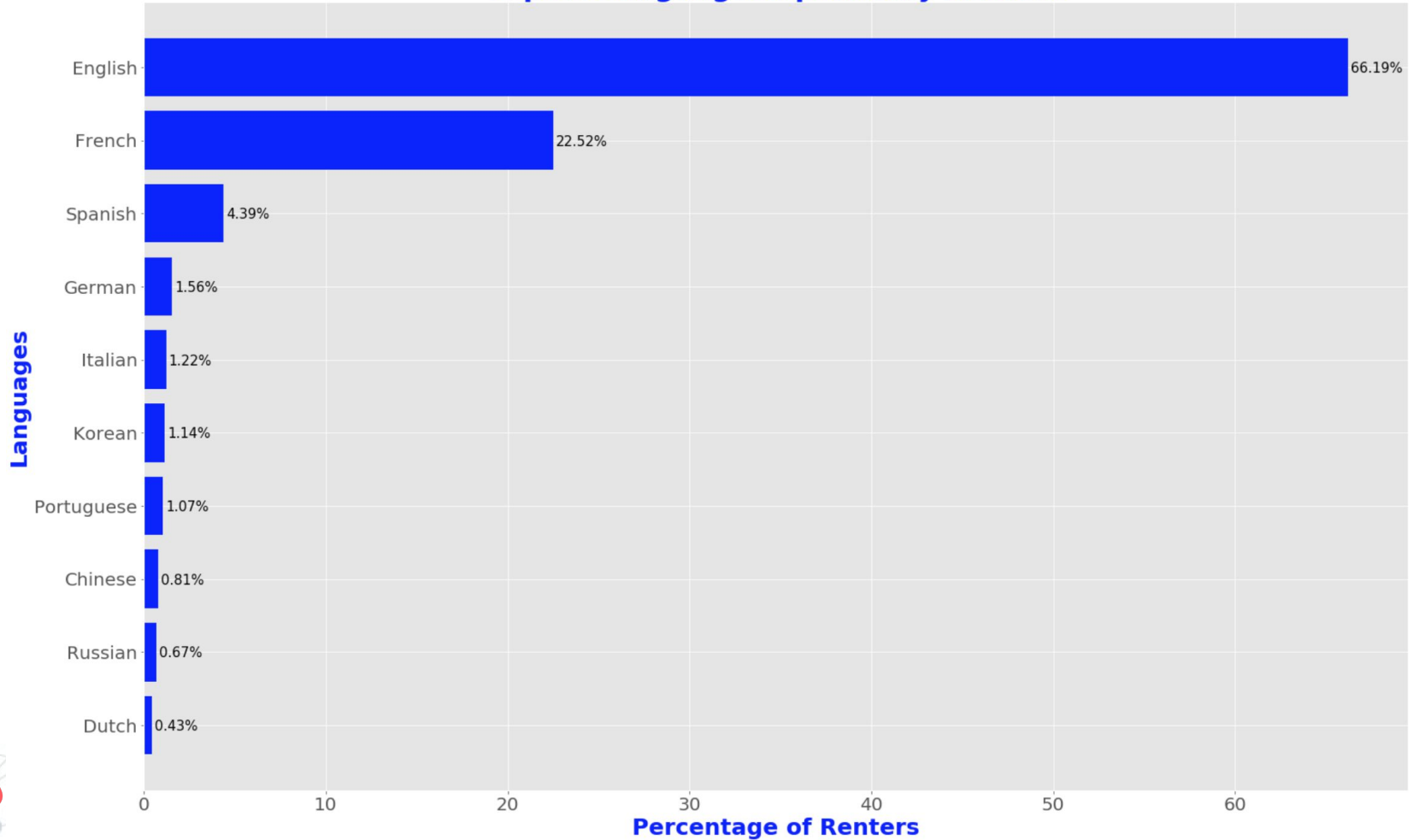
Number of Listings Per Host



Number of Listings Based on Average Daily Price



Top 10 Languages Spoken by Renters

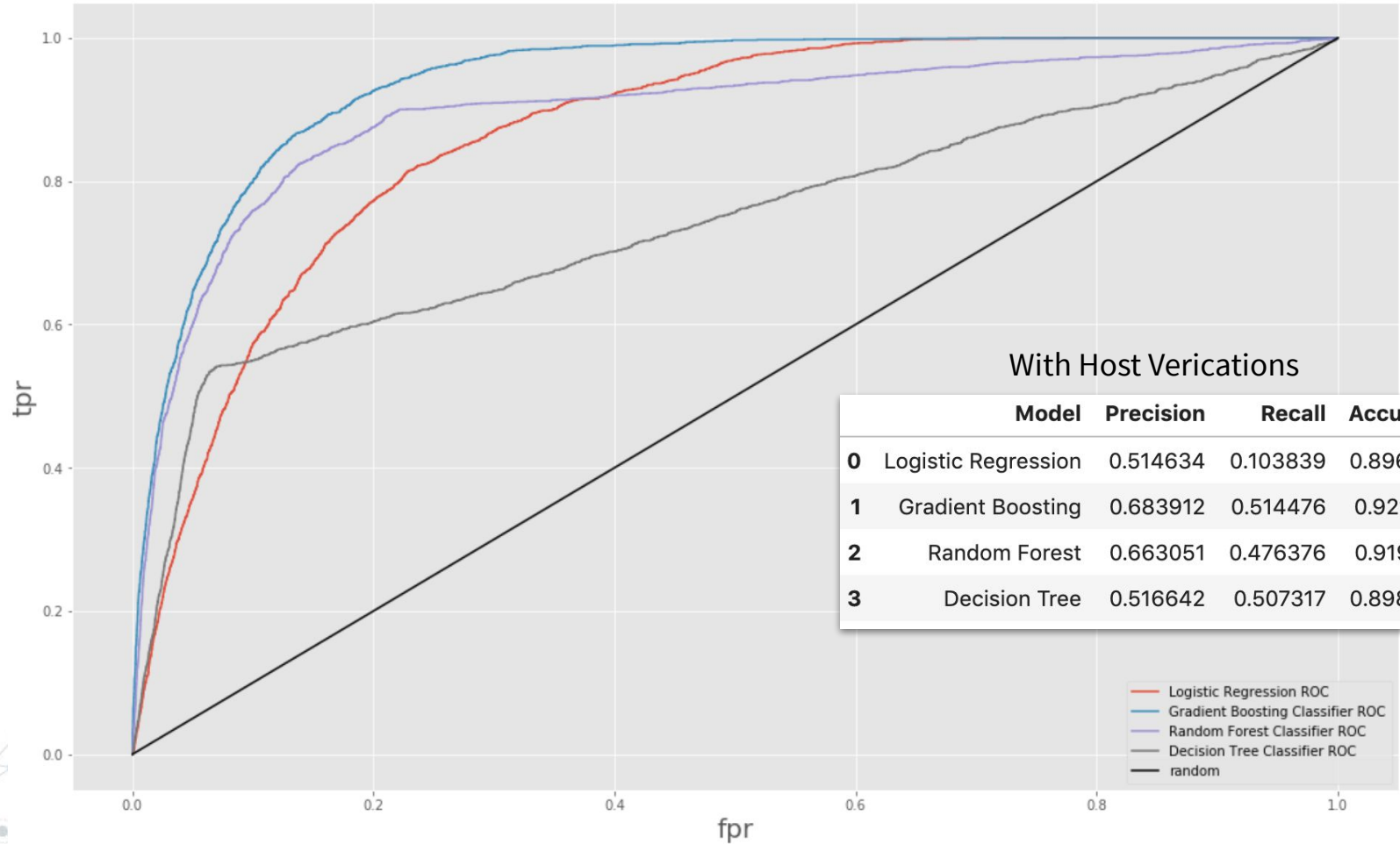




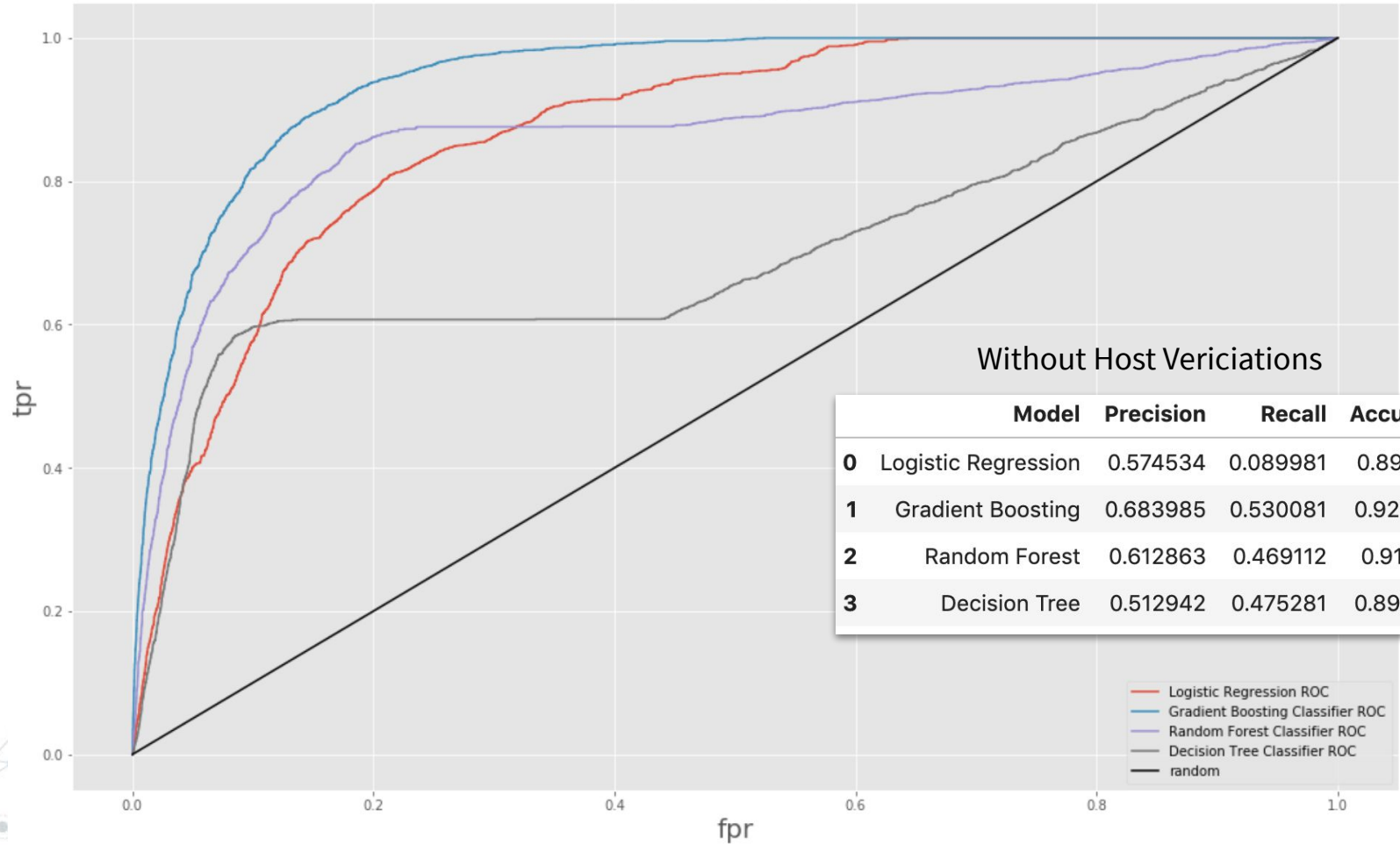
2. Modeling



ROC Curve



ROC Curve





Thanks!

Any questions?

