REPORT

DATA ANALYSIS ON AIRBNB DATASET

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This comprehensive Airbnb report presents an in-depth exploration of listing data across multiple cities, analysing core attributes such as property types, room categories, and host engagement. The insights help identify guest behaviour patterns and evolving booking preferences.

By evaluating host responsiveness, pricing strategies, cancellation flexibility, and geolocation factors, the report delivers practical recommendations for boosting occupancy rates. It also highlights trends in customer reviews and listing performance to support data-driven improvements in user experience and operational efficiency.

Some Key Insights

- **Apartments** are the most listed type (62.39%), showing urban preference.
- **Entire home/apartment** is the most popular room type (56.53%).
- **Median price** is **$110**, while **average** is **$154.85**.
- **43.62%** of listings are priced under $100—ideal for budget marketing.
- Only **9.25%** of listings are priced above $300—luxury market is limited.
- Response consistency correlates with booking rates—encourage fast replies.
- Unique properties like **treehouses and boats** add novelty—leverage for experience-driven guests.
- Average number of **bathrooms** per listing is **1.25**.
- Average **bedroom count** is **1.29**—most listings are small.
- Promote **instant booking** for verified, high-rated hosts to increase ease.
- **NYC** leads with **22,268 listings**, followed by **LA** with **18,328**.
- Together, NYC and LA account for over **73%** of all listings.
- Apply **city-specific pricing** for better revenue targeting.
- **Moderate and strict cancellation policies dominate**, potentially affecting guest flexibility.

Conclusion

- The high demand for entire homes and real beds reflects a preference for comfort and privacy. Targeted promotions for multi-bed or family-friendly listings can attract group travelers and longer stays.

- City centre clustering and coastal popularity highlight Airbnb's alignment with tourism trends. Leveraging seasonal patterns and geolocation data can refine dynamic pricing and availability strategies.

- With only a small portion of listings having 100+ reviews, encouraging guest feedback and spotlighting highly-rated listings can build trust and drive repeat bookings.