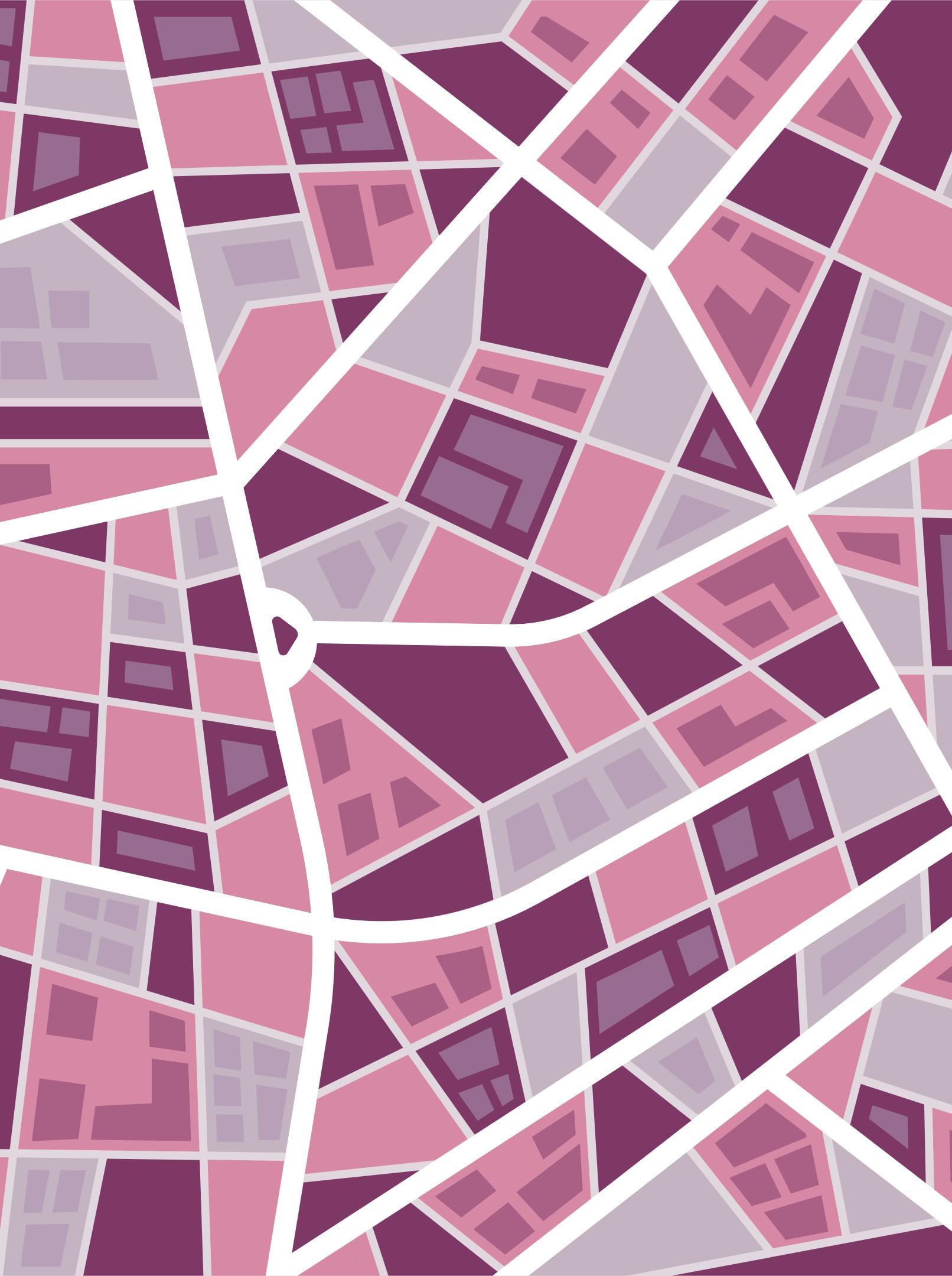


# UNVEILING MILAN

A Deep Dive into Airbnb  
Listings in Municipality 7  
(M7)



# AGENDA

- Locating Municipality 7
- Who's Behind the Listings?
- A Neighborhood Mosaic: Distribution of Hosts
- Standing Out from the Crowd: Best Reviewed Properties
- Top Host Names with Cheap Price in M7
- Perfect Price: Exploring Average Rental Rates
- Unveiling the Essence: Keywords that Define Our Listings
- A Story of Hospitality: Meet Chiara and Roberto

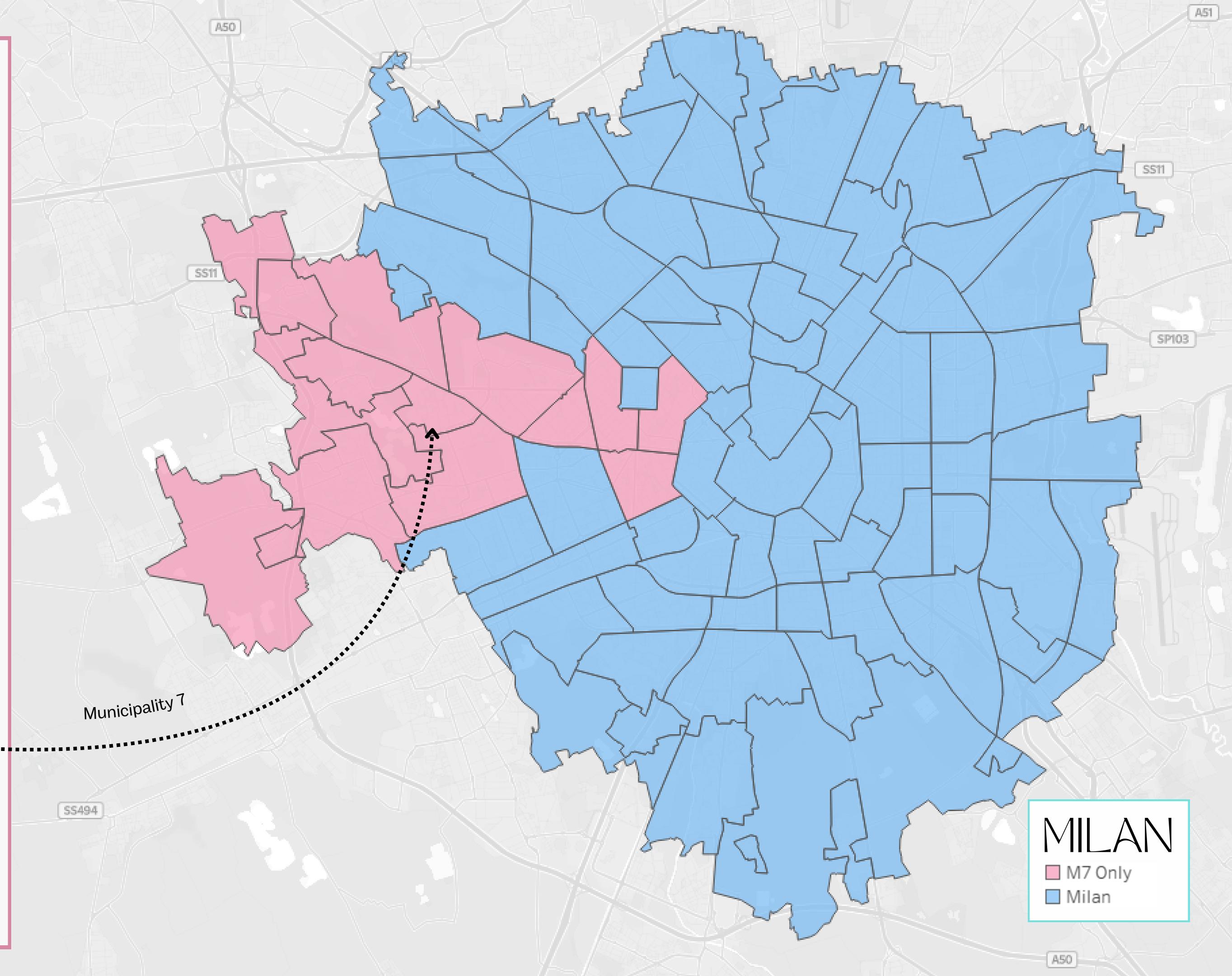
# Where is Municipality 7?

In 2019 Municipality 7 (M7) had over 177.000 inhabitants, making it the **third most populated** municipality of Milan.\*

It encompasses:

- 51. Porta Magenta
- 54. Muggiano
- 55. Baggio
- 56. Forze Armate
- 57. San Siro
- 58. De Angeli-Monte Rosa
- 60. Stadio - Ippodromi
- 61. Quarto Cagnino
- 62. Quinto Romano
- 63. Figino
- 87. Assiano
- 88. Parco Bosco in città.

Source: <https://municipio7milano.it/il-municipio-7>



# Who's Behind the Listings?

Exploring Host Profiles in M7

**Are hosts locals?**

Looking into where the  
hosts live.

**Where are most of the listing ?**

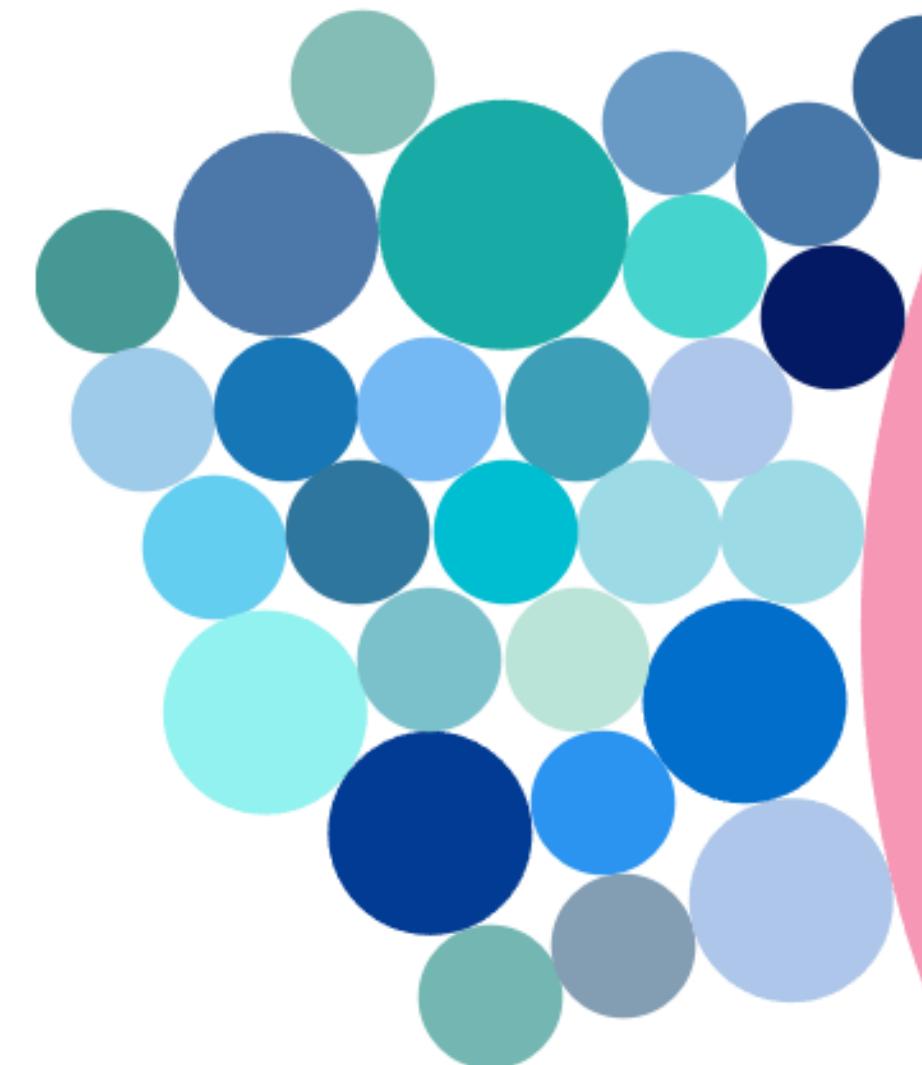
Looking into where M7  
hosts are.



# Are M7 hosts locals?

## Distribution of Hosts home locations

Most of the hosts in M7 live in Milan (216 people), however there is a significant number of hosts living outside Milan.

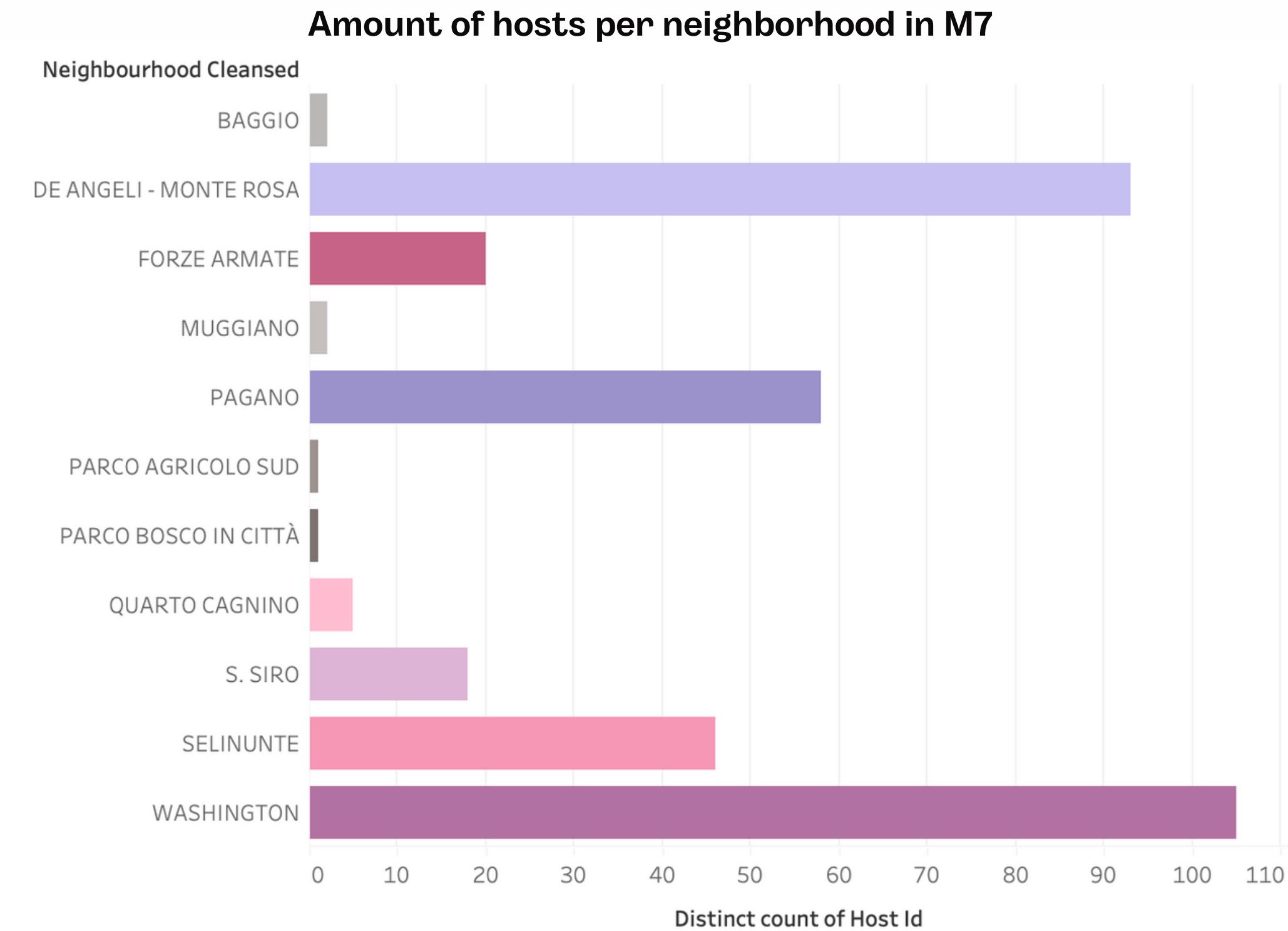
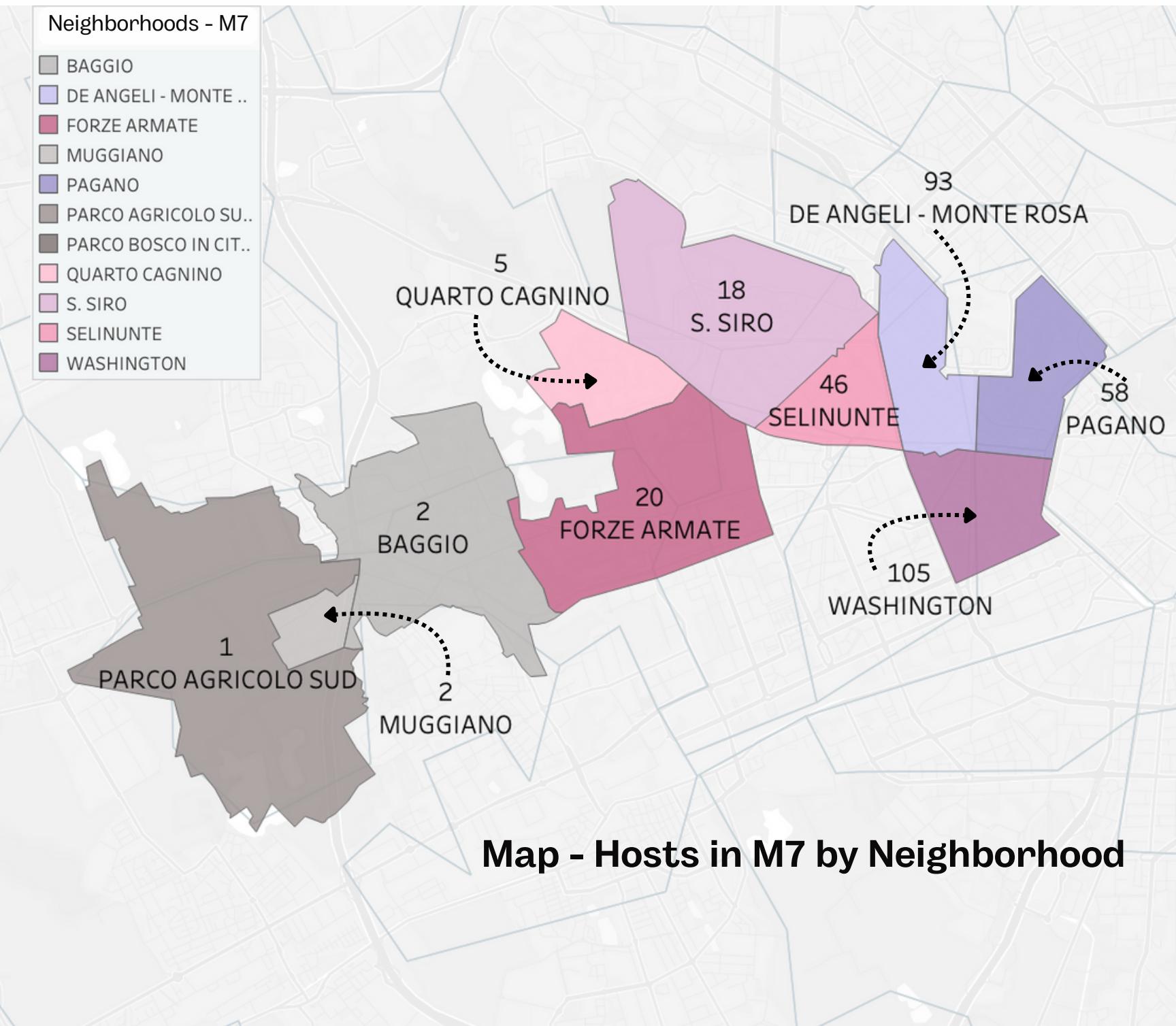


Milan, Italy  
216

Host Location	Cesate, Italy	Fidenza, Italy	London, United Kingdom	Milan, Italy	Reggio Emilia, Italy
Assago, Italy					
Bologna, Italy					
Brussels, Belgium					
Cabras, Italy					
Copenhagen, Denmark					
Desenzano del Garda, Italy					
England, United Kingdom					
Fidenza, Italy					
Genoa, Italy					
Lainate, Italy					
Lugano, Switzerland					
Luxembourg					
Madrid, Spain					
Monza, Italy					
Naples, Italy					
Paris, France					
Reggio Emilia, Italy					
Rome, Italy					
San Donà di Piave, Italy					
San Francisco, CA					

# A Neighborhood Mosaic

## Distribution of Hosts per Neighborhood





PROPERTY

Standing Out from the Crowd:

Best Reviewed Properties

# Rating of Listings in M7

MUGGIANO  
Rating: 4.8  
Price: \$67.0  
Listings Count: 2

QUARTO CAGNINO  
Rating: 4.6  
Price: \$105.6  
Listings Count: 5

BAGGIO  
Rating: 4.5  
Price: \$70.0  
Listings Count: 2

PARCO AGRICOLO SUD  
Rating: 5.0  
Price: \$108.0  
Listings Count: 1

DE ANGELI - MONTE ROSA  
Rating: 4.7  
Price: \$129.1  
Listings Count: 117

PAGANO  
Rating: 4.8  
Price: \$178.7  
Listings Count: 75

S. SIRO  
Rating: 4.6  
Price: \$148.8  
Listings Count: 25

FORZE ARMATE  
Rating: 4.8  
Price: \$122.4  
Listings Count: 21

SELINUNTE  
Rating: 4.6  
Price: \$122.2  
Listings Count: 50

WASHINGTON  
Rating: 4.6  
Price: \$159.3  
Listings Count: 130

Review Scores Rating

4.5

5.0

# Top Host Names with Cheap Price in M7

Top hosts are hosts who get perfect rating of 5

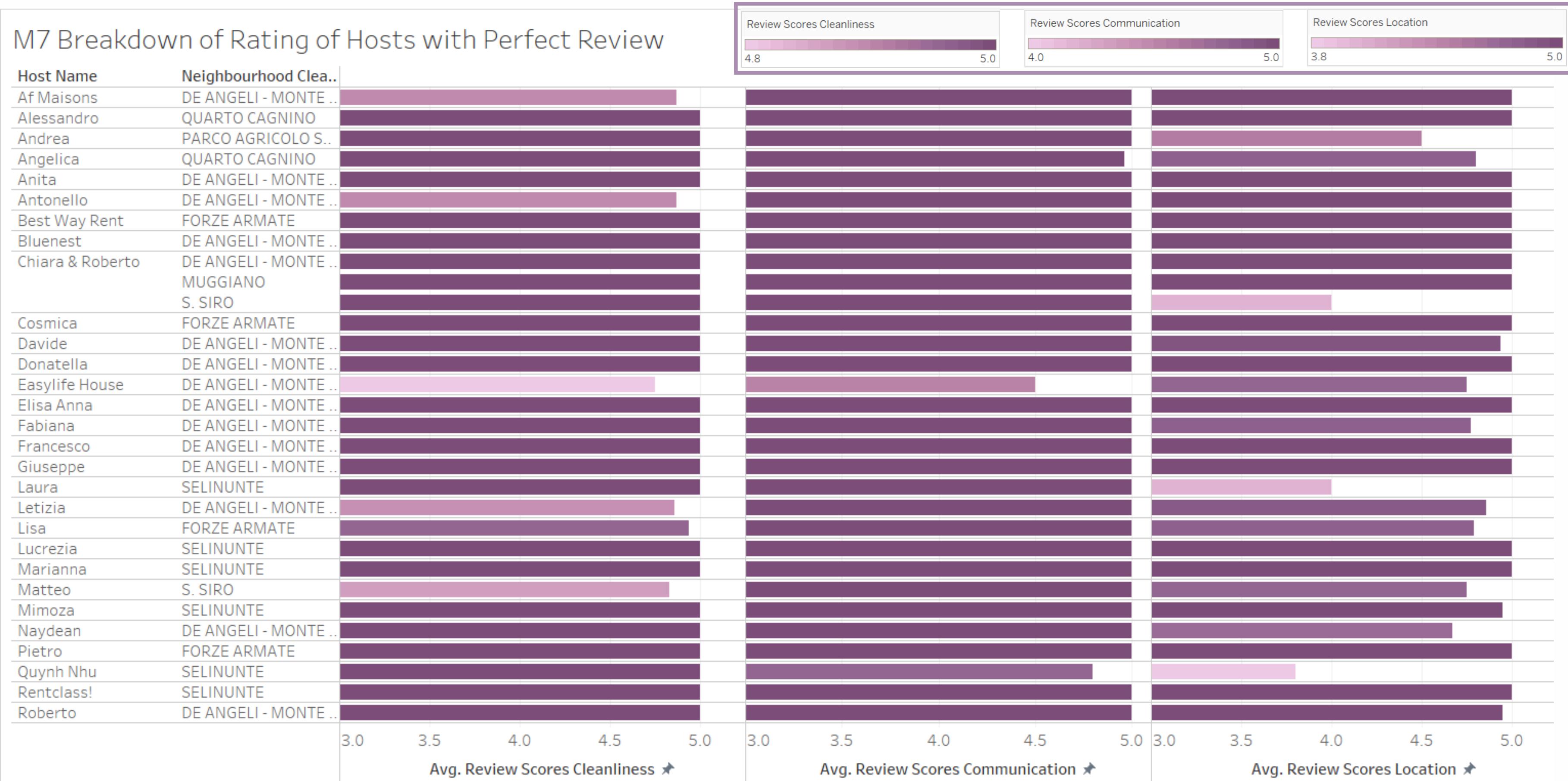
Anita	Davide	Easylife House	Giuseppe	Barbara & Elena	Gianluca	Vanessa
USD 100.00 Listing count 1	USD 73.00 Listing count 1	USD 100.00 Listing count 1	USD 94.50 Listing count 2	USD 75.00 Listing count 1	USD 95.00 Listing count 1	USD 100.00 Listing count 1
Antonello				Gabriele		
USD 97.00 Listing count 1				USD 83.00 Listing count 1		
Chiara & Roberto	Naydean	VP Property Management		Cosmica	Alessandro	
USD 100.00 Listing count 1	USD 49.00 Listing count 1	USD 83.00 Listing count 1		USD 72.00 Listing count 1	USD 73.00 Listing count 1	
Lucrezia	Quynh Nhu			Lisa		
USD 65.00 Listing count 1	USD 29.00 Listing count 1			USD 87.00 Listing count 1		
Mimoza	Rentclass!			Chiara & Roberto		
USD 74.00 Listing count 1	USD 71.00 Listing count 1			USD 60.00 Listing count 1		

Neighbourhood Cleansed

- DE ANGELI - MONTE ROSA
- FORZE ARMATE
- MUGGIANO
- QUARTO CAGNINO
- SELINUNTE
- WASHINGTON

**Host Name**  
Price  
Listing Count

# Breakdown of Top Hosts Rating by Category

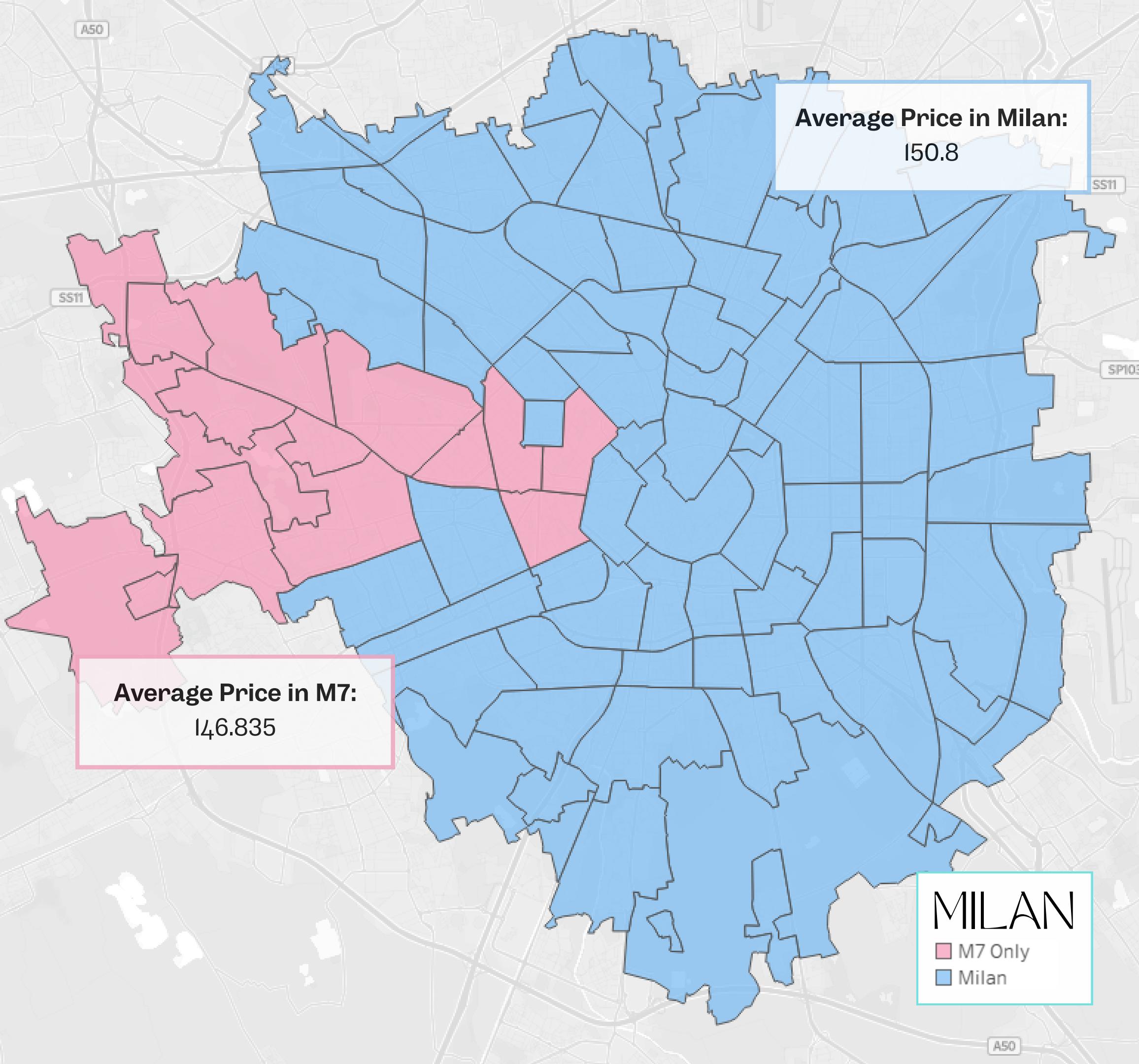




# Exploring Average Rental Rates

The results reveal that **prices in M7 are comparable** to the city average. It's important to consider that **M7 listings represent only 6.49%** of Milan's total Airbnb listings. This suggests that while M7 is a smaller area, it might offer a concentration of **high-quality Airbnb** options.

# Exploring Average Renial Rates



A complex, abstract geometric pattern composed of overlapping rectangles in shades of blue, teal, pink, and purple. The shapes are arranged in a non-repeating, organic-like fashion across the entire left side of the image.

# Unveiling the Essence:

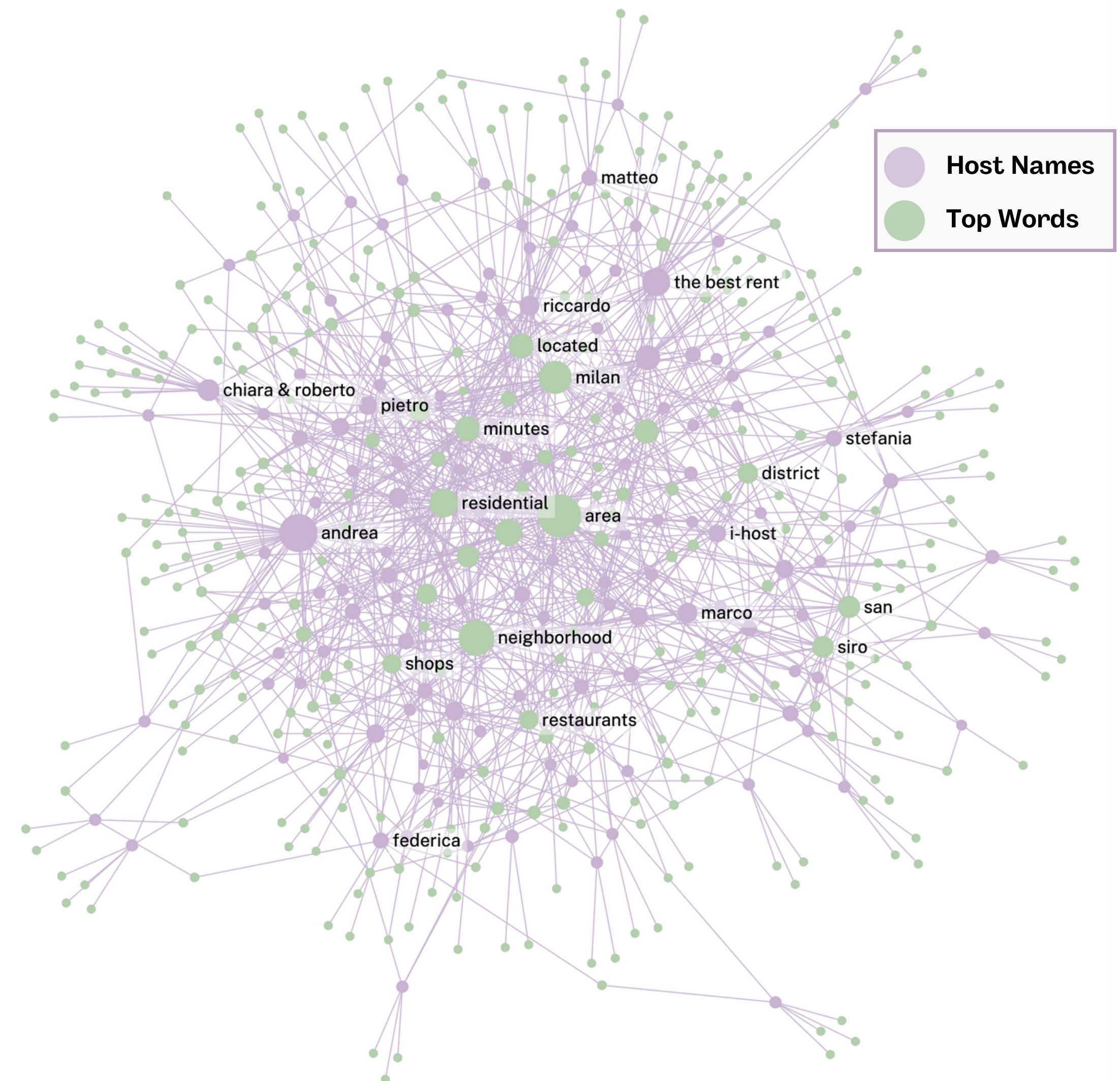
## Keywords that Define Our Listings

# Keywords of Neighborhoods in M7

Our analysis found that keywords used to describe M7 are largely consistent with the rest of Milan.

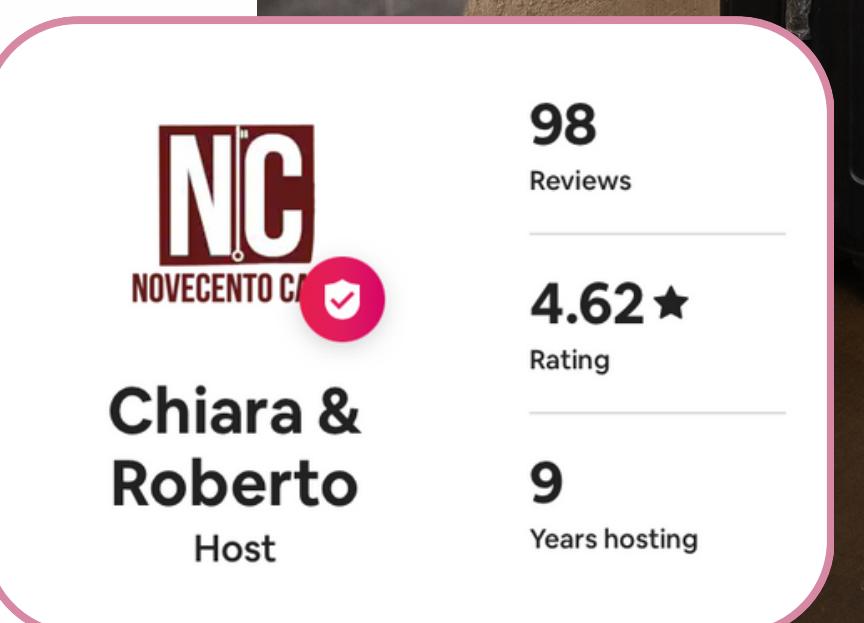
However, some interesting distinctions emerged:

- **Residential Focus**
- **San Siro's Influence**
- **Best Rent: Is it?**
- **Chiara and Roberto!**

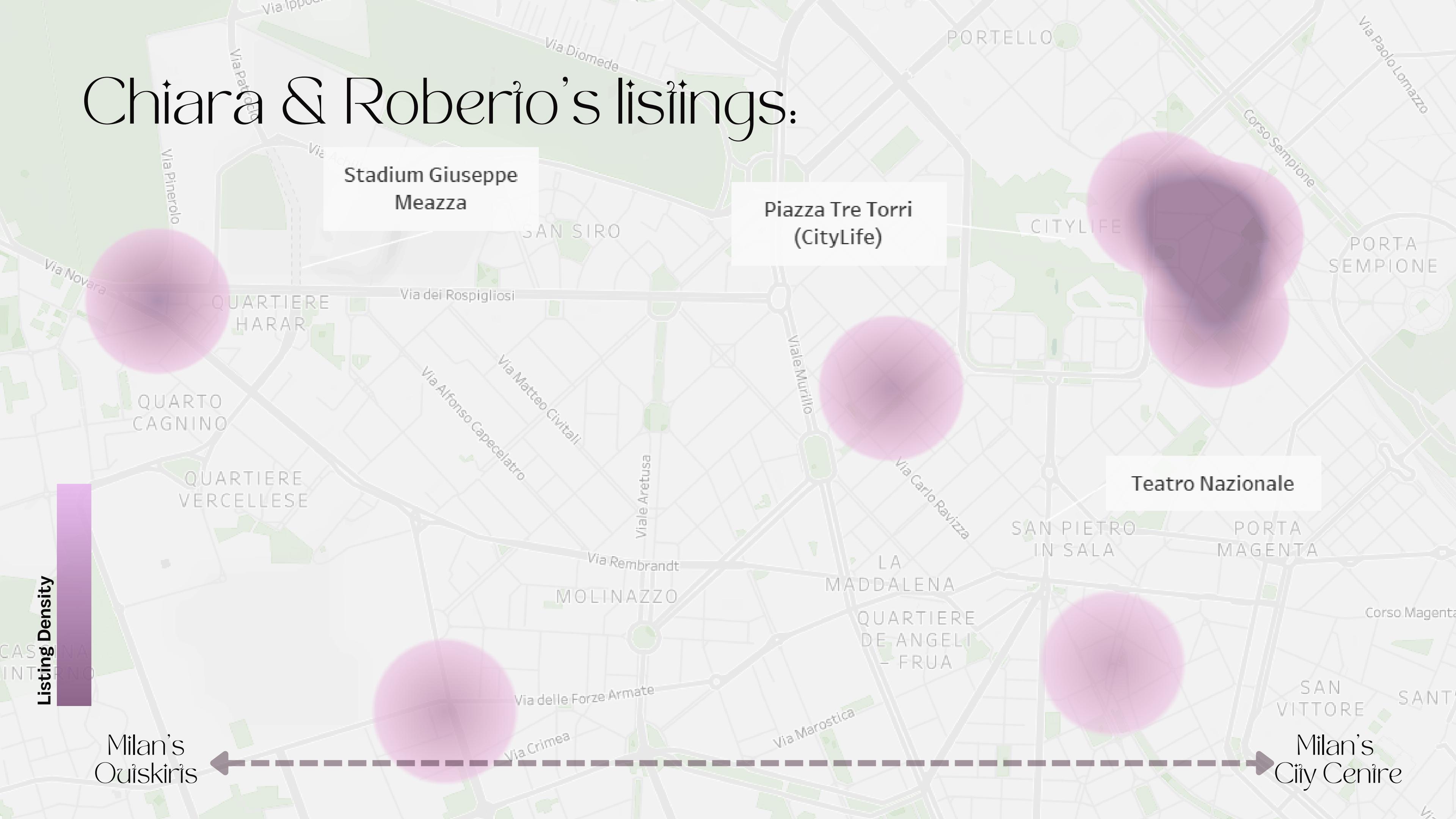


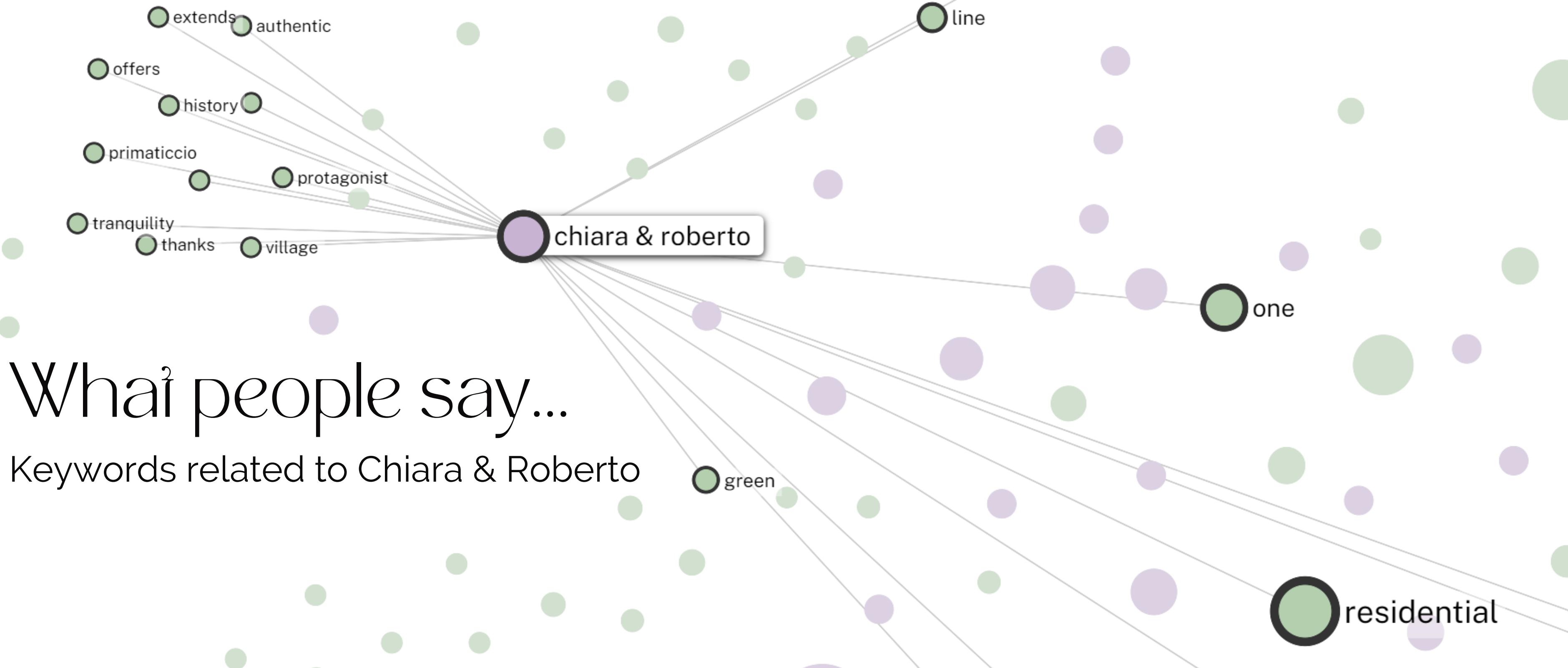
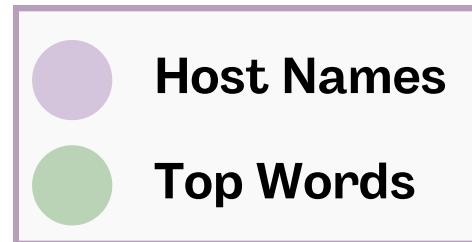
# A Story of Hospitality: Meet Chiara & Roberto

Chiara and Roberto are the most popular Airbnb hosts in M7. **Not only do they boast an impressive 114 listings out of the total 430 listings of M7**, but their names also appear frequently as keywords within guest reviews, suggesting exceptional service and a memorable experience.



# Chiara & Roberto's listings:





# On the other end of the story Meet the “Indie hosts”

M7 also boasts an impressive 166 independent hosts, aka the **Indie hosts** of M7.

*Who is a “indie” host?*  
Indie hosts **only have one listing** in the whole of Milan.



# Where are the independent listings in M7?

Count of inde listings.



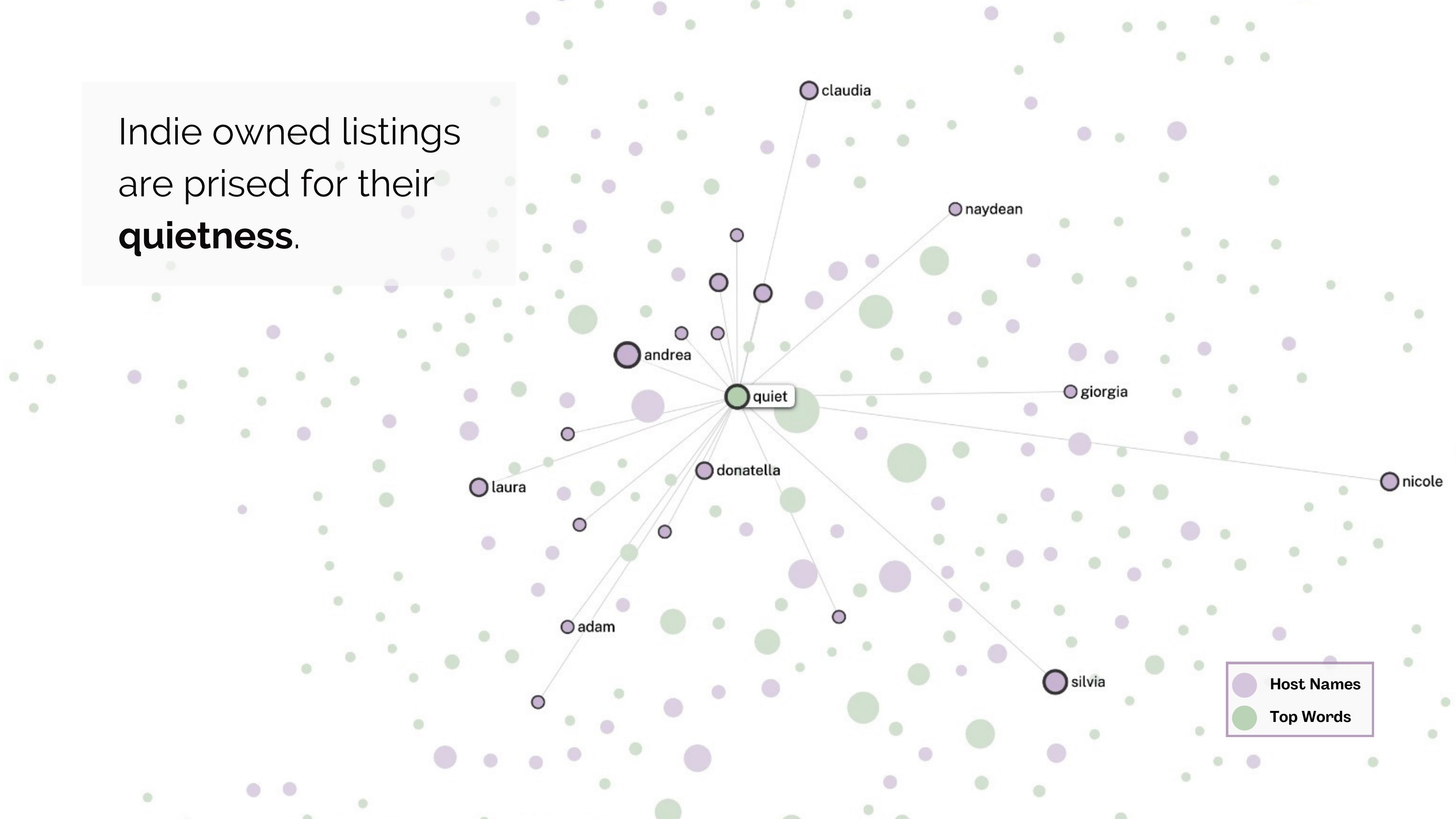
# What people say...

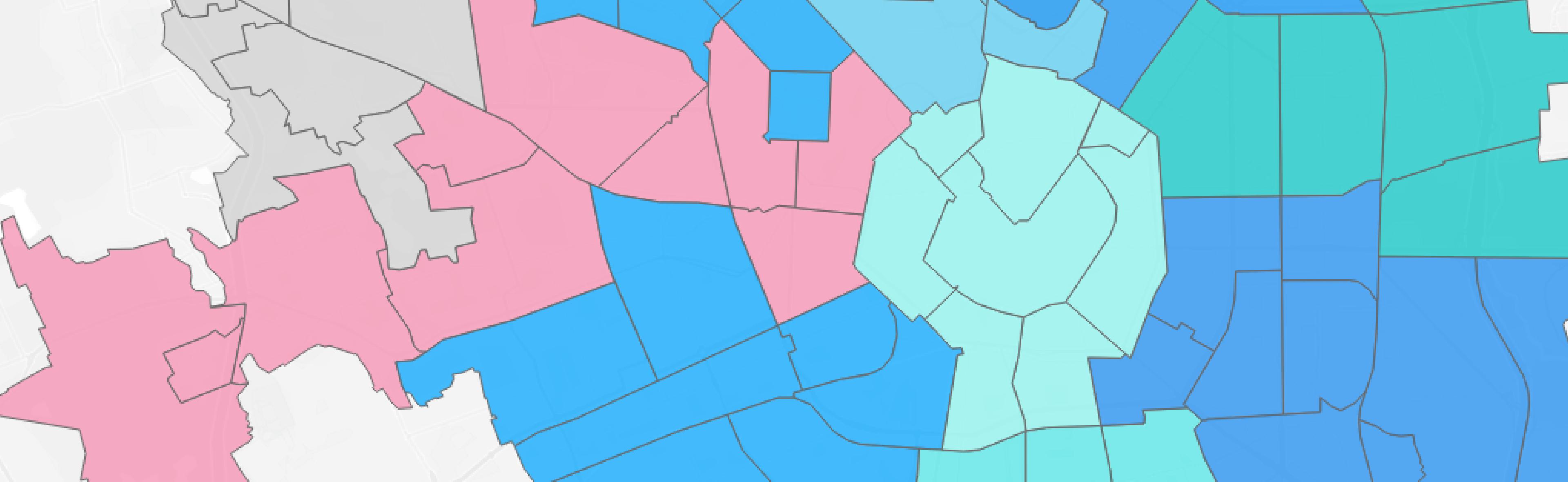
Keywords related to Indie hosts

- “neighbourhood”
- “area”
- “district”
- “Alessandro”
- “Francesca”
- “Luca”
- “Pietro”



Indie owned listings  
are prised for their  
**quietness.**





Thank you!