



Denver listings



Excel Project

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What is airbnb?

As simple as it is, you can host a home, experience, or provide a service to guests around the world.

Airbnb earns revenue by collecting service fees from both hosts and guests for bookings made through its website and mobile app.

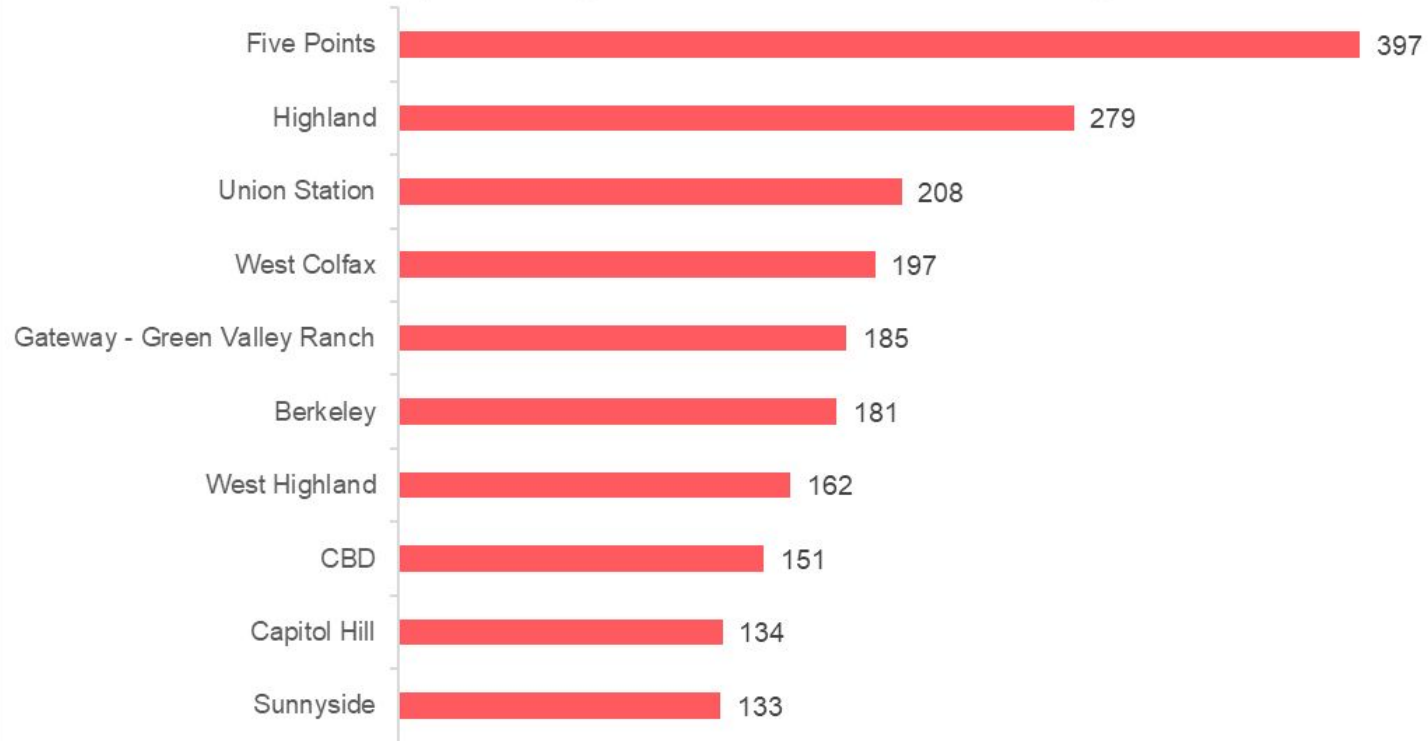
What are we
going to do?

What does our
dataset contain?

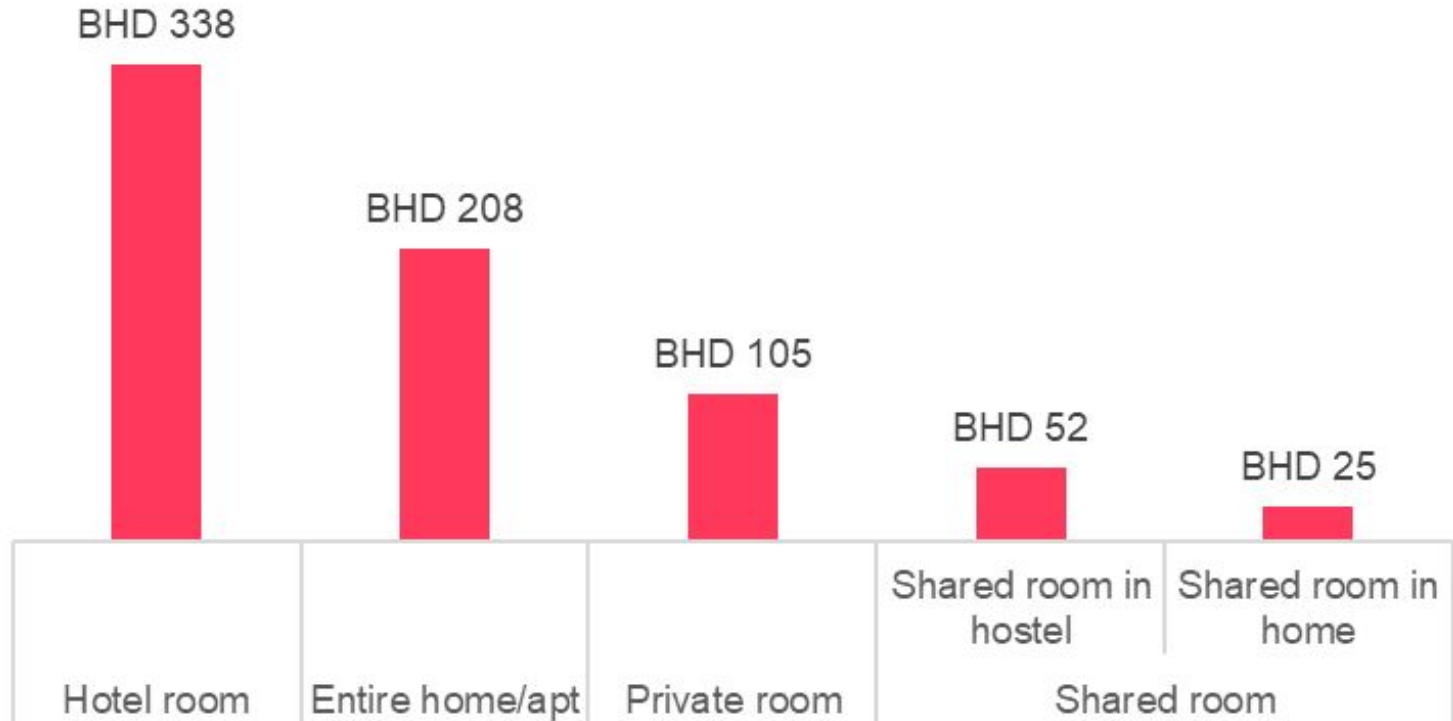
We will analyse listings located in Denver Colorado, USA, to understand the current Airbnb market performance in the city, to evaluate the potential profitability, demand, and competition in the market.

From 78 columns and around 4900 rows, we will be looking at locations, property type and more.

Top 10 Neighborhoods With Most Listing



Average Rate Per Room Type



Average Revenue of Superhosts



Ratings of Room Type & Location

	Average of Reviews Rating	Average of location Rating
Entire home/apt	4.87	4.86
Hotel room	4.83	4.91
Private room	4.82	4.83
Shared room	4.71	4.80

Who is my audience?

- The Client - Investors
- Tourists
- Relocators
- Visitors

Recommendation

- Hotels are expensive but provide excellent amenities - revenue
- It is recommended to invest in between Union station and Berkeley for good competitions and booking traffic
- However, high occupancy could divert bookings to new investments
- More focus and care on customer experience to gain superhost badge to attract more bookings

Thank You

