

# Hotel Aggregator Analysis



BY ZAKIR KHAN



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# Geographical Insights





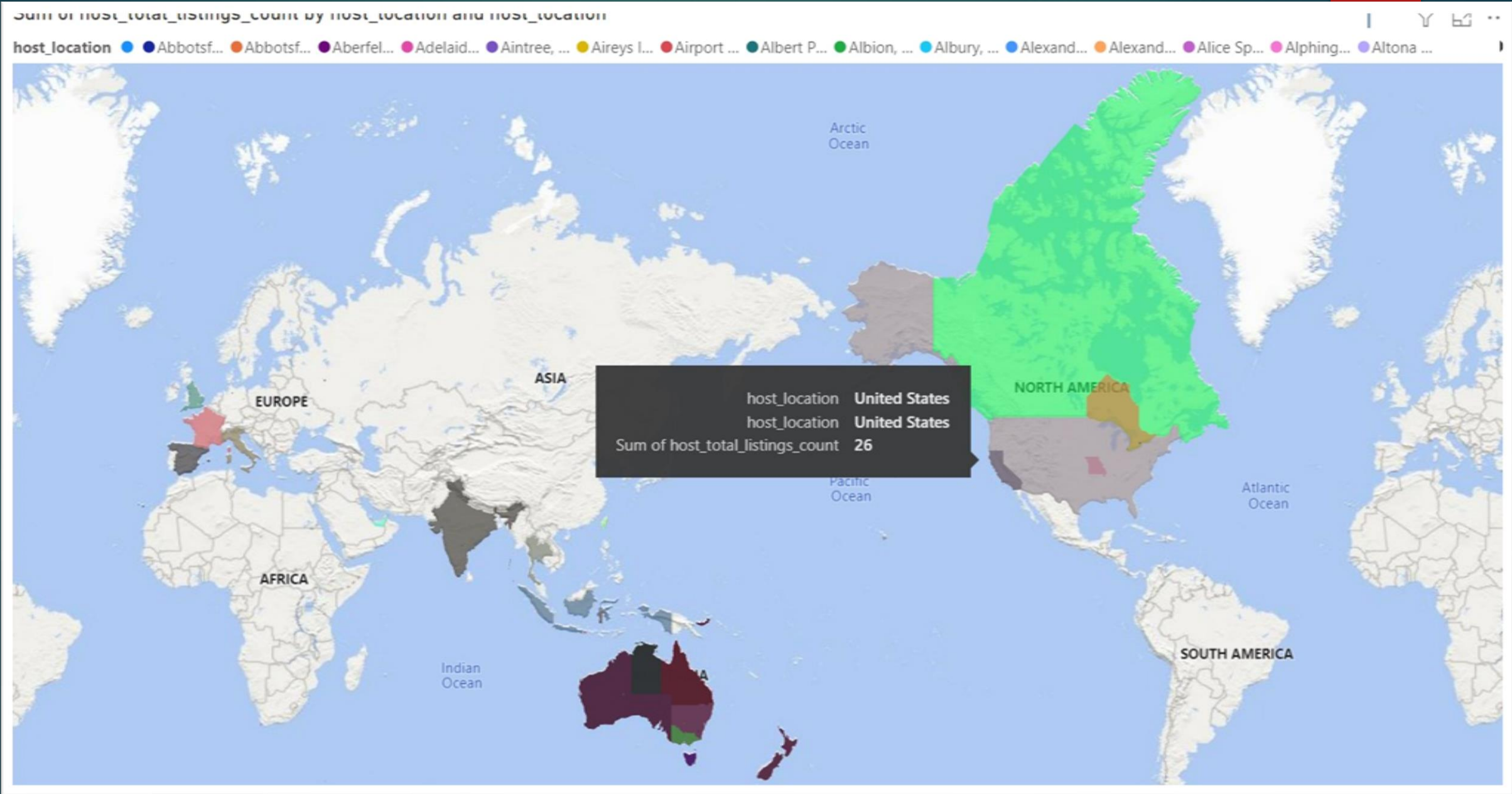
# Distribution of Listings in Popular Host Neighborhood

Sum of host\_total\_listings\_count by host\_neighbourhood and host\_neighbourhood

host\_neighbourhood ● Newtown... ● Brunswick ● Central ● Southbank ● Central ... ● Coogee ● South Y... ● Richmond ● Port Mel... ● South M... ● St Kilda ● Elwood ● Docklands ● Parkville ● Middle ...



# Neighborhood with the Highest Sum of Total Listings



# Pricing & Availability



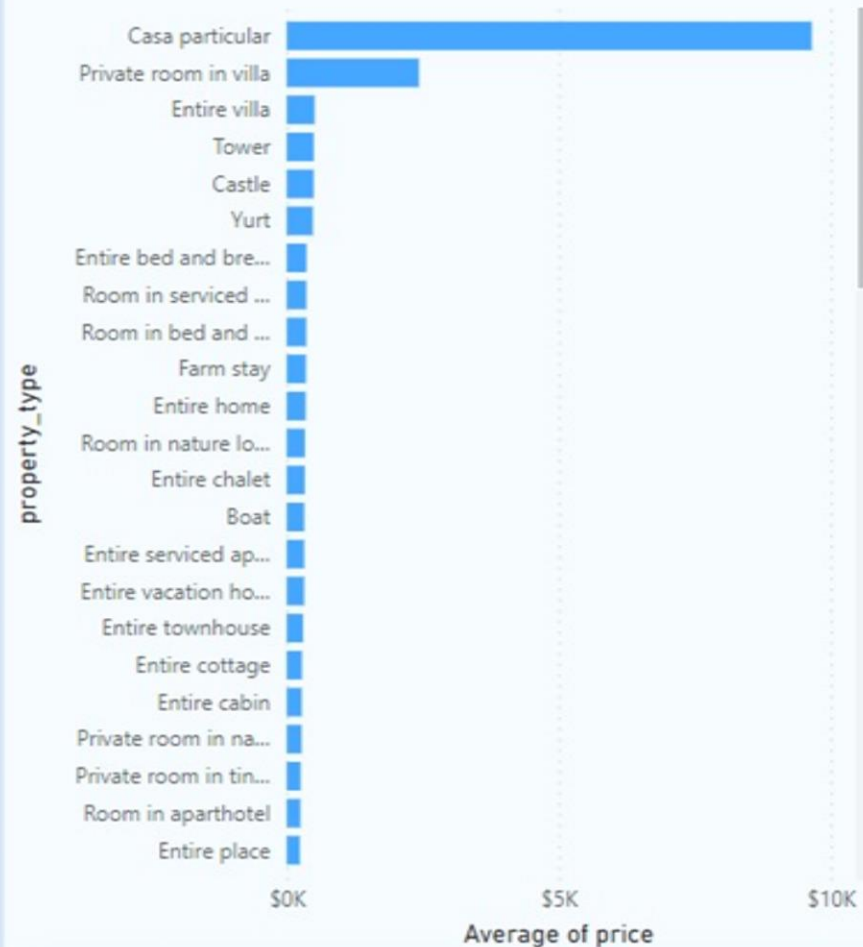


# Pricing Trends in Average

Average of price

\$223.8437

Average of price by property\_type



Average of price by room\_type

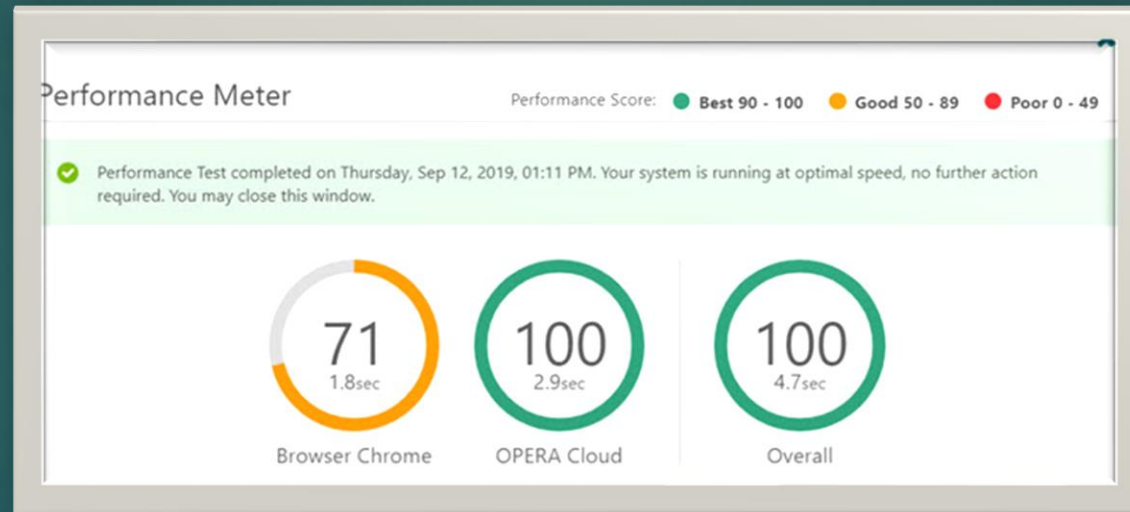
room\_type ● Hotel room ● Entire home/apt ● Private room ● Shared room



Average of price by accommodates



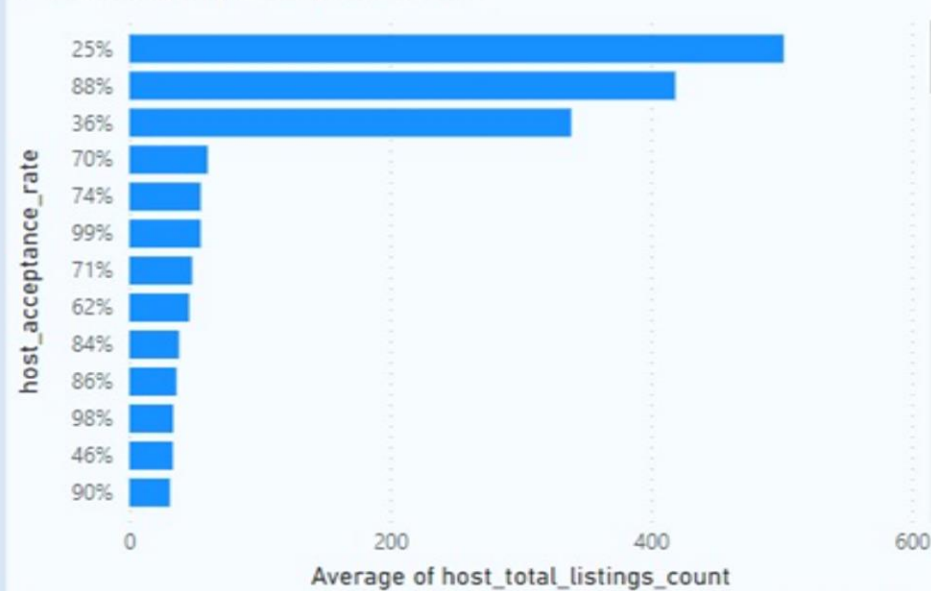
# Host Performance



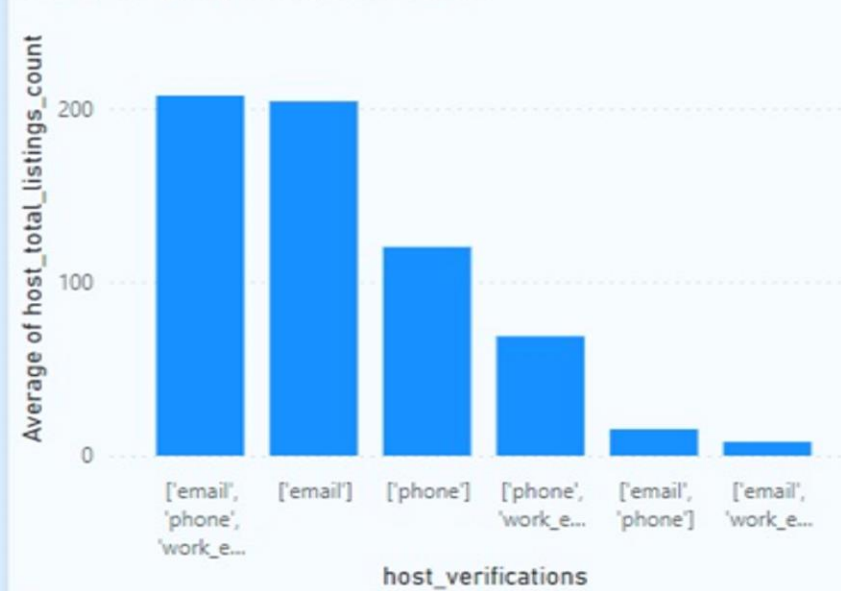


# Host Performance

Total\_listings by \_acceptance\_rate



Total\_listings by host\_verifications



65.90

Average of host total...

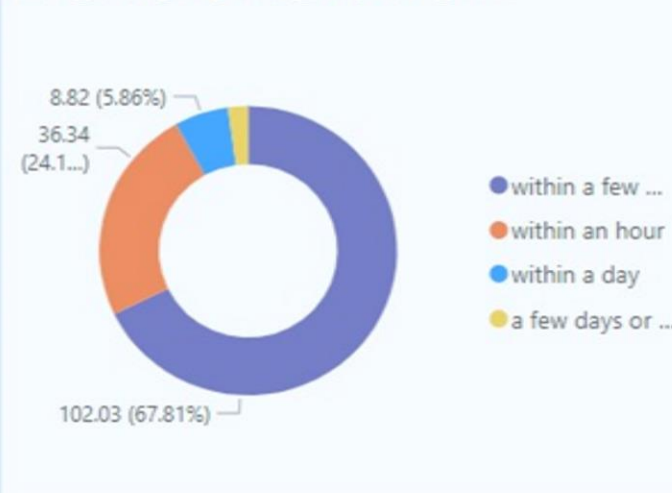
12.88K

Count of  
host\_is\_superhost

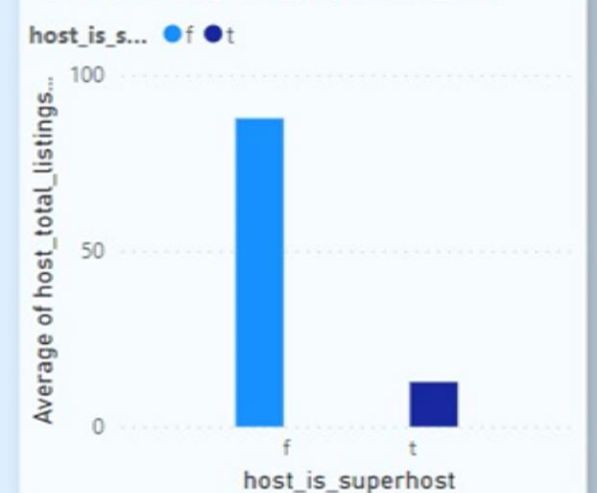
Count of host\_response\_rate by  
host\_response\_time



Total\_listings by host\_response\_time



Average total\_listing by super\_host



# Review Scores & Guest Satisfaction



# Review Scores & Guest Satisfaction

4.70

Average scores\_rating

4.77

Average scores\_accur...

4.69

Avg scores\_cleanliness

4.83

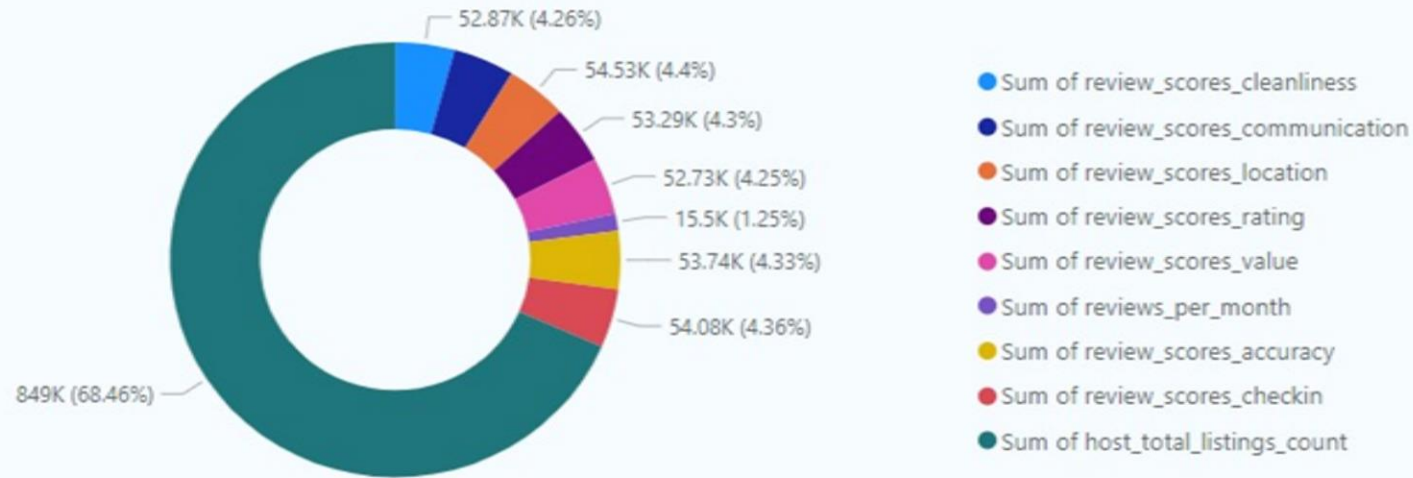
Avg scores communi...

4.84

Avg scores\_location

1.37

Avg\_score\_per\_month



48K

Accommodates

849K

Total\_listings\_count

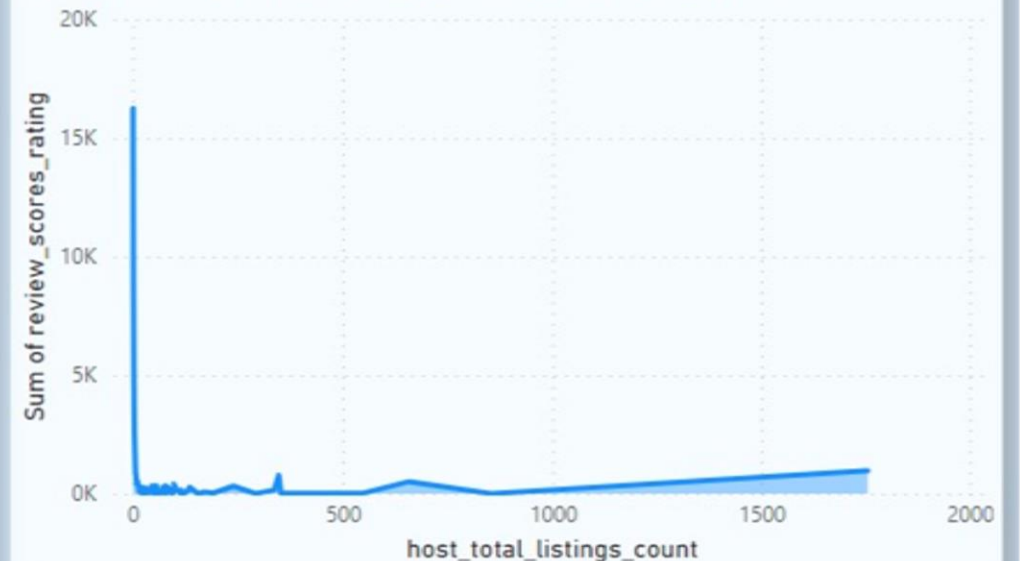
535K

Total\_No\_of\_reviews

Sum of host\_total\_listings\_count and Sum of number\_of\_reviews



Sum of review\_scores\_rating by host\_total\_listings\_count



# Property & Room Types



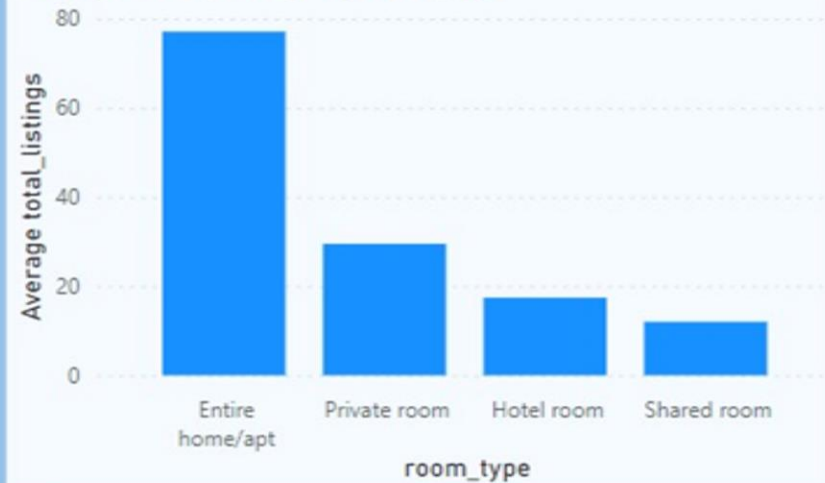


# Property And Room Type Analysis

Average total\_listings by property\_type and property\_type



Average total\_listings by room\_type



property\_type

All

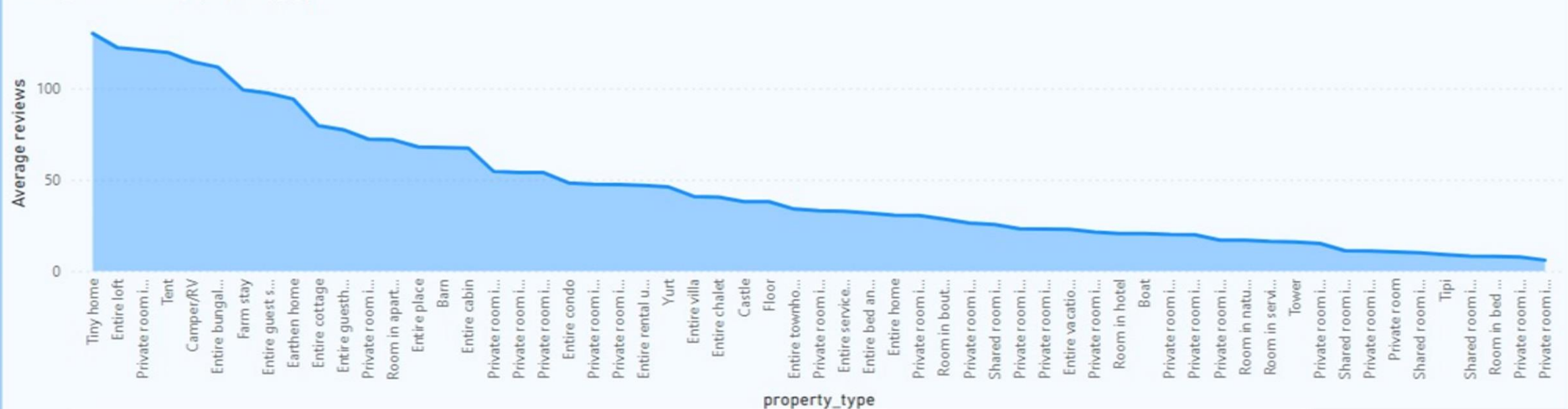
room\_type

All

41.55

Average of number\_of\_reviews

Average reviews by property\_type

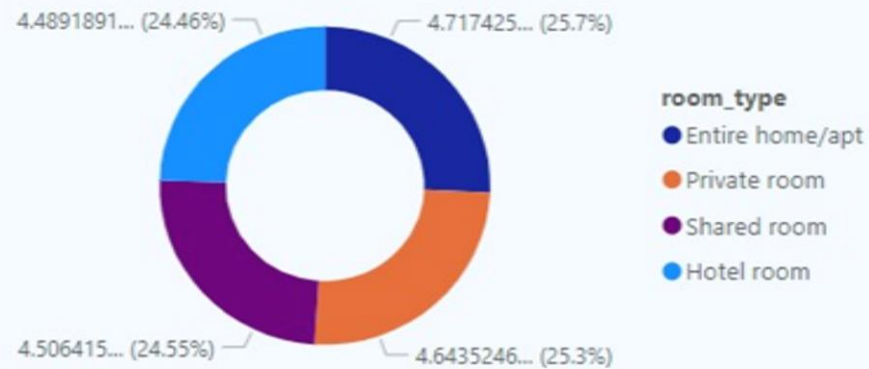


# Room Type with Highest Monthly Average Reviews

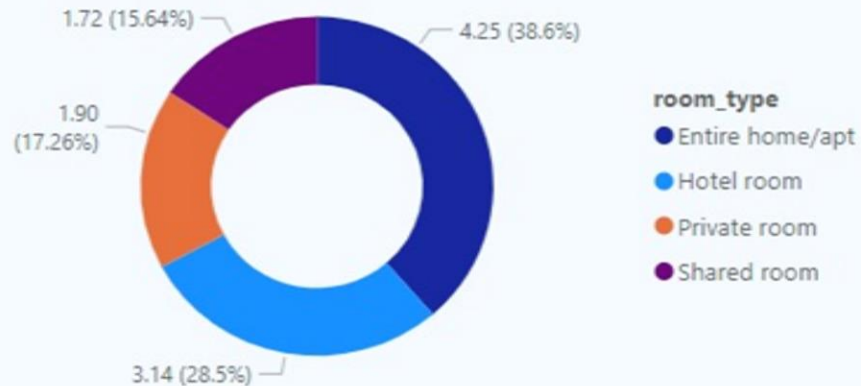
Average of review\_rating



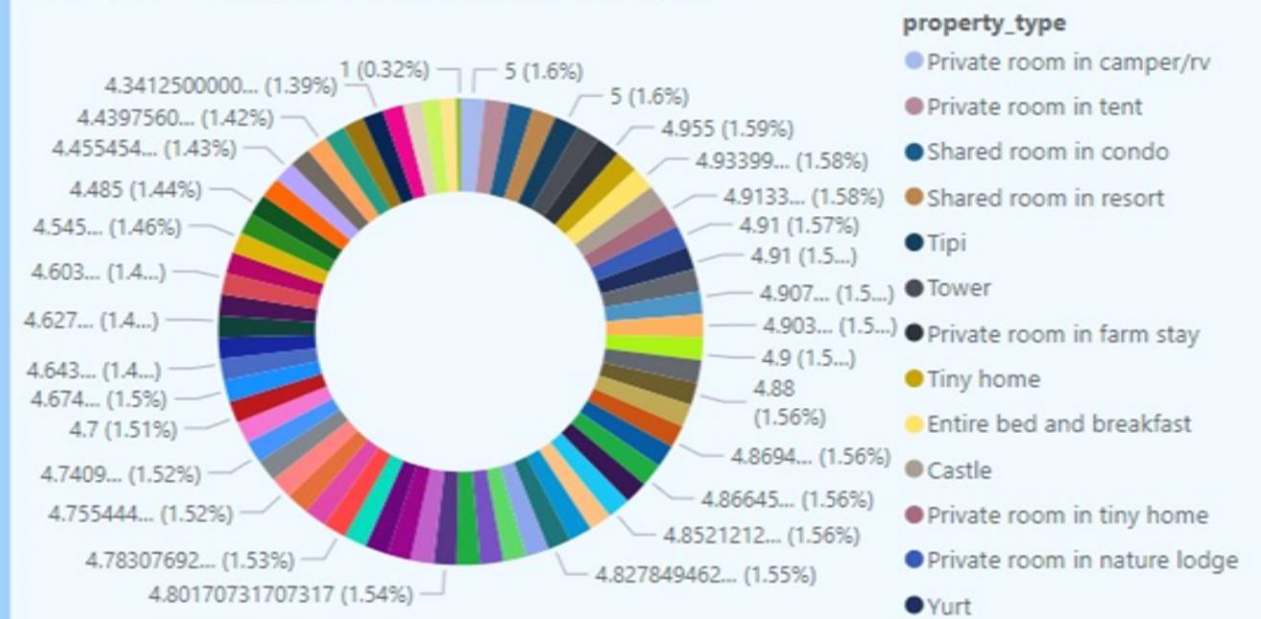
Average of review\_scores\_rating by room\_type



Average of accommodates by room\_type



Average of review\_scores\_rating by property\_type



Sum of review\_scores\_rating by Month



# Recommendations



# Useful Recommendations

- ▶ Data shows that larger accommodations tend to have higher prices. If larger properties are available, charging more could be possible.
- ▶ Pay attention to the types of properties that are more popular or have higher average prices. For example, entire villas and townhouses seem to command higher prices. If these types of properties are available, highlighting them in listings could be beneficial.
- ▶ Consider promoting the benefits of becoming a SuperHost



# Useful Recommendations

- ▶ Ensuring that guests' expectations match their experiences can lead to higher review scores and more bookings.
- ▶ Data shows that entire homes/apartments are generally more expensive than private rooms and hotel rooms. Offering more entire homes/ apartments, if feasible, could increase revenue.
- ▶ Encourage hosts to verify both email and phone. Data shows that hosts with both email and phone verifications have the highest average total listings. This could lead to a larger inventory for the aggregator.

**That's All!**  
**Thanks a lot.**

