

# Strategic Launch of Our Airbnb Venture

Unlocking Opportunities in Europe's  
Underrepresented Superhost Markets



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# Agenda

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- 1. TEAM MEMBERS**
- 2. OBJECTIVE**
- 3. METHODOLOGY**
- 4. IDENTIFYING LEAST COMPETITIVE CITY**
- 5. LOCATING BEST AREA IN SELECTED CITY**
- 6. FURTHER ANALYSES**
- 7. CONCLUSION**
- 8. FUTURE WORK**



# Our Team

## **Katarzyna Klęczek**

responsible for the data manipulation

## **Zornitsa Georgieva**

responsible for statistical analysis and interpretation

## **Ivan Georgiev**

responsible for the presentation

## **Bajai Resch**

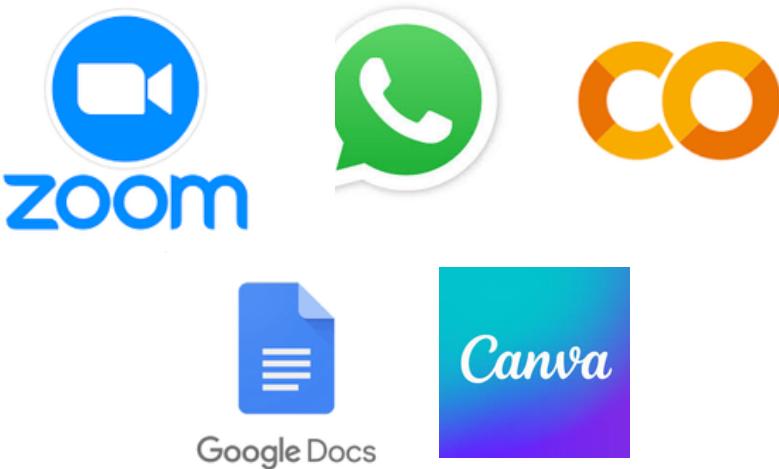
responsible for the data manipulation

## **Rylie Ramos-M.**

responsible for statistical analysis and interpretation

## **Evi Walter**

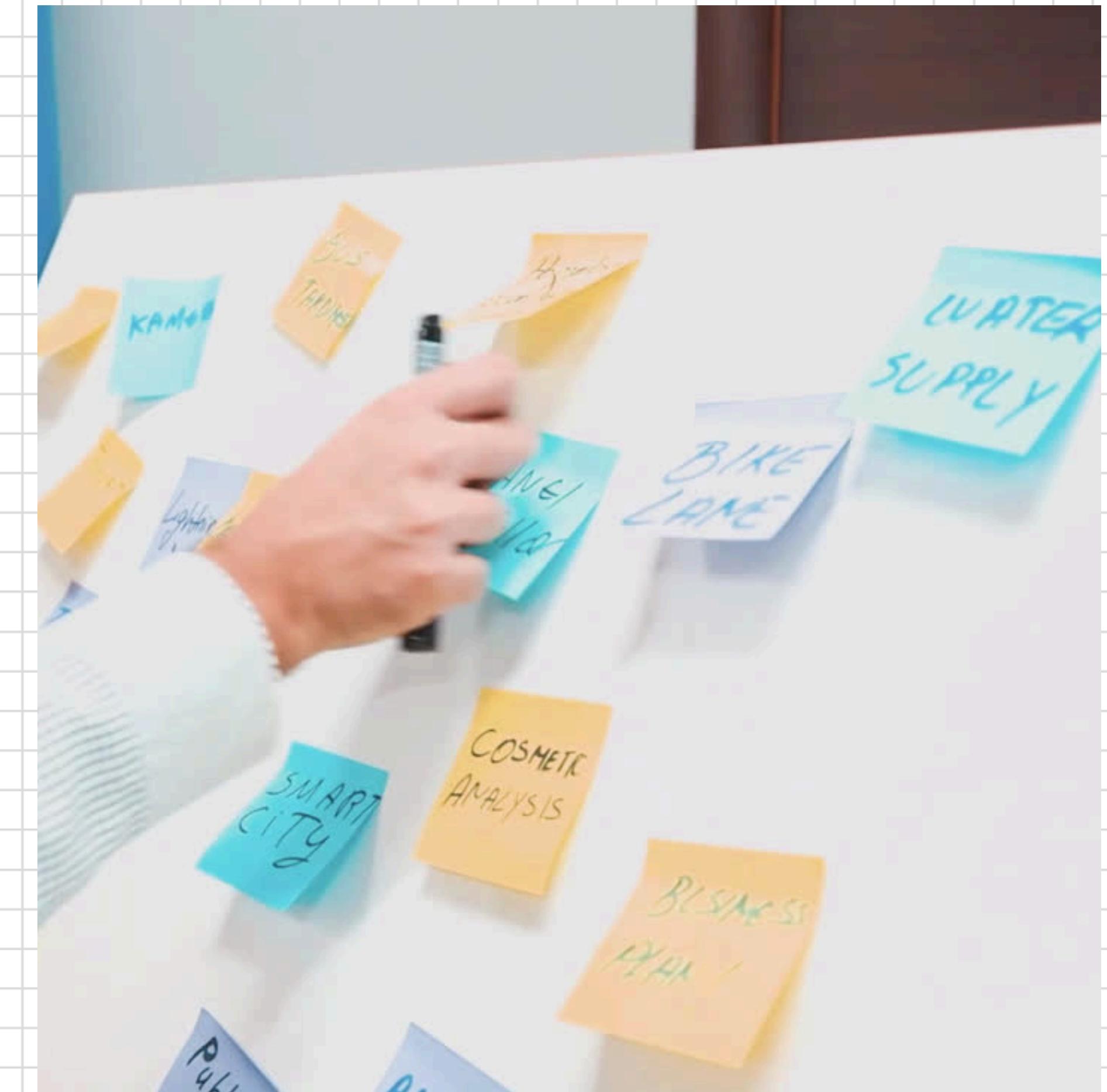
responsible for the presentation



Tools that were used



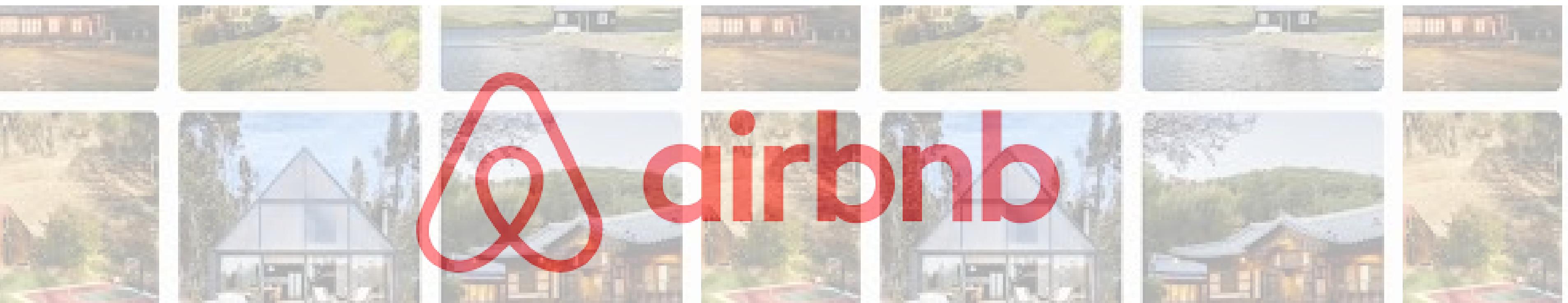
# Our Objective



# Our Business Idea

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- ⌚ We aim to launch a StartUp focused on providing Airbnb accommodations in strategically selected cities.
- ⌚ We want to ensure maximum profitability in low-competitive environments.



# Our Goals

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1

Identify a city with **the fewest superhosts** and lowest competition.

2

Map neighborhoods with **above-average review\_scores\_location** and prices.

3

Position ourselves **as the top choice** within the selected neighborhood.

4

**Deliver the best customer experience** as the leading superhost in areas with few or no superhosts.



# Our Target Market

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Our target market is **Europe**, which is why we focus on analyzing datasets specific to European cities.



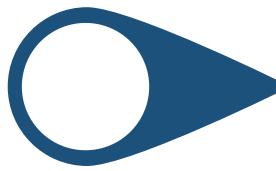
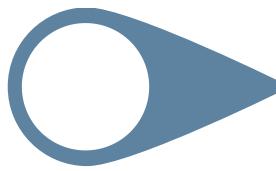
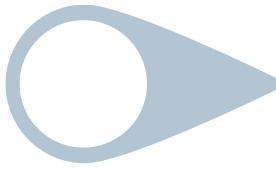
# Our Approach

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# How Our Plan Evolved Over Time

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-  **Initially**, we wanted to use sentiment analysis on comments to predict if a host is a superhost.
-  **Later on**, we discovered the 'host\_is\_superhost' column, which already indicates host quality.
-  **At the end**, we filtered listings based on host status, location ratings, pricing, and geographic data, then counted superhosts and identified cities with the lowest ratio relative to their number of properties.

# Key Metrics

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## Listing Optimization

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**Neighborhood type, Most frequent amenities in highest rated listings**

**Aim:** to optimize listings by analyzing how various factors impact success.

## Location

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## Attractiveness

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**review\_scores\_location, Latitude, Longitude**

## Market Landscape

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**Number\_of\_super\_hosts / Number\_of\_listings**

**Aim:** to identify high-rated, profitable locations with strong guest satisfaction.

**Aim:** to assess the concentration of superhosts relative to the total number of listings.

# Main Phases

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1

**IDENTIFYING LEAST  
COMPETITIVE CITY**



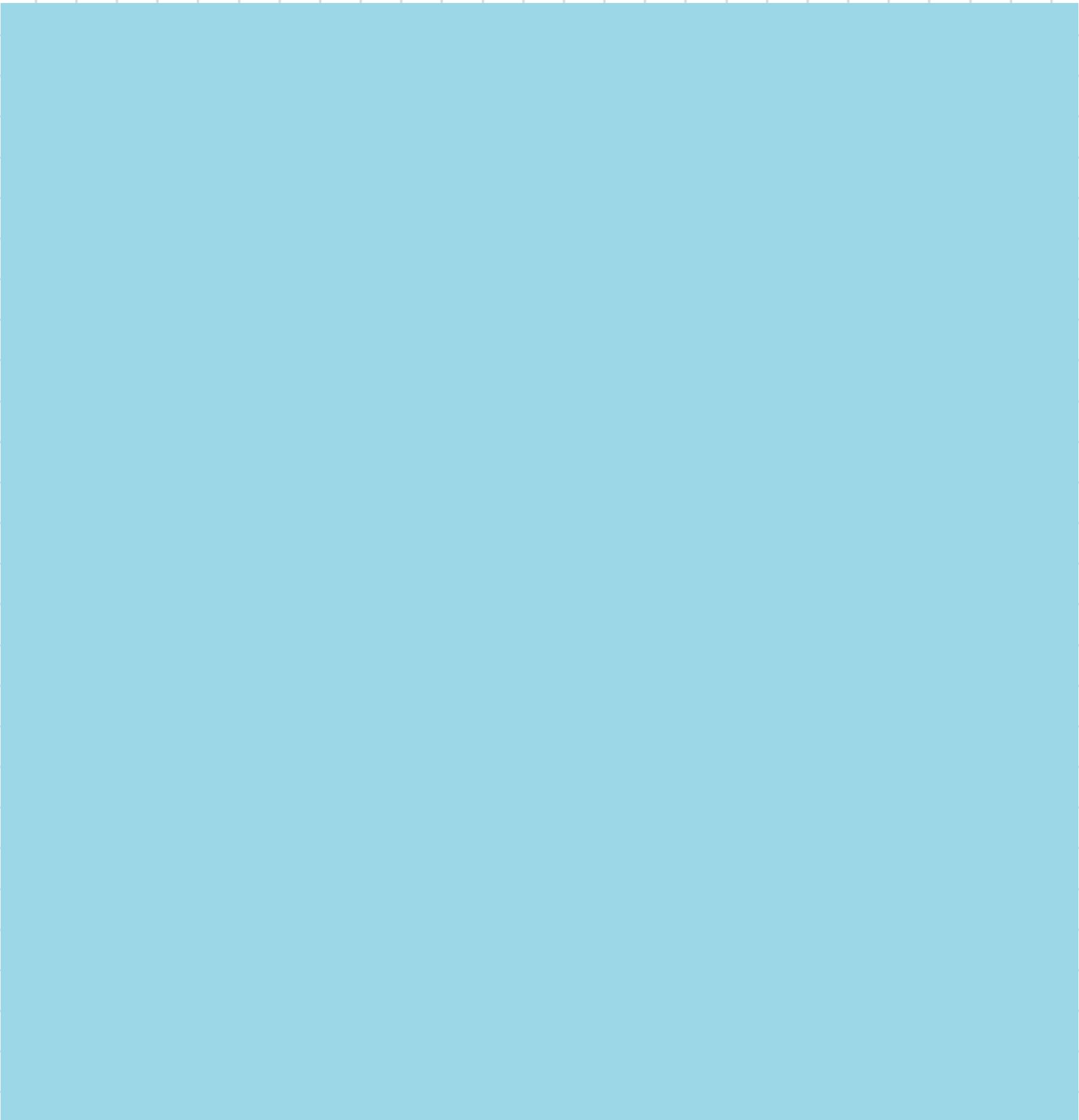
2

**LOCATING BEST  
DISTRICT WITHIN  
SELECTED CITY**



# Phase 1: Market Selection

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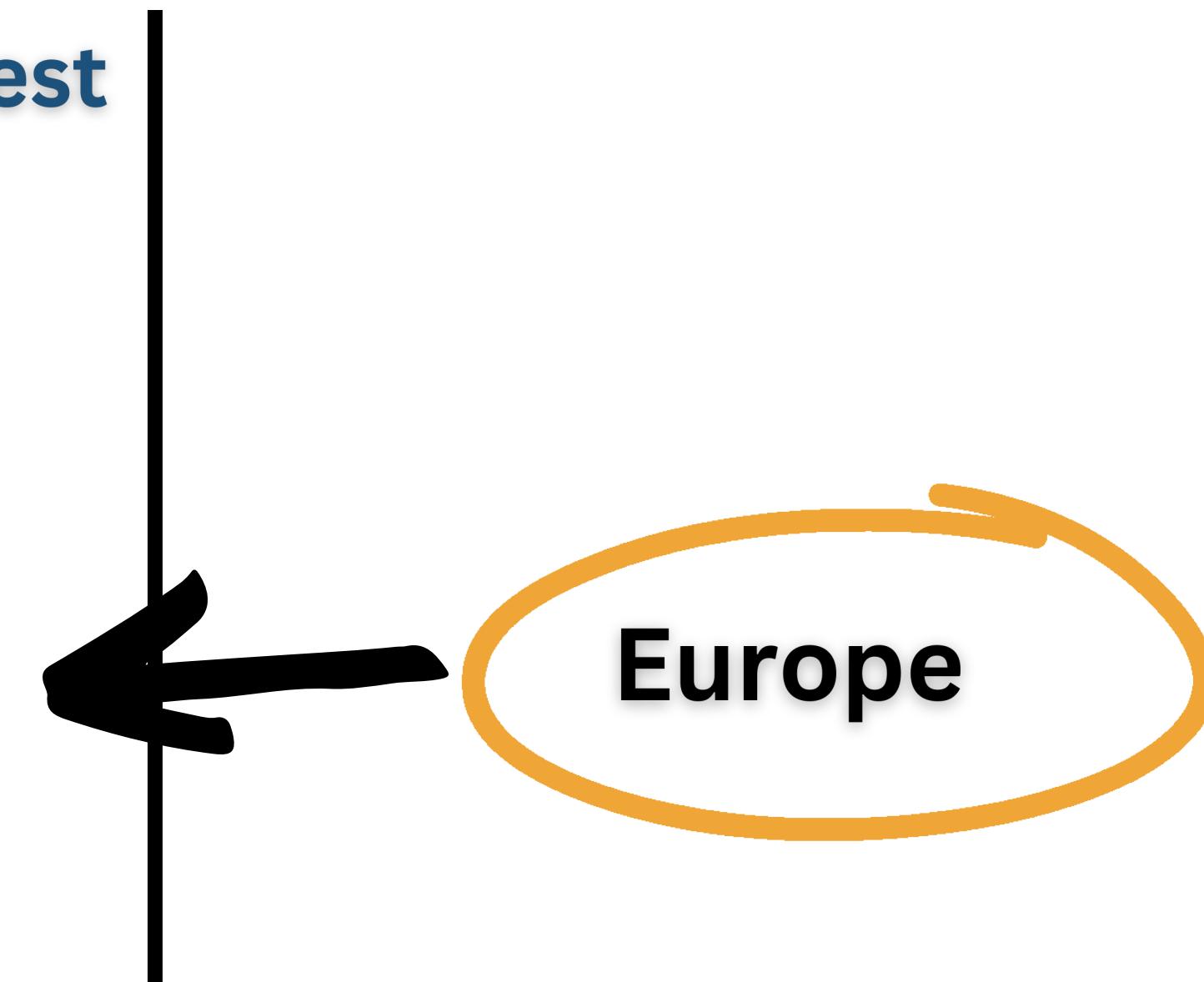
# Identifying Our Target market

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## Step 1: Analyzing data across cities:

**Top Three Cities with the Lowest Competition:**

1. Singapore: 0.0153
2. Bangkok: 0.0679
3. Barcelona: 0.0844



# Our Selected City

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## Barcelona

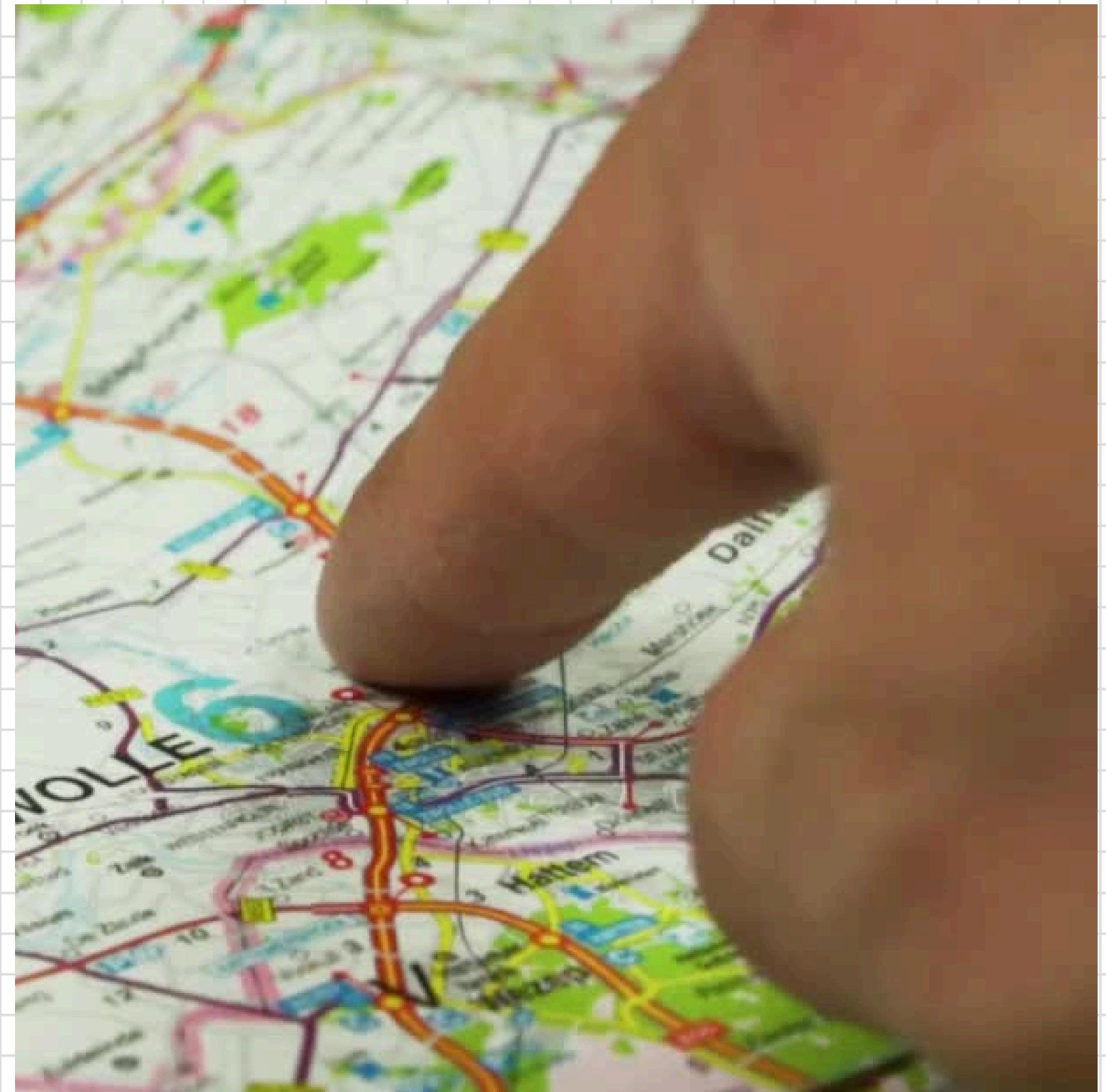
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# Phase 2: Target Area Within the City

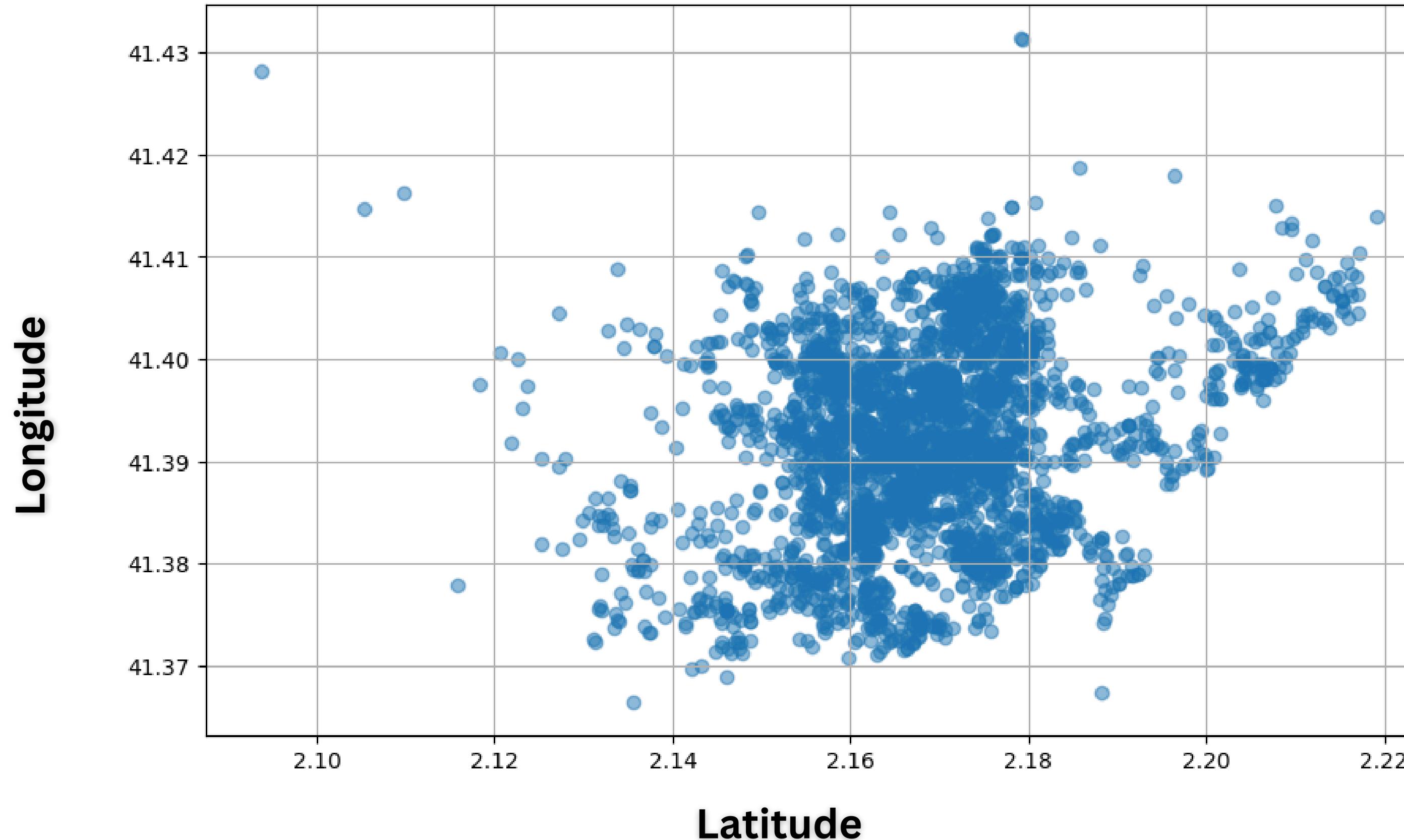
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# Identifying Our Target area

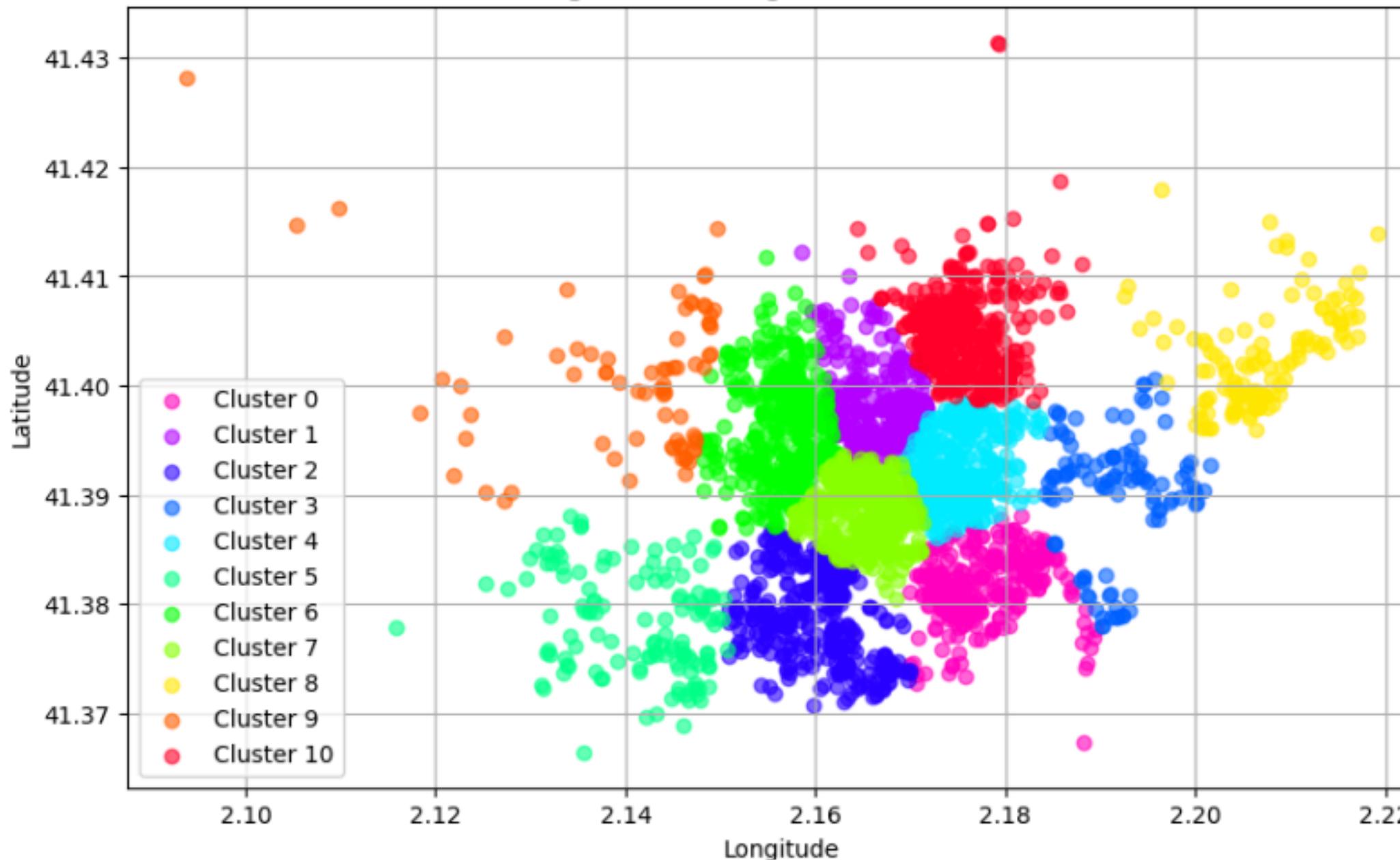
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**Barcelona High-Price Listings Location**



# Clusters

Barcelona High-Price Listings Locations with 11 Clusters



## Hotspots:

Clusters 7 (501 listings), 6 (446), and 10 (442)

## Niche Markets:

Clusters 9 (74) and 3 (109)

## Conclusion:

→ Demand varies across Barcelona

→ We aim to focus on areas that are hotspots and have many high price listings

# Identifying Our Target area



- High-price listings in Barcelona are **clustered** near city center (**Eixample, Ciutat Vella, and Gràcia**)
- Characterized by: architectural charm, cultural landmarks, vibrant lifestyle.
- **Secondary clusters** exist in **Les Corts** and **Sant Martí**, indicating pockets of demand.

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**Why Eixample?** - highest number of high-price listings

We **aim to** target high-demand areas with numerous high-price listings to **maximize profit**, as they reflect **quality and high customer satisfaction**.

# Cluster 7 (Eixample)

## Characteristics:

- Central Barcelona (close to the old town)
- Population: 262,000 (2005 census)
- Sagrada Família



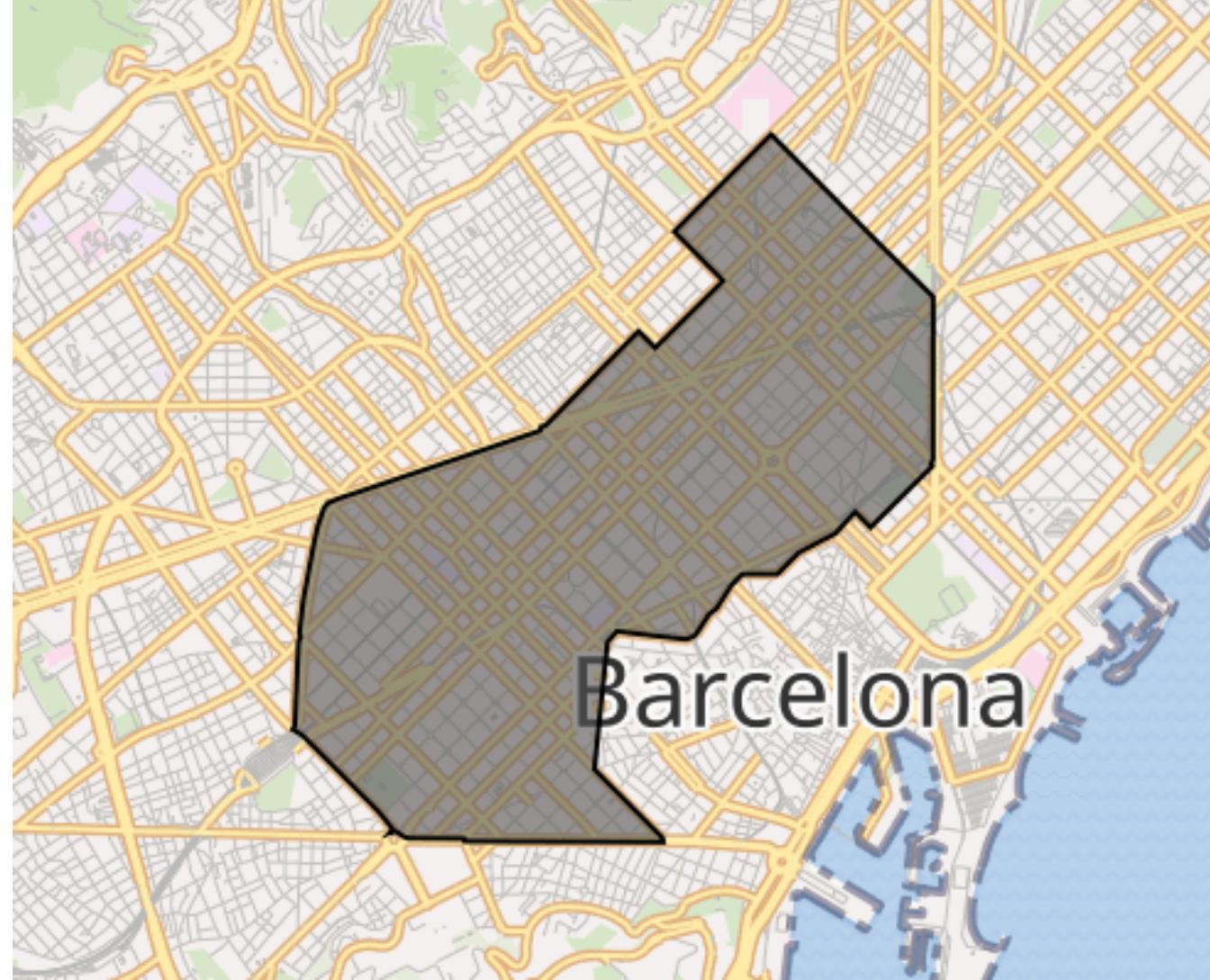
- Casa de les Punxes



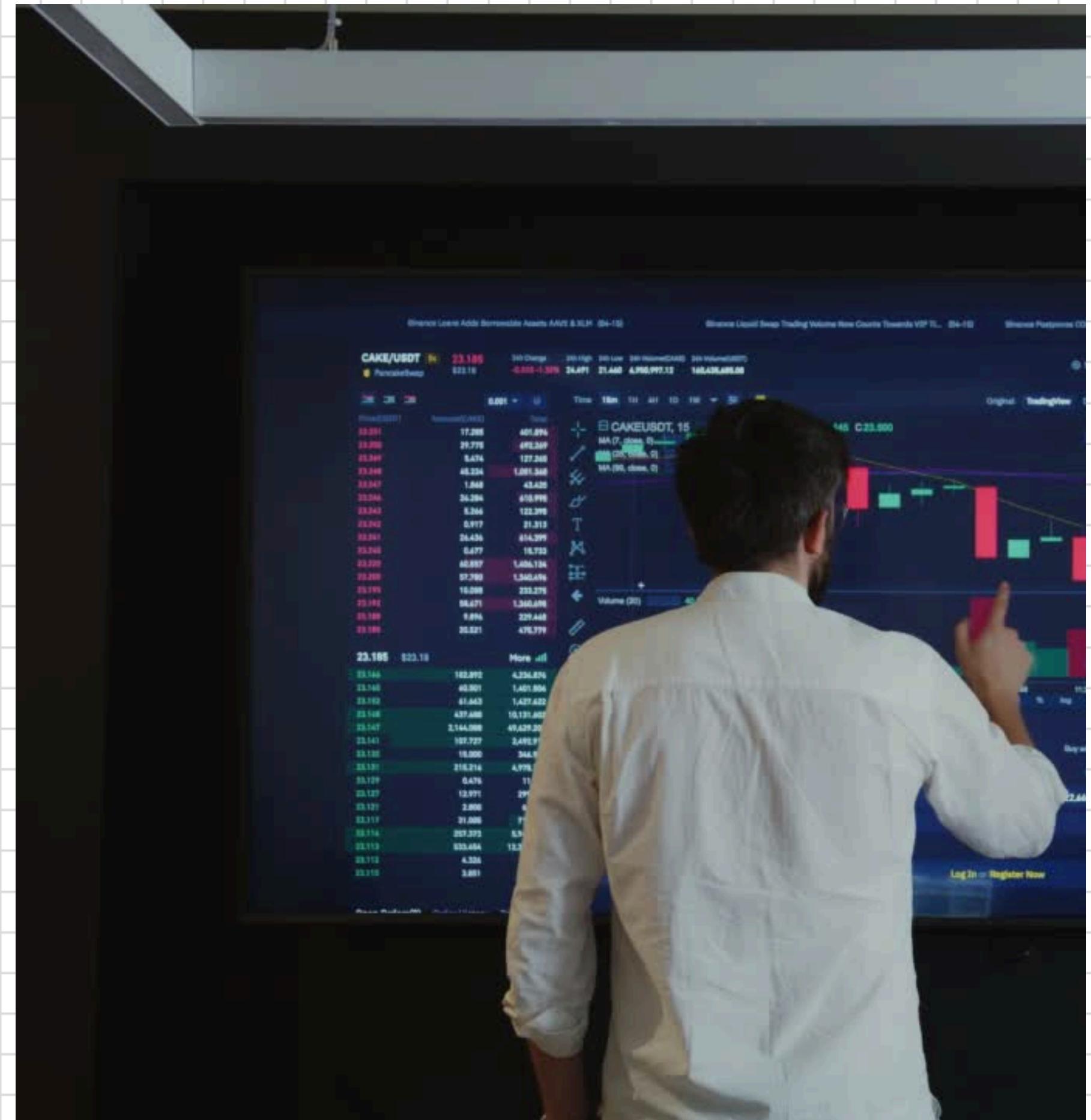
- Casa Milà



- Passeig de Gràcia



# Further Analyses



# Further analysis

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**Analysis of  
Amenities and  
Ratings**

**Analysis of short-  
term rental listings  
among high-price  
properties**

**Logistic regression  
analysis**

**Sentiment analysis**

# Further analysis



# Analysis of Amenities and Ratings

→ Wi-Fi, kitchens, hot water, and other essentials (e.g., hair dryer, hangers, TV, etc.) **drive satisfaction.**

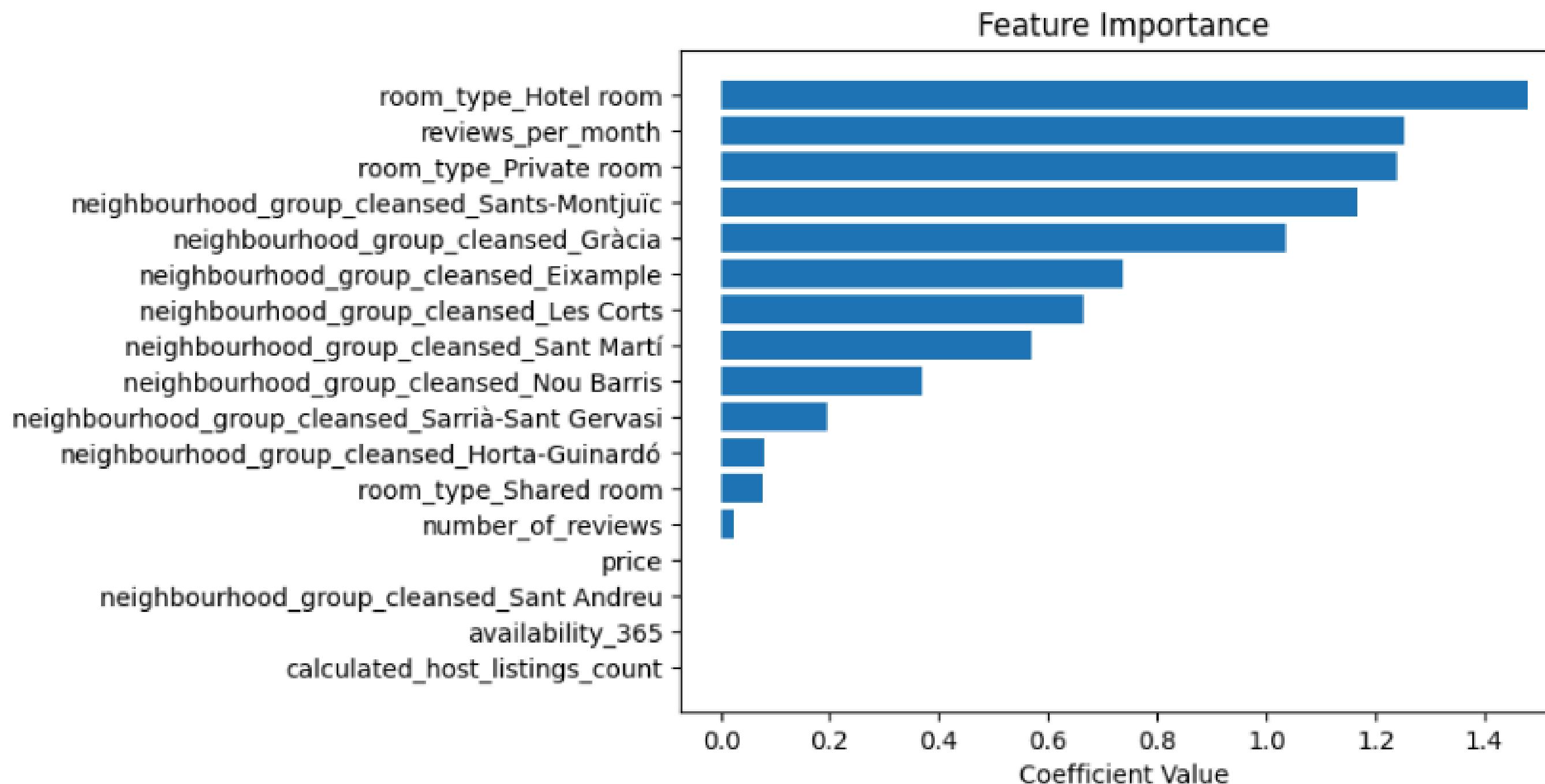
→ Luxury features like air conditioning or elevators also **enhance appeal**.

# Further analysis



## Logistic Regression analysis

Classifies the term of the rent; 1 means short-term, 0 means long-term



# Further analysis - Findings



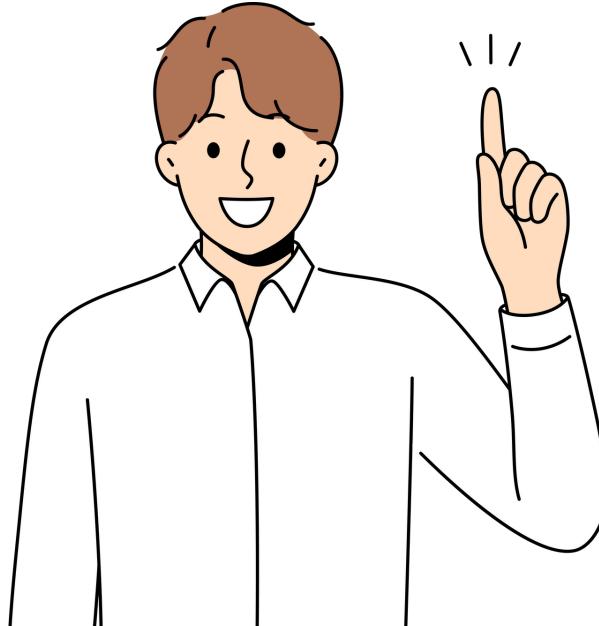
**Market Dominance:** 93.88% of listings are short-term rentals in high-price areas.

## BREAKING NEWS //

Barcelona's city council **approved changes** to local housing regulations to cut short-term rentals (Catalan News, December 5, 2024).



**What should we do?** - Prioritize long-term rentals

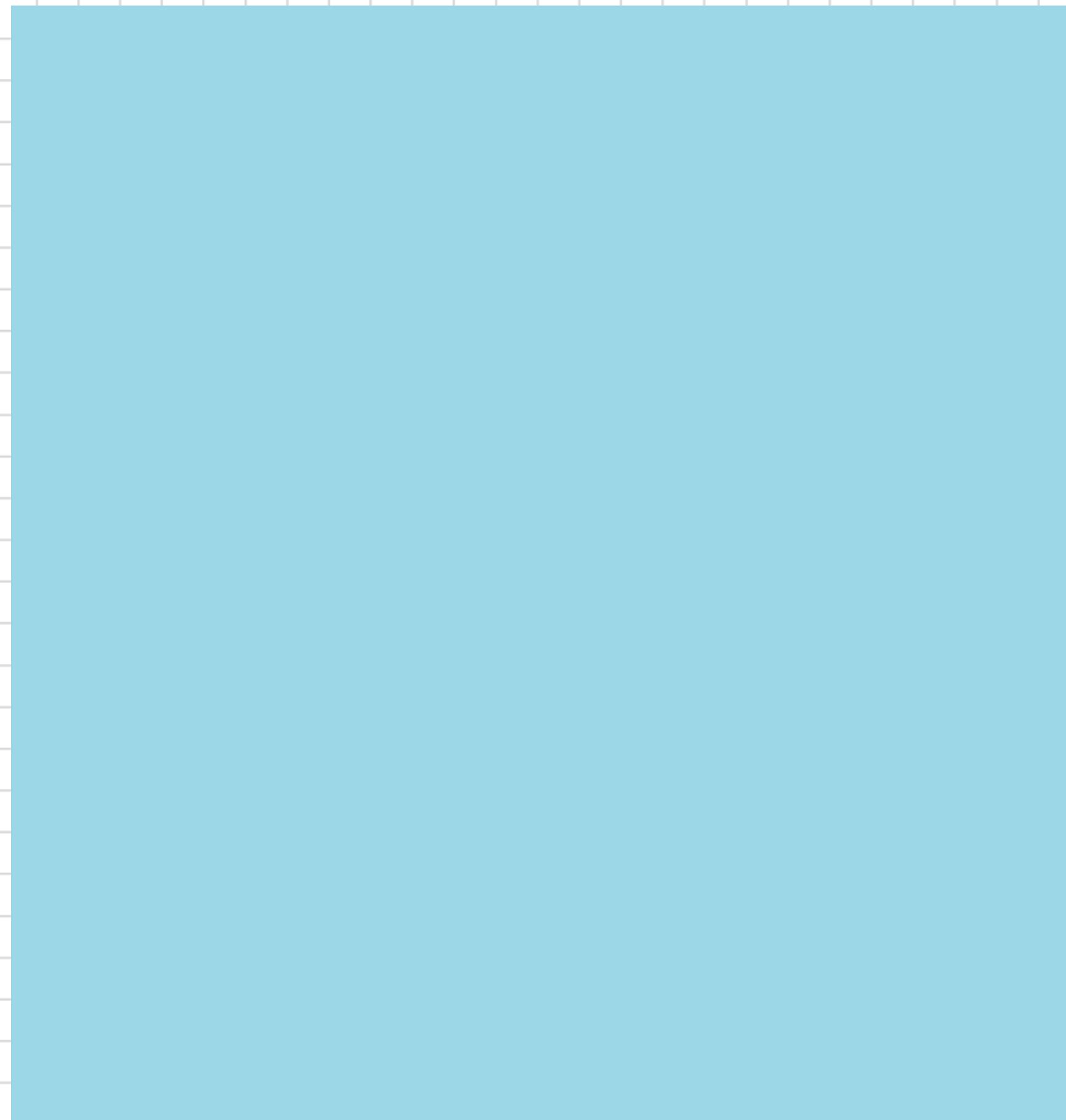


**How?**

1. Focus on Superhost status and high reviews.
2. Choose high-rated neighborhoods like Eixample
3. Offer entire homes, avoiding hotel and private room types.
4. Provide amenities like Wi-Fi, kitchen, and air conditioning for higher guest satisfaction.

# Conclusion

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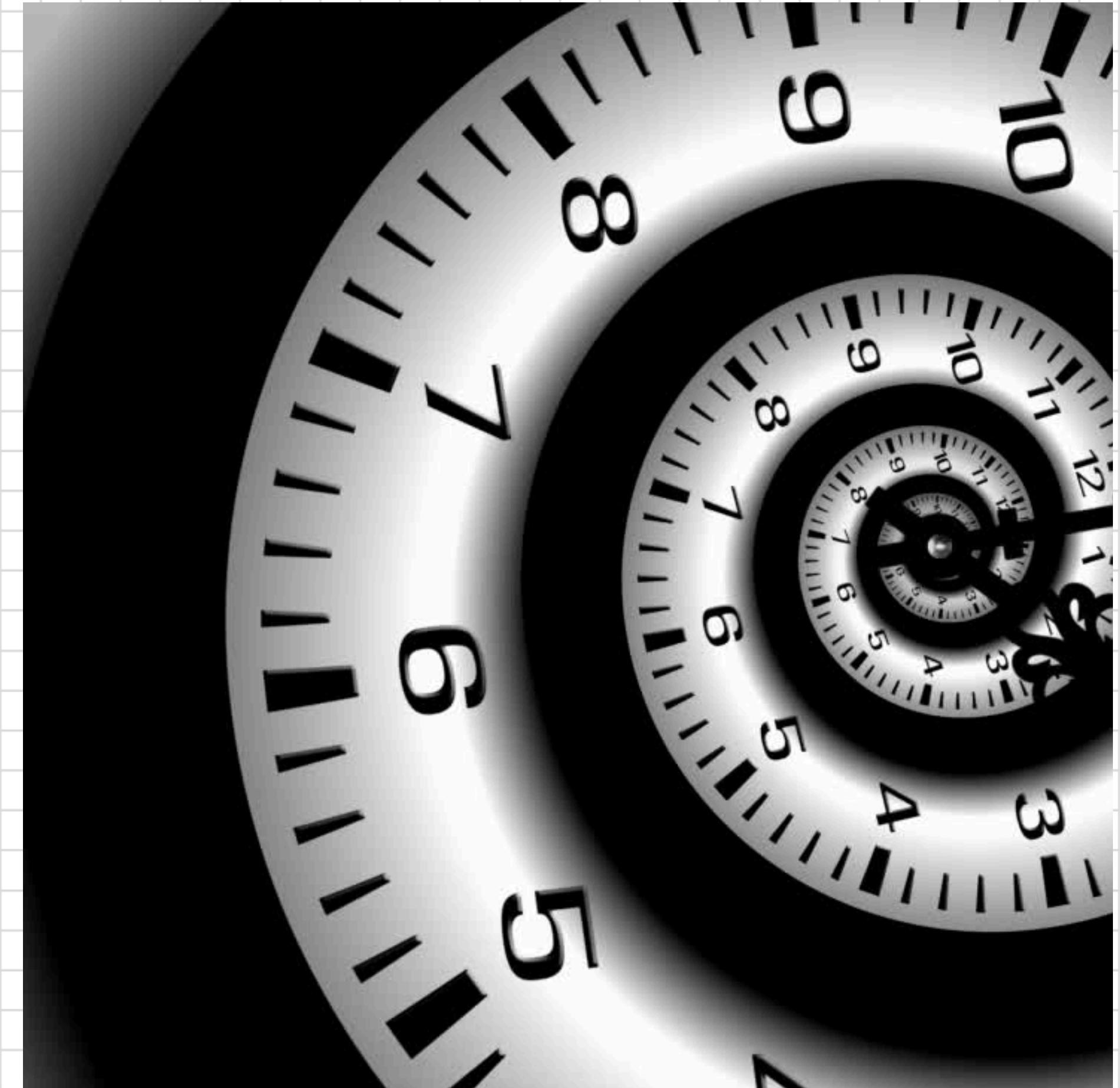
# Conclusion



- 1 **Best City for our Airbnb Business:** Barcelona
- 2 **Best Neighborhood:** Eixample
- 3 **Essential Amenities:** Wi-Fi, air conditioning, kitchen facilities, and hot water emerged as critical factors for achieving higher guest satisfaction.
- 4 **Airbnb Type:** Long-term stays.
- 5 **Key Success Factors:** Review count, price, and specific neighborhoods.



# Future Work



# What can we do next?

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1

**Pricing Strategy:** Develop dynamic pricing based on demand, location, seasonality and competitors' pricing models.

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2

**Customer Feedback:** Continuously gather and analyze guest feedback to improve customer satisfaction.



# What can we do next?

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3

**Seasonal Demand Analysis:** Account for peak/off periods.

4

**Customer Segmentation:** Identify specific customer profiles (e.g., business travelers, families, solo tourists, exchange students, etc).





**We look forward to welcoming  
you as our first Airbnb guest.**

*Bye*