

# AirBnB Host Quality Dashboard

## Q&A BOX

What were the number of superhosts in January 2014



15.2%

Number of superhosts

Is this useful?  

## Introduction

At Airbnb we strive to create one of the largest and most vibrant community of hosts and guests.

In order to continuously improve the experience for our guests, we have developed this dashboard to display our key metrics and statistics focused on the quality of hosts, so that we can have actionable and reliable insights on where to go next.

To use this dashboard, simply click on the button below to start by going to the Overview page, there you can navigate between the pages by clicking on the buttons on the left side. The dashboard is accessible at anytime both on pc and mobile.

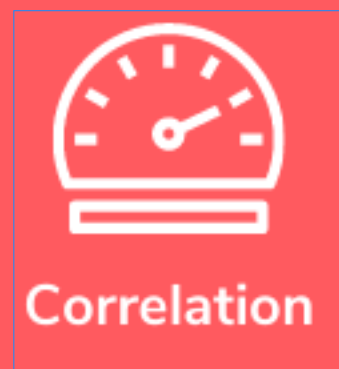
You are also welcomed to ask your first question in the question-box !

Let's Start

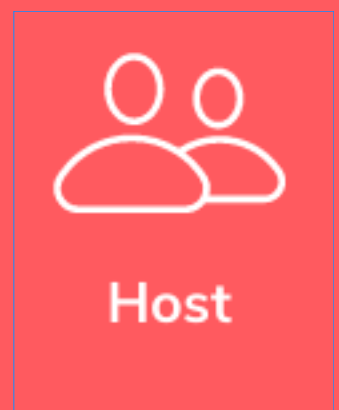
# Overview



Overview



Correlation



Host



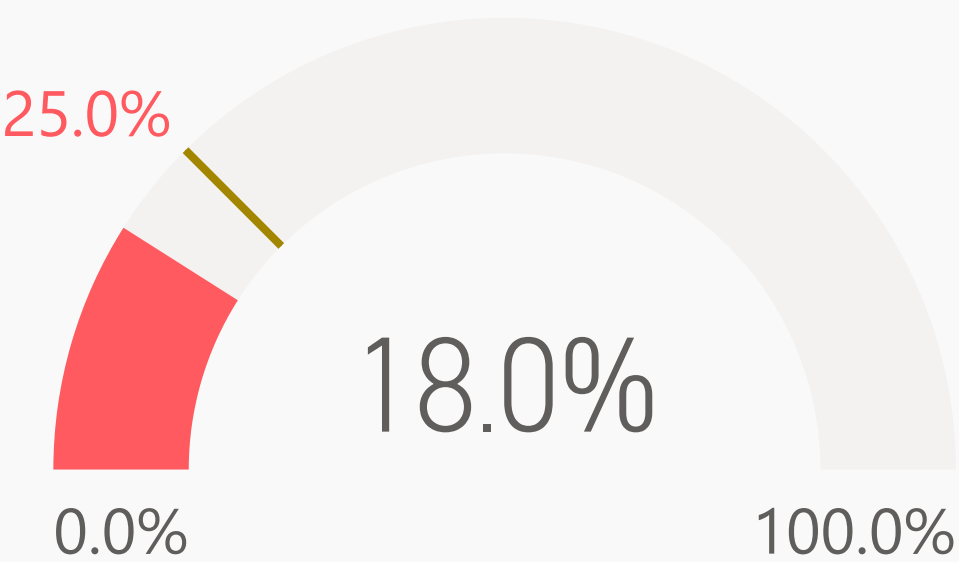
Attractiveness



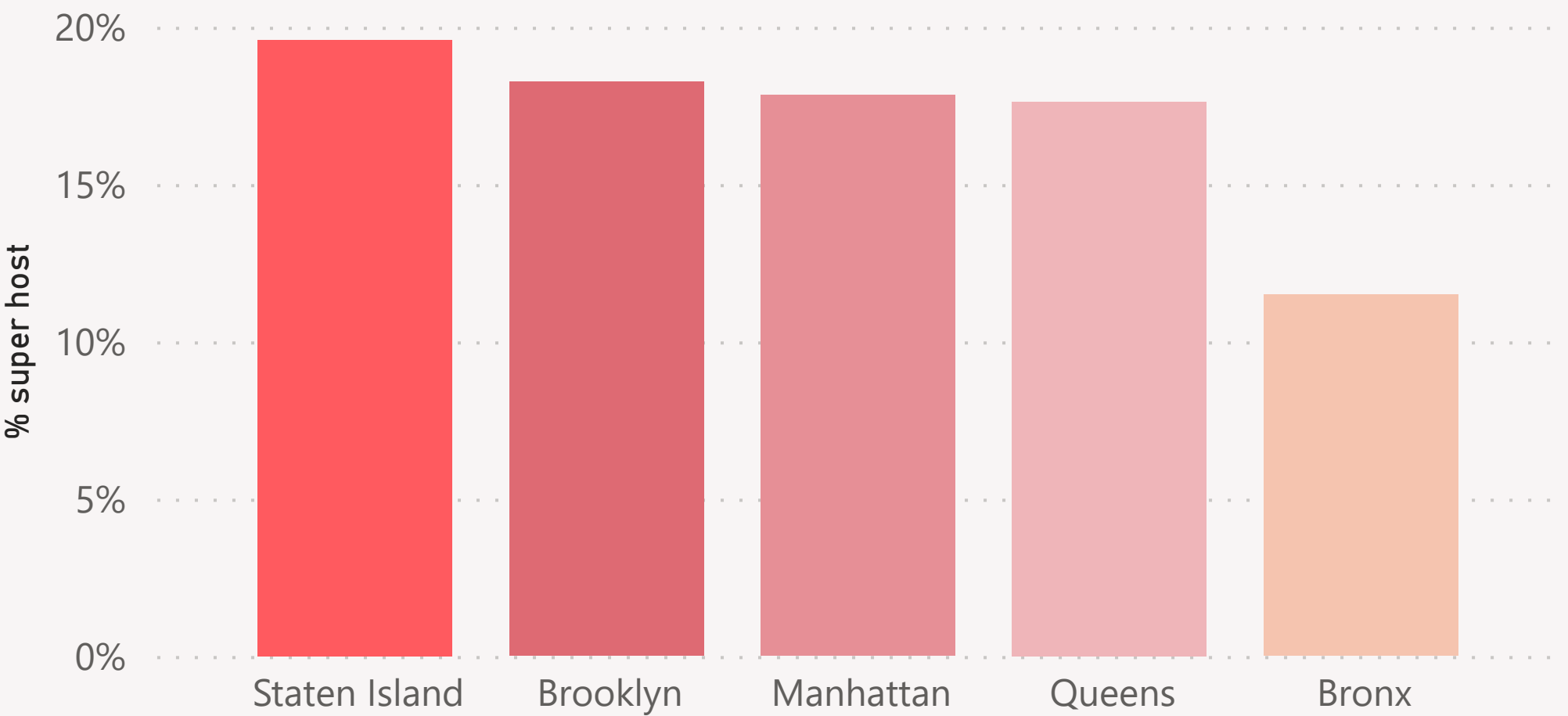
30.46K

Total hosts

Super host % vs target



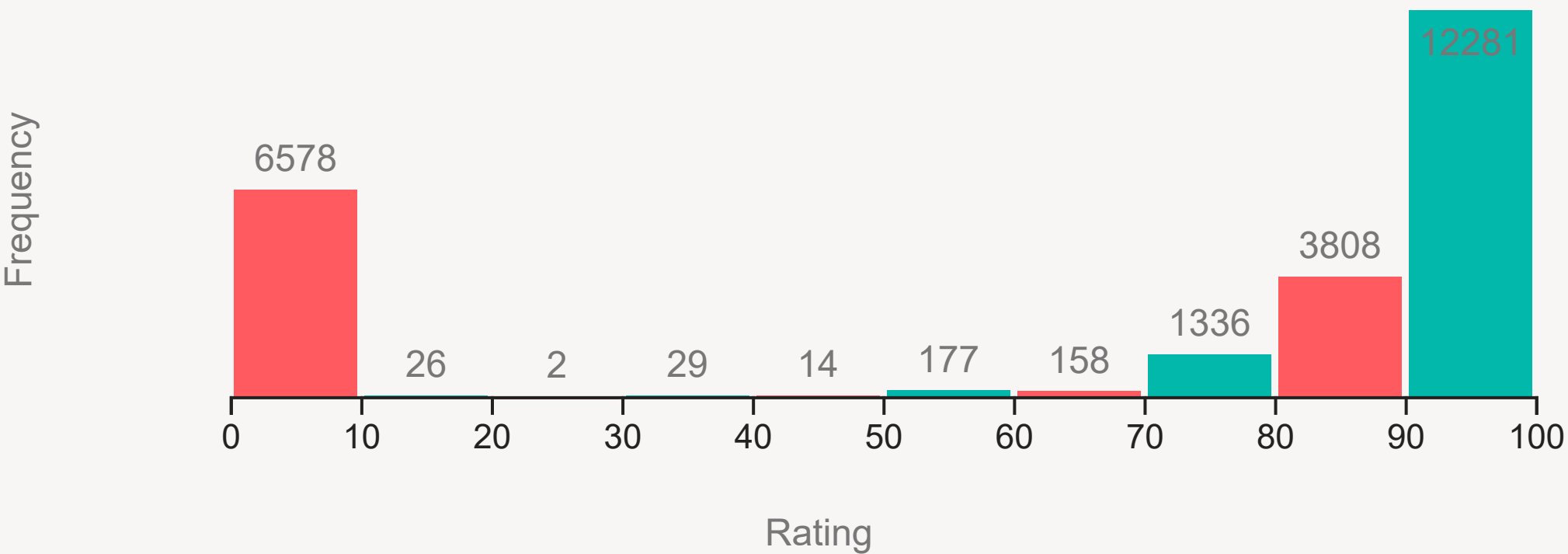
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Neighborhood selector

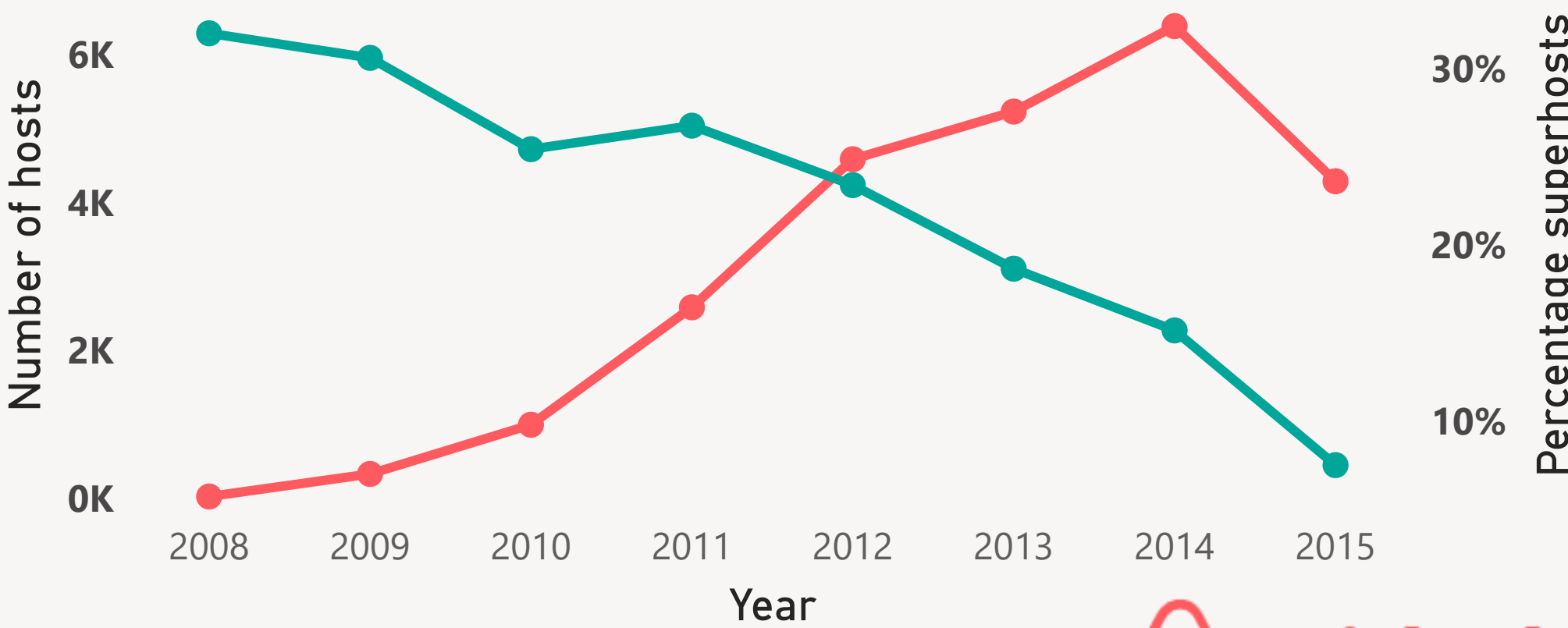


Rating is polarized



Number of hosts and Percentage superhosts by Year

● Number of hosts ● Percentage superhosts



# Correlation Analysis

Host Type Selector

All

Neighborhood selector

Bronx

Brooklyn

Manhattan

Queens

Staten Island



Overview



Correlation



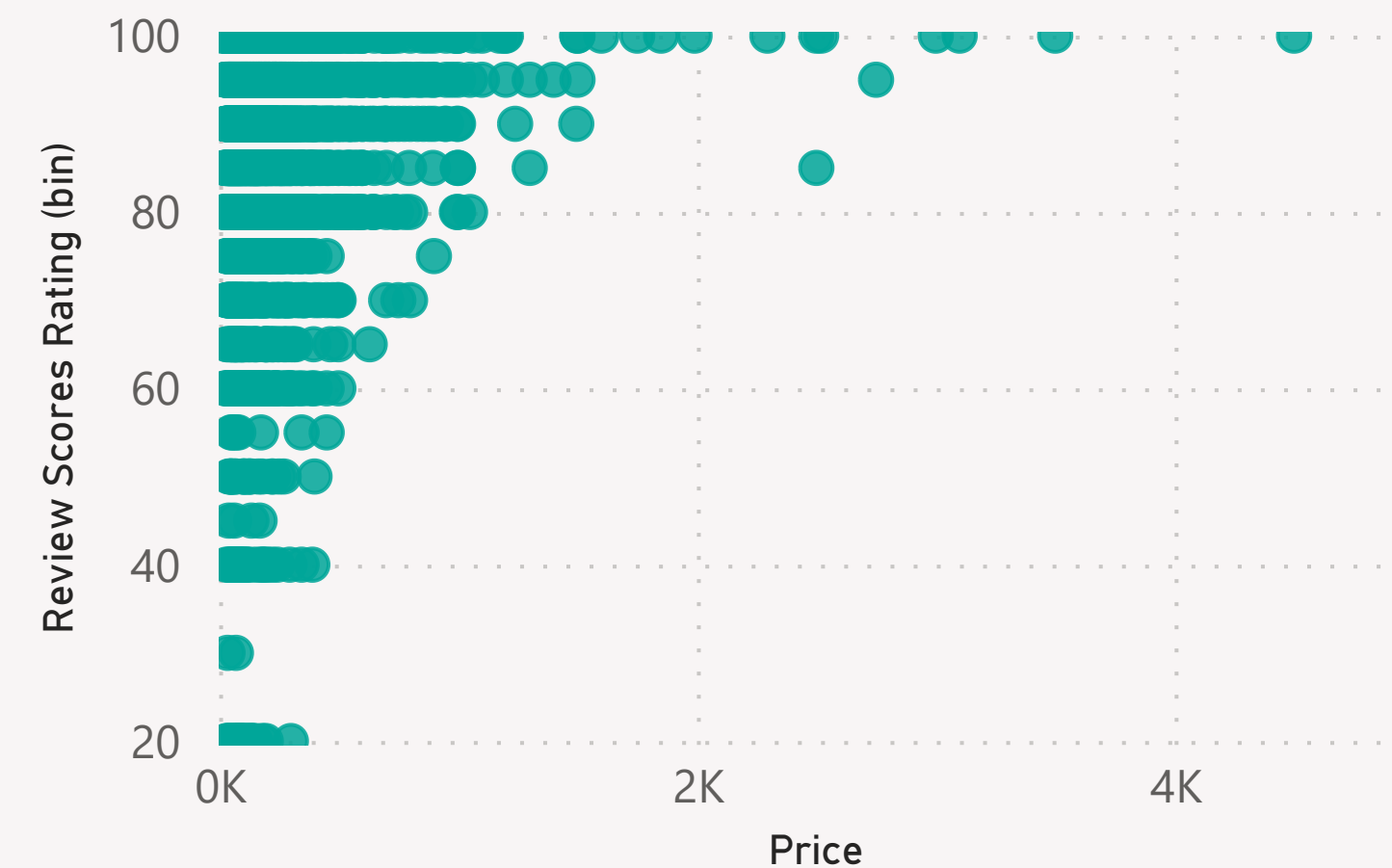
Host



Attractiveness



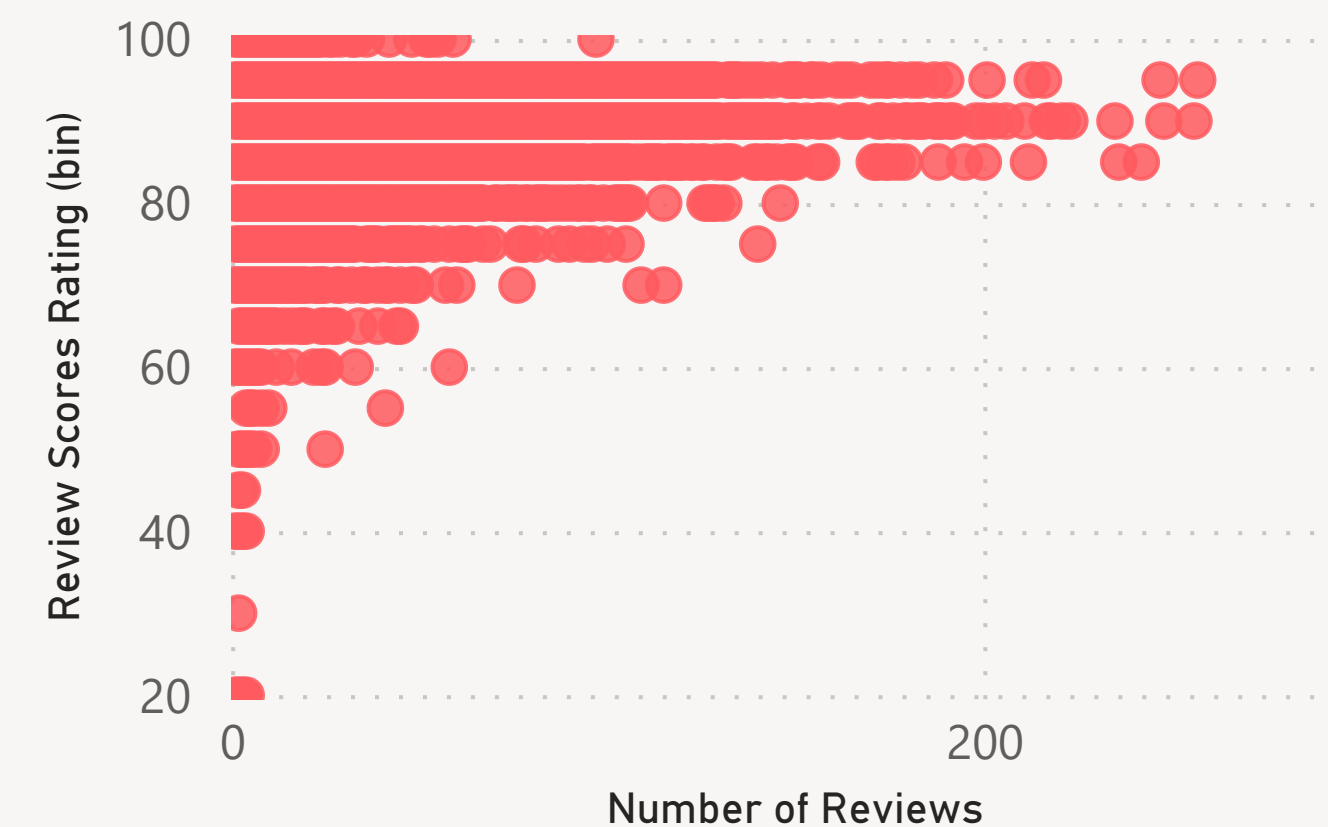
Price and Review Scores Rating (bin)



Normally customers are willing to pay a higher price for better quality and a satisfying experience.

But if the price is too high, the possible high expectancy might lead to a low rating, as reflected in the outlier above.

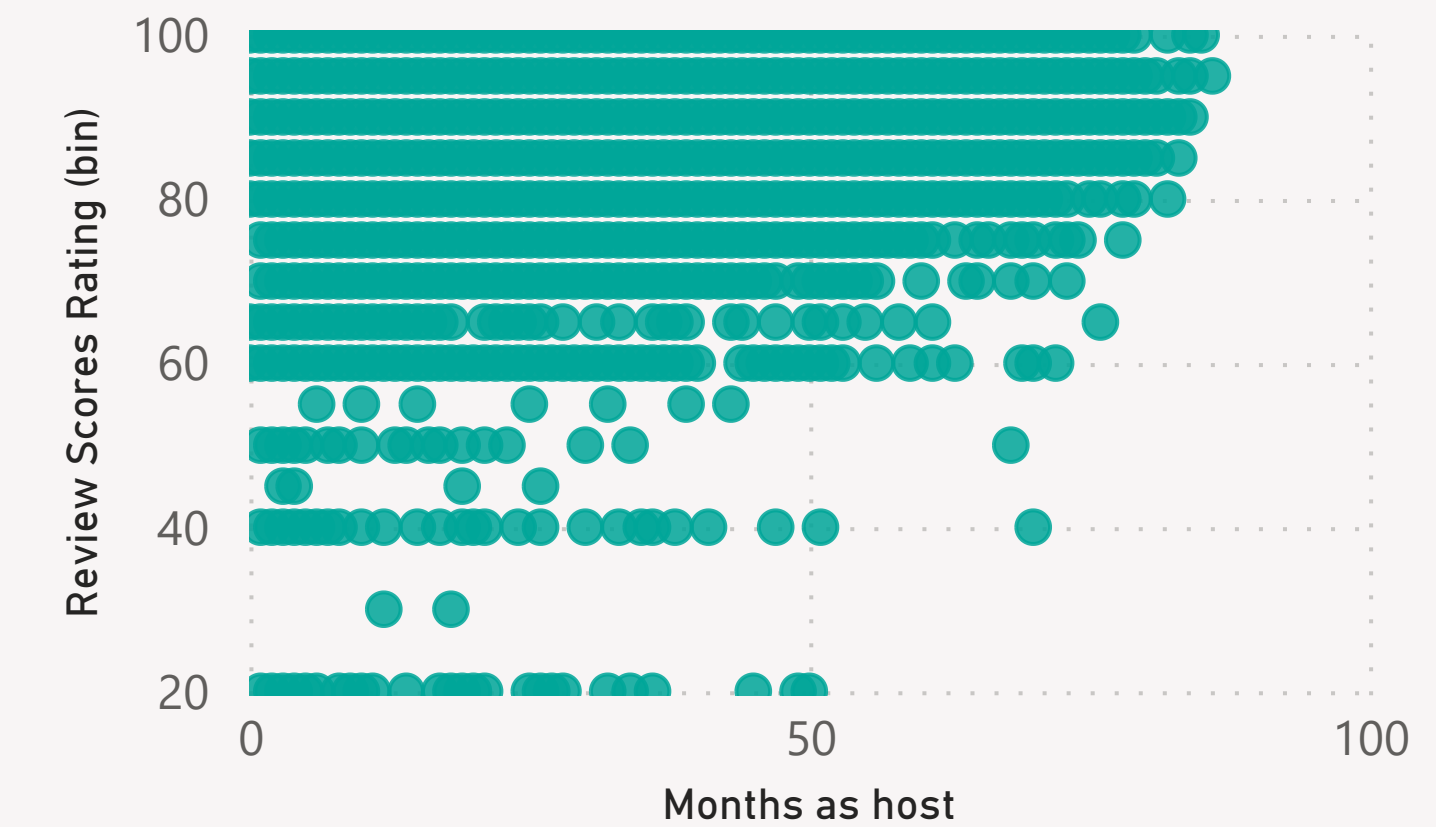
Number of Reviews and Review Scores Rating (bin)



Price, number of reviews, and months as host all have a positive impact on the review score rating.

The greater the score is, the higher the number of ratings the host receives. Thus a virtuous circle is created.

Months as host and Review Scores Rating (bin)



The hosting duration calculated from the beginning of the registration is directly reflecting the number of ratings received. It is aligned with common sense: the experience that comes with time allows the host to better understand the needs of the customer.

To help newly registered hosts, we'd better provide more training on best practices and mistakes to avoid.





# Host Analysis

24.41K

Nb Hosts

# 30K

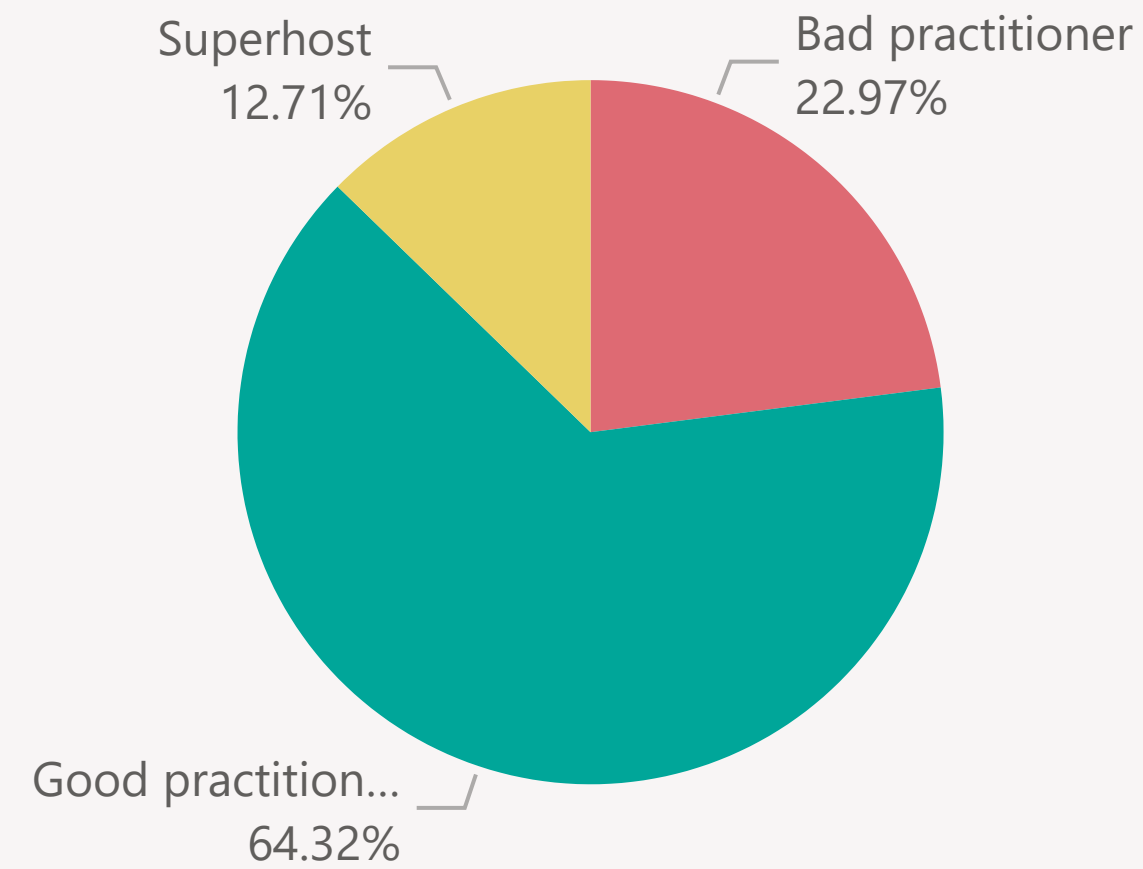
## Nb Properties

## Neighborhood Selector

All

## Host Type Selector

All



### Definition of Good Host/Bad Host

## A good practitioner:

- orders < **10** and review score rating > **60**  
per property per year

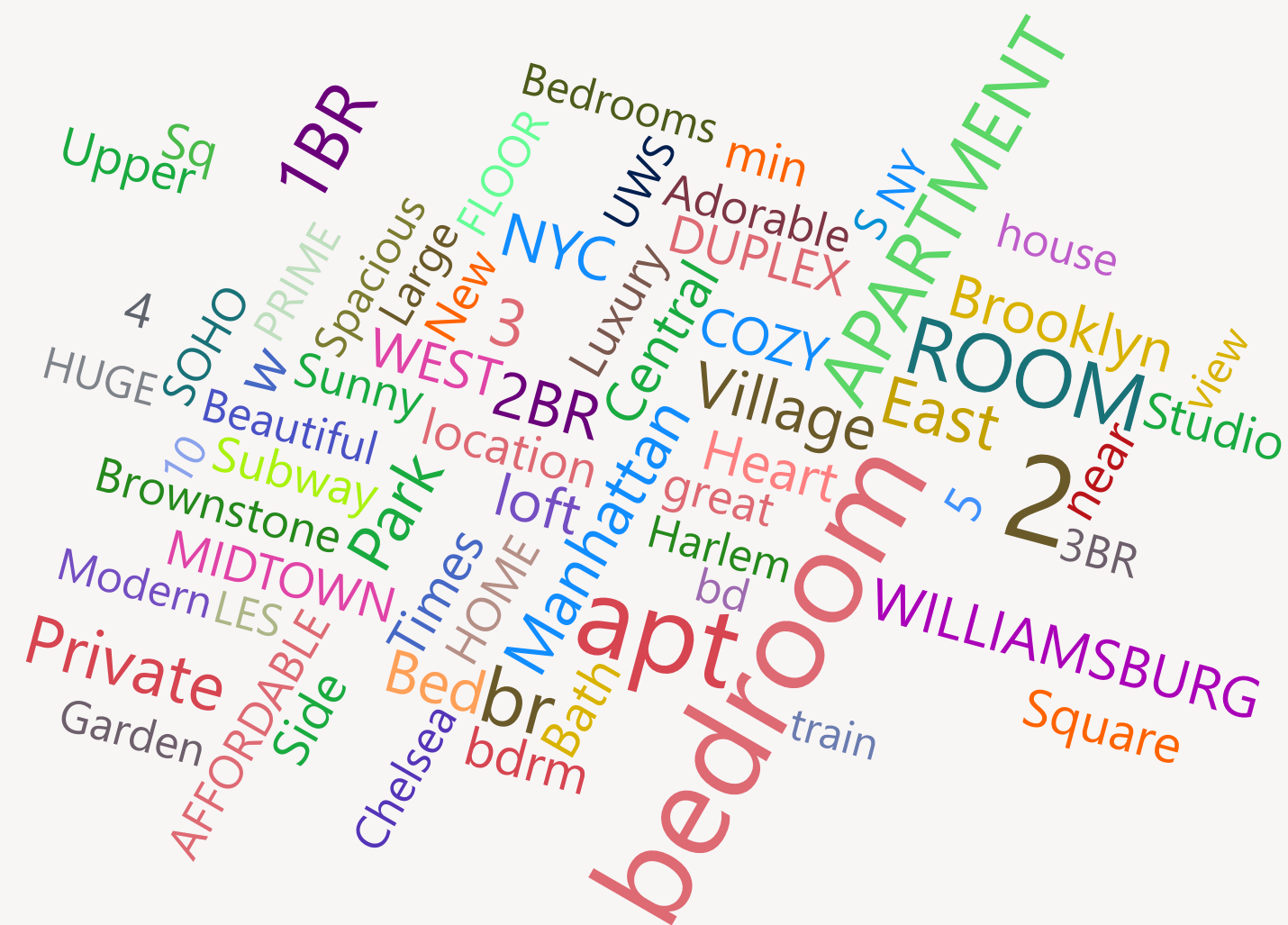
## A bad practitioner:

- order < **10** and review score rating < **60**  
per property per year

## A superhost :

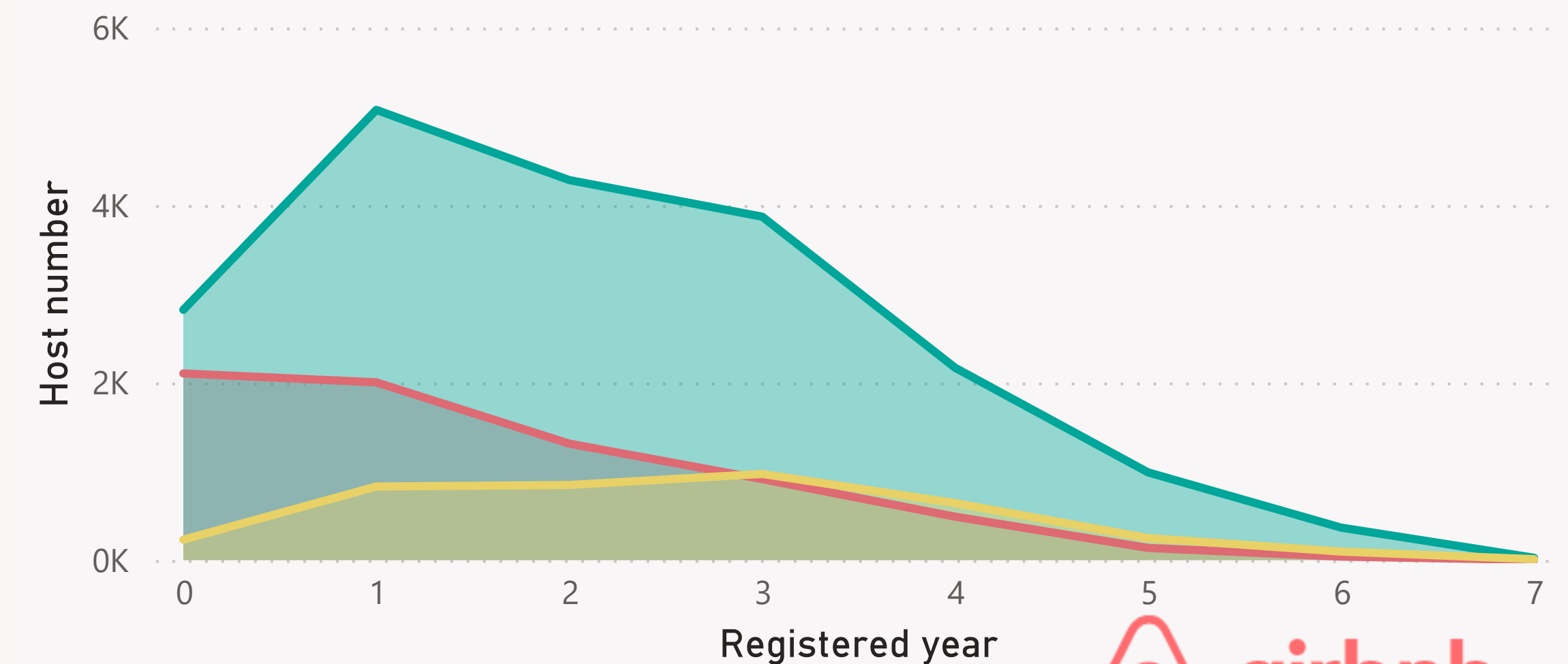
- order > **10** and review score rating > **95**  
per property per year

## Bad practitioners are less likely to have "amazing" in the title



### Host number by Registered year and Practitioner type

**Practitioner type** ● Bad practitioner ● Good practitioner ● Superhost



## Overview



## Correlation



Host

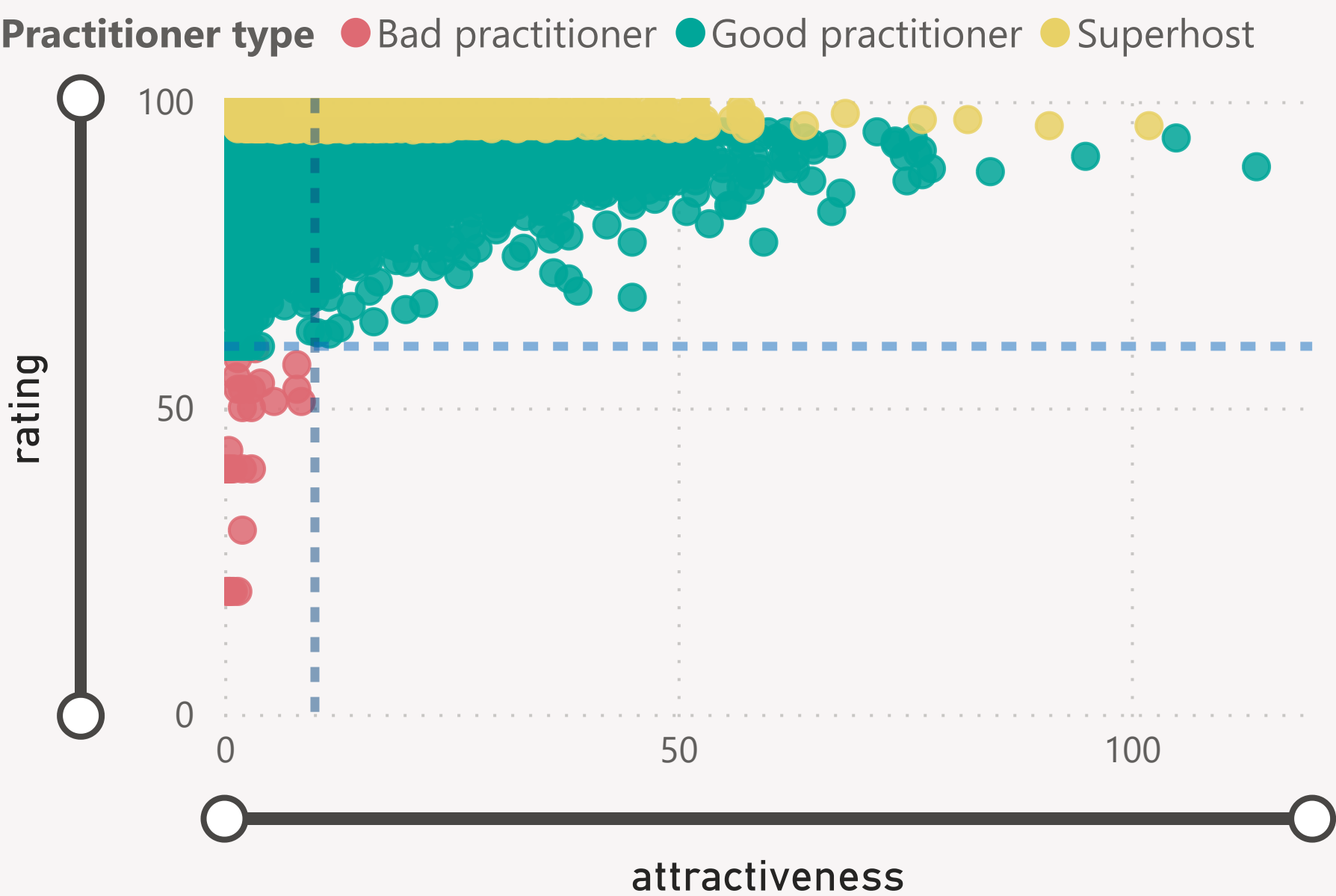


## Attractiveness



# Attractiveness Analysis

## Attractiveness vs service quality



### Neighborhood Selector

All

### Host Type Selector

Bad practitioner

Good practitioner

Superhost

We created a new indicator to **measure the attractiveness**: total number of reviews divided by property per year.

Setting rating = 60 as the x-axis and attractiveness = 3 as the y-axis, we get a quadrant in the scatter plot. Bad hosts are present in the grey area.

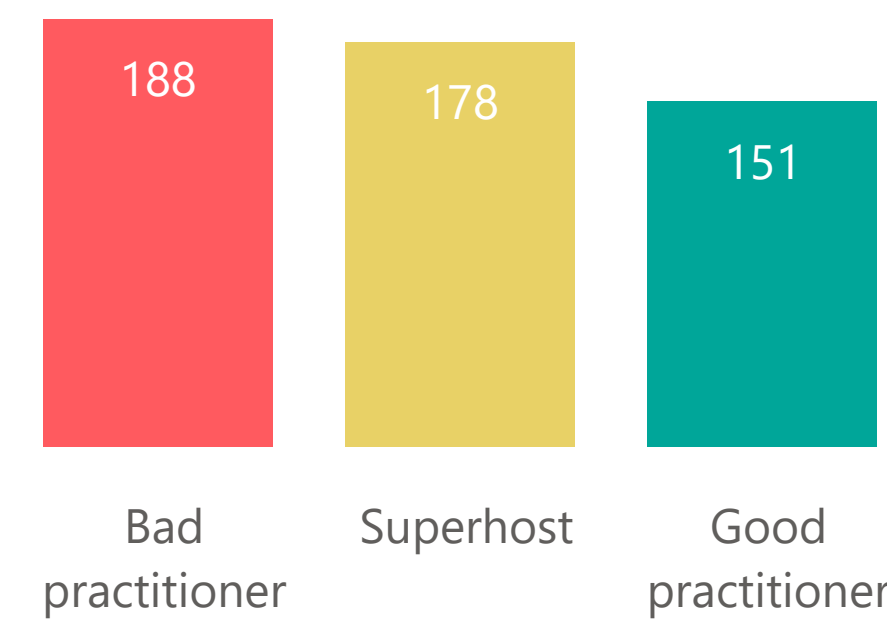
Combining the quadrant and heat map matrix, we found that:

People like unique, exotic, and private types, like "tent" or "castle", "apartment" or "chalet". For shared spaces like "Dorm", especially in unsecured environments like "treehouse" or "lighthouse", ratings tend to be lower.

Room Type	Avg Nb Reviews	Avg Rating
<b>Shared room</b>	<b>8.65</b>	<b>90.50</b>
Treehouse	10.25	89.50
Other	16.68	81.17
Loft	9.64	87.93
House	8.55	89.56
Dorm	1.61	86.25
Bed & Breakfast	0.80	93.75
Apartment	8.74	90.77
<b>Private room</b>	<b>10.63</b>	<b>91.82</b>
Villa	36.03	93.03
Townhouse	7.93	94.02
Tent	0.50	99.00
Other	6.64	89.75
Loft	15.82	93.84
Hut	23.00	94.00
House	13.73	91.15
Dorm	6.77	85.12
Condominium	10.60	87.70
Chalet	104.00	99.00
Castle	2.00	100.00
Bed & Breakfast	21.90	91.29
Apartment	10.23	91.77
<b>Entire home/apt</b>	<b>11.17</b>	<b>92.96</b>
Villa	2.20	95.20
Townhouse	4.70	93.89
Other	19.44	94.23
Loft	14.53	94.14
<b>Total</b>	<b>10.82</b>	<b>92.57</b>



Bad Practitioners have higher average price



Bad practitioner, Good practitioner, Superhost

92.00

Avg Rating

Bad practitioner, Good practitioner, Superhost

12.02

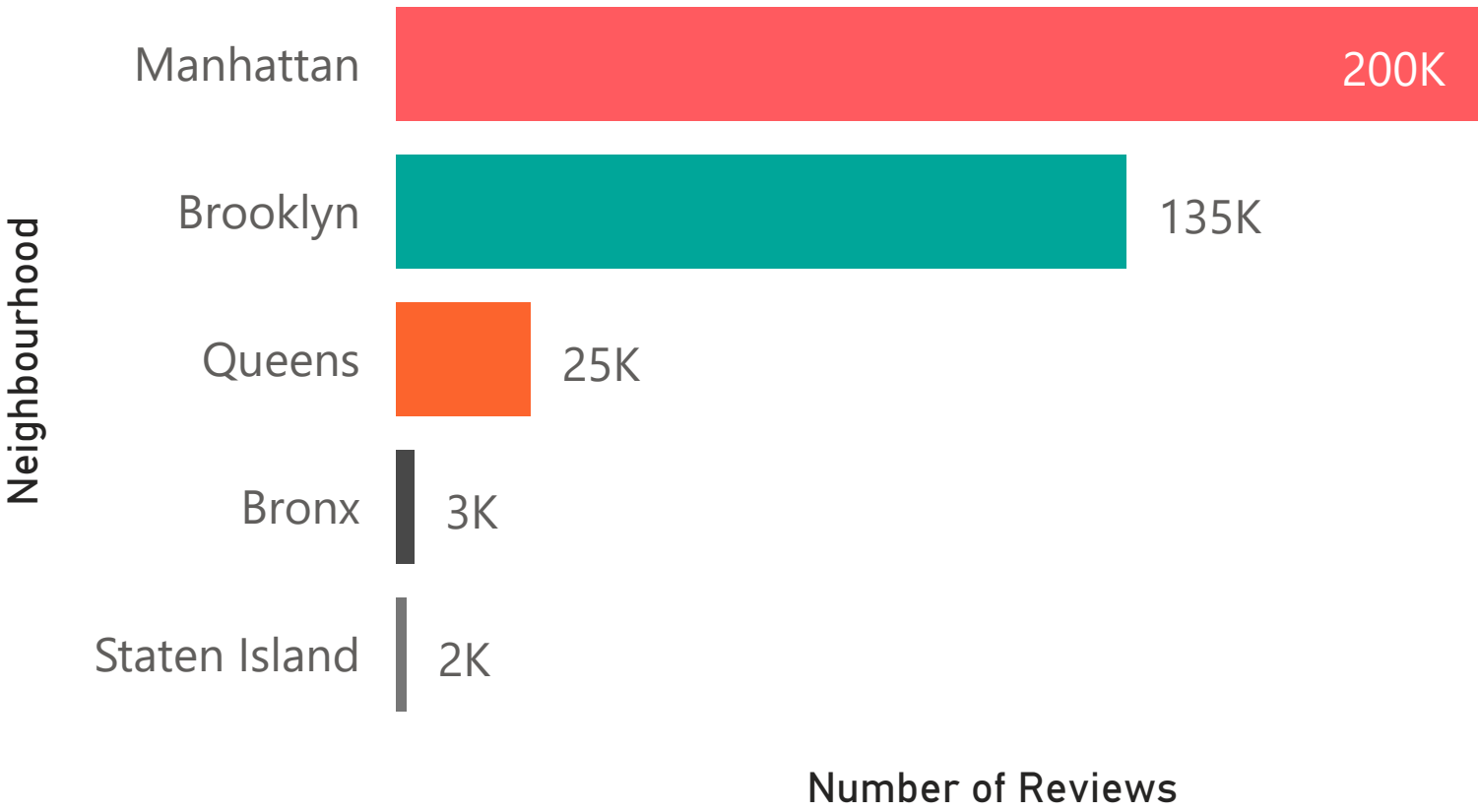
Avg Nb Reviews

Bad practitioner, Good practitioner, Superhost

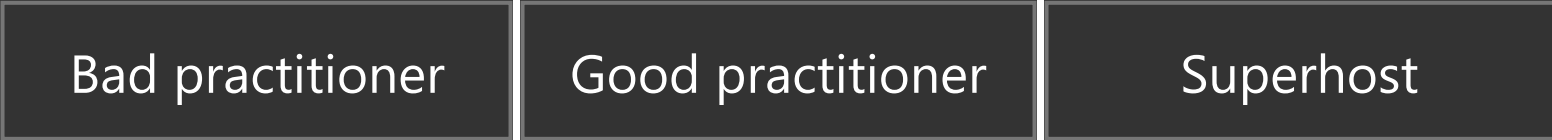
25.53

Avg Months as Host

Manhattan and Brooklyn are more popular



Practitioner Type



92.57

Avg review score