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 questionbox!

Let's Start







Host





Overview



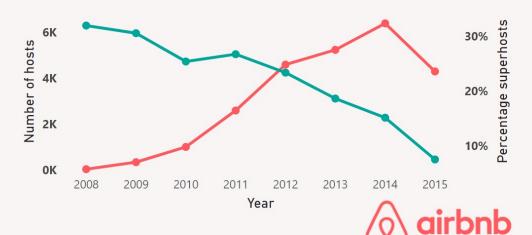
Until August 2015, **18.0%** of hosts in this area are topperforming hosts according to Airbnb's criteria in the past 7 years. Although the number of hosts goes up, the percentage of good hosts decreases to less than 10% in 2015, which is not a good sign.





Number of hosts and Percentage superhosts by Year

Number of hostsPercentage superhosts



Correlation Analysis



Neighborhood selector

Bronx

Brooklyn

Manhattan

Queens

Staten Island





Review Scores Rating (bin)

OK

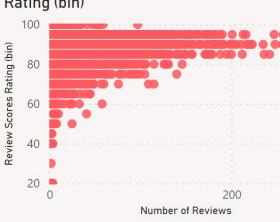




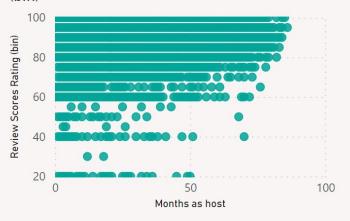
Attractiveness







Months as host and Review Scores Rating (bin)



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

Price

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

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 New Definition



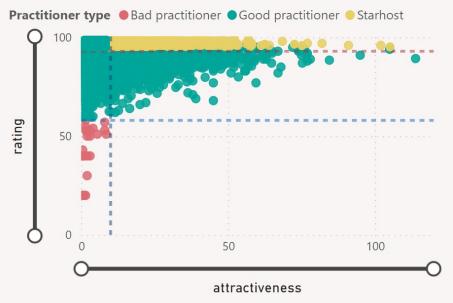








Attractiveness vs service quality



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.

Definition of Good Host/Bad Host

A good practitioner:

• avg review score rating > **60** per property per year

A bad practitioner:

• attractiveness < 12 & avg review score rating < 60 per property per year

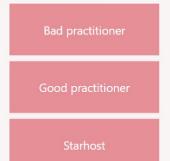
A star host:

• attractiveness > **12** & avg review score rating > **95** per property per year

Why we set attractiveness to 12 as a reference line? 12 is the third quartile (75th percentile) value of attractiveness



Host Type Selector



Neighborhood Selector









Correlation



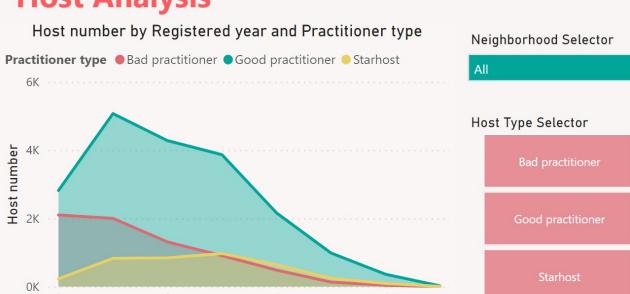
Host



Attractiveness



Host Analysis



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

Registered year



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	Avg Rating	^
•		Reviews		
	Shared room	8.65	90.50	
	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	
	Private room	10.63	91.82	
	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	
	Entire home/apt	11.17	92.96	
	Villa	2.20	95.20	
	Townhouse	4.70	93.89	
	Other	19.44	94.23	
	Loft	14 53	94 14	~
	Total	10.82	92.57	

