Full Insights From the Airbnb Europe Dataset

1. Price Insights

1.1 Most Expensive Cities

Cities with the highest **median realSum** represent markets with strong tourism demand and higher standards.
Large metropolitan areas typically rank highest due to:

- Higher cost of living
- Strong hotel and Airbnb competition
- Central historical attractions
- Seasonal tourist inflows

Insight:
➡️ Major tourist capitals (e.g., *London, Paris, Amsterdam*) show **significantly higher median prices** than secondary cities.

1.2 Cheapest Cities

Cities with the lowest realSum median often:

- Are smaller or less internationally popular
- Have lower living costs
- Offer more apartment-style rooms
- Show less price pressure on hosts

Insight:
➡️ Cities in Eastern Europe and medium-sized destinations are **considerably cheaper**, often delivering surprisingly high satisfaction for low cost.

1.3 Price Differences: Weekdays vs Weekends

Weekends typically show:

- Higher demand
- Short-term stays
- Higher willingness to pay
- Tourist arrivals clustering on weekends

Insight:
➡️ In most cities, **weekend prices are moderately higher** than weekdays.
However, business-heavy cities may show **the opposite effect** due to corporate travel demand on weekdays.

2. Value for Money Insights

We define:

Value for Money = guest_satisfaction_overall / realSum

Insights:

- Some cities have low prices but also lower satisfaction (bad value).
- Others are moderately priced but deliver extremely high ratings (great value).
- High-price cities like Paris or London may *not* deliver the best satisfaction per euro.

Insight:
➡️ Secondary European cities (e.g., *Lisbon, Budapest, Prague*) often deliver **the best value for money** — high satisfaction with relatively low prices.

3. Distance Insights

3.1 Distance From Centre (dist) vs Price (realSum)

Distance has a **negative correlation** with price:

- The closer the listing is to the city center, the higher the price.
- Prices drop gradually as distance increases.
- Tourist cities show much stronger effects than business cities.

Insight:
➡️ Location is one of the strongest price drivers.
City-center listings consistently attract **premium pricing**.

3.2 Metro Distance (metro_dist)

In cities with strong public transport, metro distance plays a noticeable role.

Insight:
➡️ Listings far from metro stations tend to be cheaper, suggesting accessibility impacts perceived value.

4. Room Features & Host Insights

4.1 Superhosts (host_is_superhost)

Superhosts generally maintain:

- Cleaner houses
- Faster response rates
- More reliable listings

Because of this:

Insight:
➡️ Superhosts charge **slightly higher prices**, but guests often rate their stays higher as well.

4.2 Cleanliness Rating (cleanliness_rating)

Cleanliness is a major factor affecting both price and satisfaction.

Insight:
➡️ Cleaner rooms tend to cost **more**, and they strongly correlate with satisfaction.
Guests pay a clear premium for hygiene.

4.3 Room Type (room_type, room_private, room_shared)

Patterns observed:

- Private rooms → cheaper than entire apartments
- Shared rooms → lowest price
- Entire homes → highest price

Insight:
➡️ Room type is one of the **clearest price separators** in the dataset.

5. Satisfaction Insights

5.1 Satisfaction vs Price

In most cities, high price does **not** guarantee high satisfaction.

Insight:
➡️ There is weak positive or sometimes **no correlation** between satisfaction and price.
Guests often value experience, cleanliness, and location over raw price.

5.2 Satisfaction vs Distance

Distance usually shows a **negative correlation**:

- The further from the center → slightly lower satisfaction
- This is stronger in cities with compact historic centers

Insight:
➡️ Satisfaction drops the more you move away from the walkable core of the city.

5.3 Factors affecting satisfaction (in order of strength)

From strongest to weakest general effect:

1. **Cleanliness**
2. **Location (dist + metro_dist)**
3. **Host rating / Superhost**
4. **Room type**
5. **Price** (weakest link)