

# Inside Airbnb Data Analysis

**Analysis on Los Angeles Listing Data**

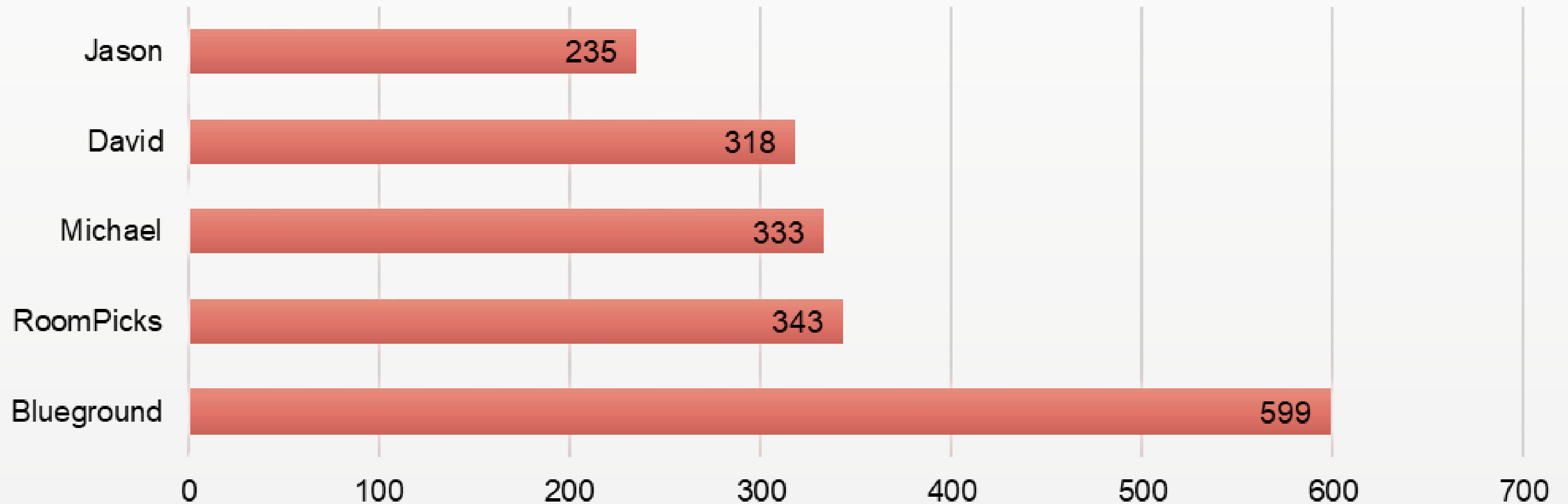
**Presented By:**

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# 1. What is the most number of rental properties that one person or company has?

host\_total\_listings

## Top 5 Host with the Total Listings

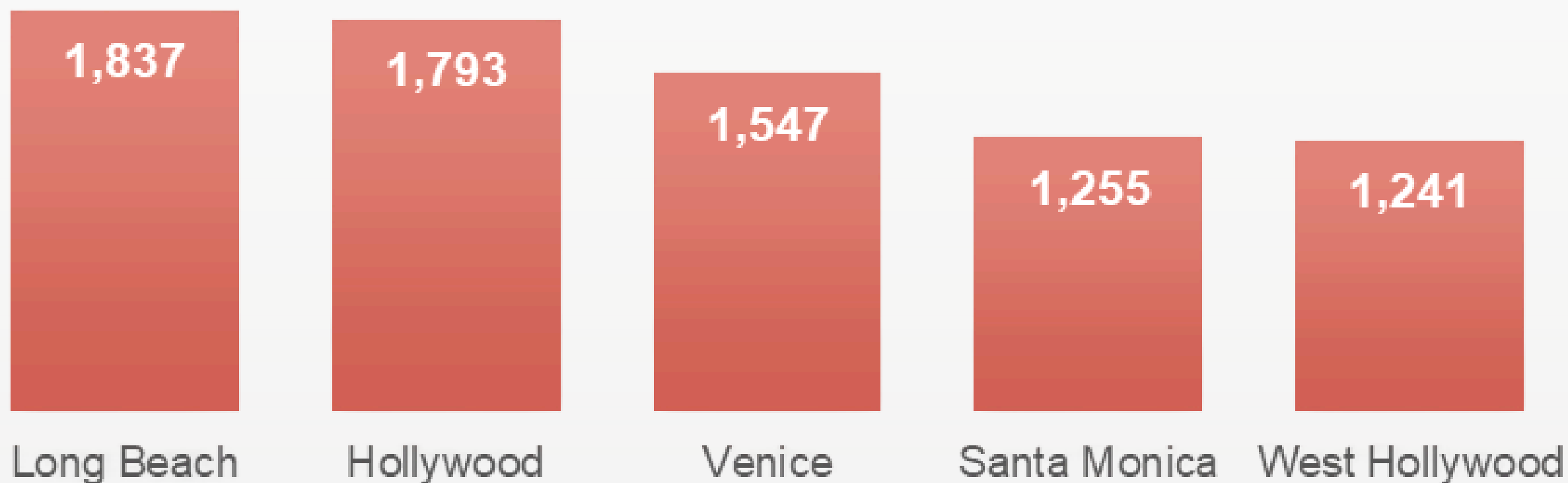


host\_name

## 2. Which neighborhoods host the most listings?

Total Listing

### Top 5 Neighbourhood with Total Listing



neighbourhood\_cleansed



### 3. What property types receive the most positive reviews?

Property Type	Sum of number_of_reviews_ltm	Average of review_scores_rating_imputed
Entire home	117,996	4.9
Entire rental unit	68,029	4.8
Private room in home	39,757	4.8
Entire guesthouse	39,046	4.9
Entire guest suite	21,516	4.9

# Hosts Success Definition | Key Assumptions

**Criteria**

**Criteria Description**

**Capacity**

How many listings does each host have?



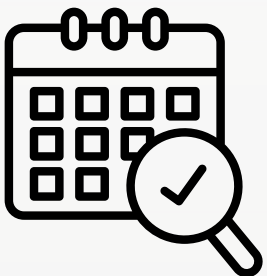
**Price**

Listing Price **Above** or **near** to The Average of City Listing.



**Availability**

Listing Available for reservation **near or more than 6 Month** during the year.



**Review  
Rating**

Review Overall rating **4.8 or above** for the listings.



**Revenue**

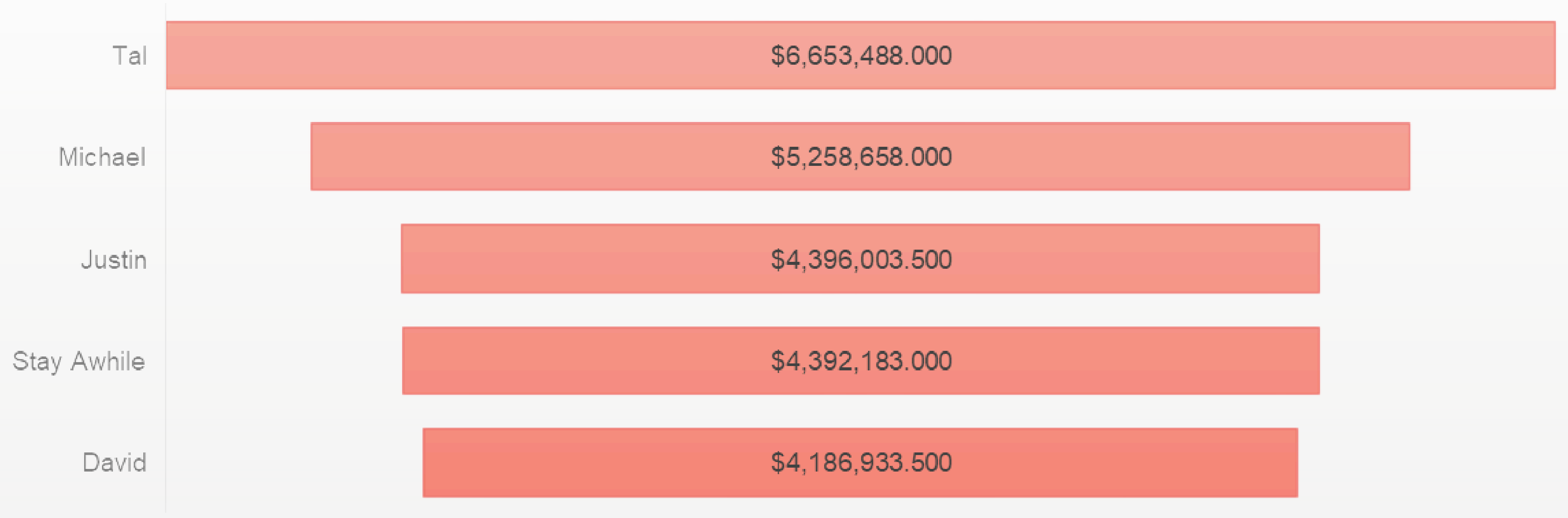
Listing are generating the **highest revenue** in the city.



Way To Success

## 4. How much revenue do successful hosts generate?

### Top 5 Hosts with the Total Revenue



# 4.How much revenue do successful hosts generate?

Host Name	Sum of yearly_estimated_revenue	Average of price_imputed	Count of listing_id	Average of review_scores_rating_imputed	Average of availability_365
Tal	\$6,653,488.00	\$1,422.65	60	4.8	271
Michael	\$5,258,658.00	\$243.56	252	4.8	197
Justin	\$4,396,003.50	\$254.85	138	4.8	185
Stay Awhile	\$4,392,183.00	\$1,163.72	58	4.9	296
David	\$4,186,933.50	\$278.31	239	4.8	147

## Criteria's Average

Count of listing_id	Average of price_imputed	Average of review_scores_rating_imputed	Average of availability_365
32,848.00	\$236.40	4.8	200

# Final Recommendations

- For a feasible investment, don't focus only on:
  - Potential revenue
  - Listing price
  - Year-round availability
  - Review ratings
  - How many hosts have listings (market competition)
- All relevant aspects should be considered holistically before investing.
- Investing in “ Tal “ and “ Michael“ will be beneficial for any investor



**Thank you !**

