

# REPORT

## DATA ANALYSIS ON AIRBNB DATASET

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This interactive Airbnb report provides a detailed analysis of property listings across various cities, focusing on factors like property type, room type, and host behaviour. It uncovers patterns to better understand guest preferences and booking trends.

The report also examines key operational factors such as host response rates, cancellation policies, and pricing. By integrating location and review data, it offers actionable insights to improve service quality, maximize occupancy, and enhance the overall guest experience.

### Some Key Insights

- **Apartments** are the most listed type (62.39%), showing urban preference.
- Over **97% use Real Beds**, highlighting comfort as a key selling point.
- **Median price is \$110**, while **average is \$154.85**.
- **43.62%** of listings are priced under \$100—ideal for budget marketing.
- Only **9.25%** of listings are priced above \$300—luxury market is limited.
- **Bungalows and villas** are underrepresented—opportunity in luxury segment.
- **70.72%** of listings are **not instantly bookable**—streamlining this could boost conversions.
- **77.56%** of hosts have a **100% response rate**—highlight in listings.
- Promote **instant booking** for verified, high-rated hosts to increase ease.
- **NYC** leads with **22,268 listings**, followed by **LA** with **18,328**.
- Together, NYC and LA account for over **73%** of all listings.
- Rural and remote areas are **underused**—expand Airbnb's footprint.
- **Moderate and strict cancellation policies dominate**, potentially affecting guest flexibility.

### Conclusion

- Major cities like NYC and LA dominate the listing volume, but underrepresented cities (e.g., Boston, SF) and rural areas present opportunities for targeted expansion and market penetration.
- High host response rates and growing trust in instant booking indicate that enhancing booking convenience and supporting new hosts can directly improve customer satisfaction and conversion rates.

- With nearly half of the listings priced under \$100, there's strong demand for affordable stays. However, the limited luxury and unique property segment offers room for premium and experience-driven growth strategies.