



Vancouver Airbnb Data

Aston Tan (20 June 2022)



Problem Statement

What factors contribute to highly rated Airbnb listings in Vancouver?

Intended Audience: Current & Prospective AirBnb Hosts, AirBnb Host Managers

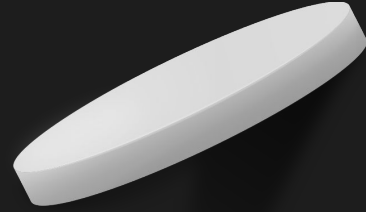


Project Questions

- Do listings perform better if their hosts are in the same vicinity?
- Do hosts with less listings perform better than hosts with more listings?
- Are listings in certain neighbourhoods rated more highly than those in others? (urban vs. rural) (downtown vs. south cambie)?
- If listings accommodate an odd number of people except for 1, are they less sought after (reviewed, highly rated)?
- If the host has their picture and identity verified, will they be reviewed higher than hosts that are missing those fields?
- Do listings with more bathrooms receive higher reviews?
- Are long-time hosts more likely to be classified as superhosts?
- Do shorter host response times return higher ratings?
- What forms of verification are most important to higher ratings?
- What are the most important ratings?



Background Information



As of **March 10, 2022**,
Airbnb has **4,490 listings** in
Vancouver, BC



The average rating of all the
listings is **4.79/5.00**

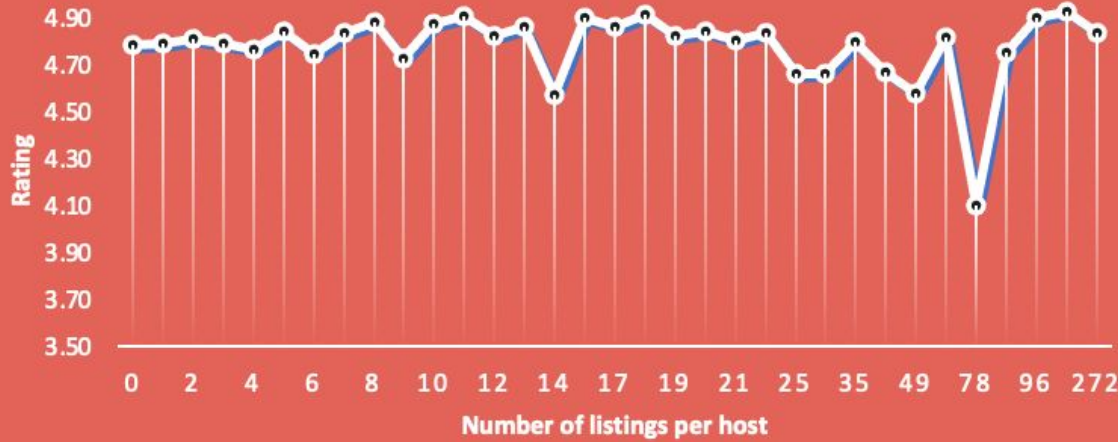


These listings are operated
by **2,751 hosts**



Do hosts with less listings perform better than hosts with more?

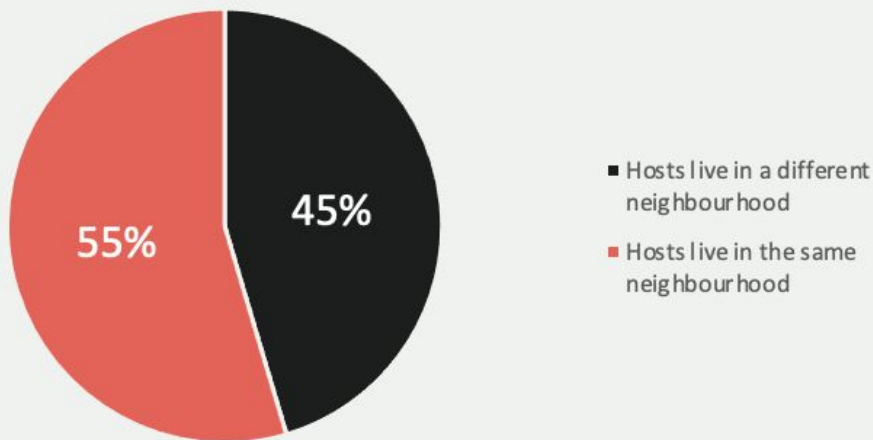
NUMBER OF LISTINGS PER HOST VS.
RATING



- There is a small impact on rating as the number of listings a host manages increases
- Hosts with more listings may rely on Airbnb management companies

How many hosts live in the same neighbourhood as their listing?

More Hosts Live in the Same Neighbourhood as their listings

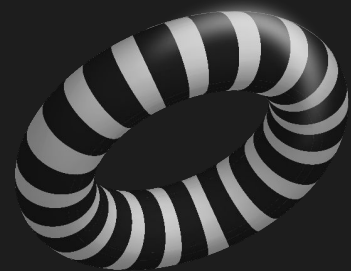


Do hosts that live in the same neighbourhood as their listings affect their ratings?

No.

There is close to no correlation between a listing's a rating and whether its host lives in the same neighbourhood (-0.0066)

Does picture and identity verification impact ratings?



	Identity Unverified	Identity Verified
No Profile Picture	4.78	4.26
Profile Picture	4.59	4.79

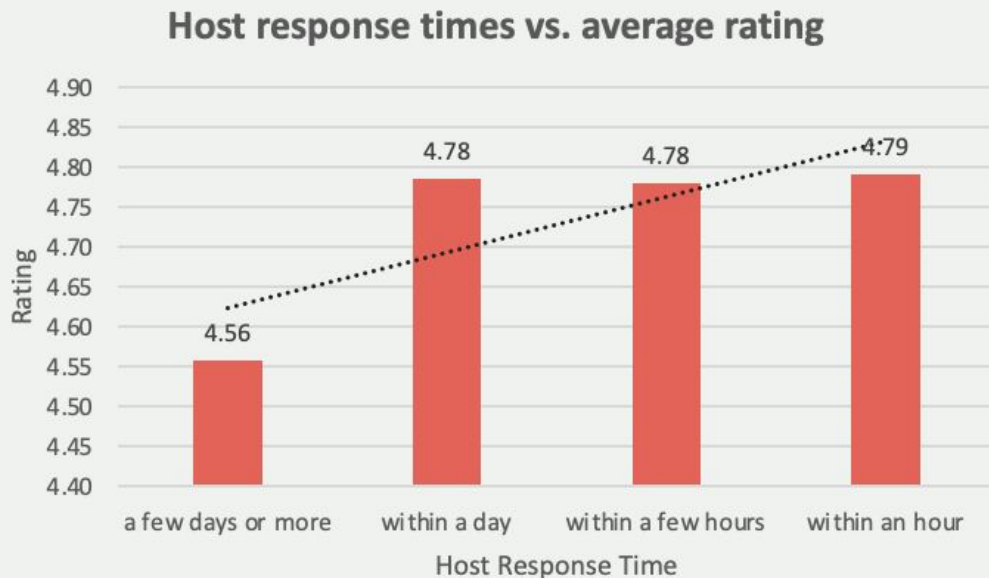
- It's vital for hosts to have both a profile picture and have their identities verified for higher AirBnb ratings
- Having a profile picture is more important than having your identity verified

Locations with the highest and lowest average ratings

Neighbourhood	Average Rating
Oakridge	4.66
West End	4.67
Dunbar Southlands	4.68
Shaughnessy	4.69
Kerrisdale	4.71
Fraserview	4.72
Sunset	4.73
Mount Pleasant	4.74
Killarney	4.74
Downtown	4.75
Marpole	4.77
Grandview-Woodland	4.78
West Point Grey	4.78
Fairview	4.79
Downtown Eastside	4.79
Renfrew-Collingwood	4.80
Kensington-Cedar Cottage	4.81
Hastings-Sunrise	4.82
Riley Park	4.83
Strathcona	4.84
Kitsilano	4.84
South Cambie	4.85
Arbutus Ridge	4.86



Faster host response times significantly increase listing rating



AirBnb guests distinctly rate AirBnb's higher if their host **responds within a day.**

- **Which forms of verification are the most important to high ratings**

Listing Rating = 4.66 + **0.16(email)** - 0.08(phone) + **0.02(facebook)**
- 0.01(selfie) + **0.06 (government ID)**

The most important forms
of verification are:

- E-mail
- Facebook
- Government ID



What is the most important rating?

Review Scores Rating = $-0.20 + 0.23(\text{accuracy}) + 0.25(\text{cleanliness}) + 0.00(\text{checkin}) + 0.30(\text{communication}) + 0.04(\text{location}) + 0.20(\text{value})$

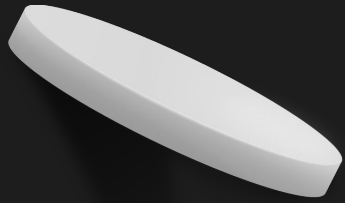
**Order of most important
rating factors:**

1. Communication
2. Cleanliness
3. Accuracy of Description
4. Value for Money
5. Location
6. Check In



Key Takeaways for Higher Ratings

- Ensure photo and identity verification
- Listings in the northern region of Vancouver perform better than those in the south
- Shorter host response times are critical to high performing listings
- Email, Facebook, and Government ID verifications contribute to higher ratings
- Prioritize listing factors in the following order: Communication, Cleanliness, Accuracy of Description, Value for Money, Location, and Check In



Possible Further Analyses

- Compare prices and perceptions of AirBnb listings and standard hotel listings
- Look for geographic data of attractions to see if they affect why certain neighbourhoods are reviewed better
- Breakdown amenities and use regression analyses to more accurately see the most important amenities



Thank You!

Questions?

