

HOTEL AGGREGATOR Analysis



Power BI



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Introduction

In this project, we utilize Power BI to visualize and analyze data for a Hotel Aggregator. The goal is to provide insights into pricing, availability, host performance, property type and room Analysis.



Objectives



Identify popular neighborhoods and analyze listing concentrations.



Study pricing by type and capacity; investigate availability and peak periods.



Assess super host status, response times, verification, and performance correlation.



Assess review scores' impact on performance and identify improvement areas.



Study property and room type distribution; explore popularity trends in accommodation setups.



Data Preparation

Data was preprocessed to ensure accuracy and consistency.

Key steps included:

- Removing duplicates
- Handling missing values
- Normalizing data formats
- Removing Unnecessary Columns



Geographical Insights:

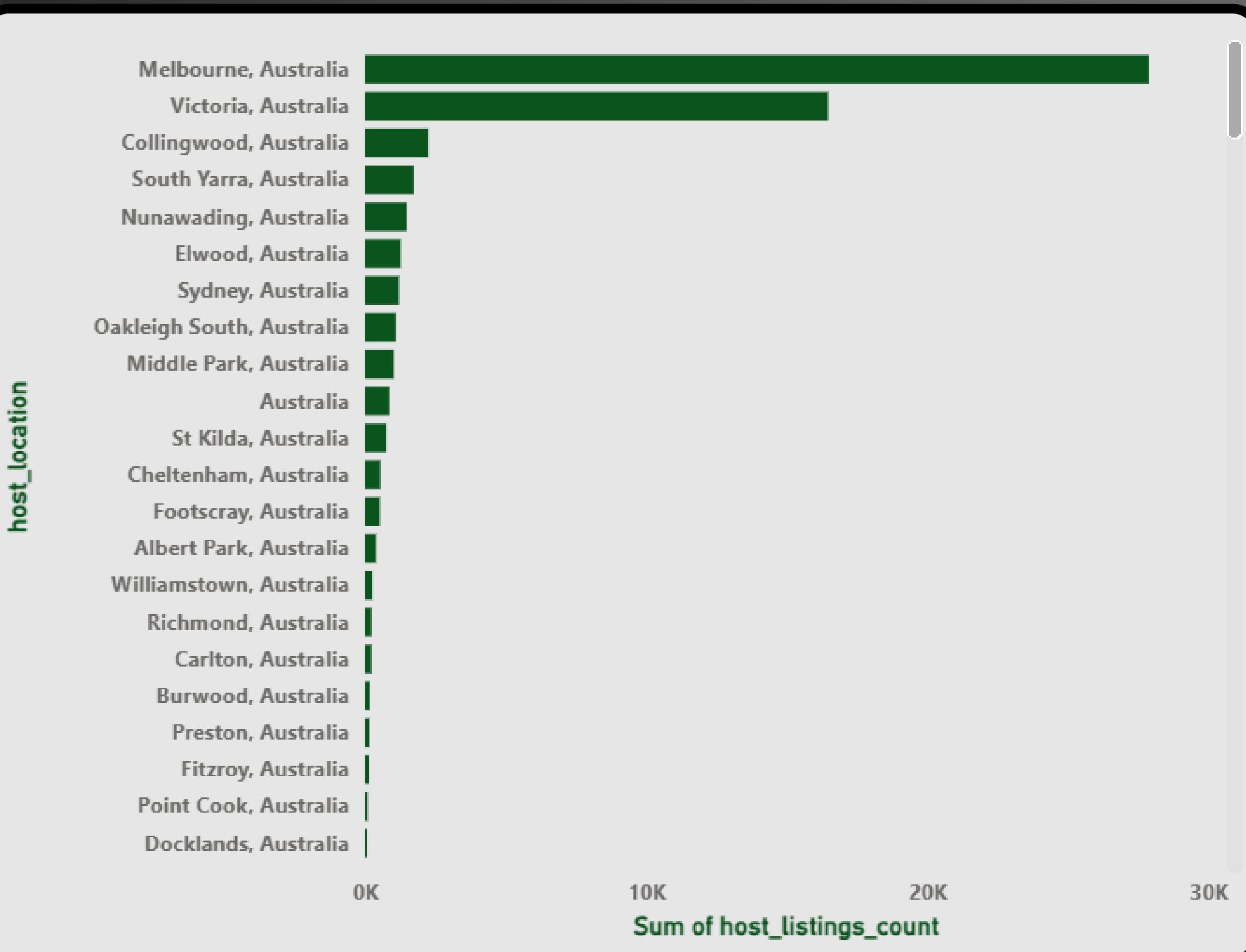


Map shows the Distribution of host listing by location to identify the popular neighborhoods.

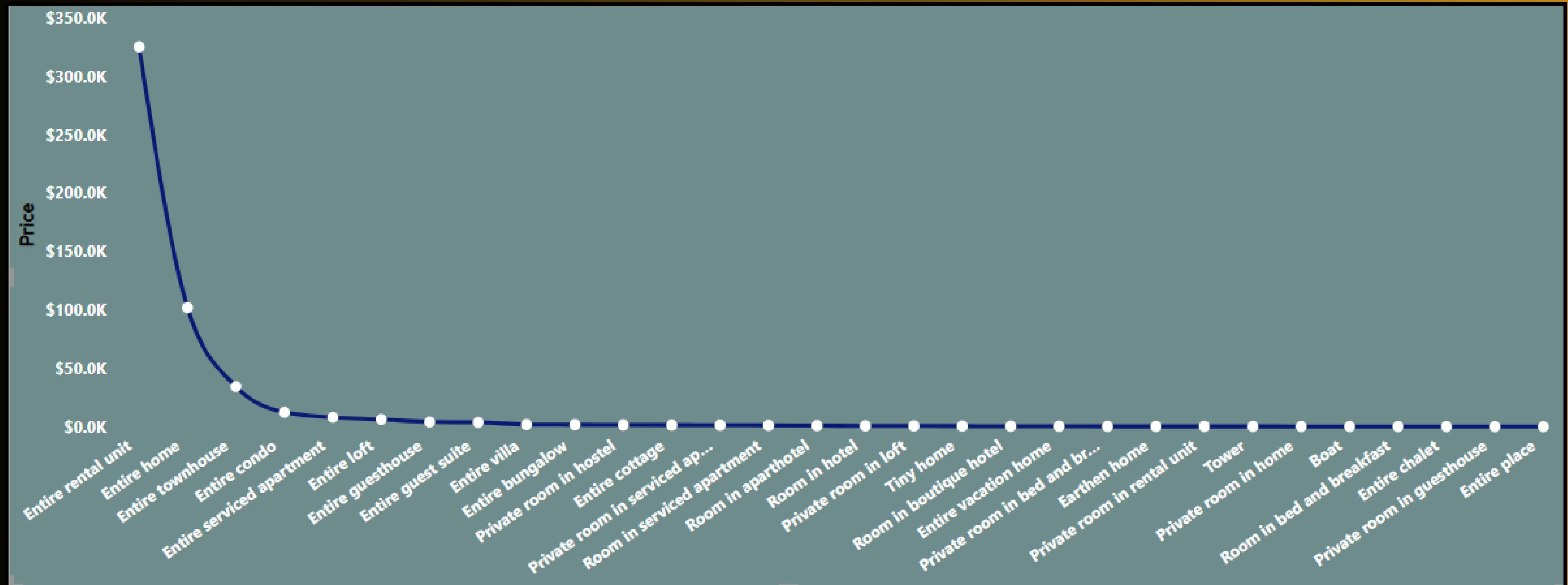


Geographical Insights:

The visuals illustrate the geographical concentration of listings and host locations.



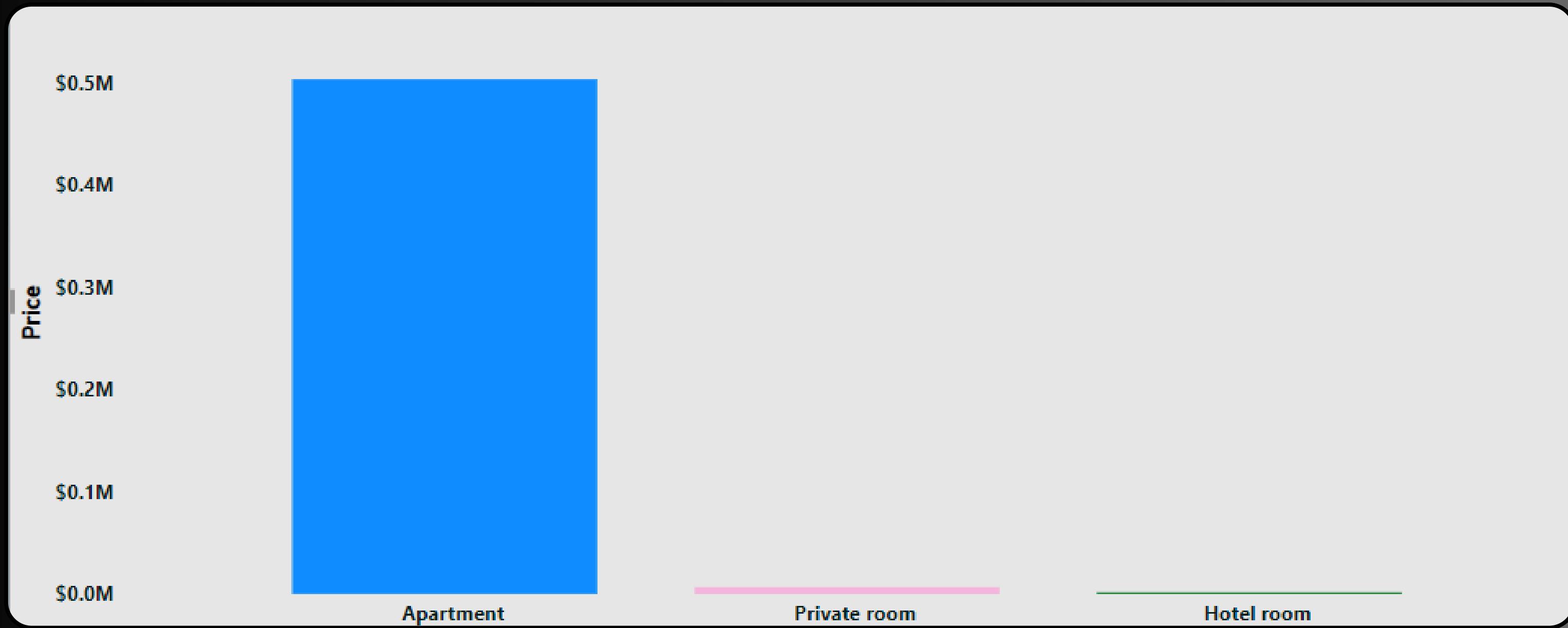
Pricing and Availability Analysis:



The visuals display the analysis of prices based on property types.



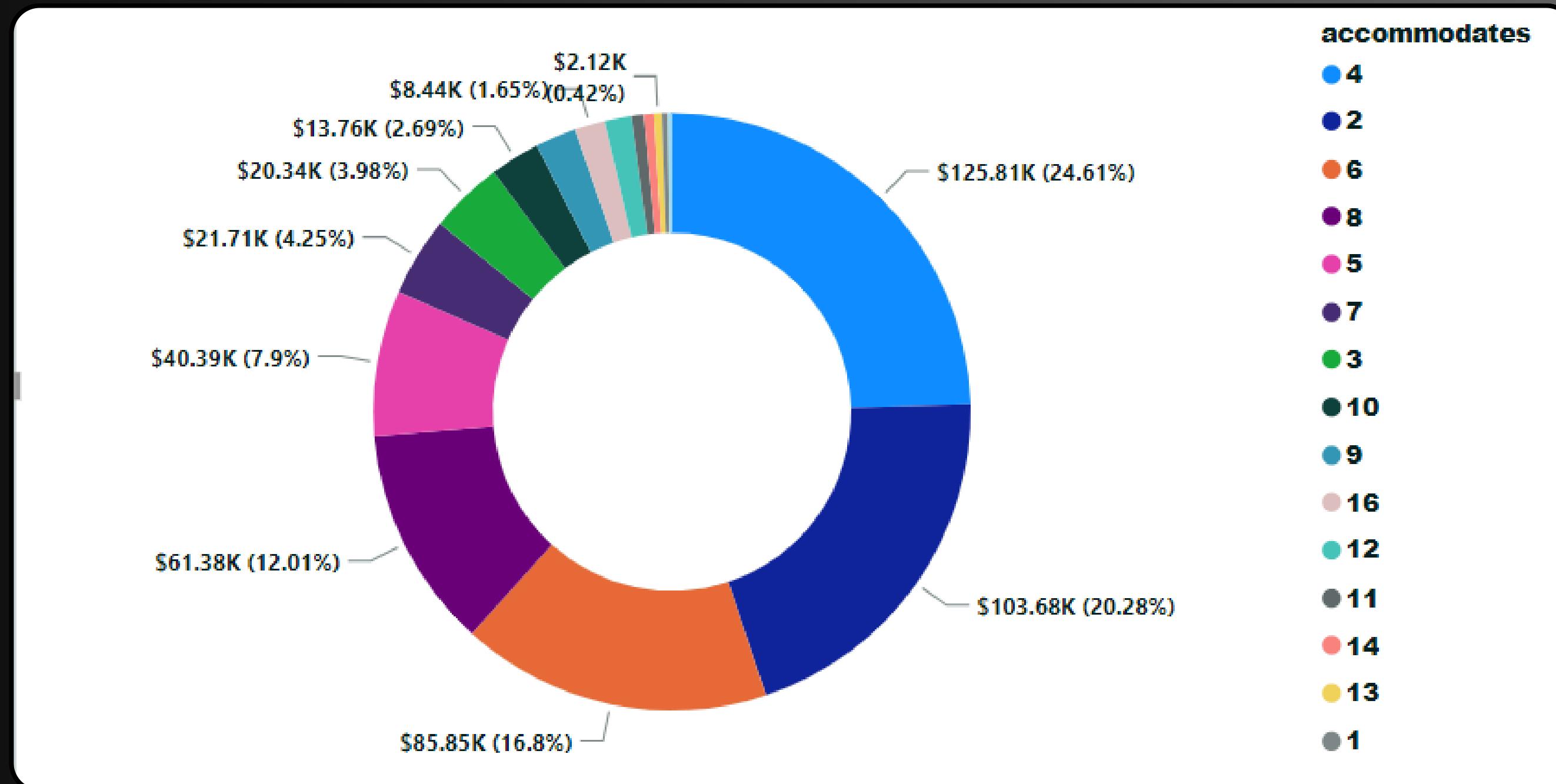
Pricing and Availability Analysis:



The visuals display the analysis of prices based on room types.



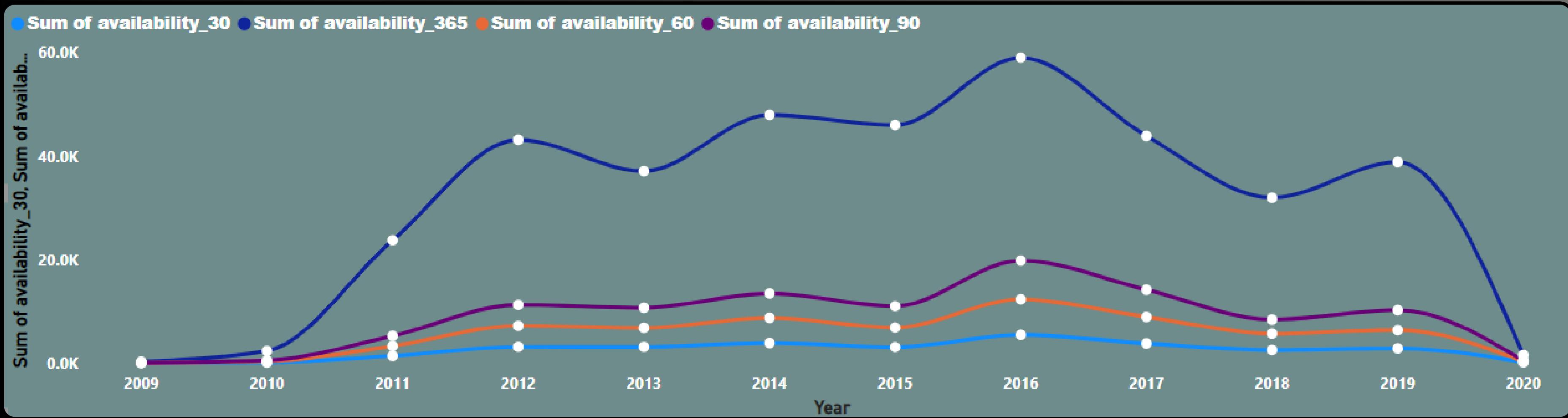
Pricing and Availability Analysis:



The visuals demonstrate the analysis of prices based on accommodation capacity.



Pricing and Availability Analysis:



The visuals illustrate the availability of listings over time, highlighting the peak period in the year 2016.



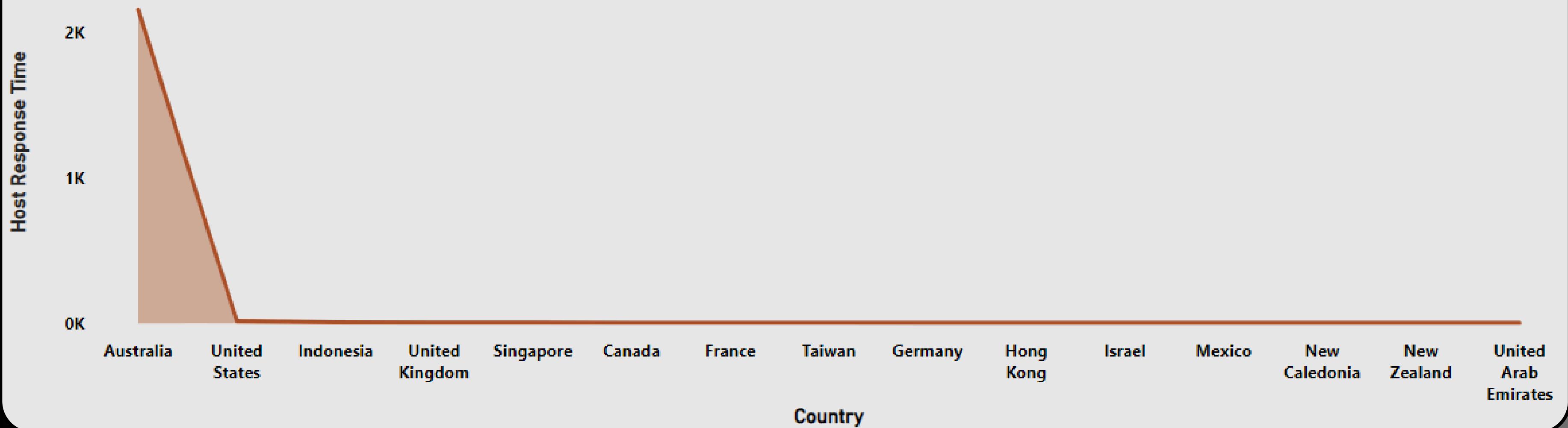
Host Performance:

host_country	host_is_superhost	host_response_time	host_verifications	%GT Sum of host_response_rate
Australia	False	a few days or more	['email', 'phone', 'work_email']	0.00%
Australia	False	a few days or more	['email', 'phone']	0.10%
Australia	False	a few days or more	['phone']	0.00%
Australia	False	within a day	['email', 'phone', 'work_email']	1.53%
Australia	False	within a day	['email', 'phone']	1.40%
Australia	False	within a day	['phone']	0.07%
Australia	False	within a few hours	['email', 'phone', 'work_email']	1.73%
Australia	False	within a few hours	['email', 'phone']	2.99%
Australia	False	within a few hours	['phone']	0.09%
Australia	False	within an hour	['email', 'phone', 'work_email']	19.41%
Australia	False	within an hour	['email', 'phone']	21.96%
Total				100.00%

The visuals depict host performance metrics, encompassing superhost status, response times, and verification methods.



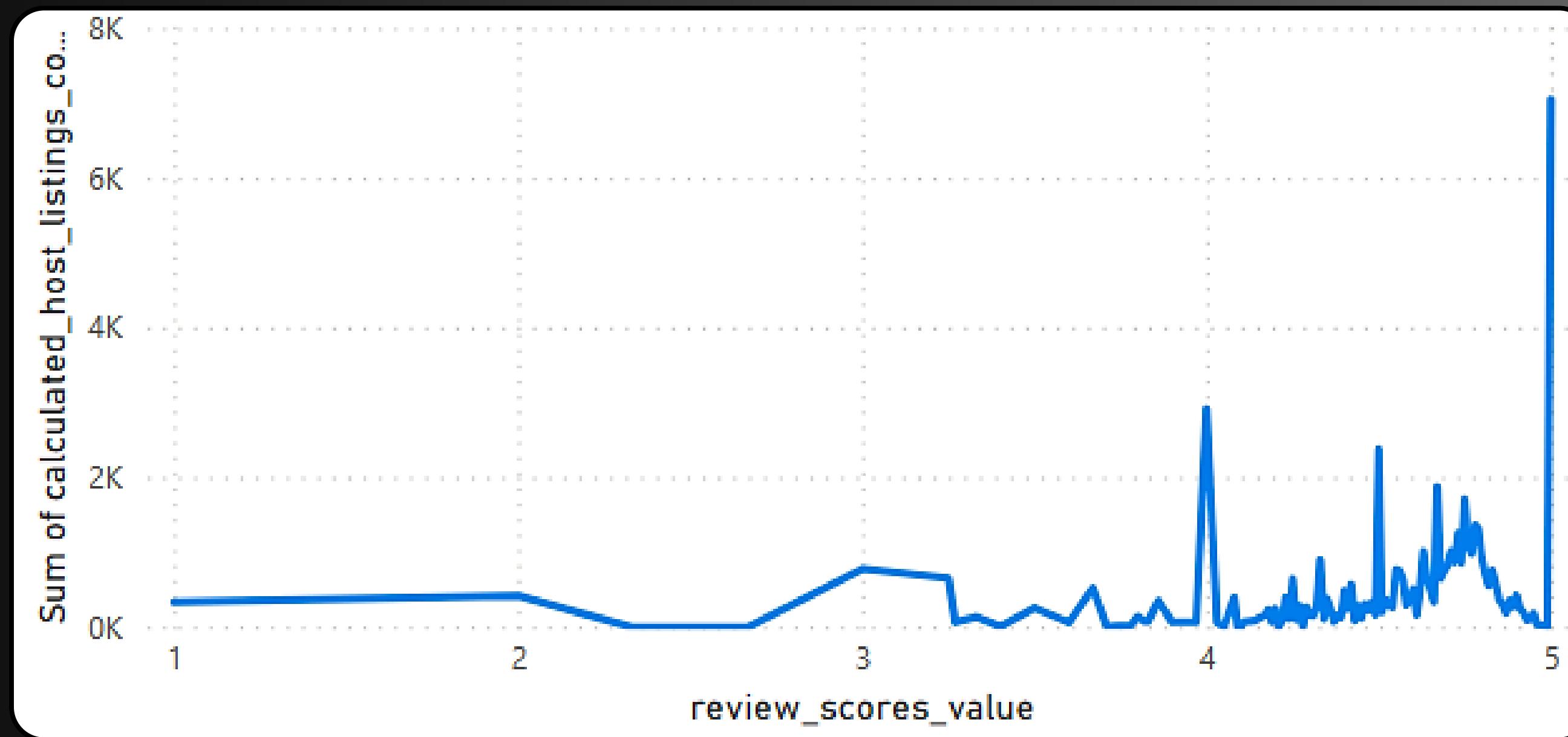
Host Performance:



The visuals showcase host response times by host country.



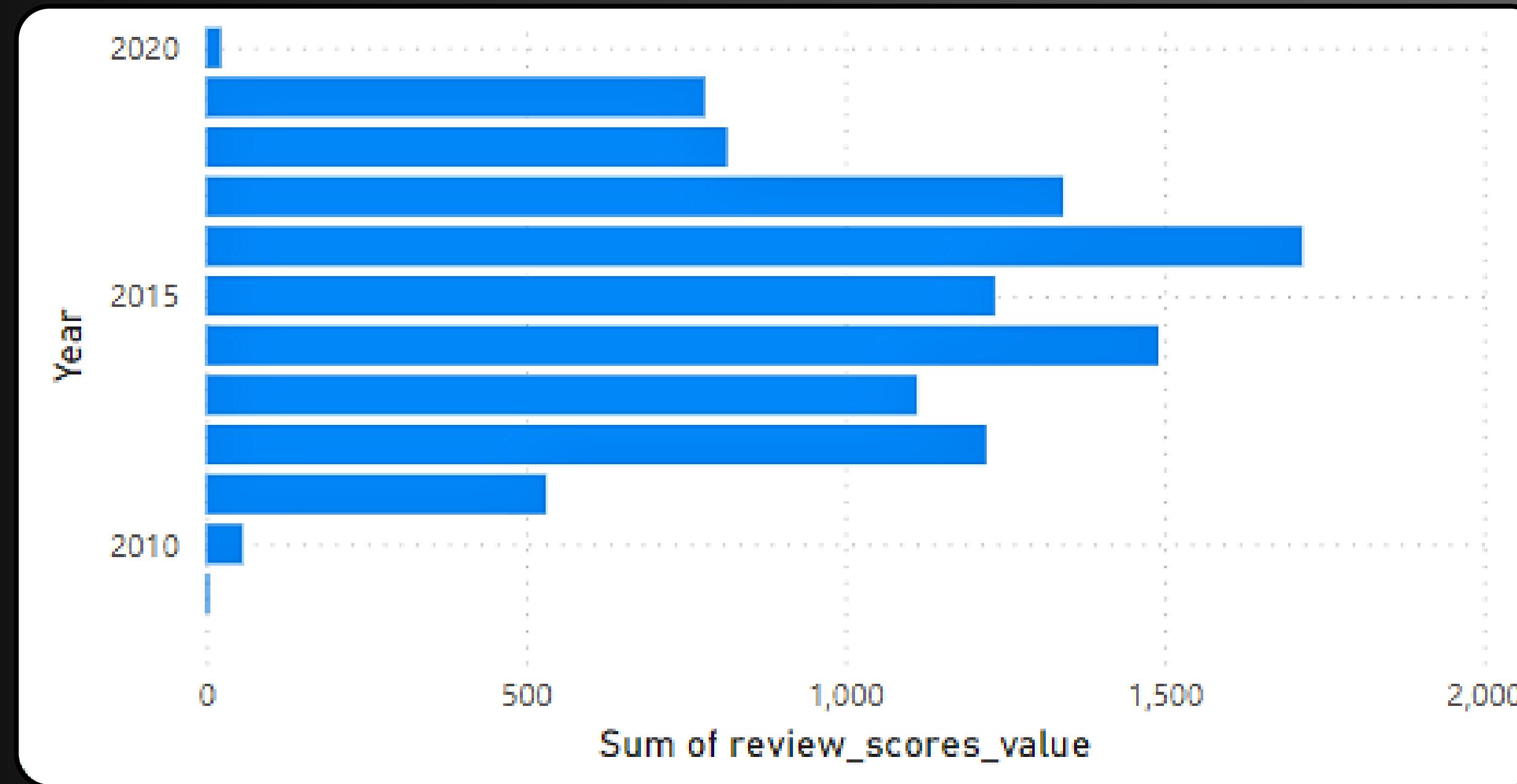
Review Scores and Guest Satisfaction:



The visuals represent the count of host listings based on review scores.



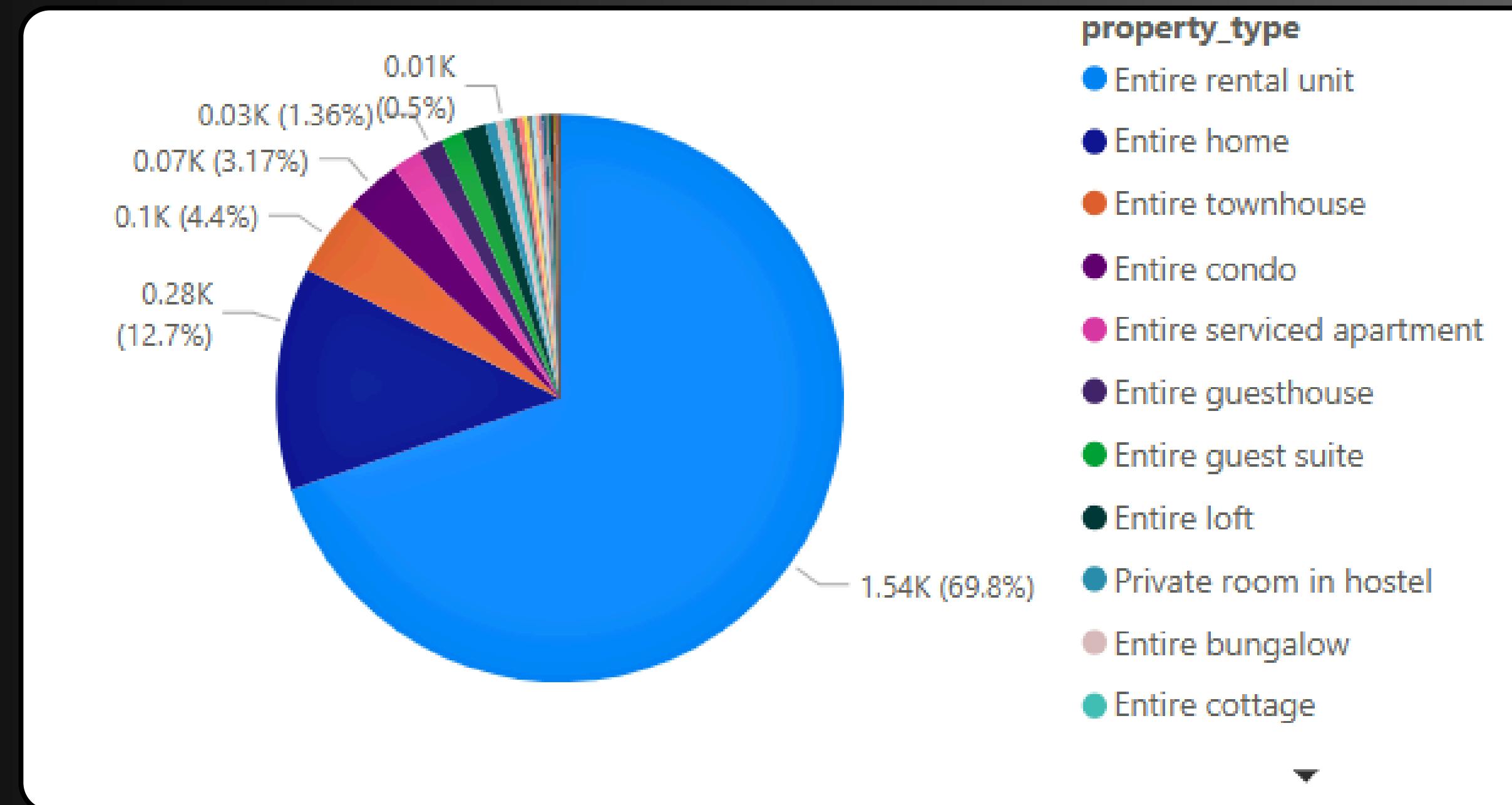
Review Scores and Guest Satisfaction:



The visuals display the sum of review scores by year.



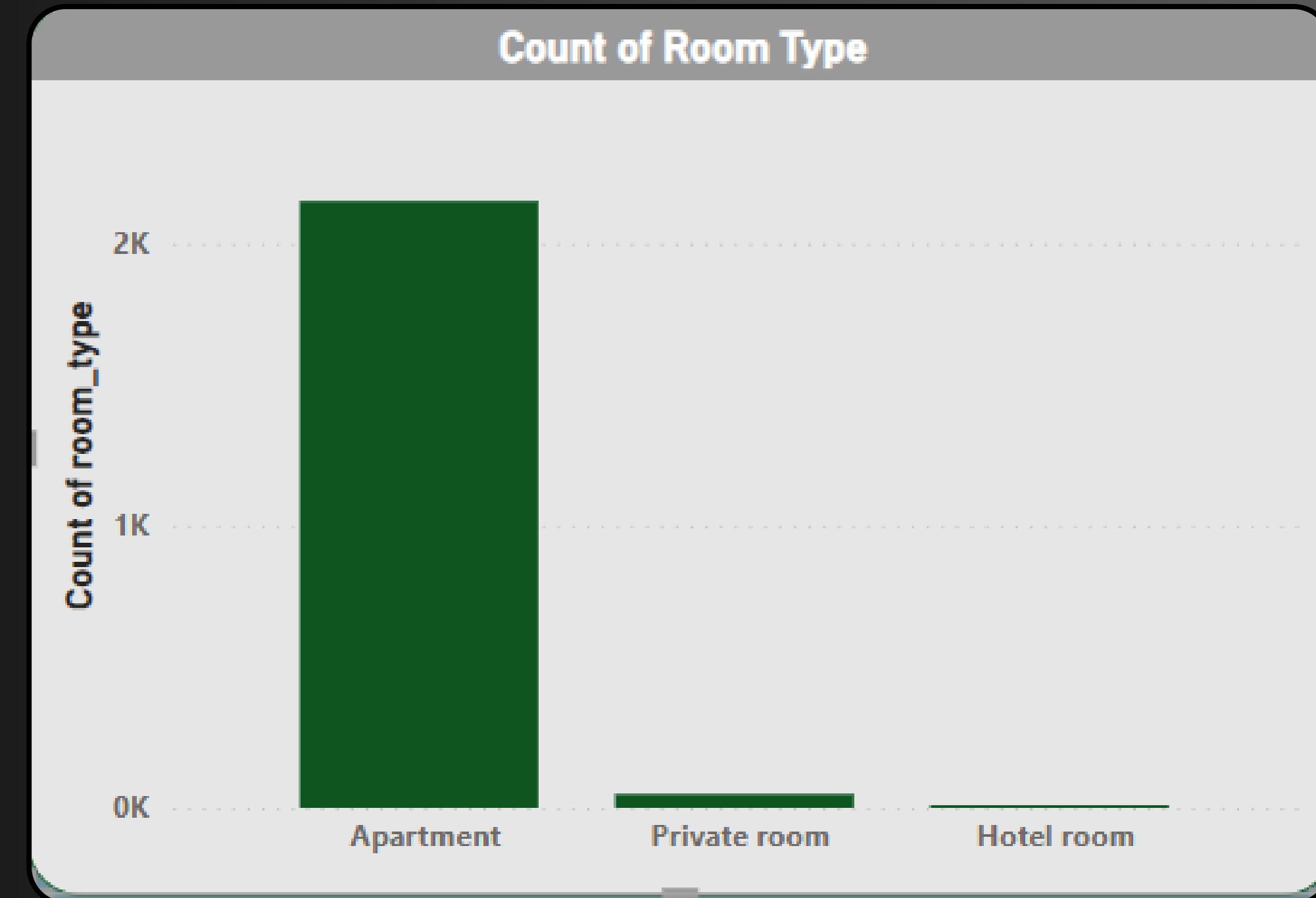
Property Type and Room Analysis:



The visuals show the count of each property type and the count of availability, categorized by property type.



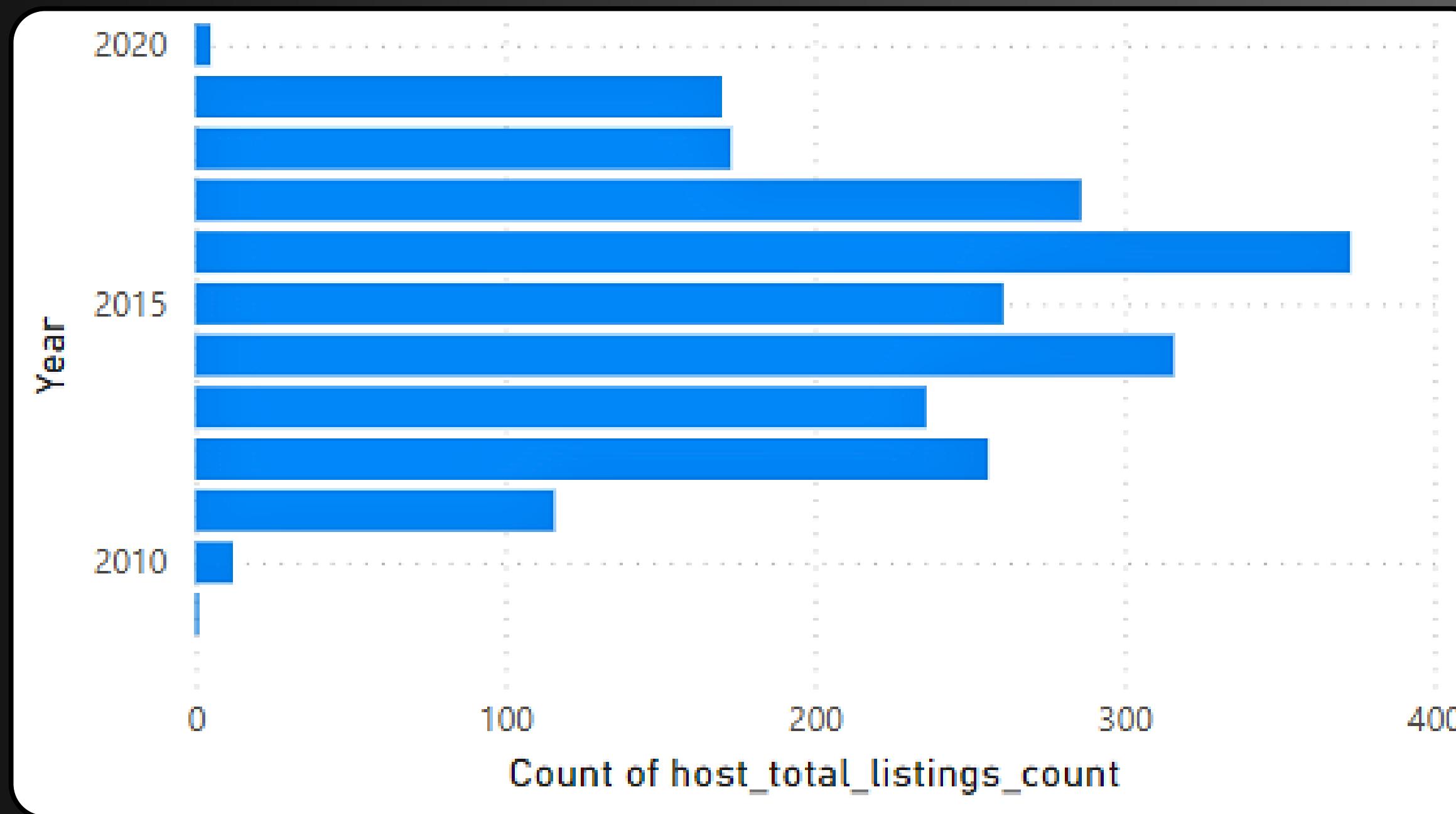
Property Type and Room Analysis:



Visual displaying the distribution and count of each room type.



Property Type and Room Analysis:



The visuals display the count of host listings categorized by year.



Conclusion:

- Popular neighborhoods and listing concentrations are identified through mapping.
- Pricing trends by type and capacity are analyzed, with peak periods identified.
- Superhost status, response times, verification methods, and their performance correlations are assessed.
- The effect of review scores on listing performance and areas for improvement are examined.
- Property and room type distributions and popularity trends are explored.





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