

Exploratory Data Analysis using Excel

# Airbnb, Hawaii



# Objective



**Which neighborhoods have the most active listings**



**Which property types receive the highest guest ratings**



**How estimated revenue varies by neighborhood**



# Top Neighborhoods by Listings



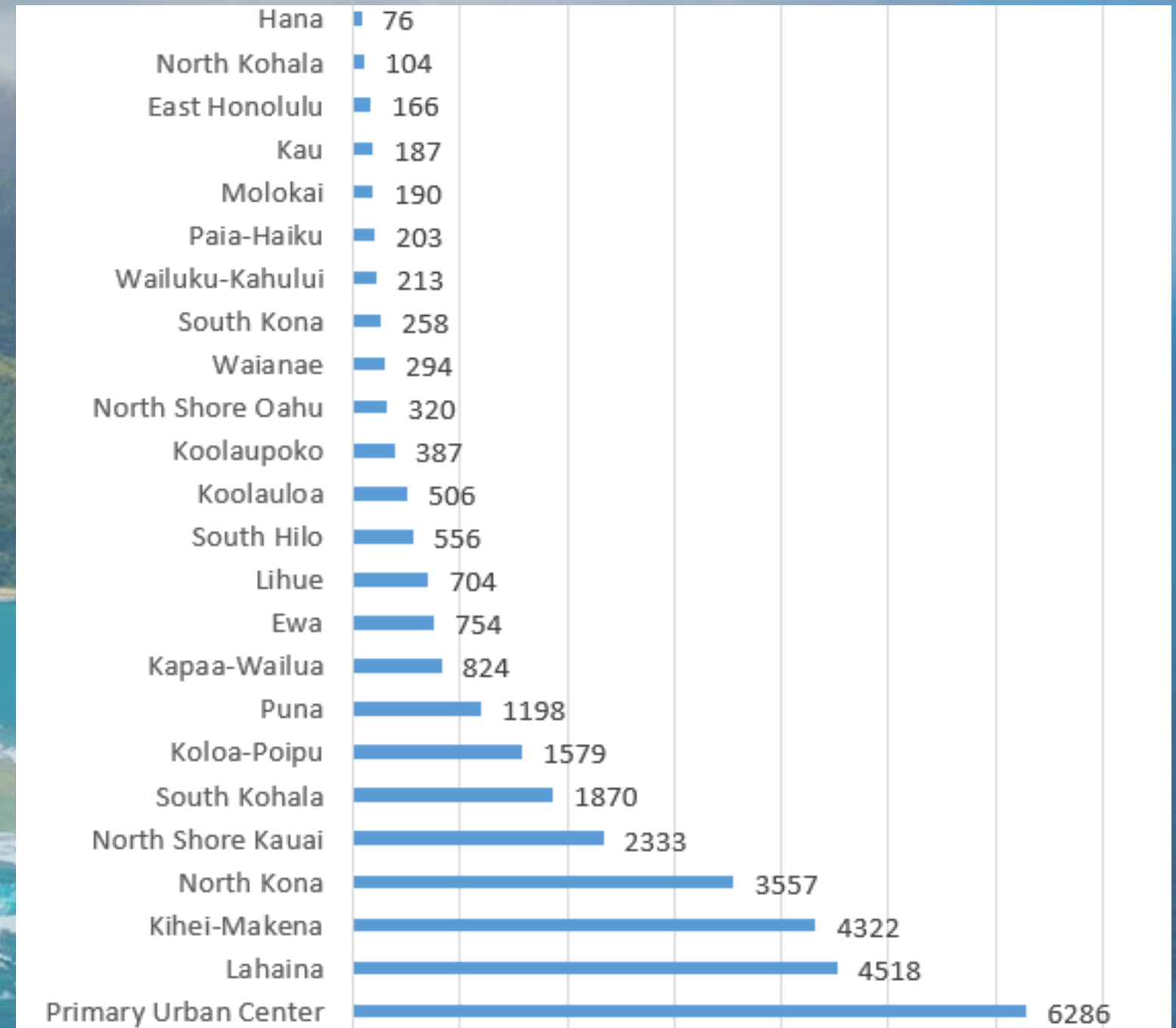
The neighborhood Primary Urban Center has the highest number of listings, making it the most active area in Hawaii for Airbnb rentals.



It's followed by Lahaina, Kihei-Makena and North Kona



These neighborhoods have the most listings because they're located in major tourist areas with beaches, restaurants and attractions that attract visitors and hosts.





# Average Review Scores by Property Type



The analysis shows that Shared Rooms and Entire home/apartments have the highest average review scores among all property types.



Entire homes/apartments score high because guests value privacy and comfort, while shared rooms receive high ratings due to affordability and social interaction.

Private room in minsu	4.91
Private room in tent	4.91
Entire villa	4.913559783
Earthen home	4.915
Island	4.916666667
Private room in tiny home	4.916666667
Shared room in boutique hotel	4.93
Casa particular	4.933333333
Barn	4.97
Camper/RV	4.98
Private room in loft	4.98
Entire bed and breakfast	4.98
Private room in casa particular	5
Room in serviced apartment	5
Entire home/apt	5
Shepherd's hut	5
Tipi	5
Shared room in nature lodge	5



# Top Neighborhoods by Estimated Revenue



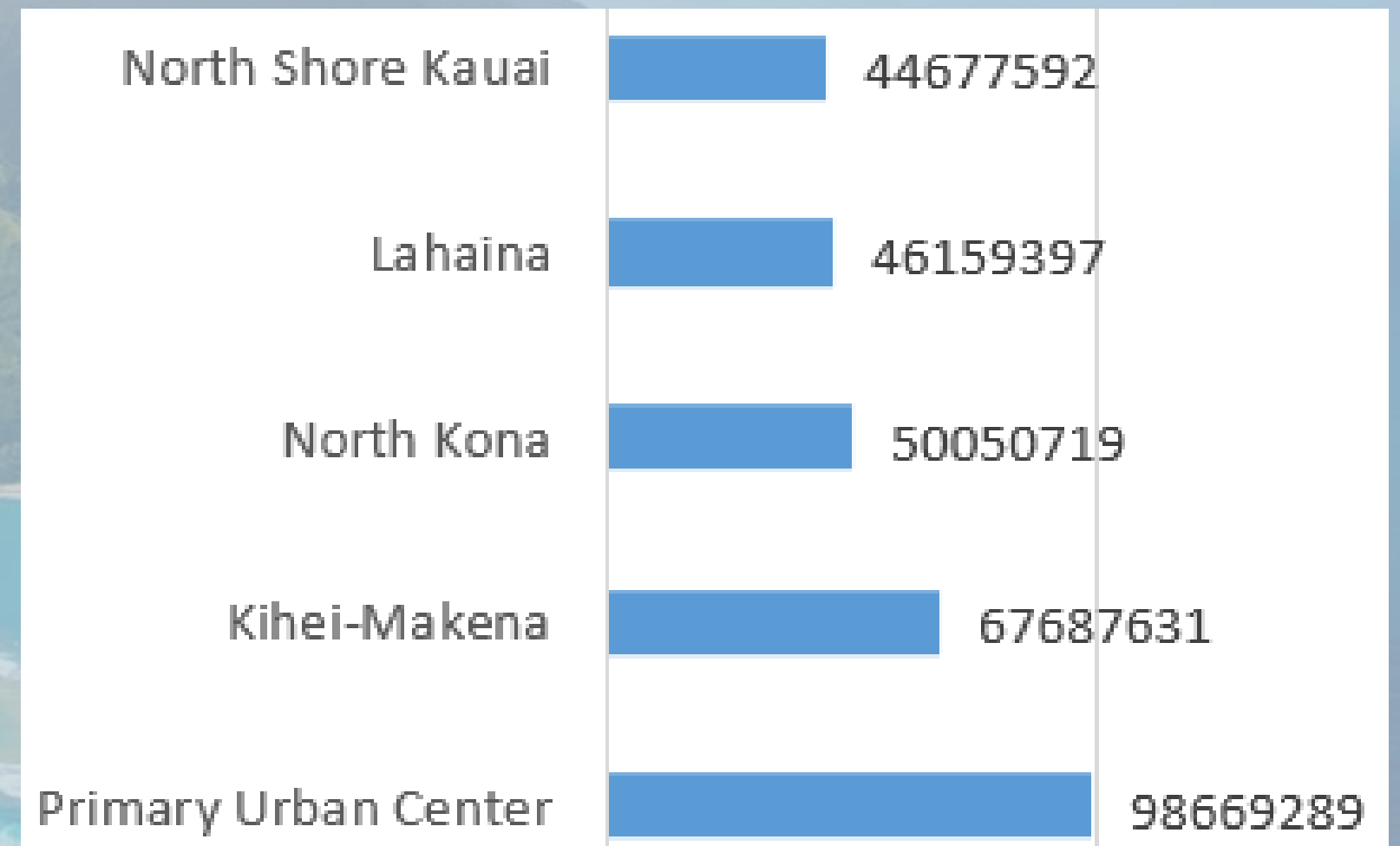
The Primary Urban Center again leads with the highest estimated revenue



Areas that have more Airbnb listings also make more money because they attract more tourists.



Most high-revenue areas are near the coast, which shows that being close to the beach helps attract more guests and income.





# Recommendations

## For Hosts



Focus on offering entire homes or private units to achieve higher guest satisfaction and ratings

## For Investors



Prioritize urban and coastal neighborhoods like Primary Urban Center and Lahaina for the highest return potential.

## For Airbnb



Consider promotional strategies in lower performing areas to balance supply and demand.

## Future Analysis



Include seasonal pricing and occupancy rates to identify off-peak opportunities



# Thank You.