## Airbnb Review Analysis

# (airbnb

# What do users actually want?

### Top 10 key words for each Topics

place / host /
location / accommodation communication Value feeling food
neighborhoods transportation experience

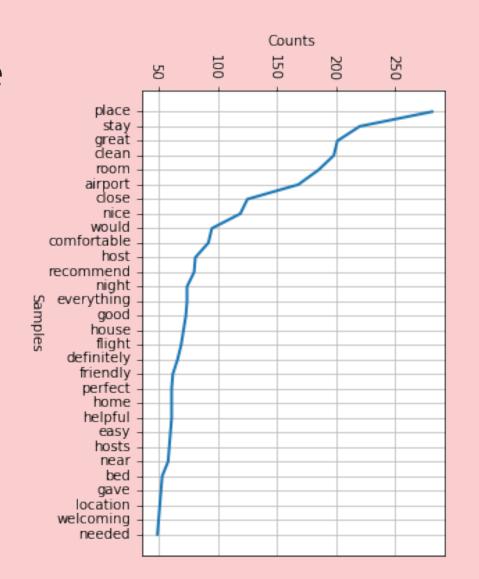
#### **Dataset Description**

The dataset is the reviews that Airbnb users left when they finished a reservation. The focus is to analyze the top 200 active listings and the reviews about them. I also subset the ratings that are lower than 85 (100 scale) and see the difference among them. Active listings means they have average 8+ reviews per months, and ratings are over 93.

### Research objectives

Most people usually give higher ratings when doing online reviews, partially because they are afraid to backfire on themselves. However, most of them also express their opinions in the reviews. My research focuses on mining user-generated content (UGC) and hopefully gain insights from those reviews.

## Top most common words for first listing.



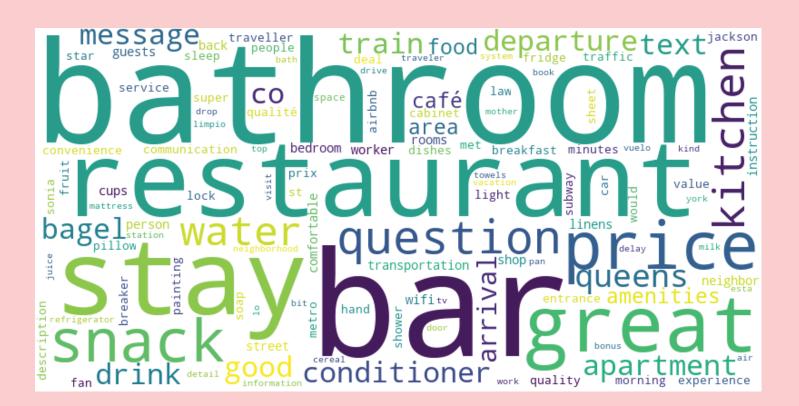
#### regarding food, which could be regarding the provided by regarding the regarding the hosts, how regarding the amentities the |regarding how to ratio of price to hosts, other neighborhoods or reviewer is get around or get the overall reviewers guests, or local reviewer is feelings accessibility commenting to the listing treated etc. experience experience shops people / perso art price rest airport bagels bus room flight guardia house instructions service money noise restaurants family breakfast cost home issues guests coffee neighborhood bathroom hospitality expectations problem touches ride option information snacks question apartment access convenience juice kitchen parking layover directions messages choice advice muffins distance space privacy amenities / facilities details transit street response beds plane description area care door construction commute

#### **Top 25 Tri-gram from top 200 listings**

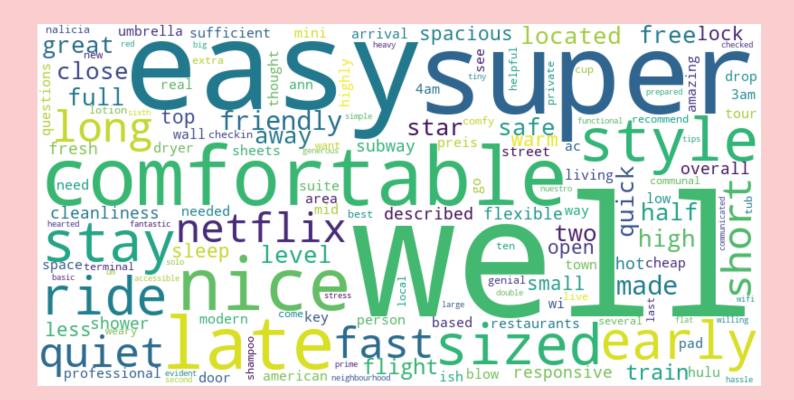
0.0004

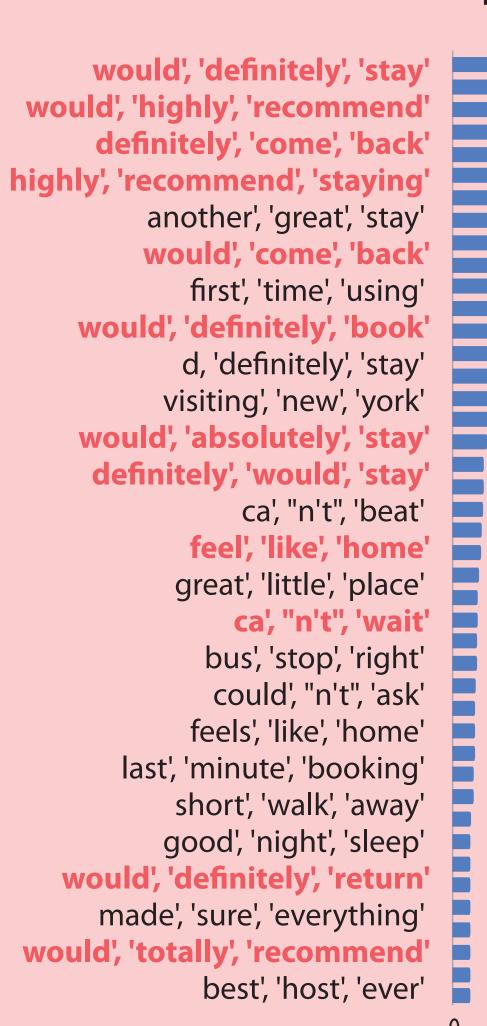
0.0002

### **Top 120 English nouns**



#### **Top 150 English adjectives**





# Difference between the top and the bottom

#### Top

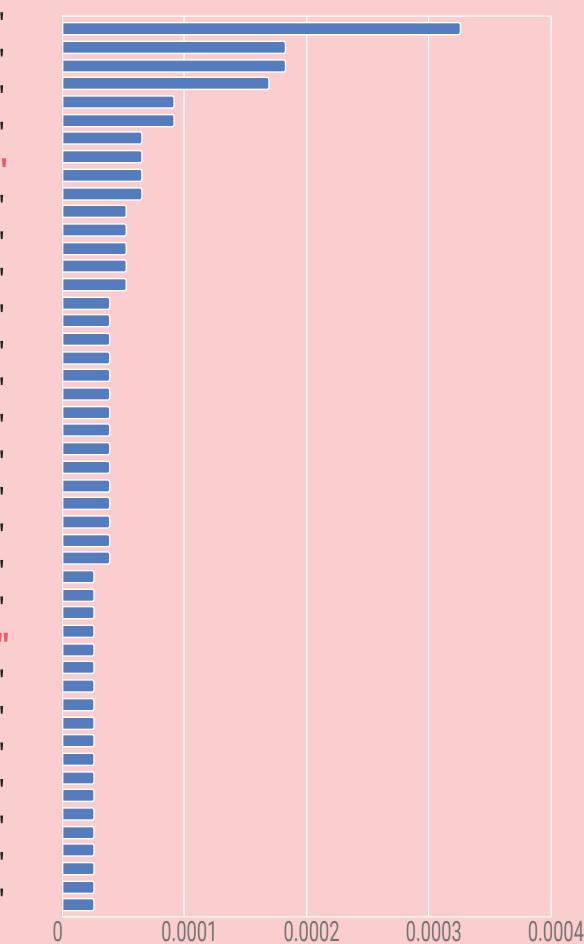
- More certain words about "going back" and only positive words.
- Have feelings about the airbnb

#### **Bottom**

0.0006

 Have polarized comments, such as, "would definitely" and "certainly wouldn't"

would', 'definitely', 'stay' would', 'definitely', 'recommend' ca', "n't", 'beat' spend', 'much', 'time' would', "n't", 'recommend' definitely', 'recommend', 'staying' playing', 'video', 'games' would', 'definitely', 'book' dans', 'cet', 'appartement' highly', 'recommend', 'staying' located', 'near', 'times' luggage', 'storage', 'business' really', 'enjoyed', 'staying' would', 'come', 'back' would', 'highly', 'recommend' II, 'definitely', 'stay' air', 'conditioning', 'unit' certainly', 'would', "n't" definitely', 'consider', 'staying' even', 'hand', 'soap' everything', 'went', 'smoothly' exploring', 'new', 'york' first', 'airbnb', 'experience' good', 'location', 'near' great', 'little', 'place'



### **Top 25 tri-gram for low ratings**