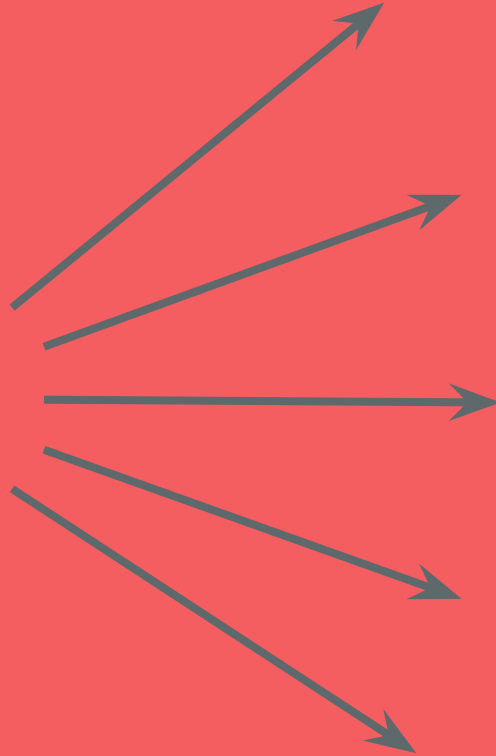


Airbnb in Los Angeles

Group members:
Huiwen Duan, Hanjun Li, David Pan

LA Airbnb



Initial Data Analysis

Review Score Rating

Price

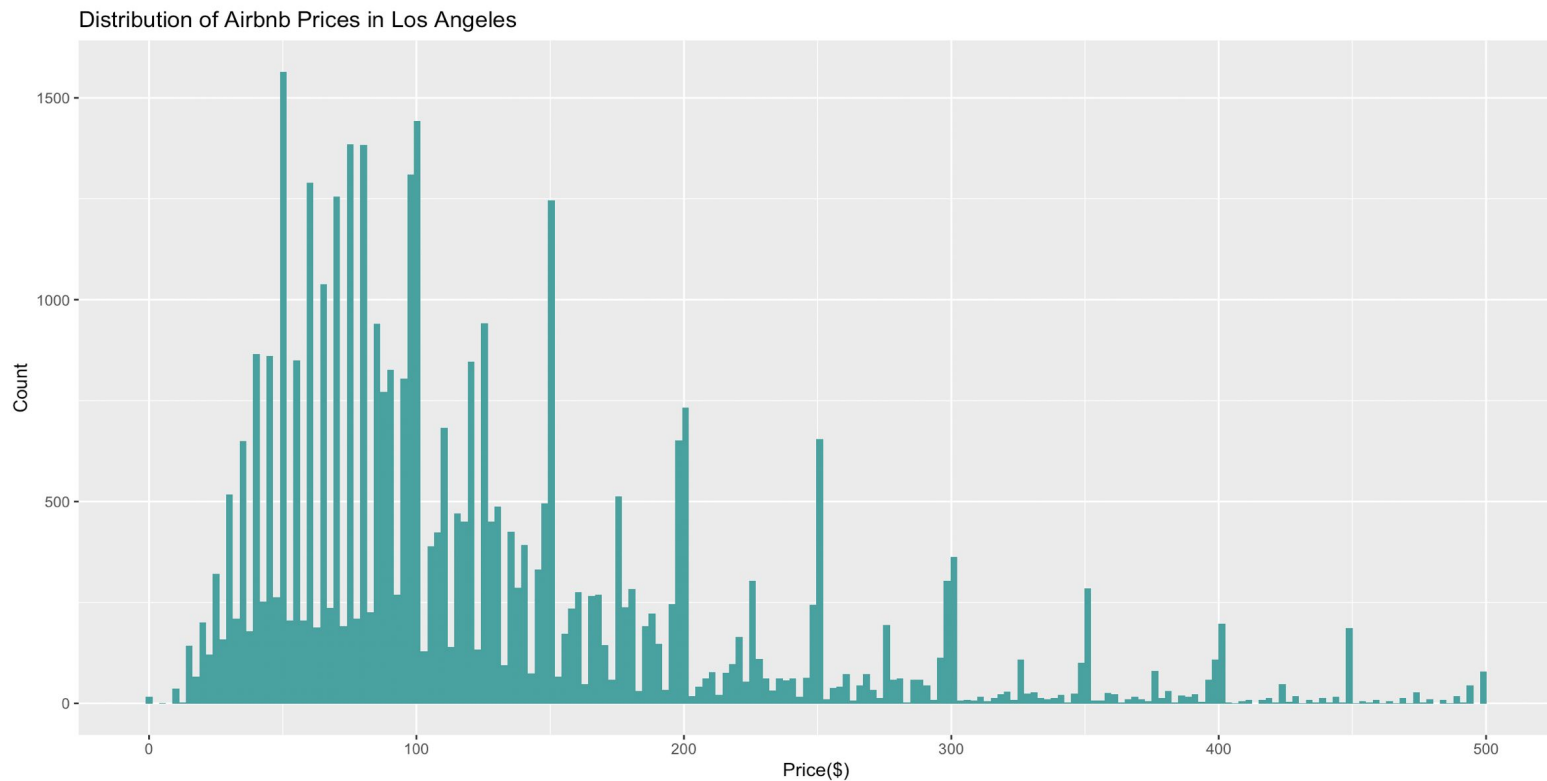
Listing
Description

Superhost

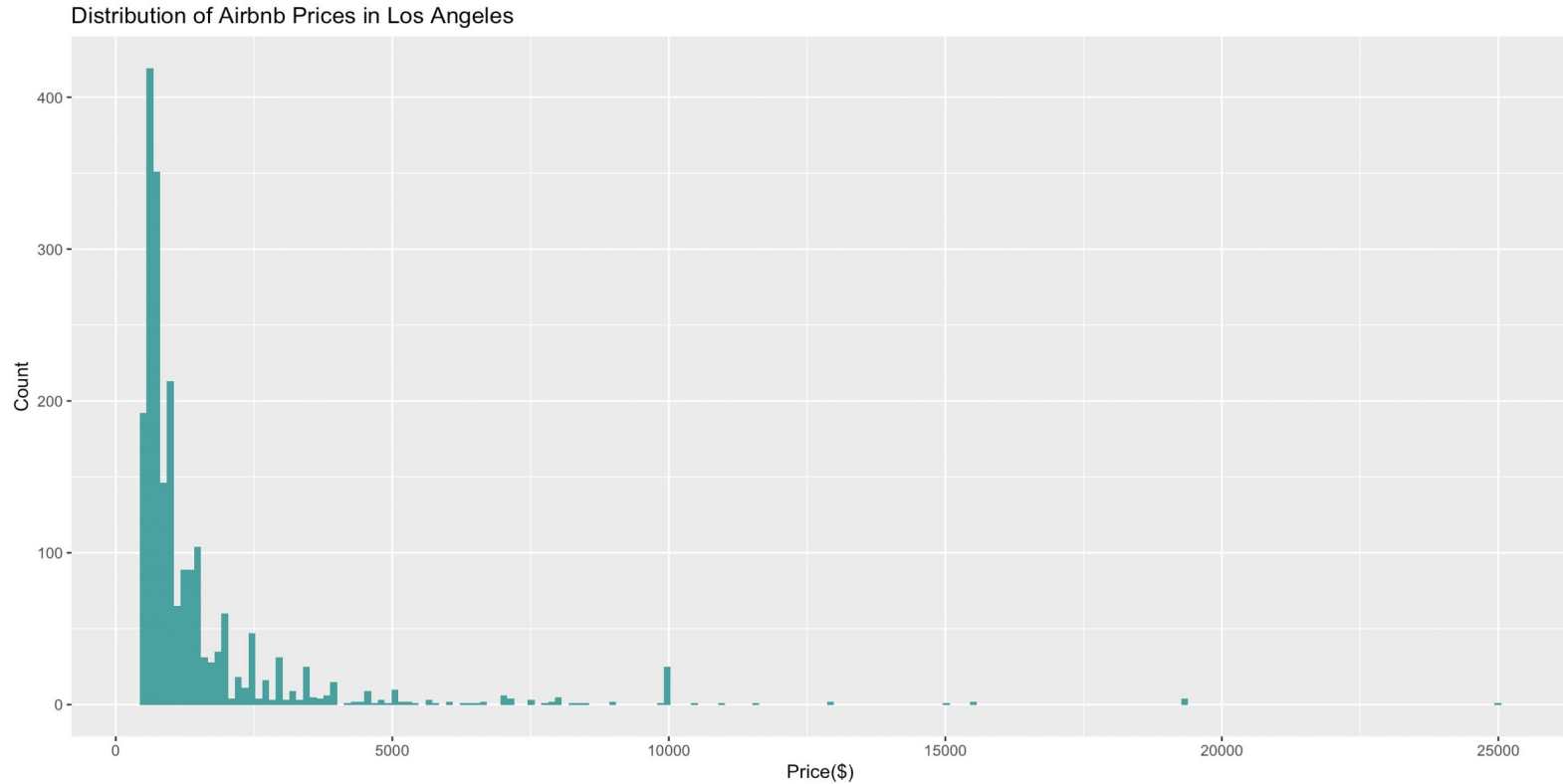
A Quick Glance of Airbnb in Los Angeles

- There are **43,392** unique listing in LA in total. The first rental in LA was up in **April, 2009** in **Hollywood**.
- Over **1.2 million** reviews have been written by guests since then.
- The price for a listing ranges from **\$0** per night to **\$25,000(wow)** per night. Listing with \$10,000 price tag are in **Hollywood Hills West, Beverly Hills** and **Westwood**.
- “**Hollywood**” appears the most in listing descriptions.
- Fun Fact: One listing has **22** bathrooms

City of Angels



City of Angels... That is, if you can afford it.



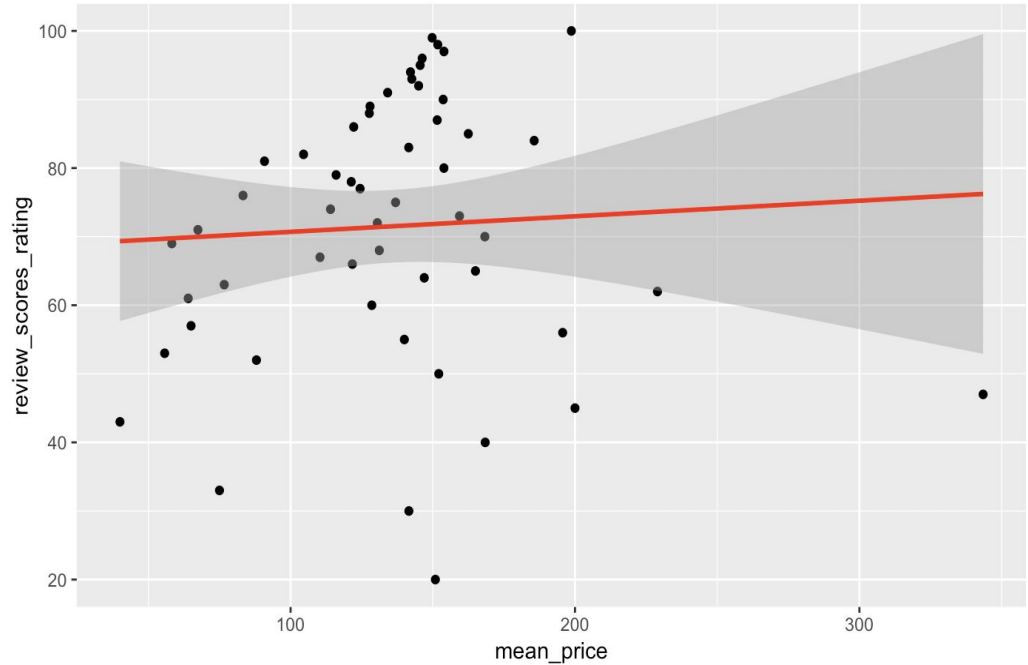
Details in Initial Data Exploration

- Mean prices of LA airbnb: \$196.2
- Median prices of LA airbnb: \$105.0
- Number of airbnbs with different room_type: Entire home: 26,276/Private Room: 13,834/Shared Room:1828
- The mean price for different room_type: Entire home: \$187.6/Private Room: \$77.9/Shared Room:\$41.00
- Number of reviews: Max: 754/ Mean: 29/ Min: 0

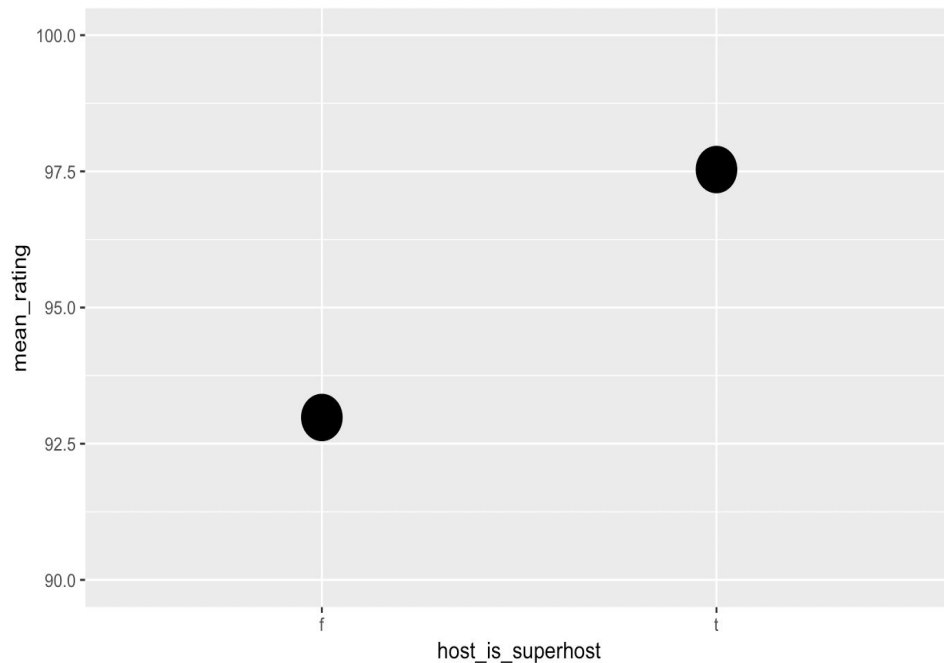
Going for High Score Ratings?

In LA, **10,070** listings received a five star rating but **116** listings are rated only one star. What makes a highly rated airbnb?

A Small Trend: Listings with Higher Prices Receive Higher Ratings



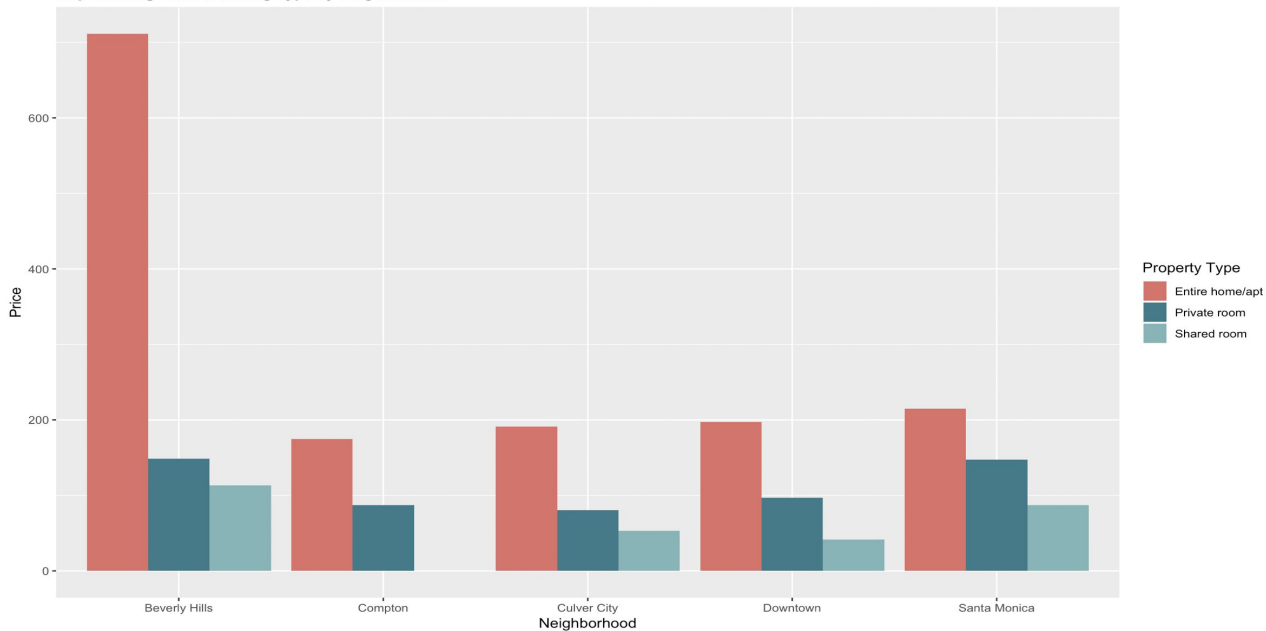
Listings from Superhosts Have Higher Ratings



A closer look

Room Type Prices in Five LA Neighborhoods?

Map showing Price of Listing Type by Neighborhood



Beverly Hills
585

Compton
11

Culver city
297

Downtown
1646

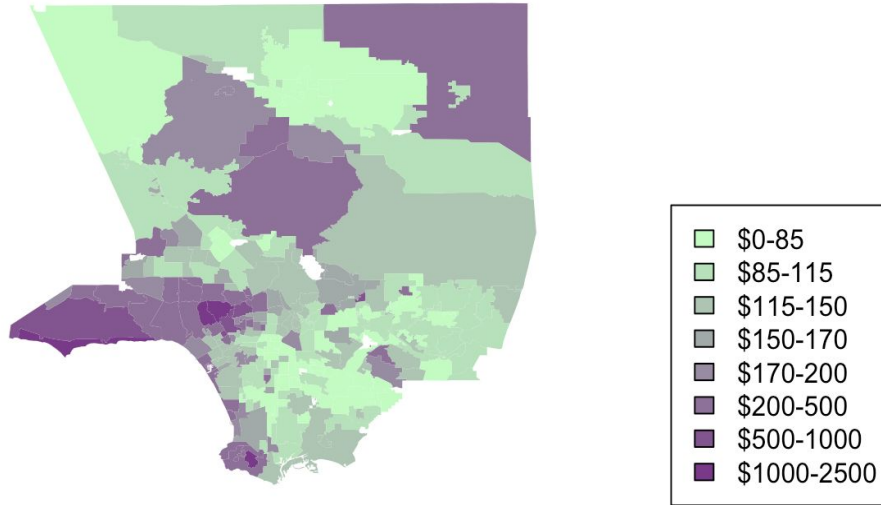
Santa Monica
960

As of January 2019, 62.40% of all listings in Los Angeles are entire homes/apartments, 33.35% are private rooms, and 4.25% are shared rooms.

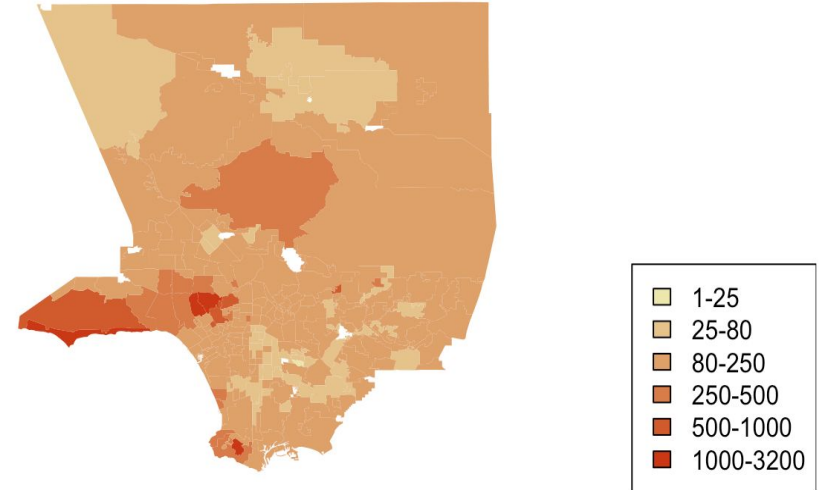
Not all rooms are made the same though.

Seen from the map

Average Price by Neighbourhood



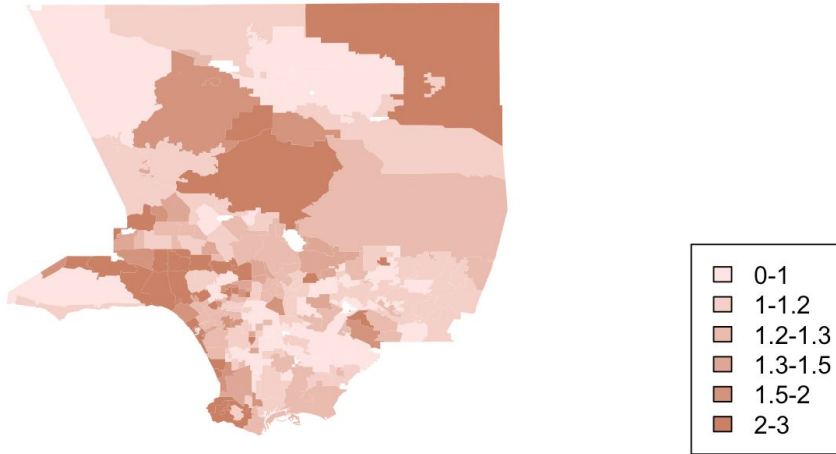
Total Number of Airbnb Apartments by Neighbourhood



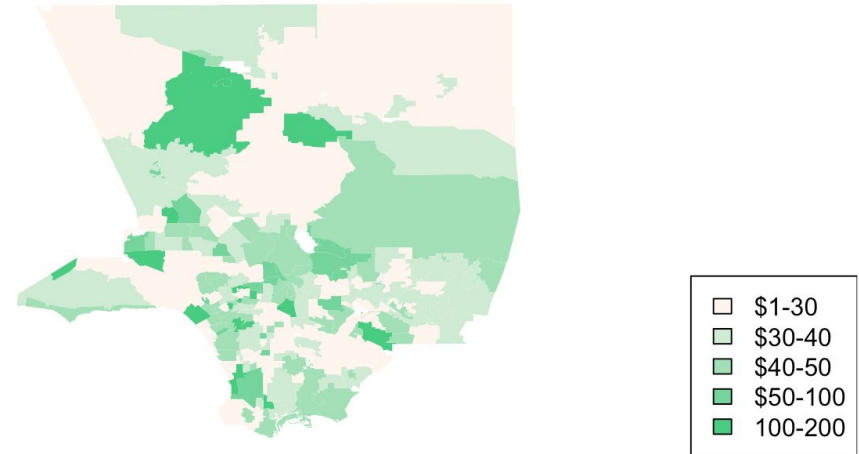
Hot spots: Downtown, Hollywood area, Long Beach, Wilshire, Venice

Seen from the map

Average Bed per Bedroom by Neighbourhood



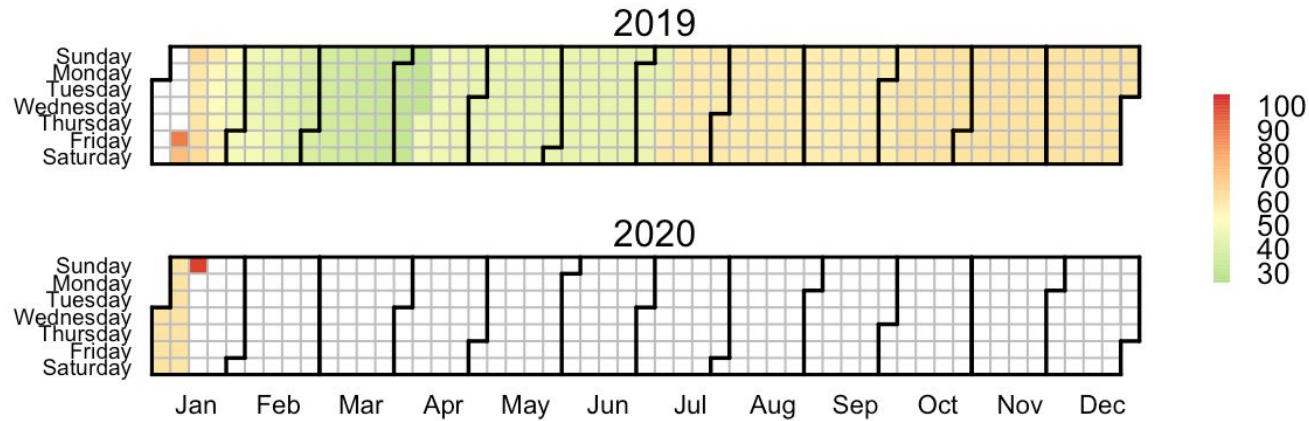
Average Security Deposit by Neighbourhood



Mean Price of Each Night by Neighborhood

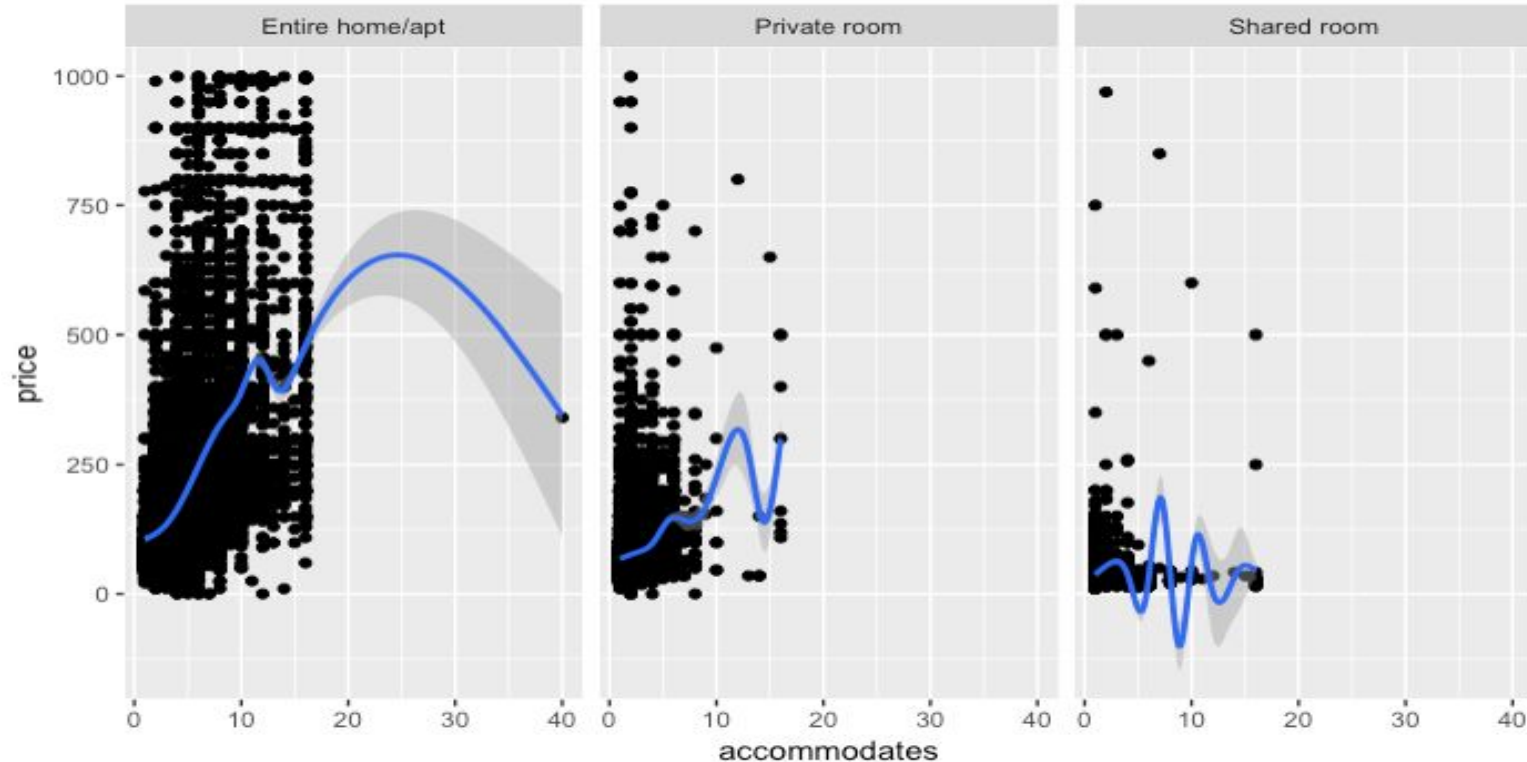
Expected Seasonal Demand

Calendar Heat Map of Occupancy (Percentage) by Month



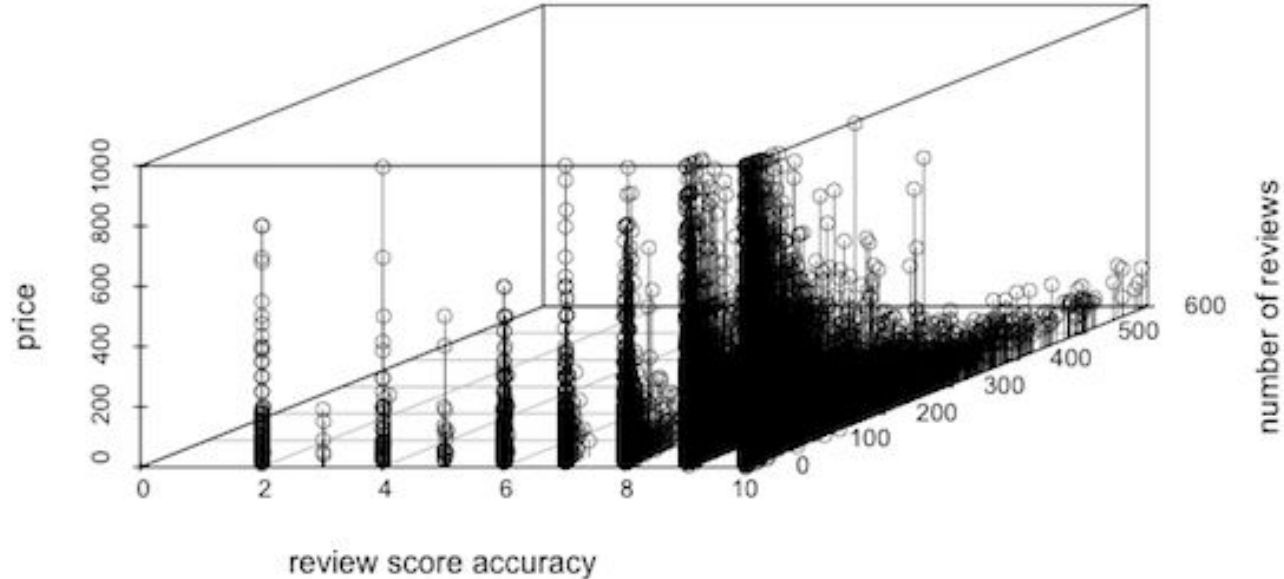
Factors with influence on price variable

guest maximum + types of bedrooms



Factors with influence on price variable

number_of_reviews + review_score_accuracy





Naming your place should never be as hard as naming your baby. Here are the most frequently appeared words from 43,392 other property names. Take your pick.

What makes a Superhost?

There are **7157** superhosts in Los Angeles, which constitute **27.8%** of the total hosts.



52.7%



IDENTITY VERIFIED
47.2% non-superhost



42.4%



INSTANT BOOKABLE
39.0% non-superhost



60.2



AVERAGE # OF REVIEWS
15.2 non-superhost



97.8



AVERAGE RATING SCORE
94.3 non-superhost



3.79



AVERAGE HOST YEARS
3.63 non-superhost



2.16



AVERAGE # OF LISTINGS
2.23 non-superhost

Superhost Secrets

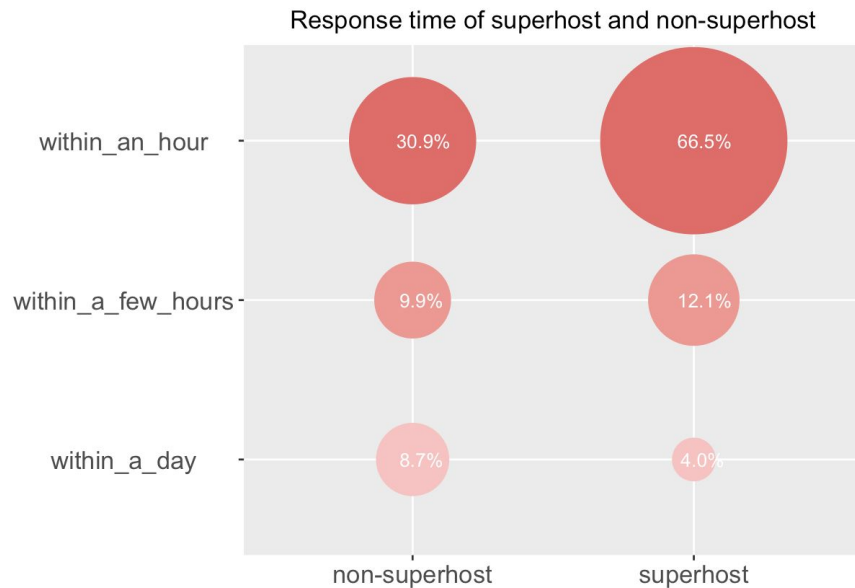
「

98.9%

」

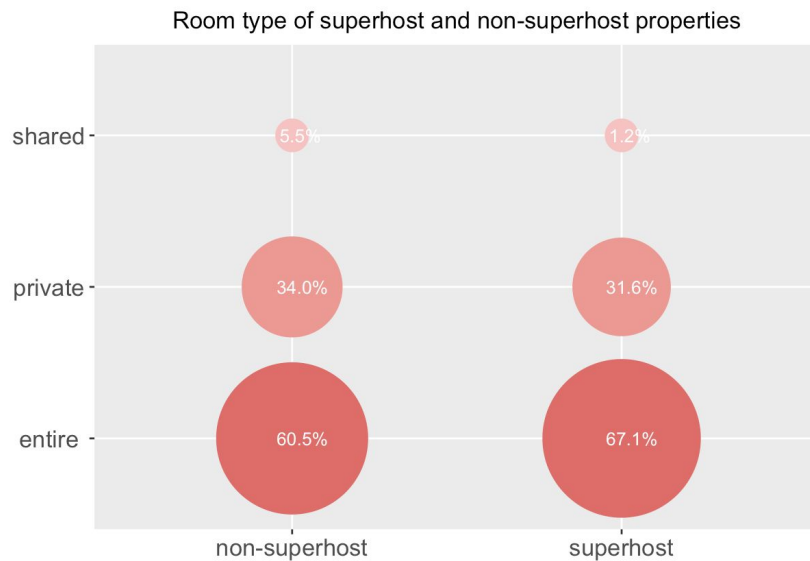
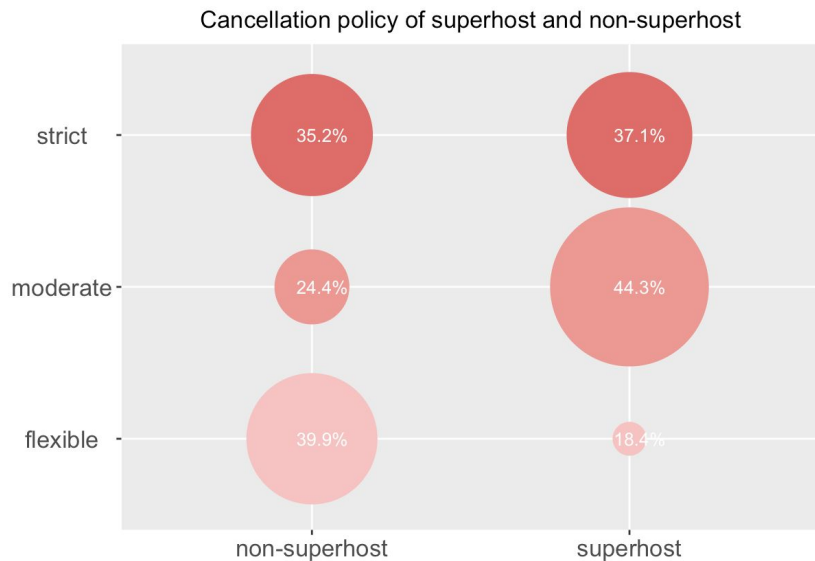
AVERAGE RESPONSE RATE

91.4% non-superhost



- 66.5% superhosts respond within an hour, compared to 30.9% non-superhosts

Superhost Secrets

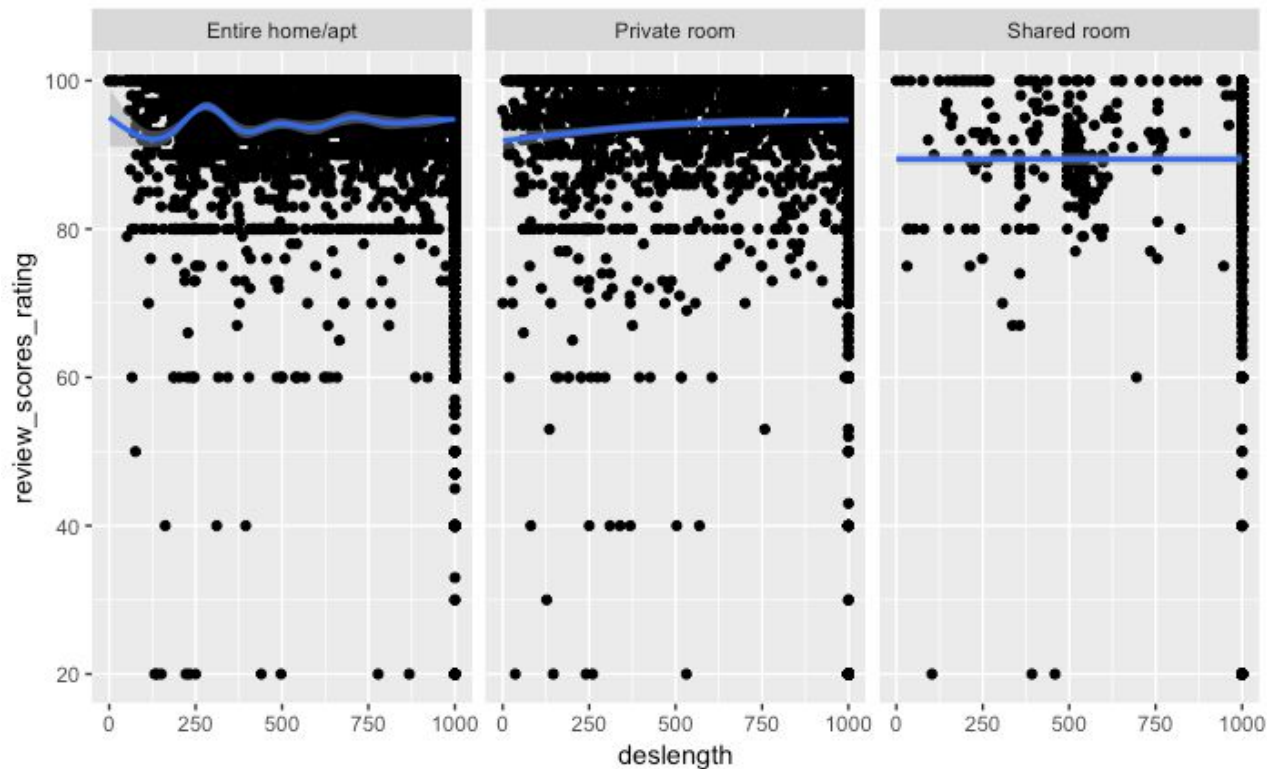


- Superhosts tend to have **stricter** cancellation policies
- The percentage of **entire home/apt** is slightly **higher** in superhost properties (67.1% vs. 60.5%)

Thank you!

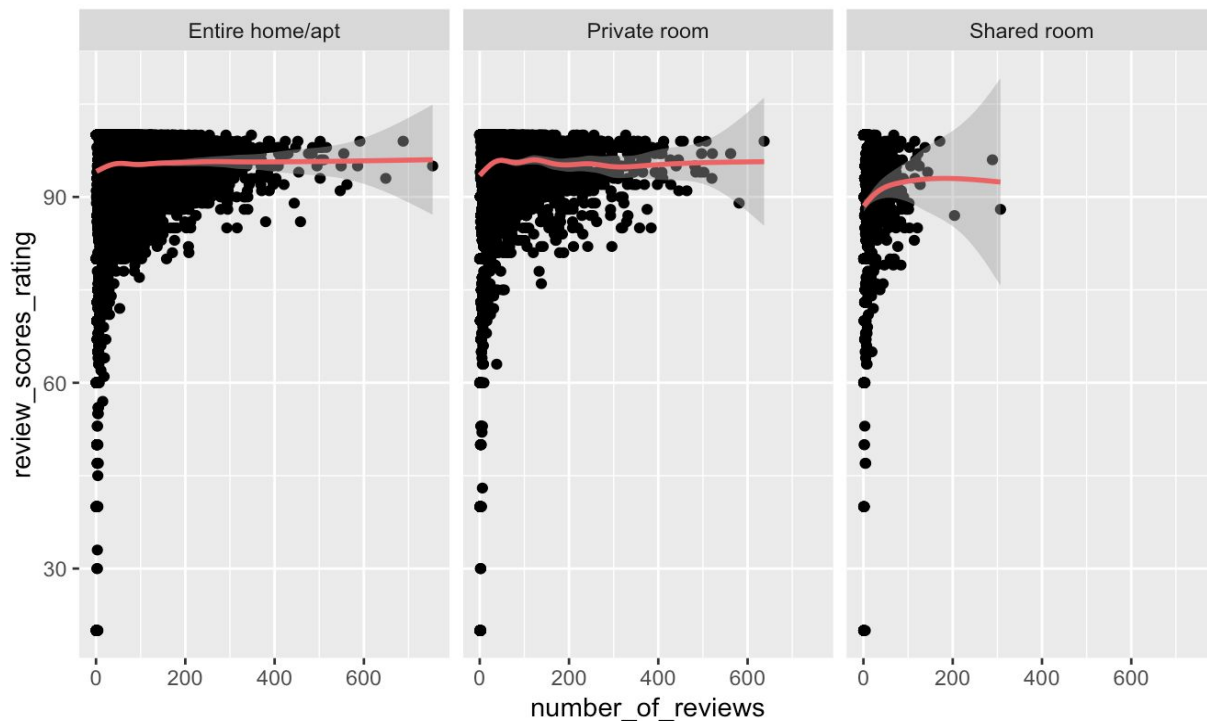
Factors with influence on review_score_rating variable

Length of description



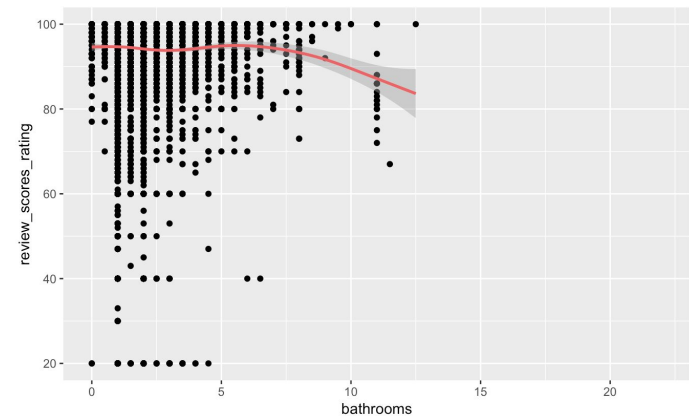
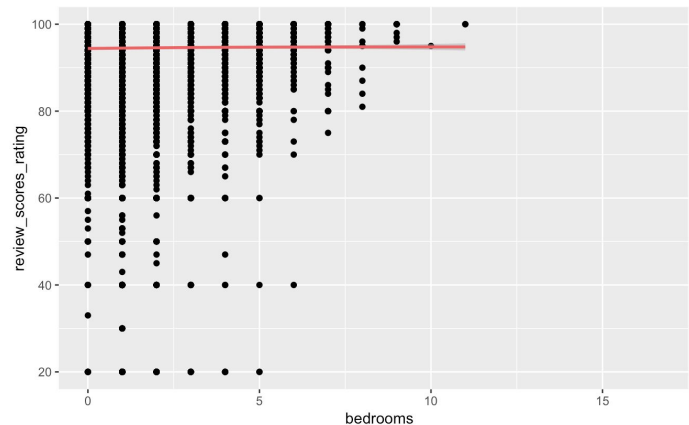
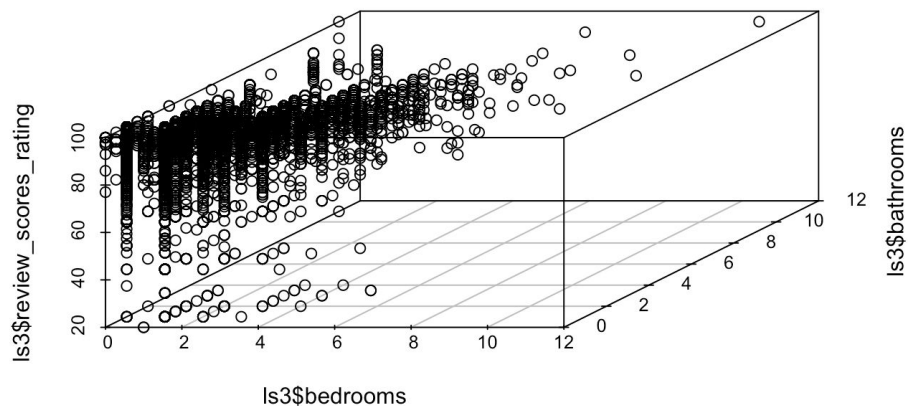
Factors with influence on review_score_rating variable

number_of_reviews



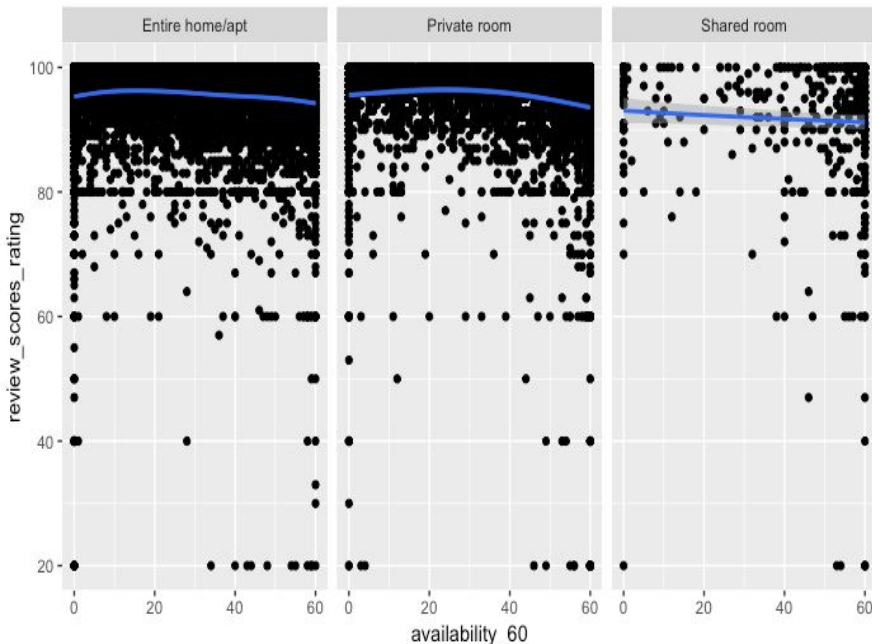
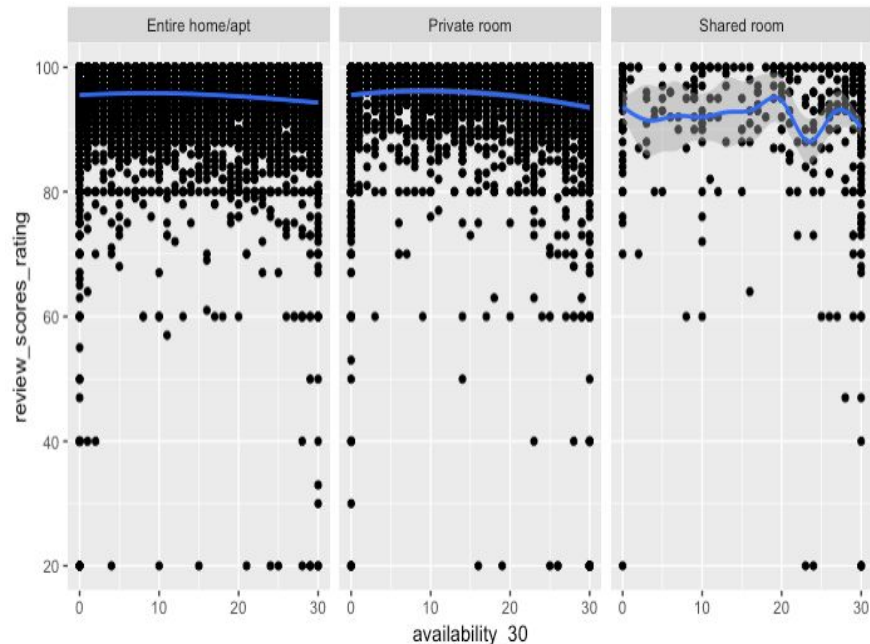
Factors with influence on review_score_rating variable

bedroom + bathroom



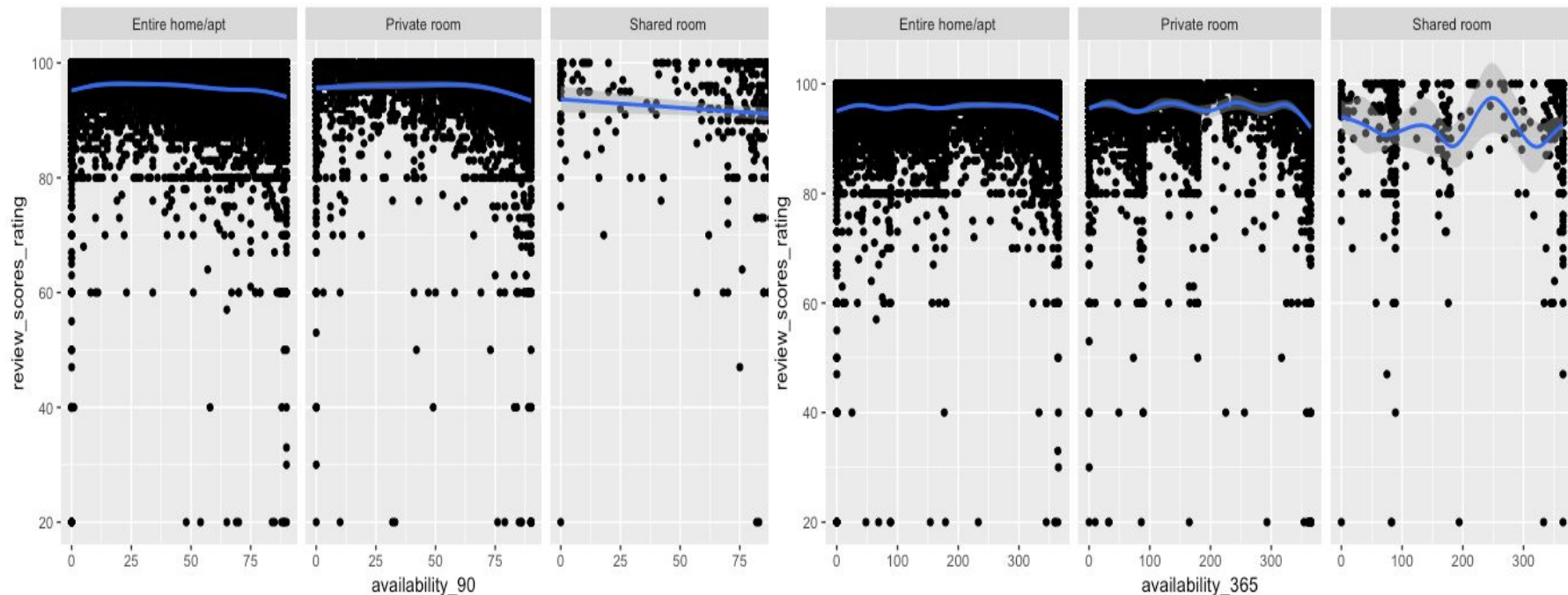
Factors with influence on review_score_rating variable

availability_30 + availability_60



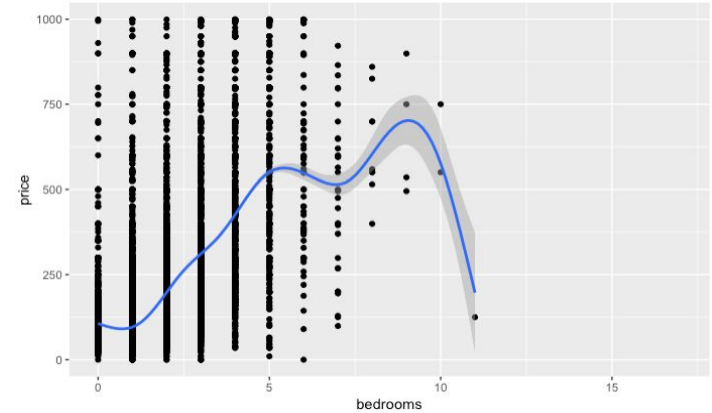
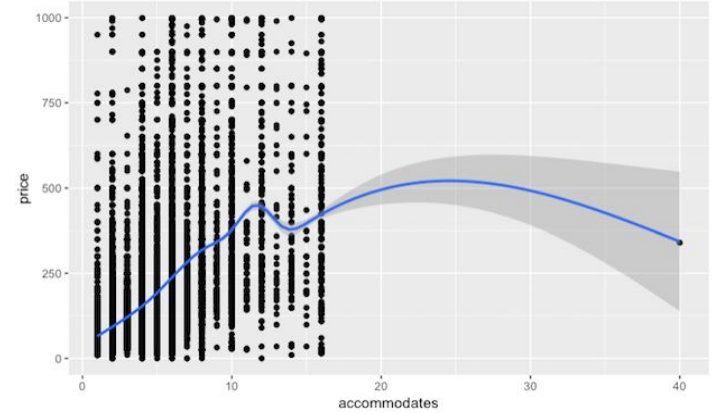
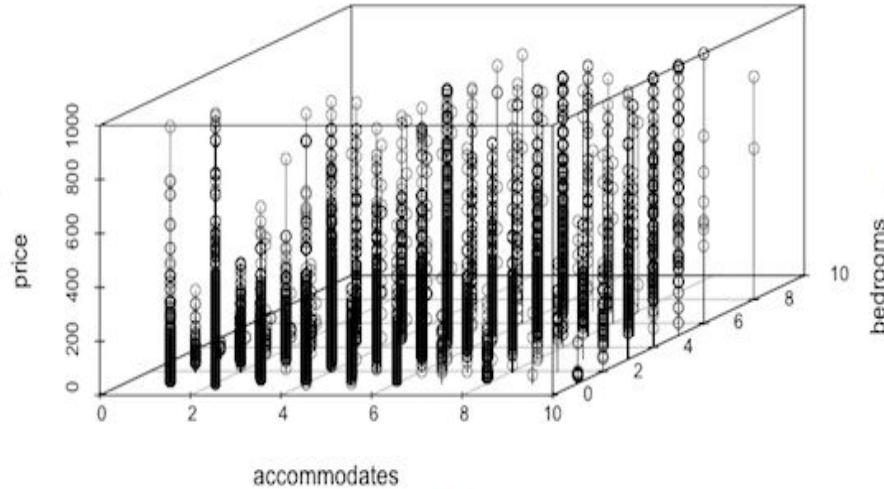
Factors with influence on review_score_rating variable

availability_90 + availability_365



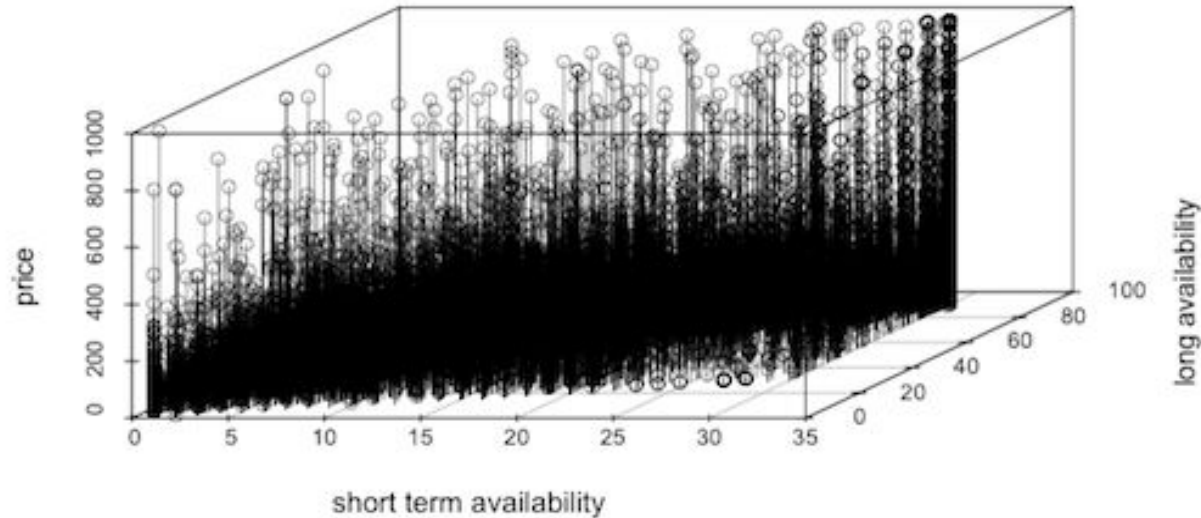
Factors with influence on price variable

guest maximum + number of bedrooms



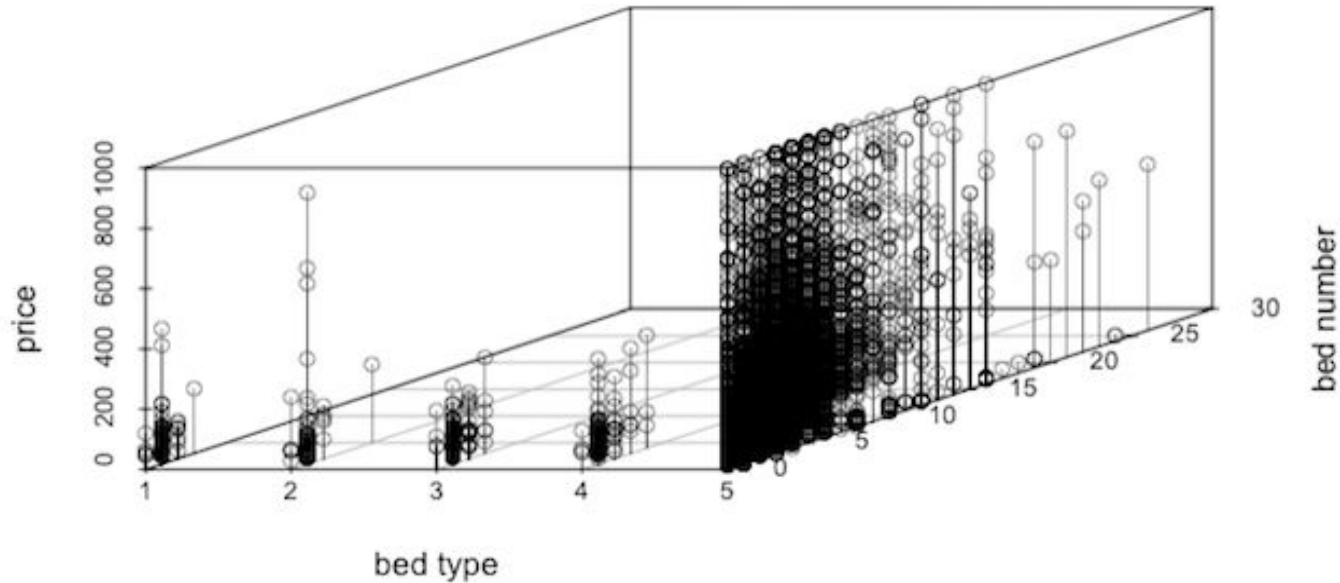
Factors with influence on price variable

availability_30 + availability_90



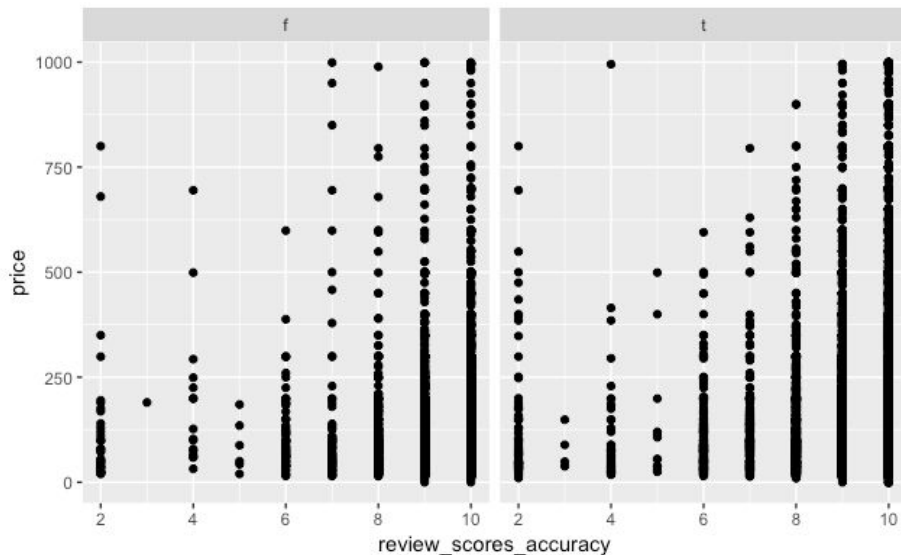
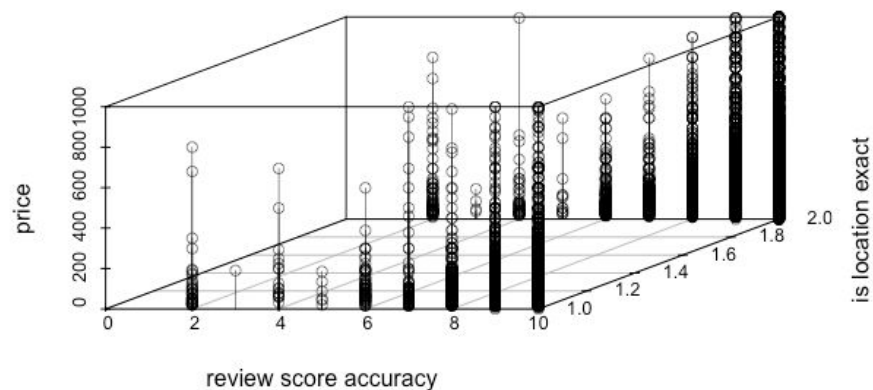
Factors with influence on price variable

bed_type + beds



Factors with influence on price variable

review_scores_accuracy + is_location_exact



Price and review_score_rating

