

INSIGHTS TO AIRBNB

Take-home project for Liligo interview
Csaba Elekes
csabi.elekes@gmail.com

THE INSIDE AIRBNB DATASET

- Data scraped and cleaned by third party
- Monthly snapshots contain:
 - Availability calendar for each place for the next 365 days
 - Rich info about each listing (location, price, reviews, features etc.)
 - Reviews
- It has its limitations
 - Data is not continuous, only monthly snapshots
 - No difference between booked and blocked calendars
 - “Guestimate”: 50% of the bookings are reviewed
- Available [here](#)

INSIGHTS FOR PARIS

- If you book your accommodation late, you pay more
 - The number of options drop by 60% during the last month
 - Prices go up by 20% during the last month
- Central neighbourhoods are more expensive
- Entire apartments are more popular
- Price is not a guarantee for quality
- Instant bookable listings become popular when time is running short

IF YOU BOOK YOUR ACCOMMODATION LATE...

... you have less options

- A weekend in Paris in February 2019:
 - 18000+ available accommodations if booked in September 2018
 - 6600 places left by the last week
- Trends are similar at different times of the year

Number of available places drop quickly in the last 4 weeks before the trip

Number of listings for a February weekend in Paris at different times



IF YOU BOOK YOUR ACCOMMODATION LATE...

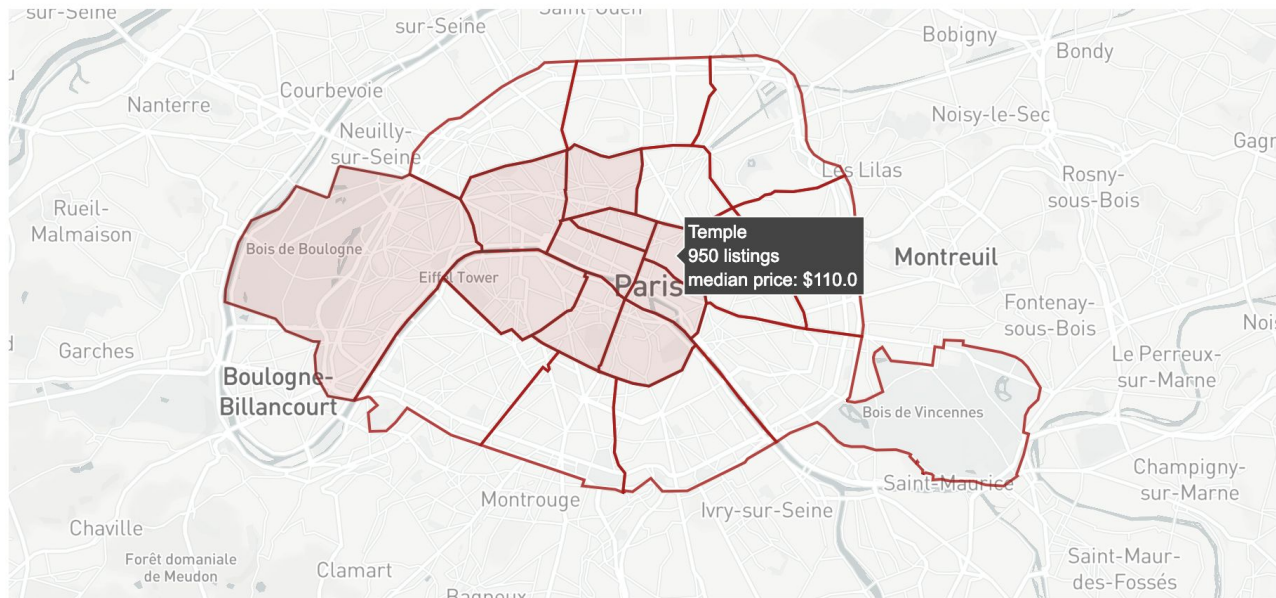
... you pay more

- Price go up ~20%
 - median, upper and lower quartile are increasing
 - cheaper places sell out early



CENTRAL NEIGHBOURHOODS ARE MORE EXPENSIVE

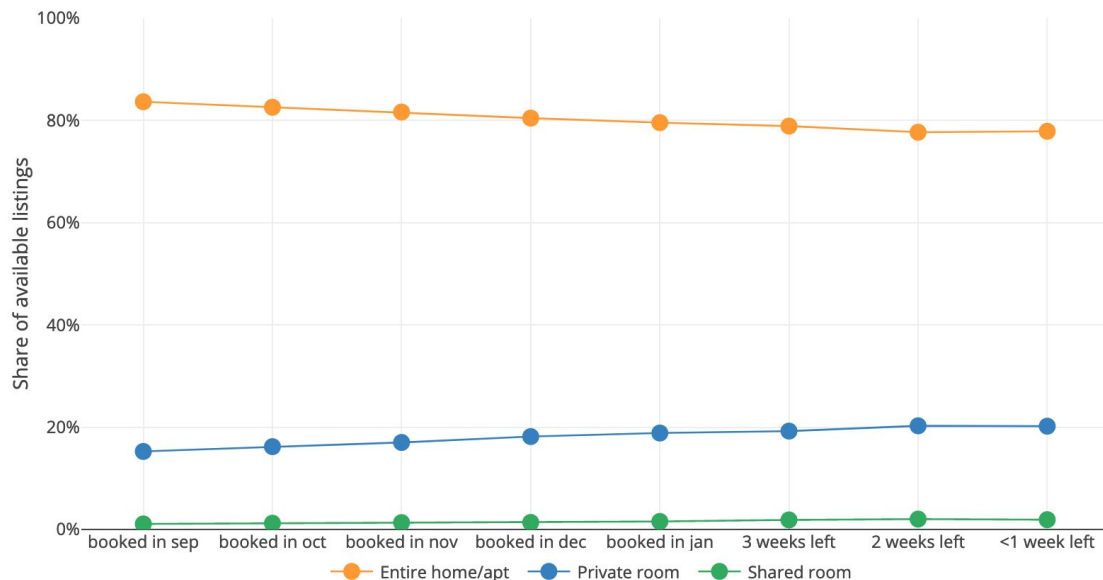
- [Interactive map](#) shows the neighbourhoods of Paris
- Neighbourhoods with prices higher than average are highlighted



ENTIRE APARTMENTS ARE MORE POPULAR

- Entire apartments: ~78% of the listings
- Private room: ~20%
- Shared room: ~2%

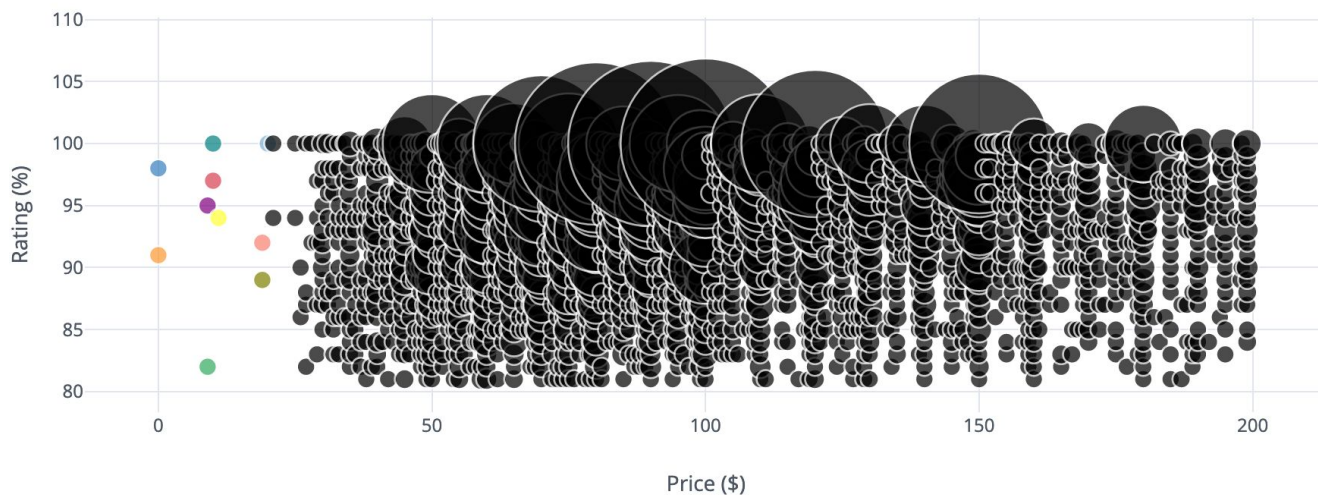
As the date comes closer the share of Entire apartments drops



PRICE IS NOT A GUARANTEE FOR QUALITY

- The correlation between Ratings and Price is very low
 - Location has a higher impact on price than rating
 - Even within neighbourhoods the correlation is low

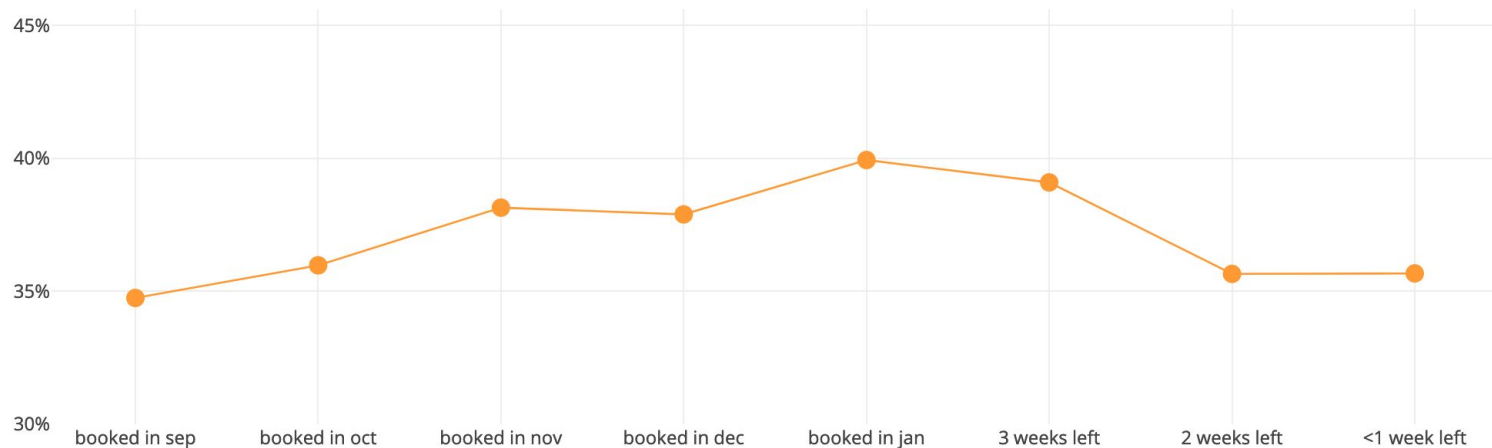
Ratings are over 95% in most price categories



INSTANT BOOKABLE LISTINGS...

... become popular when time is running short

- ~32% of listings are instant bookable overall
- Initially instant bookable places are not very salable
- In the last month their share drops quickly



NOTEBOOKS ON GITHUB

[Github](#)

[Plotly repo](#)