MENTOR NESS

HOTEL AGGREGATOR ANALYSIS

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PROBLEM STATEMENT

The goal of this internship project is to analyze a dataset containing hotel aggregator listings using Power BI. The dataset includes attributes pertaining to listings, hosts, reviews, and availability. The objective is to generate comprehensive visualizations and insights that reveal trends, patterns, and factors impacting listing performance. Utilizing Power BI, interns will examine important metrics like pricing, availability, host traits, and review scores to extract actionable insights aimed at enhancing the overall quality and competitiveness of the listings.

PROJECT OBJECTIVE

1. **Geographical Insights:**
- Visualize the distribution of listings on a map to identify popular neighborhoods.
- Explore the geographical concentration of listings and host locations.
2. **Pricing and Availability Analysis:**
- Analyze pricing trends based on property types, room types, and accommodation capacity.
- Investigate the availability of listings over time and identify peak periods.
3. **Host Performance:**
- Evaluate host characteristics, including superhost status, response times, and verification methods.
- Explore correlations between host attributes and listing performance.
4. **Review Scores and Guest Satisfaction**:
- Examine review scores and their impact on overall listing performance.
- Identify areas for improvement based on specific review categories.
5. **Property Type and Room Analysis:**
- Analyse the distribution of property types and room types.
- Explore trends in the popularity of specific accommodation setups.

DATASET DESCRIPTION

1. id: Unique identifier for each listing.
2. listing_url: URL of the listing on the hotel aggregator platform.
3. scrape_id: Identifier for the data scraping event.
4. last_scraped: Date of the last data scrape.
5. source: Source of the listing information.
6. name: Name of the listing.
7. description: Description of the listing.
8. neighborhood_overview: Overview of the neighborhood where the listing is located.
9. picture_url: URL of the listing's picture.
10. host_id: Unique identifier for the host.
11. ... (and many more columns capturing details about hosts, location, property type, room details,
amenities, pricing, availability, reviews, and other relevant information)

DELIVERABLES

- Interactive Power BI dashboards illustrating geographical distribution, pricing trends, host characteristics, and review scores.

- Reports on availability patterns, property and room preferences, and factors influencing guest satisfaction.

- Recommendations for hosts and the aggregator platform based on the analysis.

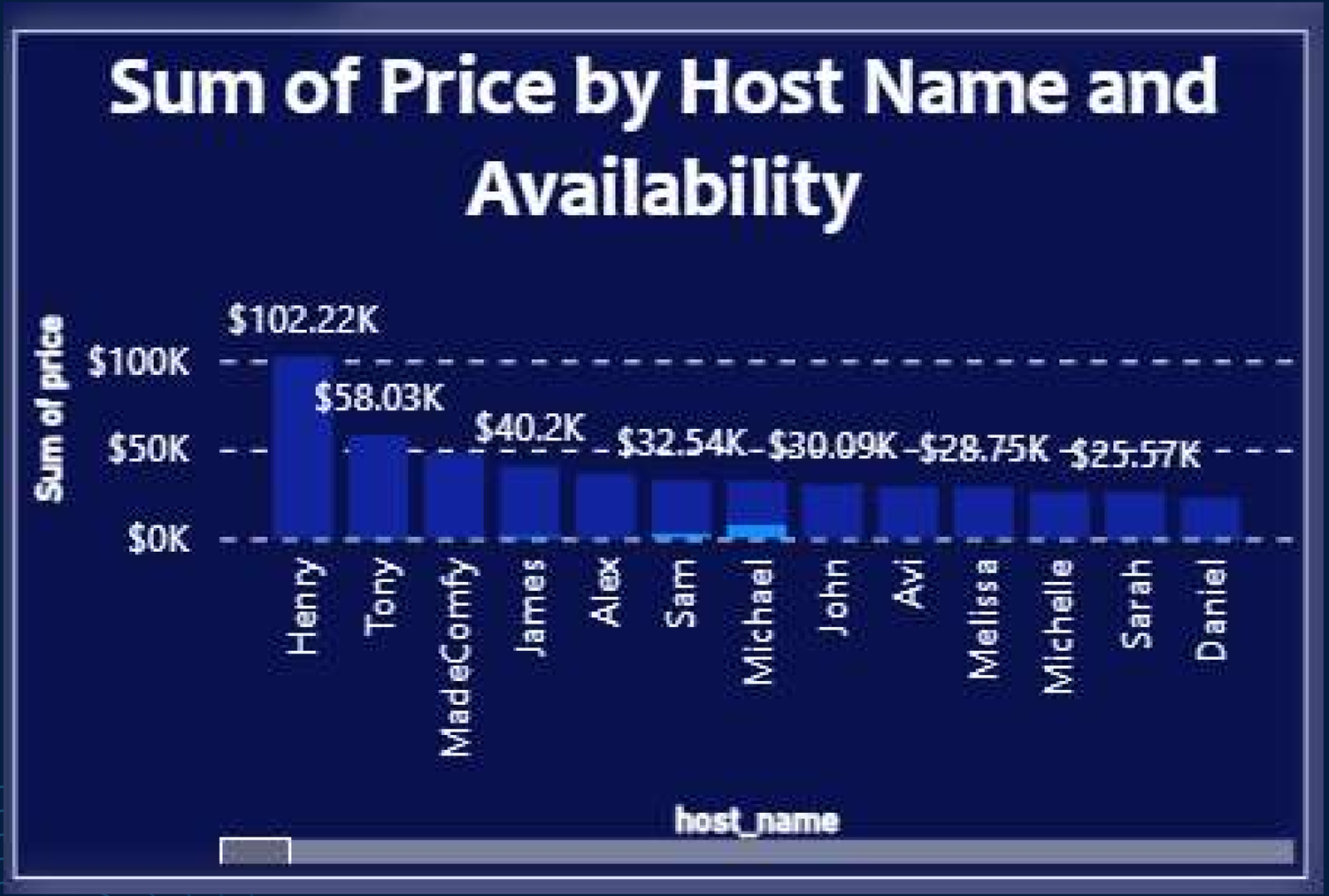
GEOGRAPHICAL INSIGHT USING MAP VISUAL

PRICING AND AVAILABILITY ANALYSIS

Using Column Chart to visualize

- Sum of Price
- Property Type from the Data

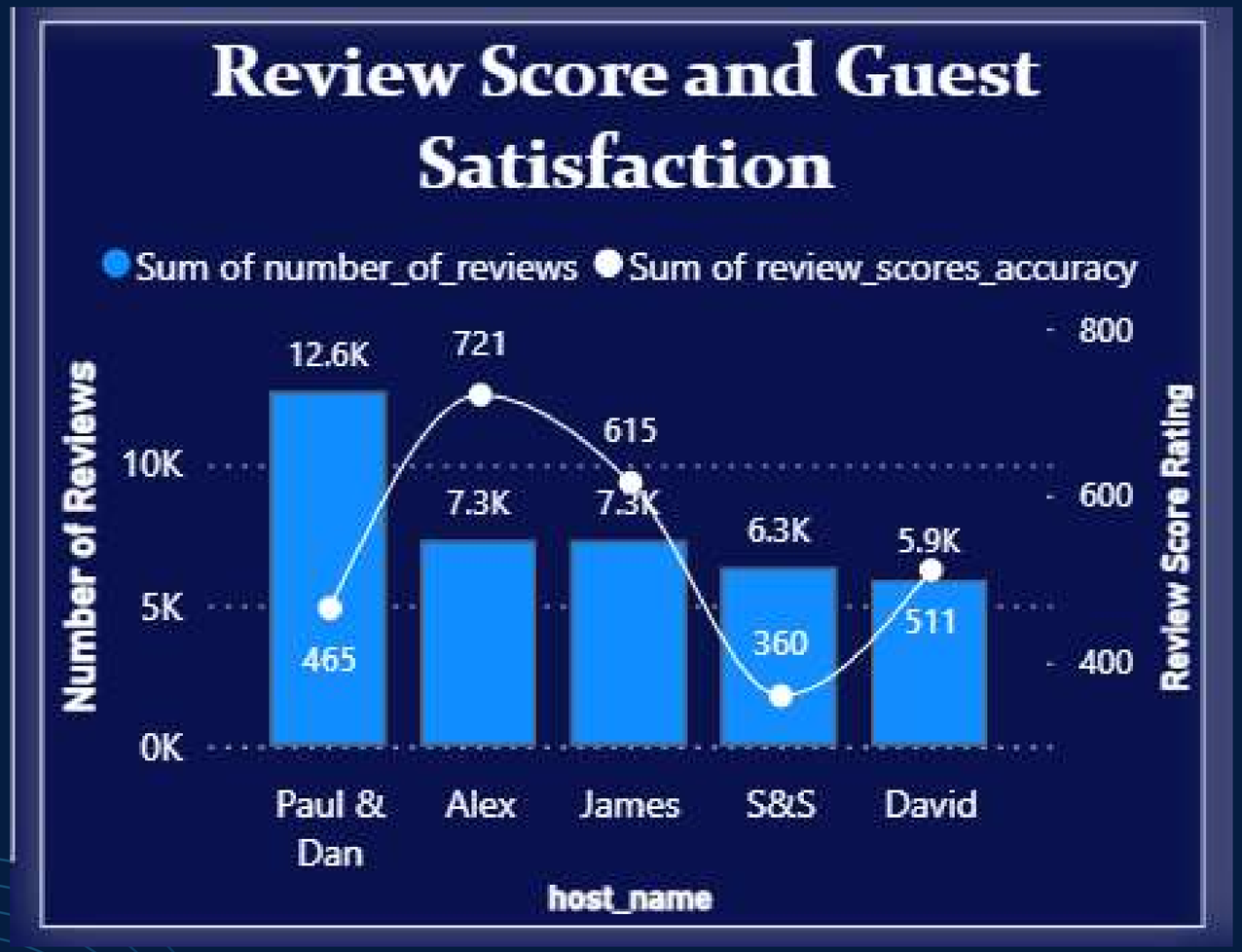
HOST PERFORMANCE EVALUATION



Using Stacked Column Chart to visualize

- host name
- Sum of Price
- has availability

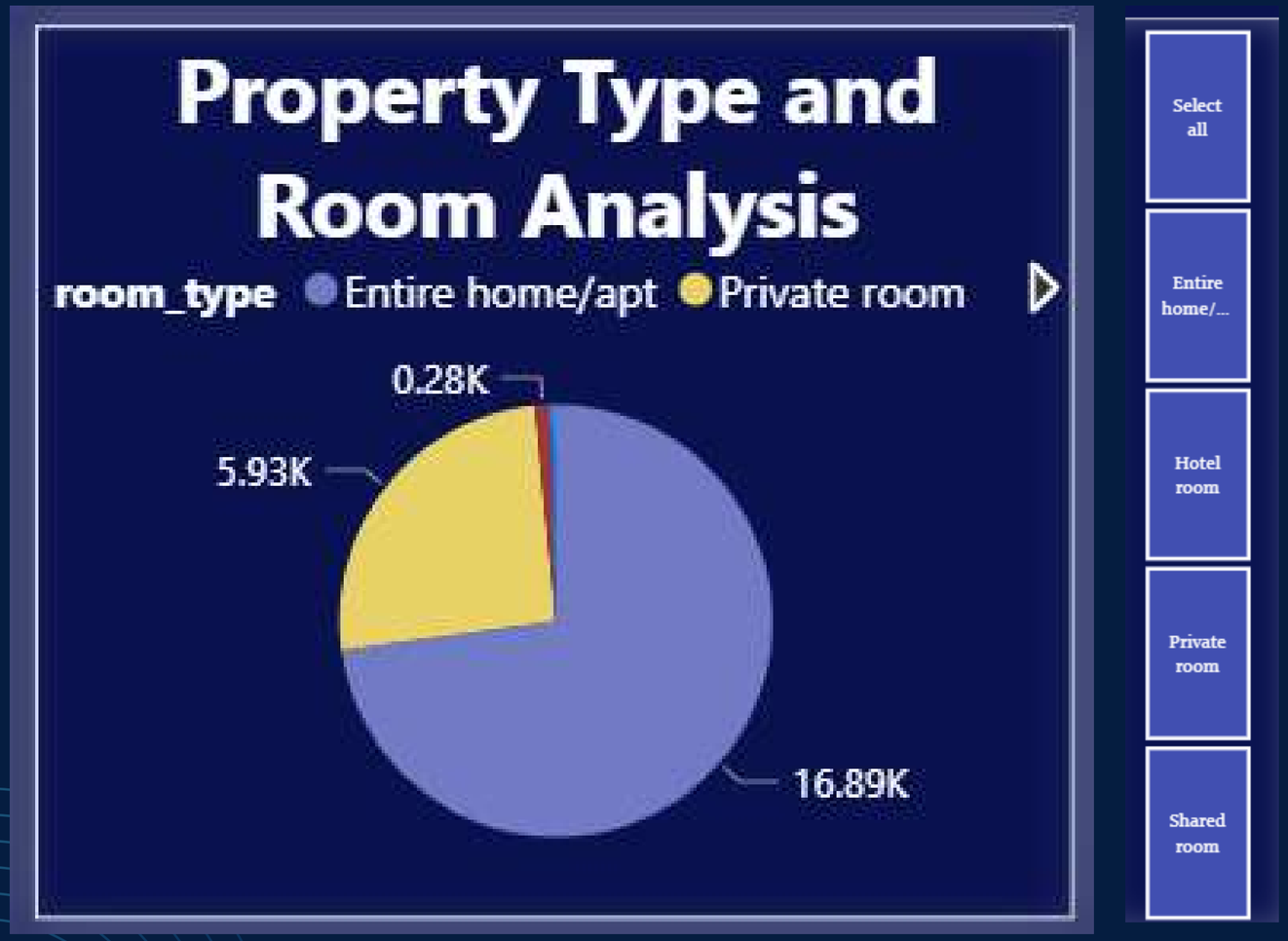
REVIEW SCORES AND GUEST SATISFACTION



Using Line and Clustered Column Chart to visualize the

- Host name
- Sum of number of revenue
- Sum of review scores accuracy

ANALYSIS OF PROPERTY TYPE AND ROOM TYPE



We utilized a Rectangle Shape to design a menu for Room Preference, and a Pie Chart to visually represent the distribution of

- Property Type
- Room Type.

Subsequently, we delved into examining the patterns regarding the popularity of particular room options.

HOTEL AGGREGATOR DASHBOARD

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Select all

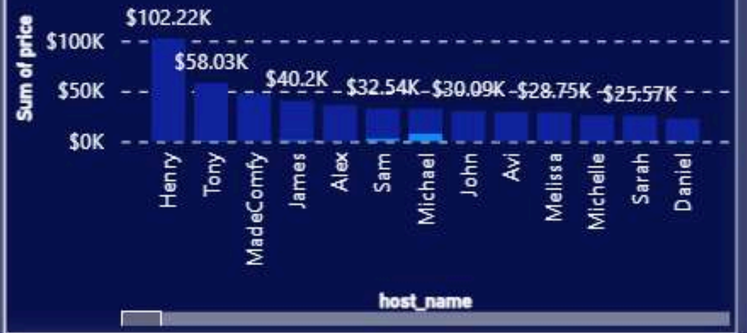
Entire home/apt

Hotel room

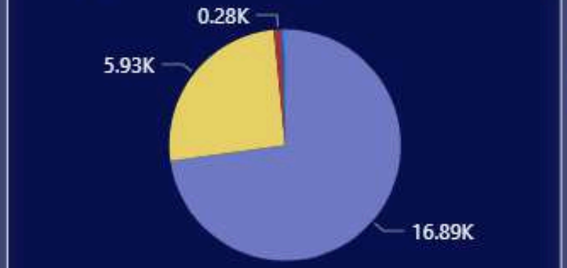
Private room

Shared room

Sum of Price by Host Name and Availability



Property Type and Room Analysis



Top 5 Property Type Prices

Review Score and Guest Satisfaction

Geographical Insights

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THANK YOU

IT's Q & A Time!

Connect with us.

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