



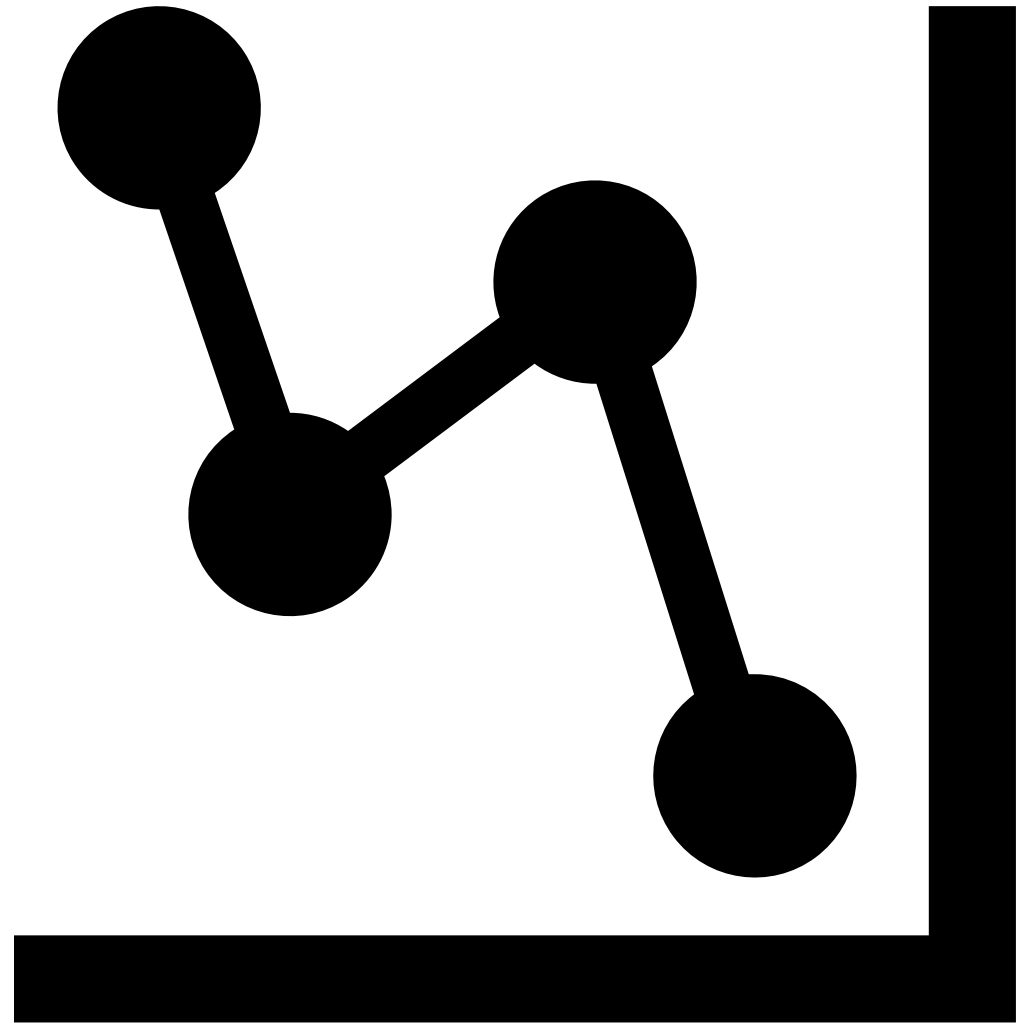
# HOTEL AGGREGATOR ANALYSIS

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FATIMA RTAIL

# AGENDA

- INTRODUCTION
- GEOGRAPHICAL INSIGHTS
- PRICING AND AVAILABILITY ANALYSIS
- HOST PERFORMANCE
- REVIEW SCORES AND GUEST SATISFACTION
- PROPERTY TYPE AND ROOM ANALYSIS
- SUMMARY



# INTRODUCTION

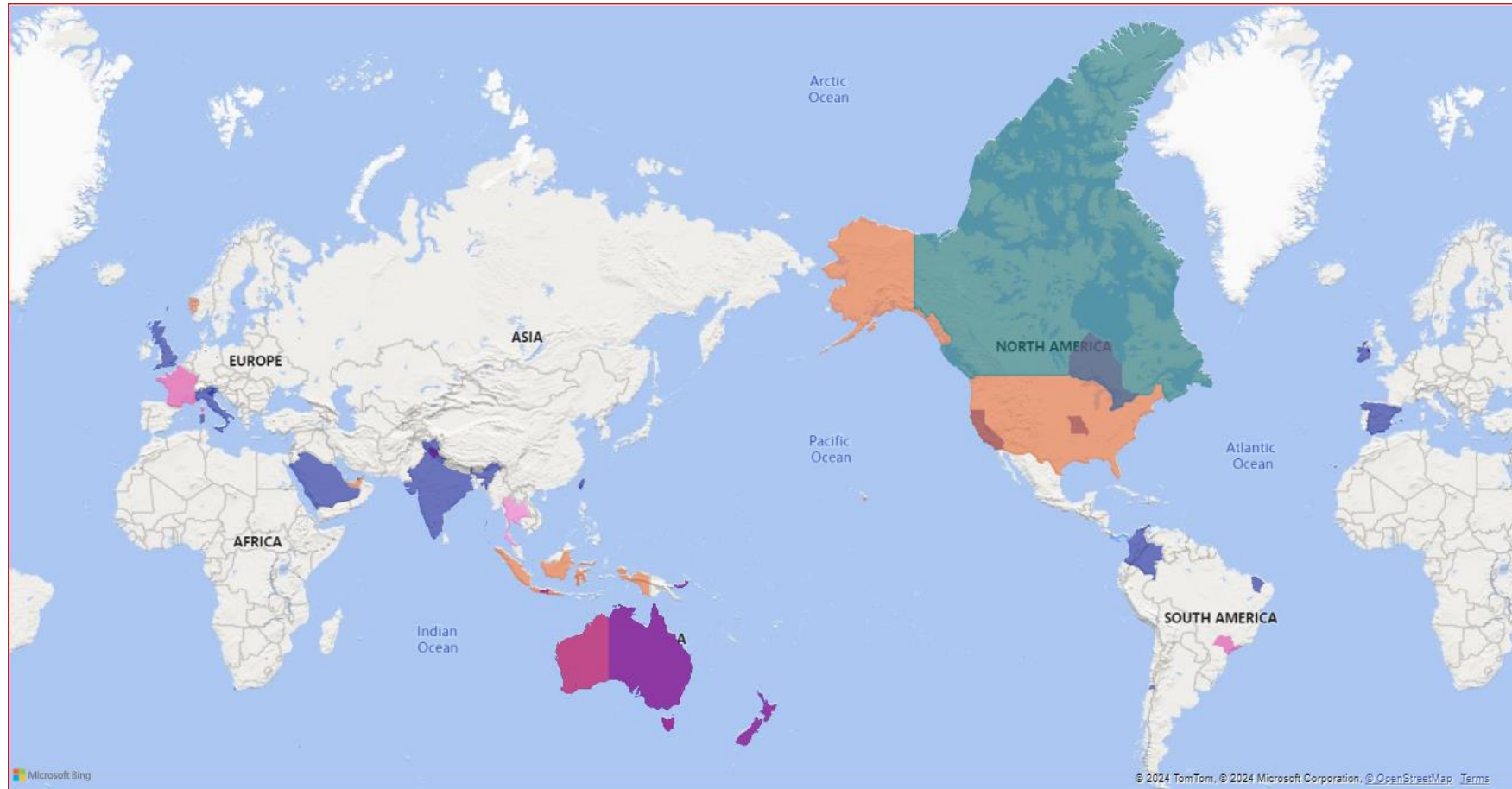


Welcome to my presentation on the transformative analysis of hotel aggregator listings using Power BI. In today's dynamic hospitality landscape, understanding the nuances of listing performance is pivotal for success. This internship project delves into a comprehensive exploration of diverse attributes encapsulating listings, hosts, reviews, and availability within the hospitality domain.

# GEOGRAPHICAL INSIGHTS



# A VIEW TO THE ARRANGEMENT OF LISTINGS ON A MAP TO PINPOINT TRENDY AREAS.

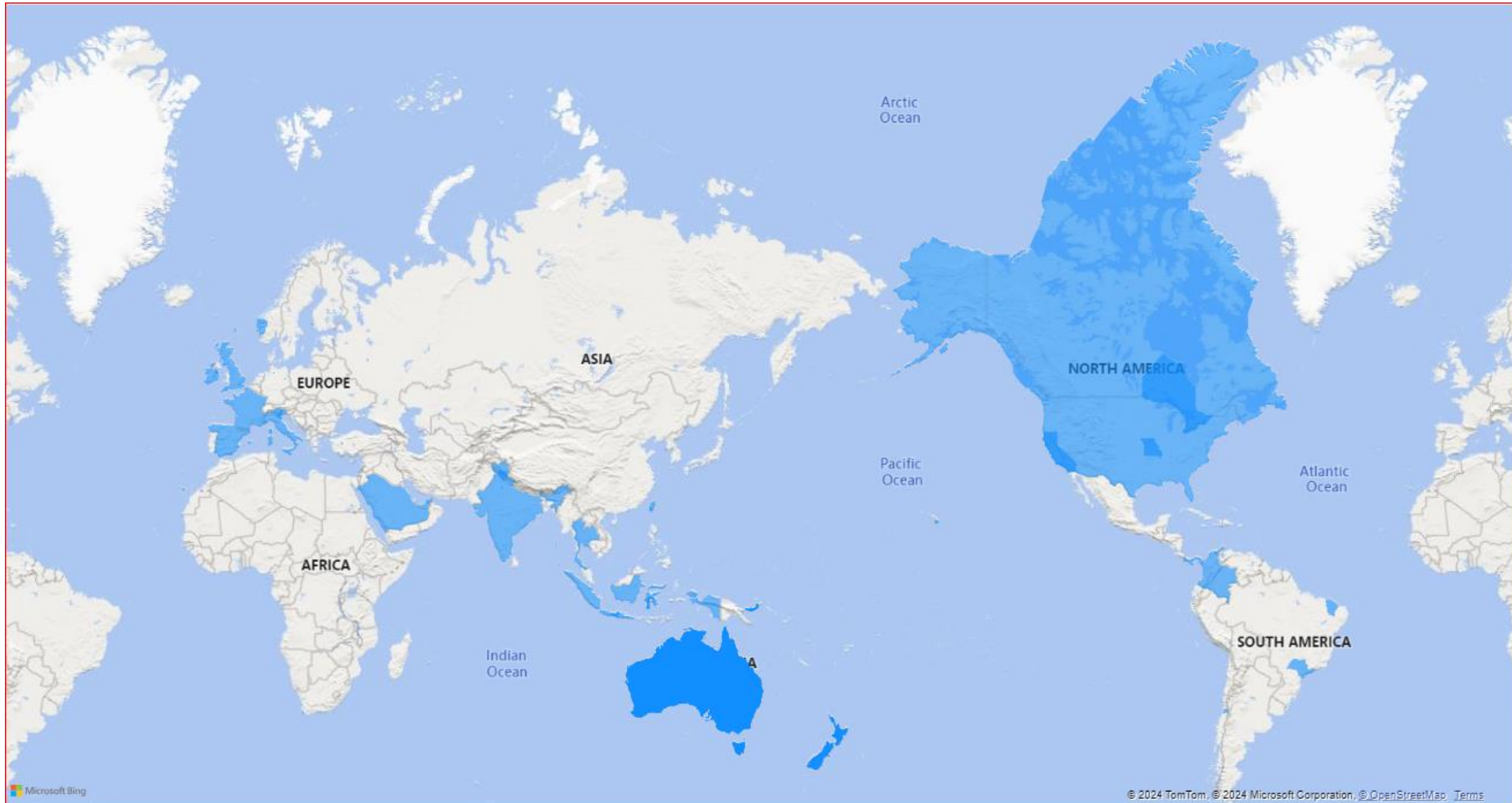


# ANALYSING PART



We utilize a filled map, that shows that Thailand has the highest number of host locations among all countries, with a total listing count of 14.

# EXAMINE THE CLUSTERING OF LISTINGS AND HOST SITES ON A MAP.



## ANALYZING PART

USING A FILLED MAP WE OBSERVE THAT THE HIGHEST CONCENTRATION OF HOSTS AND LISTINGS ON THE MAP IS IN ABBOTSFORD, AUSTRALIA, WITH A TOTAL LISTING COUNT OF 131,398.

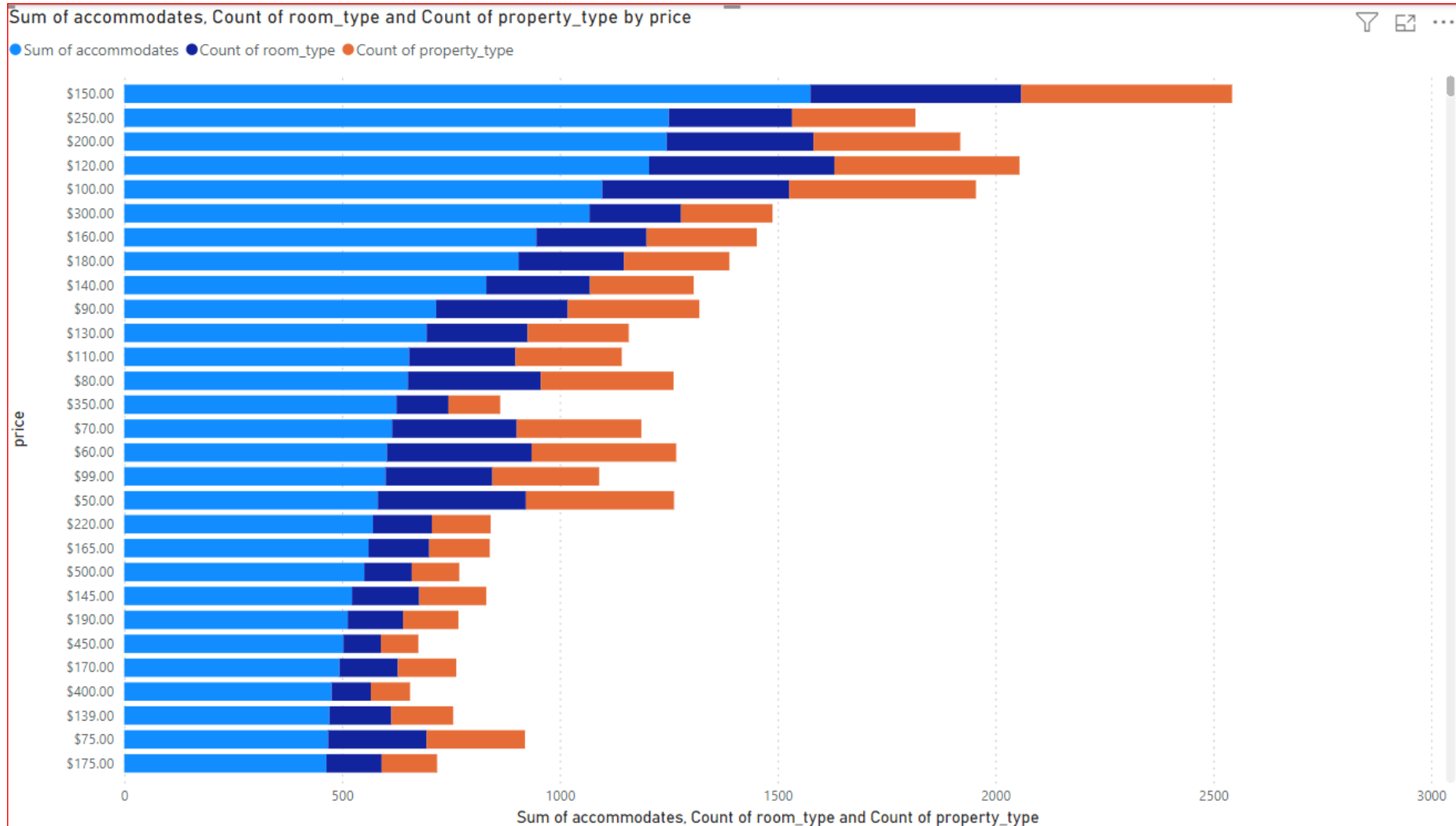




# PRICING AND AVAILABILITY ANALYSIS



# EXAMINE PRICING PATTERNS ACCORDING TO PROPERTY TYPES, ROOM TYPES, AND CAPACITY OF ACCOMMODATION.



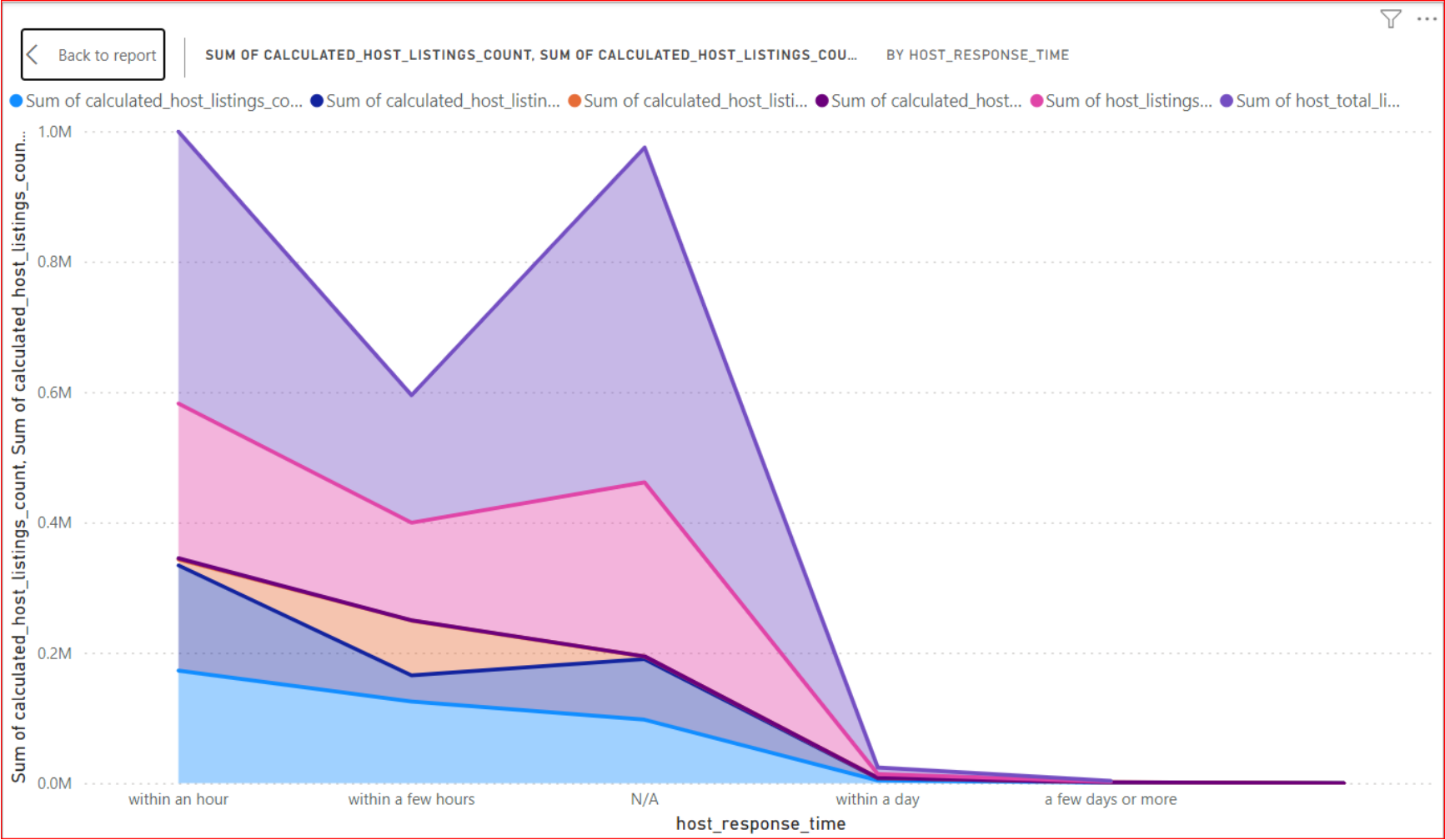
# ANALYZING PART

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STACKED BAR CHAR  
SHOWS THAT THE HIGHEST  
TOTAL FOR ALL OF THE  
ABOVE IS 1575  
ACCOMMODATES, WITH  
484 ROOM TYPES AND 484  
PROPERTY TYPES, ALL  
PRICED AT \$150.00.

AND THE LOWEST  
ACCOMMODATION COUNT  
IS 464 PRICED AT \$175.00,  
WITH 86 ROOM TYPES  
PRICED AT \$450.00, AND  
86 PROPERTY TYPES ALSO  
PRICED AT \$450.00.

# EXAMINE THE LISTING AVAILABILITY TRENDS OVER DIFFERENT TIME PERIODS AND PINPOINT THE PEAK BOOKING PERIODS.



# ANALYZING PART

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stacked area chart that shows that At 172631, within an hour had the highest Sum of calculated host listings count and was 8,631,450.00% higher than , which had the lowest Sum of calculated host listings count at 2.

Sum of calculated host listings count and total Sum of calculated host listings count entire homes are positively correlated with each other.

within an hour accounted for 43.13% of Sum of calculated\_host\_listings\_count.

Across all 6 host response time, Sum of calculated host listings count ranged from 2 to 172631, Sum of calculated host listings count entire homes ranged from 0 to 161447, and Sum of calculated host listings count private rooms ranged from 1 to 84005.

# HOST PERFORMANCE



# ASSESS HOST ATTRIBUTES SUCH AS SUPER HOST STATUS, RESPONSE TIMES, AND VERIFICATION TECHNIQUES.

host_verifications	Count of host_is_superuser	Count of host_response_time
['email', 'phone']	16560	16560
['email', 'phone', 'work_email']	4170	4170
['phone']	2237	2237
['phone', 'work_email']	129	129
['email']	77	77
[]	9	9
None	2	2
['email', 'work_email']	1	1
<b>Total</b>	<b>23185</b>	<b>23185</b>

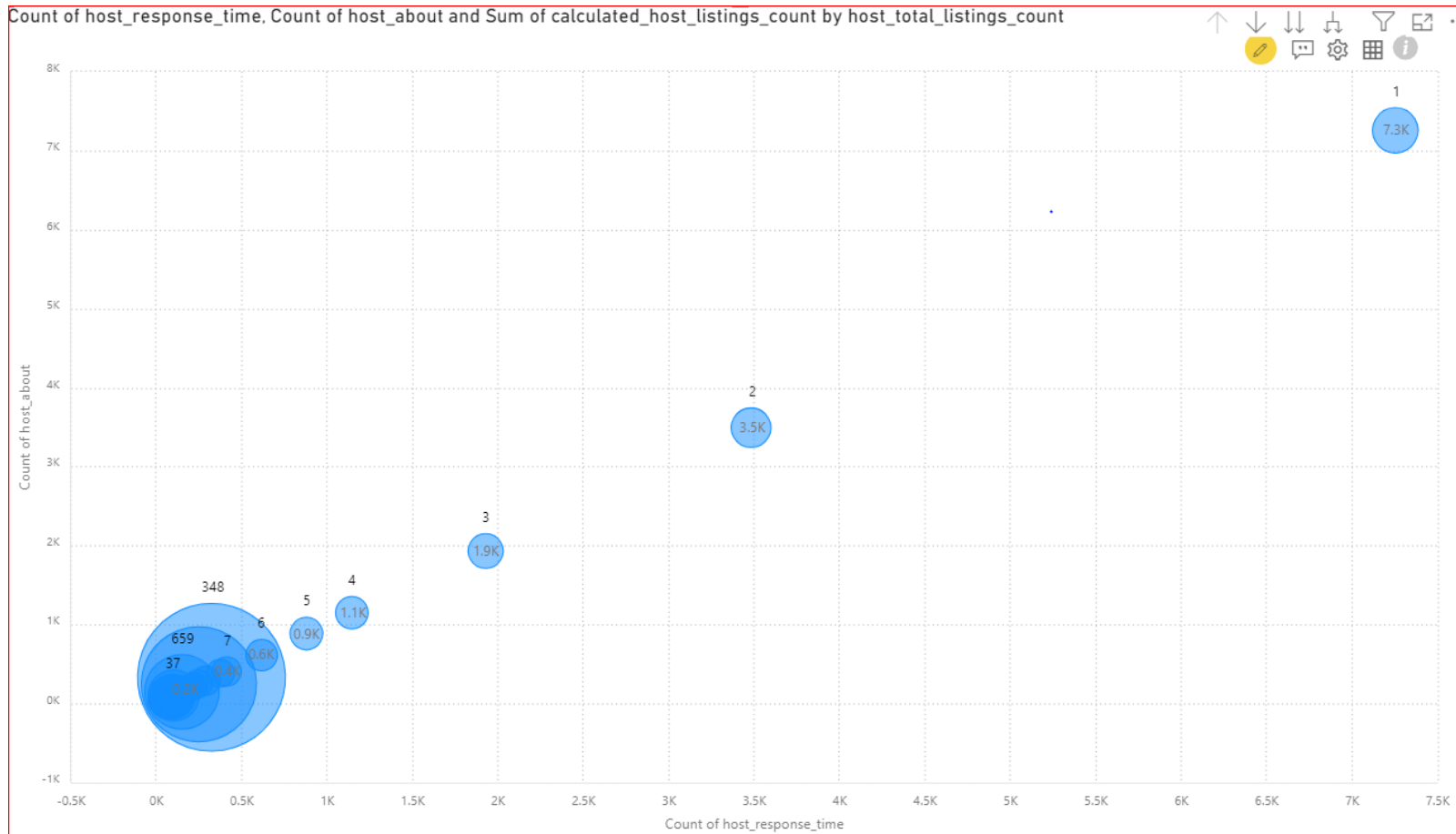
# ANALYSING PART



The table indicates that the highest host verification is for [email and phone] with a count of 16,560 for both response times and super host status, while the lowest is for [email, work email] with a count of 1.



# INVESTIGATE THE CONNECTIONS BETWEEN CHARACTERISTICS OF HOSTS AND THE SUCCESS OF THEIR LISTINGS.



# ANALYZING PART



The scatter chart matches the best to see the correlation of the variables and its strong positive correlation and also shows that the, highest total number of listings by a host is 348, with a calculated sum of host listing count being 106.9k. The lowest total number of listings by a host is 41, with a calculated sum of host listing count being 0.4k.

# REVIEW SCORES AND GUEST SATISFACTION



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# ANALYZING PART

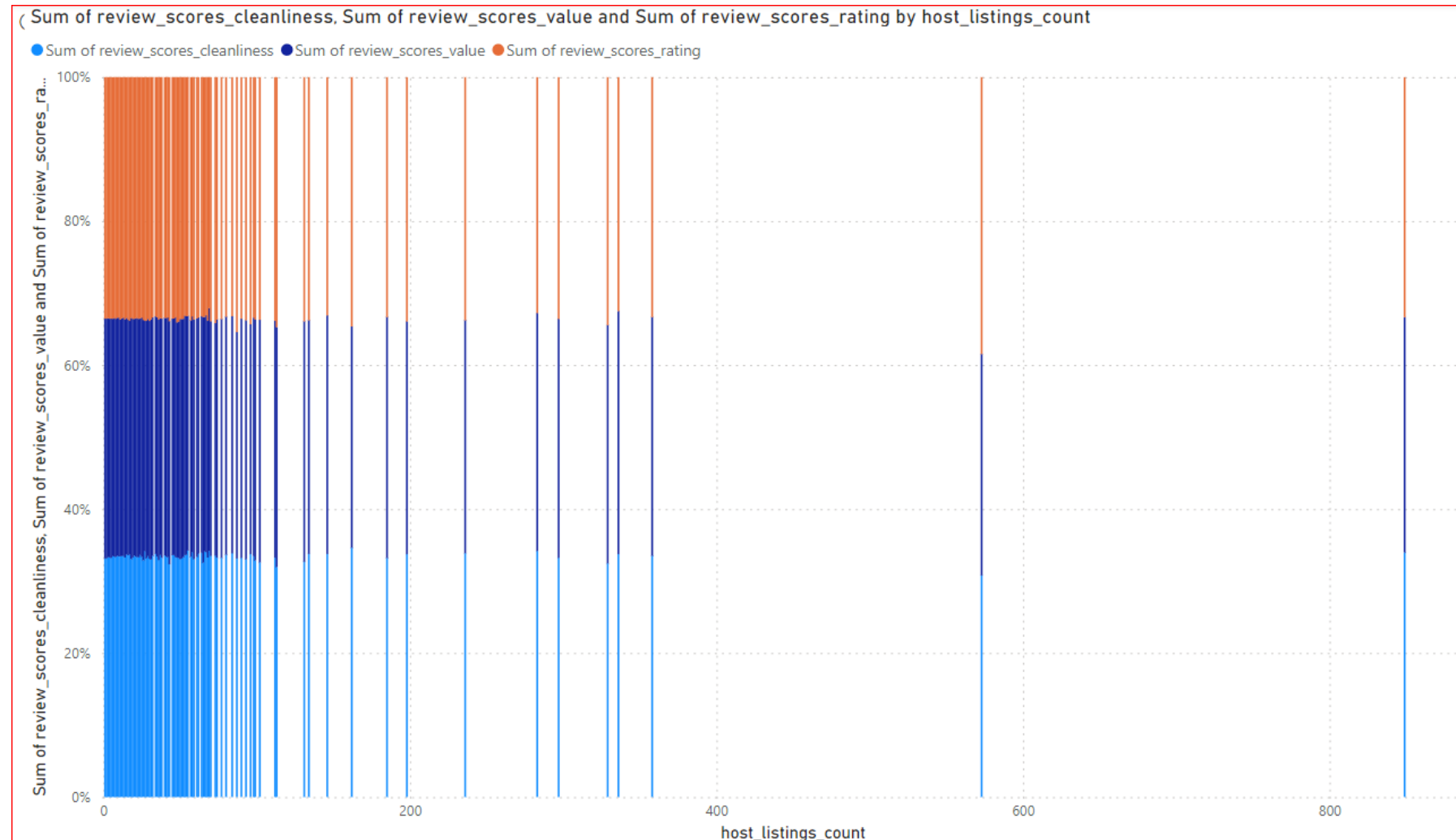
A 100% STACKED AREA CHART SHOWS THAT, AT 25,808.76, 1 HAD THE HIGHEST SUM OF REVIEW SCORES ACCURACY AND WAS 645,119.00% HIGHER THAN 854, WHICH HAD THE LOWEST SUM OF REVIEW SCORES ACCURACY AT 4.

SUM OF REVIEW\_SCORES\_ACCURACY AND TOTAL SUM OF REVIEW SCORES RATING ARE POSITIVELY CORRELATED WITH EACH OTHER.

1 ACCOUNTED FOR 29.49% OF SUM OF REVIEW SCORES ACCURACY.

ACROSS ALL 132 HOST TOTAL LISTINGS COUNT, SUM OF REVIEW\_SCORES\_ACCURACY RANGED FROM 4 TO 25,808.76, SUM OF REVIEW\_SCORES\_RATING RANGED FROM 0 TO 25,614.11, AND SUM OF REVIEW SCORES LOCATION RANGED FROM 4 TO 25,937.00.

# PINPOINT OPPORTUNITIES FOR ENHANCEMENT BY FOCUSING ON PARTICULAR REVIEW CATEGORIES.



# ANALYZING PART

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A 100% stacked column chart shows that, At 34,513.80, 1 had the highest Sum of review scores cleanliness and was 3,451,280.00% higher than 47, which had the lowest Sum of review scores cleanliness at 1.

Sum of review scores cleanliness and total Sum of review scores value are positively correlated with each other.

1 accounted for 40.15% of Sum of review scores cleanliness.

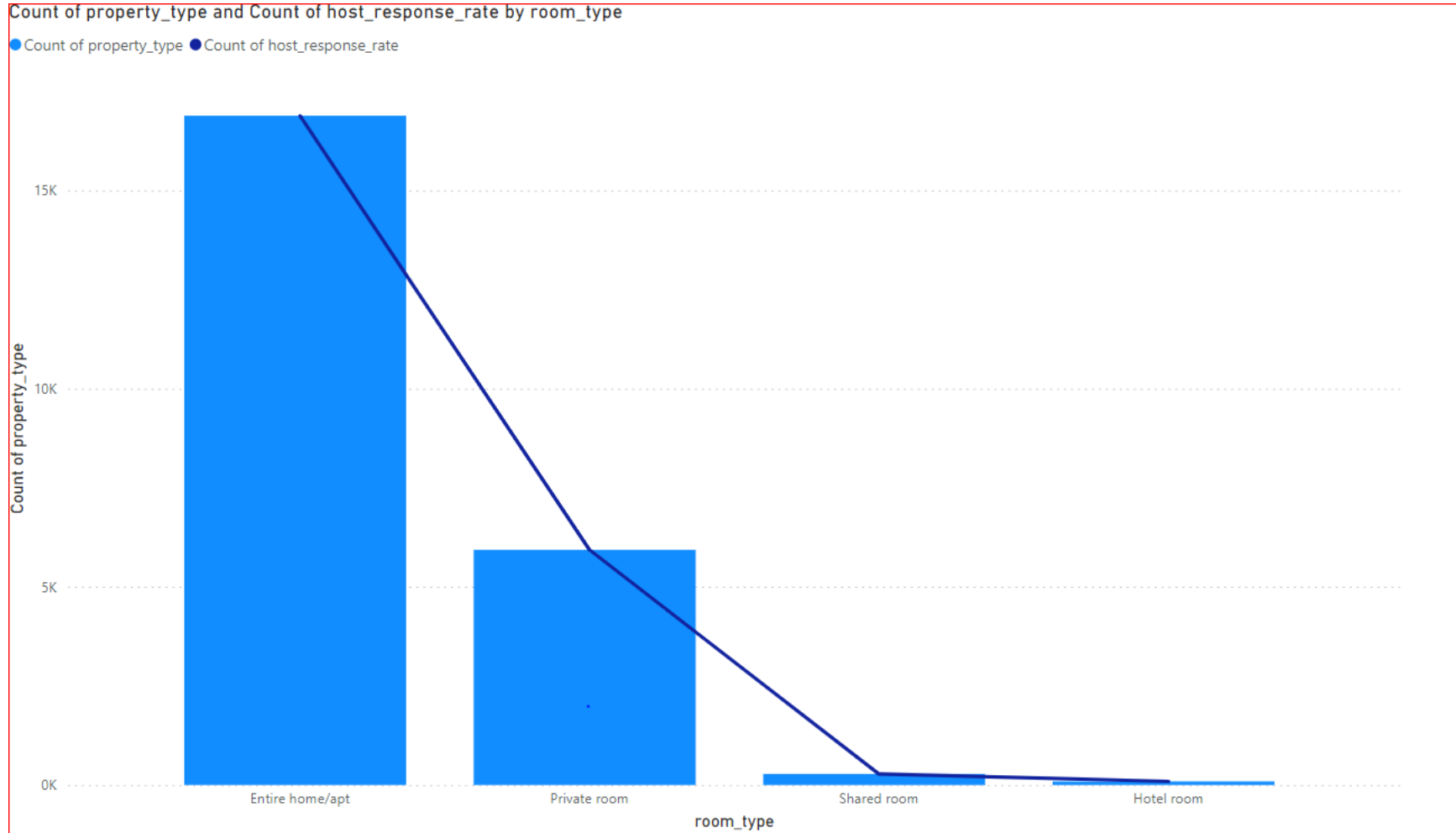
Across all 94 host listings count, Sum of review scores cleanliness ranged from 1 to 34,513.80, Sum of review scores value ranged from 1 to 34,700.63, and Sum of review\_scores\_rating ranged from 0 to 34,942.85.

# PROPERTY TYPE AND ROOM ANALYSIS





# EXAMINE THE VARIETY OF PROPERTY TYPES AND ROOM TYPES AVAILABLE.



# ANALYSING PART

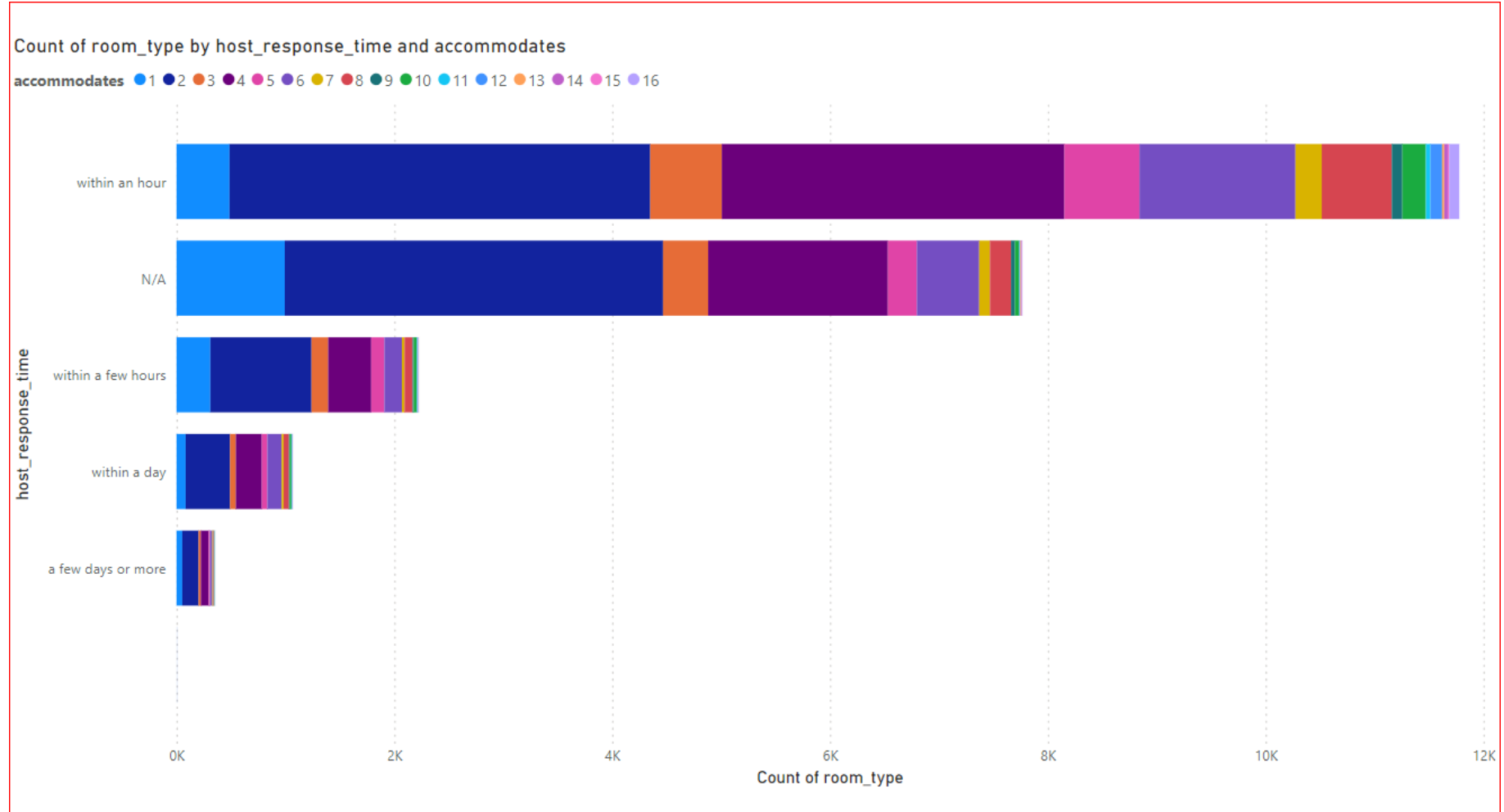
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Line and clustered column chart shows that, At 16,887, Entire home/apt had the highest Count of property type and was 18,874.16% higher than Hotel room, which had the lowest Count of property type at 89.

Count of property type and total Count of host response rate are positively correlated with each other.

Entire home/apt accounted for 72.84% of Count of property type.

# INVESTIGATE PATTERNS IN THE POPULARITY OF PARTICULAR TYPES OF ACCOMMODATIONS.



# ANALYZING PART

STACKED BAR CHART SHOWS THAT THE MOST COMMON RESPONSE TIME IS WITHIN AN HOUR, WHILE THE LEAST COMMON IS A FEW DAYS OR MORE.

WITHIN AN HOUR IN ACCOMMODATES 2 MADE UP 16.66% OF COUNT OF ROOM TYPE.

THE ROOM TYPE WITH THE HIGHEST COUNT (3863) IS WHERE THE HOST RESPONDS WITHIN AN HOUR AND THE SUM OF ACCOMMODATES IS 2. FOR ROOM TYPES WHERE HOST RESPONSE TIME IS N/A AND THE SUM OF ACCOMMODATES IS 1, THE COUNT IS 994. SIMILARLY, FOR RESPONSE TIMES WITHIN AN HOUR AND SUMS OF ACCOMMODATES 3, THE COUNT IS 657. FOR RESPONSE TIMES WITHIN AN HOUR AND SUMS OF ACCOMMODATES 4, THE COUNT IS 3145 AND SO ON.



# SUMMARY



In summary, the internship project centers on analyzing a dataset of hotel aggregator listings through Power BI to create visualizations and insights that illuminate trends and factors influencing listing performance. By analyzing metrics such as pricing, availability, host characteristics, and review scores, interns seek to offer actionable suggestions to enhance the quality and competitiveness of the listings.



# THANK YOU

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