**Exploring New York Airbnb**

Len Wei Jie

20 May 2020

1. **Introduction**

Hotels have been a mainstay for people who are travelling. It all changed when Airbnb was founded, and it revolutionized the way we choose our accommodation choices. As people are spoilt for choices, most of them will be thinking if they chose the right apartment. In this report, we will be looking through factors which affects how people choose their Airbnb choices.

* 1. **Problem**

Data that might help us to choose the right apartment could be the number of reviews, price and room type. With all these data, we will be able to determine what makes up a person decision on a particular apartment on Airbnb.

* 1. **Interest**

People looking to rent an apartment on Airbnb would be interested to find out how to choose the right Airbnb out there.

1. **Data**

We will be using datasets found in Kaggle[[1]](#footnote-1). Different features of an apartment on Airbnb will be listed such as price, number of reviews and apartment types. We will also leverage foursquare data to locate nearby amenities around different Airbnb to determine if they would affect a person’s choice in choosing an apartment.

A screenshot of a cell phone

Description automatically generated

The picture above shows the data frame after being manipulated to show the data that we want. We will be choosing the top 100 Airbnb for our analysis.

1. Methodology

By comparing three variables, namely price of the Airbnb, room types and number of reviews, we are able to find out interesting details. We use scatterplot to easily see how interconnect they are. Although there are other methods to visualize the data, we chose to use scatterplot as it is the most visually appealing and most applicable to our dataset.

A screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

A screenshot of a cell phone

Description automatically generated

1. Results

After doing all the analysis, we have come up with interesting results.

From the first scatterplot, we can see that private room type garnered the greatest number of reviews compared to shared house/apartment room type. Only one shared room type had reviews that were in our data set.

From the second scatterplot, the greatest number of reviews written was tagged to a lower price. Most of it were below the price of $200 and only one outlier with a price above $500 was in our data set.

From the third scatterplot, the most private room type had a lower price compared to other room types. This is pretty straightforward since a single private room is most likely going to be cheaper than renting a whole apartment.

1. Results

From the simple analysis above, we can see that all the variables tested influence heavily on a person’s choice of an Airbnb.

Price is a huge concern for most people as they want to have another alternative to hotel which could be pricey. As most people might choose to rent an Airbnb during travelling, they may prefer to have different places to live if they are travelling from place to place. Thus, a hotel is out of their options.

Room types is an ambiguous variable. It depends whether a person is alone or together with a group. By looking at our analysis, majority seemed to be a private room type. Although they did not specify how many people are able to fit in the room, we can at least infer that Airbnb are more popular for a single person or a small group.

Number of reviews is the clincher here. By looking at the number of reviews on the website, people generally choose that particular Airbnb as it means that they have a certain level of trust and experience in the Airbnb industry. More people are also more willing to rent it if the reviews are good.

1. Discussion

This is a simple analysis to determine what affects a person when choosing an Airbnb. There may be other factors such as nearby amenities and transport. However, most people determine a feasible Airbnb mostly from other people’s past experience. By reading through reviews left by others, one would have a feel for what kind of owner the Airbnb is and whether the apartment is worth the money. Being able to present with a choice of an Airbnb compared to a traditional hotel has been a huge debate. There are also cons compared to hotels and mainly due to customer service. Owners of the Airbnb will not be at your beck and call 24 hours and they may not be able to solve every issue you have compared to a hotel, which main selling point is to serve their customers.

1. Conclusion

Airbnb will continue to rise against traditional hotels as they offer a much more in depth living conditions than hotels. You are able to filter results according to your liking and find your perfect Airbnb. Thus, Airbnb is a revelation to the accommodation industry.

1. https://www.kaggle.com/dgomonov/new-york-city-airbnb-open-data [↑](#footnote-ref-1)