

## Story 1

Cover Sheet	Introduction	Region By Geography	Market Size (Total Neighborhoods per R..)	Total booking by Region	Superhost Distribution Across Region	Short Stay VS. Long Stay
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## Context:

- LA County's short-term rental market is competitive, with varying booking trends, prices, and host activity across neighborhoods.
- Identifying key trends is difficult without data analysis to inform pricing, bookings, and investments.

## Objective:

Provide insights through visualization for hosts, travelers and investors by analysing:

- Booking distribution, price trends, and seasonal patterns
- Geographic map of listings
- Neighborhood comparisons (price, density, and superhosts)
- Short vs long stay trends and investment opportunities.

## Data Sources:

- Kaggle Airbnb Listing in LA, California (Inside Airbnb)
- Zillow home prices dataset.

## Data Limitation:

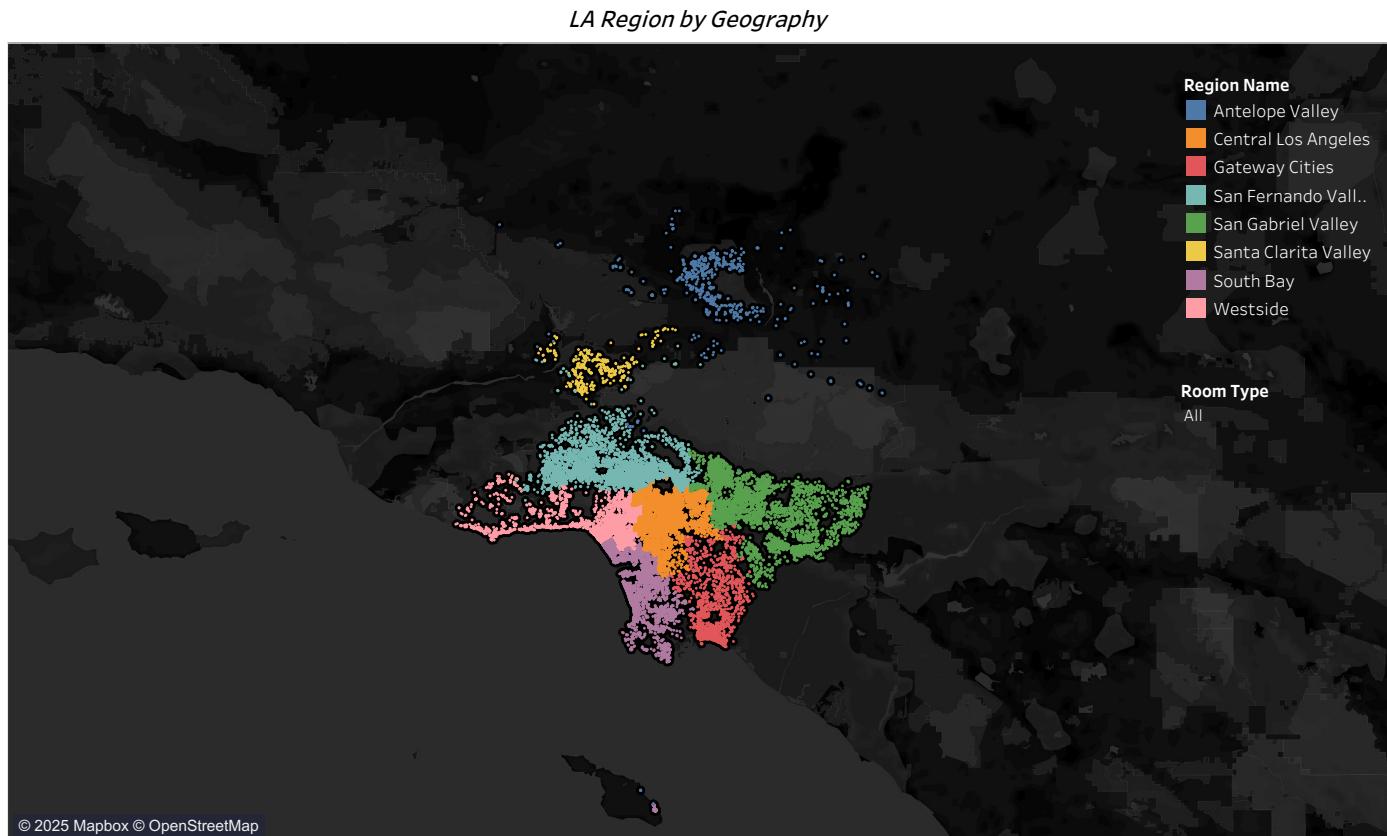
- Data does not contain explicit historical booking records and only shows a single snapshot of bookings listing in September of 2024. Therefore, a seasonal or yearly trend analysis is not possible.

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## Region Overview:

- A 2D map displaying the geographical locations of the 8 key regions within Los Angeles County, as presented in the dataset.
- When zooming in, the room type option shows that the most booked records are for either entire homes/apartments or private rooms, with very little data for shared rooms and hotel room types.



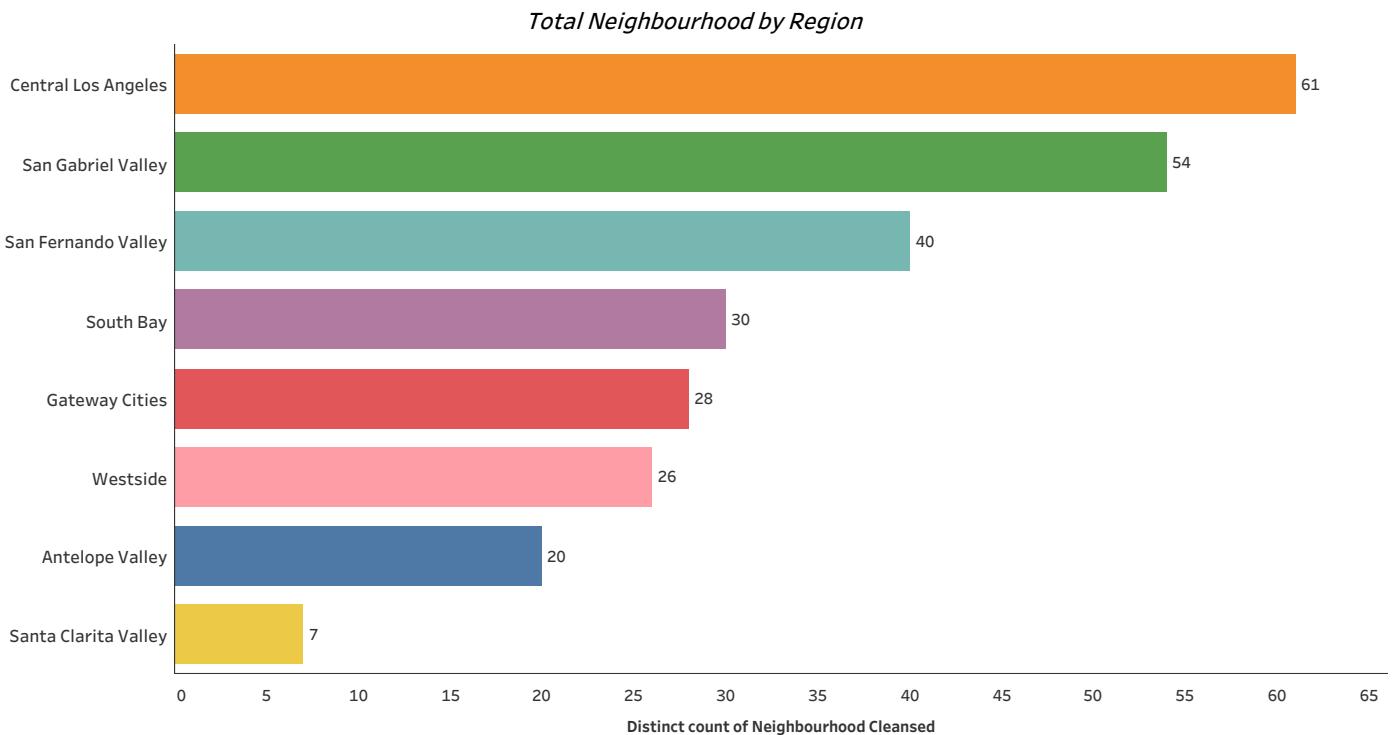
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## Total Neighborhoods Per Region – Understanding Market Size



- *Why does it matter?* Understanding the number of neighborhoods in each region helps investors and hosts evaluate the market size and potential listing opportunities.
- The dataset includes 266 neighborhoods for LA county.
- Central LA and San Gabriel Valley are the two largest regions in terms of the number of neighborhoods.
- Santa Clarita Valley has the smallest market size.



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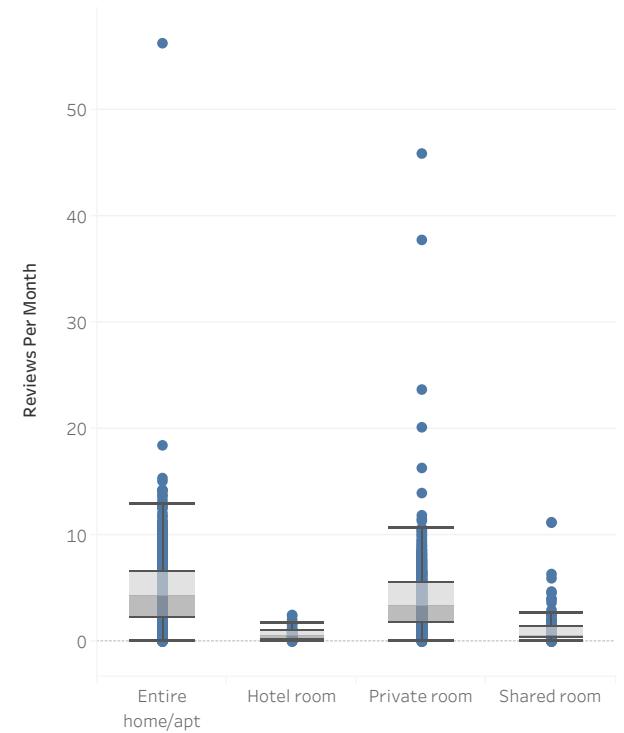
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## Total Bookings by Region and Room Type



- Central LA and Westside are the top demand regions in terms of total bookings.
- The most popular room type across these regions is entire home/apartment, followed by private rooms.

**Total Booking by Region and Room Type**



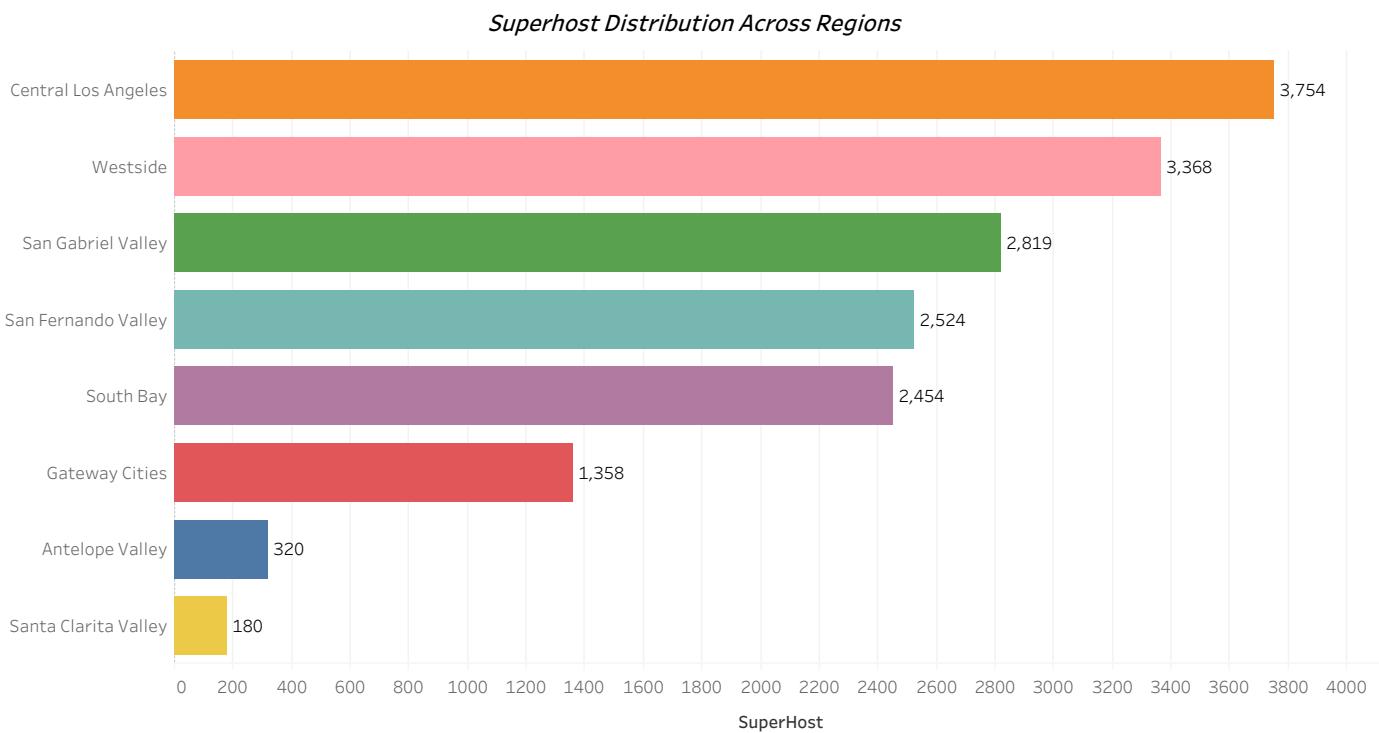
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## Superhost Distribution Across Regions



- Superhost on Airbnb refers to hosts who have a proven track record of high ratings, consistent bookings, and exceptional guest service.
- Central LA and Westside have the highest concentration of Superhosts, indicating a strong presence of experienced Airbnb professionals.
- Gateway cities and Harbor Area show fewer Superhosts, suggesting these regions may have more new or less experienced hosts.
- Areas with more Superhosts tend to have a higher level of professionalism, which could correlate with better guest experiences and higher-quality listings...



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### Short-Stay vs. Long-Stay Listings in Different Regions

- To study the effect of stay duration, a new category was created based on the number of nights: short stay (<30 nights) and long stay (>30 nights).
- Central LA, Westside and San Fernando Valley are favor long stays, while San Gabriel Valley has more short stays.
- Short stays yield higher revenue but higher turnover costs; long stays provide stable income but generally lower revenue.
- In long stay dominant regions, entire home listings are the most common.



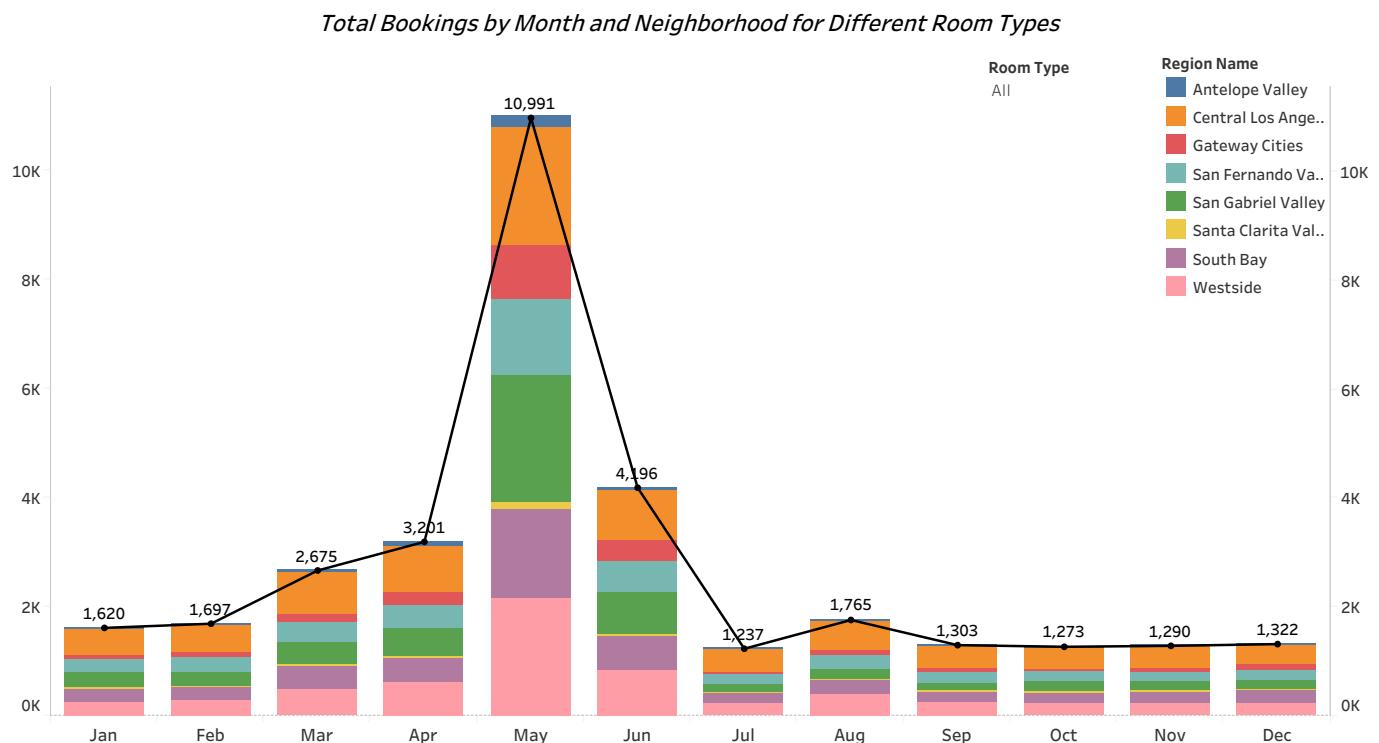
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Total booking by Region	Superhost Distribution Across Region	Short Stay VS. Long Stay	Total Booking by Month	AVG listed Price by Region	AVG Revenue by Region	Median Home Price per Region
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## Total Bookings by Month and Neighborhood for Different Room Types

- *Why does looking at seasonality matter?* Helps hosts and investors plan pricing strategies and optimize availability
  - Booking demand peaks in May and June and declines after September.
  - The early summer season shows the highest demand, offering opportunities for higher pricing and better occupancy rates.
  - No significant difference in seasonal booking trends across different neighborhoods—demand patterns remain consistent.



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## Average Listed Price by Region and Room Type

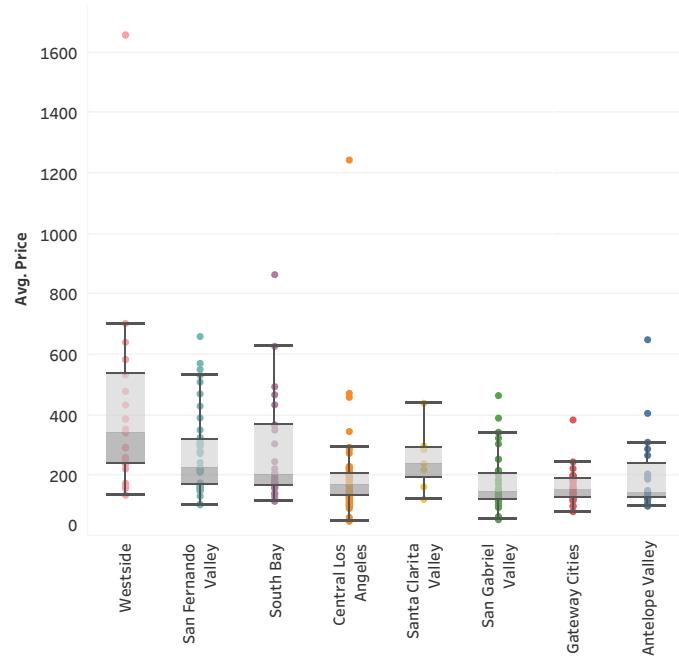


- *Why does it matter?* Understanding the average listed prices across different regions and room types helps hosts and investors price their listings competitively, while also identifying regions with higher or lower investment potential
- Westside, San Fernando Valley, and South Bay are the most expensive regions, with higher average listing prices.
- Antelope Valley is the least expensive region, offering more budget-friendly options.
- The order of regions by listed price could change if we zoom into specific room types, as some regions may have more expensive listings in one category than others.

*Average Listed Price by Region and Room Type*



*Listed Prices by Region and Room Type*



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## Average Revenue Per Year by Region

- *Why does it matter?* This analysis helps investors and hosts understand the income potential for different regions in the LA County area, allowing for better investment and pricing decisions.

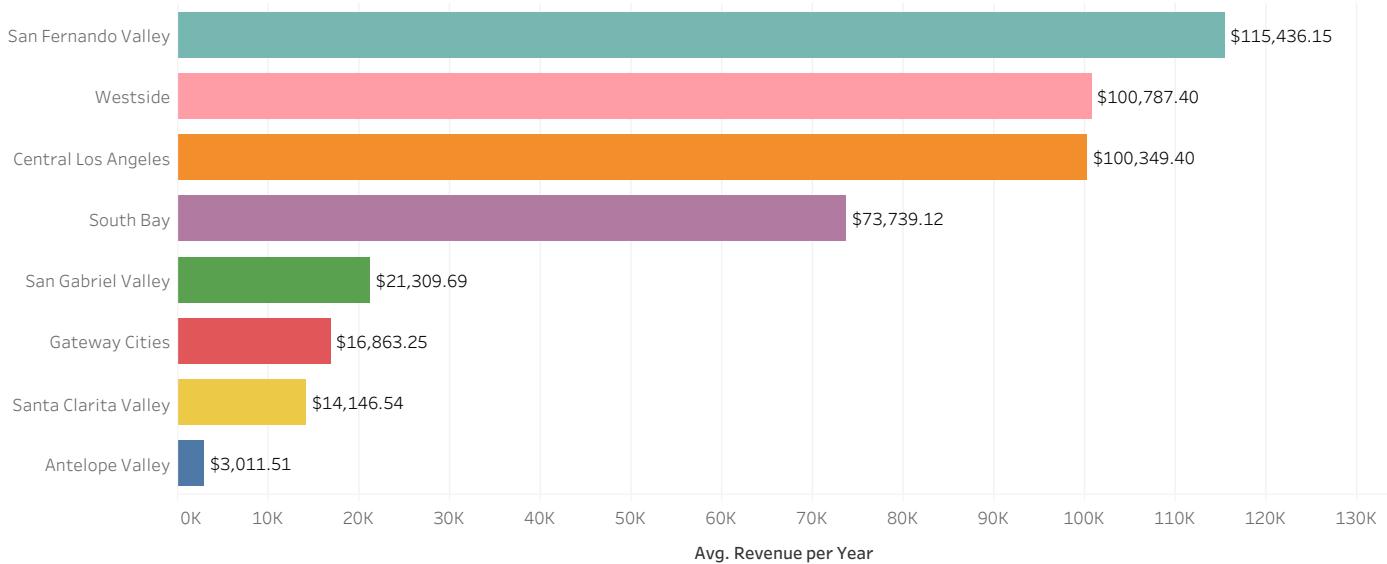
### Revenue Estimation Method:

- Due to lack of explicit booking data, the revenue is calculated based on listed price, previous number of host listings, and minimum number of nights.
- The estimated revenue is then normalized by the number of years the host listing was active.

### Key Findings:

- San Fernando Valley, Westside, and Central LA are the regions with the highest average revenue per year in LA County.
- Antelope Valley show the lowest average revenue per year, indicating these regions may have lower pricing or fewer active listings.

*Average Revenue Per Year by Region*



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## Cost of Homeownership for Airbnb Investment by Region

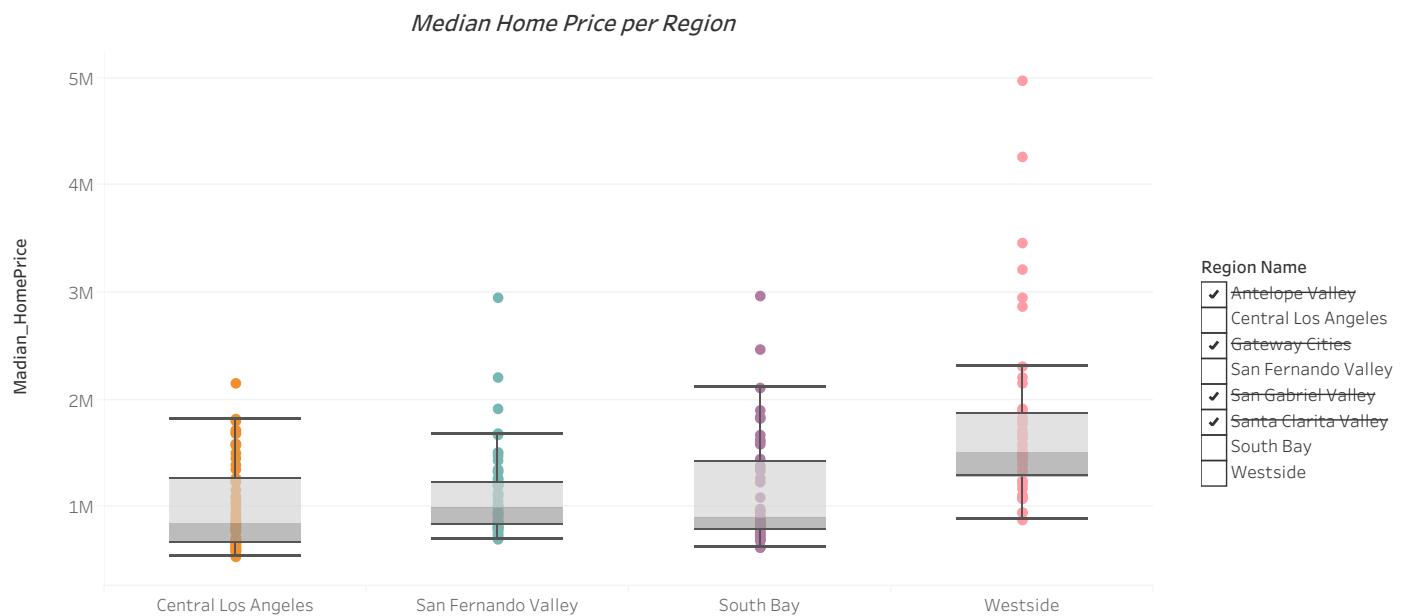
- Data sourced from Zillow (January 2025) on median home prices across different zip codes.
- Focused on the top four regions with the highest yearly revenue potential for Airbnb.

**Central LA** : The most affordable region with high potential revenue, making it a great choice for investors.

**South Bay**: Moderate pricing, with potential for profitable Airbnb investment.

**San Fernando** : Slightly more expensive than South Bay but still offers good investment potential.

**Westside** : The most expensive region, though it also has significant revenue potential for investors willing to pay a premium.



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### Conclusion:

**Top Regions:** Westside, Central LA, and San Gabriel Valley show the highest demand and Superhost concentration.

**Best Investment:** Central LA offers affordability and high revenue potential; Westside is the most expensive but lucrative.

**Booking Trends:** Long stays dominate in Central LA and Westside, while San Gabriel Valley sees more short stays.

**Pricing Insights:** Antelope Valley is the most budget-friendly, while Westside and San Fernando Valley have higher average prices.

**Revenue Potential:** San Fernando Valley, Westside, and Central LA lead in estimated annual revenue.