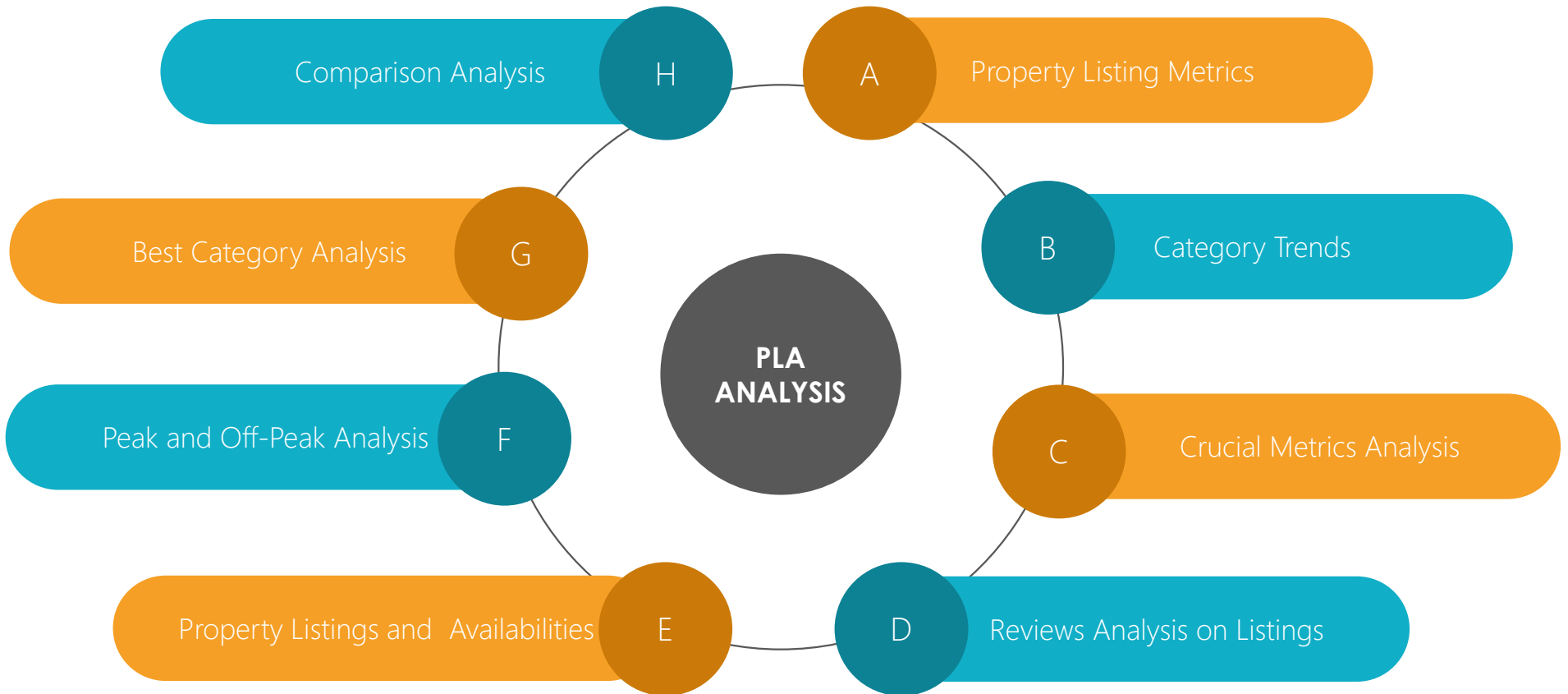




Property Listings Analysis Presentation

BY:
HARISH KUMAR
&
DEEPANSHU SINGH

OVERVIEW PLA



• Property Listing Metrics •

INSIGHTS :

➤ PRICING:

- 'Room in bed and breakfast' is the most expensive property type
- Most of the properties fall under 'Premium' Categorisation for the company.

➤ BOOKINGS:

- 'Entire Rental Unit' property type caters most number of bookings for the company.

➤ RATINGS:

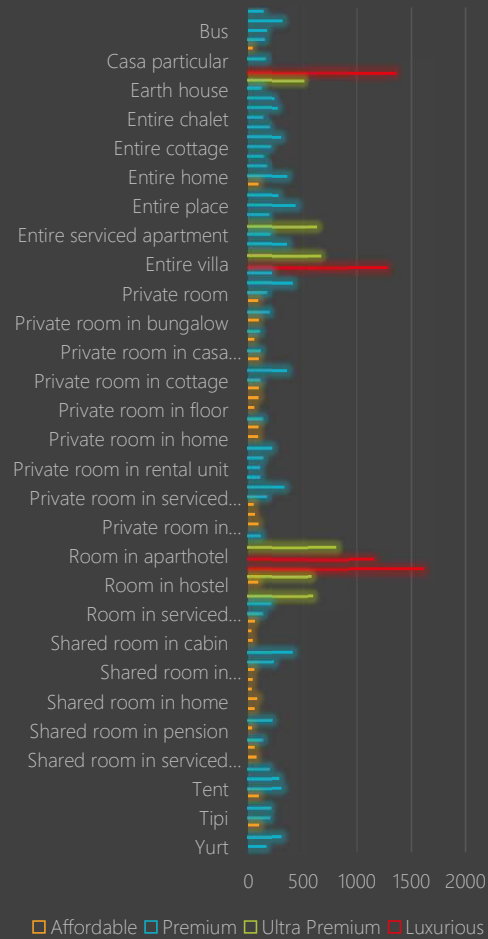
- More than 90% of Property types of the company got more than 4.5/5 rating on an average.

➤ ACCEPTANCE RATE:

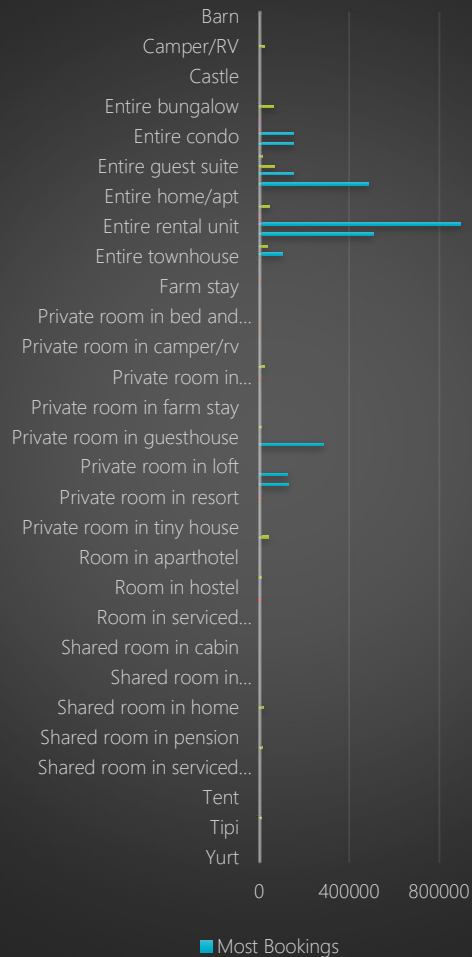
- Around 90% of Property types have decent acceptance rate of above 80%.
- There is a need for company to push acceptance rates of rest 10 % property types.

Property Listing Metrics

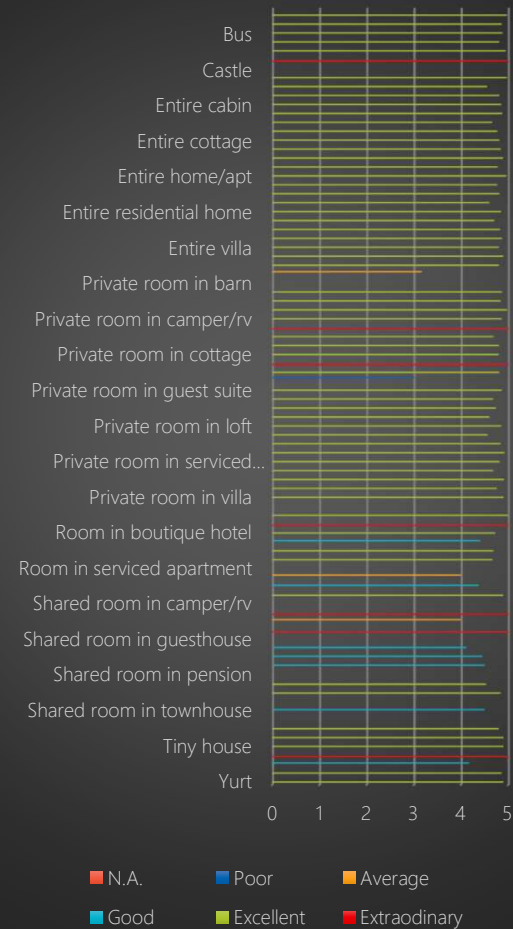
PRICING



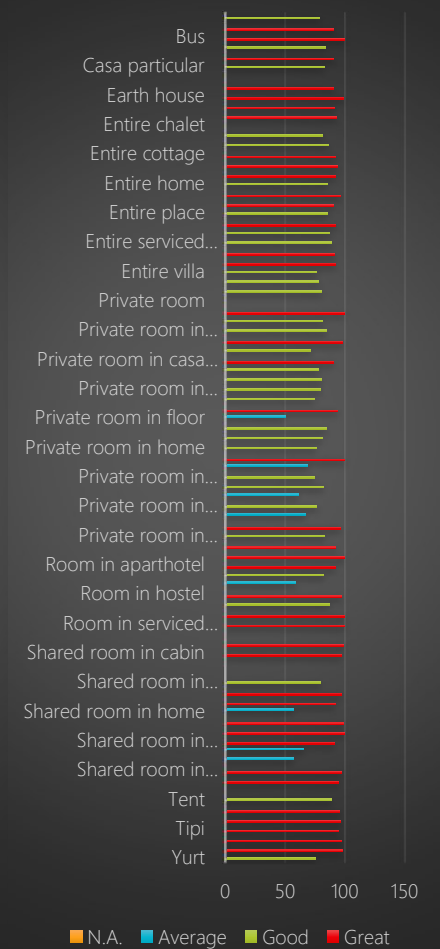
BOOKINGS



RATINGS



ACCEPTANCE RATE



Category Trends

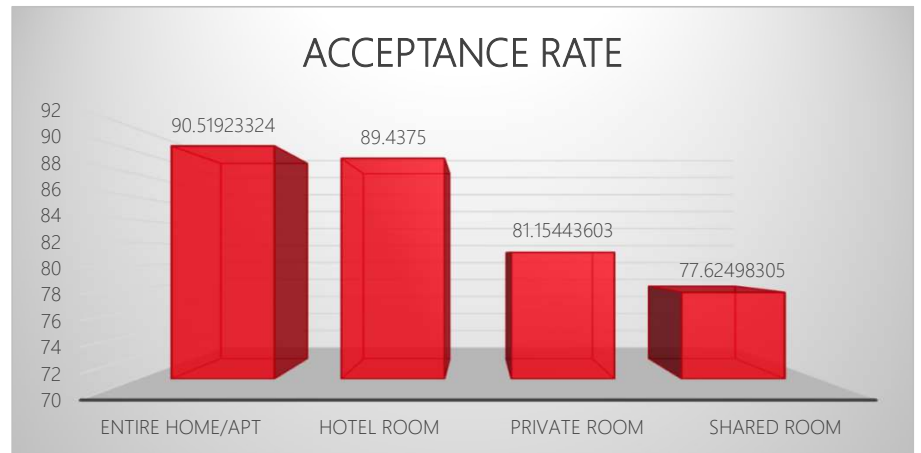
INSIGHTS :

➤ PRICE TRENDS ACROSS CATEGORIES:

- Entire home/apt have a maximum price across categories.
- Hotel room category commands highest average price.

➤ ACCEPTANCE TRENDS ACROSS CATEGORIES :

- 'Entire home/apt' get accepted more at 90% compared to acceptance of other categories .
- There is need for company to push the hosts of 'Shared room' category to bring up acceptance rates further.

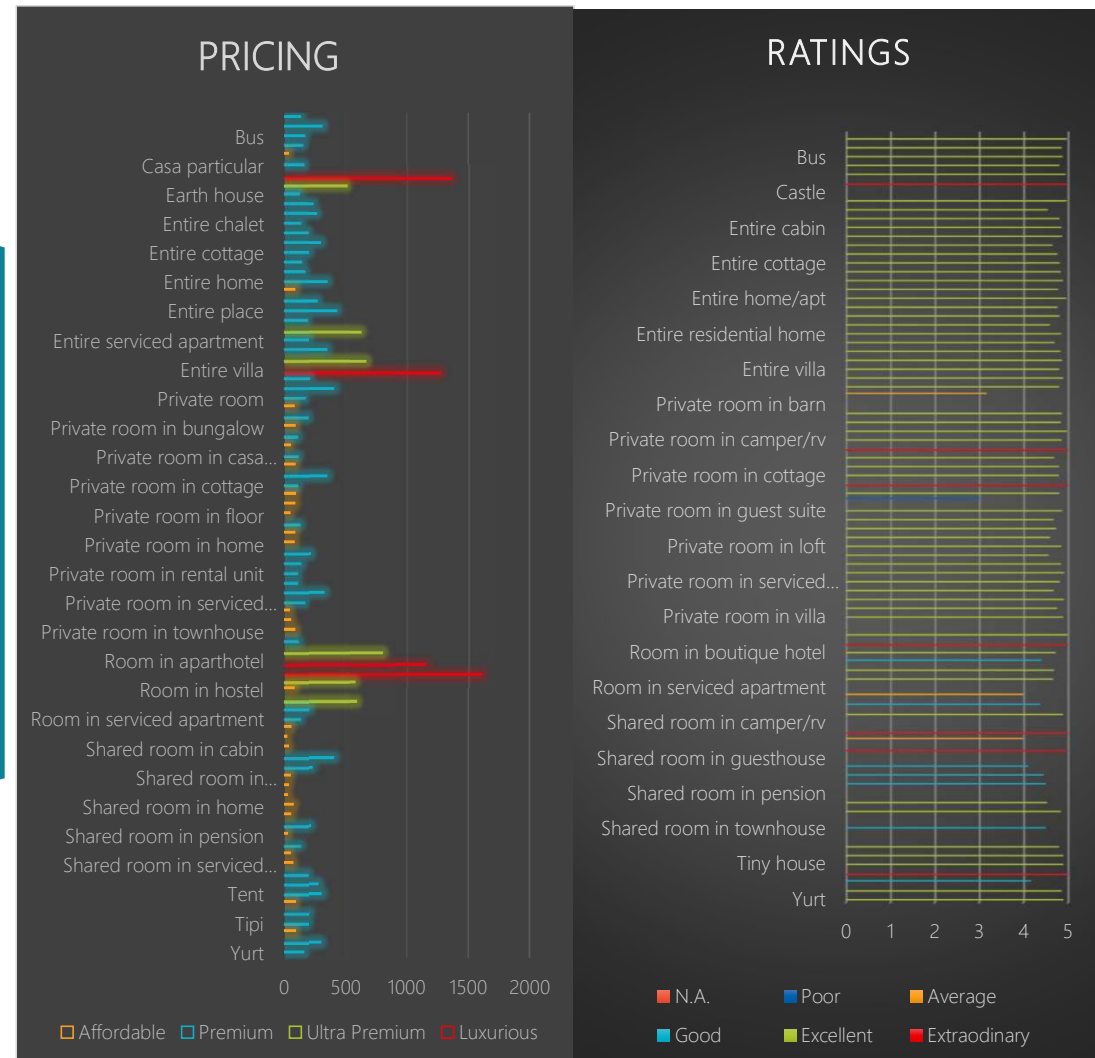


Crucial Metrics Analysis

INSIGHTS :

➤ PRICING & RATINGS:

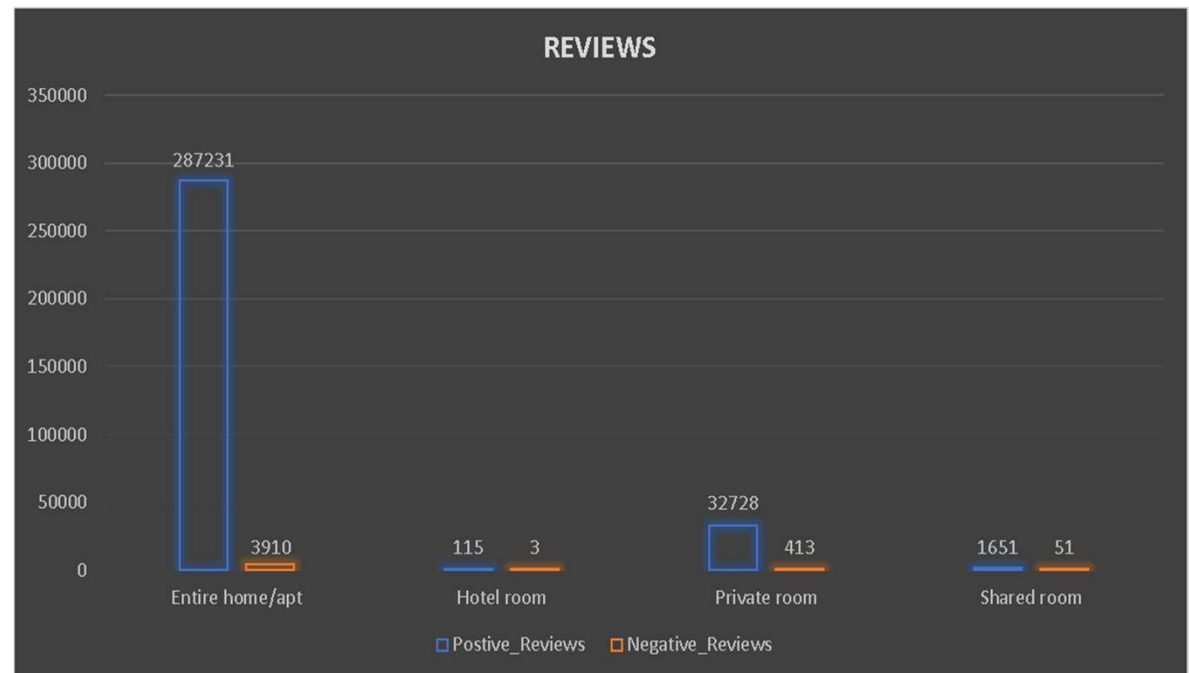
- Pricing and ratings are 2 crucial metrics for the company to clock revenues up.
- Increased pricing increases rating is an observation.
- Emphasis has to be laid on affordable stays to provide better experience, so that their ratings are up.



Reviews Analysis

INSIGHTS :

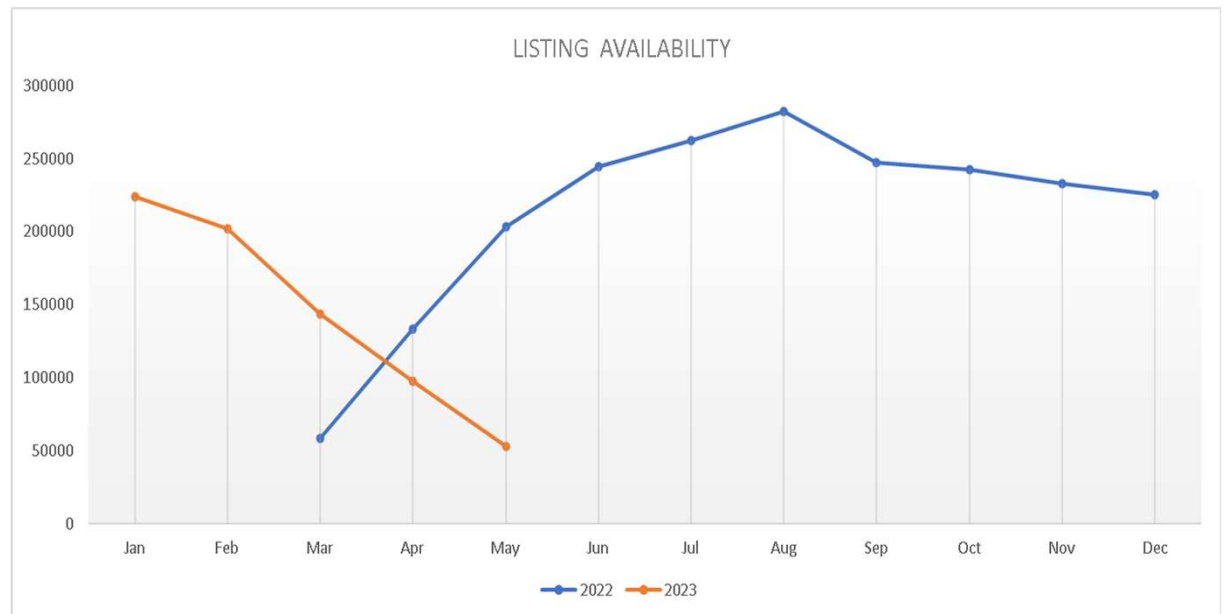
- Review Analysis from comments:
 - Positive : Negative Reviews ratio is 99:1 for 'Entire home/apt'.
 - Positive : Negative Reviews ratio is 98:2 for 'Hotel room'.
 - Positive : Negative Reviews ratio is 99:1 for 'Private room'.
 - Positive : Negative Reviews ratio is 97:3 for 'Shared room'.
 - Shared room received more negative comments in comparison to other categories.



Property Listings and Availabilities

INSIGHTS :

- Correlation between property type and availability:
 - There is a correlation between property type and their availability across the months.
 - Summer months listings availability is less in comparison to other seasons of year.
 - Company can lure hosts in summers to increase availability and bookings, thus, can lead to increase in revenue



Peak & Off-Peak Analysis.

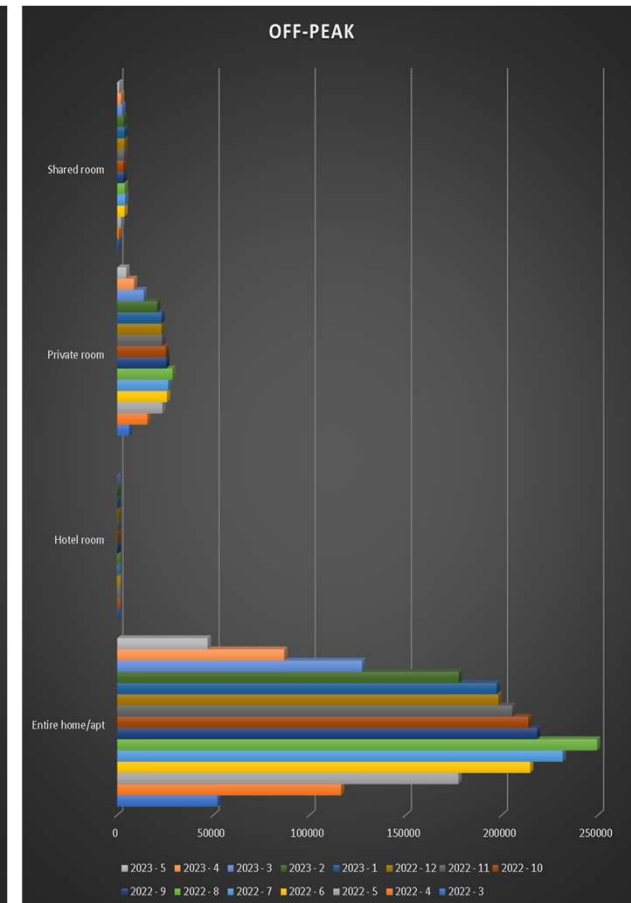
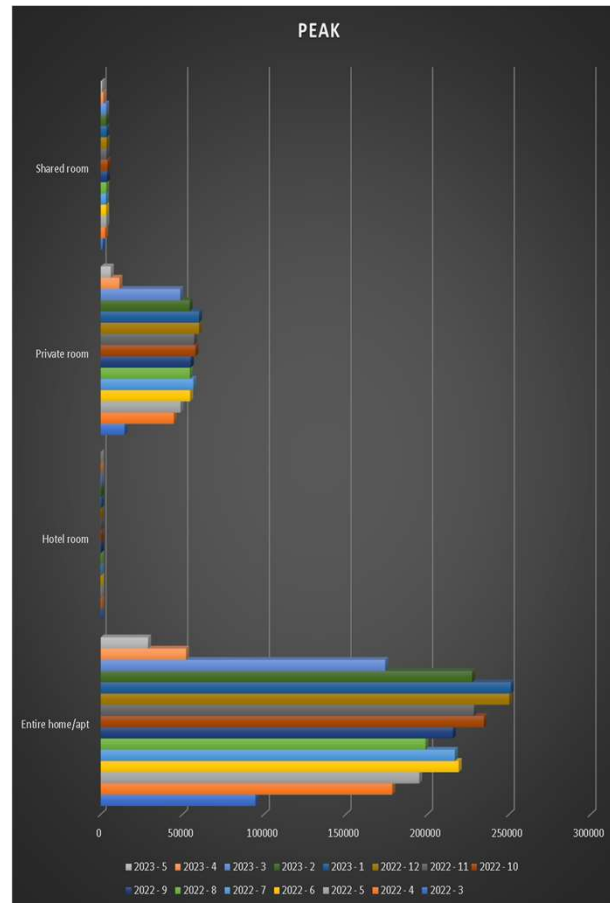
INSIGHTS :

➤ Peak Analysis:

- Dec-Mar is a peak time for the bookings of the company across listing categories.

➤ Off-Peak Analysis:

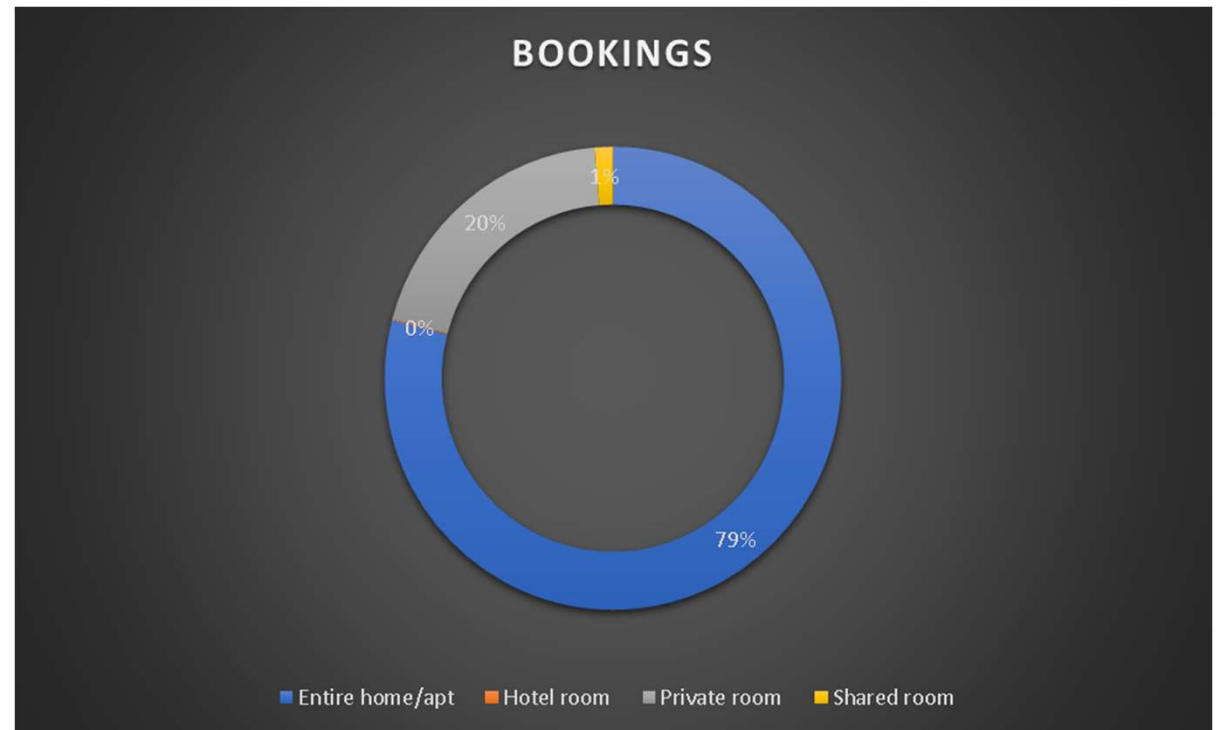
- June-Nov is a off peak time for the bookings of the company across listing categories.



Best Category Analysis

INSIGHTS :

- Best performing category:
 - 'Entire home/apt' is the best performing category for the company based on bookings volume .



Comparison Analysis Between Cities

INSIGHTS :

➤ Price:

- For categories 'Entire home/apt', 'Hotel room' and 'Private room' Dallas prices are cheaper than Austin.
- For category 'Shared room' Dallas prices are costlier than Austin.

➤ Rating:

- On average rating, Austin scores more than Dallas across categories.

➤ Bookings

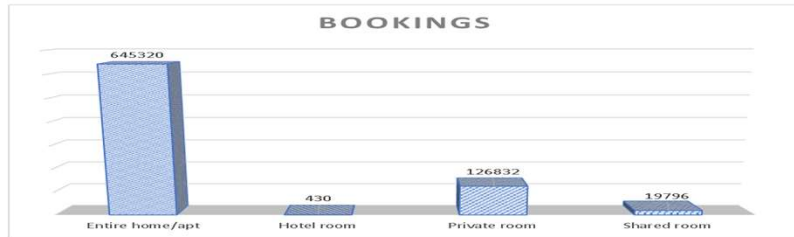
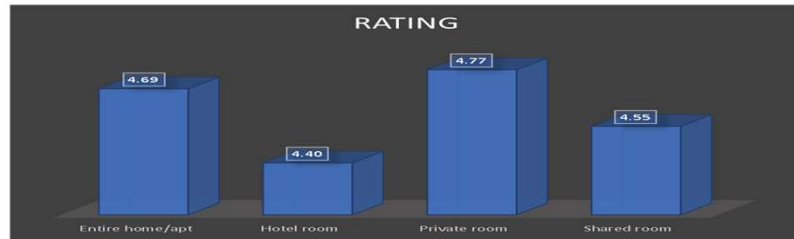
- Austin receives more number of bookings in multiple to that of Dallas across all categories.

➤ Acceptance rates:

- Hosts in Dallas have more acceptance rates than hosts in Austin across all categories.

Comparison Analysis Between Cities

DALLAS



AUSTIN





Thank You