Airbnb Tableau

By Inderpal Kaur

1.) Which are the most **popular neighborhoods**, along with their **listings**?
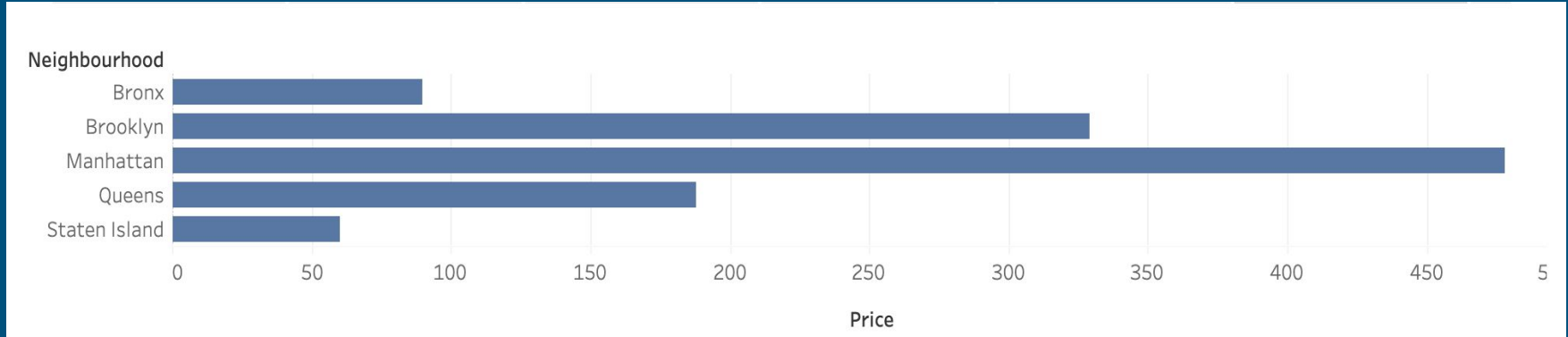

Overall, Manhattan, has 200 number of listings (highest). Manhattan is one of
the best places to live in New York City as it is very lively. It is a center of attraction for people due to its liveliness.
On the other hand, Bronx has least number of listings i.e. 100. One of
the possible reasons could be that Staten Island is predominantly known for its low population, due to it being a small
city, which has affected the number of listings as well.

2.) What are the varying differences between **hosts** and factors like: **number of listings per host**?

Number of Listings Per Host

Overall, New York City has the same pattern throughout. Also the maximum number of hosts are having only one property. Overall, more than 81% hosts have only 1 listing. This can be attributed by the fact that most of the hosts lend their place as a side business without getting into the mainstream business, by lending their place or a room of their apartment at their convenience.

# 3.) What are the **current rental prices** in each **neighborhood**?

Overall, Manhattan, in New York City, has close to 500 listings (highest). Manhattan is one of
the best places to live in New York City as it is very lively. It is a center of attraction for people due to its liveliness.

On the other hand, Staten Island has least number of listings i.e. 50 One of
the possible reasons could be that Staten Island is predominantly known for its low population, due to it being a small city, which has
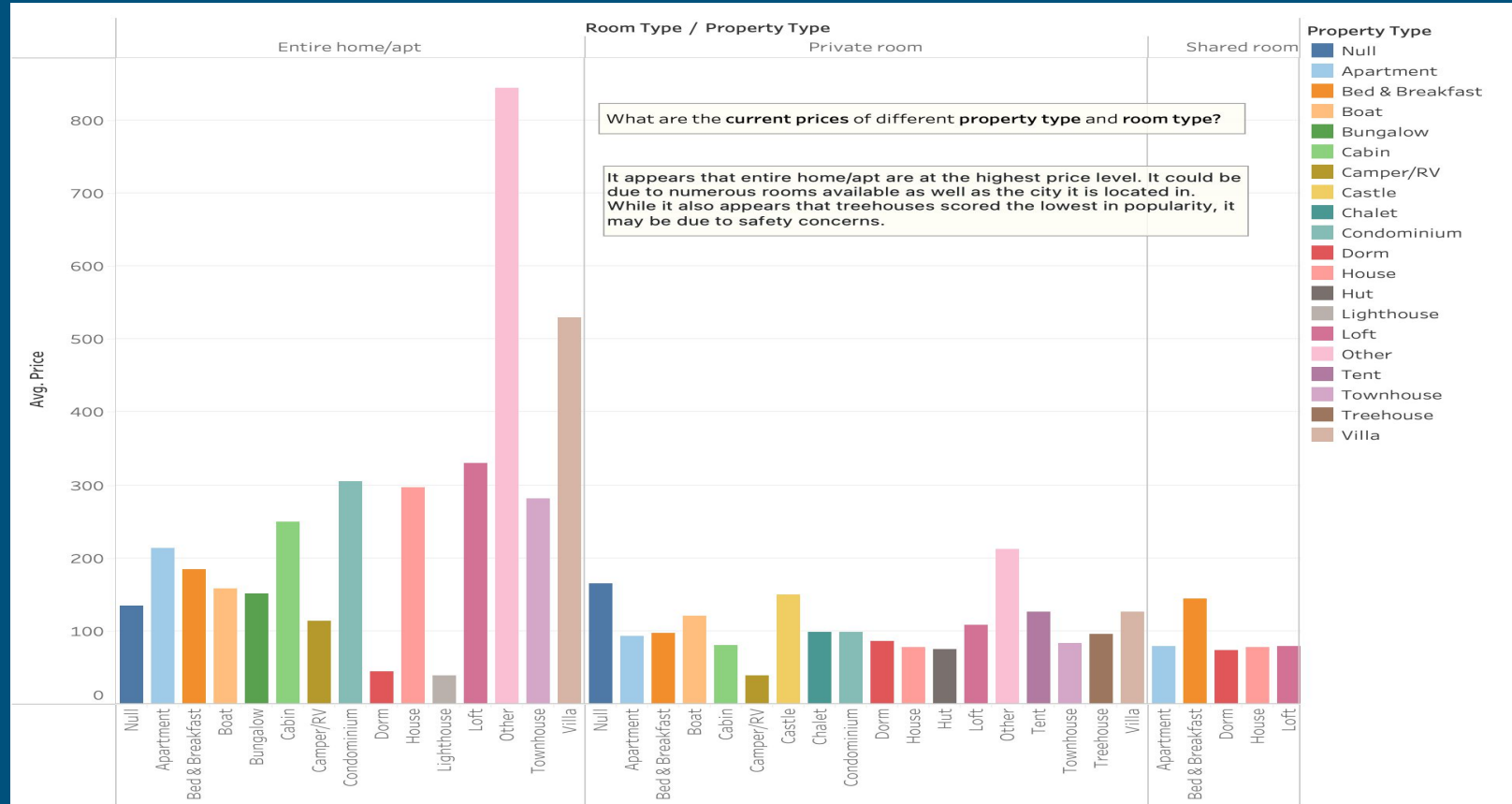affected the number of listings as well.

4.) What are the varying differences between **property type** and factors like: **number of listings**?
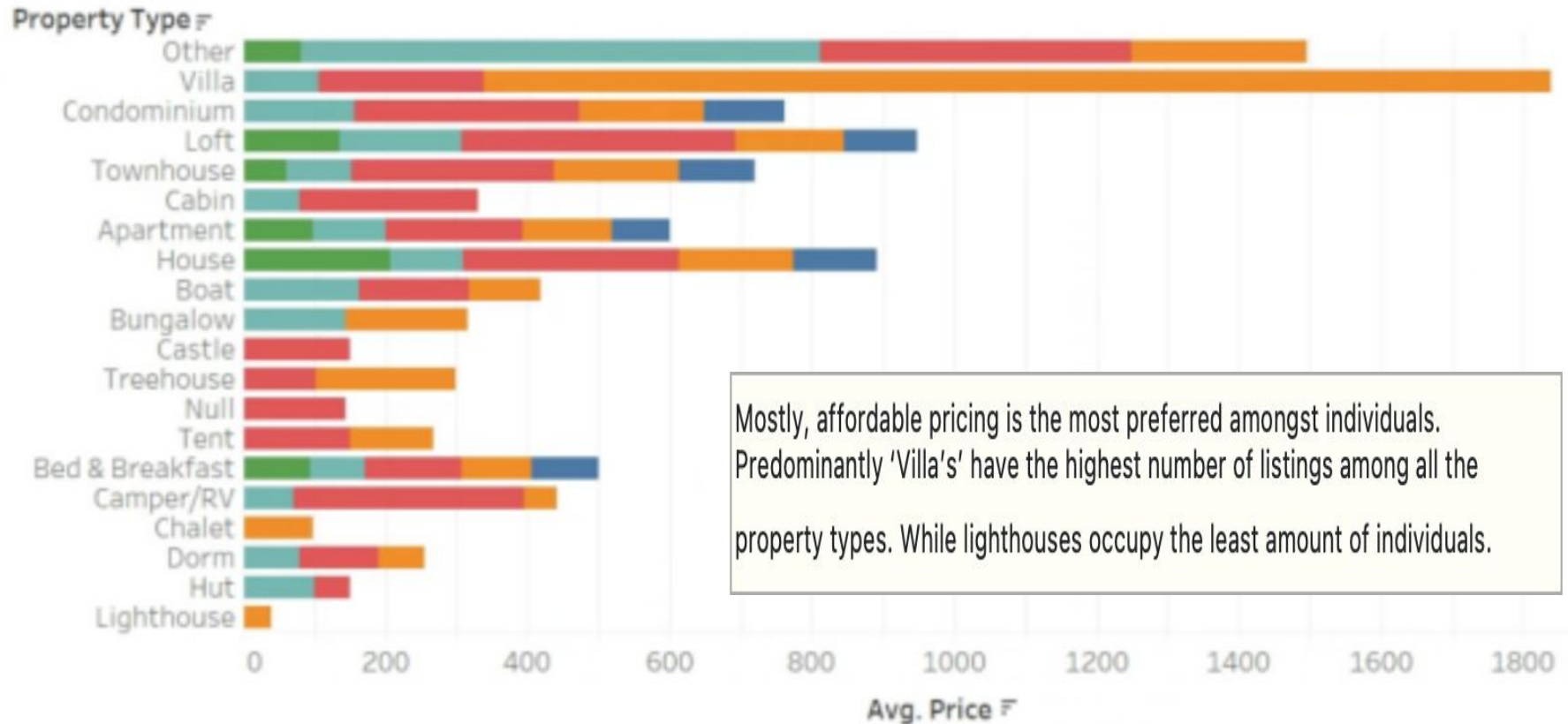

Property Types
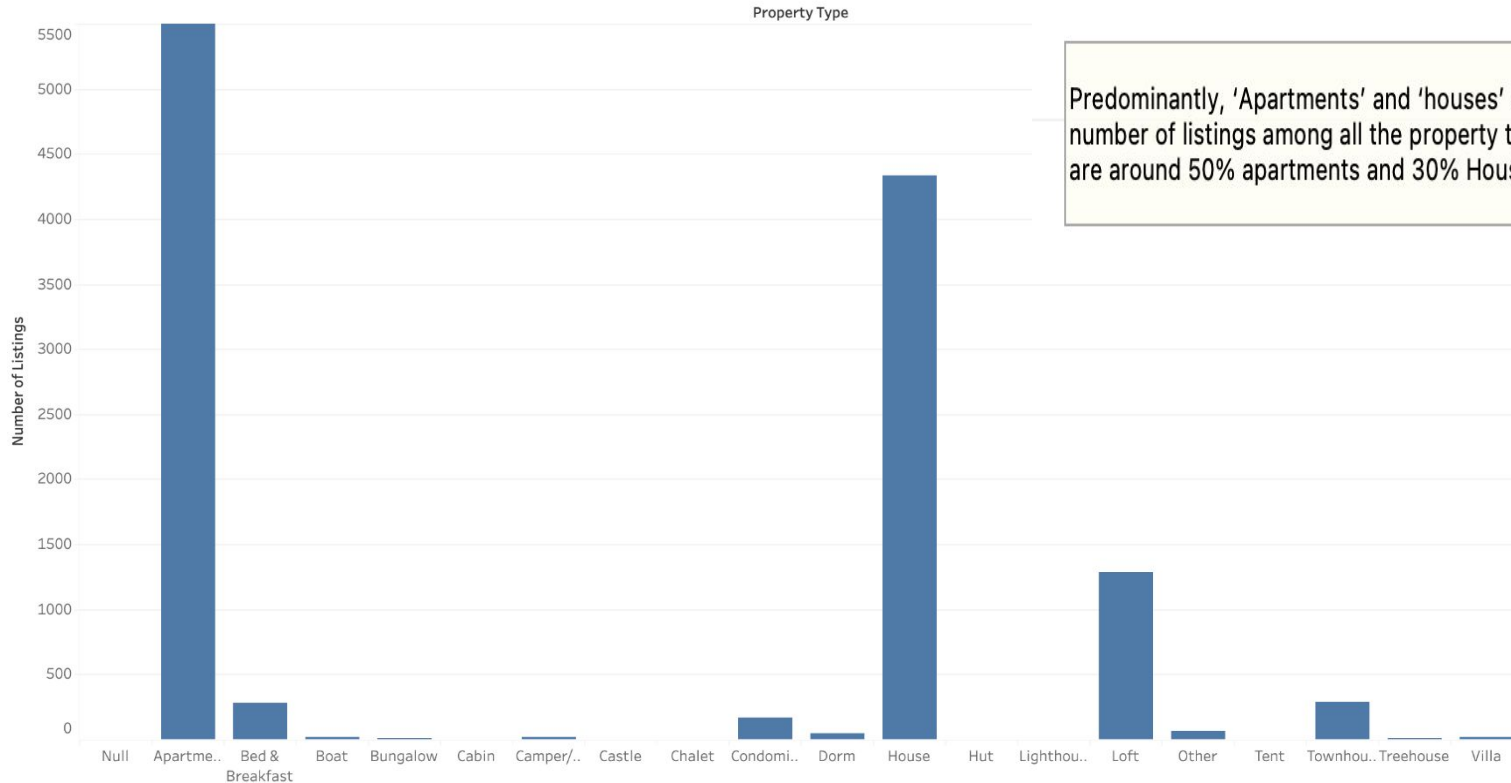
Property Type

Predominantly, 'Apartments' and 'houses' have the highest number of listings among all the property types. Overall, there are around 50% apartments and 30% Houses.

5. What are the **current prices** of different **property type** and **room type**?

Room Type / Property Type

What are the **current prices** of different **property type** and **room type**?

It appears that entire home/apt are at the highest price level. It could be due to numerous rooms available as well as the city it is located in. While it also appears that treehouses scored the lowest in popularity, it may be due to safety concerns.

Mostly, affordable pricing is the most preferred amongst individuals. Predominantly 'Villa's' have the highest number of listings among all the

property types. While lighthouses occupy the least amount of individuals.

7. Regarding **neighborhoods**, how are factors such as: (**score ratings**)?
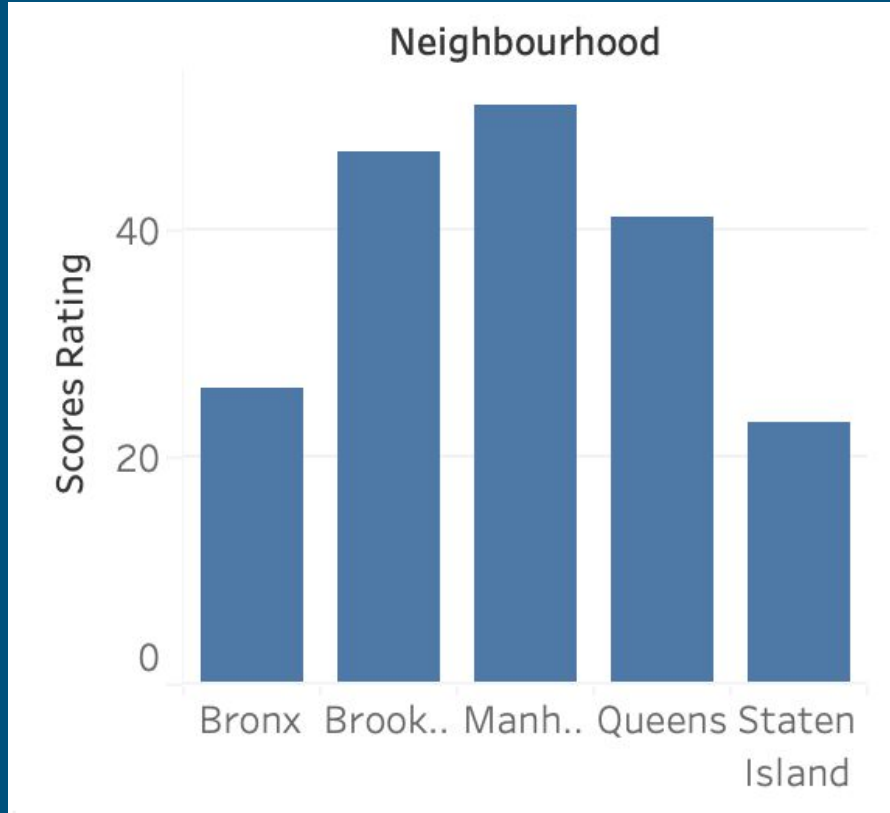
Overall, Manhattan has the highest score ratings. Manhattan is very popular area and has many excellent features that one would admire such as numerous restaurant and beautiful scenery.

8. What is the difference between different **room types** in varying and **count of room type**?
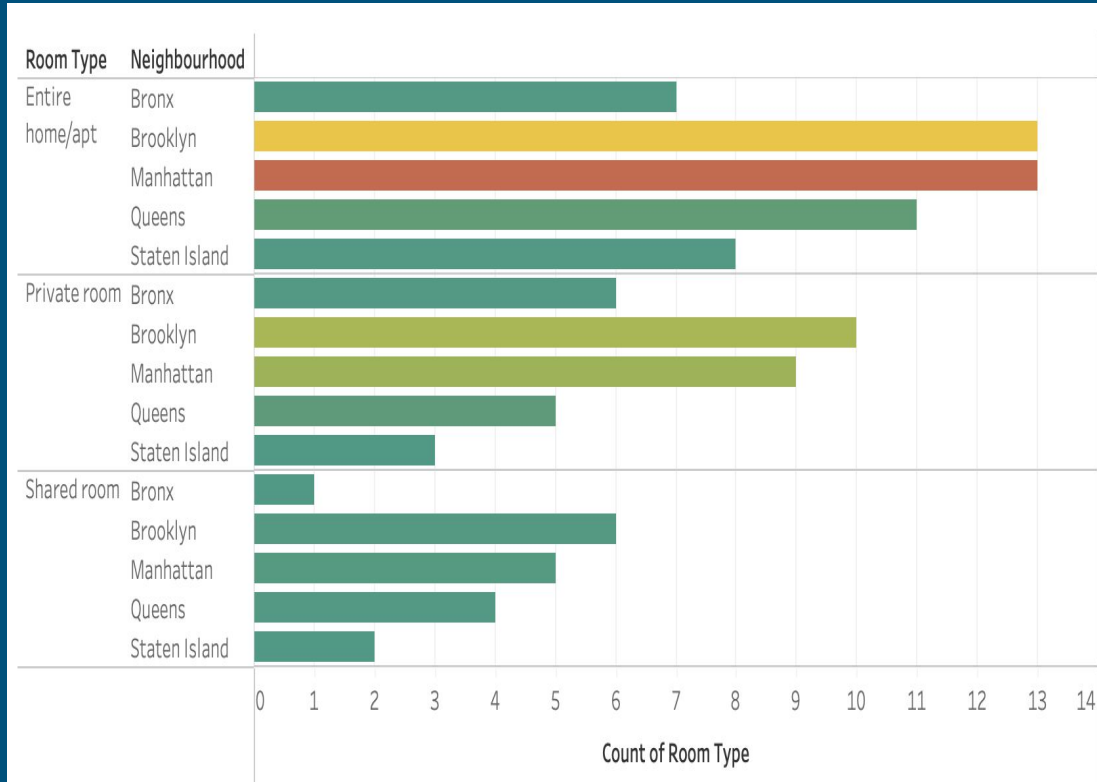

Entire home/apt generally have the highest room count, while shared rooms have the lowest room count. This can be attributed by the fact that there are enough 'Apartments/homes' available and hence there is no tight market for the 'Apartments/homes' leading to no severe price competition.

Manhattan appears to have the highest room costs, while Bronx has the lowest room count.

These exceptional property type have more than 50% room type as Private Room, and this is very intuitive as people who are or may be solo travelers, would not like to book an entire home instead they want to live in private room plus it would be great for them if they are been provided by Breakfast, the next day.

9. What are the different **correlations** between hosts and factors like: (**reviews & price**)?
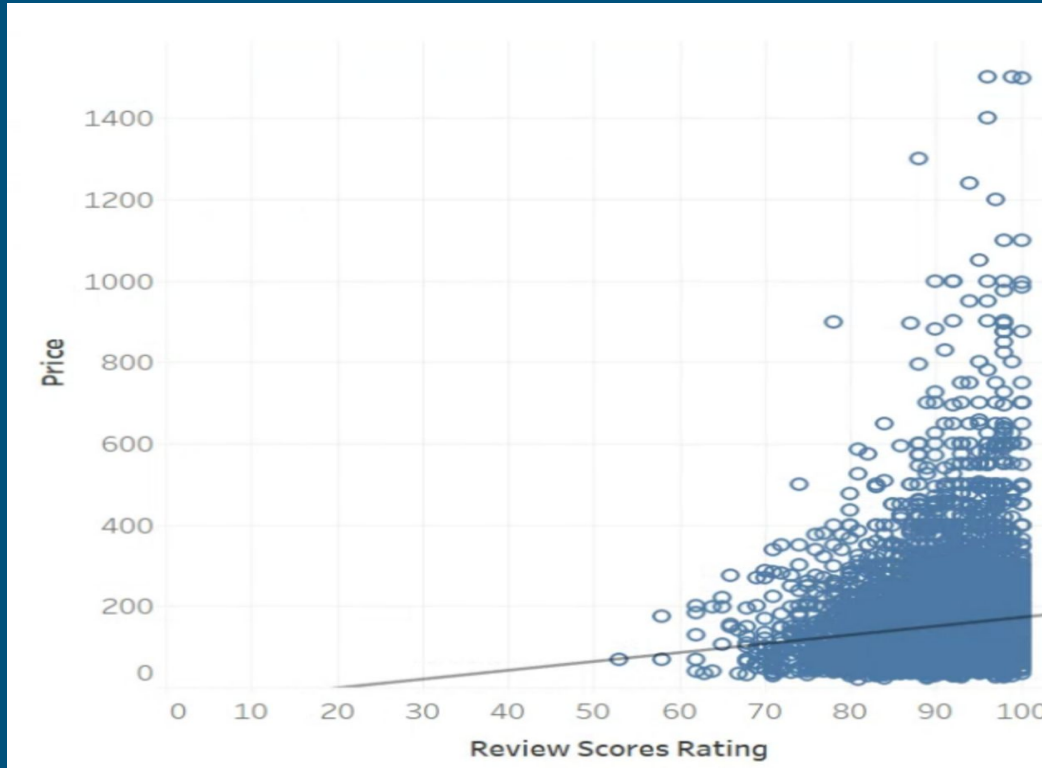

Mostly, the rich/elite individuals prefer a pricier option to stay and are also the least bothered about posting their reviews. And could also be a reason for less reviews for high price accommodations. The lower price accommodations have the most reviews, and the individuals care more about the customer service provided.

10. What are the **varying differences** between **hosts** and factors like: (**reviews**)?
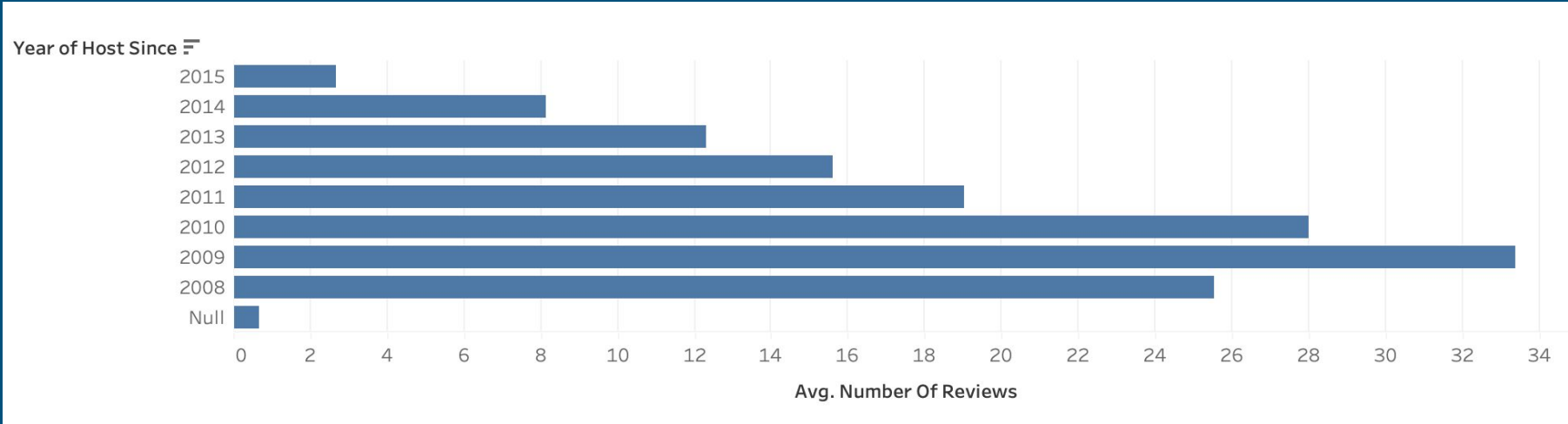

Here, we can see that the number of host reviews joining Airbnb every year is continuously increasing at a higher rate.

11. How do **hosts**, vary in regards to **pricing** for different **room types**. With **factors** such as: (**score ratings, records, beds, number of listings, price etc**.)?
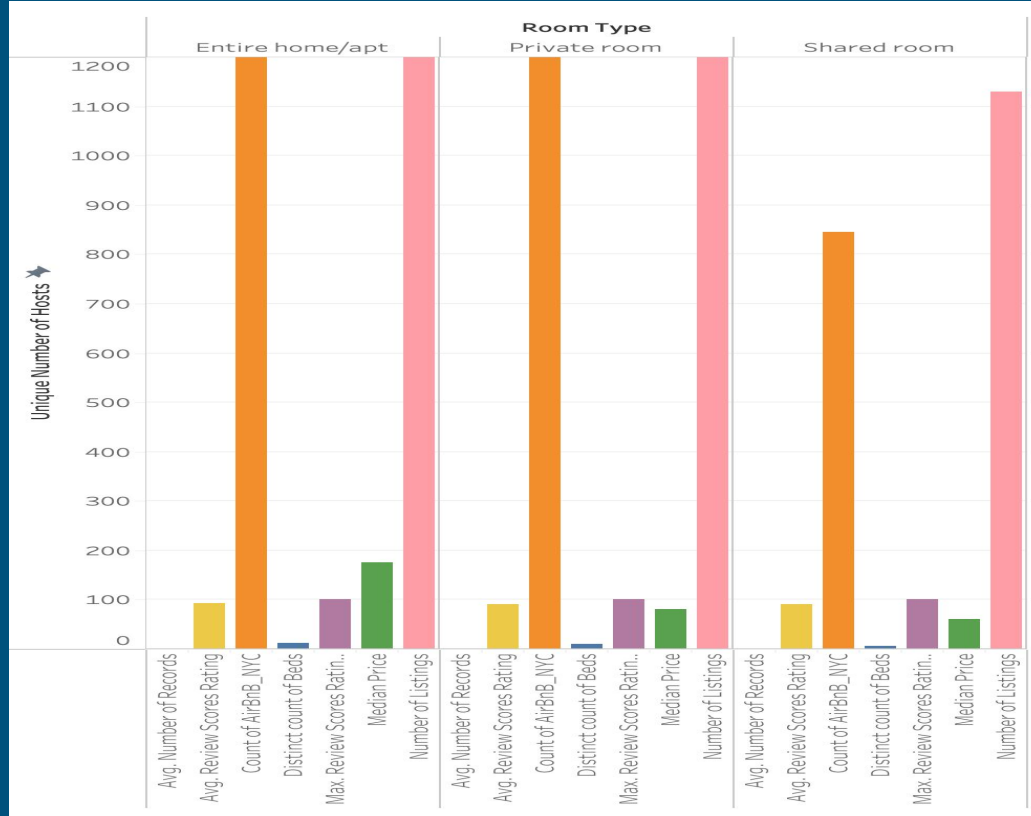
Hosts, vary differently by prices depending on room types and other features. New York City is known as a wealthy and lively place to live. Verified hosts have higher prices and get more reviews. Plus, breakfast the day is an appreciated addition.

SUPER HOSTS VS. REGULAR HOSTS:
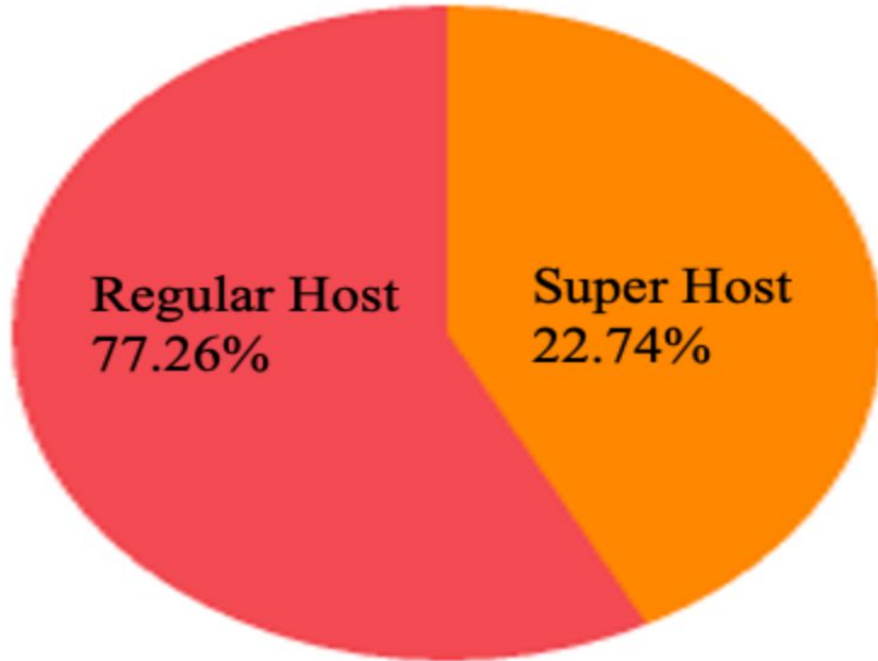
Airbnb hosts are listed into two categories - Super Hosts + Regular Hosts.
The below criteria must be met in order to become a super host:
·   Provide minimum 10 stays in a year.
·   Maintain 90% response rate
·   More than 80% 5-star reviews.
·   Zero cancellations (with exceptions)

Upon review it appears that only one-third hosts are Super Hosts which reflects that hosts are doing well in the area. Also, Super hosts offer lesser prices as well as higher reviews compared to regular hosts.

VERIFIED VS. UNVERIFIED HOSTS:


Unverified
26.87 %
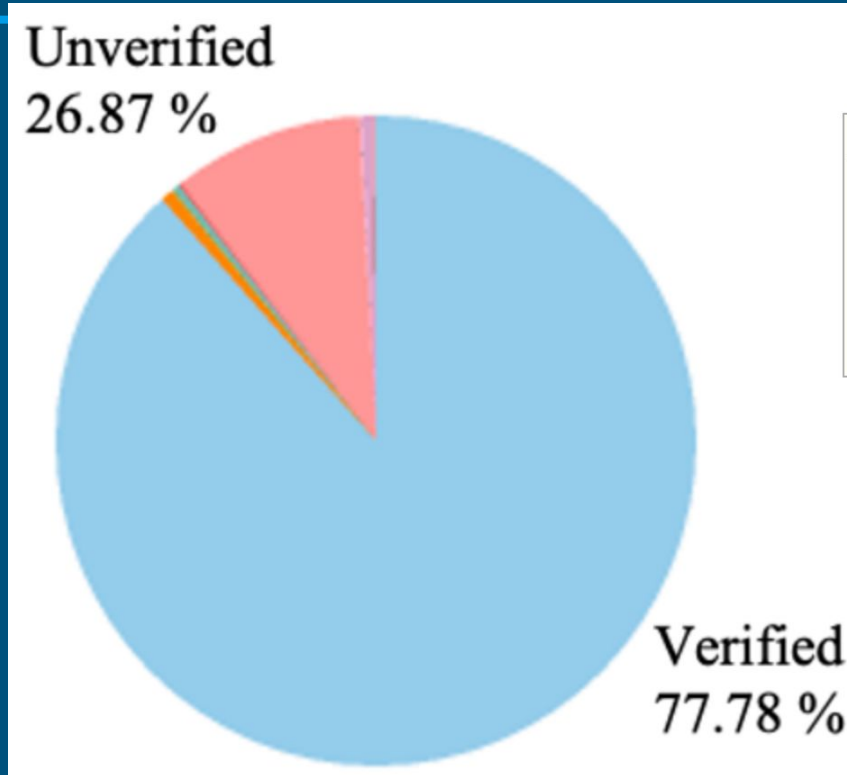
Verified
77.78 %

A very surprising factor is that only one-third of hosts are unverified on Airbnb. Unverified hosts are also known for higher prices compared to verified hosts, they receive less reviews. A reason for the lack of reviews could be that most people don't feel comfortable taking accommodations from unverified hosts. Which also leads to less reviews.

LISTINGS:

Here, we can see that the 'number of listings' are maximum along area and gradually decreases as we move farther out. The average price is uniformly distributed around the city with slightly higher range.

Maximum Number of Reviews
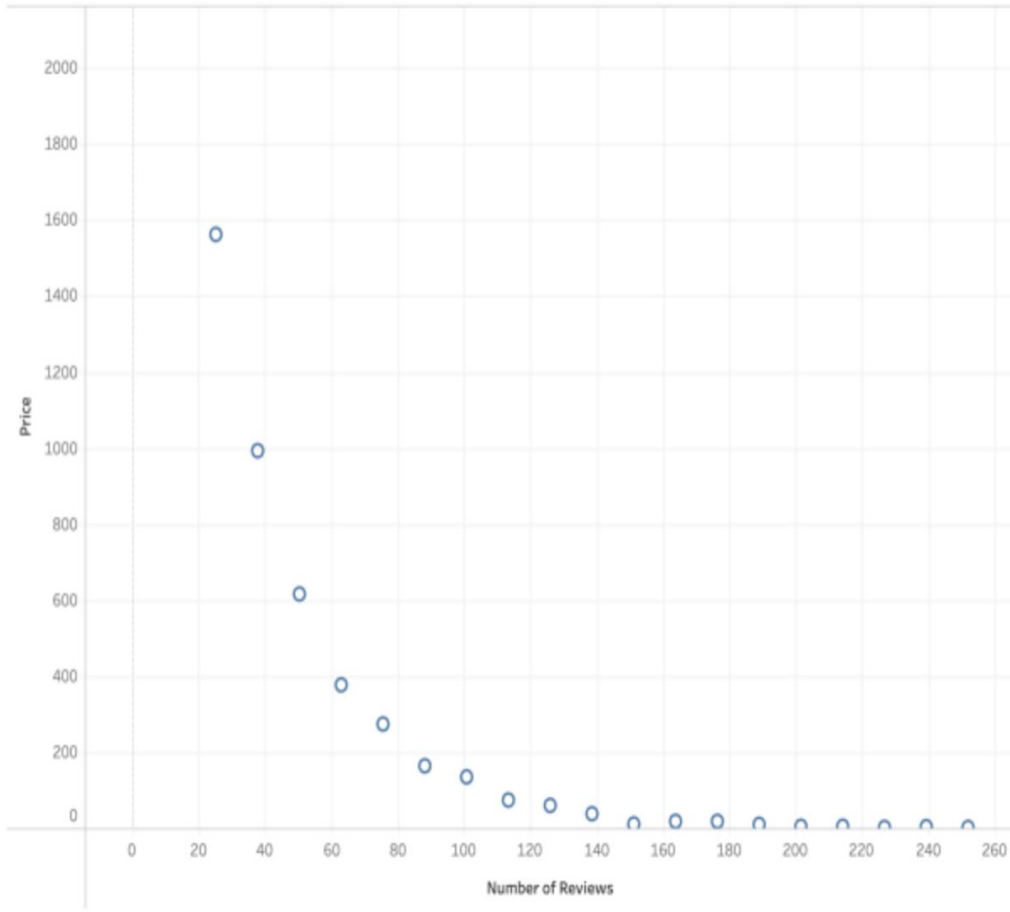
There is definitely a noticeable pattern. Most people prefer to go for the more affordable options and a cheaper place to stay, rather than opt for a hefty price tag. On the other hand, it appears a less amount of people want to take up a pricey accommodation. Individuals going for the more affordable accommodations will respond to more number of reviews

Mostly the rich/elite people opt for the pricier accommodations. This could contribute to the fact that there are less reviews for pricier accommodations.

MAJOR FINDINGS:

72% of listings have a **rating** of **5.0**

48% of listings are apartments

Max. reviews are within price range $25-$200

80% of hosts have only 1 listing

2X

Super hosts receive **twice** as more **reviews** than regular hosts

THANK YOU!