

Hotel Aggregator Analysis in Tableau

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Overview

The dataset comprises various attributes related to listings, hosts, reviews, and availability. The objective is to create comprehensive visualizations and insights that shed light on trends, patterns, and factors influencing the performance of listings. Through Tableau, we will explore key metrics such as pricing, availability, host characteristics, and review scores to derive actionable insights for improving the overall quality and competitiveness of the listings.



Dataset Description

- 1. id: Unique identifier for each listing.
- 2. listing_url: URL of the listing on the hotel aggregator platform.
- 3. scrape_id: Identifier for the data scraping event.
- 4. last_scraped: Date of the last data scrape.
- 5. source: Source of the listing information.
- 6. name: Name of the listing.
- 7. description: Description of the listing.
- 8. neighborhood_overview: Overview of the neighborhood where the listing is located.
- 9. picture_url: URL of the listing's picture.
- 10. host_id: Unique identifier for the host.
- 11. ... (and many more columns capturing details about hosts, location, property type, room details, amenities, pricing, availability, reviews, and other relevant information)



Project Objectives

- 1. Geographical Insights:
 - Visualize the distribution of listings on a map to identify popular neighborhoods.
 - Explore the geographical concentration of listings and host locations.
- 2. Pricing and Availability Analysis:
 - Analyze pricing trends based on property types, room types, and accommodation capacity.
 - Investigate the availability of listings over time and identify peak periods.
- 3. Host Performance:
 - Evaluate host characteristics, including superhost status, response times, and verification methods.
 - Explore correlations between host attributes and listing performance.



Project Objectives

- 4. Review Scores and Guest Satisfaction:
 - Examine review scores and their impact on overall listing performance.
 - Identify areas for improvement based on specific review categories.
- 5. Property Type and Room Analysis:
 - Analyse the distribution of property types and room types.
 - Explore trends in the popularity of specific accommodation setups.



Deliverables

- Interactive Power BI dashboards illustrating geographical distribution, pricing trends, host characteristics, and review scores.
 - Reports on availability patterns, property and room preferences, and factors influencing guest satisfaction.
 - Recommendations for hosts and the aggregator platform based on the analysis.
- This project provides interns with hands-on experience in leveraging Power BI for meaningful analysis and insights generation in the competitive domain of hotel aggregator listings.



Host Location

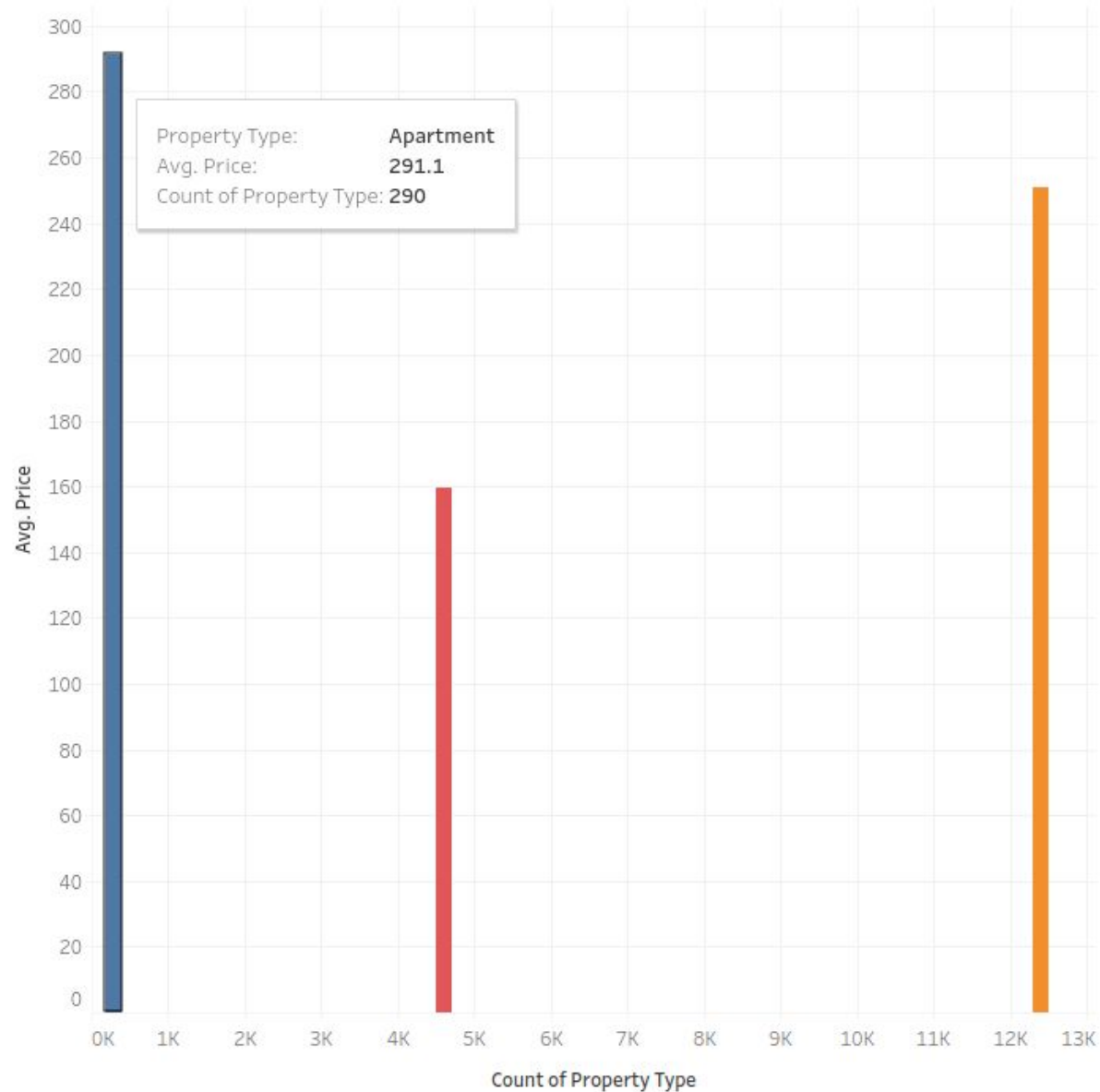
Count of Property Type

7K
6K
5K
4K
3K
2K
1K
0K

Property Type

- Apartment
- Entire place
- Room

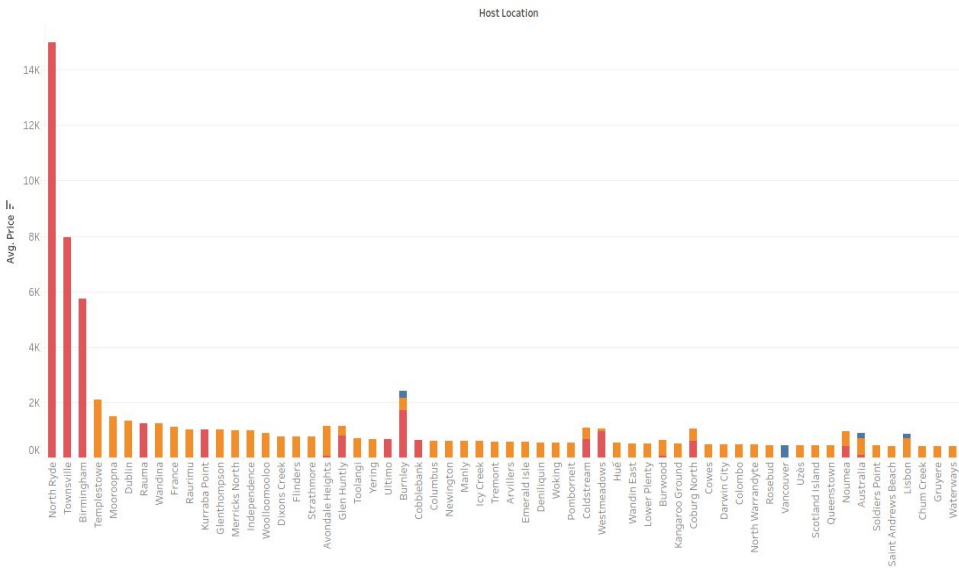
Melbourne
Victoria
Australia
Sydney
South Yarra
St Kilda
Carlton
Southbank
Fitzroy
Elwood
Docklands
Richmond
Collingwood
Brisbane
Brunswick
Singapore
Doncaster
Port Melbourne
Glen Waverley
Northcote
Healesville
Point Cook
Frankston
South Melbourne
Brighton
Warburton
Saint Kilda
Williamstown
Olinda
Nunawading
Hawthorn
Rye
Middle Park
North Melbourne
London
Footscray
Cheltenham
Taiwan
West Melbourne
Burwood
Abbotsford
Albert Park
Oakleigh South
Fitzroy North
New South Wales
Forest Hill
Preston
East Melbourne
Camberwell
Yarra Junction
Windsor
Prahran
Bentleigh East
Kew
Mount Waverley
Brunswick East
Yarraville
Coburg
Werribee
Saint Helena



Average price for property type

Property Type	Avg. Price	Count of Property Type
Room	159.454	4,592
Entire place	250.991	12,404
Apartment	291.131	290



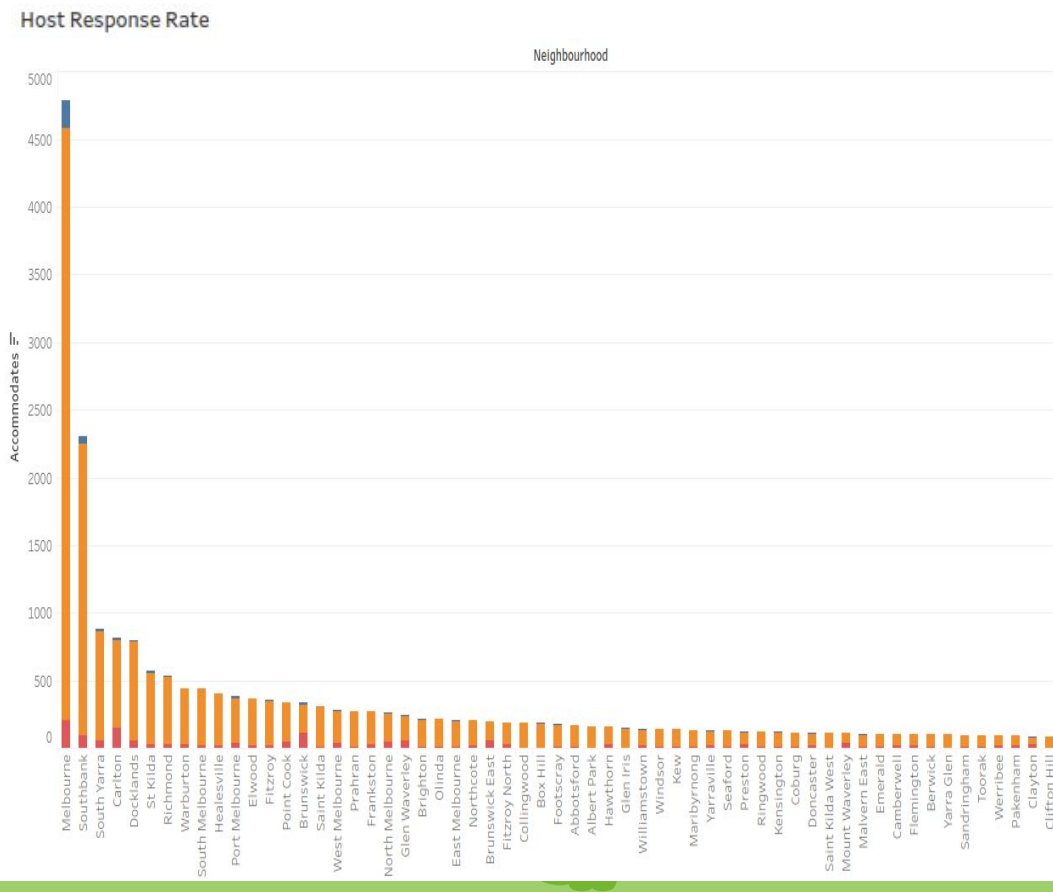
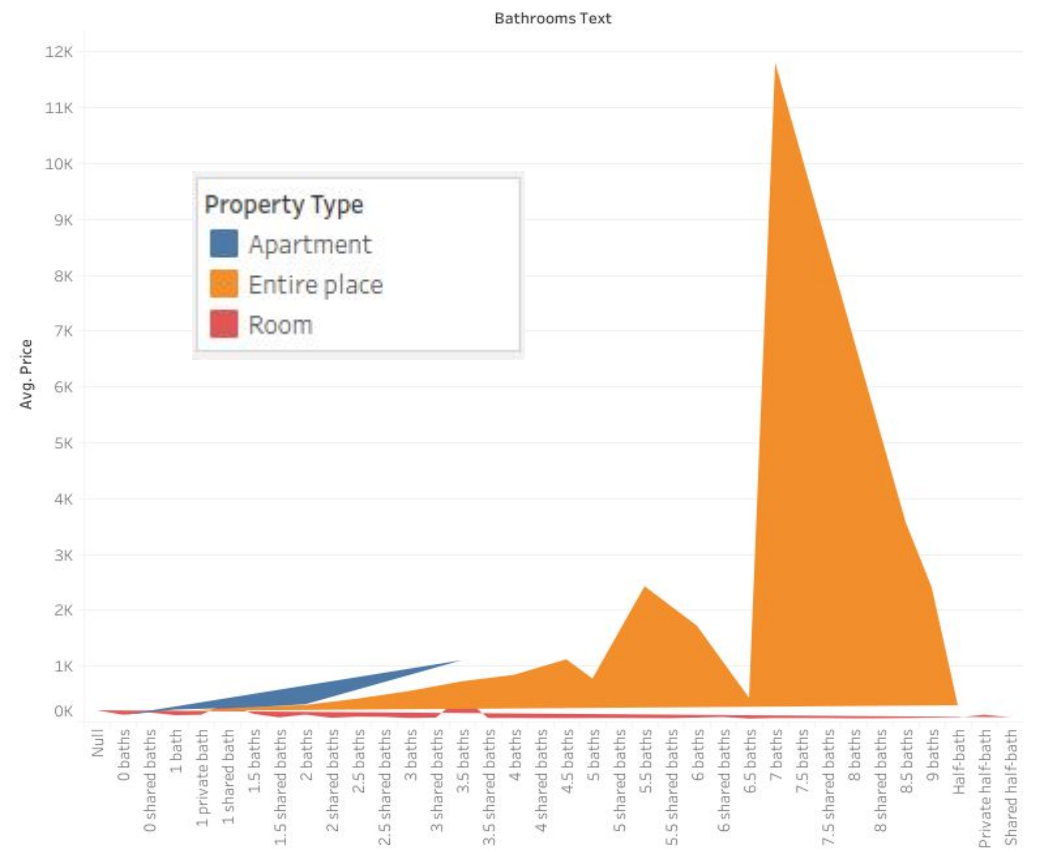
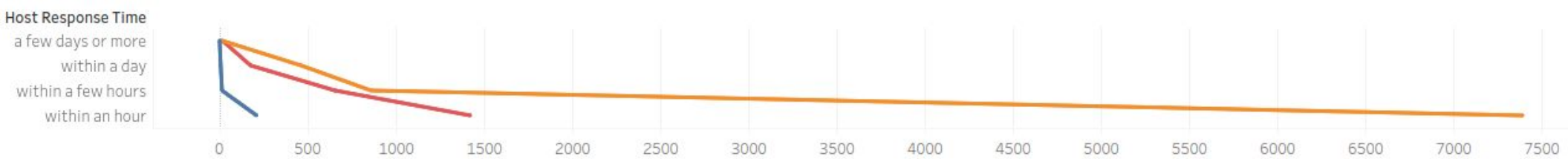


Host Location	Property Type	Avg. Price £	
North Ryde	Room	15,000.00	
Townsville	Room	7,968.50	
Birmingham	Room	5,750.00	
Templestowe	Entire place	2,083.60	
Burnley	Room	1,712.00	
Mooroopna	Entire place	1,500.00	
Dublin	Entire place	1,327.50	
Rauma	Room	1,250.00	
Wandina	Entire place	1,248.00	
France	Entire place	1,100.00	
Avondale Heights	Entire place	1,069.75	
Raurimu	Entire place	1,000.00	
Glenthompson	Entire place	1,000.00	
Kurraba Point	Room	1,000.00	
Merricks North	Entire place	989.00	
Independence	Entire place	980.00	
Westmeadows	Room	945.00	
Balwyn North	Entire place	901.20	
Woolloomooloo	Entire place	900.00	
São Paulo	Entire place	832.50	
Glen Huntly	Room	778.22	
Dixons Creek	Entire place	773.13	
Flinders	Entire place	757.00	
Strathmore	Entire place	750.00	
Noble Park North	Entire place	730.00	
Lisbon	Entire place	700.00	

Property Type

- Apartment
- Entire place
- Room





Thank you for your attention

