■ Insights Summary – Airbnb Listings & Reviews Analysis

1■■ The highest median prices were found in central, tourist-heavy neighborhoods,
often 2–3× higher than outer areas. These premium districts are driving a significant share of total revenue.

2■■ Well-rated listings are not always expensive – even budget properties in suburban areas
received ratings above 90, showing that service quality can outweigh price in guest satisfaction.

3■■ Seasonal booking patterns are clear – review volumes peak mid-year and during holiday months,
with up to 30% more activity compared to off-season periods.

4■■ Entire home/apartment listings dominate revenue share, while shared rooms,
though cheaper, serve a small but loyal budget audience.

5■■ Superhosts lead in performance, with consistently higher occupancy rates and slightly higher
average prices than non-superhosts.

6■■ Listings offering detailed amenities tend to attract better ratings,
with an observed increase of 5–10 review score points compared to sparsely equipped listings.