



AIRBNB PROPERTY MANAGEMENT OPTIMIZATION



**UNLOCKING AIRBNB TRENDS:
A COMPREHENSIVE A
DATA-DRIVEN ANALYSIS**



1. Listings Overview

The Listings Overview dashboard aims to analyze the distribution of Airbnb listings across different cities, neighborhoods, property types, and seasons.

It provides insights into the volume of listings available and identifies patterns based on property type and geographic concentration.

This helps in understanding listing density and market opportunities for strategic decision-making.

Questions

- 1.Total Listings : Analyze the total number of listings available across all cities.
- 2.Listings by Property Type: How many listings are available for each property type
- 3.Listings by Neighborhood: Which neighborhoods have the most listings?
4. Listings by Season: How does the number of listings vary by season?
5. Listings by City: How many listings are available in each city?



Airbnb Listings Overview

Cities

5

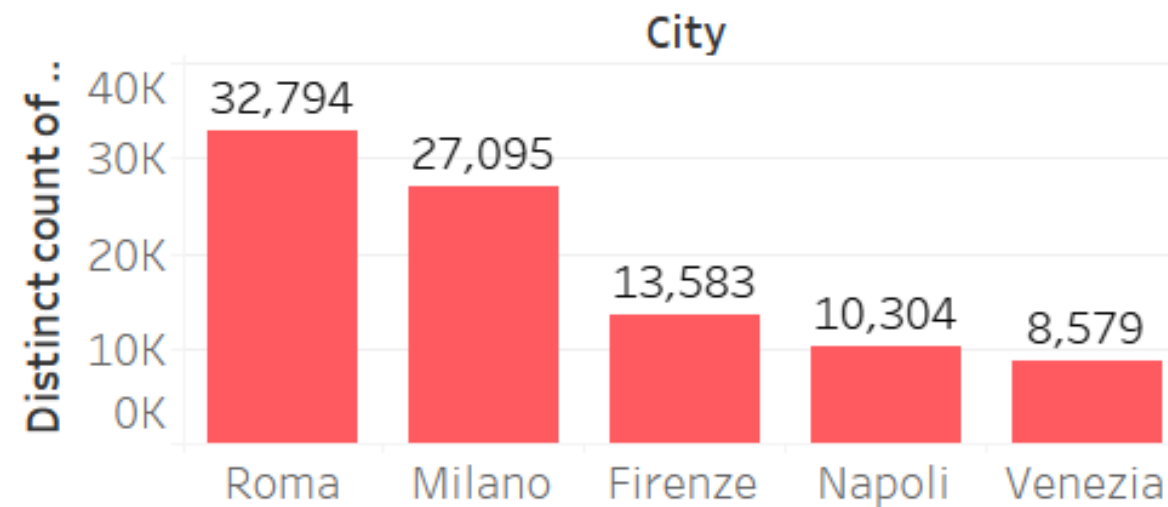
Listings

92,355

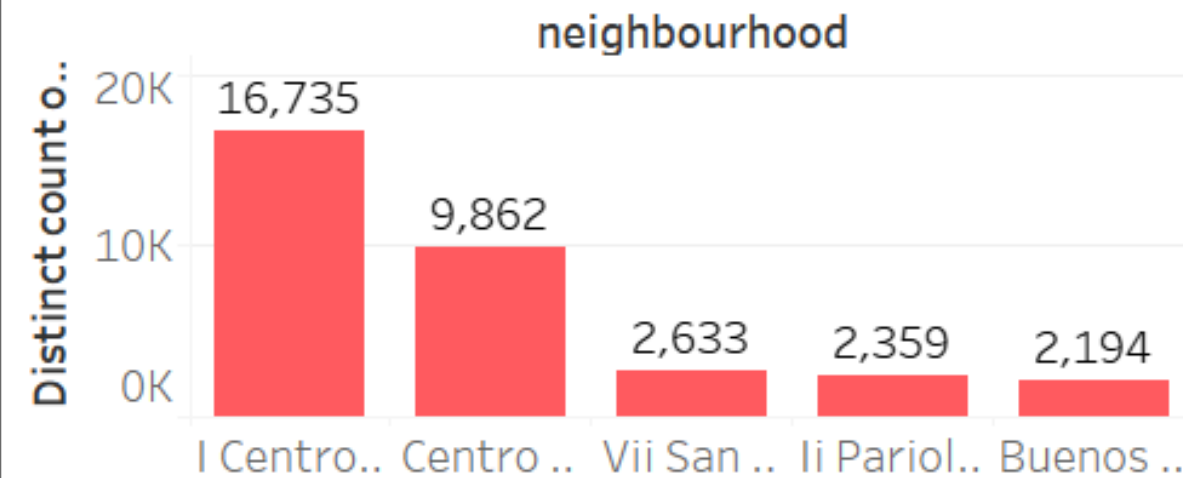
neighbourhood

195

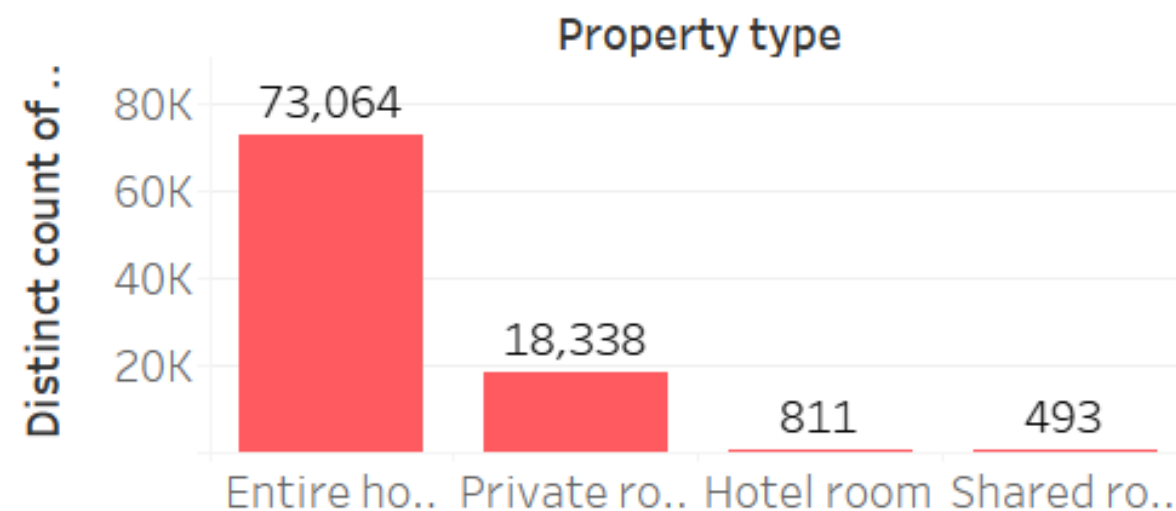
Listings by city



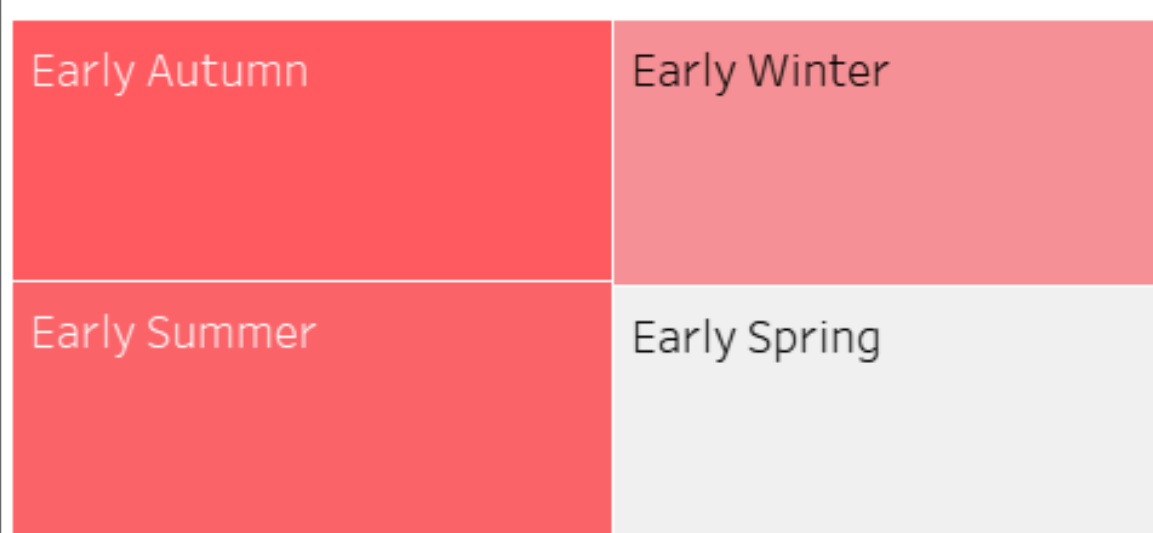
Listings by neighbourhood



Listing by property type



Listing by Season



Pricing Insights

Host Insights

Rating & Review Analysis

Booking Insights

Property Features

Topn neighbourhood

5

City

- ☒ (All)
- ☒ Firenze
- ☒ Milano
- ☒ Napoli
- ☒ Roma
- ☒ Venezia

Key Insights

- 92,355 listings across 5 cities and 195 neighborhoods, showing strong Airbnb presence.
- Entire homes dominate with 73,064 listings (~79%), indicating preference for full-property rentals.
- I Centro Storico (Rome) is the top neighborhood with 16,735 listings, highlighting concentration in historic areas.
- Early Autumn and Early Summer seasons have the highest number of listings, suggesting peak travel periods.
- Rome leads with 32,794 listings, contributing about 35% of the total inventory.



2. Pricing Insights

This dashboard provides a comprehensive analysis of Airbnb pricing trends across seasons, property types, and listings.

It identifies how average prices vary by season, examines the relationship between price and guest ratings, highlights the most expensive listings, and explores how pricing is influenced by the number of bedrooms.

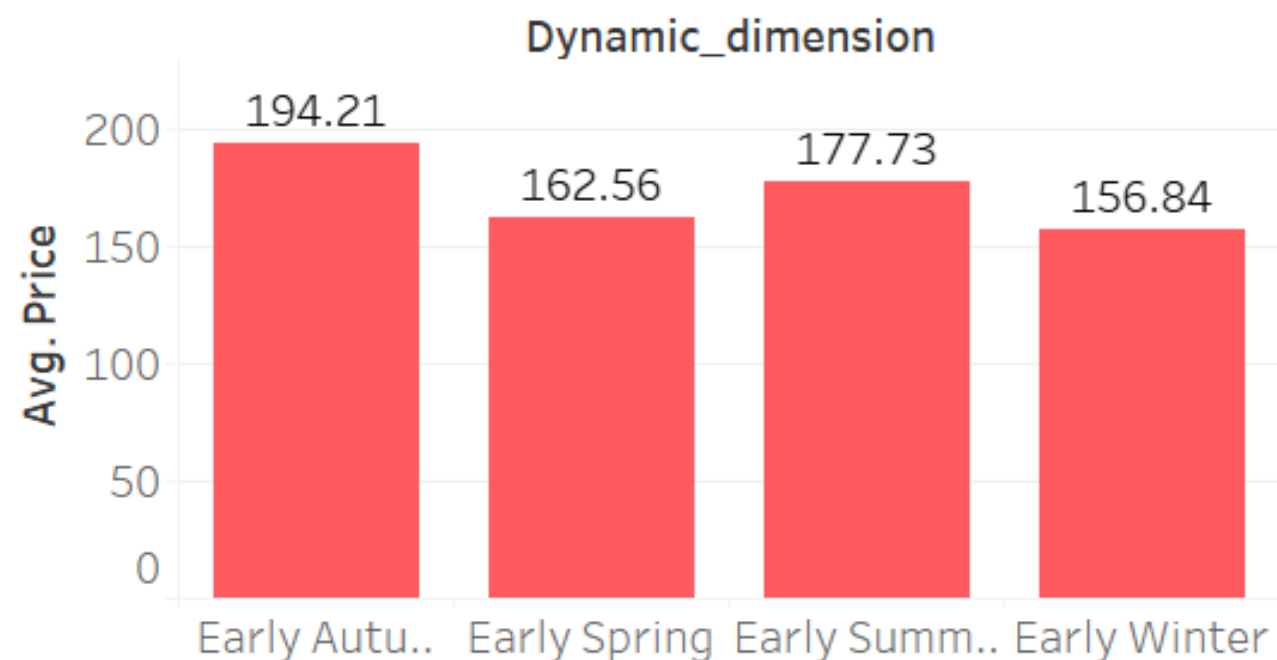
Questions

6. Average Price: What is the average price of listings by property type?
7. Price Range: What is the price distribution across listings?
8. Price by Season: How does the average price vary by season?
9. Price vs. Rating: Is there a correlation between listing price and rating score?
10. Top Expensive Listings: Which are the top 5 most expensive listings and their hosts?

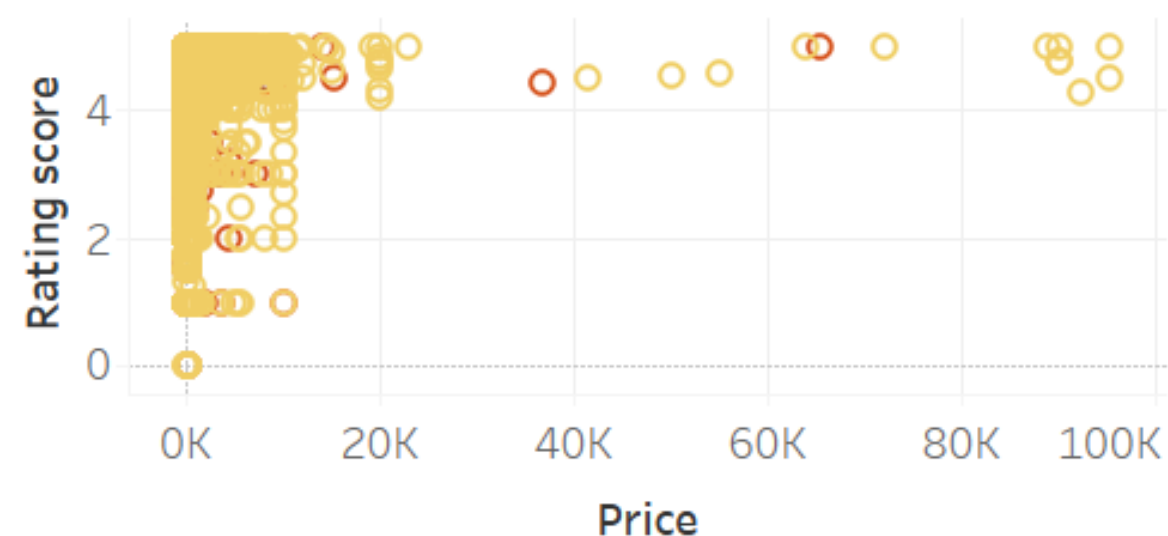


Airbnb Pricing Insights

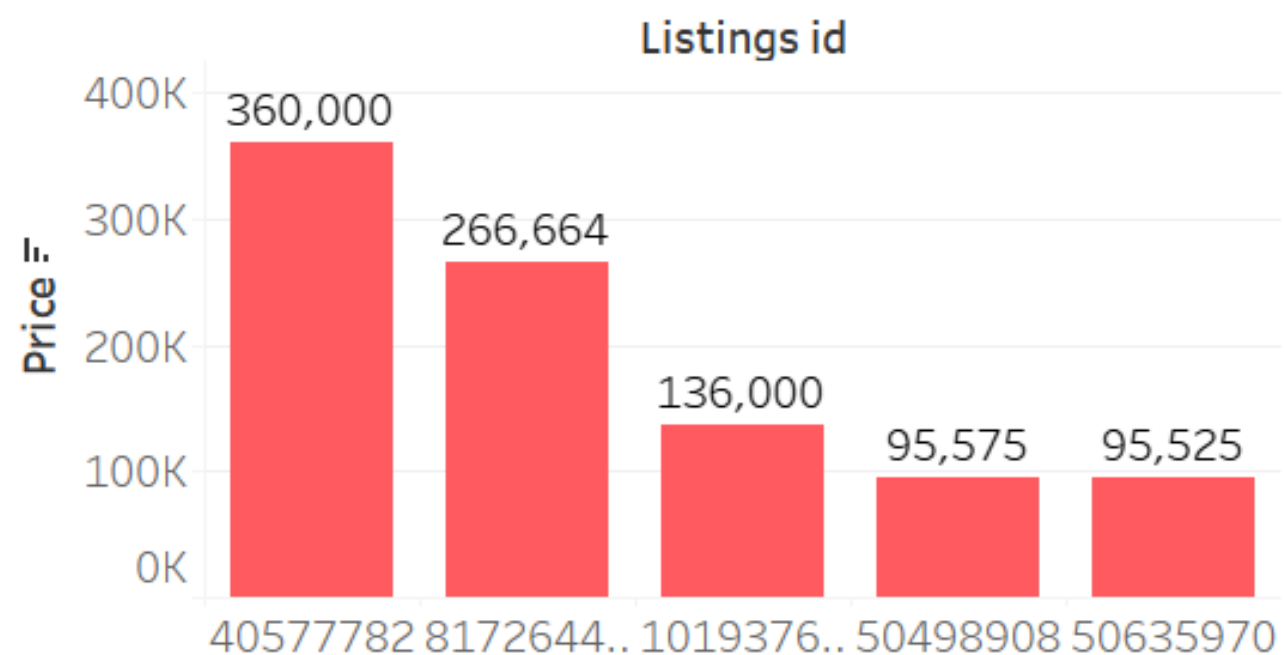
Avg price by Season



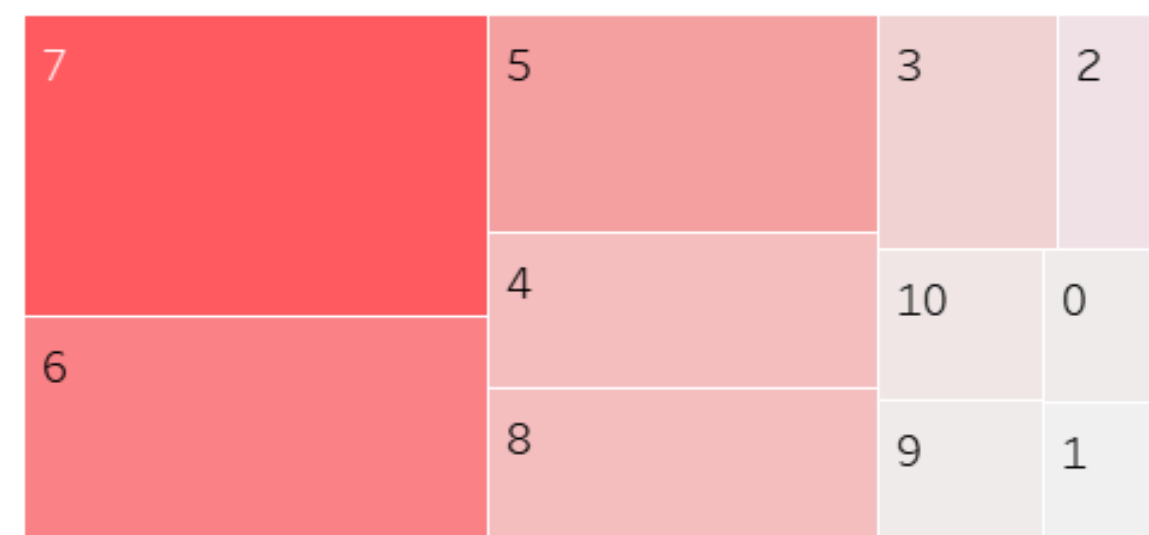
Correlation between listing price and rating score



Top 5 Expensive Listing



Average Price by Number of Bedrooms



Pricing Insights

Host Insights

Rating & Review Analysis

Booking Insights

Property Features

Avg. Price

139.8 1,046.2

Property type

- Entire home
- Hotel room
- Private room
- Shared room

Dynamic Dimensions

Season

Key Insights

- Early Autumn has the highest average listing price at \$194.21, suggesting a peak travel period.
- Early Winter has the lowest average price at \$156.84, offering potential seasonal discounts.
- Minimal correlation between price and rating — higher prices don't guarantee better ratings.
- Listings with 7 bedrooms have the highest average prices, followed by 6 and 5 bedrooms.
- Entire homes dominate the expensive listing category, confirming luxury full-property rentals are highly priced.

★ 3. Host Insights

This section provides an analysis of host activity and characteristics within the Airbnb platform. It highlights the distribution between Superhosts and regular hosts, evaluates the hosting scale by analyzing the number of listings managed by top hosts, and examines the impact of Superhost status on pricing and ratings

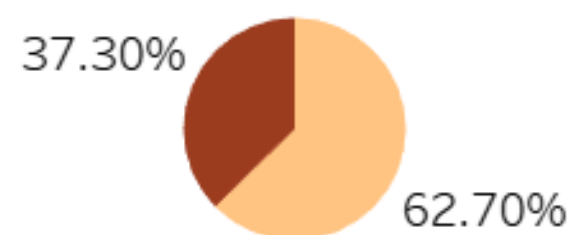
Questions

11. Add a little Host Type: What percentage of listings belong to Superhosts vs. Regular Hosts?
12. Host Listings Count: How many listings does each host have?
13. Top Hosts: Who are the top 5 hosts with the most listings?
14. Superhost Impact: What is the average price and rating for Superhost vs. Regular Host listings?
15. Host Since: How does the number of hosts vary by the year they joined?



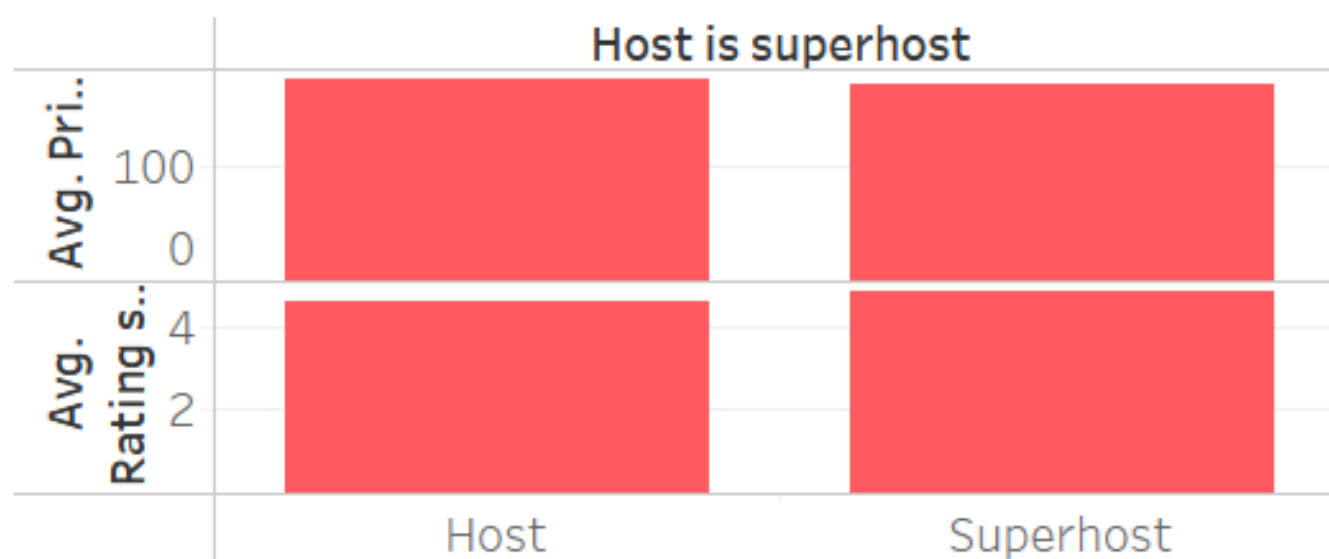
Airbnb Host Insights

Percentage of listings for Superhosts vs. Regular Hosts

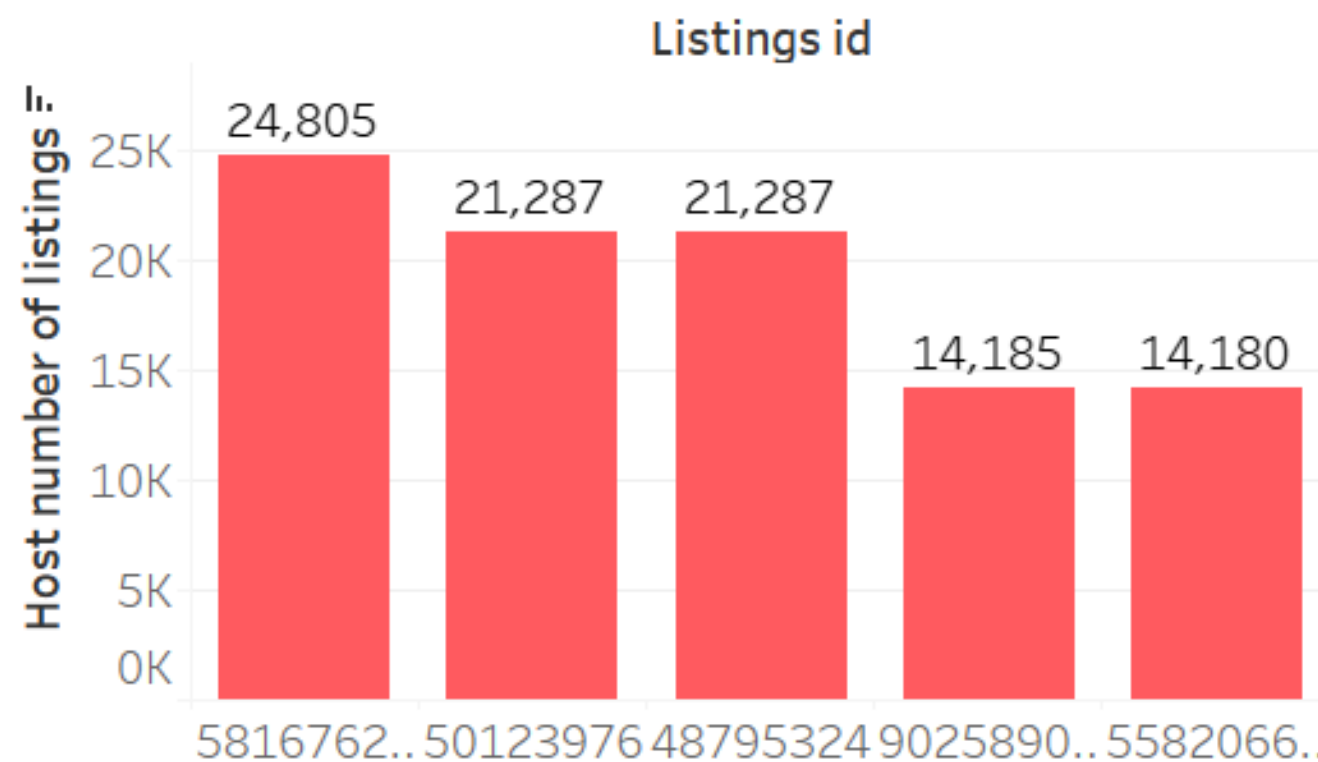


Host
Superhost

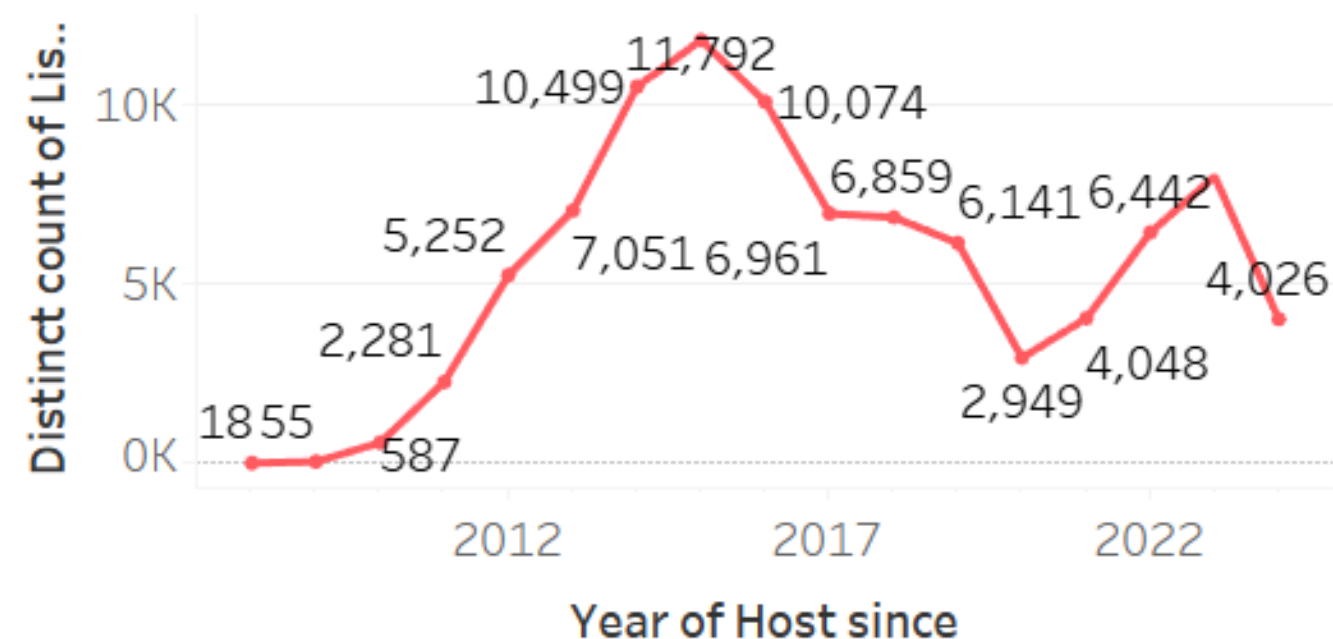
Avg price and rating for Superhost vs. Regular Host listings



Top 5 listing by number of host



Number of hosts vary by the year they joined



Host is superhost

- ☒ (All)
- ☒ Host
- ☒ Superhost

% of Total Count of Listings id



Listings Overview

Pricing Insights

Rating & Review Analysis

Booking Insights

Property Features

Key Insights

- 37% of listings belong to Superhosts, while 63% are from Regular hosts. Regular hosts still dominate the platform.
- The top 5 hosts individually manage a very large number of listings, with the highest host managing ~24,800 listings.
- Superhosts charge slightly lower average prices but achieve higher average ratings compared to regular hosts.
- Better quality experience at relatively competitive pricing.
- Maximum host registrations peaked around 2015-2016.
- Registrations declined during 2020 , but recovered again in 2023.

★ 4. Rating & Review Analysis

This analysis evaluates the quality of Airbnb listings by focusing on average ratings, guest satisfaction across property types, cleanliness, value for money, and review frequency. It provides a comprehensive understanding of customer feedback trends, helping identify areas for maintaining service excellence and enhancing guest experiences.

Questions

16 Average Rating: What is the average rating across all listings?

17. Rating by Property Type: How does the average rating differ across property types?

18. Review Frequency: How many reviews do listings receive per month?

19 Rating Breakdown: How do the different rating categories (cleanliness, value, location) compare?

20. High-Rating Budget Listings: Which listings have a value-for-money score above 4.8 but are priced below the median?



Airbnb Rating & Review Analysis

Listings Overview

Pricing Insights

Host Insights

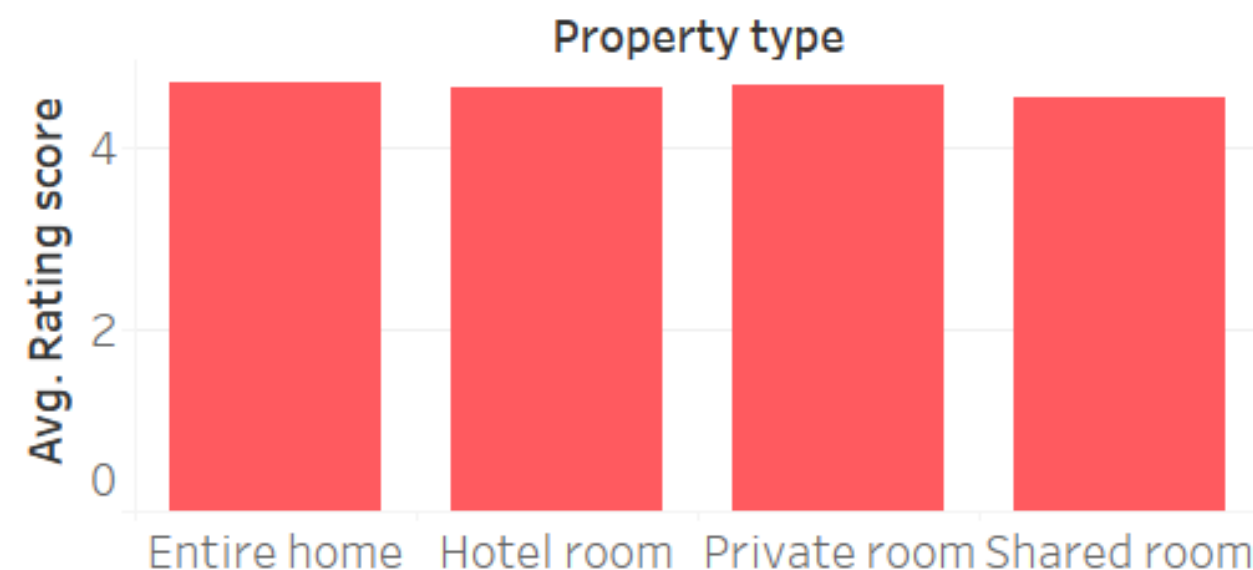
Booking Insights

Property Features

average rating across all listings

4.721

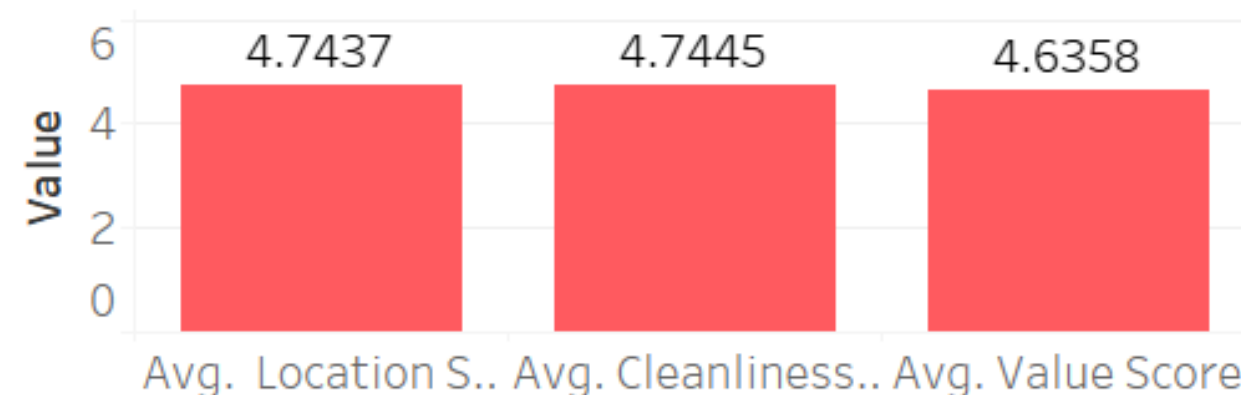
Average rating across property types



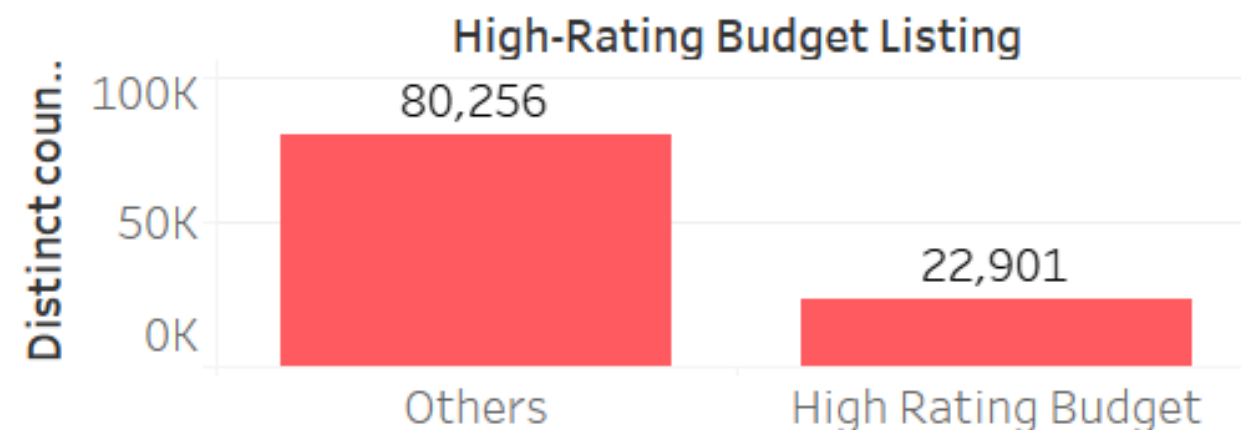
Reviews per month by property type



comparing cleanliness, value, location



Value-for-money score above 4.8 but are priced below the median



Reviews per month

2,197 401,477

Property type

- ☒ Entire home
- ☒ Hotel room
- ☒ Private room
- ☒ Shared room

Key Insights

- Average rating across all listings is very strong at 4.72, indicating overall high customer satisfaction.
- Ratings across property types are fairly consistent, with Private rooms slightly outperforming others.
- Cleanliness and location ratings are above 4.7, while value scores are slightly lower at 4.63, suggesting guests value experience but are somewhat sensitive to pricing
- Majority of monthly reviews come from Entire Home listings, highlighting their popularity and frequent turnover.



5. Availability & Booking Insights

This dashboard analyzes Airbnb listing availability and booking trends. It highlights seasonal booking fluctuations, top-performing cities, recent active listings, and host longevity patterns. The insights provide a clear view of availability dynamics, helping optimize listing strategies and understand booking behaviors across seasons.

Questions

- 21. Seasonal Booking Trend: How does the number of bookings change over the months?
- 22. Booking by City: Which city has the highest number of bookings?
- 23. Review Count by Season: How do reviews vary by season?
- 24. Active Listings: How many listings were active in the last 3 months?
- 25. Longest-Running Hosts: Which hosts have been active for the longest period?

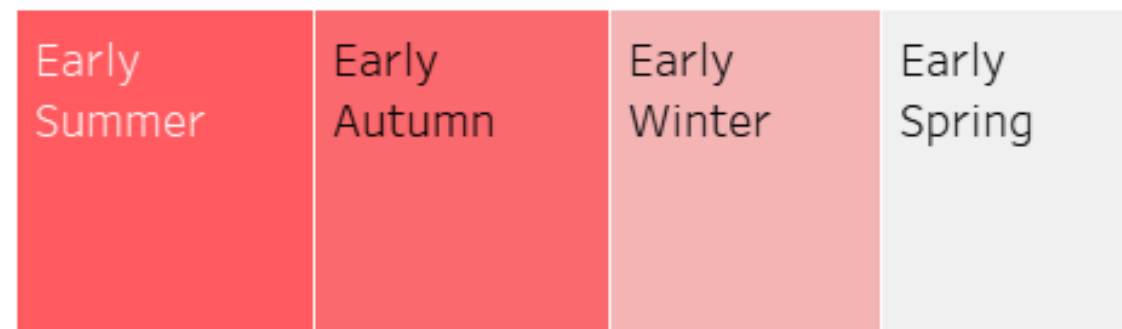


Availability & Booking Insights

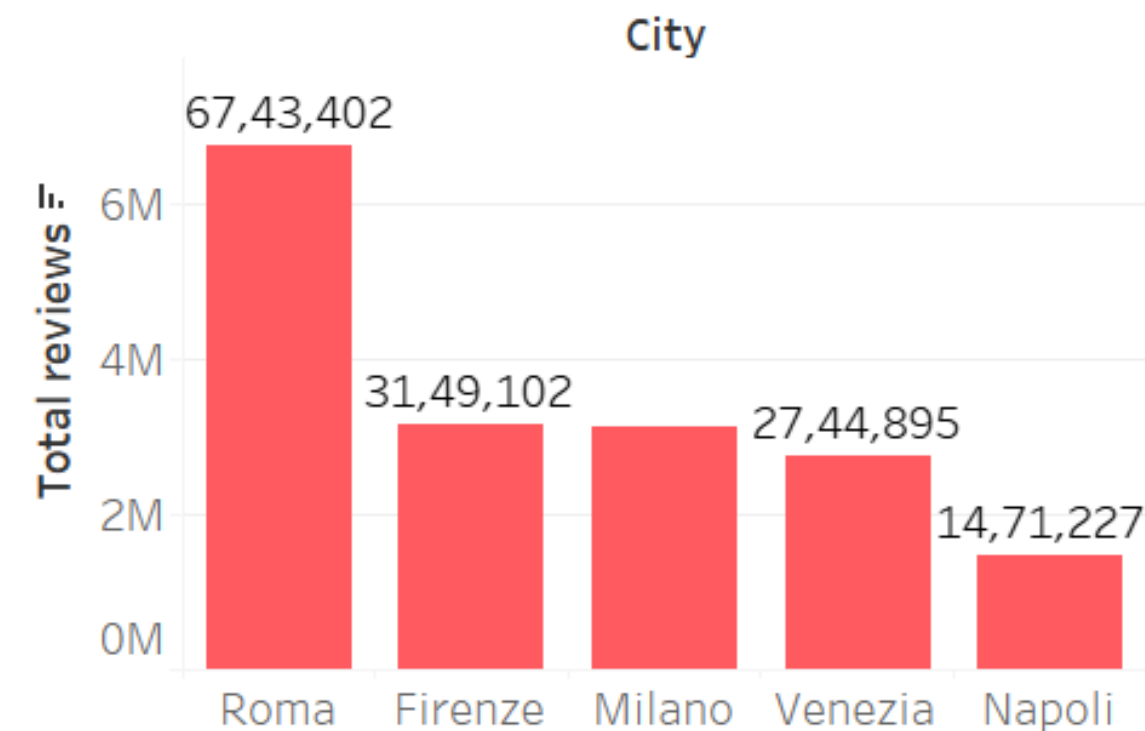
How many listings were active in the last 3 months?

92,355

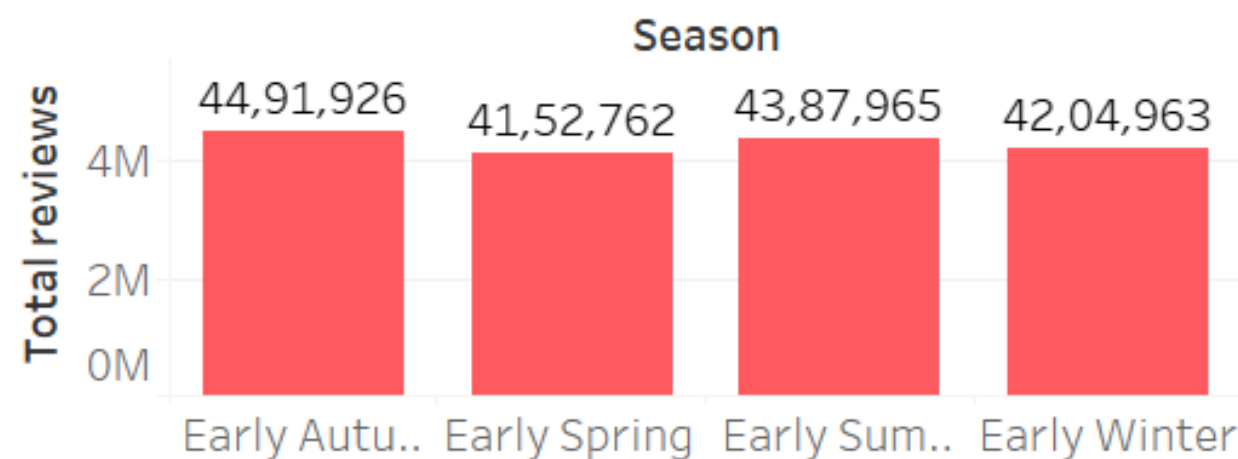
Bookings change over the months



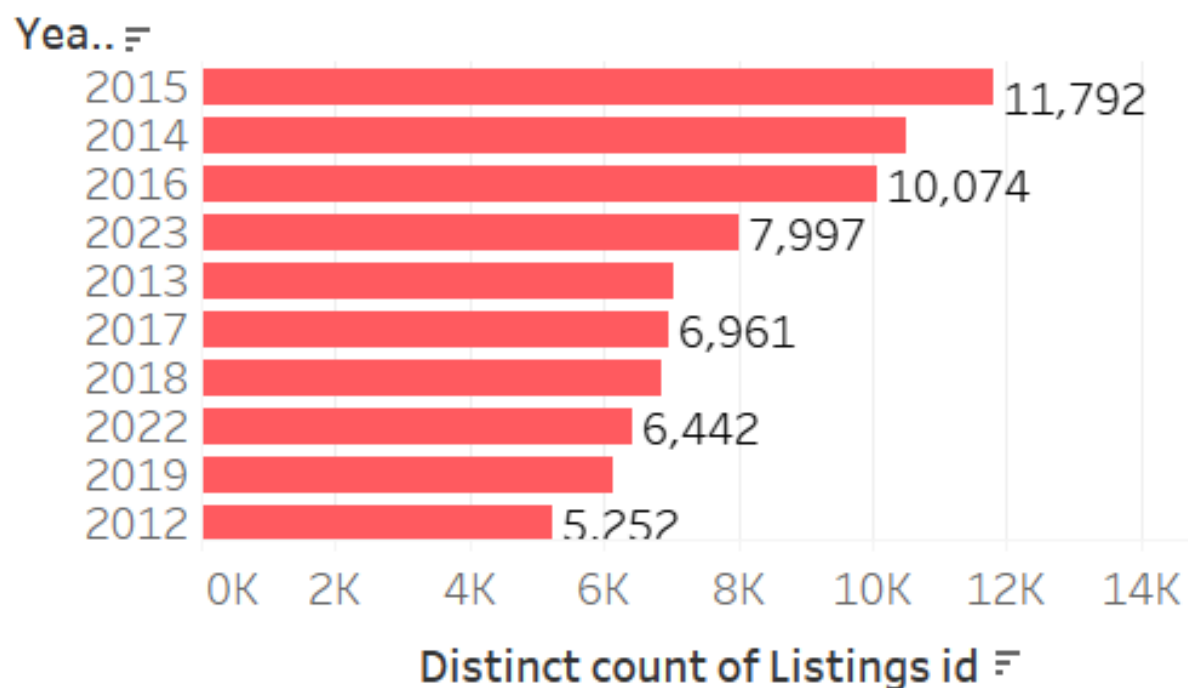
Highest number of bookings



Reviews vary by season



Host active for the longest period



Listings Overview

Pricing Insights

Host Insights

Rating & Review Analysis

Property Features

Season

- ☒ (All)
- ☒ Early Autumn
- ☒ Early Spring
- ☒ Early Summer
- ☒ Early Winter

Key Insights

- Around 92,355 listings were active in the last 3 months, indicating strong platform engagement.
- Booking volumes peak during Early Summer and Early Autumn seasons.
- Rome has the highest number of bookings among all cities, significantly higher than others like Florence and Milan.
- Seasonal reviews are relatively balanced, but Early Autumn leads slightly in total reviews.
- Hosts who joined around 2014–2015 remain the most active, showing long-term engagement.



6. Amenities & Property Features

The Amenities & Property Features dashboard provides a detailed view of the characteristics and facilities offered by Airbnb listings. It showcases the distribution of common property types across different neighborhoods, identifies how many listings are designed to accommodate larger groups (4+ guests), and illustrates the availability of private versus shared bathrooms. The dashboard also compares the average price and rating across property types such as entire homes, hotel rooms, private rooms, and shared rooms.

Questions

26. Bedrooms & Beds: How many listings have 1, 2, 3+ bedrooms?

27. Bathroom Type: What is the distribution of private vs. shared bathrooms?

28. Max Allowed Guests: How many listings can accommodate 4+ guests?

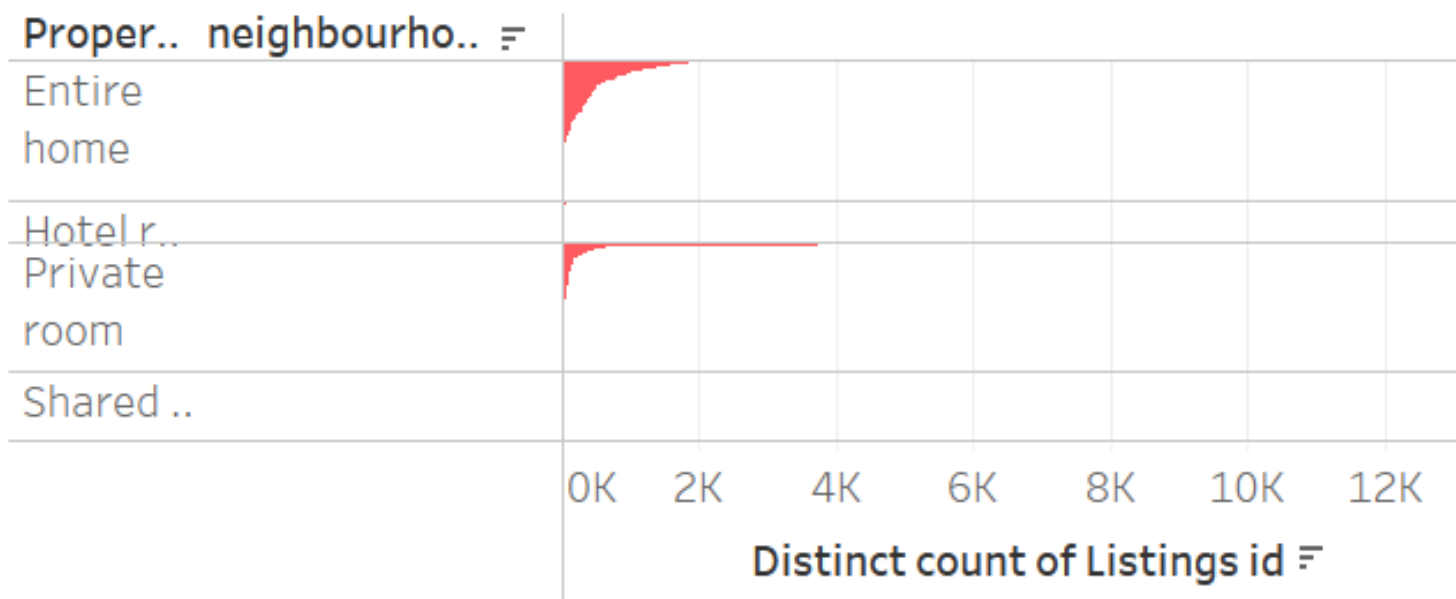
29. Entire Home vs. Private Room: What is the price and rating difference between entire homes and private rooms?

30. Property Type by Neighborhood: What are the most common property types in each neighborhood?

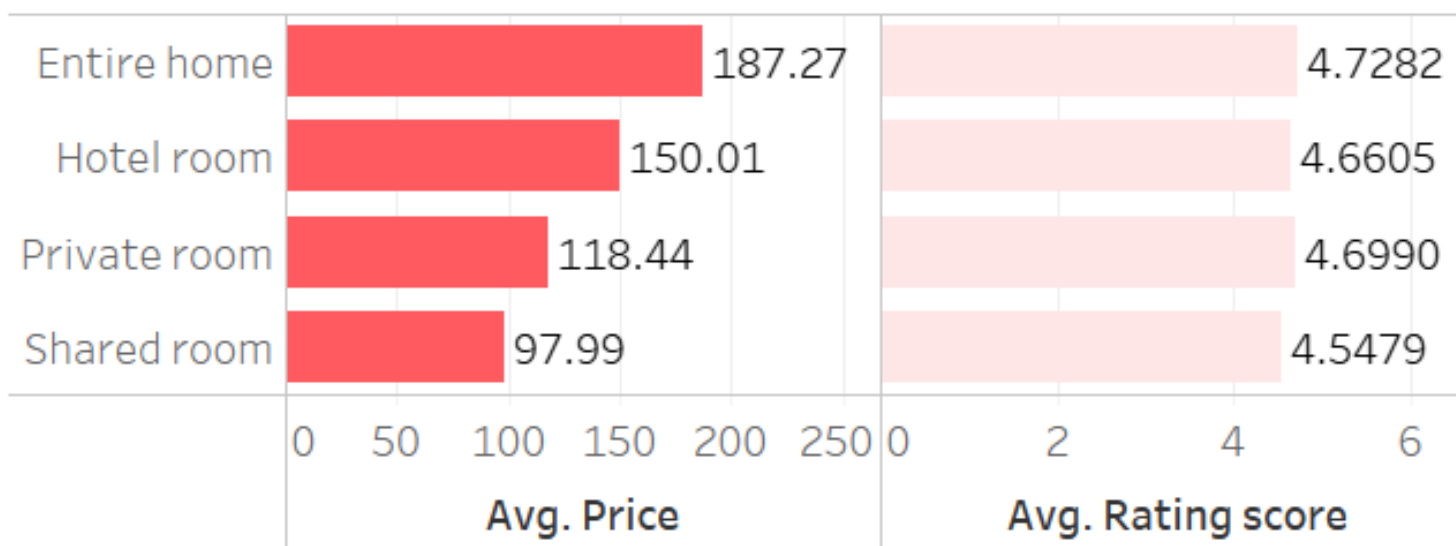


Amenities & Property Features

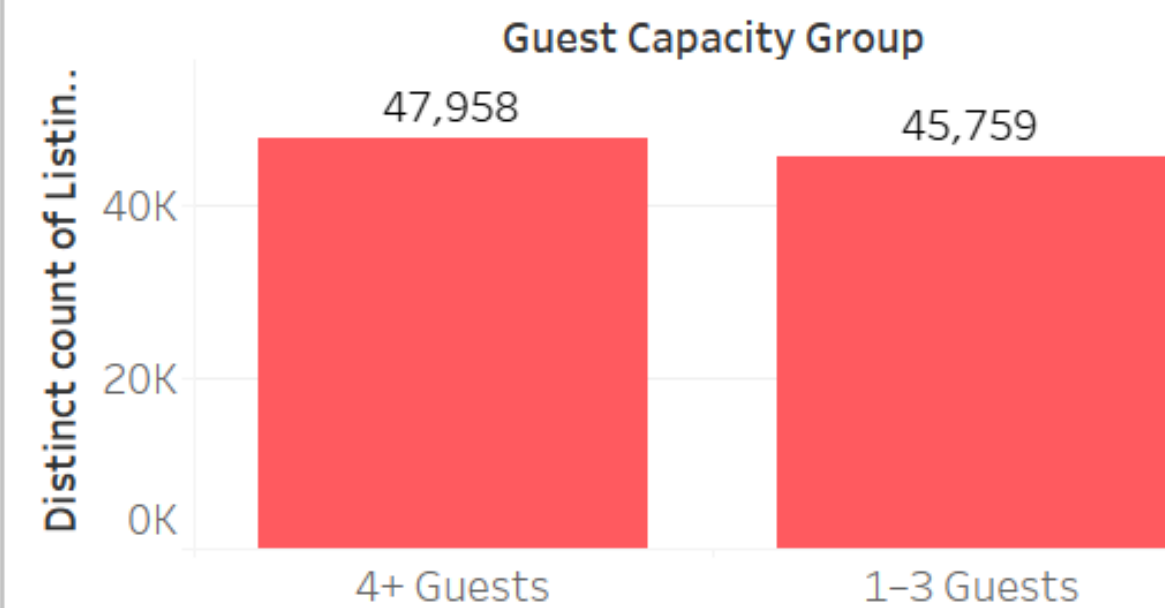
Common property types in each neighborhood



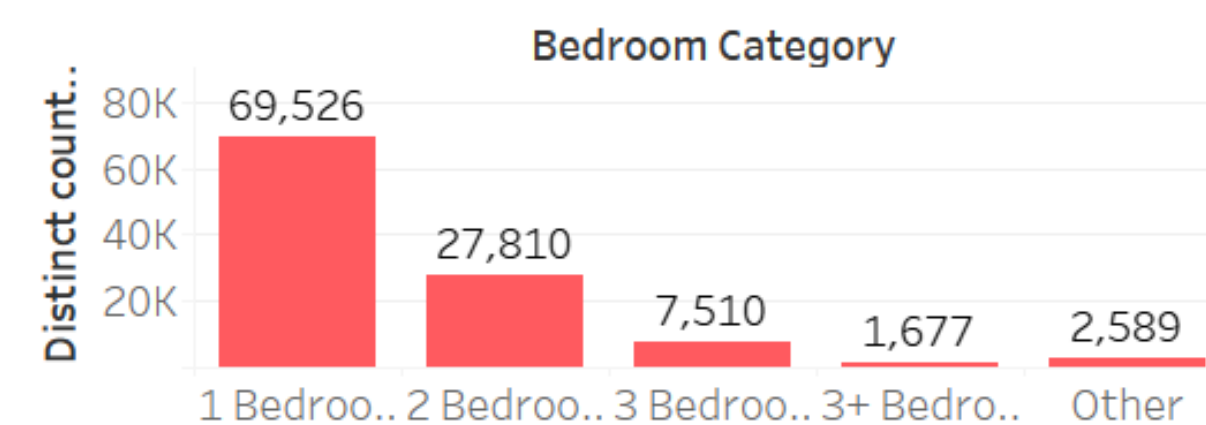
Price and rating difference between entire homes and private rooms



listings that accommodate 4+ guests

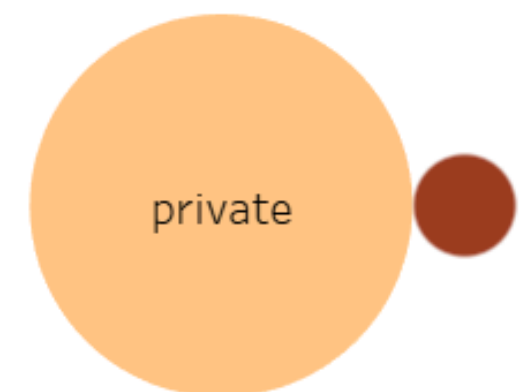


No. of listings have 1, 2, 3+ bedrooms



Bathrooms: private (orange), shared (brown)

Distribution of private vs. shared bathrooms



Listings Overview

Pricing Insights

Host Insights

Rating & Review Analysis

Booking Insights

Key Insights

- Entire homes are the most common property type across neighborhoods, followed by hotel rooms and private rooms.
- Entire homes have the highest average price but also achieve strong average ratings.
- Shared rooms are the most affordable option but have comparatively lower ratings than other property types.
- Listings with one bedroom dominate, significantly outnumbering 2-bedroom and 3+ bedroom properties.
- Private bathrooms are far more common than shared bathrooms across all listings.
- Most neighborhoods show a preference for listing entire homes over other types.

THANK YOU