Airbnb Superhost Analysis – Italy

Intro – "Airbnb Naples: Market Insights Dashboard"	"Host Performance Overview"	"Guest Experience and Communication"	"Superhost Distribution by Property Type"
Objective: This analysis explores key performance indicators and hosting trends for Airbnb listings in Naples...	Superhosts consistently outperform regular hosts in both review volume and ratings. The visuals highlight how host status influences g..	This section compares communication quality across hosts and explores how responsiveness impacts guest ratings...	Superhosts dominate certain property types, suggesting a link between experi..

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Objective: Explore what makes an Airbnb host a Superhost across Italy.
Focus: Key metrics, review patterns, and host characteristics.
Insights: Highlights include ratings, number of reviews, and host behavior trends.

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Note: For deeper analysis—including Python notebooks, advanced calculations, and additional visualizations—please visit the GitHub

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- Ratings & Reviews
- Communication
- Listing Features
- Patterns by City

Total Reviews

Host	2,011,082
Superhost	2,376,609

Average Rating by Host Type

Host Is Superhost

Host: 4.64
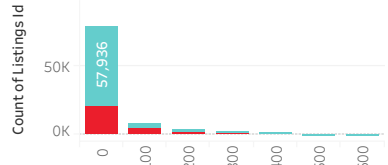Superhost: 4.86

(Avg. Rating Score — bar chart, Host vs Superhost)
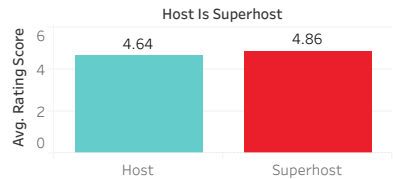
Superhosts consistently achieve higher average ratings than regular hosts. This pattern indicates that factors such as responsiveness, accuracy, and overall quality of are key differentiators in achieving Superhost status.

Total Listings

63,585
28,578

Number of Reviews by Superhost Status

Number of Reviews (binned)

(Count of Listings Id vs Number of Reviews binned — 57,936 at bin 0)

The histogram shows that most host receive a moderate number of review while **Superhosts tend to accumulate more reviews.** This highlights that higher engagement and experience contribute to achieving Superhost status.

This scatter plot illustrates the relationship

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Analysis – Italy**

Ratings & Reviews

Communication

Listing Features

Patterns by City

Avg Communication Score by Host Type

Host Is Superhost

Communication Score by Host Type and City

	Host Is Superhost			
City	Host		Superhost	
Firenze	🔴	4.76	🔴	4.93
Milano	🔴	4.75	🔴	4.92
Napoli	🔴	4.79	🔴	4.93
Roma	🔴	4.79	🔴	4.93
Venezia	🔴	4.69	🔴	4.90

Communication Quality vs. Number of Reviews by Host Type

These visuals show that communication quality
strongly differentiates Superhosts from regular
hosts. Superhosts consistently achieve higher
communication scores and tend to have more reviews

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Average Guests by Host Type

3.54   3.67

(Avg. Maximum Allowed Guests)
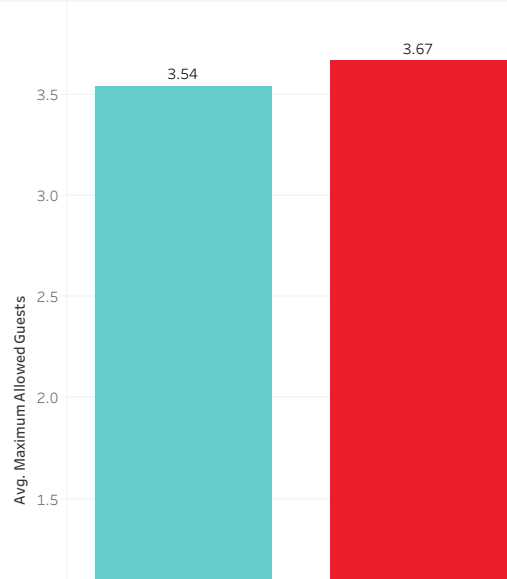
Superhosts by Property Type

Property Type	Host	Superhost
Entire home	49,153	23,610
Hotel room	573	236
Private room	13,435	4,674
Shared room	424	58

The majority of **Superhosts** manage entire homes or

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"Host Performance Overview"

Superhosts consistently outperform regular hosts in both review volume and ratings...

"Guest Experience and Communication"

This section compares communication quality across hosts and explores how responsiveness impacts guest ratings...

"Superhost Distribution by Property Type"

Superhosts dominate certain property types, suggesting a link between experience and property management...

"City-Level Listing Insights"

This interactive treemap lets you explore the relationship between city, number of beds, and host performance...

Airbnb Superhost Analysis – Italy

- Ratings & Reviews
- Communication
- Listing Features
- **Patterns by City**

City-wise Listing Concentration and Average Ratings

Roma 0	Roma 2
Roma 8	Roma 4
Roma 3	Roma 1

Roma 6 / Roma 10 / Roma 5

Roma 9 / Roma 7

Roma 0 / Roma 1 / Roma 3 / Roma 5 / Roma 4

Roma 6 / Roma 9

Roma 8 / Roma 2 / Roma 10 / Roma 7

Roma 8 / Roma 2

Roma 0 / Roma 1

Roma 4 / Roma 3

Roma 10 / Roma 6

Roma 5

Roma 6 / Roma 7

Roma 1 / Roma 2

Roma 5 / Roma 3

Roma 4 / Roma 8

City
- ☐ Firenze
- ☐ Milano
- ☐ Napoli
- ☑ Roma
- ☐ Venezia

Host Is Superhost
- ☑ Host
- ☑ Superhost

Count of Listings Id
1 ▮▮▮▮▮ 9,014