



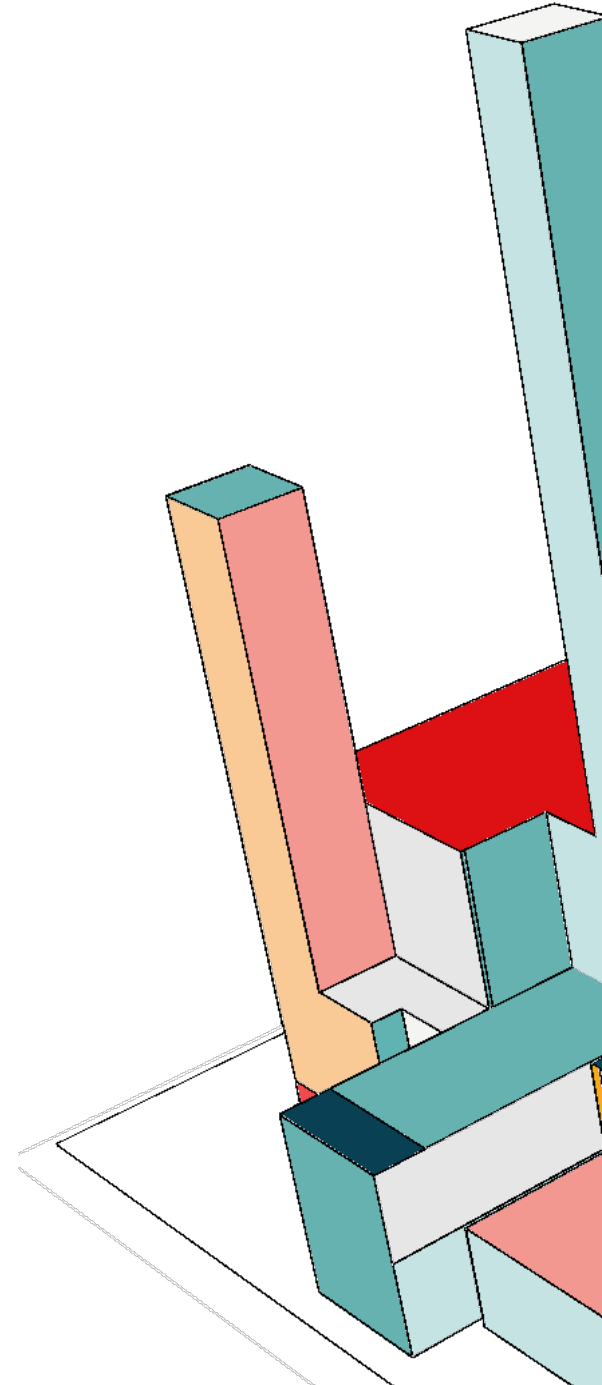
AIRBNB INVESTMENT OPPORTUNITY

AGENDA

Helping You Make an Informed Investment Decision

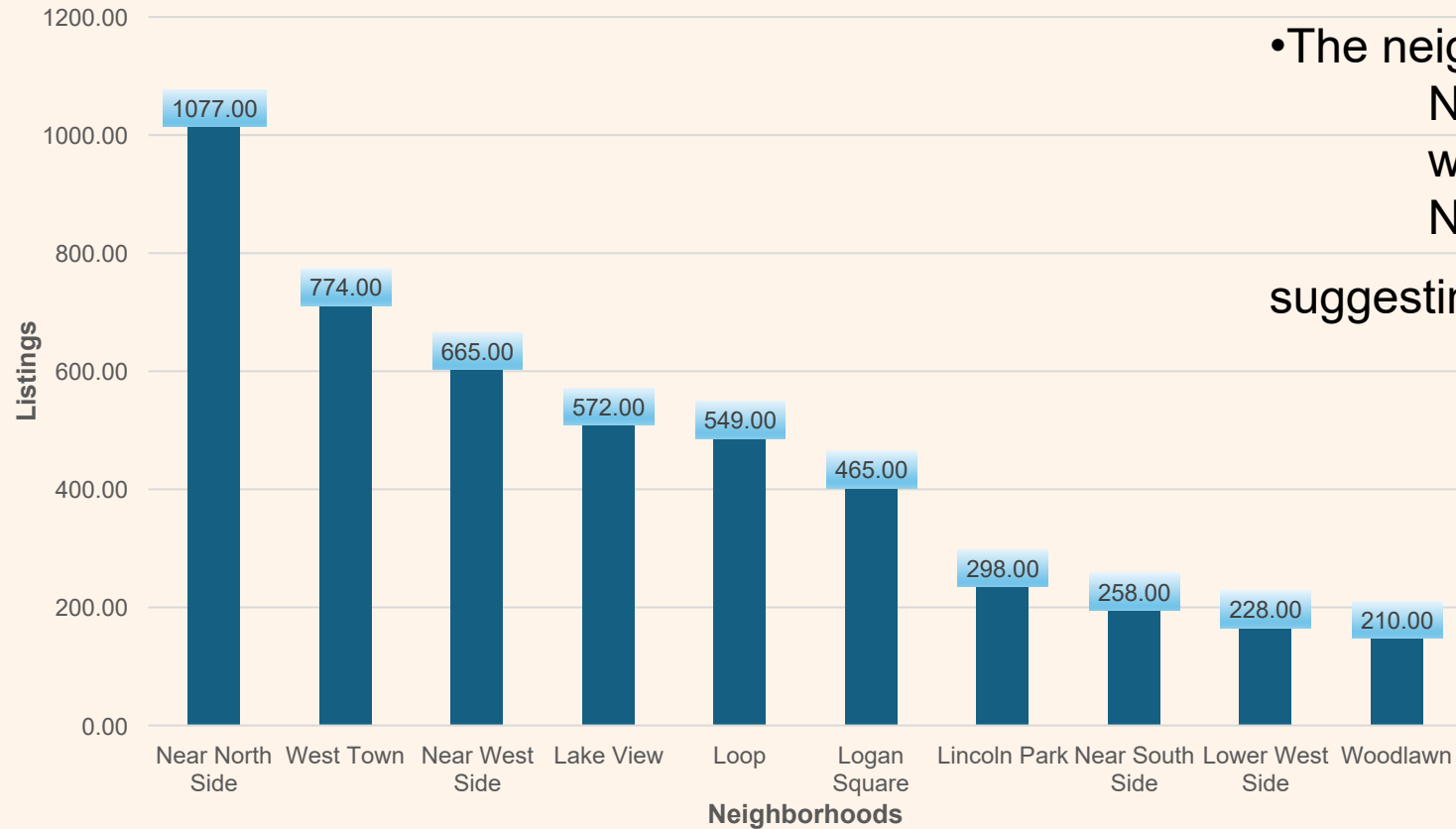
Content:

- **Objective:** We aim to analyze the performance of Airbnb listings in Chicago to help our client make an informed decision about where to invest in a property.
- **Focus Areas:**
 - Which neighborhoods host the most listings?
 - What property types receive the most positive reviews?
 - How much revenue do successful hosts generate?



NEIGHBORHOODS WITH THE MOST LISTINGS

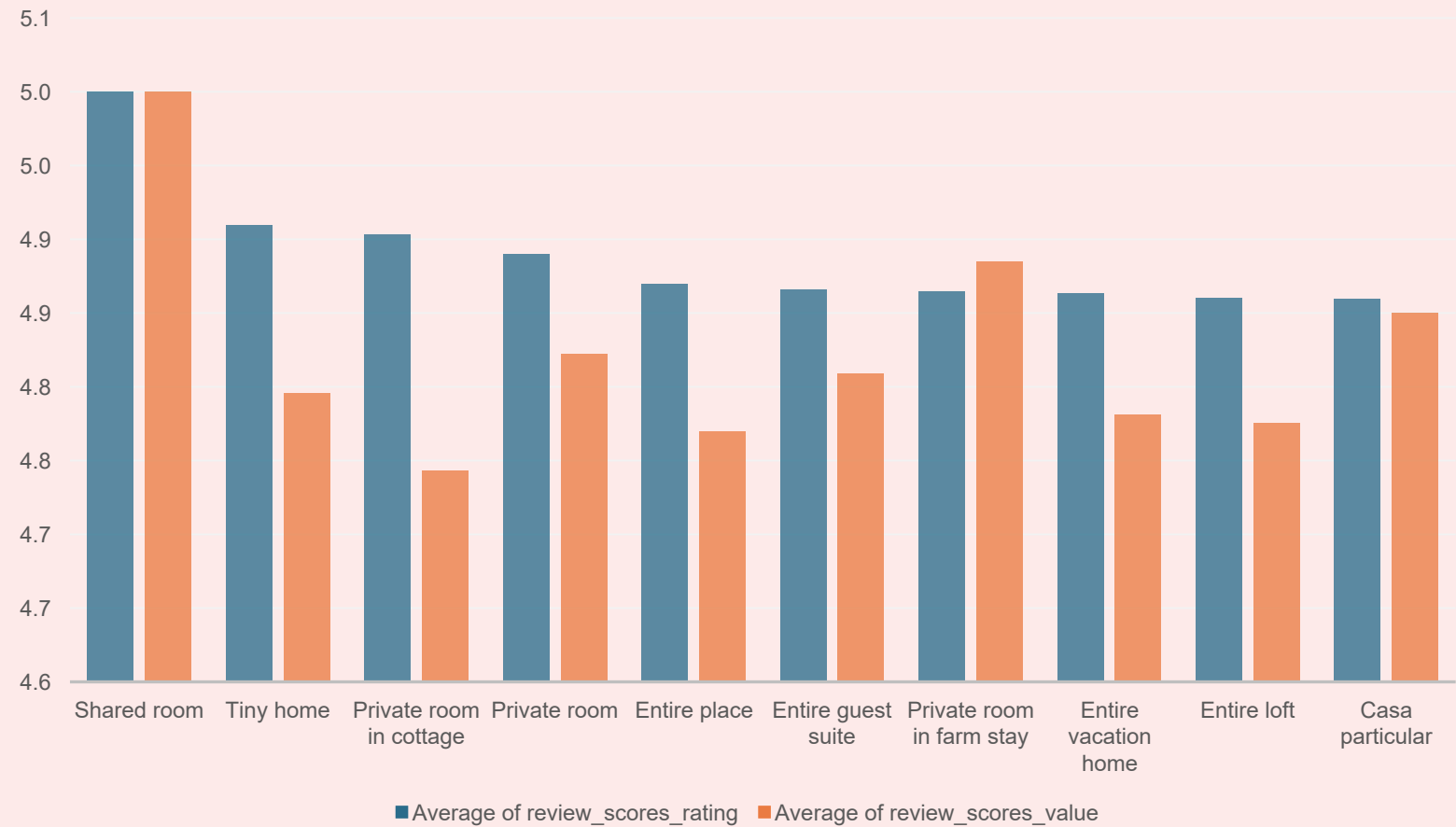
Which neighborhoods has the most listing?



- The neighborhoods with the most listings are:
Near North side- 1077 listings
west town-774 listings
Near West side-665 listings
suggesting they are prime locations for investing.

PROPERTY TYPES WITH THE MOST POSITIVE REVIEWS

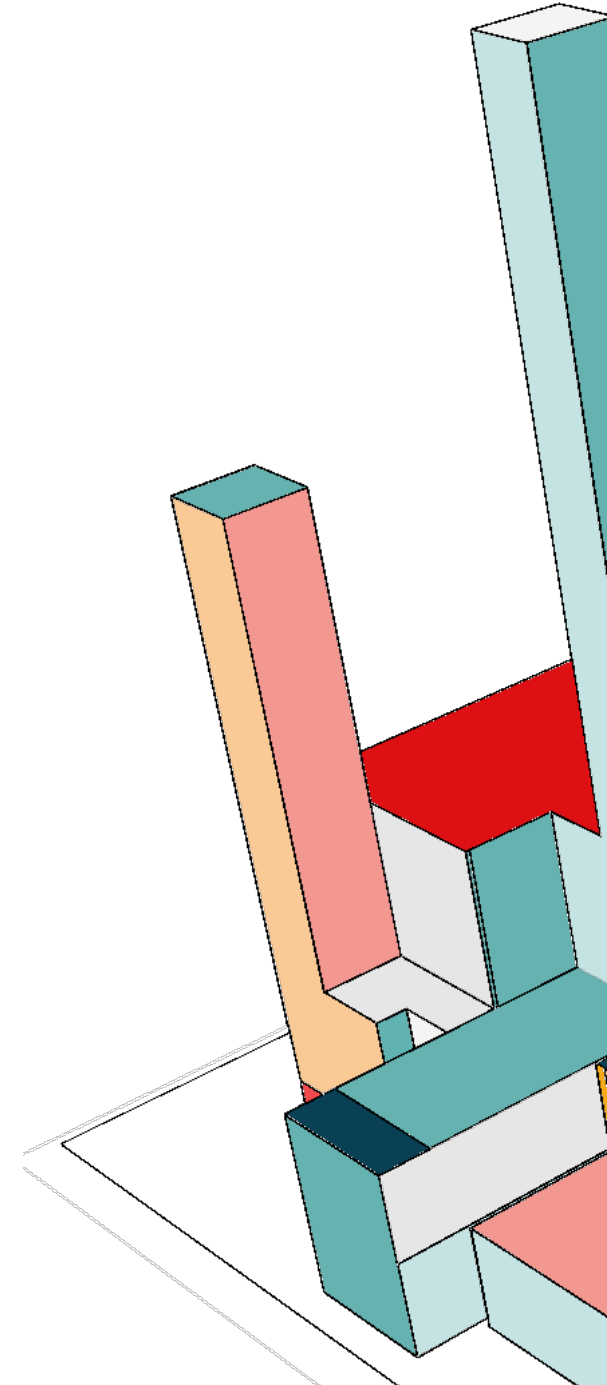
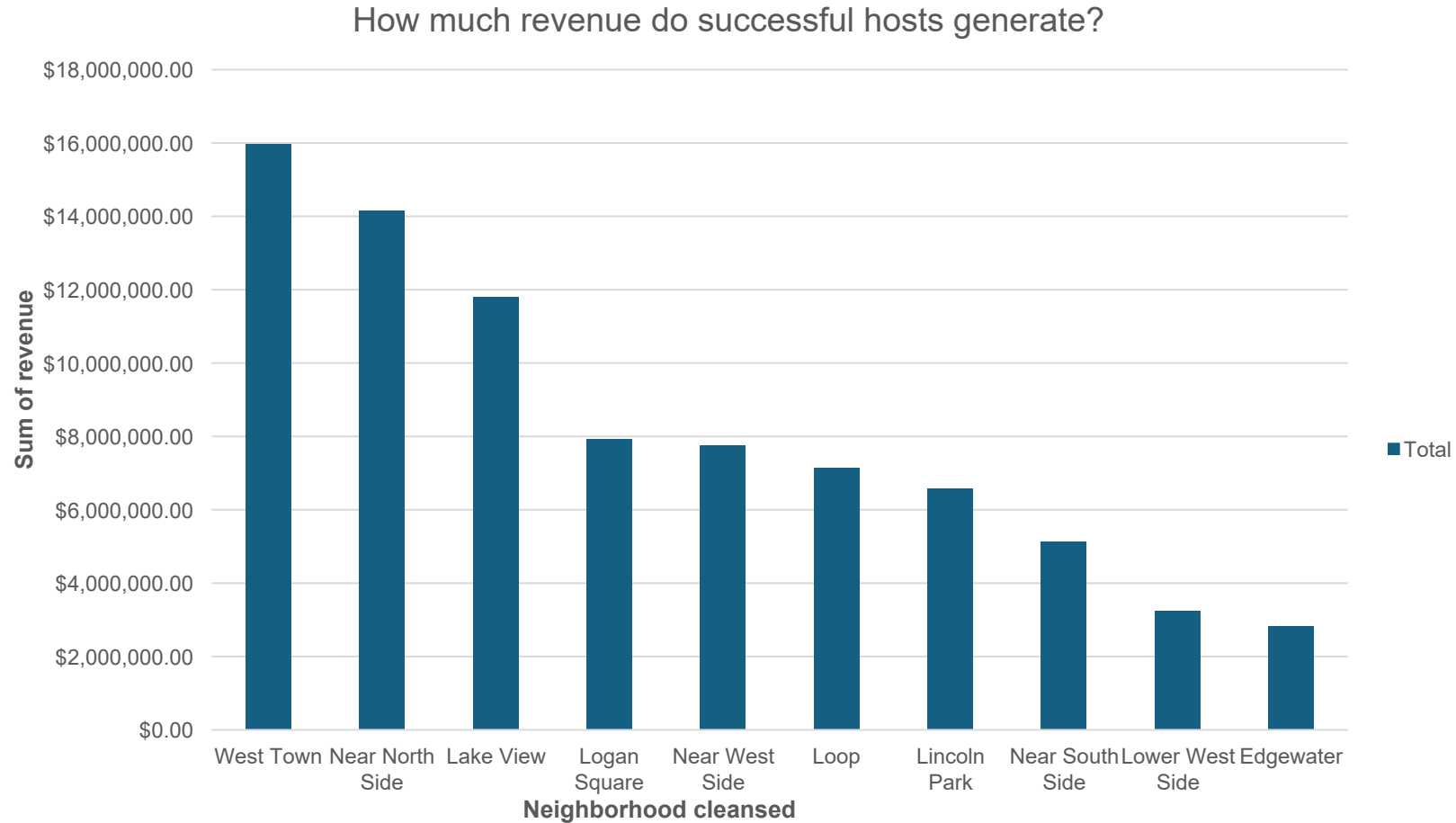
Average Review Scores by Property Type

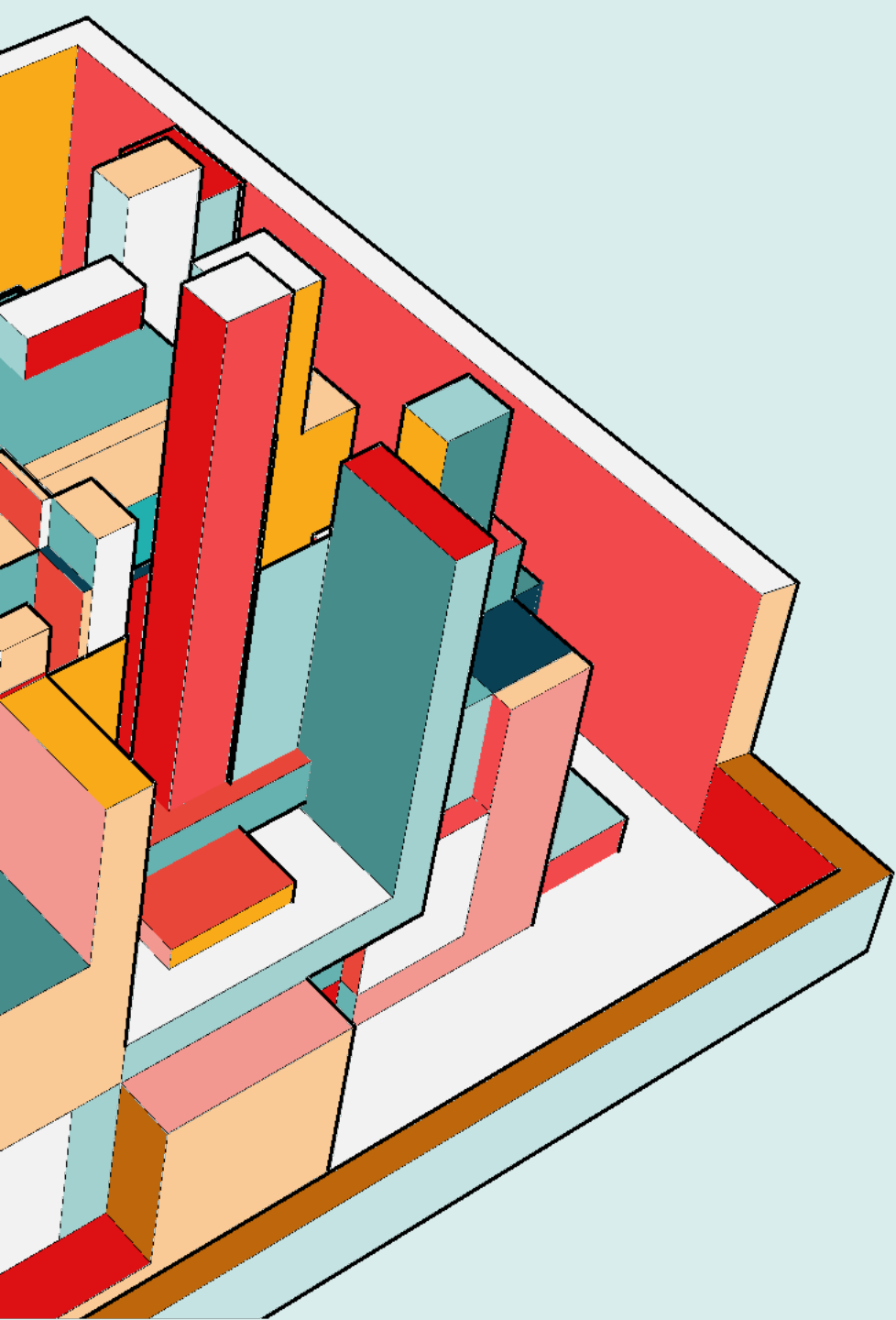


- Certain property types, such as **Shared rooms** and **Private rooms**, tend to get higher ratings from guests.
- Positive reviews indicate that these property types are more likely to attract repeat guests and yield higher occupancy.
- This suggests that focusing on these property types could be a good investment strategy.

REVENUE POTENTIAL OF SUCCESSFUL HOSTS

- Successful hosts, defined as those with **good reviews (above 4.5 stars)** and **occupancy rate(above 75)**, generate significant revenue.





FINAL RECOMMENDATIONS & NEXT STEPS

- **Invest in High-Demand Neighborhoods:** Consider neighborhoods like **West Town** and **Near North Side** for higher listing volumes and strong guest interest
- **Focus on High-Review Property Types:** **Shared Rooms** and **Entire Homes** tend to have the highest ratings, ensuring customer satisfaction.
- **Consider Revenue Potential:** Successful hosts can generate substantial revenue.

THANK YOU

Kalkidan Meshesha

