HOTEL AGGREGATOR PROJECT

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Overview of this presentation

Problem Statement:

Brief Explanation of the aim of this project and what we want to achieve.

Dataset cleaning & Prep:

Getting to know our Dataset, describing, cleaning and preparing it for analysis.

Analysis in Tableau:

Data Analysis using Tableau for clear Visualization

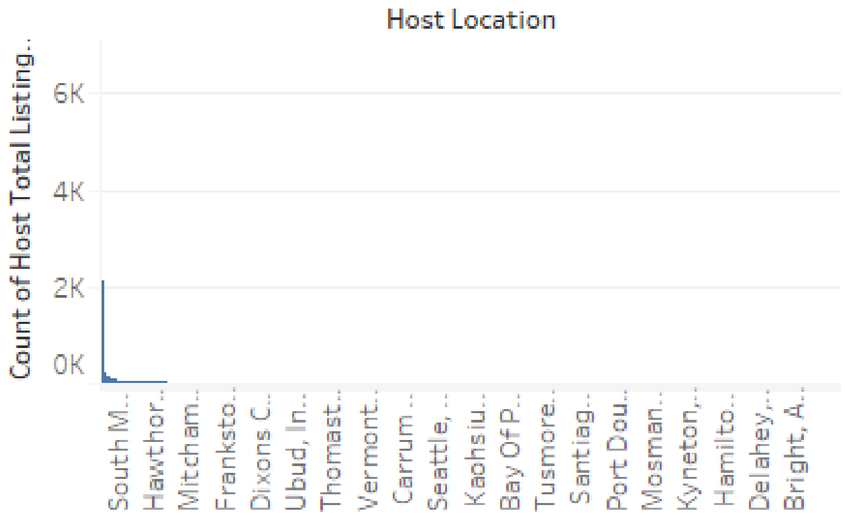
Findings:

Showcasing our results in a Tableau Dashboard and reports.

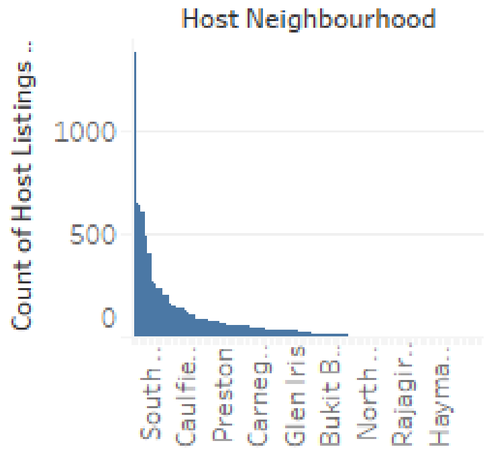
Recommendations:

Providing the fruit of our Analysis and visualization as recommendations.

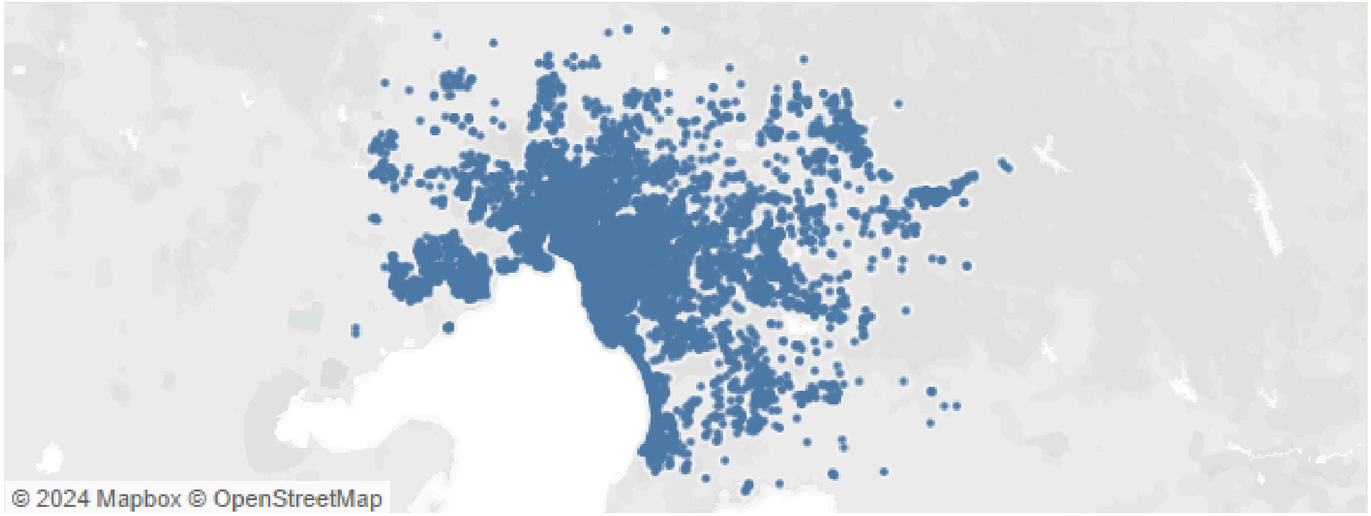
Host Location by Listing



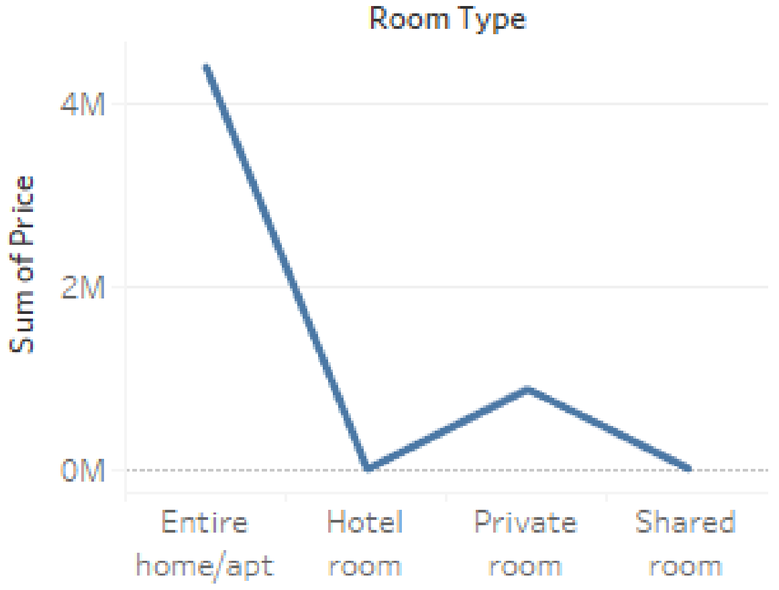
Host_neighbourhood by Listing

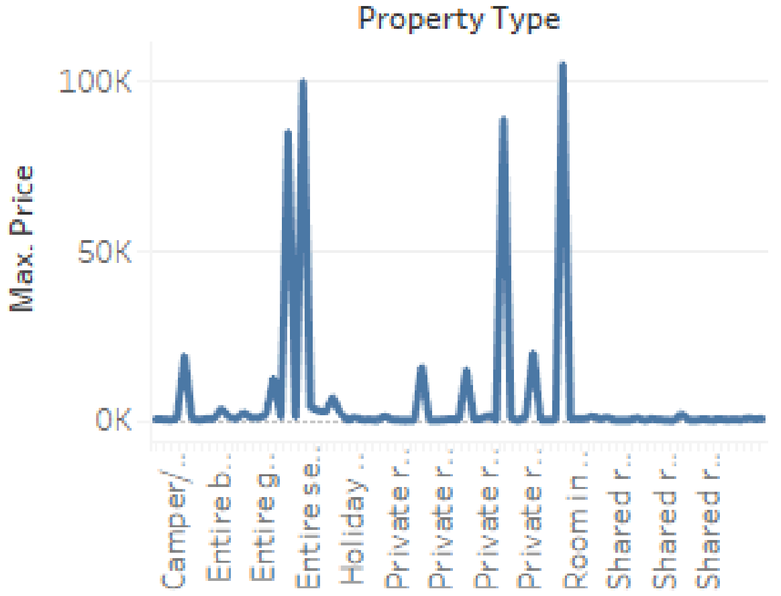


Geographical Insights

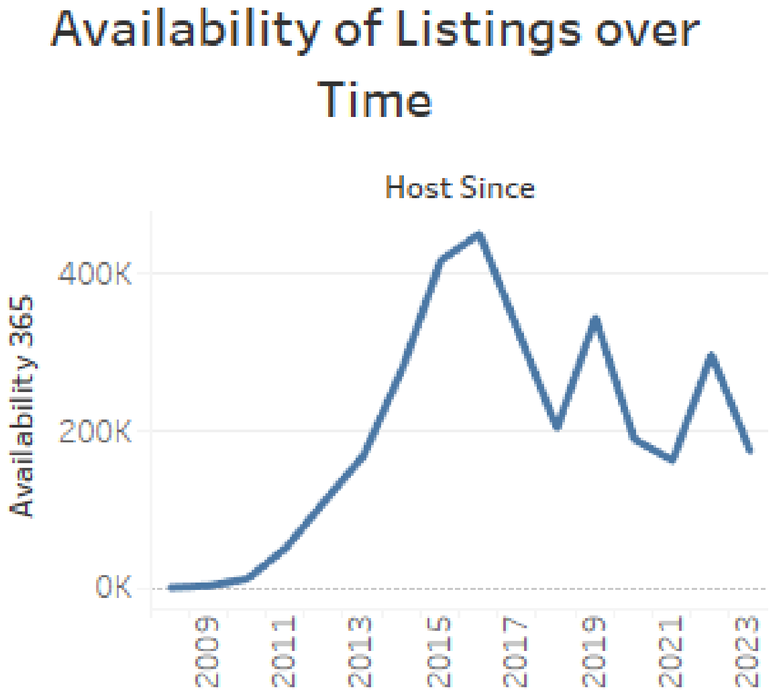


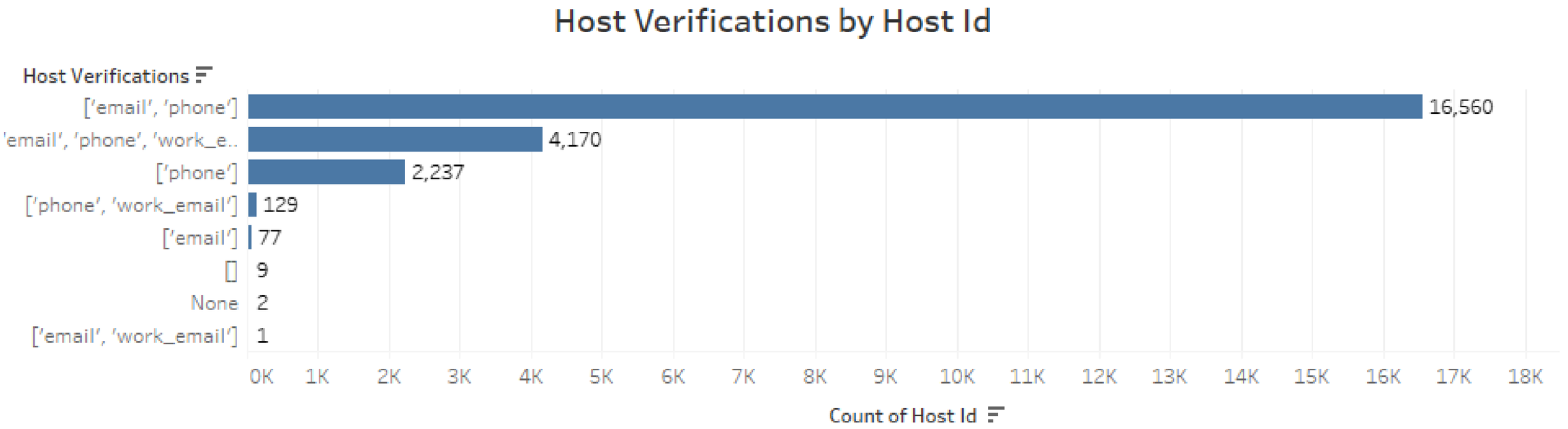
- Melbourne, Australia as Most popular Location with 6770 listings.
- Central Business district as most popular neighborhood with 1377 listings.


Room Type
Sum of Price
4M
2M
0M
Entire home/apt
Hotel room
Private room
Shared room


Property Type
Max. Price
100K
50K
0K
Camper/...
Entire b...
Entire g...
Entire se...
Holiday ...
Private r...
Private r...
Private r...
Private r...
Room in ...
Shared r...
Shared r...
Shared r...

Price by Accommodates
Sum of Price
1500K
1000K
500K
0K
0
5
10
15
Accommodates


Availability of Listings over Time
Host Since
Availability 365
400K
200K
0K
2009
2011
2013
2015
2017
2019
2021
2023


Host Verifications by Host Id
Host Verifications
['email', 'phone']
'email', 'phone', 'work_e..
['phone']
['phone', 'work_email']
['email']
[]
None
['email', 'work_email']
16,560
4,170
2,237
129
77
9
2
1
0K
1K
2K
3K
4K
5K
6K
7K
8K
9K
10K
11K
12K
13K
14K
15K
16K
17K
18K
Count of Host Id

Host Performance

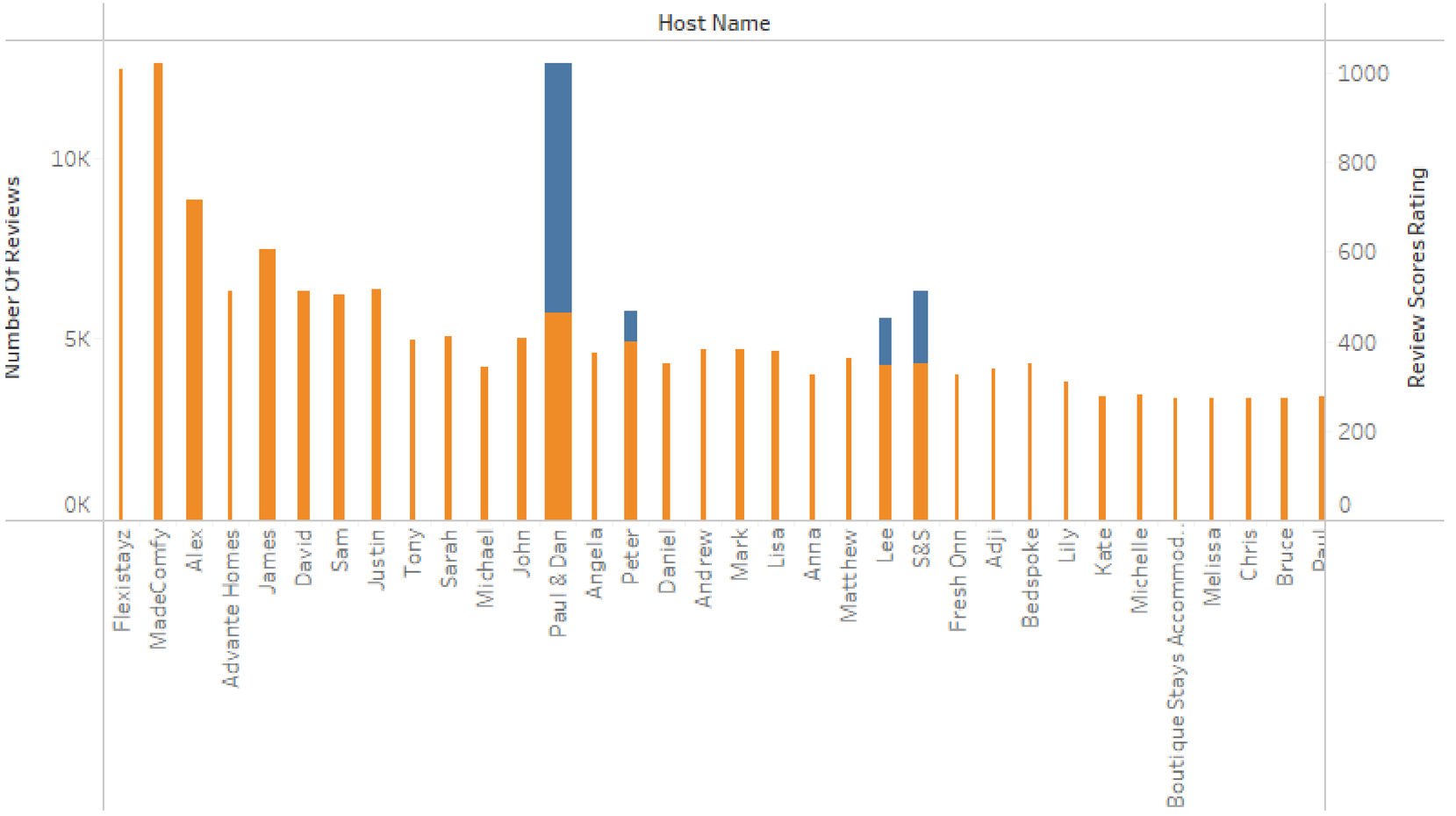
Host Id

Count of Host Is Superhost

500
400
300
200
100
0

90729398 within a few hours
343442154 within an hour
1739996 within an hour
412803321 within an hour
22860147 within an hour
446080599 within an hour
760849 within an hour
392306676 within a few hours
10190138 within an hour
55324450 within an hour
38814953 within a few hours
22630928 within an hour
74066800 within an hour
45356831 within an hour
193368830 within an hour
244502930 within an hour
43961430 within an hour
15787310 within an hour
10443144 within an hour
20090938 within an hour
11914644 within a few hours
34247003 within an hour
3721646 within a day
48562181 within an hour
11430847 within an hour
93391912 within an hour
17634490 within an hour
44767320 within an hour
35684576 within an hour
11134491 within an hour
12297975 within an hour
13864918 within a few hours
40455436 within an hour
2136236 within an hour
47781541 within an hour
13349451 within an hour
9198367 within an hour

Review Scores and Guest Satisfaction

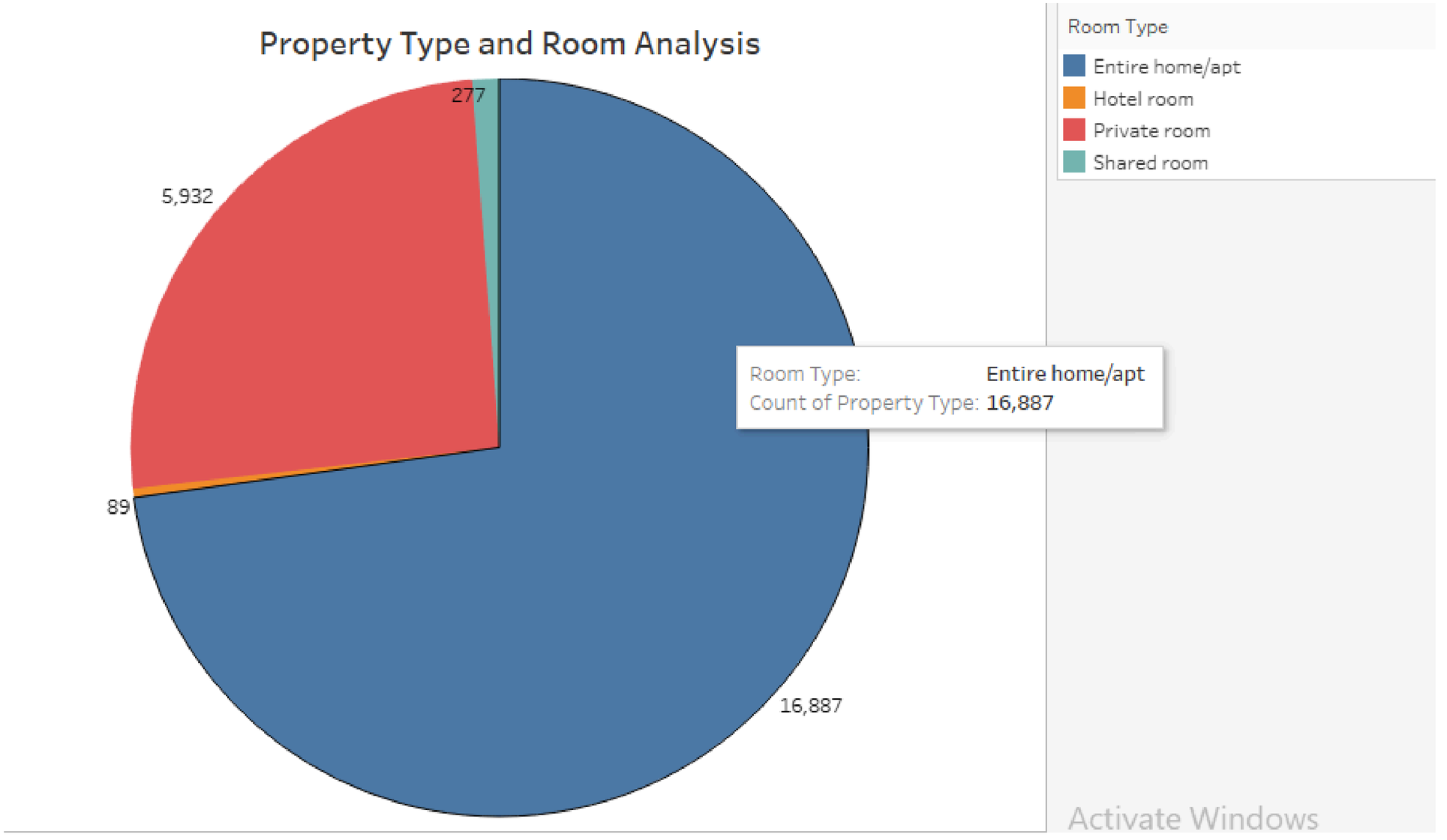


SUM(Number Of Revie...

1
5,000
10,000
12,605

Measure Names

Number Of Reviews
Review Scores Rating


Property Type and Room Analysis
277
5,932
89
16,887
Room Type:
Entire home/apt
Count of Property Type:
16,887
Room Type
Entire home/apt
Hotel room
Private room
Shared room
Activate Windows

1. There are 16887 property has listed under entire room type.
2. Since 2016, the yearly availability is highly decreasing.
3. Therefore, it is important to work on Increasing the availability on yearly level.
4. Capacity of accommodation doesn’t have a proportional relationship withthe price.
5. The shared room type is the only type that can be affordable.
6. The response rate doesn’t affect the superhost status.
7. There is a strong and clear proportional relationship between the count of total reviews and the total listings count. Thus, giving more the opportunity for rating makes the hosts more popular.

THANK

YOU