

The Madrid Housing Market & Airbnb



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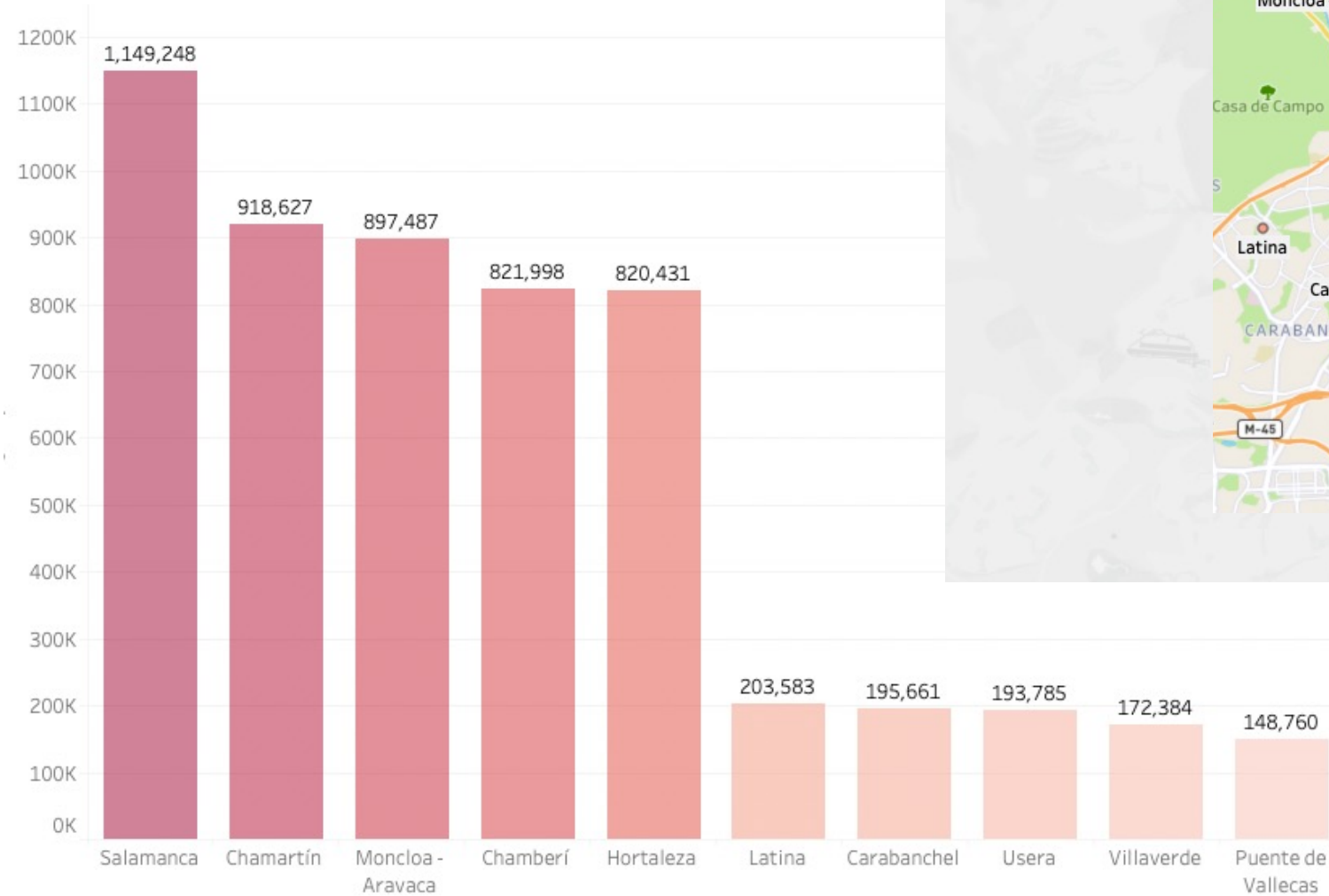
Why?

What?

Buying to rent would be profitable

Airbnb is really worth the stress?

Madrid at a Glance



527 000 € Average house price

What am I basing this research on?

13,157 individual lodgings

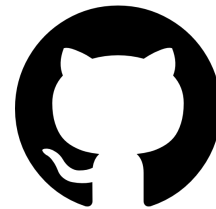


Inside Airbnb
Adding data to the debate

idealista.com

17,644 individual lodgings

pisos.com

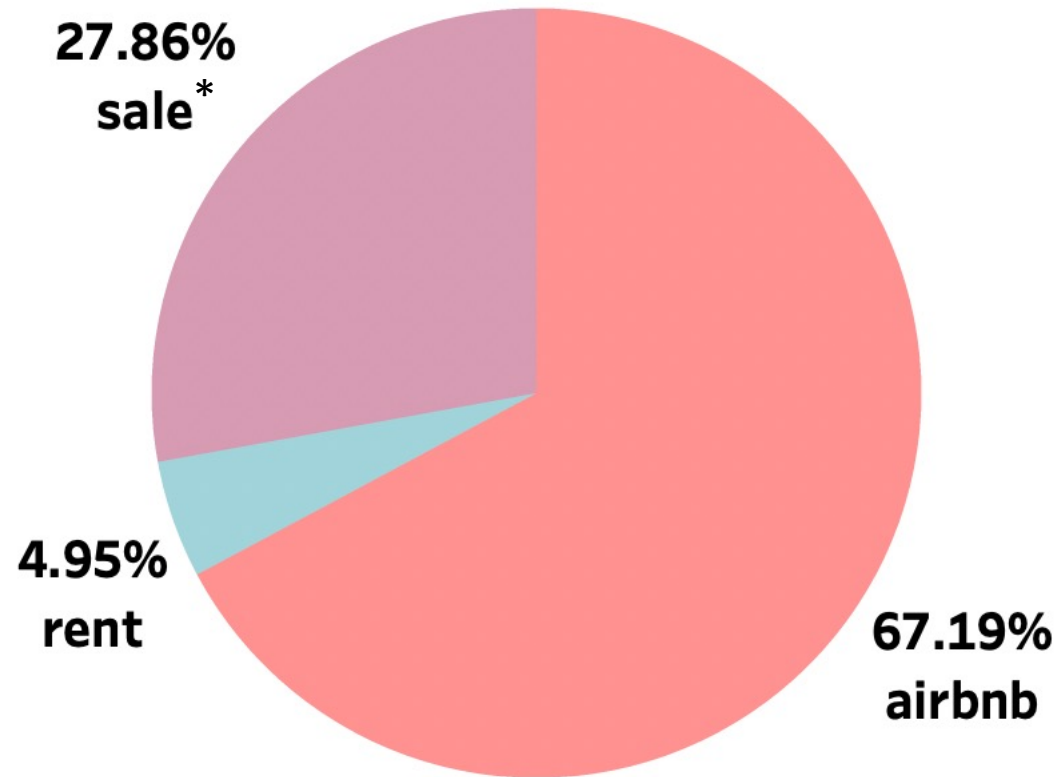


kaggle

Hypothesis

Airbnb is a more viable way to make money than renting

AirBnB – Too good to be true?

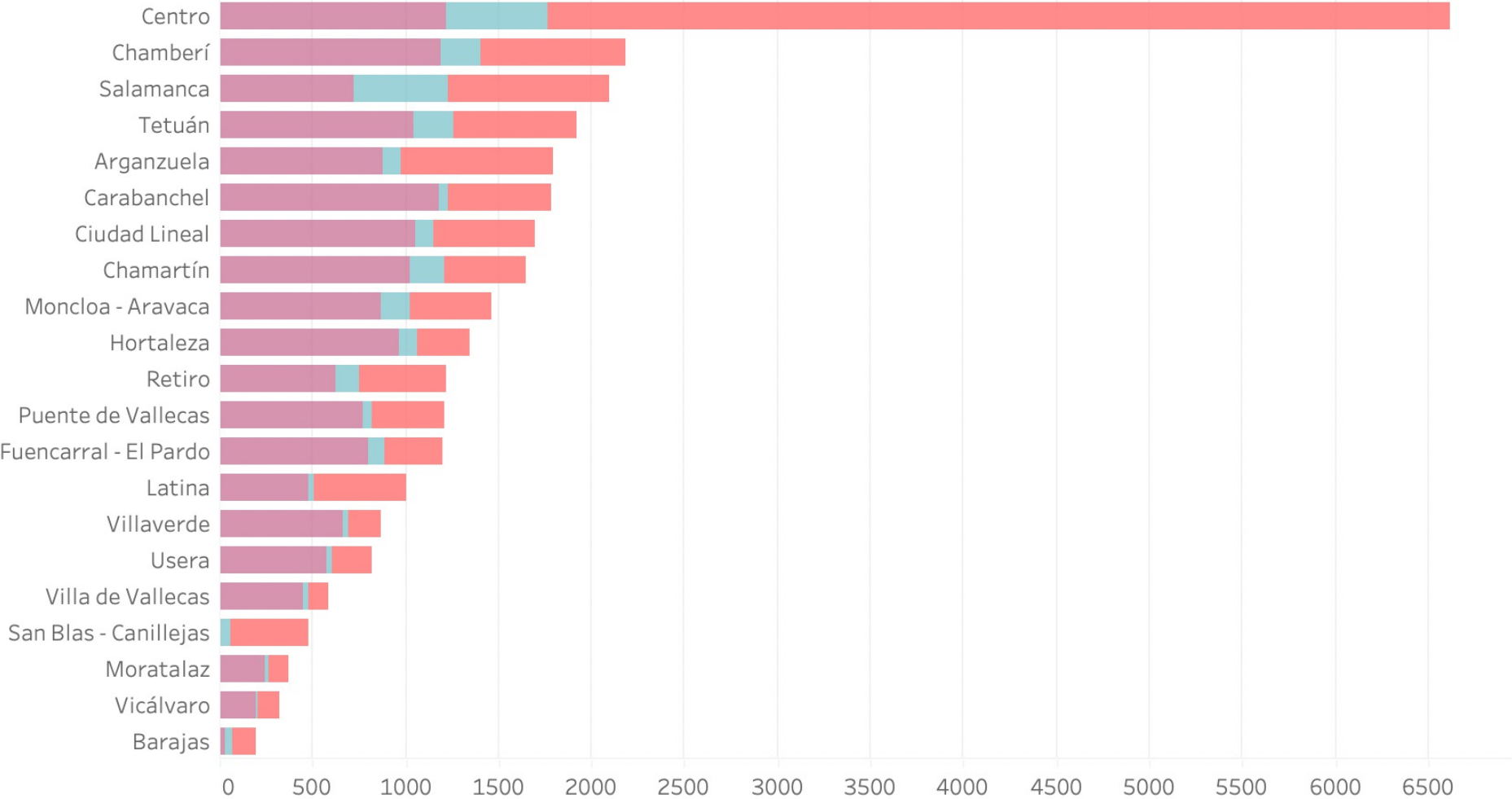


The Lion's Share of volume goes to Airbnb.

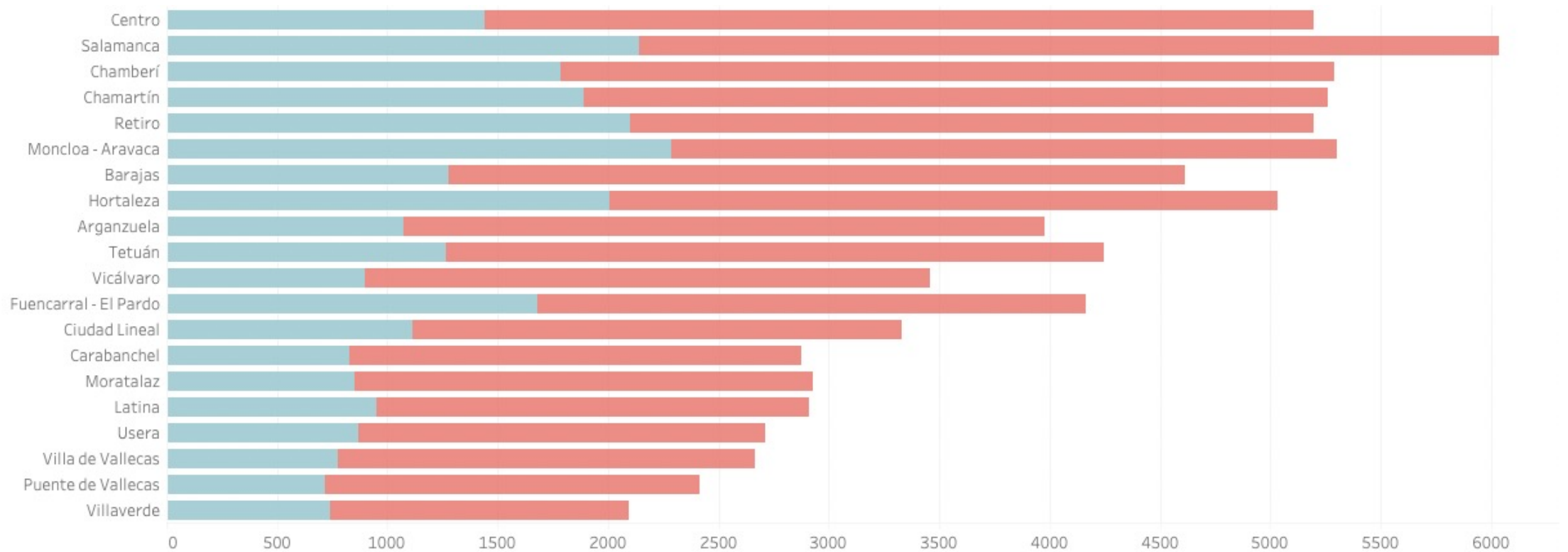
*Sale = rent price calculated on national estimate

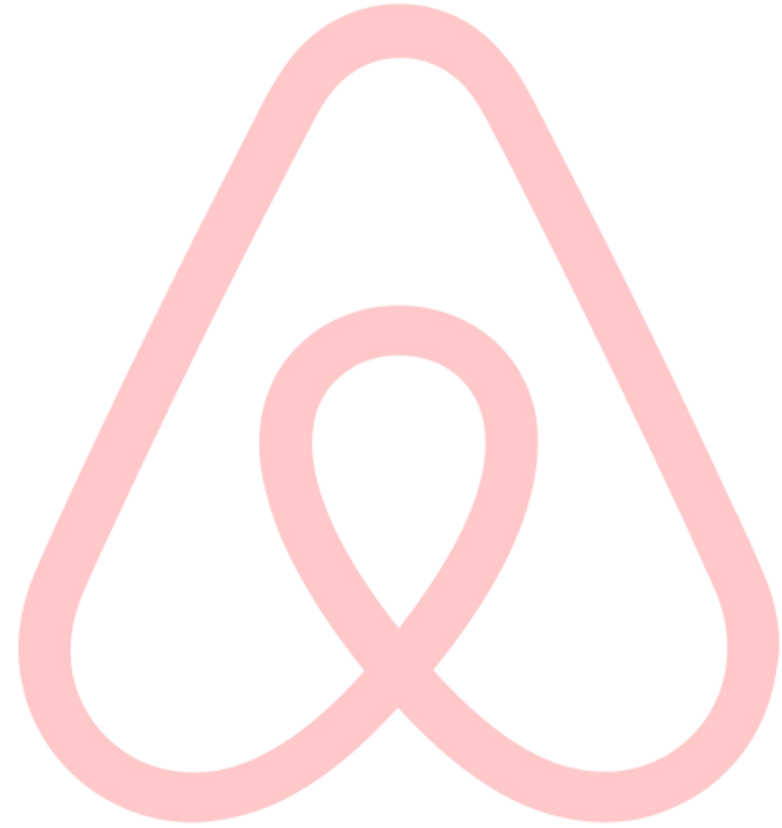
Volume of Lodgings

Centro : Nearly 5000 Airbnb lodgings



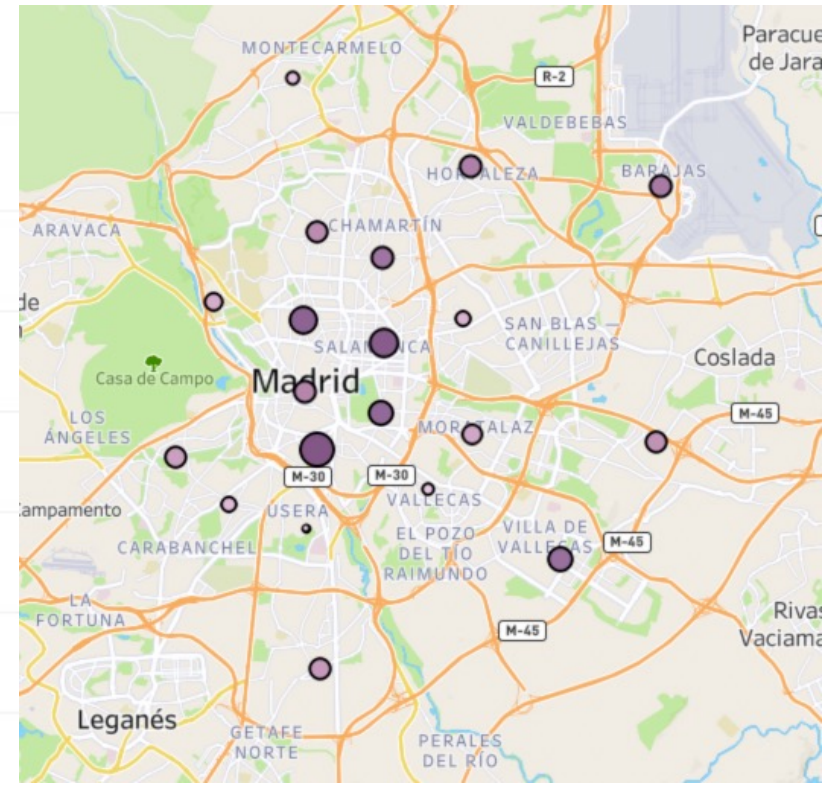
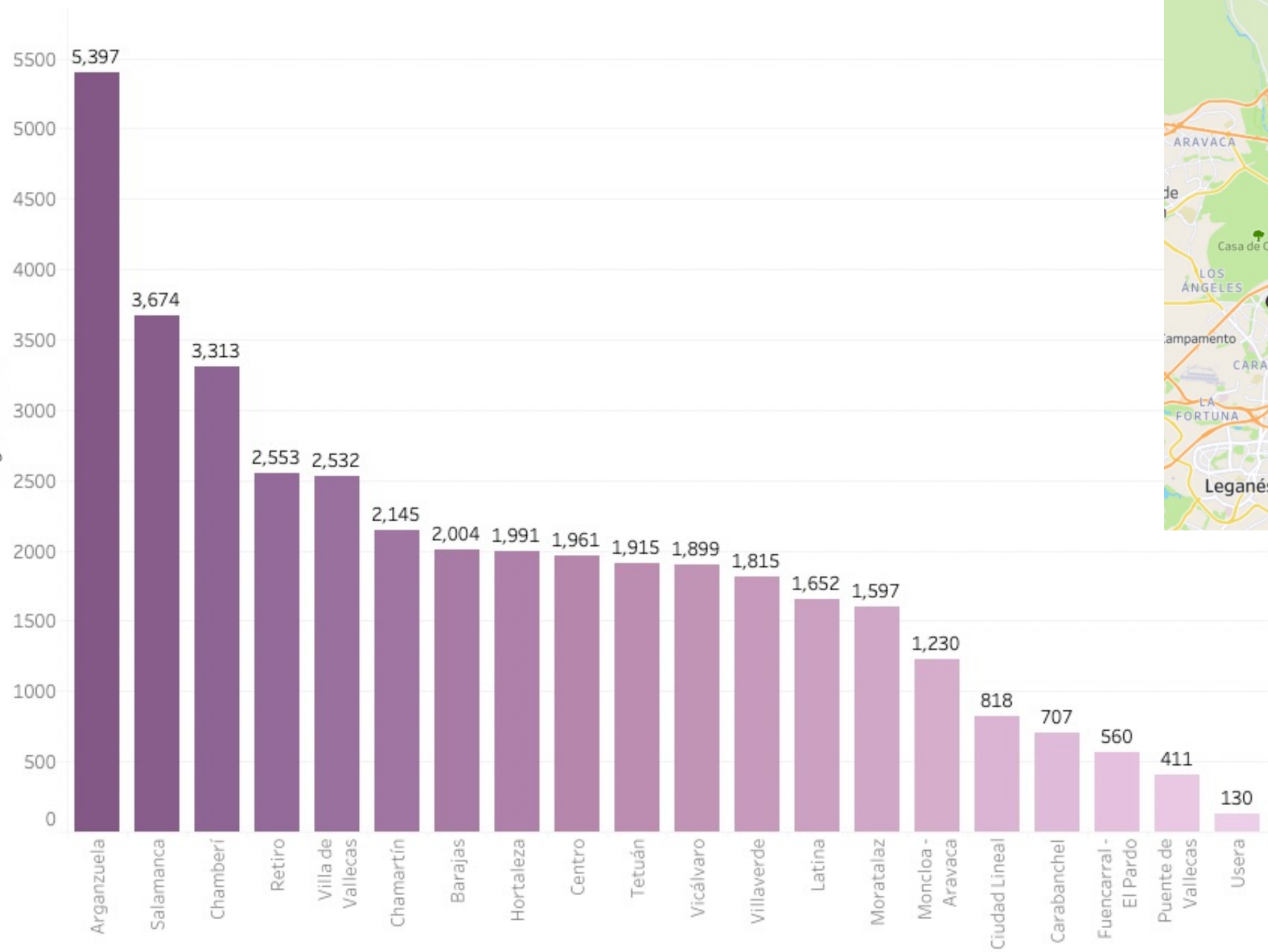
Monthly Earnings





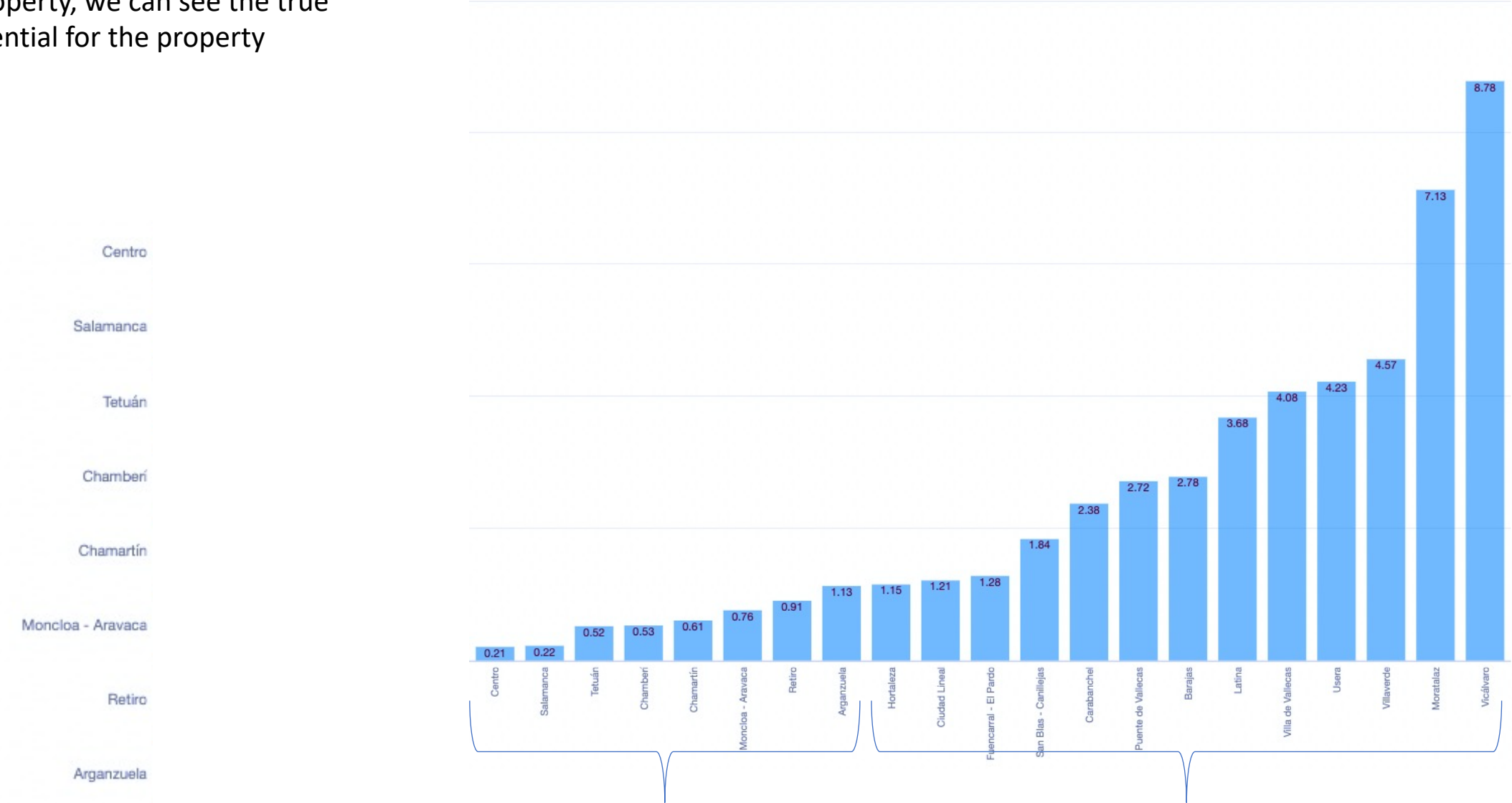
airbnb

Which district would be most viable?

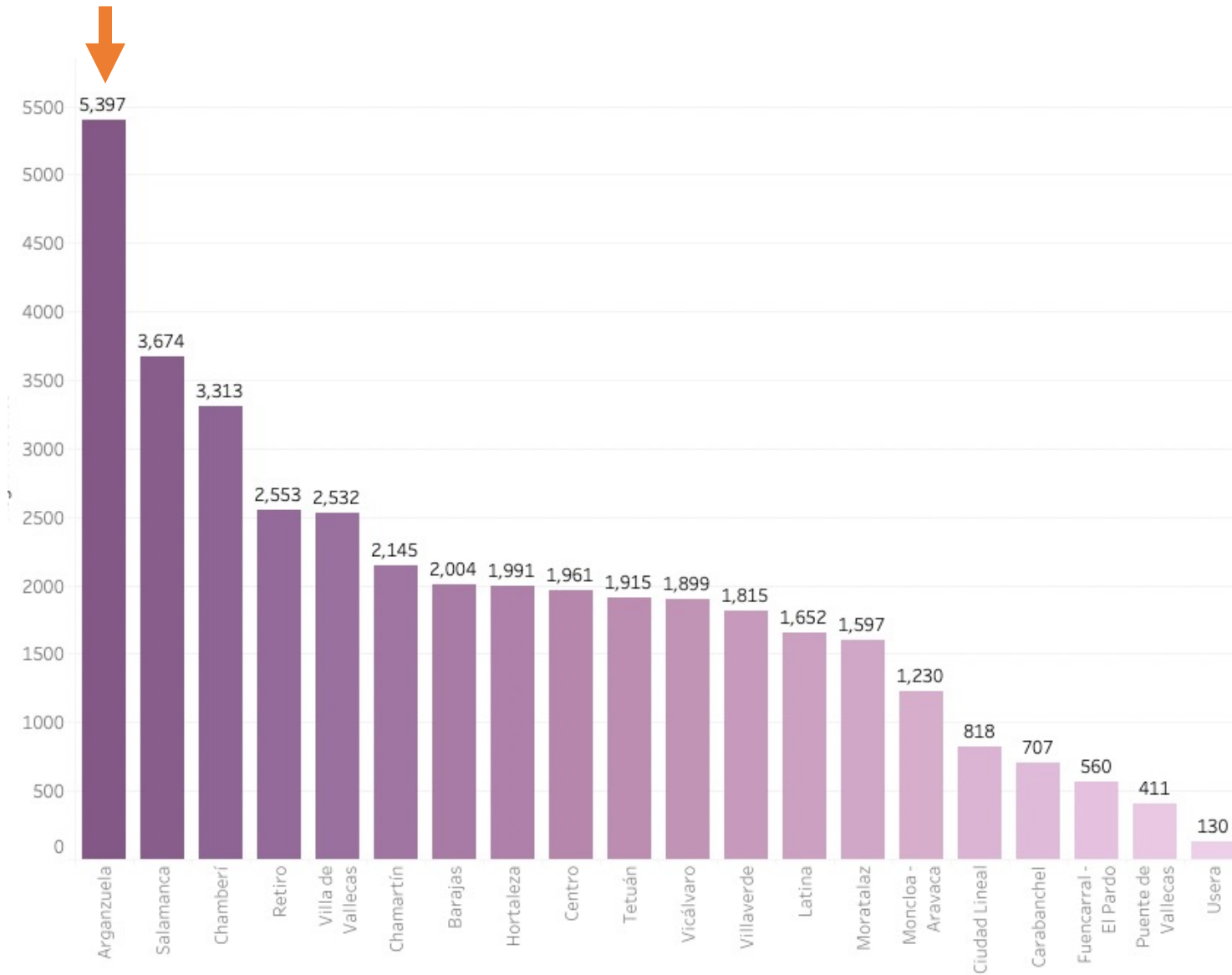


Scoring the Districts

Comparing these zones by the buying price of the property, we can see the true potential for the property



The Most viable options with my budget?

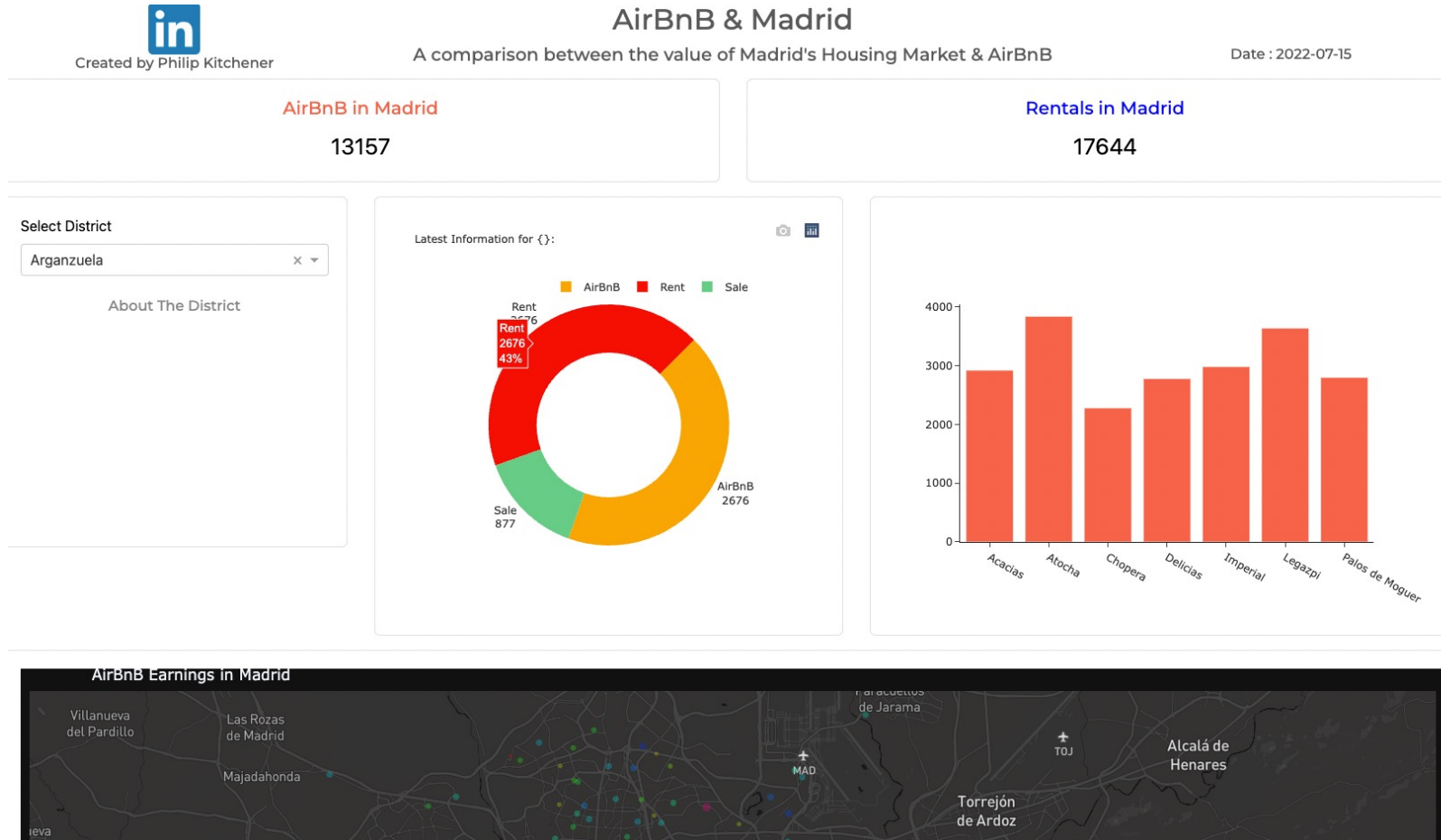


371.69K

Average buy_price
Arganzuela

74 x faster to get money
back

Dashboard to monitor the District with their Neighbourhoods



Findings

Airbnb:

A better return on investment in the centre
In Arganzuela.

More difficulty the further out you go.

Thank You