

A circular inset image showing the San Francisco skyline at sunset, with the Transamerica Pyramid and other skyscrapers visible against a pink and orange sky. In the foreground, several colorful Victorian-style houses are visible on a hillside.

# IMPACT OF THE 2020 GLOBAL PANDEMIC ON SAN FRANCISCO AIRBNB

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AUGUST 24, 2020

# PROJECT OVERVIEW

To analyze the impact of the COVID-19 global pandemic on Airbnb listings in San Francisco, California.

This analysis is intended to be an evaluation specifically of the communities and businesses in San Francisco that list rental properties on Airbnb.

We'll be using NY Times and CDC data to set a baseline for the level of COVID-19 infiltration in San Francisco county.

We'll also examine Airbnb listing data from the first 6 months of 2020, comparing it against the prior three years.



# QUESTIONS TO BE ANSWERED

NUMBER OF LISTINGS



AVERAGE PRICE



**How has the global pandemic impacted the **number of Airbnb properties listed in San Francisco?****

- Total in County
- By Neighborhood
- By Room Type

**How has the global pandemic impacted the **average price of Airbnb properties listed in San Francisco?****

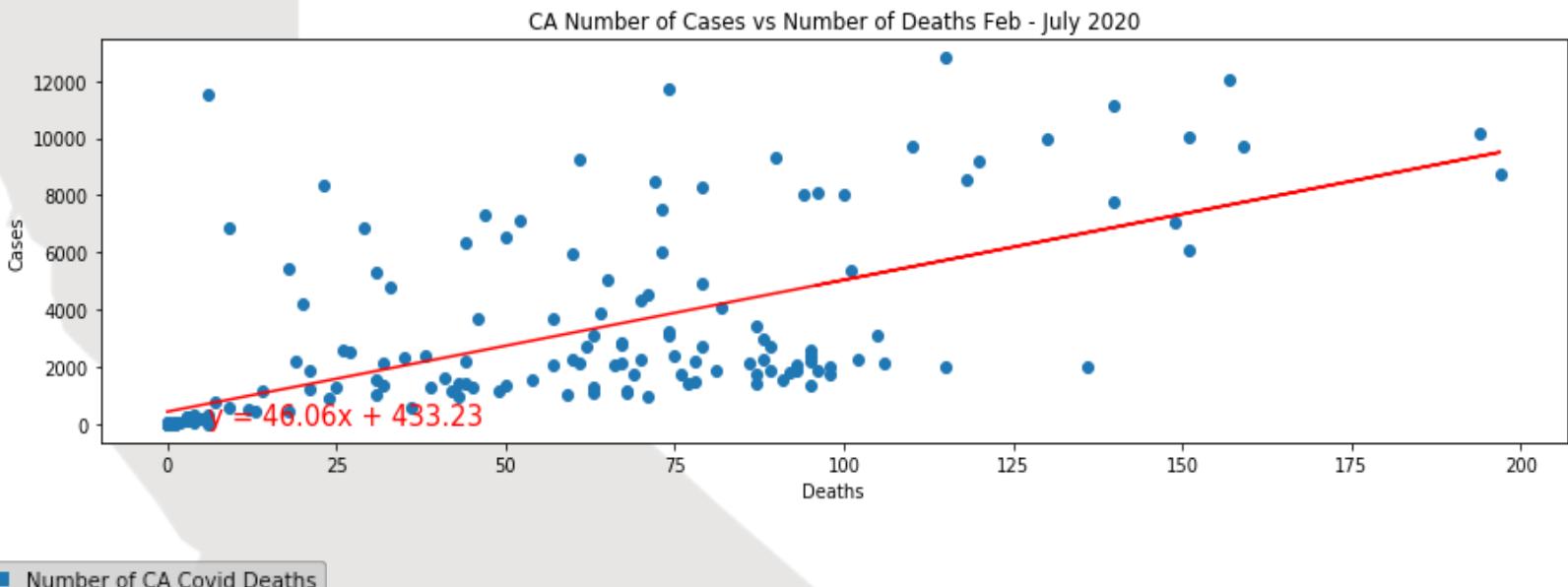
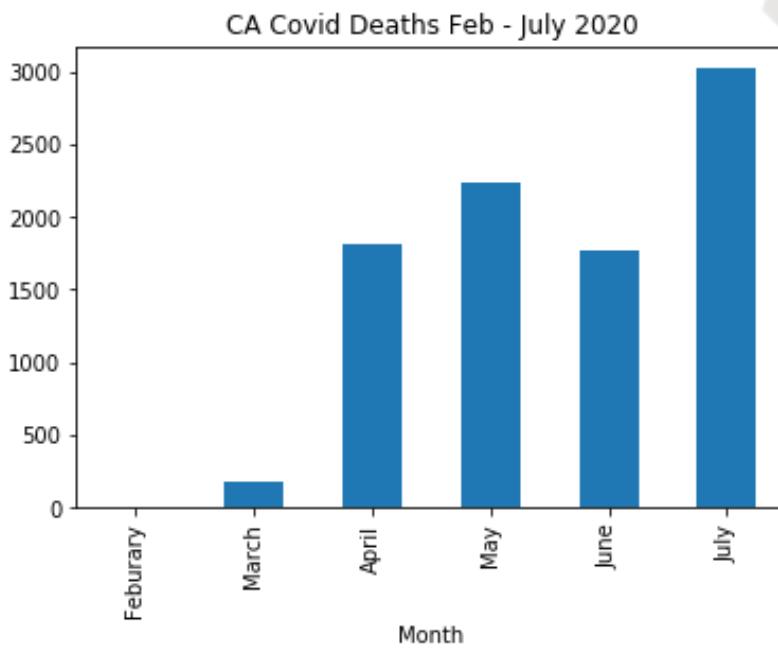
- Total in County
- By Neighborhood
- By Room Type

# WHY DOES IT MATTER?

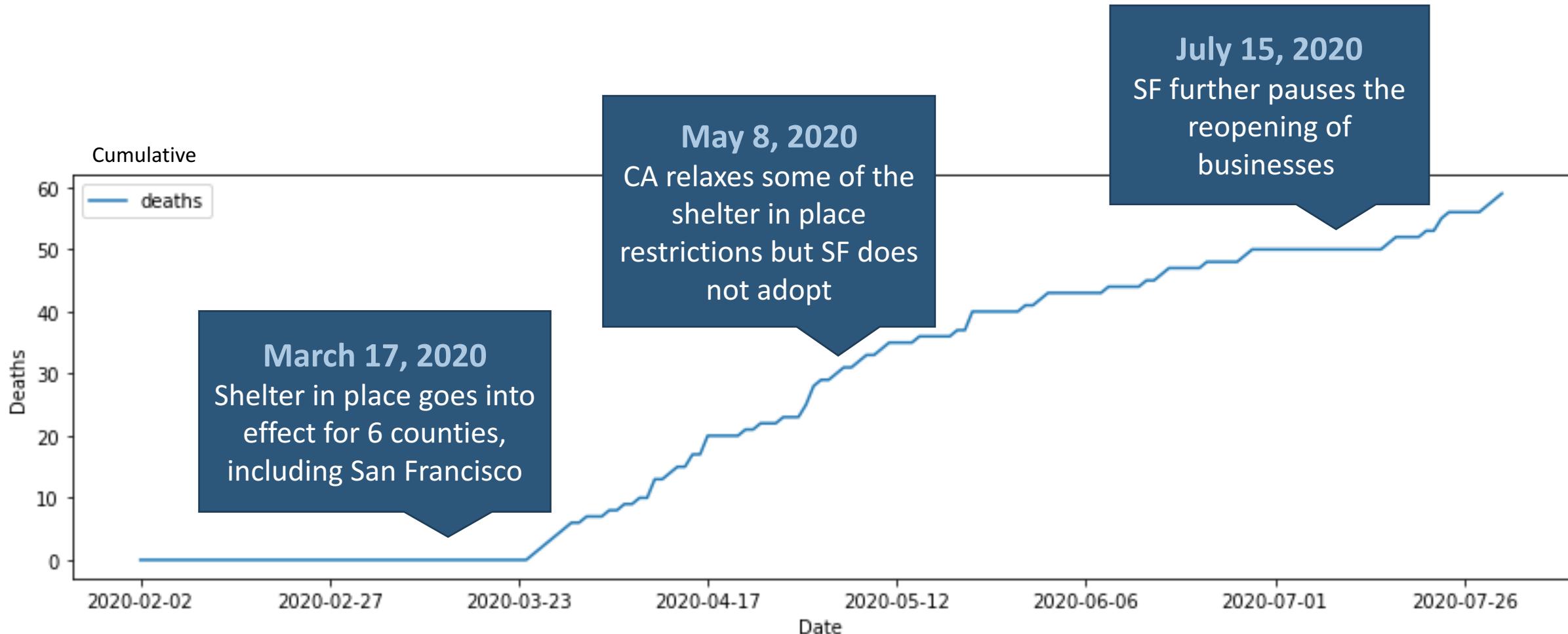
- Impact on travel economy. San Francisco is a top destination for tourists and business travelers.
- Individuals' willingness to keep their spaces open for rent can be an indicator of public perception about the severity of the pandemic.

"Airbnb's revenue reportedly plunged 67% in the second quarter as COVID-19 wreaks havoc on its business" -- *businessinsider.com*

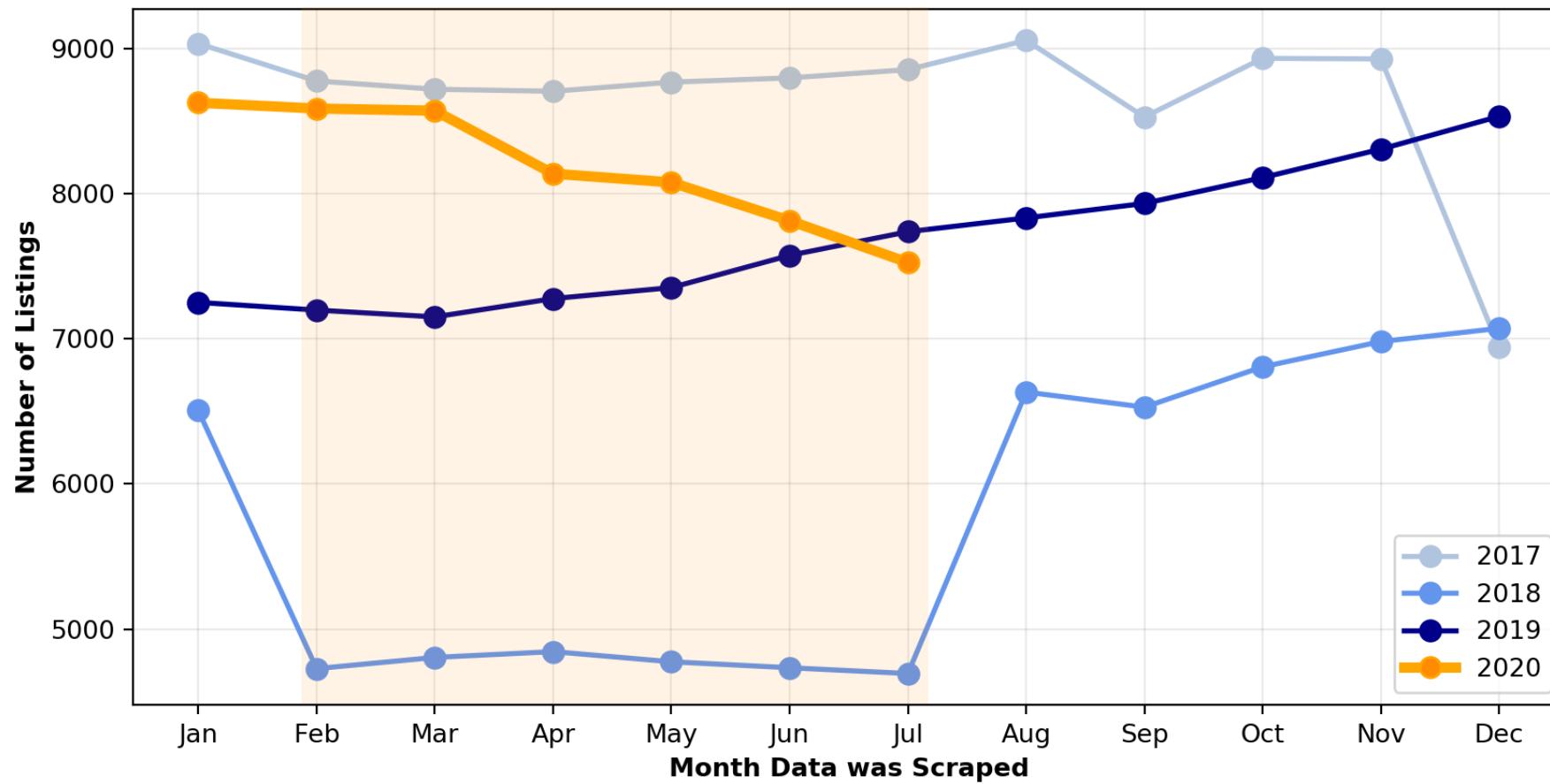
# CDC REPORTED DEATHS IN CALIFORNIA



# NY TIMES REPORTED DEATHS IN SAN FRANCISCO COUNTY



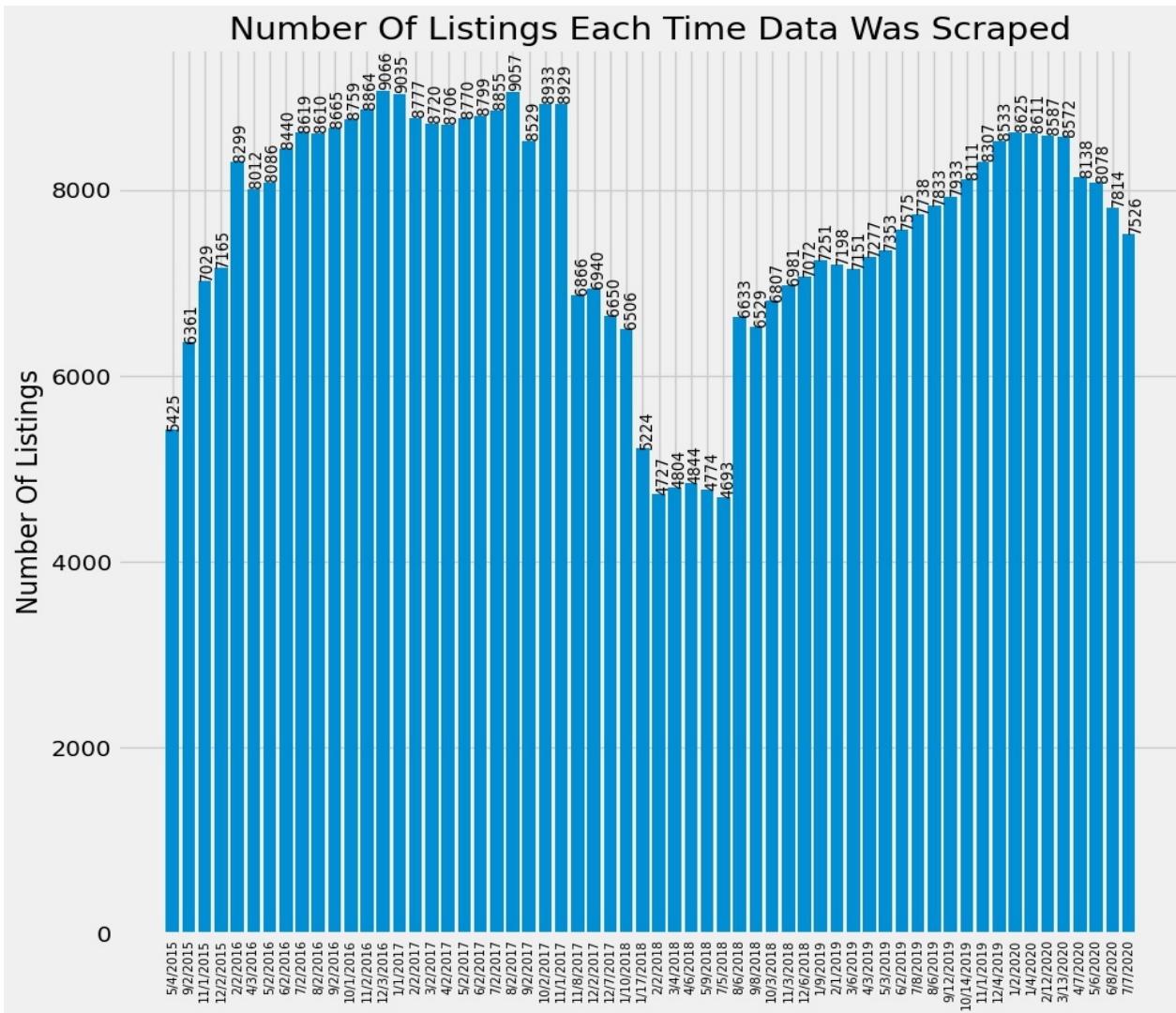
# NUMBER OF LISTINGS IN SAN FRANCISCO



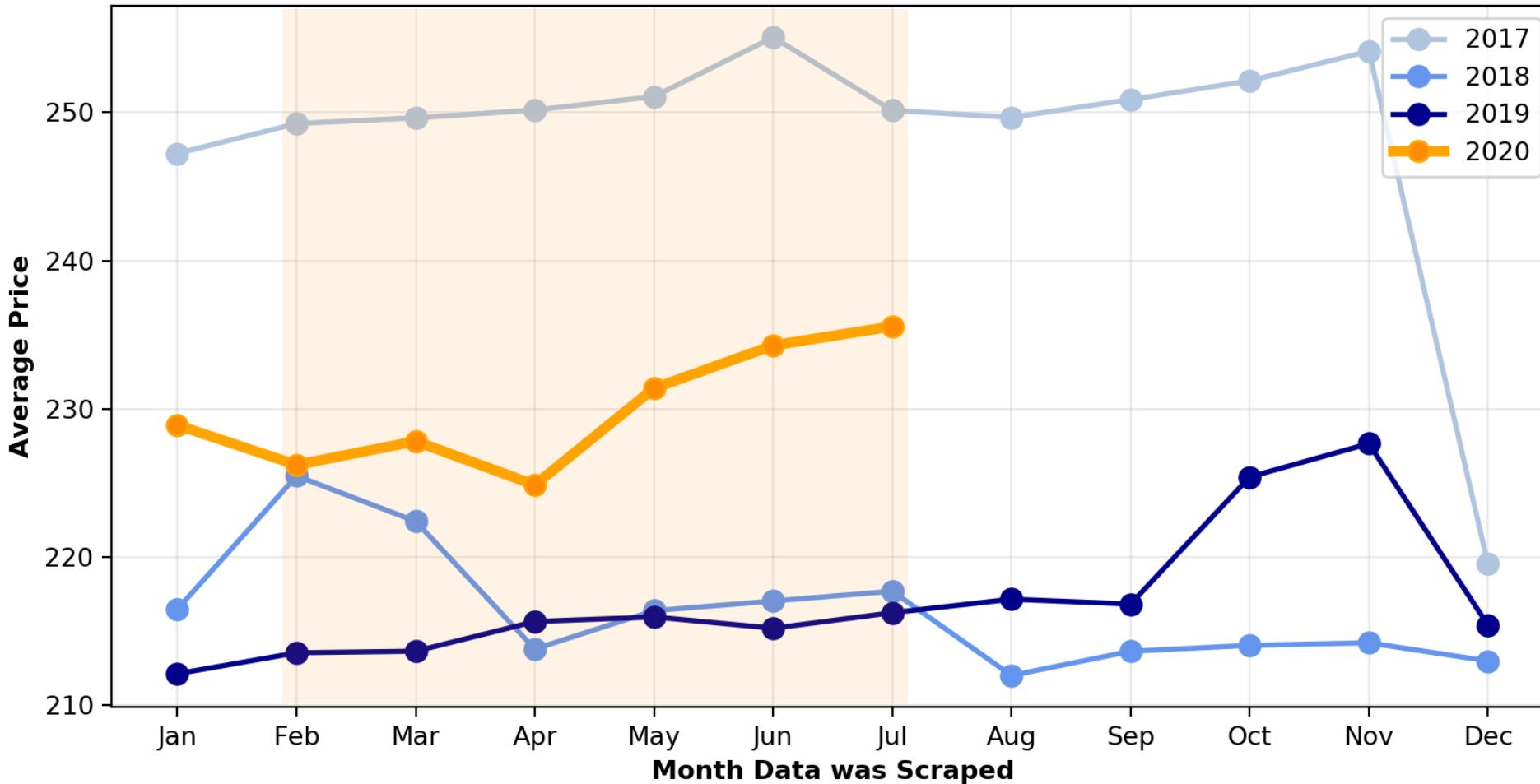
Special note about 2018:

"Airbnb has agreed to share some user data with regulators in Chicago and San Francisco as part of a plan to legalize, tax and regulate home-rentals. In San Francisco, Airbnb's conciliatory move cost it almost half of its listings in the city. In January of this year (2018), Airbnb scrubbed nearly 5,000 San Francisco rentals from its website." – Bloomberg.com

# NUMBER OF LISTINGS IN SAN FRANCISCO

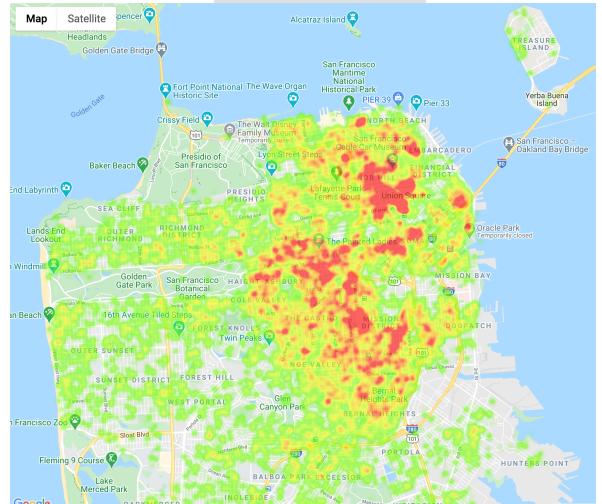


# AVERAGE PRICE IN SAN FRANCISCO

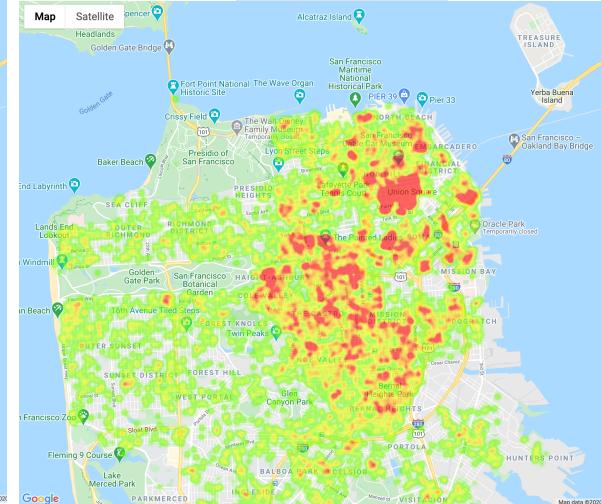


# DENSITY OF LISTINGS BY LOCATION

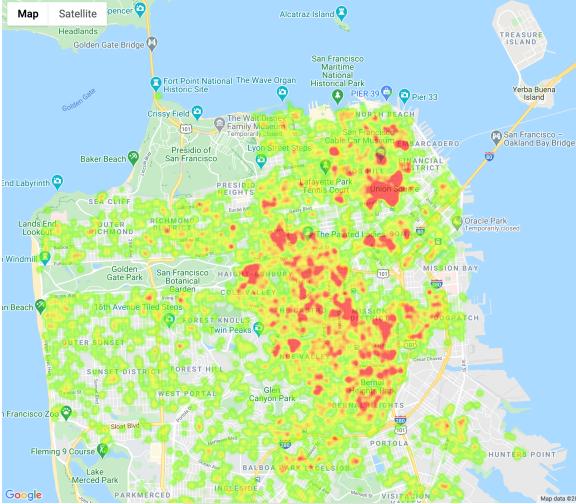
2017



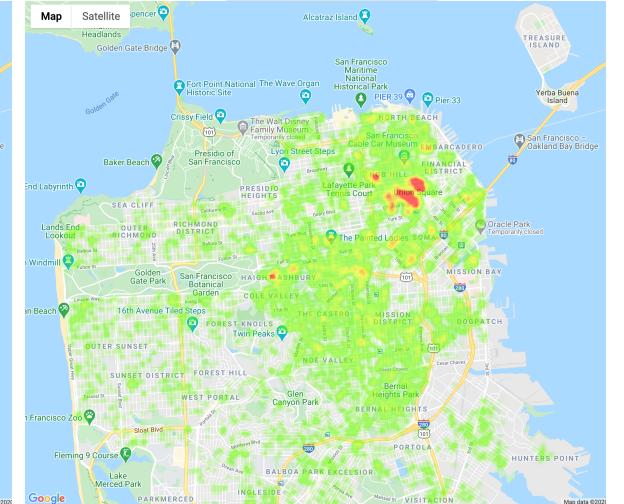
2019



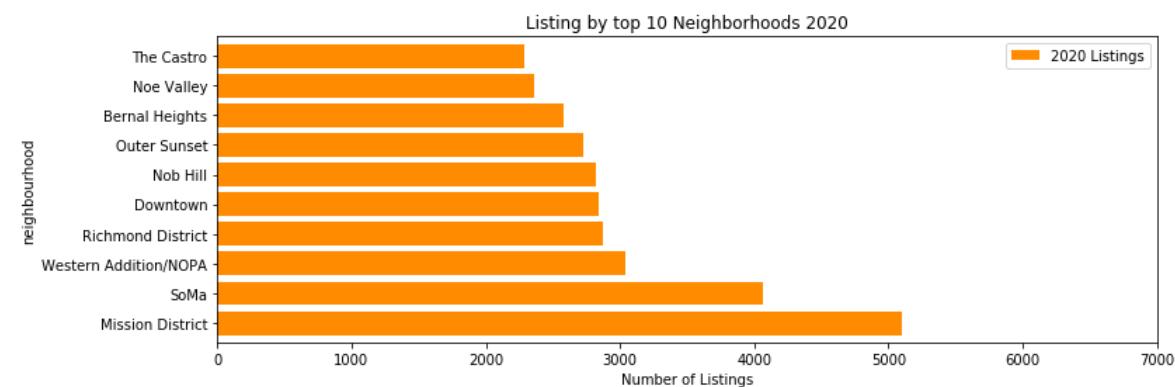
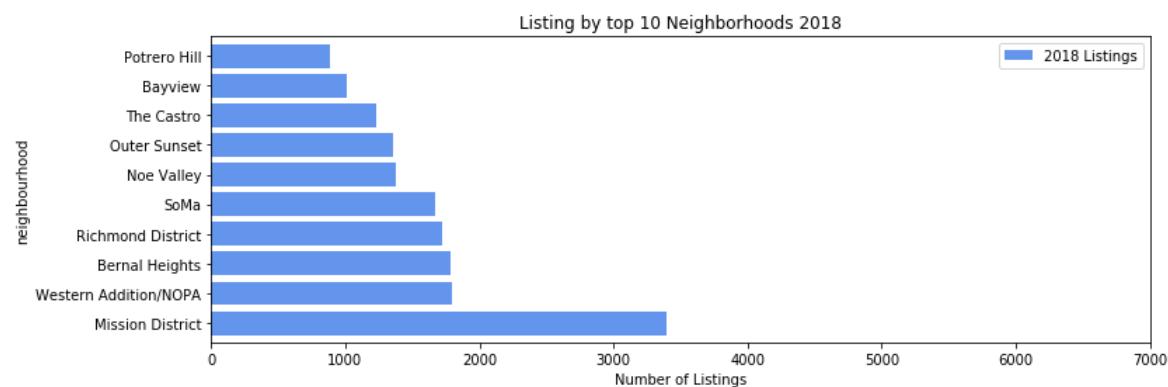
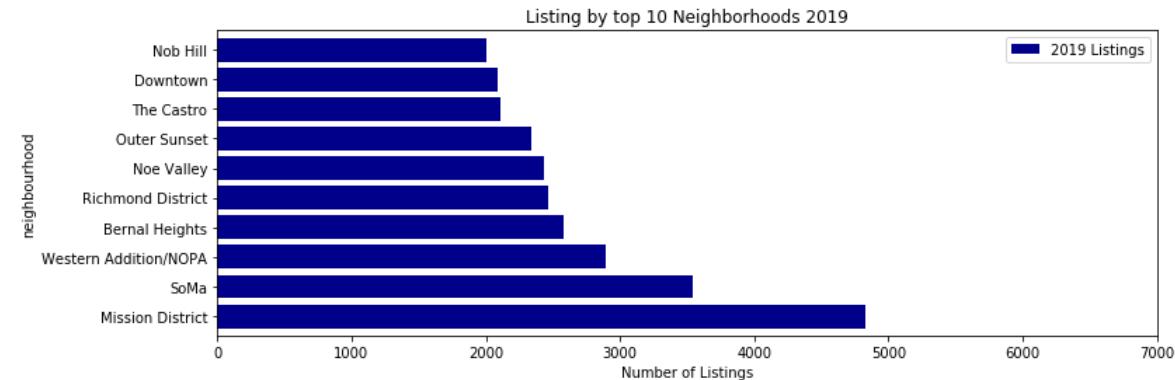
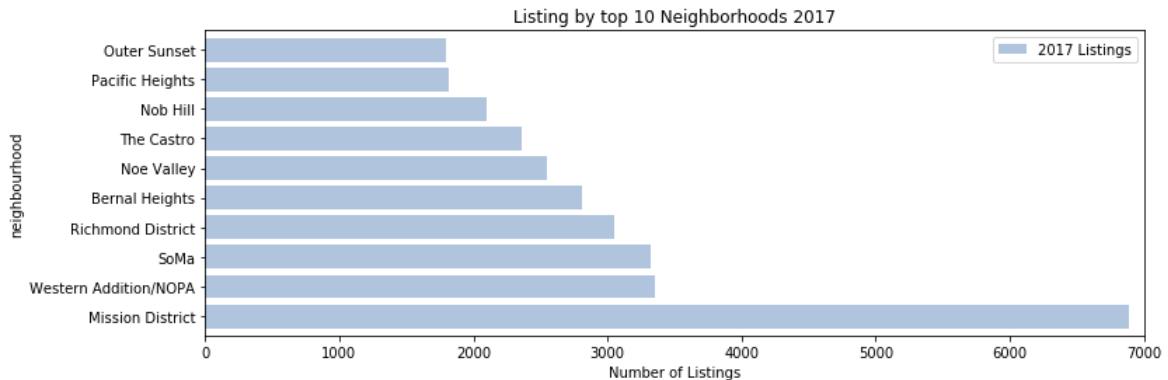
2018



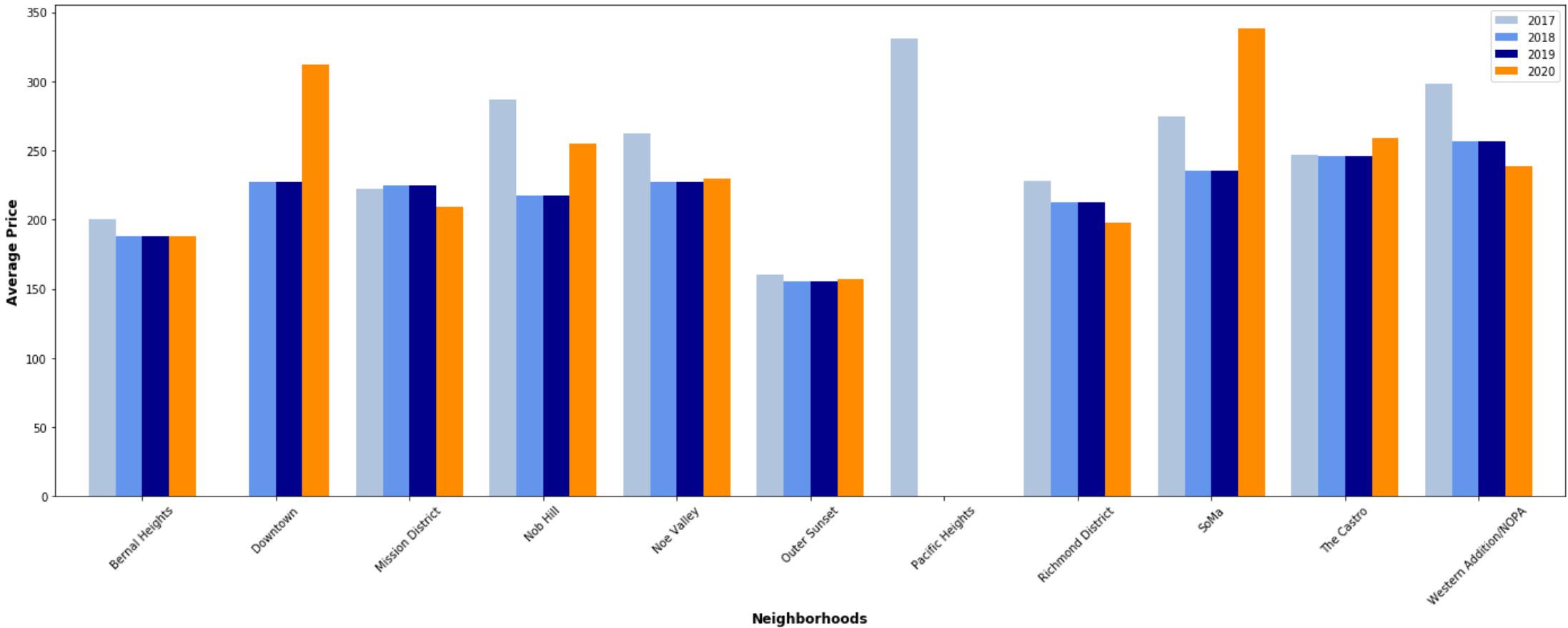
2020



# NUMBER OF LISTINGS IN TOP 10 NEIGHBORHOODS

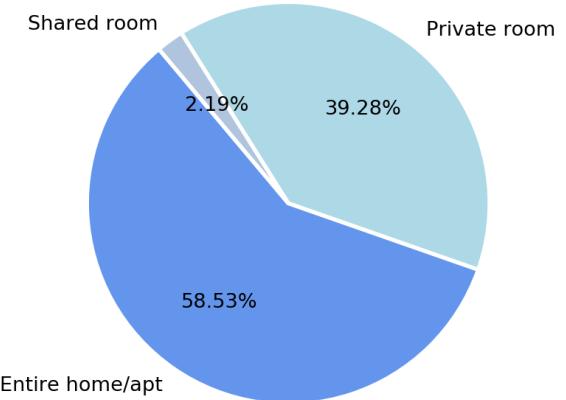


# AVERAGE PRICE IN TOP 10 NEIGHBORHOODS

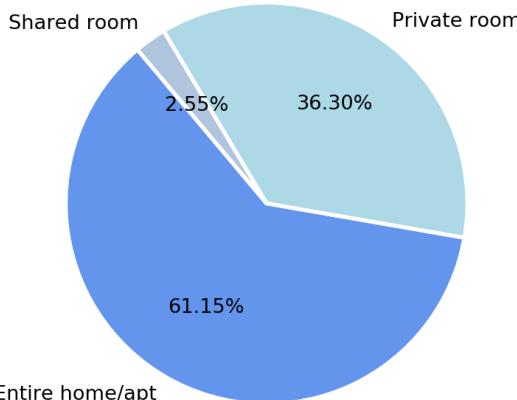


# NUMBER OF LISTINGS BY ROOM TYPE

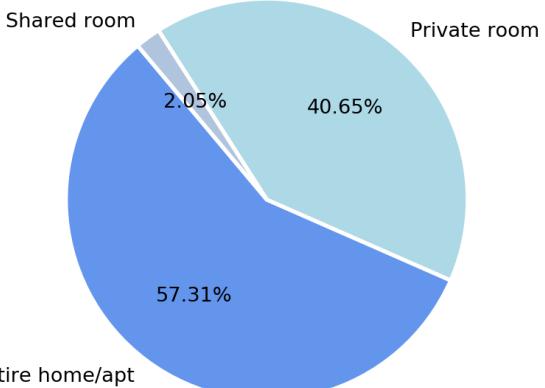
2017 Room Types



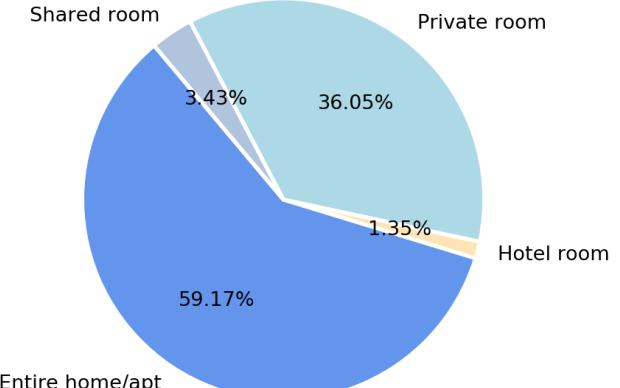
2019 Room Types



2018 Room Types

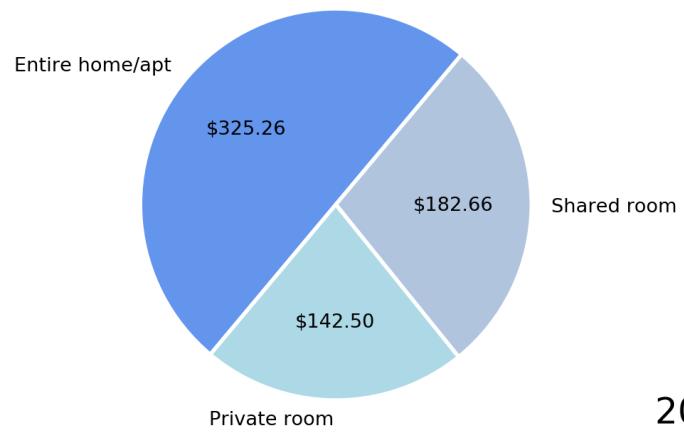


2020 Room Types

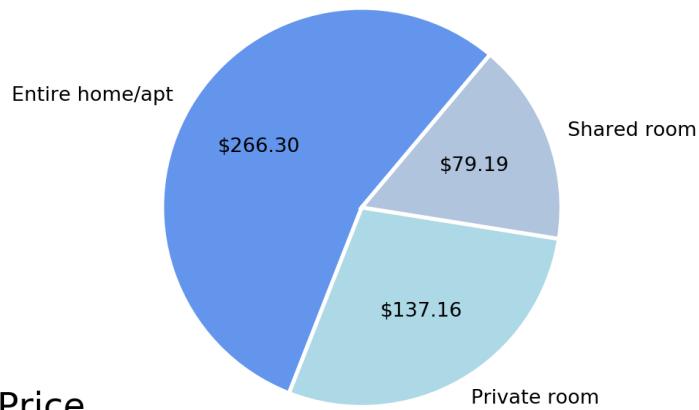


# AVERAGE PRICE BY ROOM TYPE

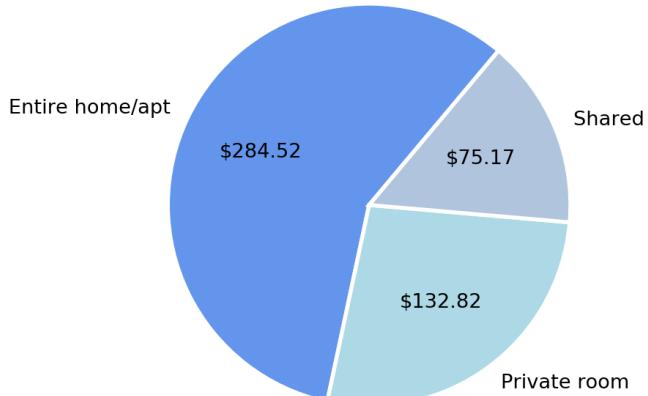
2017 Average Price



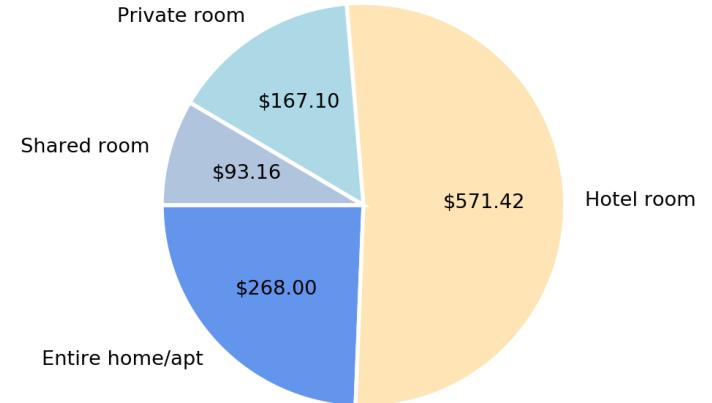
2019 Average Price



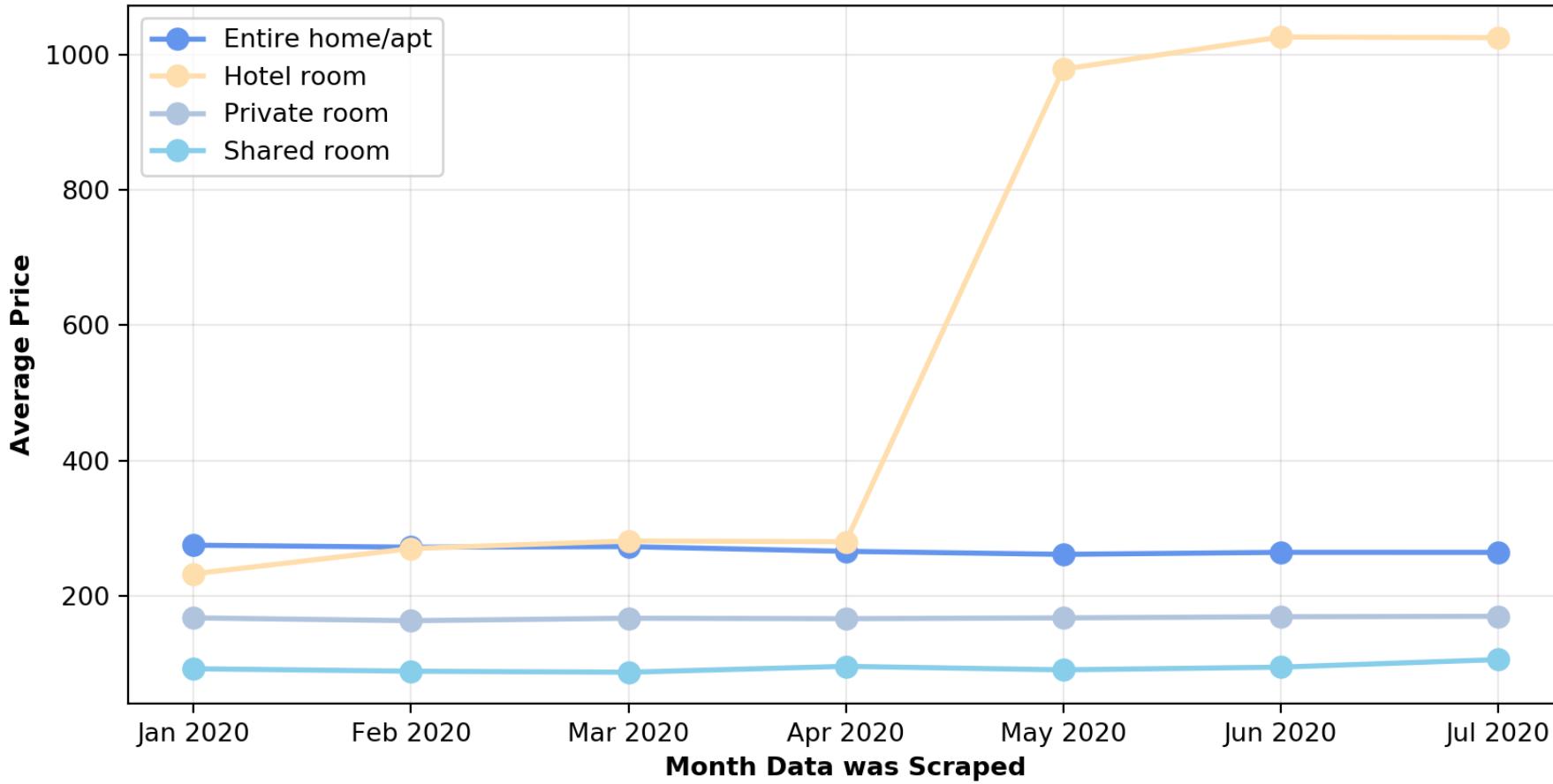
2018 Average Price



2020 Average Price



# AVERAGE PRICE BY ROOM TYPE FOR 2020



# OBSERVATIONS & CONCLUSIONS

- Overall, **listings have decreased by 12%** in San Francisco from March to July, 2020:
  - Entire home/apt decreased by 11.9%
  - Private room decreased by 12.4%
  - Shared room decreased by 21.1%
  - Hotel rooms increased up by 5%
- Overall, **prices have increased by 4%** in San Francisco from March to July, 2020:
  - Entire home/apt decreased by 3%
  - Private room increased by 1.7%
  - Shared rooms increased by 19%
  - Hotels increased by 264%
- Shared rooms and Hotels represent fewer than 6% of all listings from 2020.
- For 2020, the highest density of listings is in the Financial District/Union Square area.
- The increase in average price in 2020 is largely attributed to hotel listings.

# TEAM



**RAFAEL CESPEDES**

Rafael has worked in the insurance and transportation industries for over 10 years and, most recently, in technology. He also has a passion for all you can eat buffets, even more for steak houses and German foods and going to sporting events (especially baseball games).



**JESSICA MENDOZA**

Jessica been working in the healthcare industry for over 10 years. She has a passion for making technology easy to use and understand. She also has a passion for all you can eat buffets, fostering dogs, going to Fierce Funk dance class and lazy weekends.



**KRISTIN USRY**

Kristin started coding HTML in 1996 and never looked back. These days, she manages a digital marketing team and integrates her company's MarTech stack. On her off hours, she enjoys hiking and kayaking with her dog and copious amounts of yard work.



# THANK YOU!

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<https://github.com/mendozajy/FinalGroupProject>

<https://github.com/kristinusry/project01>