MELBOURNE AIRBNB DATA ANALYSIS

A comprehensive analysis of factors influencing Airbnb Listing

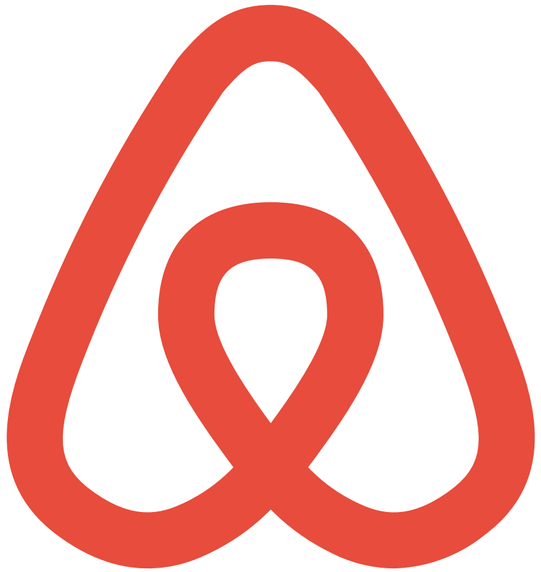
Performance and Pricing in Melbourne

Group 1

Objectives

1. Roger has to identify key factors that influence price..
2. Analyse impact of location, property type and amenities
3. Examine relationships between reviews, ratings and their determining factors

Airbnb can help!



Search for data from Airbnb, find on Kaggle

Find data that has Location, Cost, Price, Host information, Ratings

Data Analysis

Graphs and Statistics

What do we do with all of the information we have?

Extract the CSV file

Filter data

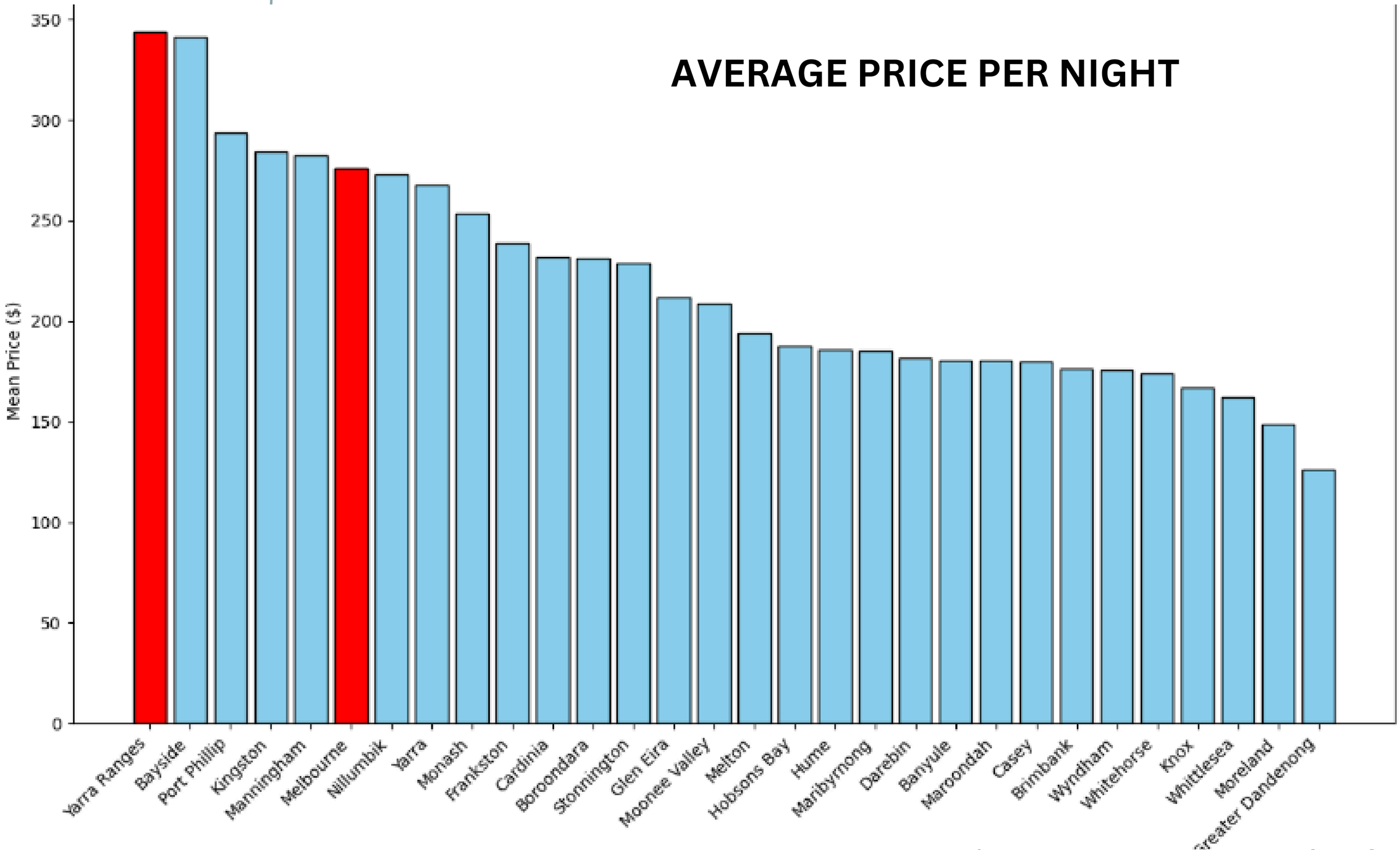
Remove empty values

Reformat data for usability

Location and Prices

What are the average prices of Airbnb’s in the city and outside of the city?

AVERAGE PRICE PER NIGHT



IS IT TRUE OR FALSE?

If I stay in the city or the outskirts, it is more expensive?

No difference in prices

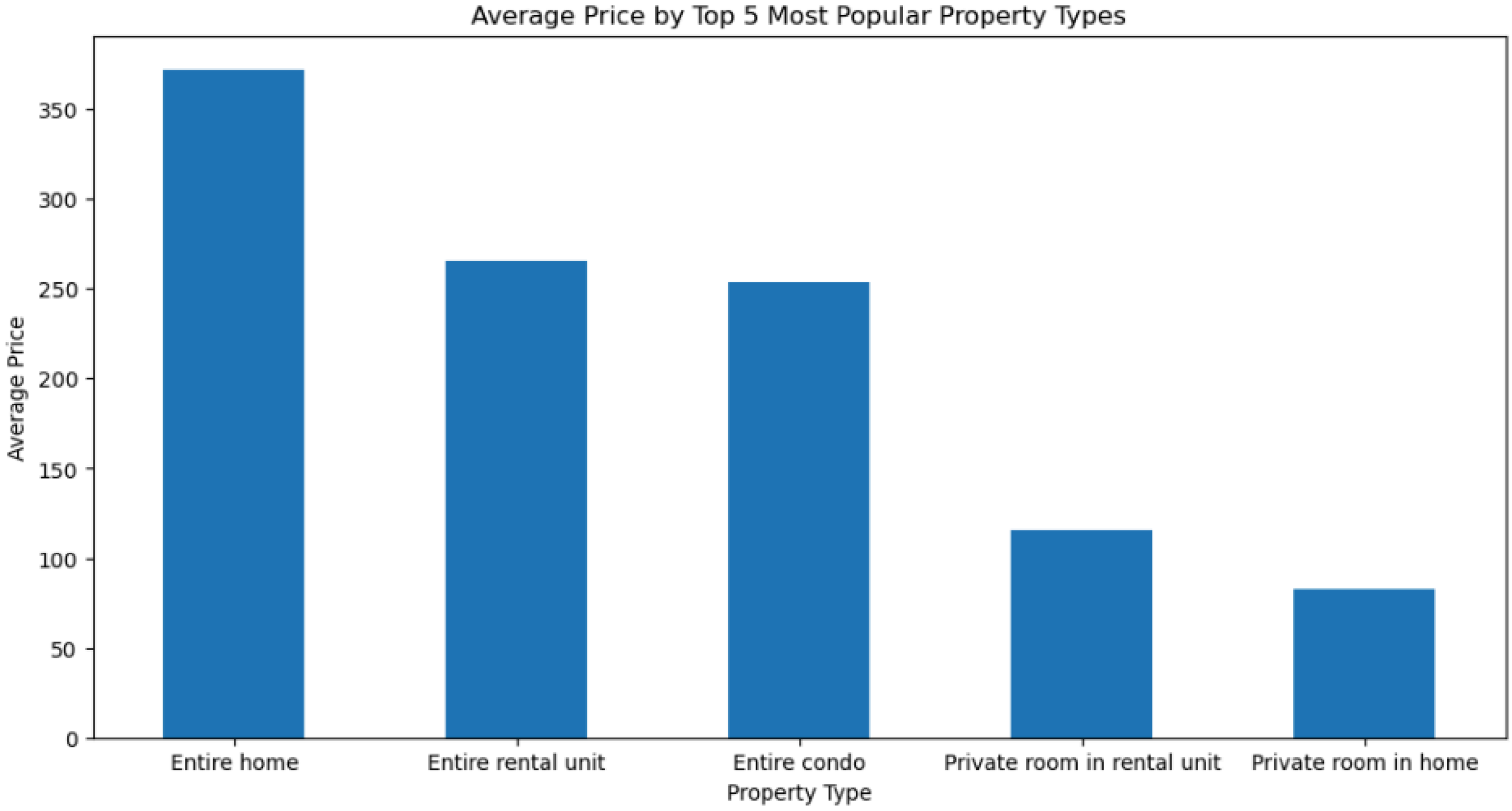
Difference in prices

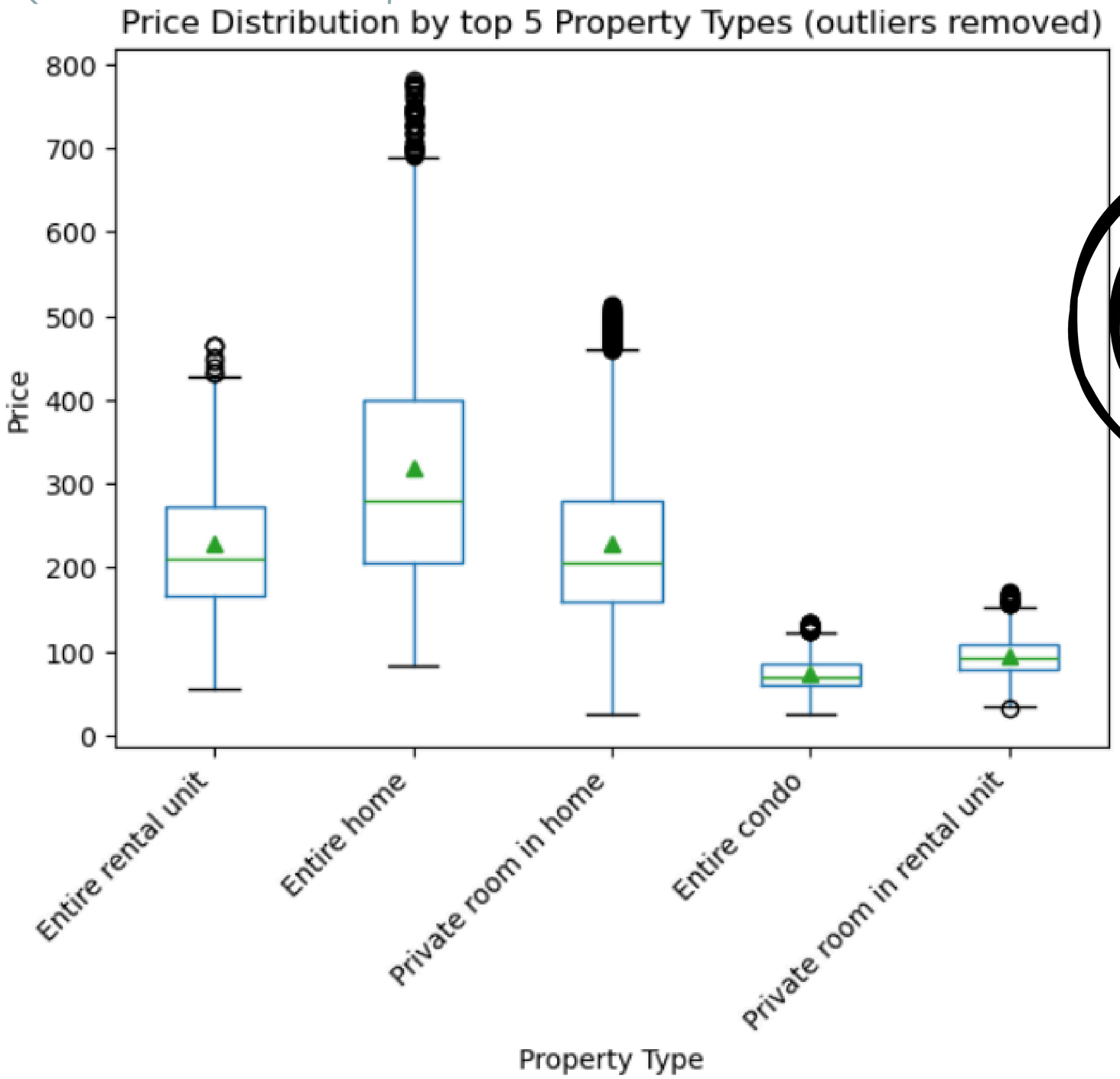
Not true!

There is no significant difference
in average prices in City locations compared to locations
outside of the city

Property Types and Prices

Does the **type** of Airnb make a difference to the price per night?


Average Price by Top 5 Most Popular Property Types
Average Price
0
50
100
150
200
250
300
350
Entire home
Entire rental unit
Entire condo
Private room in rental unit
Private room in home
Property Type



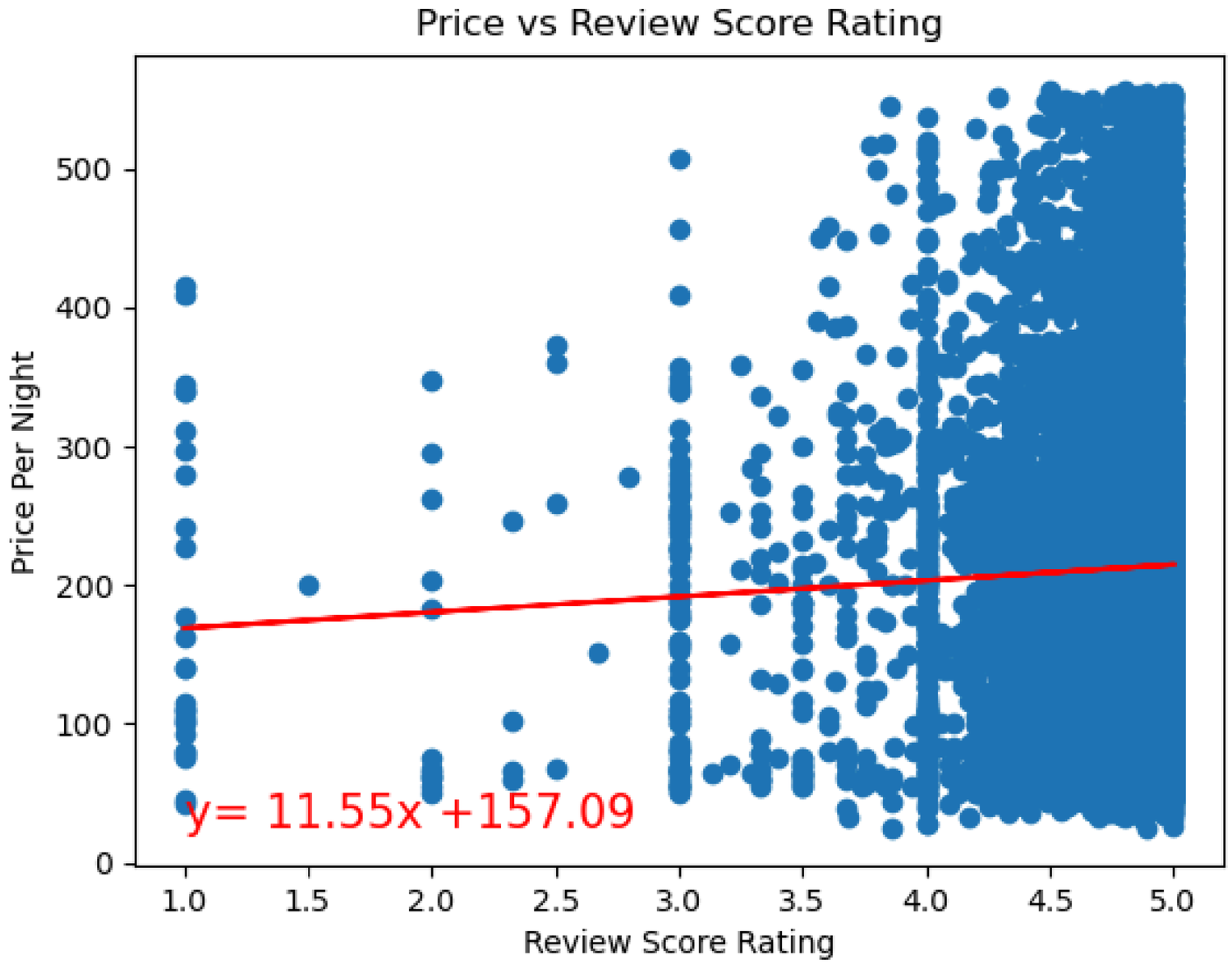
Our Hypothesis is True !

Entire homes/rental units are priced higher than private rooms

Review Scores and Prices

I want accommodation that has a **high review score** but don't want to spend too much.

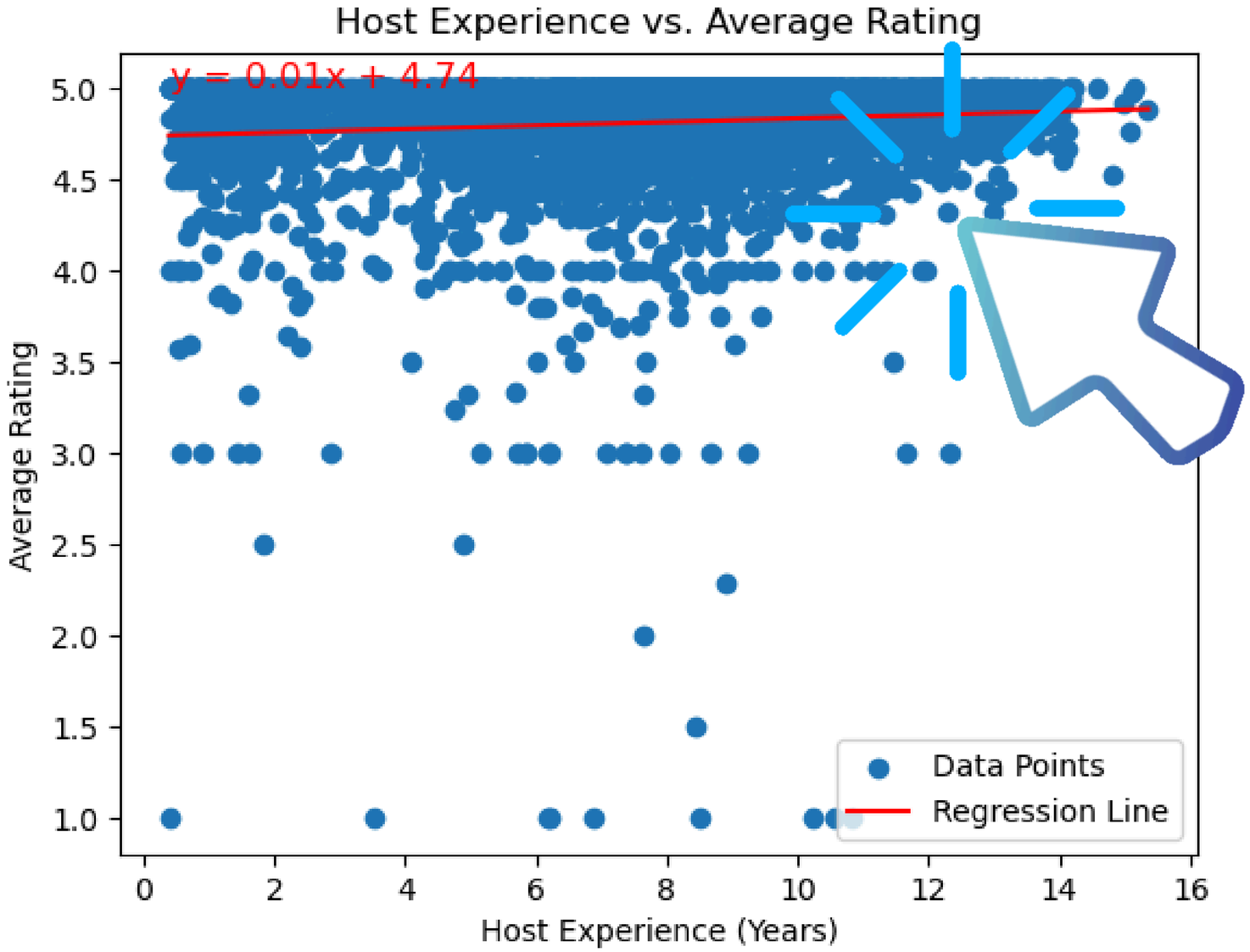
Should I look for **lower rated accommodation** to ensure this?



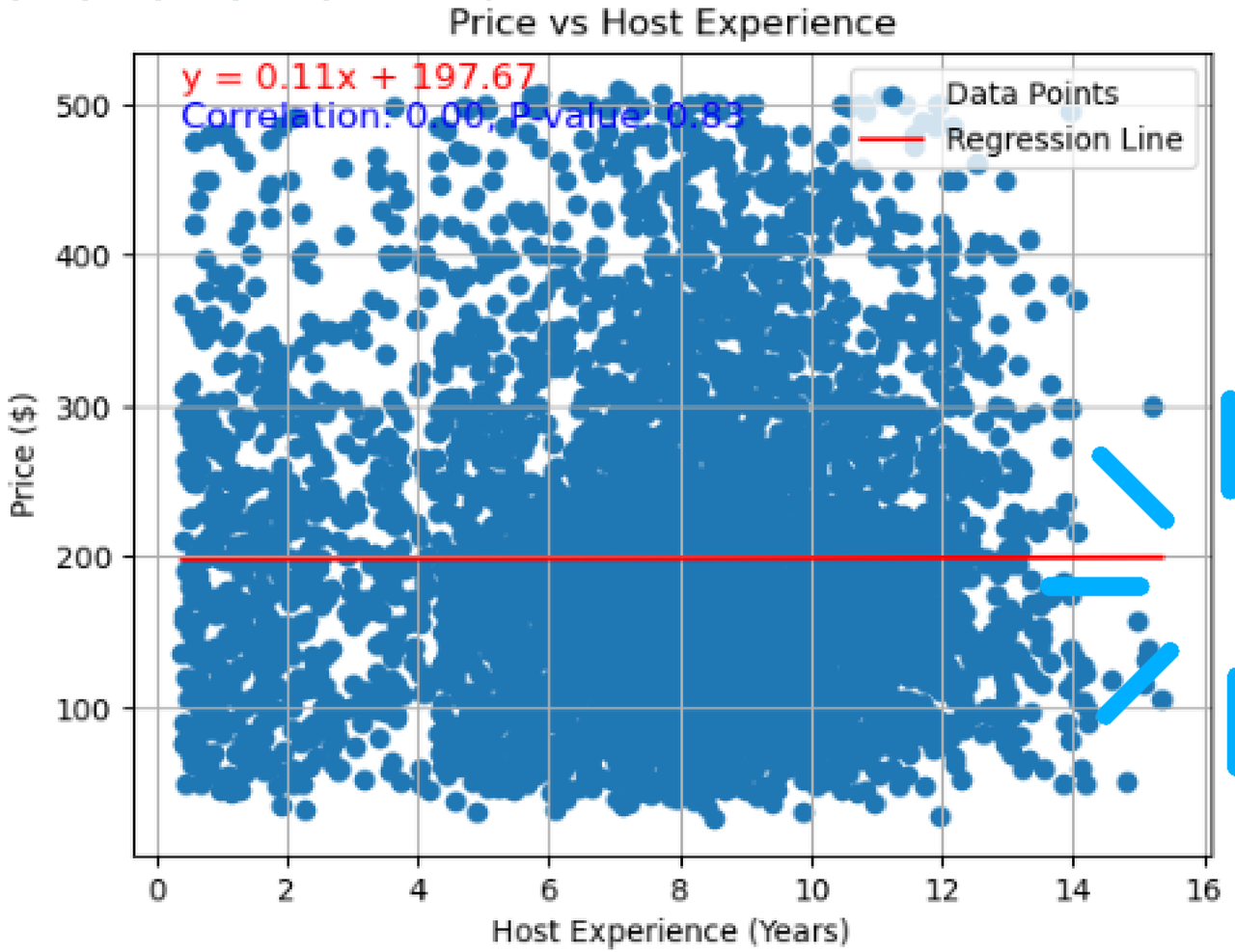
Our hypothesis is true!
There is a very weak positive correlation between price and review

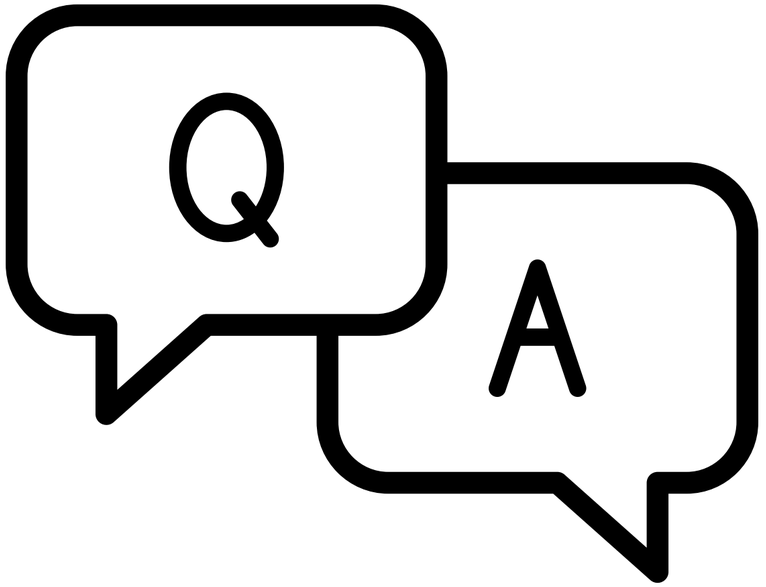
Host Characteristics and Prices

Would Sarah’s charm or Tom’s 10 years experience wield more influence on the average ratings or price?...



There is a weak relationship between how many years of experience a host has & how highly they are rated.



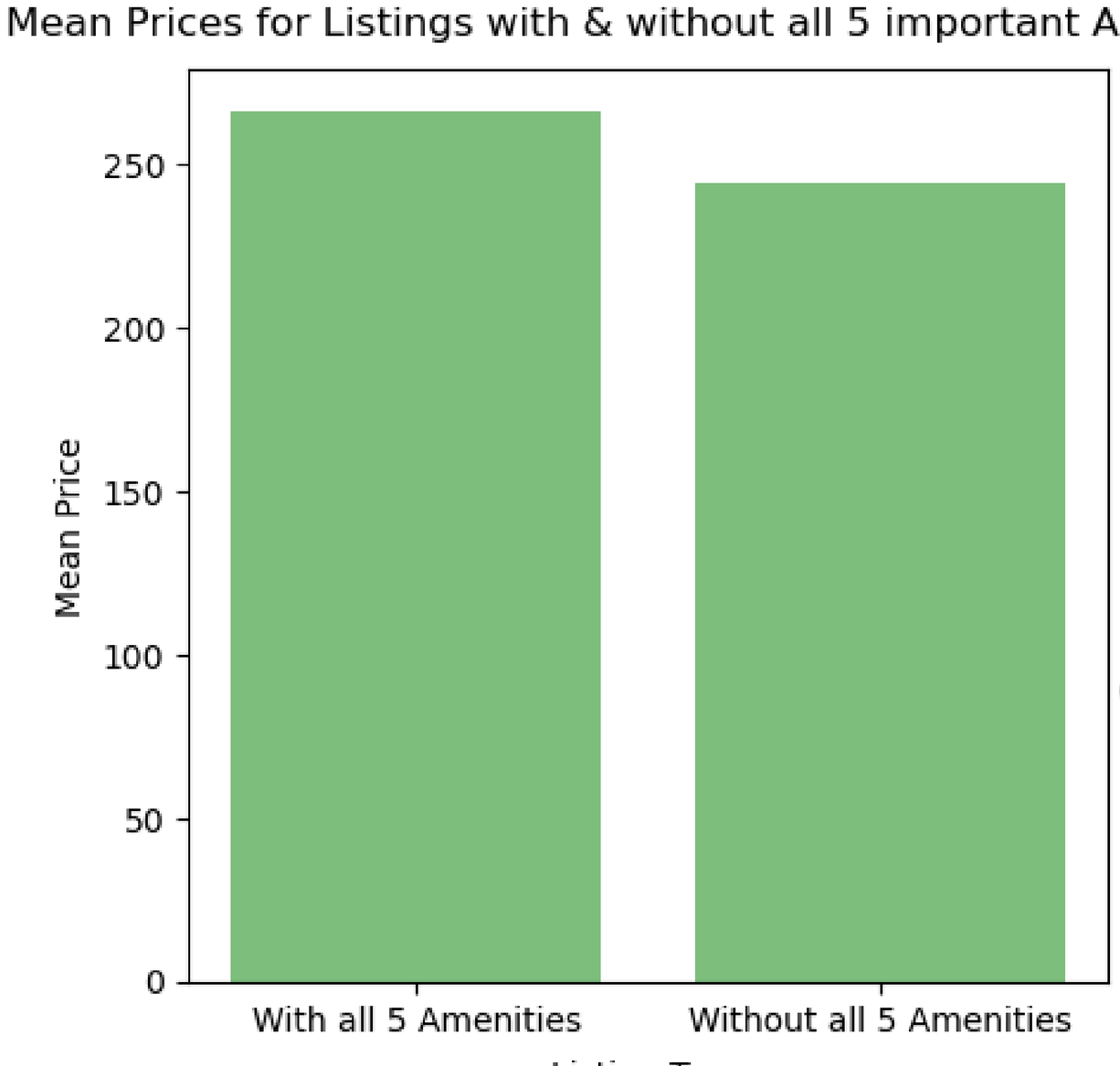


There is no correlation between price and host experience

Amenities and Prices

...i’m not sure if that would add to my budget...

I would like a place with at least **Wi-Fi**, **Kitchen**, **Air conditioning, Heating** and **Essentials** but...



Our Hypothesis is True !

Listings with all 5 amenities do have higher prices

What should Roger do?...

Save money and stay in the heart of Melbourne

Stay in a shared space (if flying solo!)

Pay more for all amenities

Stay in a lower rated space to save money

Don’t worry about the experience of my host, people will rate their listing the same regardless

Further Data Exploration

Include more cities

Proximity to public transport

Proximity to tourist attractions

Consider seasonal fluctuations

Proximity to restaurants