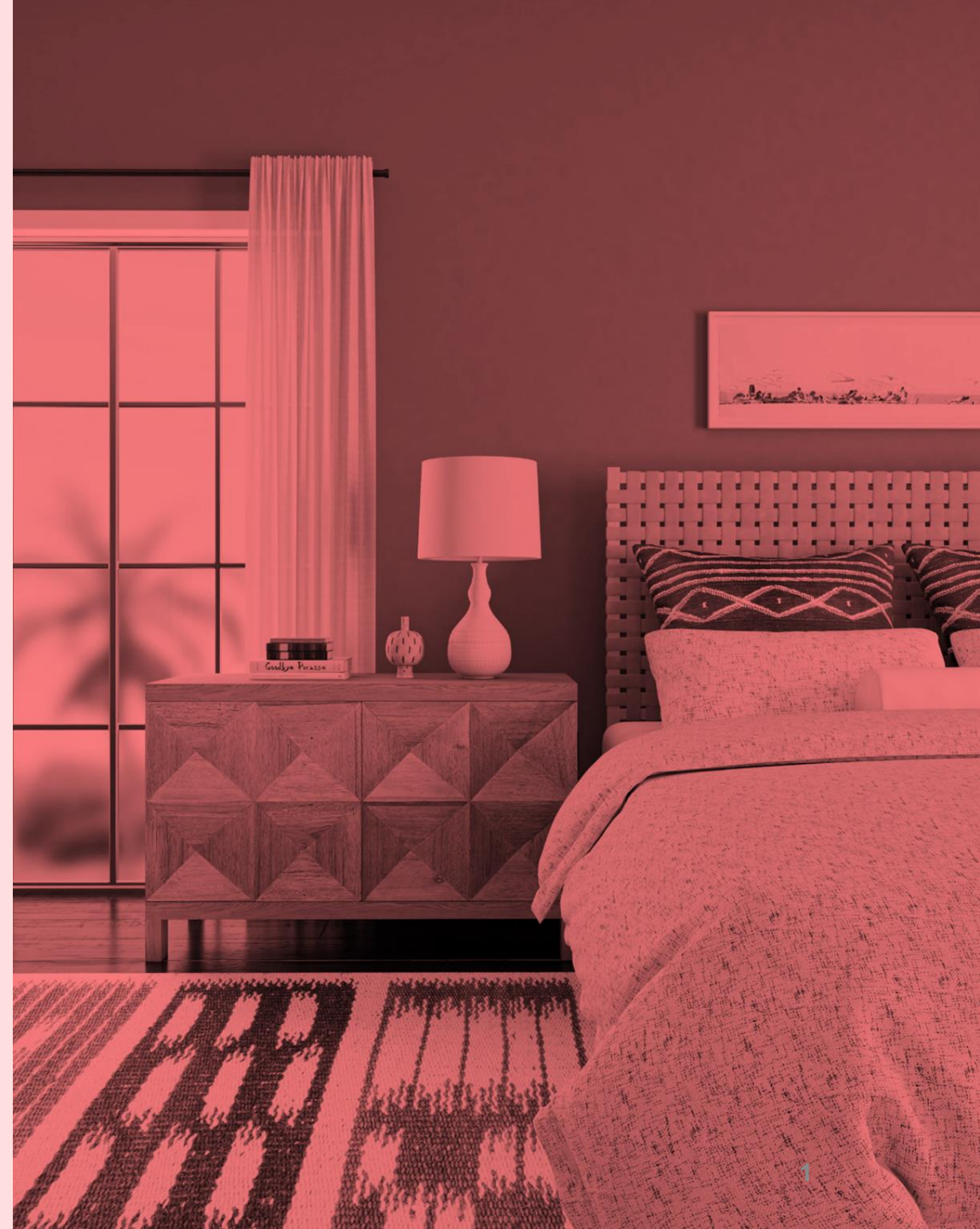




Discover the Best Airbnb Listings: An Interactive Data Analysis Tool



Airbnb



A web platform where users can rent out their space to host travelers to



6M

Active listings worldwide



220+

countries and regions

Challenge

Helping customers to have a more informed decision when choosing from Airbnb listings by providing a visual overview and a tool to filter based on customers needs including:



Price Range



Reviews



Property Type



Room Type

The Data



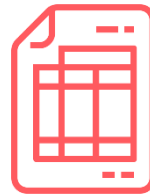
About the Data

The observations in this data set represents some of the best Airbnb listings in 10 different cities.



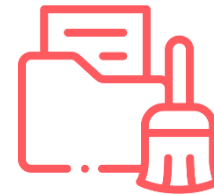
200,000+

Observations



33

Variables



1,000+

Null Values

Variables of Interest



City

City the Listing is in. 10 different cities (String)



Property Type

More than 100 different properties (String)



Host is super host

Binary field to determine if the Host is a Superhost (Boolean)



Price

Listing price per night, reported in each country's currency (Number)



Neighborhood

Neighborhood the Listing is in. 660 different neighborhoods (String)



Room Type

4 different room types (String)



Amenities

Listed amenities provided by the host



Review score rating

Listing's overall rating out of 100. (Number)

Data Cleaning & Preparing

**Missing
Data**

Null Values

- Discovering, Deleting or Replacing

**Calculated
Field**

Pivot Data

New Fields

- To calculate new information based on in-field data (“Amenities” & “Reviews”)

Several calculated fields

- Price in dollar: Converting “Prices” from local to USD
- Negative sentiment: Interpreting the “review scores”
- Splitting data: Splitting “Amenities” values into multiple fields

Dashboard





An overview of sample Airbnb data
which is collected from:
Maven Analytics Data Playground
(All prices converted to USD)



10
Cities



279,546
Listings

Where do you like to go?
All

Room Type
☒ Entire place
☒ Hotel room
☒ Private room
☒ Shared room

Host Type
☒ Not Super Host
☒ Super Host



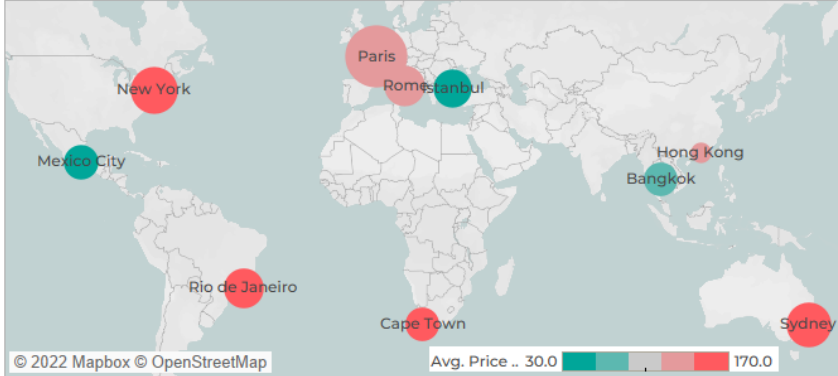
143
Prop. Type



181,900
Hosts

Price USD\$
0 to 128652

Geographic Locations by No. of Listings (Size) and Avg. Price



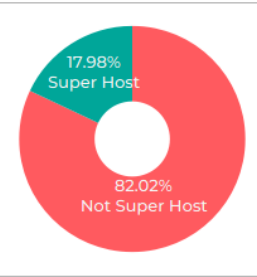
Avg. prices offered by hosts



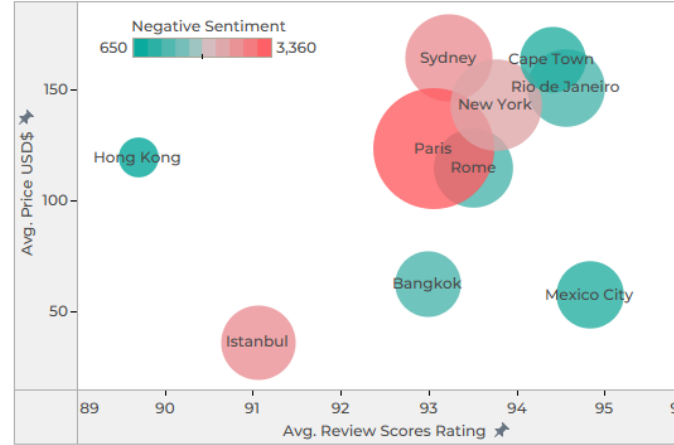
Average price per night (USD\$)



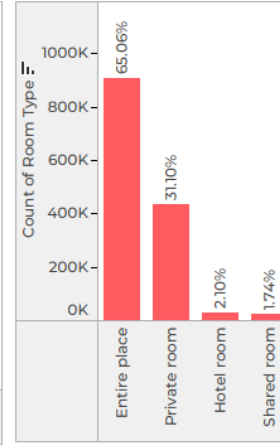
Host Type Perc.



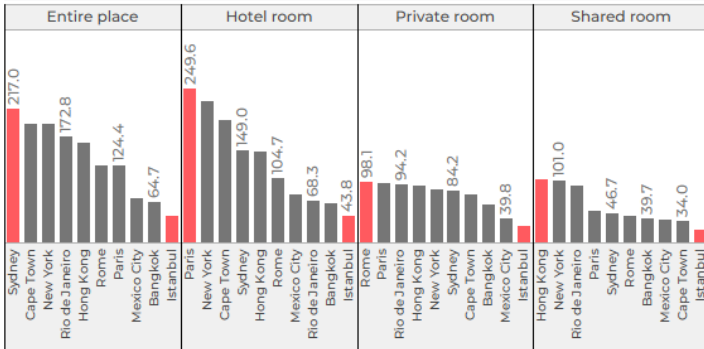
Avg Price/Review Score (By No. of Listings/ Negative Sentiments)



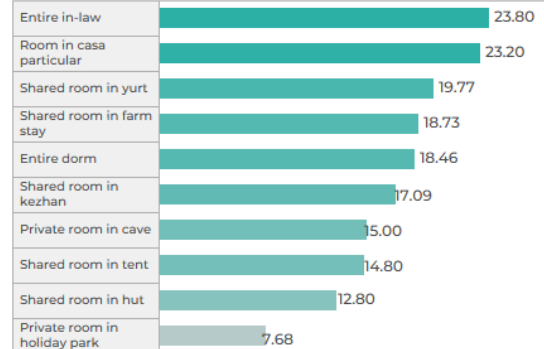
Room Type Perc.



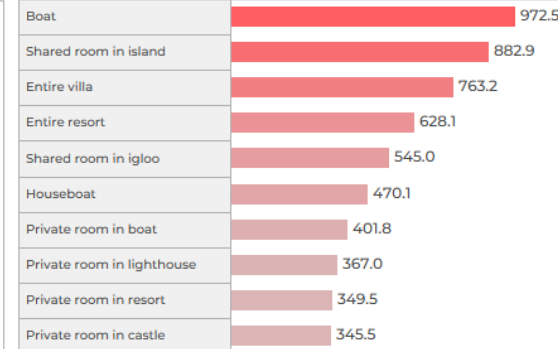
Avg. Price of Room Types in Each City



Top 10 Least Expensive Property Types (for Adventurers)



Top 10 Most Expensive Property Types (for luxurious tastes)



The most expensive city

Sydney is the most expensive city by average price (US\$)

Paris

Paris is the city with both highest no. of listings and highest no. of negative reviews.

Super Hosts

In all cities (except for Paris) avg. prices offered by Super Hosts are lower than other hosts.

The Story of Sydney



Sydney's Story



Why Sydney?

**High-end
Neighborhoods**

**Expensive
Properties**


Amenities


Why Sydney?	High-end Neighborhoods	Expensive Properties	Amenities
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Average price per night (USD\$)



Sydney as the most expensive city:

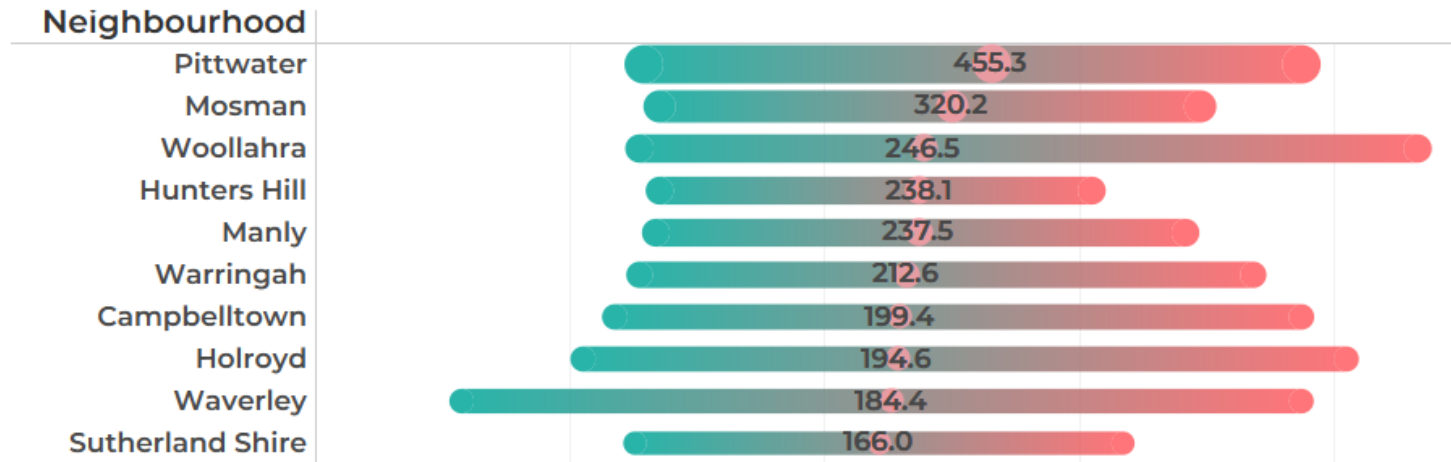
 **33,630**
Listings

 **24,965**
Hosts

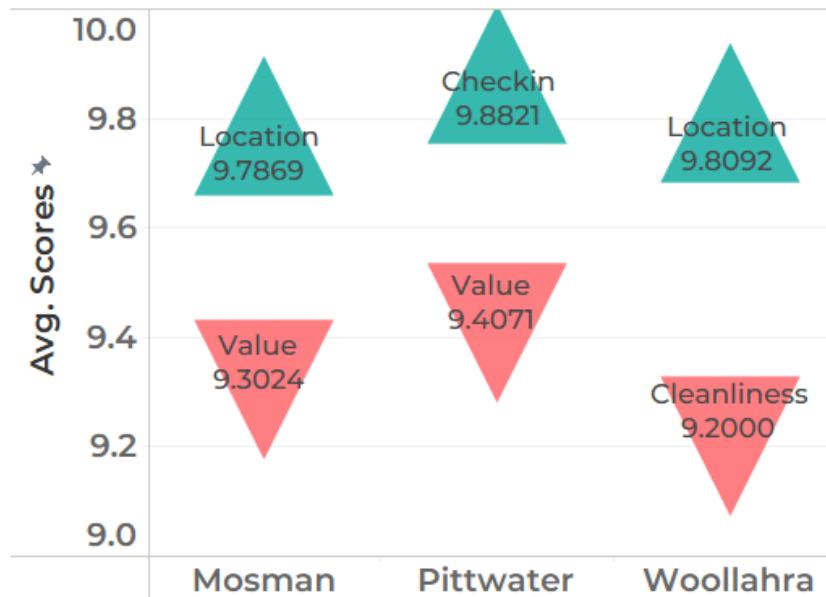
 **89**
Prop. Types

 **38**
Neighbourhoods

Sydney's Top 10 Expensive Neighbourhoods Avg. Price Distribution



The Highest and Lowest Reviews for Top 3 Most Expensive Neighborhoods in Sydney



Interpretation:

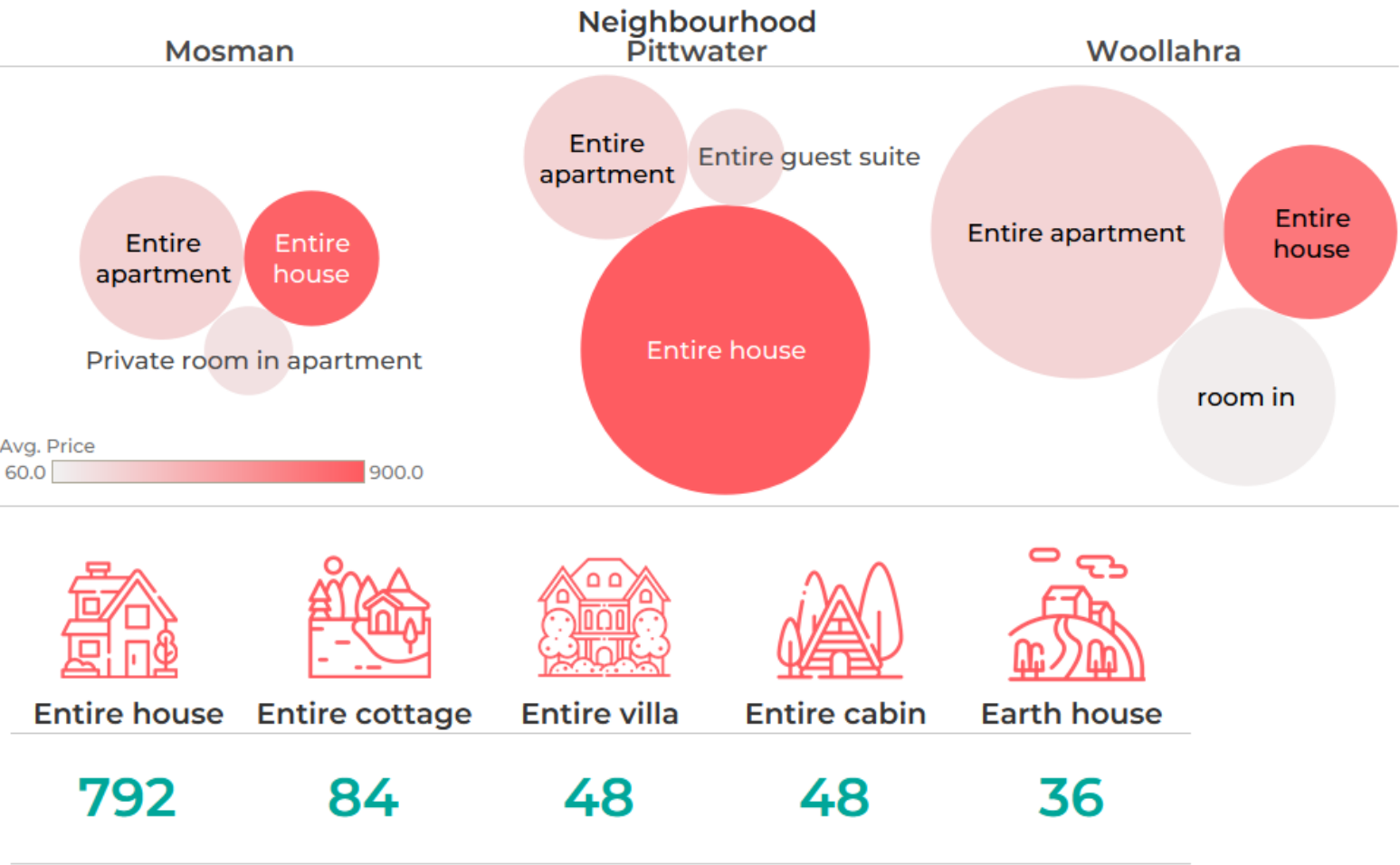
The top 3 most expensive neighbourhoods (by average price) scored **highest** on:

- *Location, Check-in*

and **lowest** on:

- *Value, Cleanliness*

Most Available Property Types in Expensive Neighborhoods



3% The most expensive property types in high-end neighbourhoods consist about 3% of all listings in Sydney.

Why Sydney?	High-end Neighborhoods	Expensive Properties	Amenities
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Amenities of High Priced Listings in The Top 3 Neighbourhoods

"TV with Netflix" "Breakfast" "Private entrance" "Portable fans"
 "Iron" "Free parking on premises" "Smoke alarm" "Bathtub"
 "Stove" "Indoor fireplace" "Bed linens"
 "Balcony" "Hair dryer" "Coffee maker" "Essentials" "Dryer"
 "Garden or backyard" "Office" "Beachfi
 "Fire extinguisher" "Patio or balcony"
 "Hot tub" "Cleaning products"
 "Ironing board" "Shampoo" "TV" "High chair"
 "Pets allowed" "Lockbox" "Heating" "Washer" "Baking sheet"
 "Air conditioning"



High-end property types in the top 3 expensive neighbourhoods in Sydney mostly have "Garden or Backyard". "Patio or balcony", "Shampoo" and "Hair dryer" are other most common amenities in these listings in Airbnb.

Resources

Data

Airbnb listings & reviews > <https://www.mavenanalytics.io/data-playground?page=2>

Pictures

<https://content.r9cdn.net/rimg/dimg/43/4b/72c43e11-city-2258-17a3a42c3ab.jpg?crop=true&width=1366&height=768&xhint=1597&yhint=1522>

https://blog.modsy.com/wp-content/uploads/2021/04/tr_29432b84-4b1b-437e-9b22-33184408a39a_729765_13_elsie_userview_5-scaled.jpg

<https://assets.vogue.com/photos/6026a160d6d4503e97febeef/master/pass/0317-VO-WELL77-01.jpg>

<https://blogsmedia.lse.ac.uk/blogs.dir/30/files/2020/03/How-to-Design-A-City-Like-Amazon-image.png>

https://static.dezeen.com/uploads/2020/02/house-in-the-landscape-niko-arcjitect-architecture-residential-russia-houses-khurtin_dezeen_2364_hero.jpg

Credits

Maryam Aliakbari

Farzin Valiloo

Harold Espinosa

Thanks For Your
Attention