

How can I maximize my profits as an Airbnb host?

Out of a
Million hosts



Data Incubator Project
Nov 15, 2017. Mihnea Han



How can Airbnb help you afford your rent?

Learn more about hosting at airbnb.com/host

What is your zipcode ?

02109

How many nights a month can you rent your spare room ?

16

\$139

Nightly Earnings

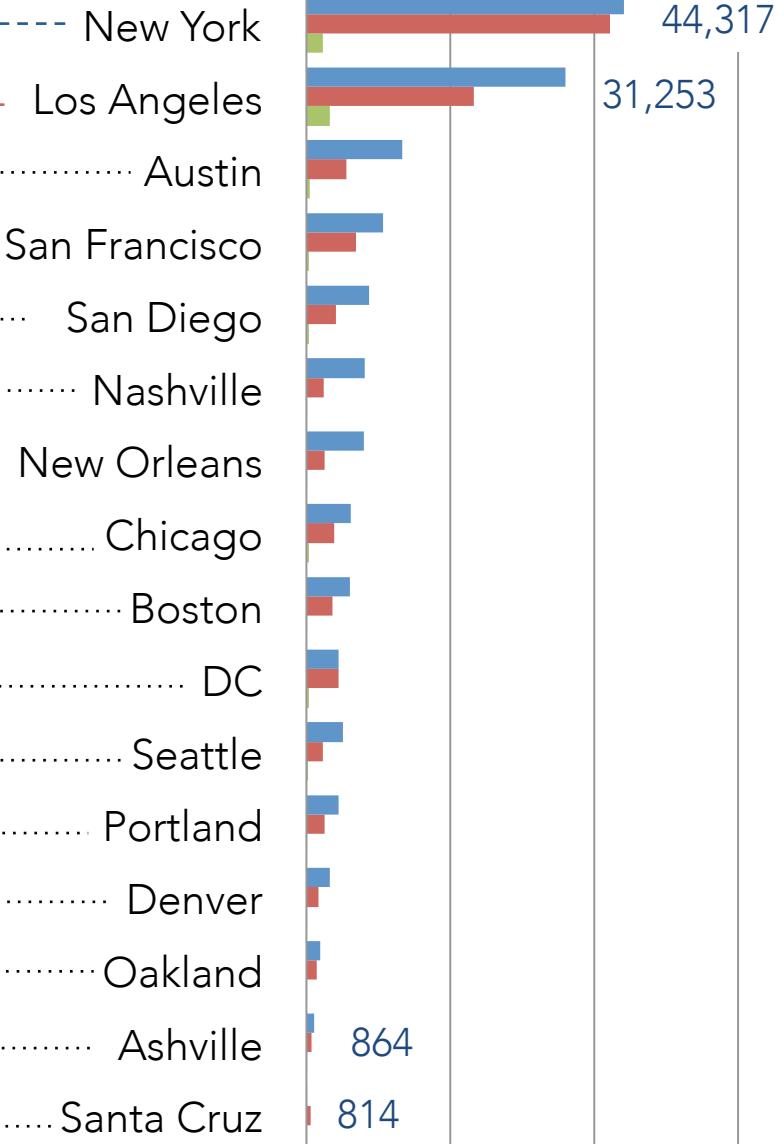
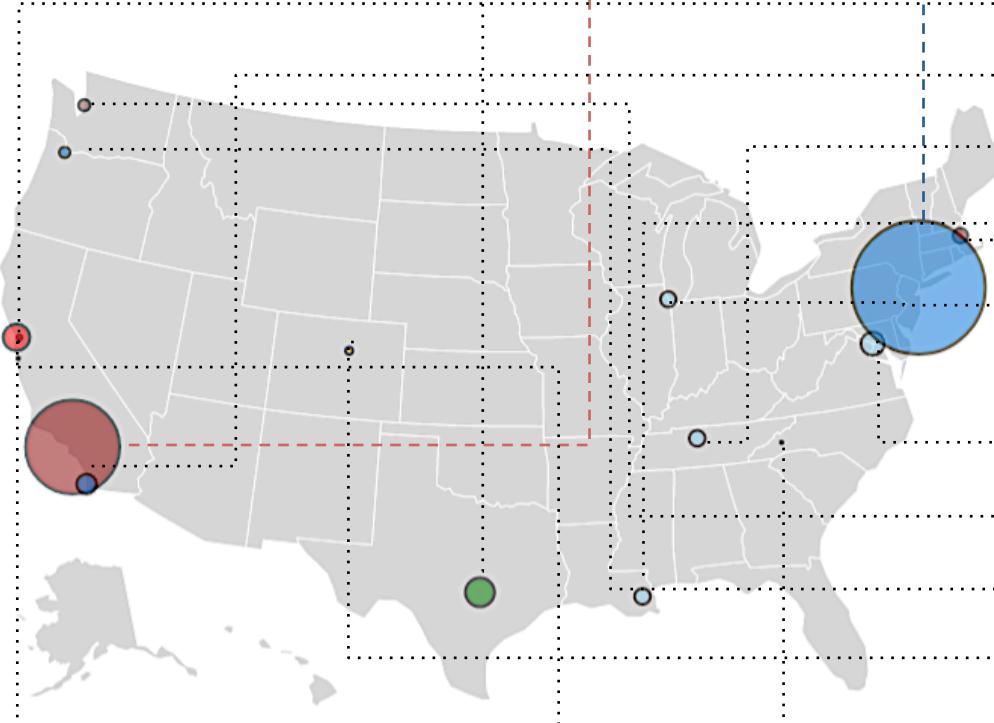
\$2,260

Monthly Rent

98%

Rent Covered

DATA



- InsideAirbnb dataset
- 16 cities in the USA (~1.6GB)
- Each listing with 93 features, including reviews

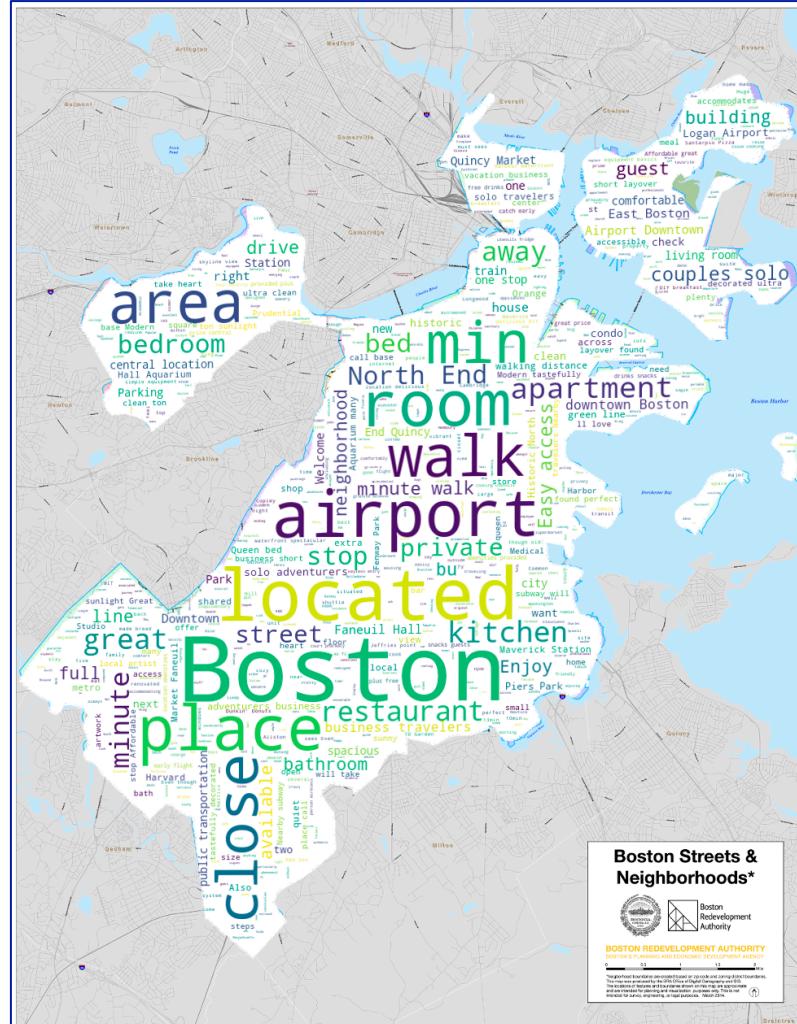
ANALYSIS

1. What factors most contribute to popularity of Airbnb listings ?

- Add feat: Google Maps API for walking dist/duration to public transport.
 - **Supervised Learning** (e.g., Random Forest) to predict popularity

2. What word/phrases most contribute to popularity?

- **Natural Language Processing**
on summary, description, and reviews

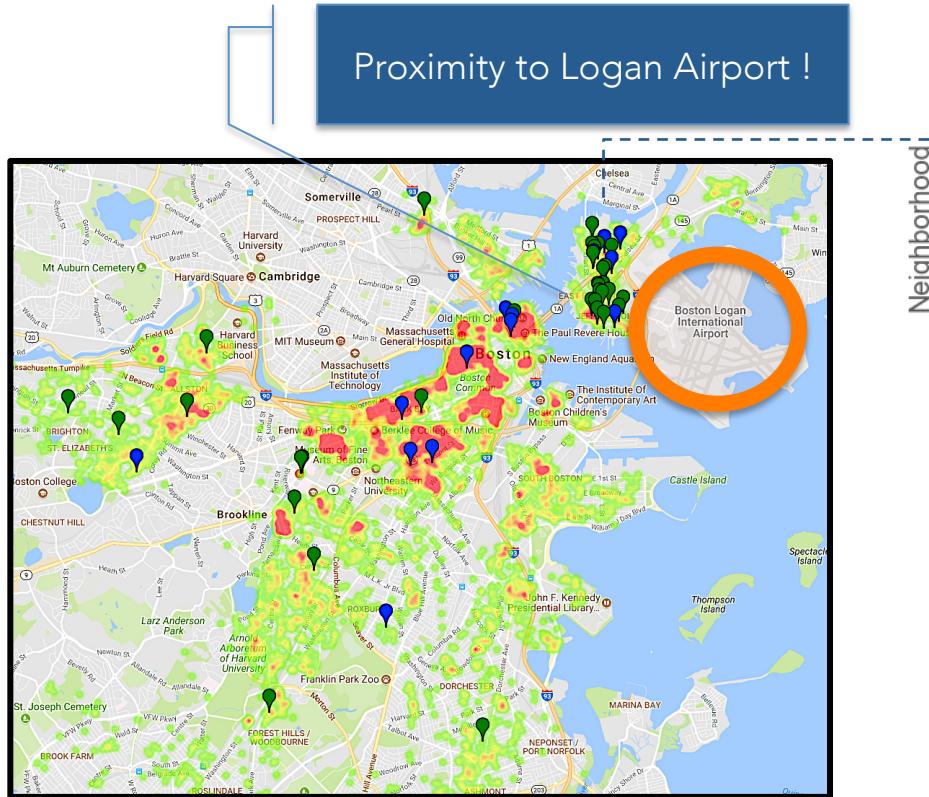


Word cloud for summary of hosts in Boston

EXAMPLE (Boston)

More Popular

Q. Why are the most popular listings in East Boston?



Airbnb listing distribution (contour) vs. the most popular listings (green/blue pins)