

AIRBNB - SAN DIEGO

Analyzing current listings to see where you should
consider opening an Airbnb



QUESTIONS



1. How many listings are in San Diego and where are they located?
2. Where are most guests staying?
3. How much does it cost to stay in each district?
4. Which district had the highest number of reviews and rating?
5. Average number of amenities
6. What type of place is the most common ?
7. How does room type affect price?
8. When are the most booked months and days

HOW MANY LISTINGS ARE IN SAN DIEGO AND WHERE ARE THEY LOCATED?

9

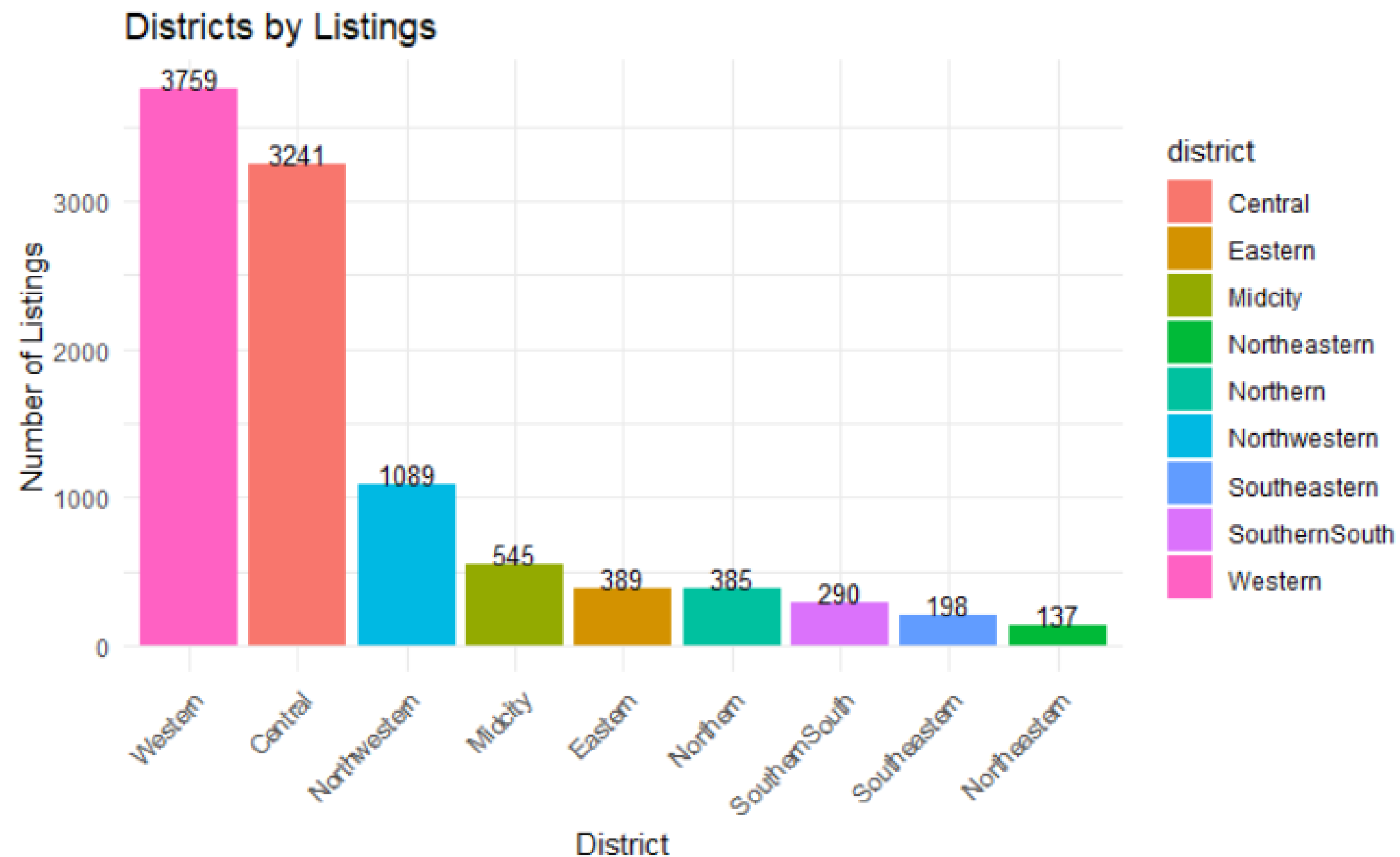
Districts in San Diego

10,030

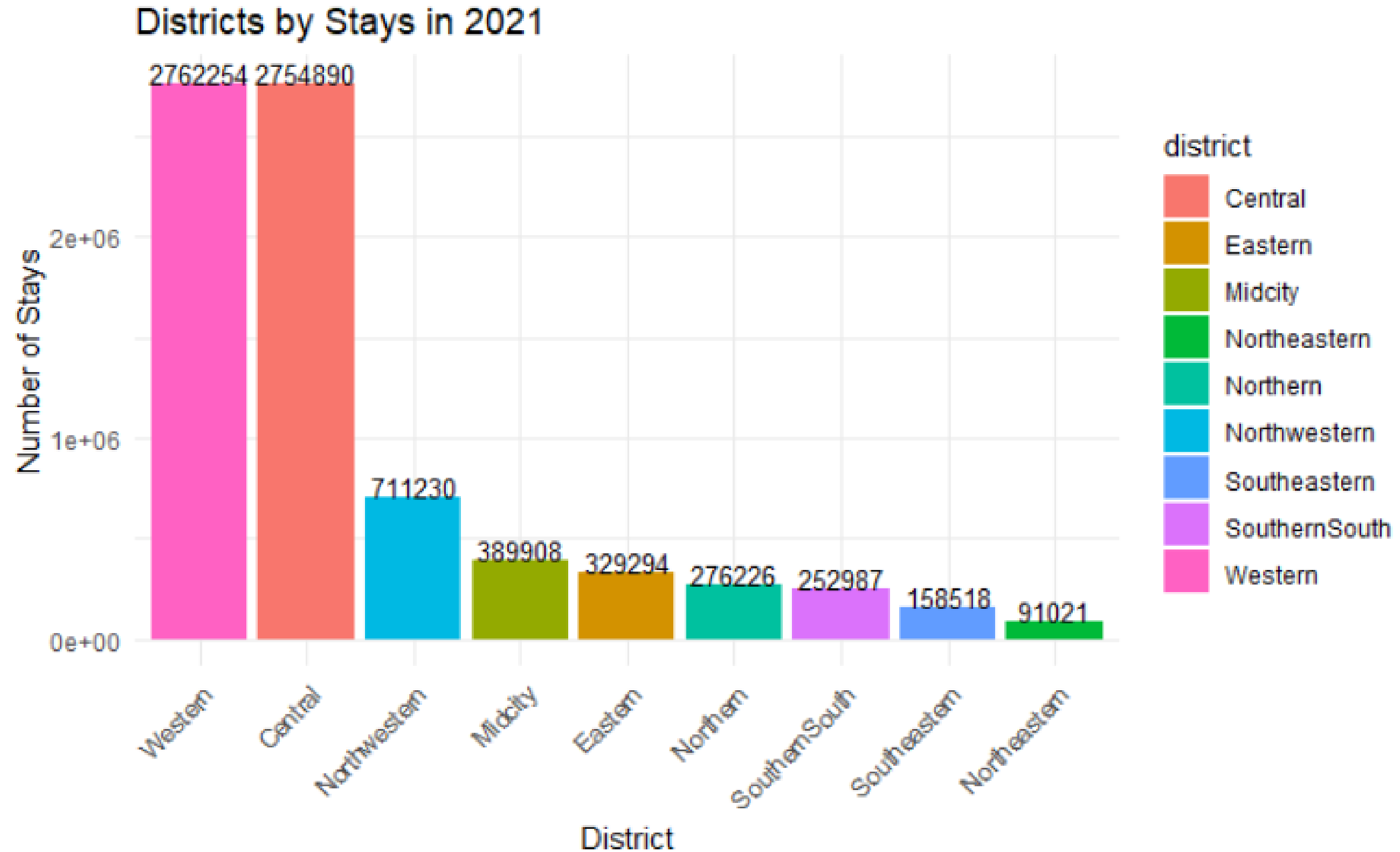
Listings in December 2021

WESTERN

has most listings

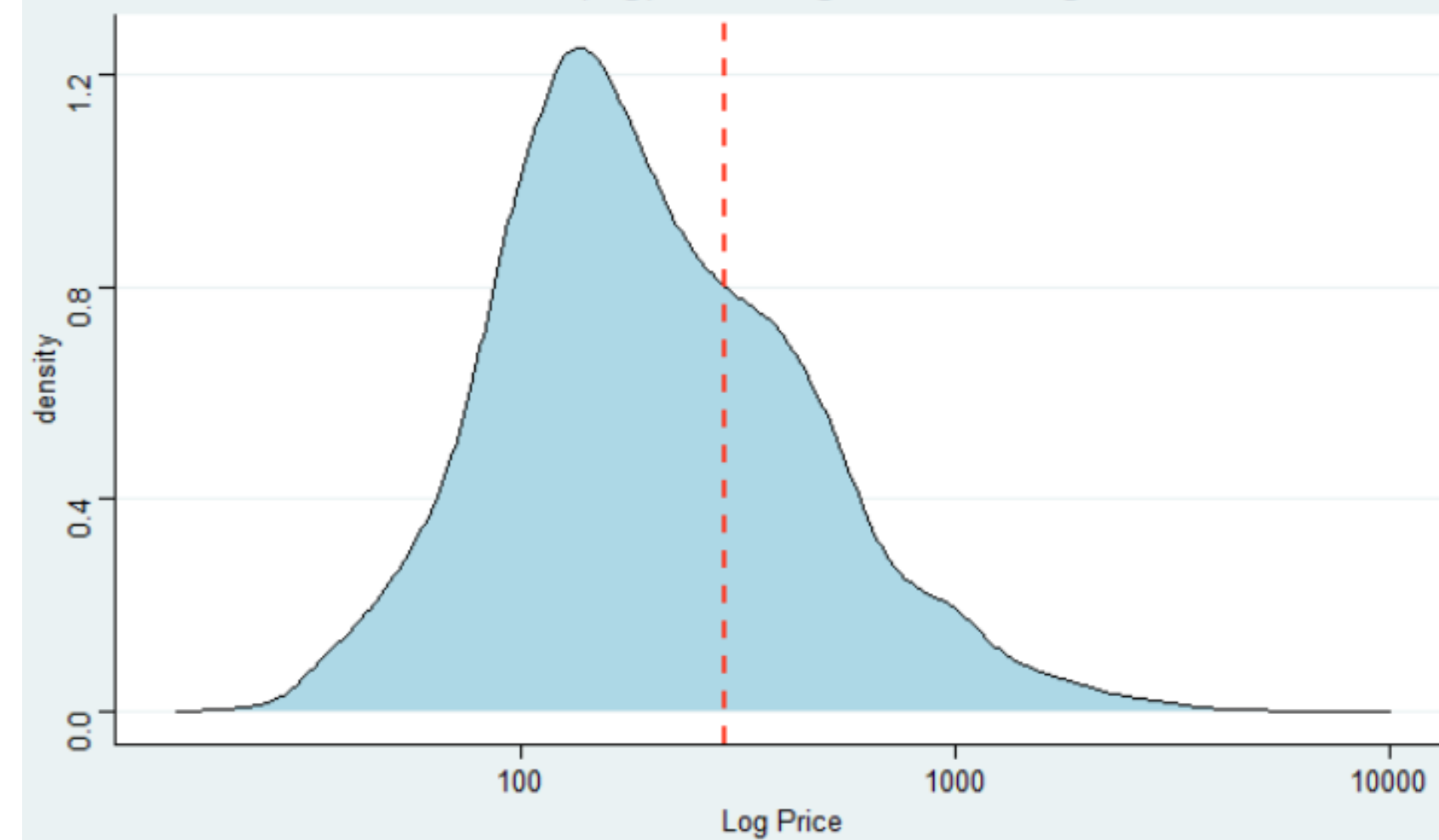


WHERE ARE MOST GUESTS STAYING ?

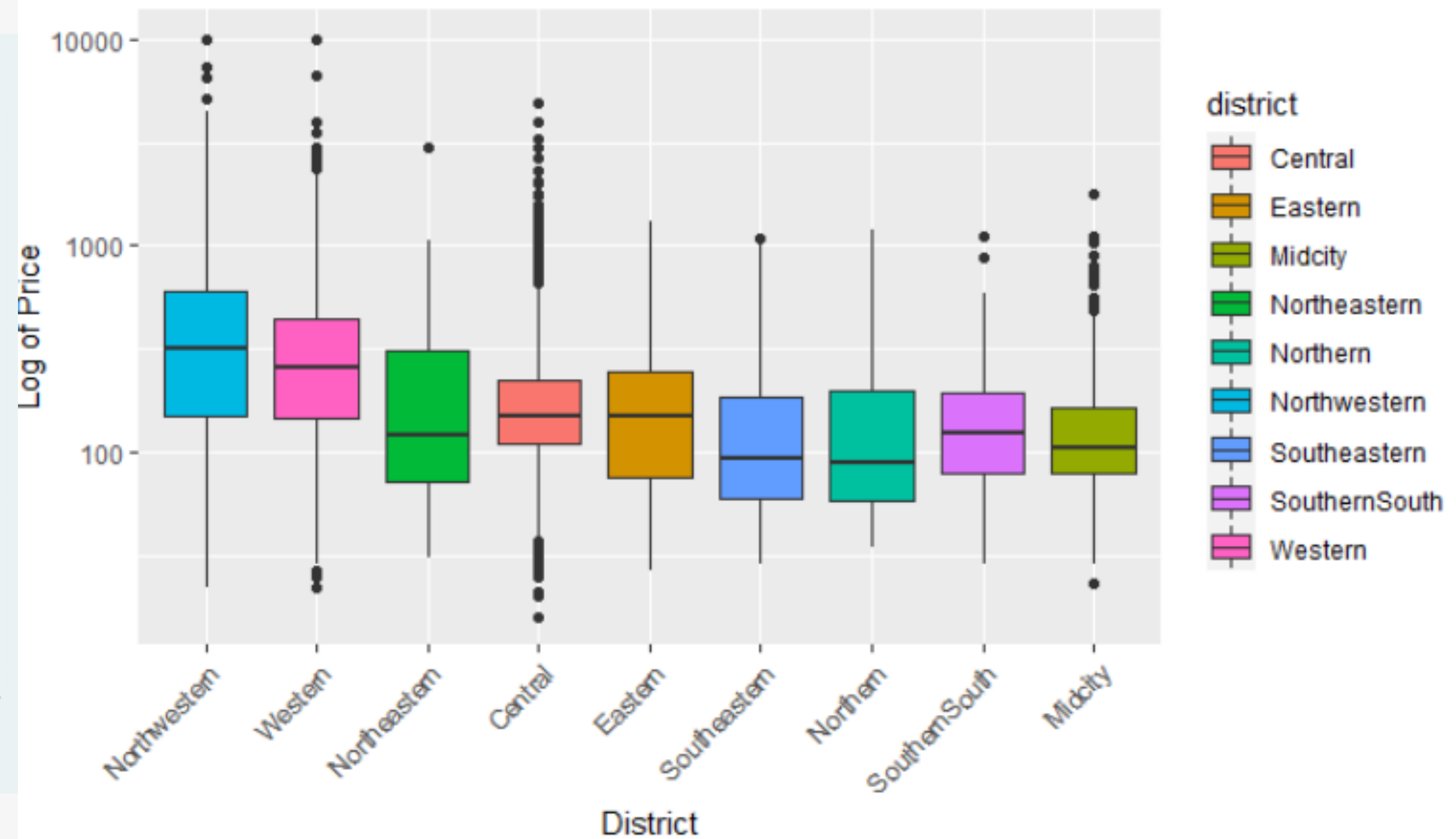


HOW MUCH DOES IT COST TO STAY IN EACH DISTRICT?

Prices(log) of Listings in San Diego



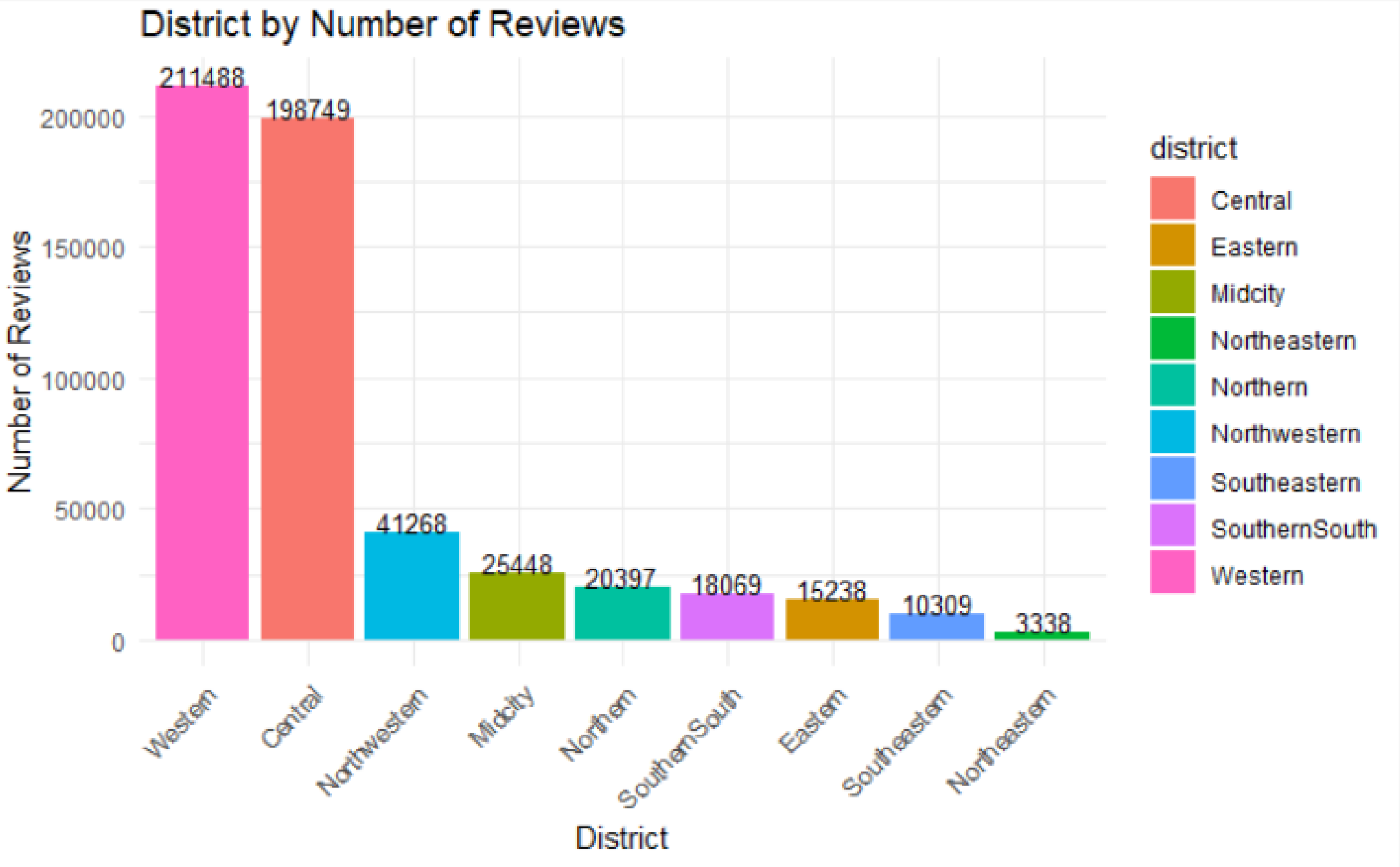
Districts vs Price



WHICH DISTRICT HAD THE HIGHEST NUMBER OF REVIEWS AND RATING?



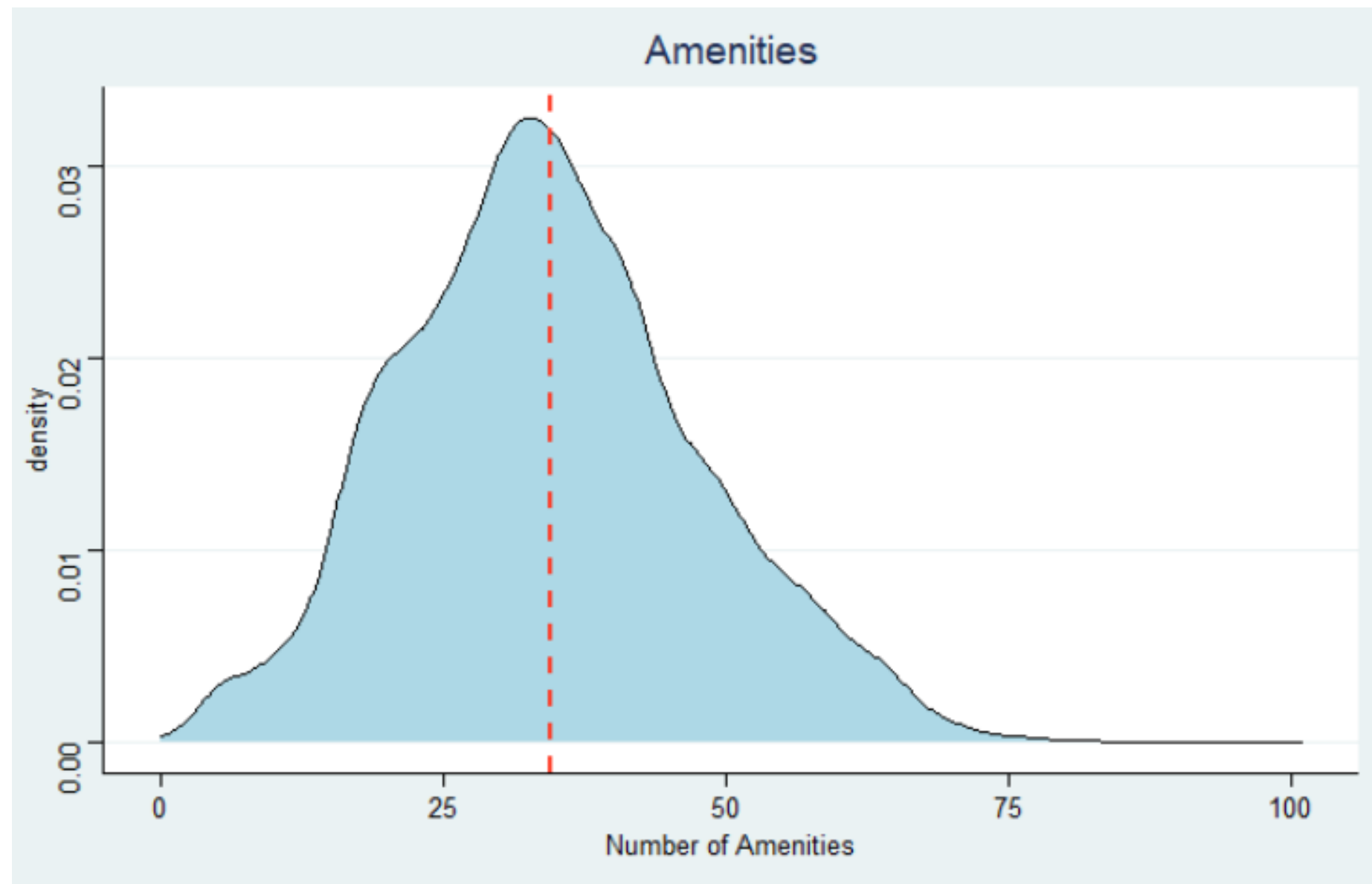
Average rating of all districts



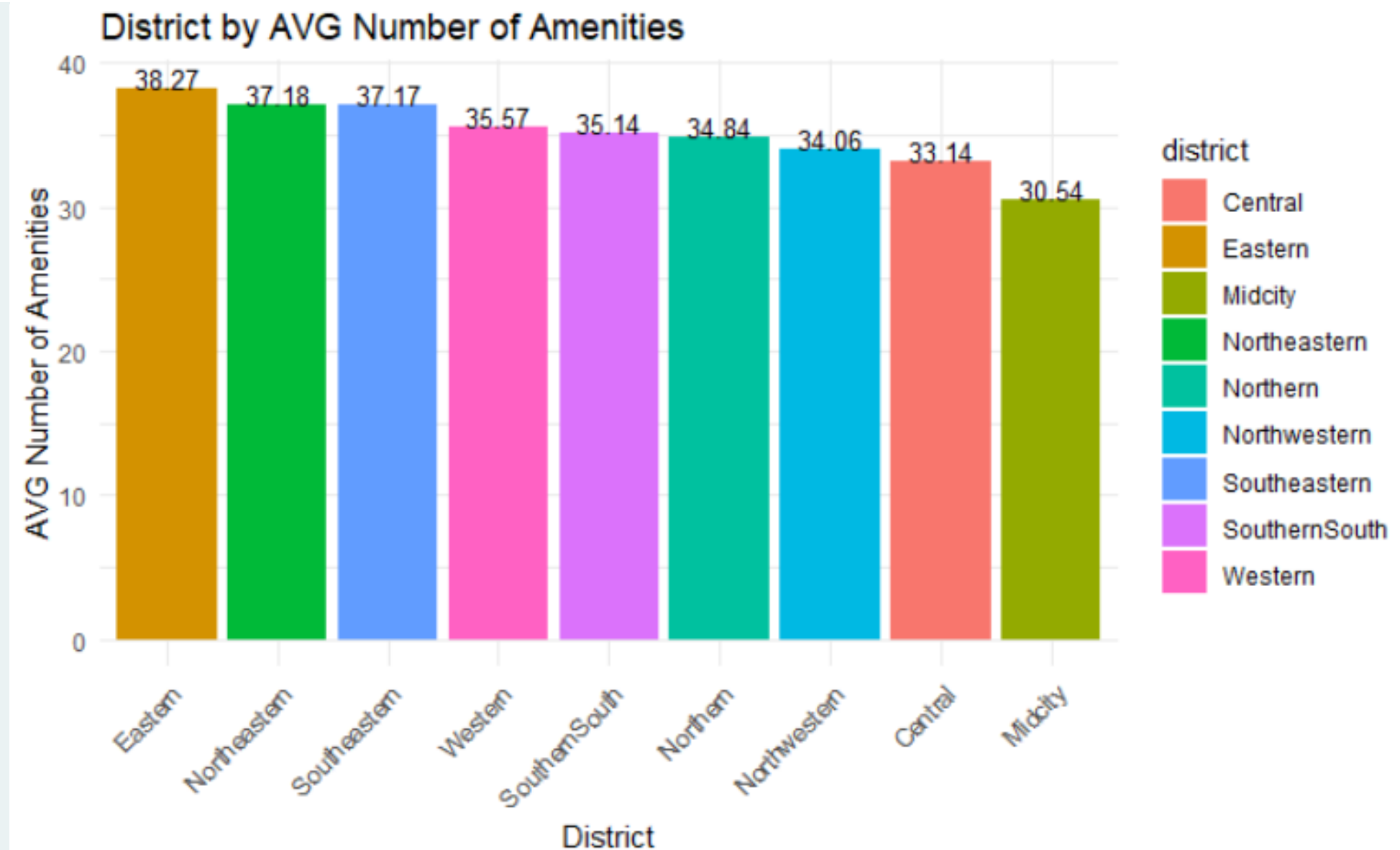
District	review_scores_rating
<chr>	<dbl>
Northeastern	4.83
Northern	4.79
Eastern	4.77
Northwestern	4.76
Southeastern	4.75
Western	4.75
Midcity	4.74
SouthernSouth	4.74
Central	4.71

AMENITIES

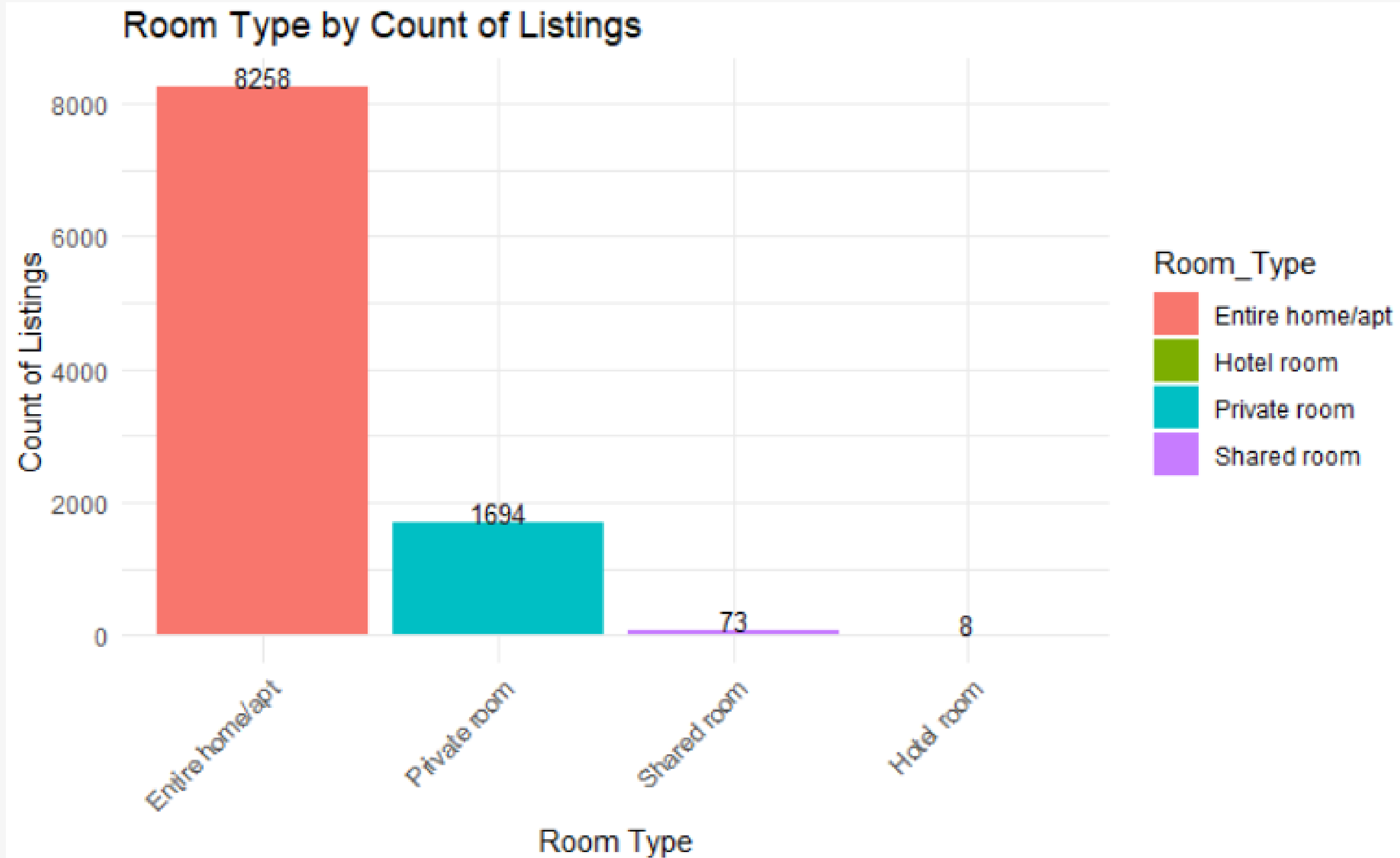
What is the average amount of amenities that the listings offered?



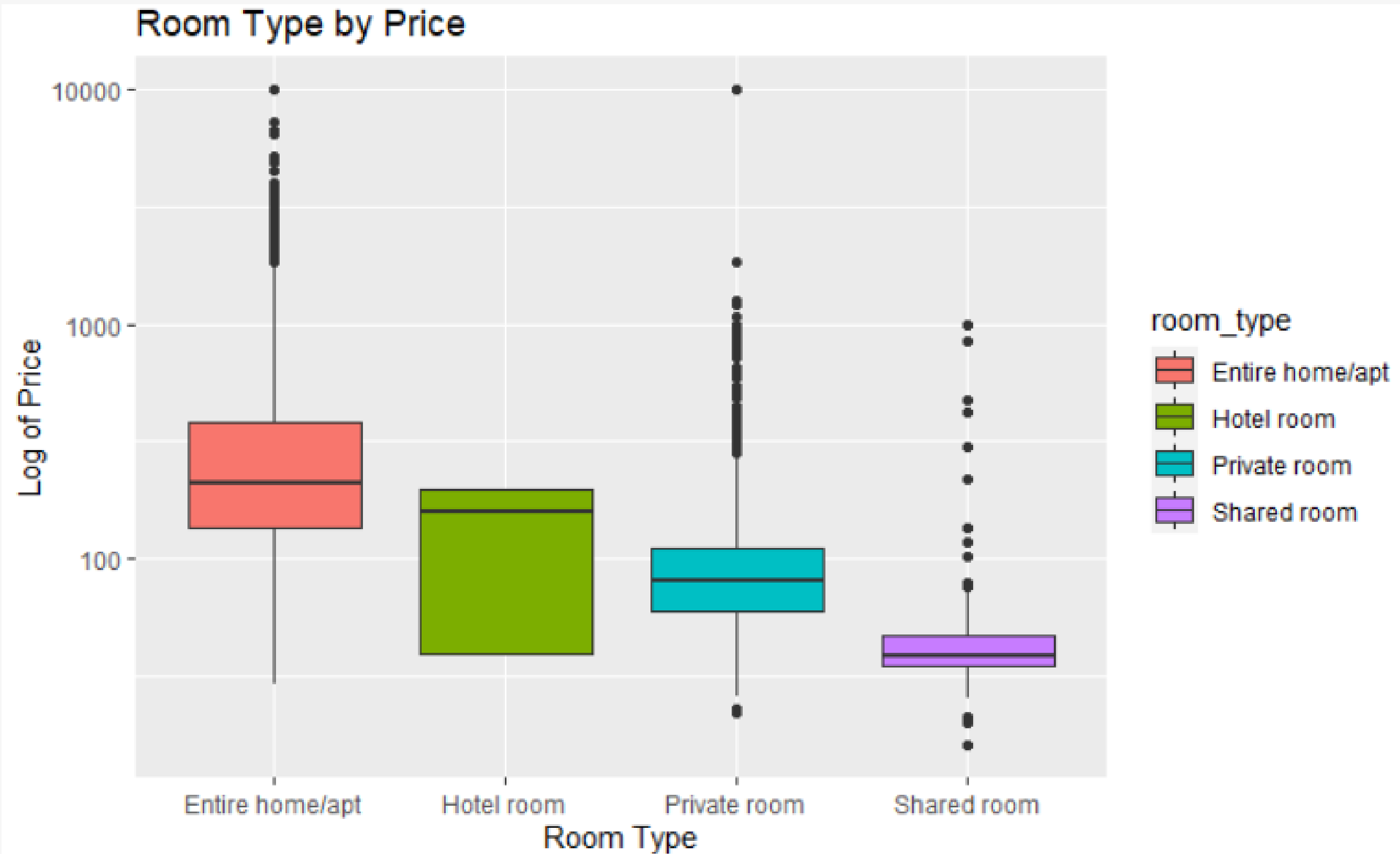
What is the average amount of amenities offered by each district?



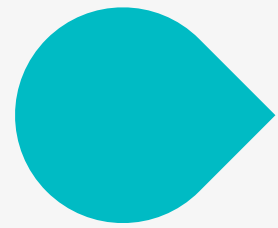
WHAT TYPE OF PLACE IS THE MOST COMMON ?



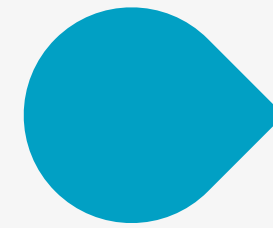
HOW DOES ROOM TYPE AFFECT PRICE?



MOST BOOKED MONTHS AND DAYS

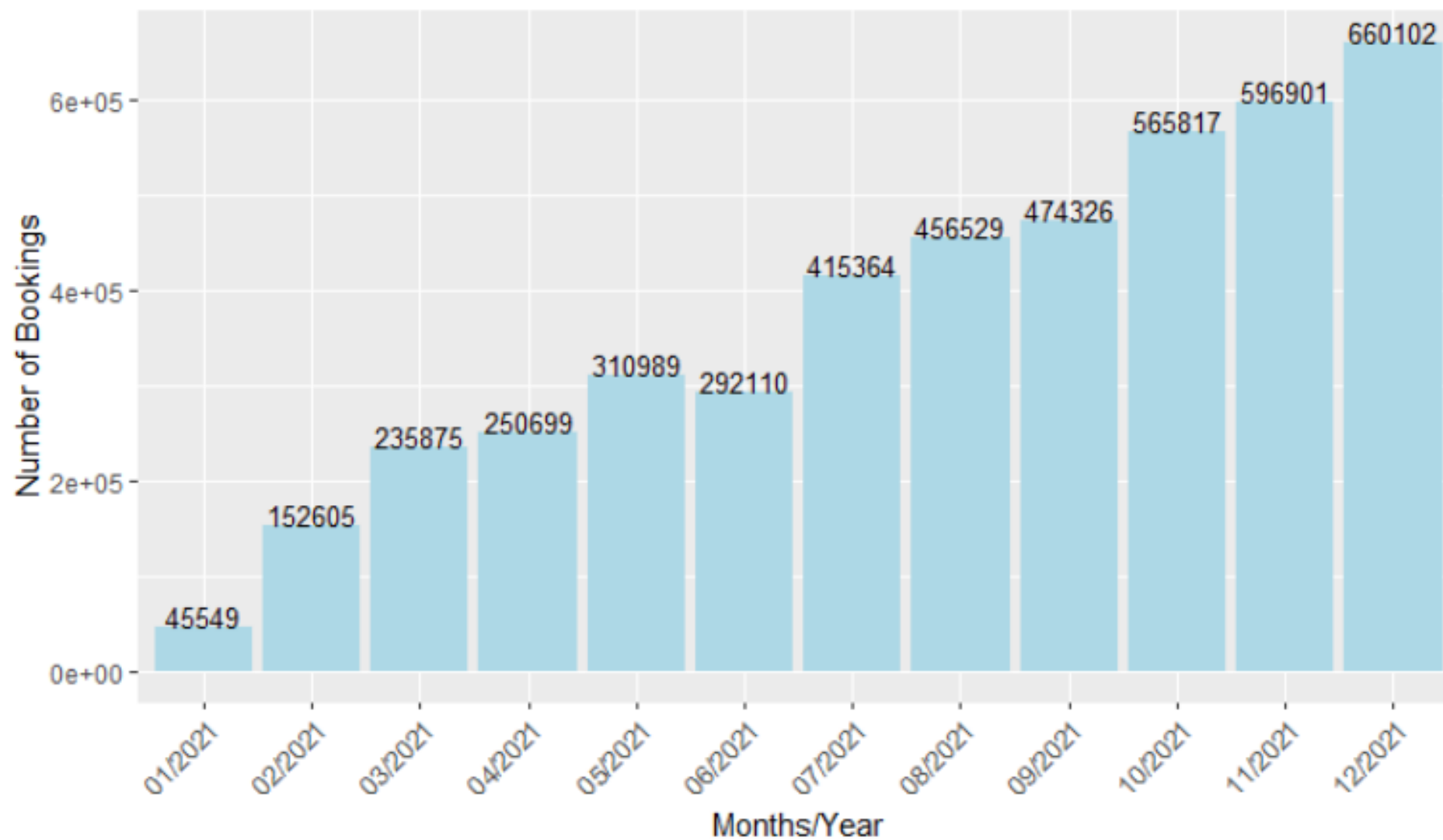


In 2021, December
was the most booked
month

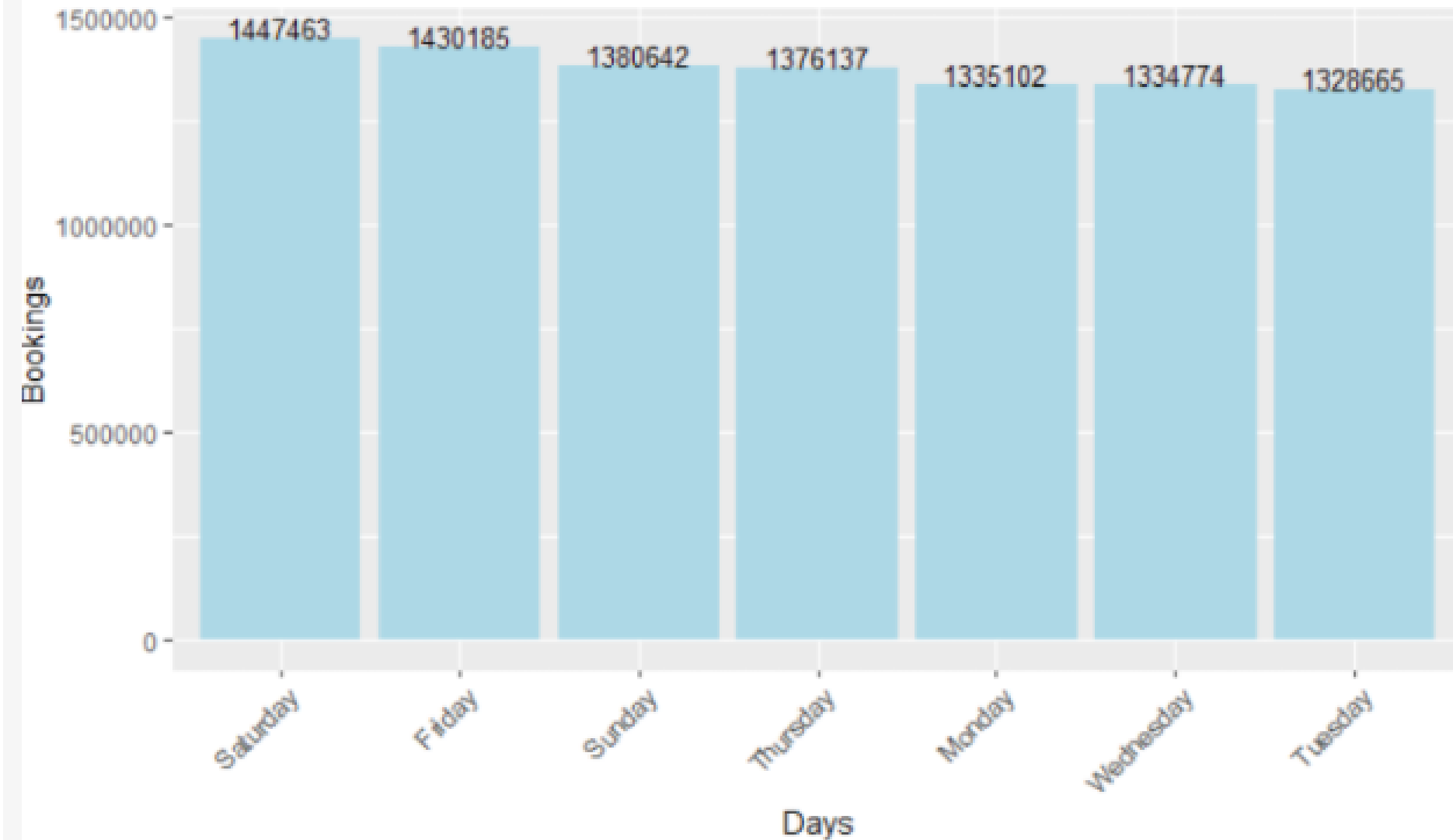


Friday - Sunday was
the most popular days
to stay

Bookings by Month



Bookings by Days of Week



REVIEW

1. How many listings are in San Diego and where are they located?
 - 10,030 listings; Most in Western
2. Where are most guests staying?
 - Western and Central
3. How much does it cost to stay in each district?
 - Average \$292
4. Which district had the highest number of reviews and rating?
 - Western and Central; Northeastern
5. Average number of amenities
 - 34
6. What type of place is the most common ?
 - Entire home/apartment
7. How does room type affect price?
 - Bigger room type, the more expensive
8. When are the most booked months and days
 - December, Friday-Sunday

Conclusion

Suggestions for your home



WESTERN OR CENTRAL

Guests stay in these
two districts the
most



COMPETITIVE PRICE

Start with cheaper
price to draw guests
away from established
competitors



ENTIRE HOME/ APT

You can charge more
for this type of home



AT LEAST 34 AMENITIES

More amenities could
make your home
stand out over
competitors



HIGH AVAILABILITY

In December,
especially Friday-
Sunday

FUTURE WORK

Find which neighborhood makes the most income

Create a shiny app to help customers find the best place to stay

Find a way to tell the difference between real and fake listings