Air Bed & Breakfast

Book Rooms With Locals, Rather than Hotels

Analysis for Airbnb Listing Features

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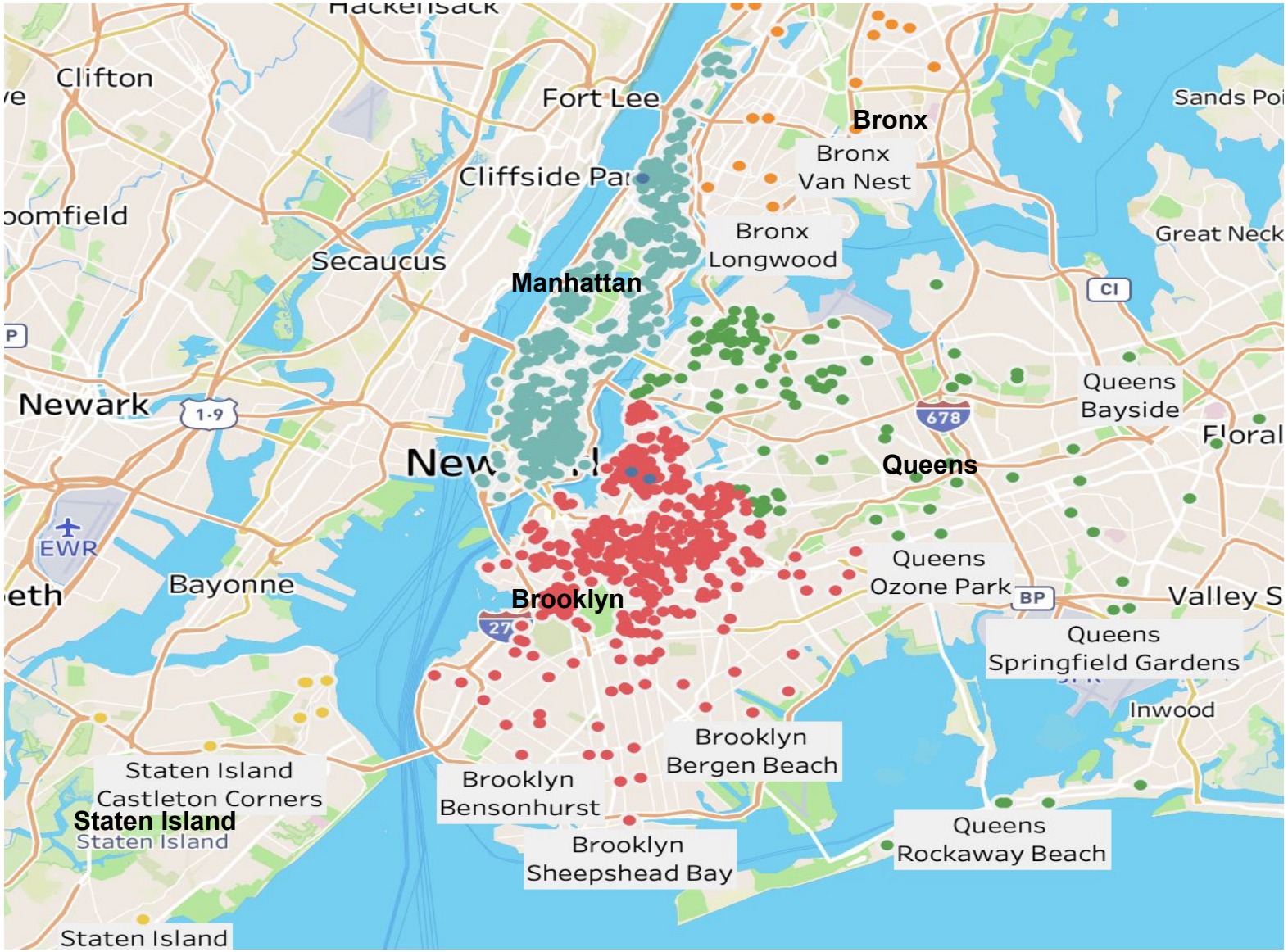
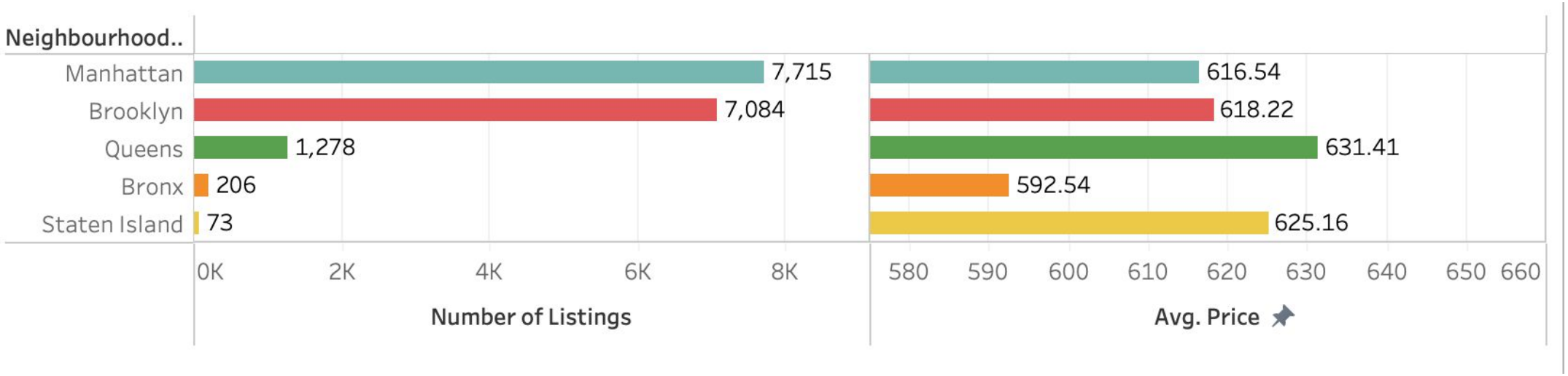
Objective

- Airbnb is popular - it creates better local experience
- Our dataset from New York City
  - Source from Kaggle
  - Original source from Airbnb Open Dataset
- Our goal and focus
  - price exploration
  - house rule
  - room type
  - host verification
  - minimum night requirement&cancellation policy

Geographic Overview

- Total 16383 listings
- There are 5 areas: Manhattan, Brooklyn, Queens, Bronx, Staten Island





Key points:

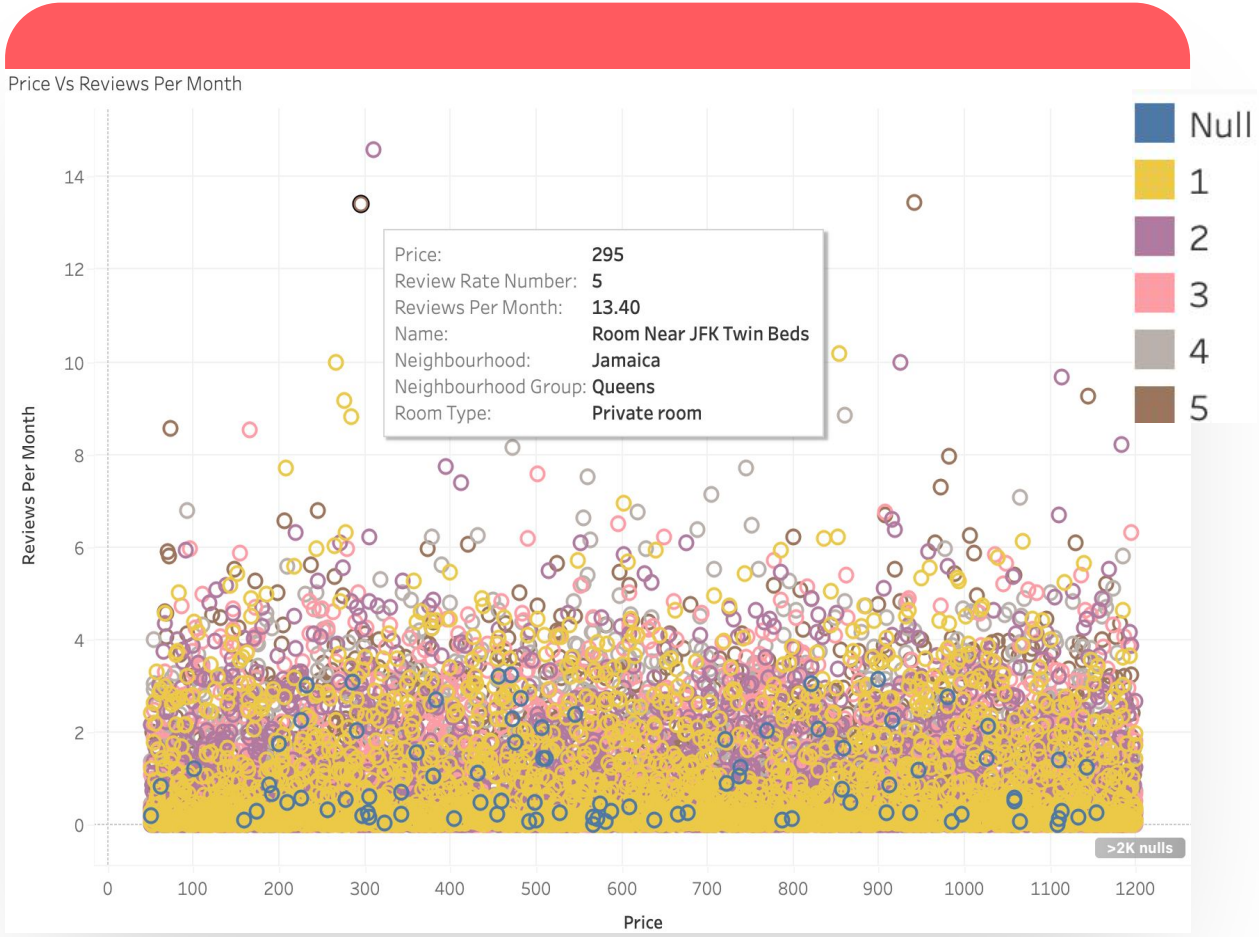
- Manhattan and Brooklyn are the most popular with more than 7000 listings
- Staten Island has the least number of listings while the price is relatively high
  - less competition
  - tourist attractions

Price Exploration

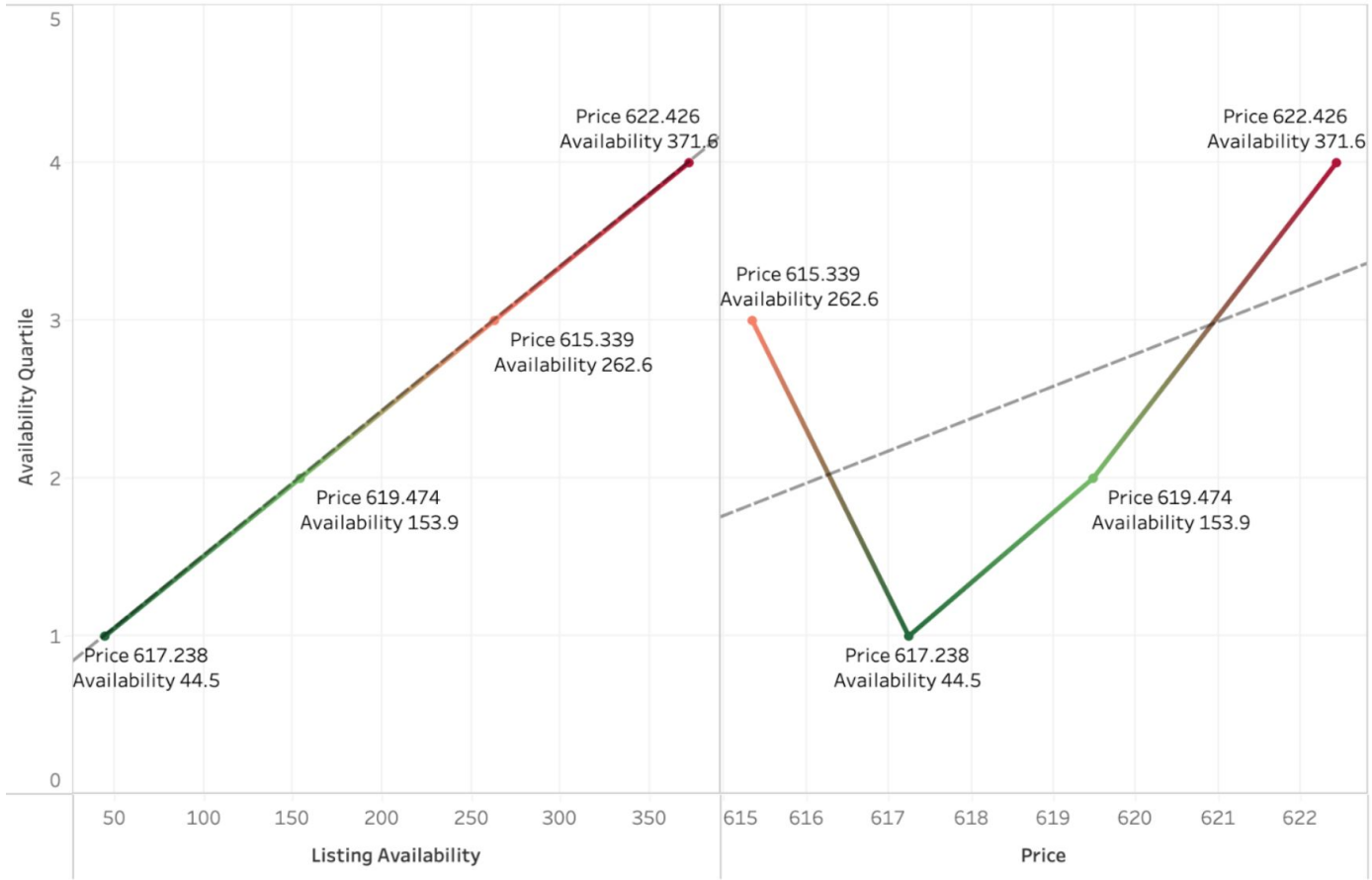
Considering price on no of reviews/month

1. Information -
   a. Highly rated listings with RPM > 10 are equally distributed <>600.

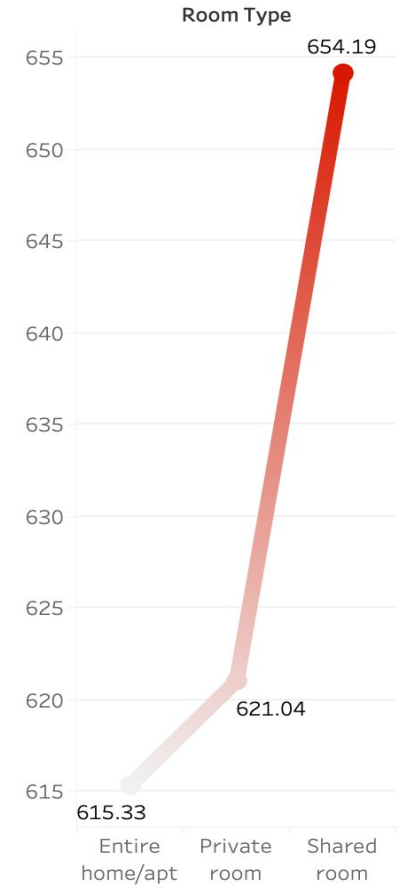
   b. The City has max amount of low rated scores as 1, in all price range



Price Variation with Availability 365 & Room Types



Listings Availability per year - shows us an progressive trend.



THE HOUSE RULE EFFECT

Room rule, Review, and Price

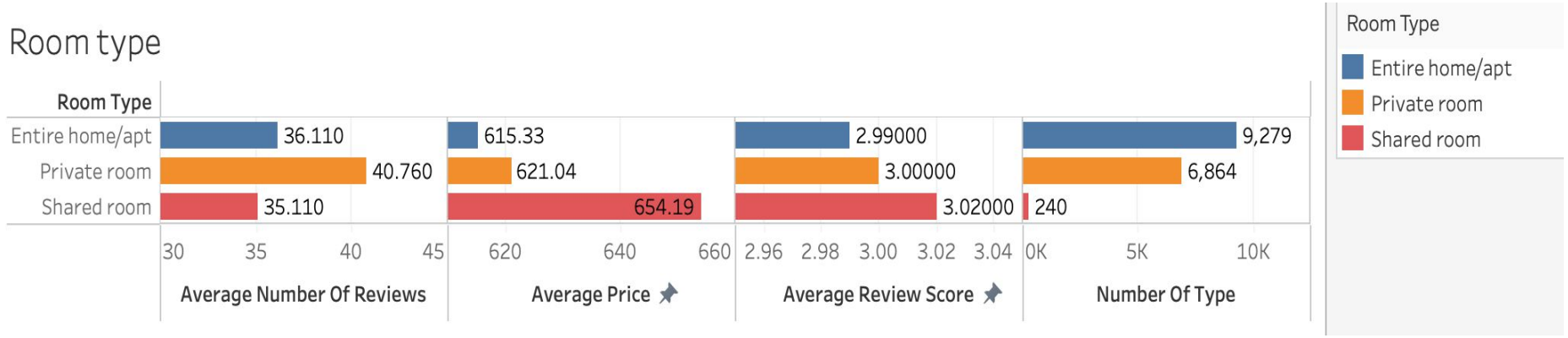
	having_laundry_or_not	review_score	average_price
0	all	2.9886	615.6511
1	laundry	3.3617	529.6042

	allow_cooking_or_not	review_score	average_price
0	all	2.9904	615.3330
1	not_cooking	2.9545	577.5909

	strict_or_not	review_score	average_price
0	moderate	2.987786	613.439049
1	strict	3.006392	626.736396

Having a laundry or kitchen will improve user feedback.
There is still a difference between strict and non-strict ratings, which shows that the way the airbnbs handles the details affects the rating and the price.

Room Type Analysis



- The Entire home/apt weights the most, more than **9000** listing in Airbnb
- Due to small sample size of shared room, the highest average review score and highest average price can not be considered as useful information

Scenario Analysis

Room Type & Host Verification

- Separated the verified host and the unconfirmed host data
- The average number of reviews for verified hosts is slightly lower than unconfirmed hosts in Entire home/apt, but their review scores are higher.
- More people prefer verified hosts when they choose to stay in these two types of rooms.

Minimum Night Requirement & Cancellation Policy

Minimum Night Requirement:

- **Short**: within 7 days
- **Moderate**: less than 30 days, and more than or equal to 7 days
- **Long**: greater than or equal to 30 days, and less than or equal to 180 days

Cancellation Policy:

- **Flexible**: cancel until **24h** before check-in for a full refund
- **Moderate**: cancel until **5 days** before check-in for a full refund
- **Strict**: for a full refund, guests must cancel within **48h after booking**, and the cancellation must occur at least 14 days before check-in; If cancellation happens between 7 and 14 days before check-in, only 50% of all nights will be refund

Cross - Pair Restrictions Example:

- Long - flexible
- Long - moderate
- Long - strict

Listing Performance Metric:

- Average Availability
- Average Review Rate

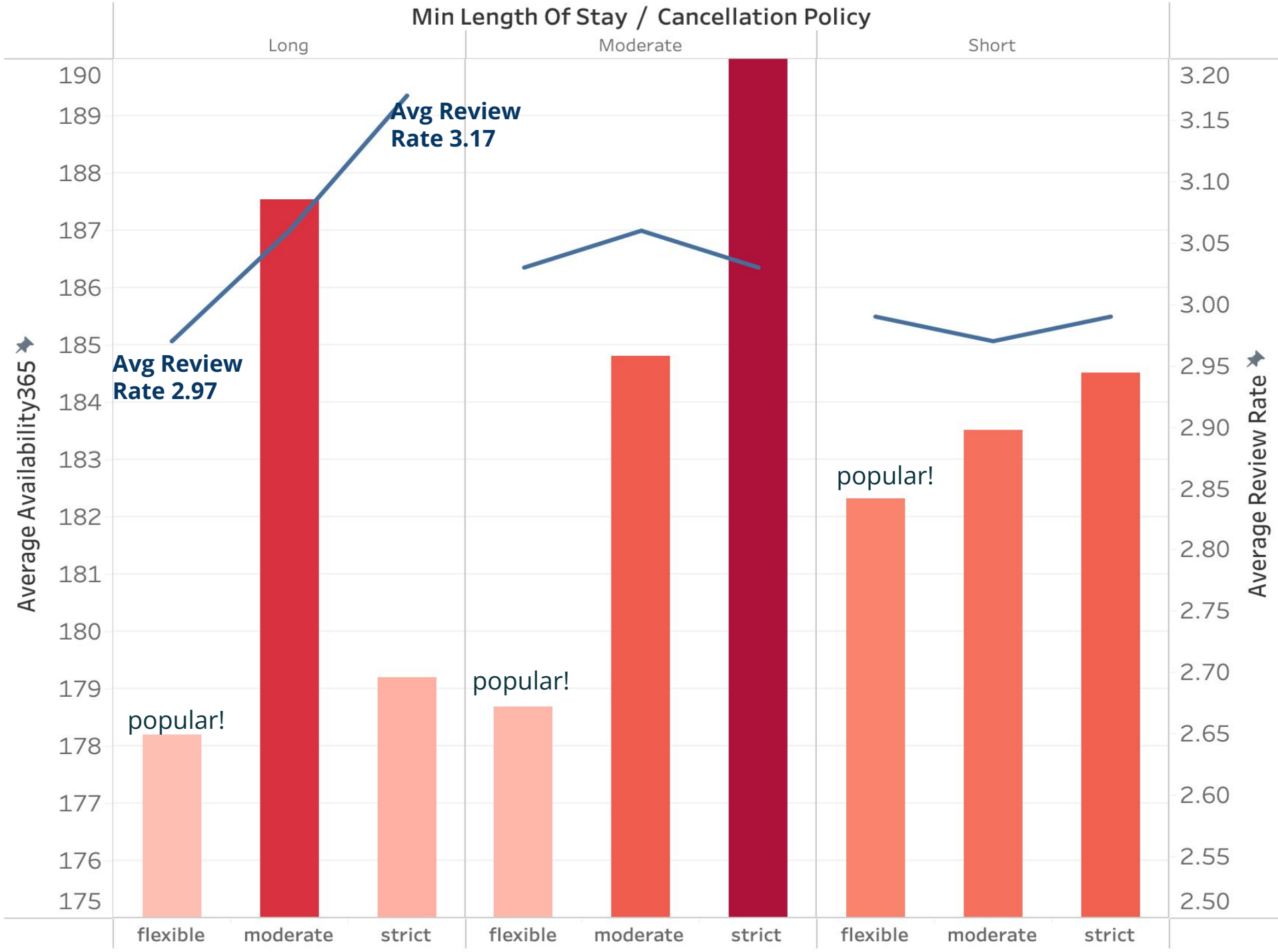


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Tableau - Project Dashboard

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