



DATA BEE'S MARKETING BOUTIQUE

God Is Dope Airbnb Takeover Oakland, Ca

"CAN CALI BE DOPE TOO?"

A dark, atmospheric photograph of a room at night. In the foreground, there's a potted plant on a surface. In the background, a glowing sign reads "GOD IS DOPE." in large, bold, white letters. The overall mood is mysterious and modern.

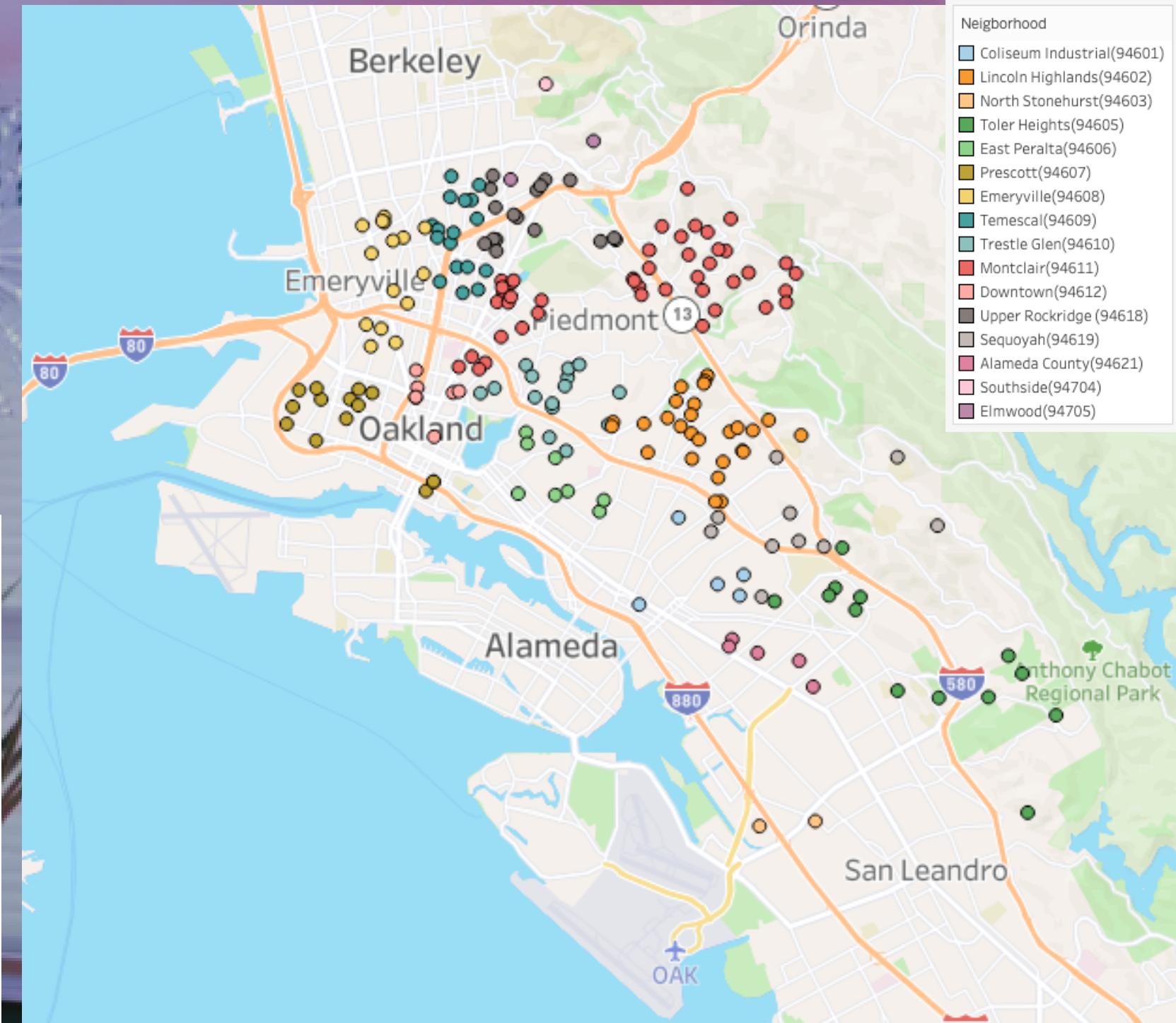
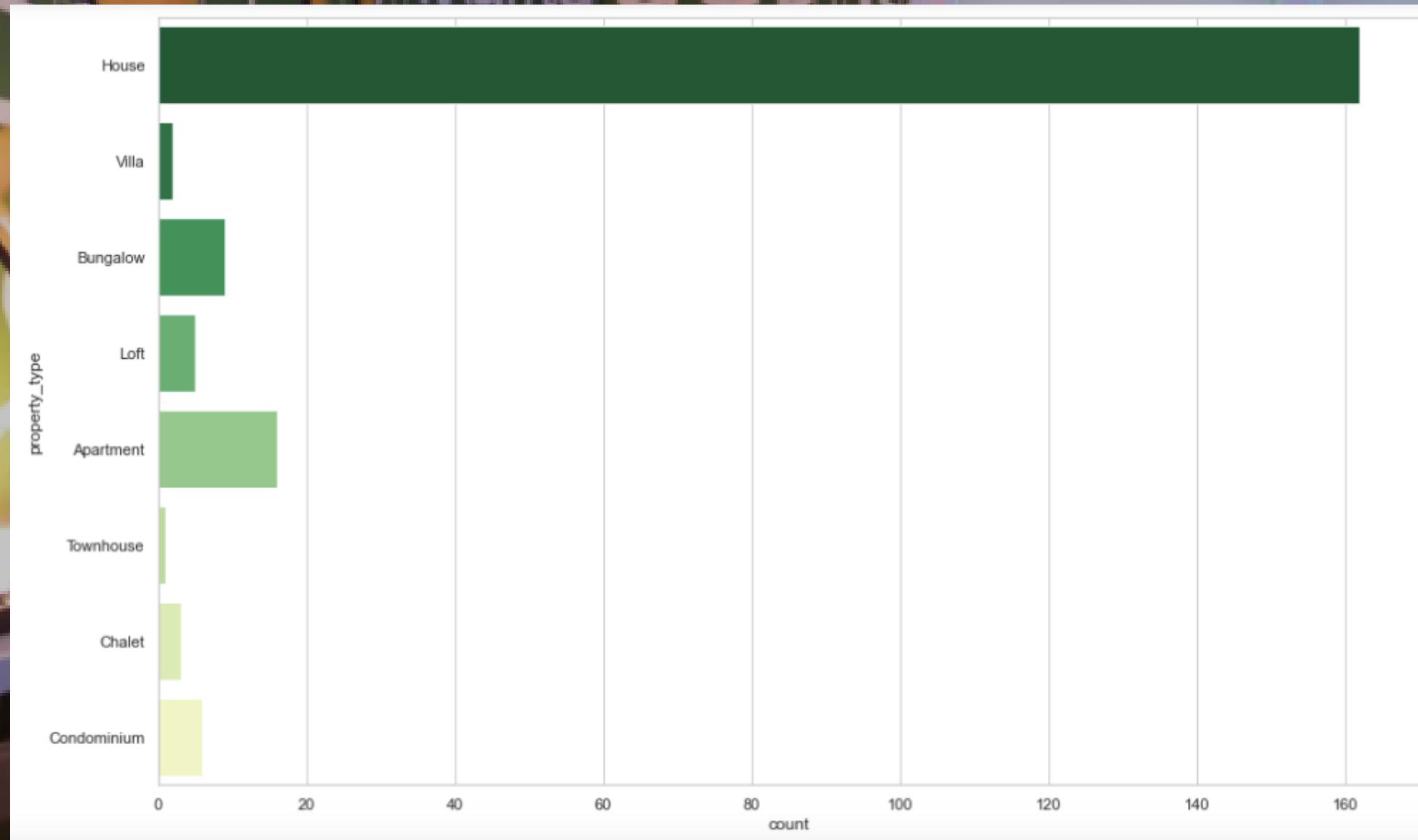
Topics to Cover

- Available Listings
- Pricing
- Customer Reviews
- Next Steps

Availability

Based on the following:

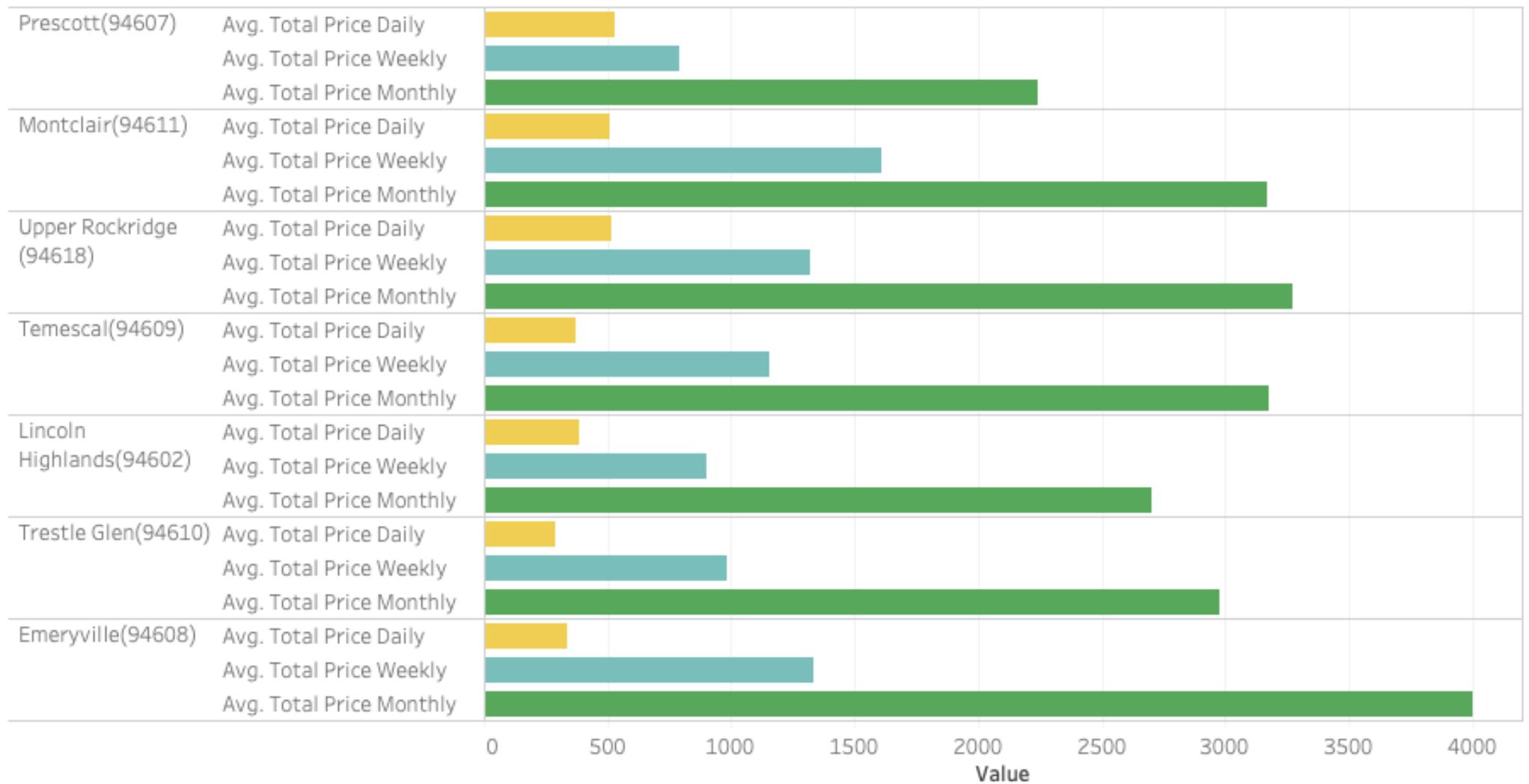
- Entire home/apt
- Available over 30 days
- Have 3+ bedrooms



Price

Price by neighborhood

Price by ZipCode(AVG)



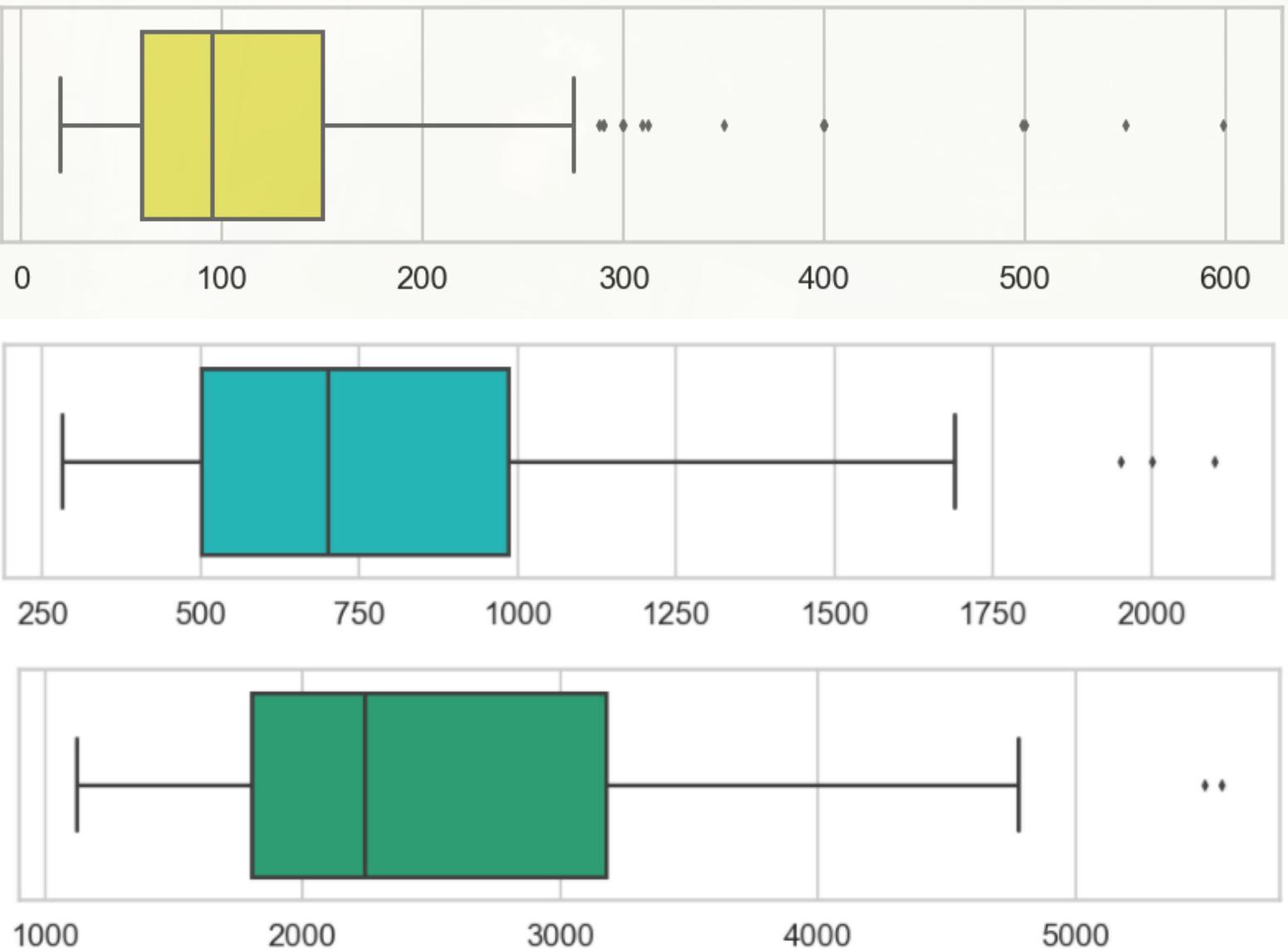
AVERAGE PRICES IN OAKLAND

Key:

Yellow: Daily

Blue: Weekly

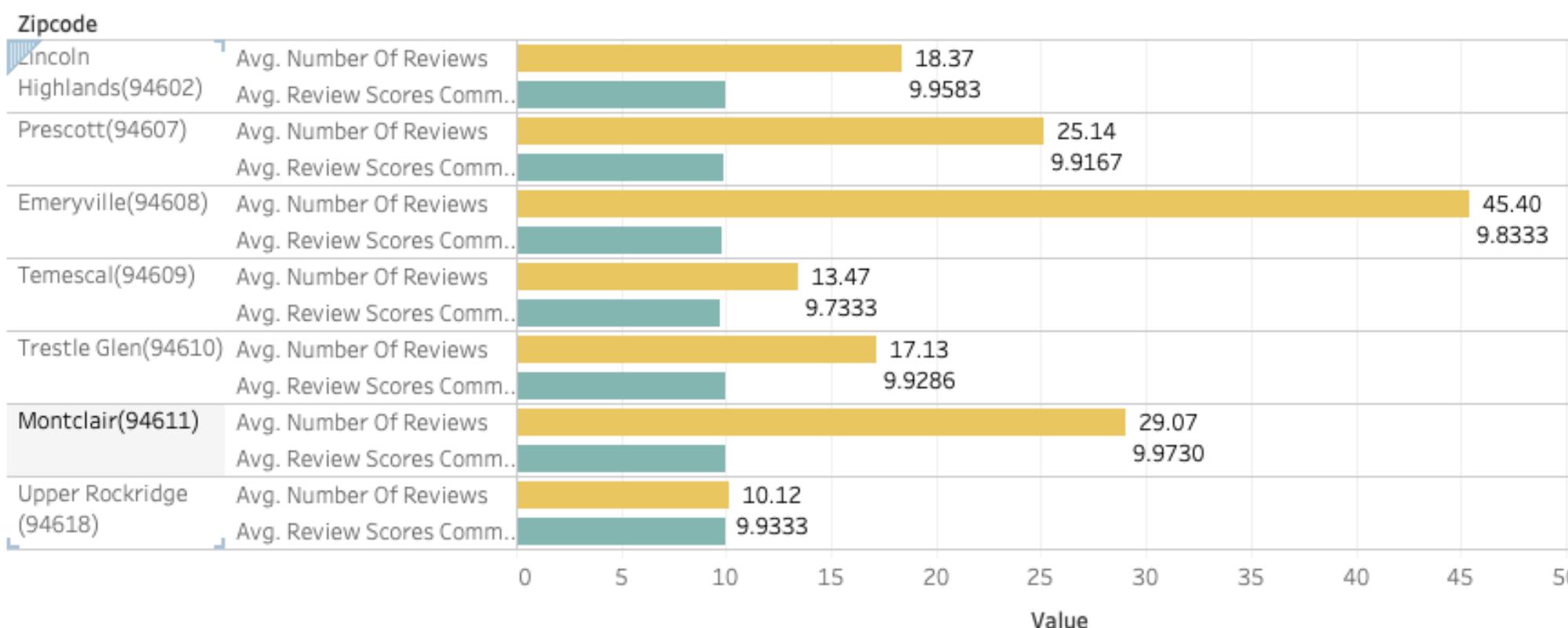
Green: Monthly



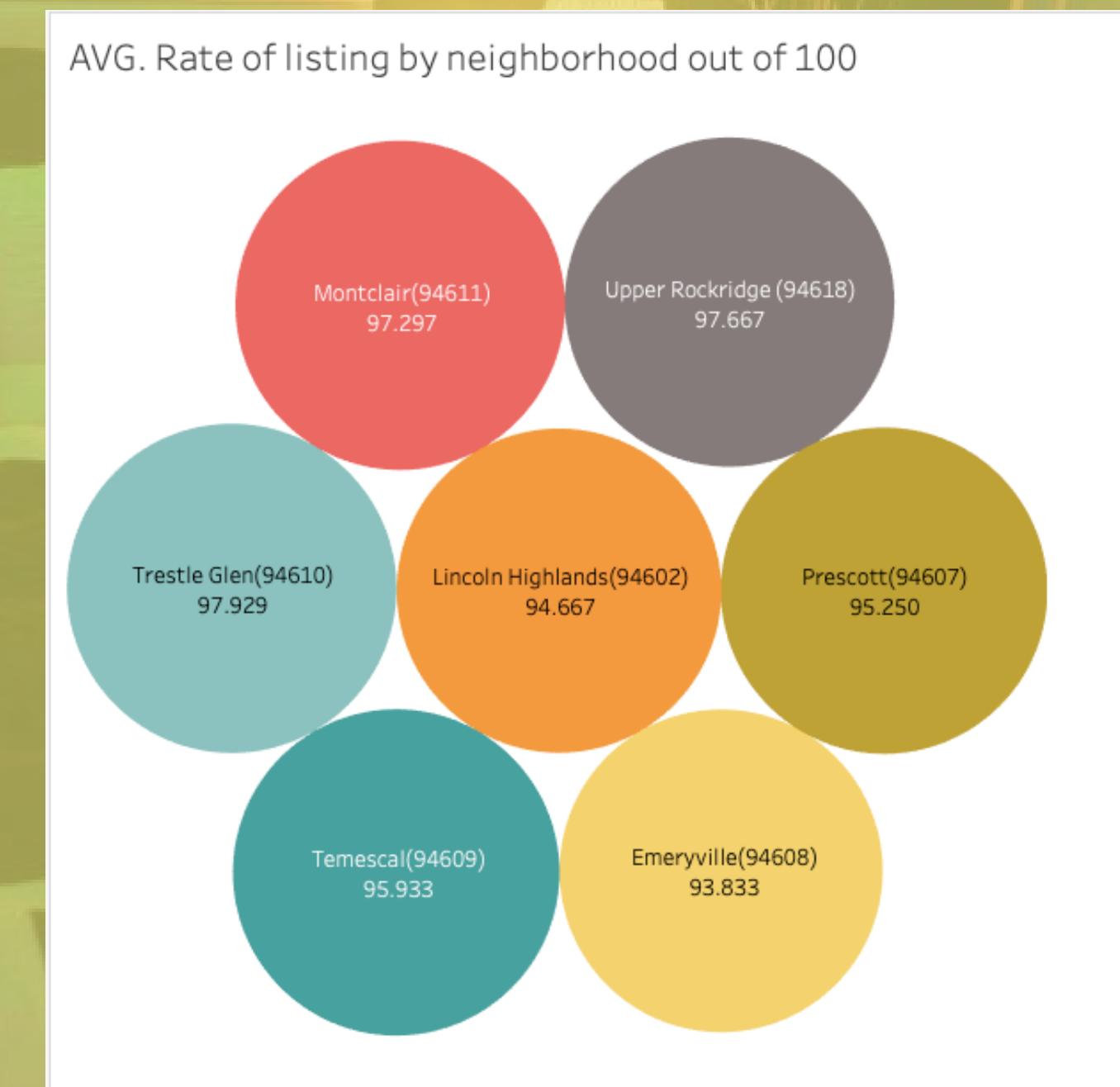
Reviews

Reviews of area are dope
Highly liked by customers

AVG Community Score



AVG. Rate of listing by neighborhood out of 100



AVAILABILITY

We have over 200 DOPE listings

RATING

Reviews of areas show highly liked and favored neighborhoods

PRICE

Prices are on the higher side with Emeryville being the highest.

NEXT STEPS

- Find a dope host
- Socially responsible
- Heavy competition equal less bookings?
- Look into neighborhood pricing deeper

*THANK YOU!

—
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—
GIT HUB

[https://github.com/nanthalec
/capstone_oakland_ca](https://github.com/nanthalec/capstone_oakland_ca)

—
GID X Airbnb 2021

* IT'S AN *
EXPERIENCE
YOU NEED TO
HAVE IF GOD IS
PUTTING YOU
THROUGH IT. *

#GODISDOPE



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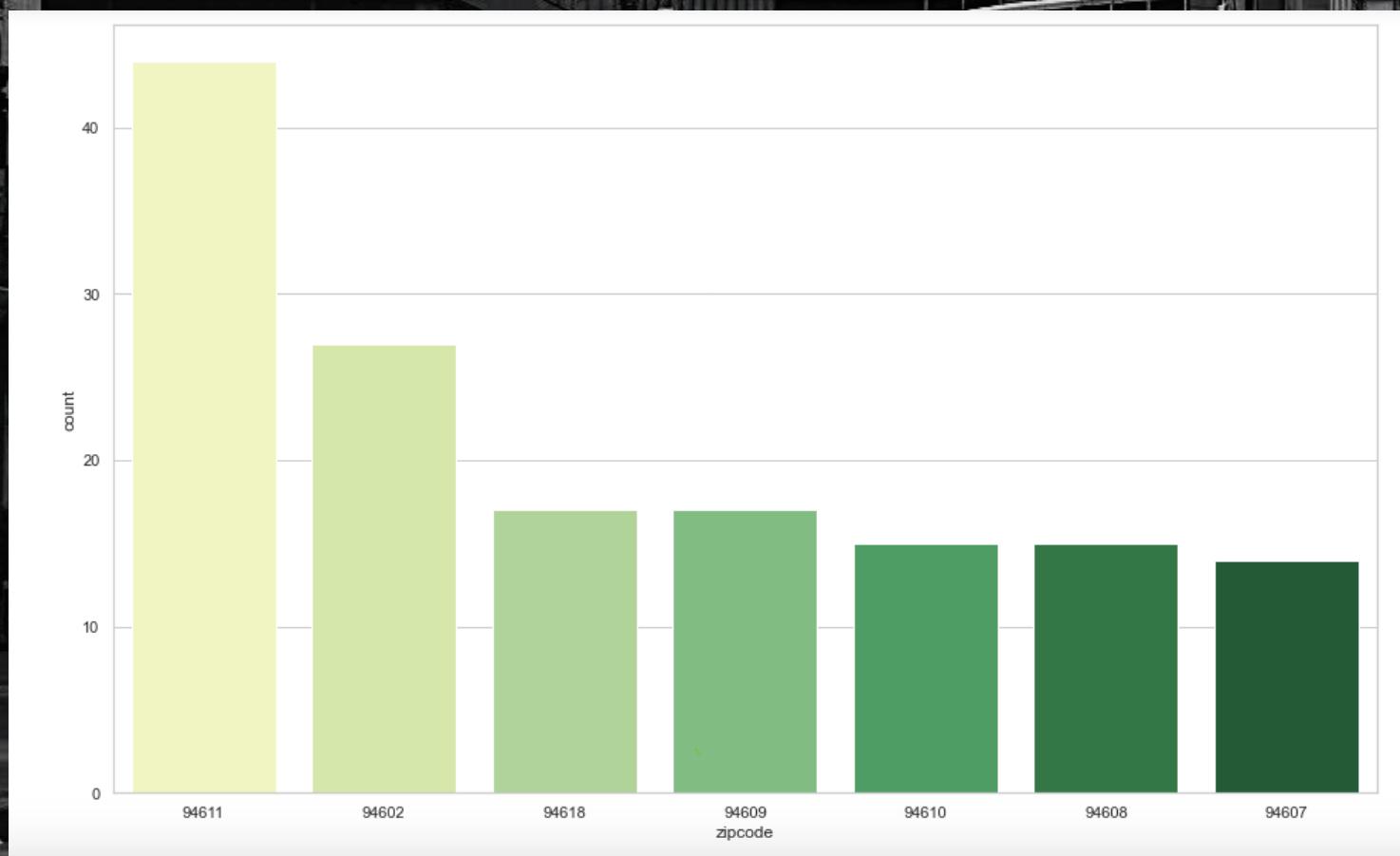
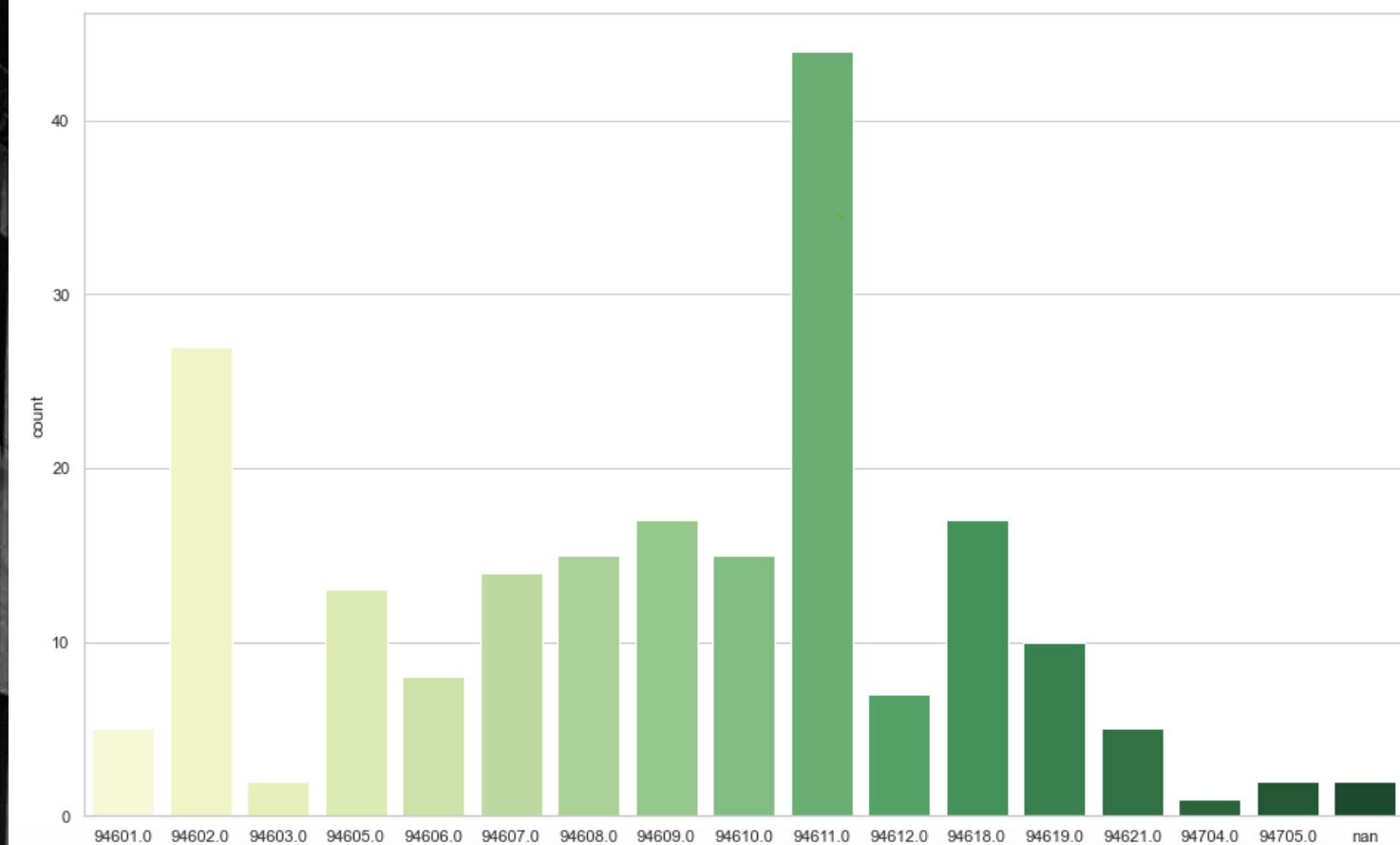
COMPLETE LOOK AT AVAILABILITY BY AREA

We used these graphs to see how many listing that fit our needs in a airbnb fall in what areas.

Top graph shows all the cities

Bottom graph shows the top 7 cities

PRE GRAPHING FOR SLIDE 3





References



INSIDE AIRBNB

[https://zoom.us/j/99593760728?
pwd=TGpNNGtNa2w2YmVyWUJxZ2doVGlh
Zz09](https://zoom.us/j/99593760728?pwd=TGpNNGtNa2w2YmVyWUJxZ2doVGlhZz09)



TRAVEL NOIRE

[https://travelnoire.com/black-owned-
atlanta-mansion-god-is-dope](https://travelnoire.com/black-owned-atlanta-mansion-god-is-dope)



UNITED STATES ZIPCODE

<https://www.unitedstateszipcodes.org>



OAKLAND PRIVATE MARKET

[https://www.mashvisor.com/blog/oakland-
housing-market-predictions-2020](https://www.mashvisor.com/blog/oakland-housing-market-predictions-2020)



PHOTOS & VIDEO

Travel Noire, Facebook,
www.GodIsDope.com



CITY OF OAKLAND

[https://www.oaklandca.gov/resources/current-
short-term-rental-regulations](https://www.oaklandca.gov/resources/current-short-term-rental-regulations)

The background of the image is a high-angle aerial photograph of a city street. The street is filled with numerous cars moving in both directions. On either side of the street are tall, modern buildings with many windows. The perspective is from above, looking down the length of the street.

**FAST FASHION ISN'T FREE.
SOMEONE, SOMEWHERE
IS PAYING.**

LUCY SIEGLE

