

Airbnb's Growth



6,000,000 +

Airbnb's active
listings



28 Days +

Long-term stays are
fastest growing
category



23%

Increased in supply
of properties

Credit:

<https://investors.airbnb.com/home/default.aspx>

Listing Example



Start your search



Become a Host



Astonishing 1 Bed South End Boston's Best Location

★ 4.99 · 160 reviews

Superhost · Boston, Massachusetts, United States

Share Save



Show all photos

Entire rental unit hosted by [Redacted]

2 guests · 1 bedroom · 2 beds · 1 bath



\$330 night

★ 4.99 · 160 reviews

About this space

Clean, unique and inviting, 1-bedroom on the 1st floor -parlor with astonishing ceilings, new tall custom windows, new SS appliances and the best of Boston outside your door.

Located ½ a block to Restaurant Row, where you'll find some of the best dining in the city. Famous bakeries, coffee shops are all near. It's a super effortless walk to the very BEST Boston has to offer.

Complimentary Netflix, movie channels, high speed internet, Keurig coffee, snacks. It doesn't get any better than this!

The space

This well appointed apartment is located on a quiet residential street in the desirable South End with its charming Brownstones, brick sidewalks and tree lined streets. This apartment is on the



Caleb

July 2022

This place is amazing! Stay here!!!



Alyssa

June 2022

This is your sign to book this place!! No need to keep scrolling. Stephanie and Alex's place is perfect. If you're looking for a beautiful area in Boston with a ton of great food options, ver...

[Show more](#) >



Rosa

June 2022

Great time had in Boston! The south end has a lovely charm. Walking distance to shops and quaint restaurants! Stephanie and Alex have a charming place equipped with a full kitchen,...

[Show more](#) >

New Listing Example

Sunny private home w/ patio - very convenient!

[Boston, Massachusetts, United States](#)

[Share](#) [Save](#)



Entire condo hosted by [REDACTED]

4 guests · 1 bedroom · 2 beds · 1 bath



\$243 \$207 night

About this space

You will love staying in vibrant South Boston! This neighborhood is the setting for countless movies and is conveniently host to the Seaport District, Convention Center, and incredible bars and restaurants - many of which are <10 mins walking away! Easily walk to the Red Line subway to reach downtown Boston in minutes and explore the historic city. Once you are back on Telegraph Hill you can relax on the private patio with your favorite beverage!

Pictures from

https://www.airbnb.com/rooms/689981885807910567?adults=1&children=0&infants=0&check_in=2022-09-26&check_out=2022-10-03&federated_search_id=1b80dde1-fda6-4bdc-be5d-e9fc08573758&source_impression_id=p3_1660432800_UybjoPHcHr4BsVTZ

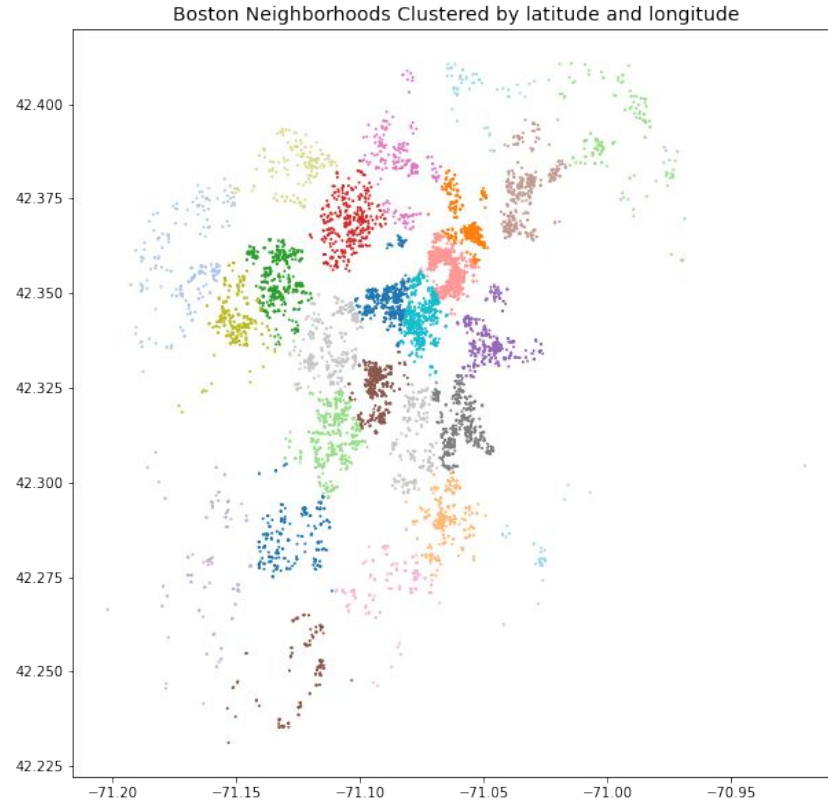
Problem



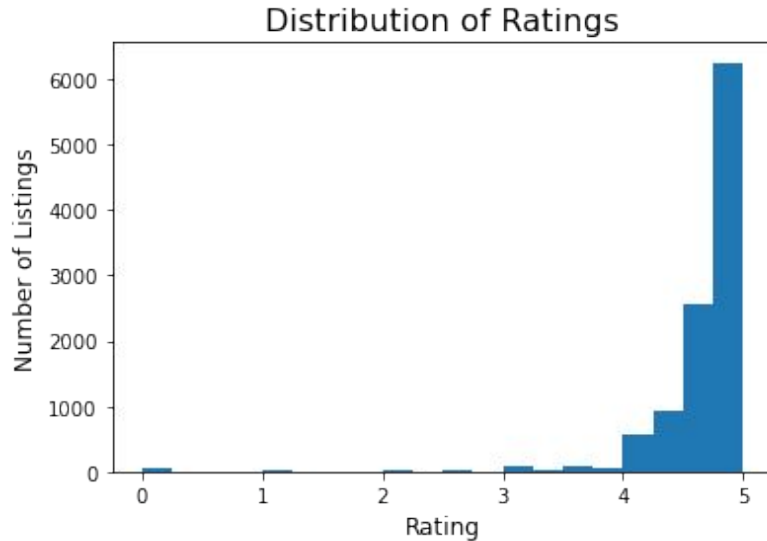
Is it possible to predict what new listings on Airbnb would be rated (despite not having reviews/ratings history for reference) to help vacationers make more informed decisions about their stays?



Boston Airbnb Listings



NLP Modeling Reviews and Descriptions



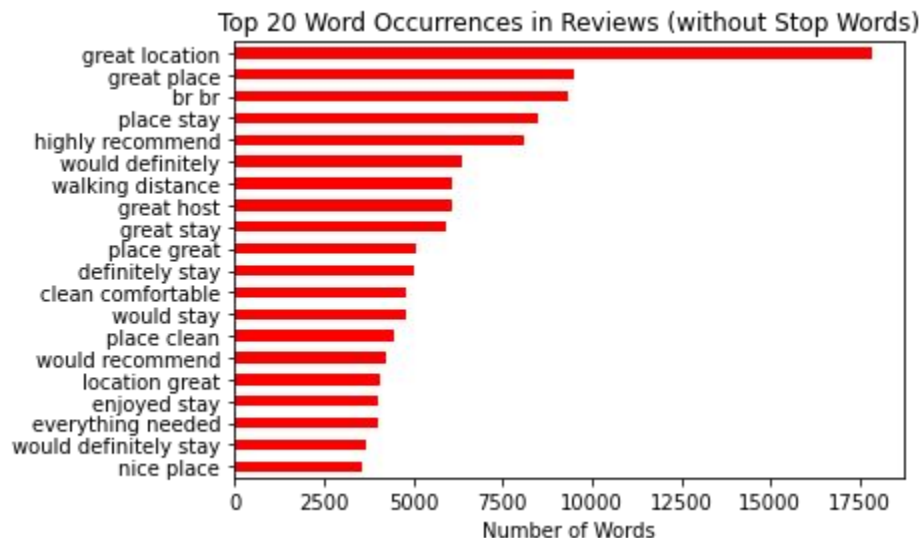
Cleaning and EDA on Reviews/Descriptions Data

- Average descriptions word count = 137 (compared to 42 for reviews)
Median descriptions word count = 156 (compared to 29 for reviews)
- 10,000 Host Descriptions (dating back to September 2021)
- 230,000 User Reviews (dating back to September 2021)

Top Bigrams in Host Descriptions:

“Fully equipped kitchen”

“Street Parking”



Pictures from:

https://www.airbnb.com/rooms/23948295?adults=1&children=0&infants=0&check_in=2022-09-30&check_out=2022-10-07&federated_search_id=1b80dde1-fda6-4bdc-be5d-e9fc08573758&source_impression_id=p3_1660495387_TqrpDatoGo%2BACFIJ

User Reviews

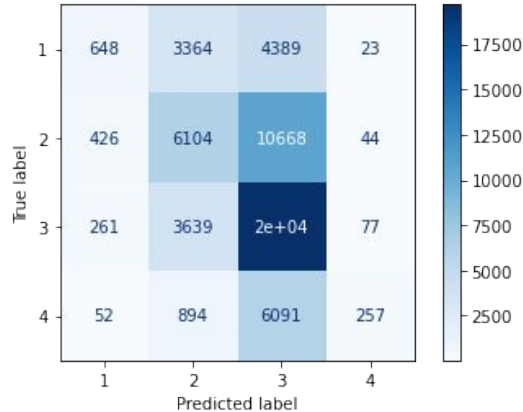


July 2022

Just a warning for anyone not familiar with the Boston area like I wasn't. The listing says free street parking, but that's extremely deceptive. Any street spot close is 2 hours max, if you can find somewhere. It is free between 8pm and 8 am, but you'd better have some other plan during the day.

And if there is more than one person or a couple coming, you should definitely bring an air mattress. There are two couches in the living area, one of which is so broken down it appears to have been found on the side of the road in front of a frat house, and a not terribly comfortable futon.

TF-IDF	Logistic Regression
Train: 0.57	Test: 0.57



Baseline Accuracy = 25.44%

Host Descriptions

About this space

A one bedroom mezzanine apartment right next to Airport and only a 7min Uber ride from Downtown. This is perfect for a couple or someone who's just looking to save some money on their stay. Hair shampoo conditioner and body wash provided. Clean towels along with a hair dryer, iron and ironing board. Smart TV in the living room/kitchenette comes with Roku, YouTube and Netflix.

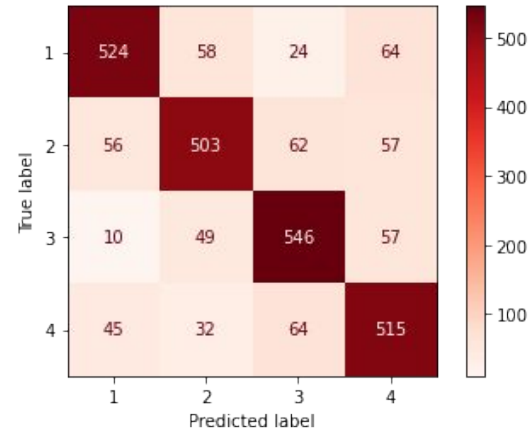
The space

This is a mezzanine apartment so it has a private lit entrance to the back of the house which is shown in the pictures.

Tf-IDF	Random Forest
Train: 0.92	Test: 0.784

*Specificity score of 0.79

*Precision score of 0.78

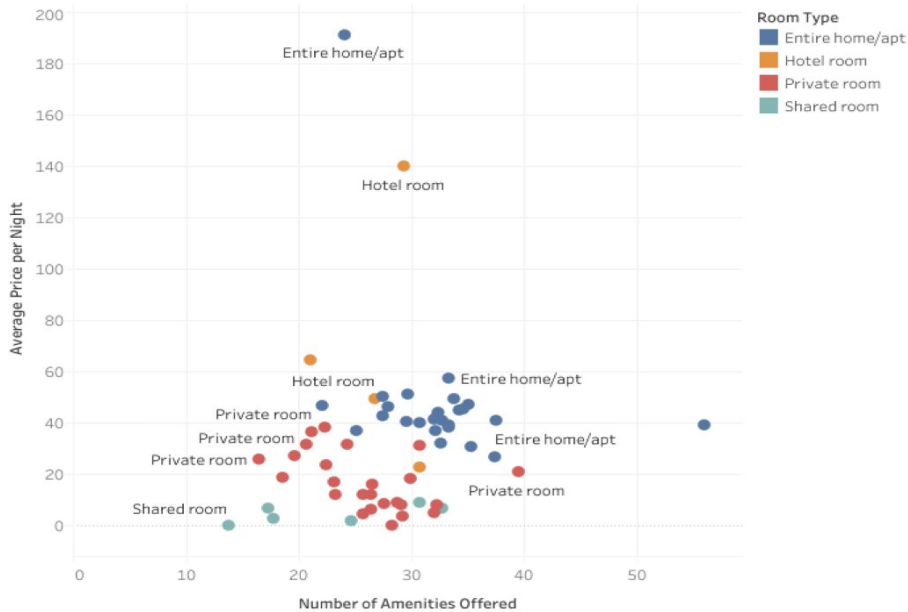


Modeling Listing Characteristics

Categorical/Numerical Data Types

Listing Features

Price vs. Amenities



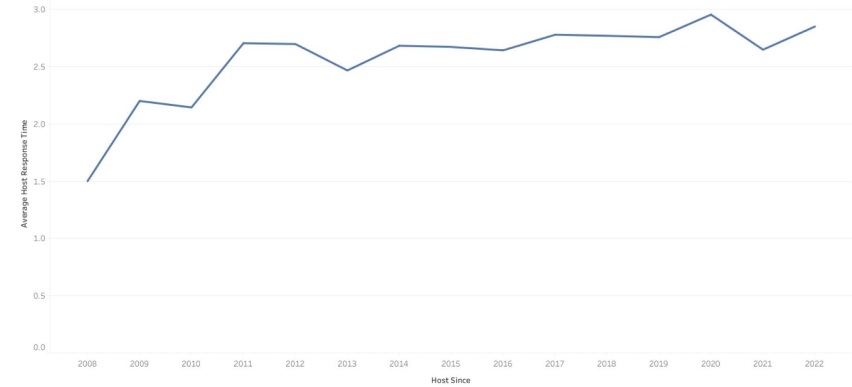
What this place offers

- Wifi
- TV with Roku, Netflix
- Patio or balcony
- Hair dryer
- Microwave
- Free street parking
- Air conditioning
- Luggage dropoff allowed
- Refrigerator
- Long term stays allowed

Show all 27 amenities

\$135 \$122 night

Host Response Time vs. Year Started

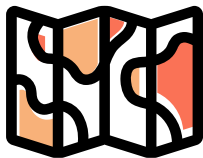


The trend of average host response time as a function of when the host started on Airbnb.

For Response Times:
3 indicates the host responds within an hour
2 indicates within a few hours
1 indicates within a day
0 indicates within a few days or more

Cleaning/Preprocessing the Listings Data

September 2021 - June 2022
10,664 Listings (4,200 unique)



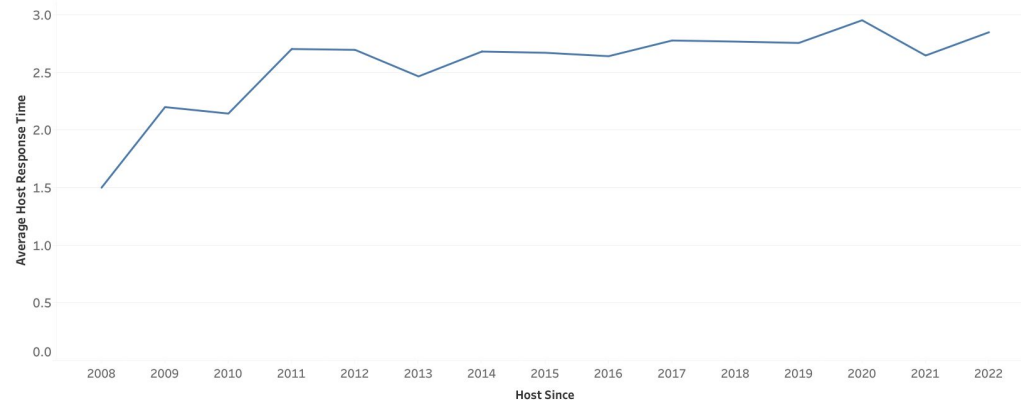
10%

of response
rates missing

4,800

Missing
Neighborhood
Descriptions

Host Response Time vs. Year Started



The trend of average host response time as a function of when the host started on Airbnb.

For Response Times:
3 indicates the host responds within an hour
2 indicates within a few hours
1 indicates within a day
0 indicates within a few days or more

Median Ratings Across Neighborhoods



Prices vs. Ratings

Median Price Across Neighborhoods



Correlation between
rating and price = 0.037

Ratings

Median Rating

4.5000

4.9900

Room Type

Entire home/apt

Private room

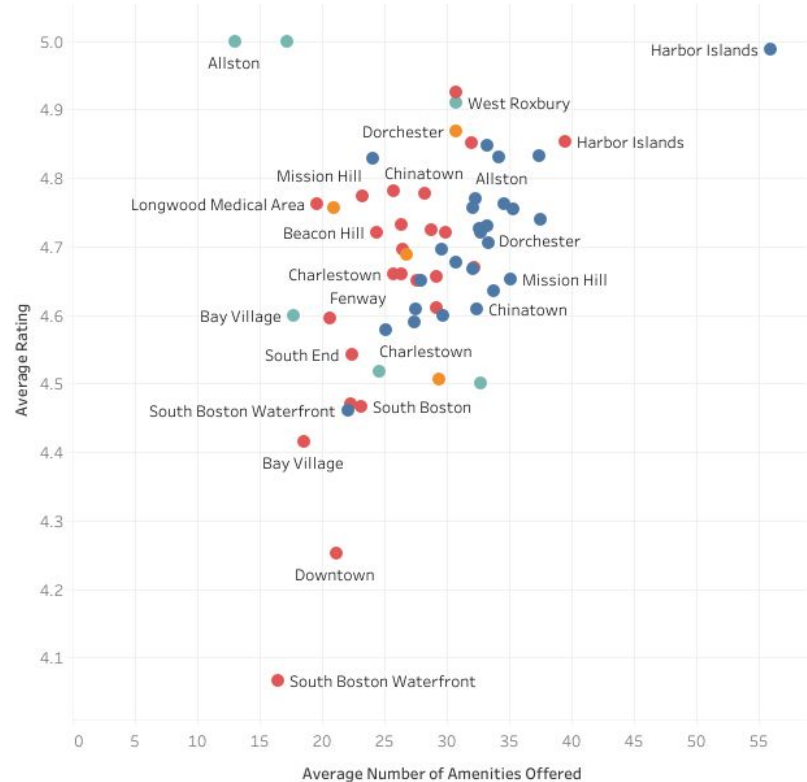
Hotel room

Shared room

Median Ratings Across Neighborhoods



Ratings Vs. Amenities



Amenities

Amenities Offered

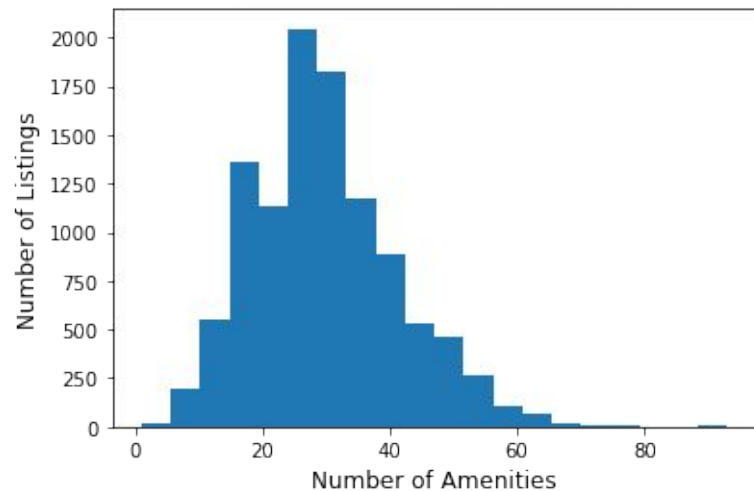


What this place offers

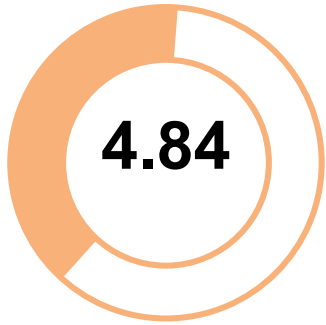
- Mountain view
- Beach access
- Wifi
- Free parking on premises
- Pets allowed
- Lake view
- Kitchen
- Dedicated workspace
- Private hot tub - available all year, open 24 hours
- Security cameras on property

Show all 75 amenities

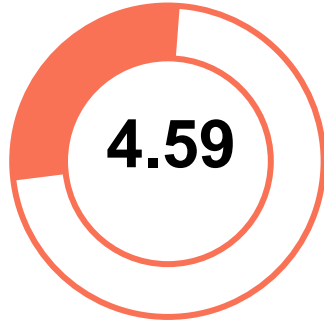
Distribution of Amenities



Superhost Average Ratings

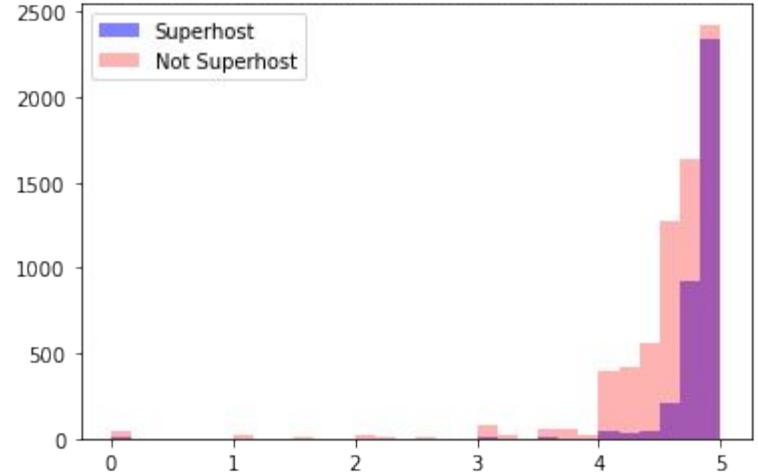


Superhost

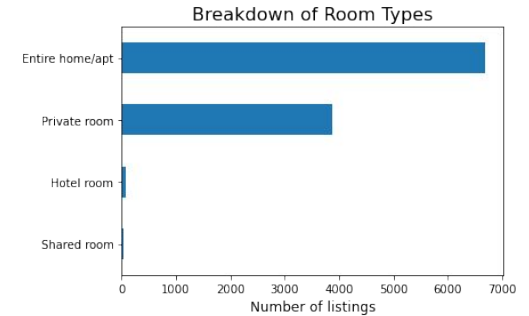
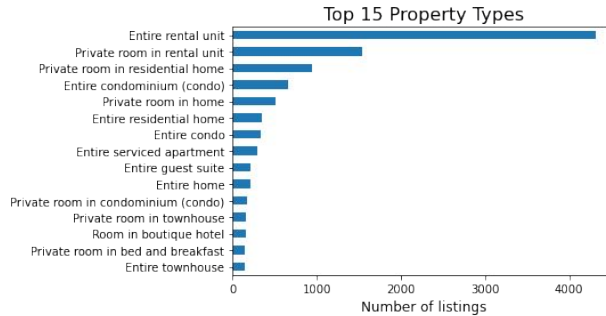


Not a Superhost

Distribution of Ratings, with and without Superhosts



Property and Room Types



Rating by Room Type

Room Type	
Shared room	4.72
Entire home/..	4.69
Hotel room	4.66
Private room	4.66

Takeaways from EDA

Highest Correlations to rating:



Whether the host is
a superhost



Number of amenities



Number of reviews



Availability



Latitude and longitude

***No correlations over 0.2 or -0.2**

Features Modeling: Classification



Features:

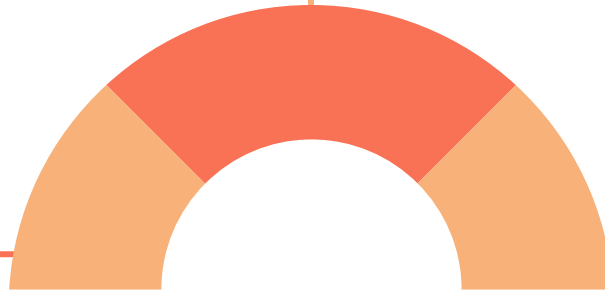
- Amenities Count
- Host Response Time
- Host Response Rate
- Number of Guests Accommodated
- Reviews per Month
- Host Verifications Count



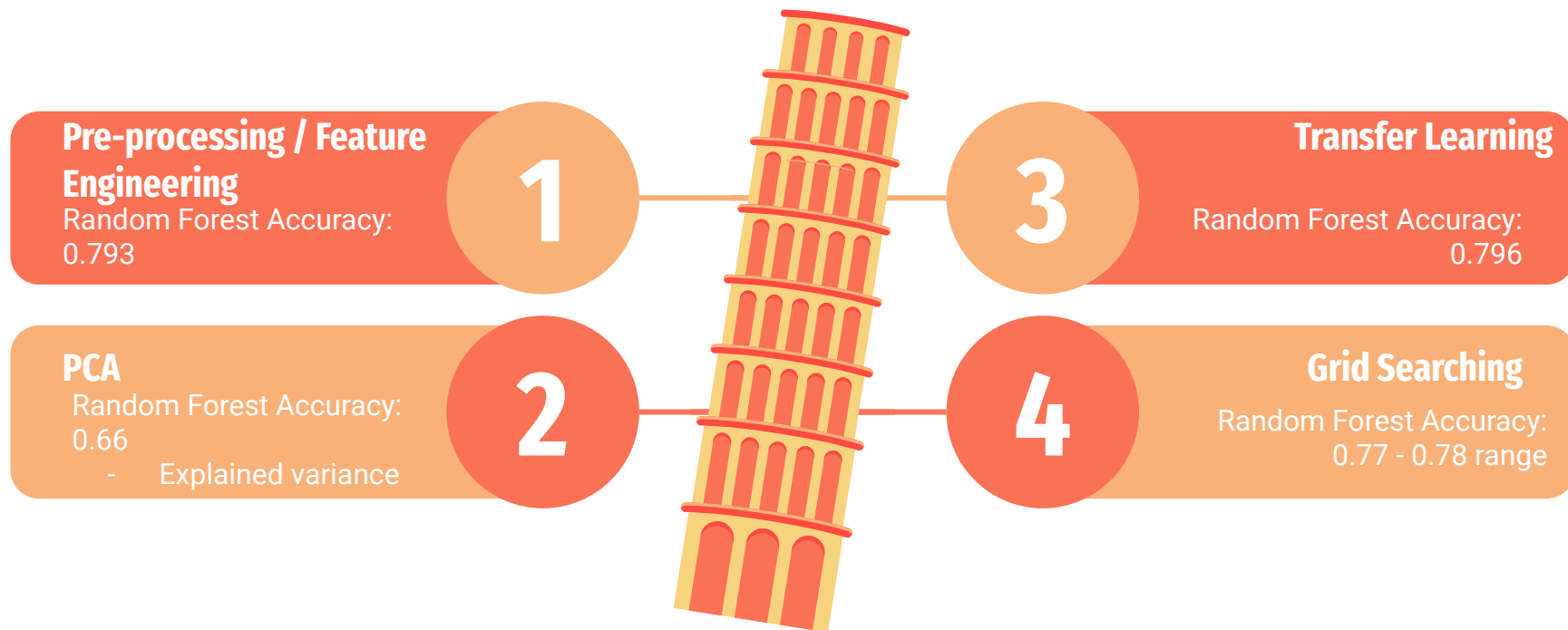
***Baseline Accuracy**
25.44%

Classifier

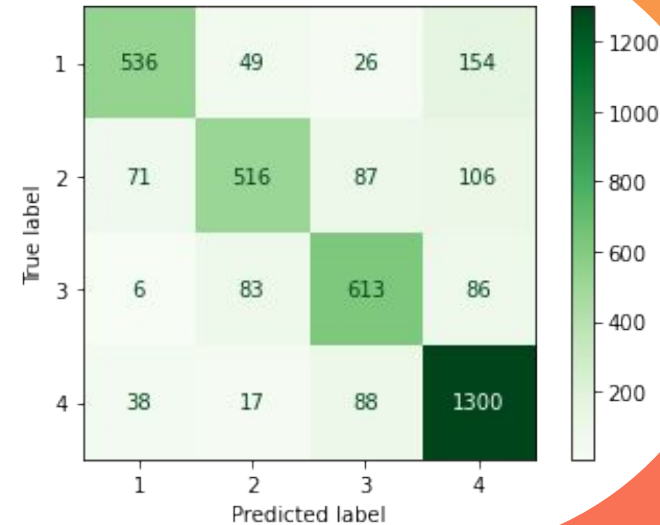
KNN	Multinomial Logistic Regression
Train Accuracy: 0.64	Train Accuracy: 0.37
Test Accuracy: 0.46	Test Accuracy: 0.37



Improve the Model



Best Model: Random Forest Classifier



Clustering Feature

KMeans - 26 clusters



136 features



Train Accuracy: 1.00:

Test Accuracy: 0.796

Specificity: 0.80

Precision: 0.79 (Macro and Micro averaging)



Validating the Results

San Francisco Listings

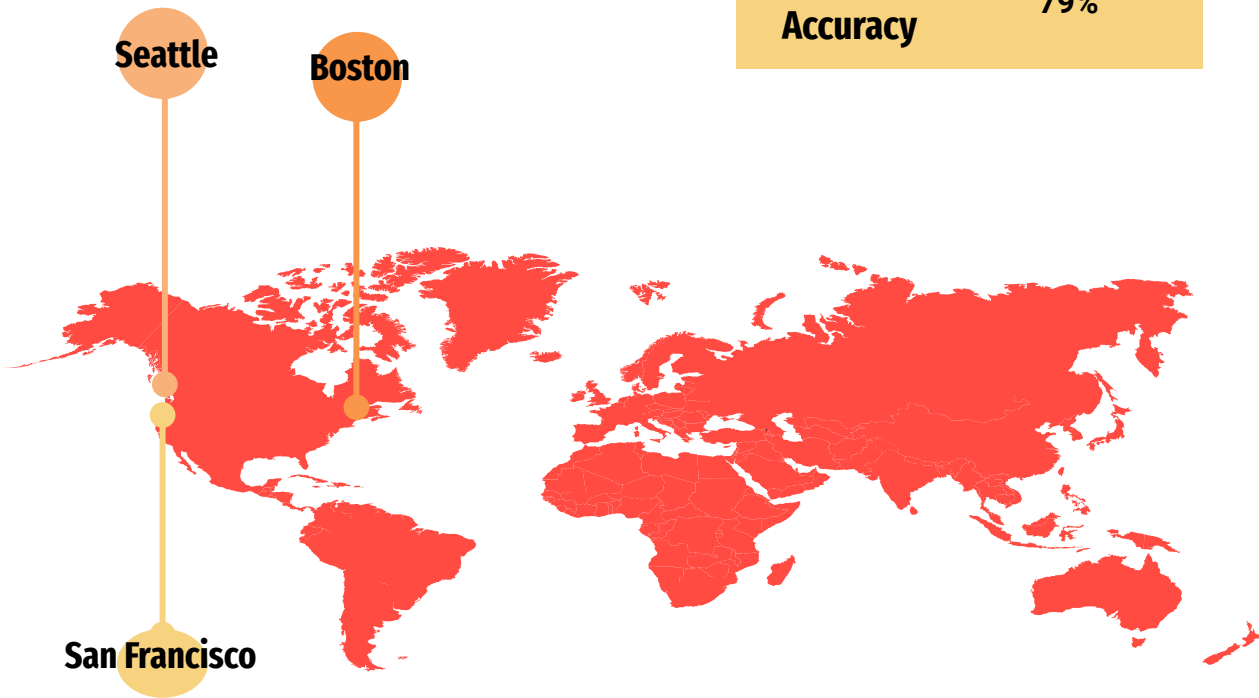
15,000 listings
Same Random Forest
Model, Same Features

**Test
Accuracy** 79%

Seattle Listings

16,000 Listings
Same Random Forest
Model, Same Features

**Test
Accuracy** 82%



Findings



Modeling Recap

**1) Listing
Features**

**2) Host
Descriptions**

**3) User
Reviews**



Applicability

**NLP
Modeling**

**Diverse
Listing
Types**

**Validation
Cities**

International Expansion?



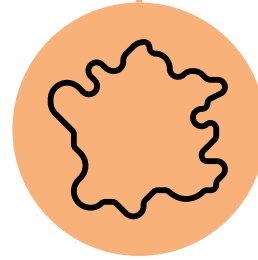
ITALY

Mercury is the
closest planet to
the Sun



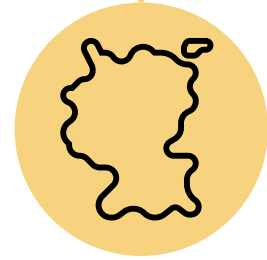
GREECE

Despite being
red, Mars is a
cold place



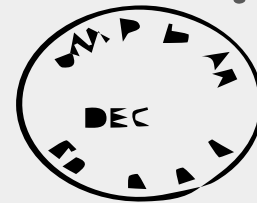
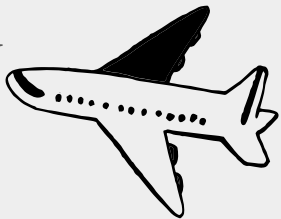
FRANCE

Jupiter is a gas
giant and the
biggest planet



GERMANY

Neptune is the
farthest planet
from the Sun



Thanks!

Do you have any questions?



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