

Washington D.C AIRBNB Insights Report

Target Audience

The insights drawn could be helpful for both Hosts and Users.

Hosts- People putting up their place for rental purpose.

Users- People searching for accommodation.

Questions Addressed

- Which are the popular neighborhoods, their average prices each year, overall rating, response time and no. of listings.
- What are percent share of different property type and room type.
- How the pricing is varying with location, room/property type and number of reviews.

Data Visualization using Tableau

My visualization has been categorized into three dashboards

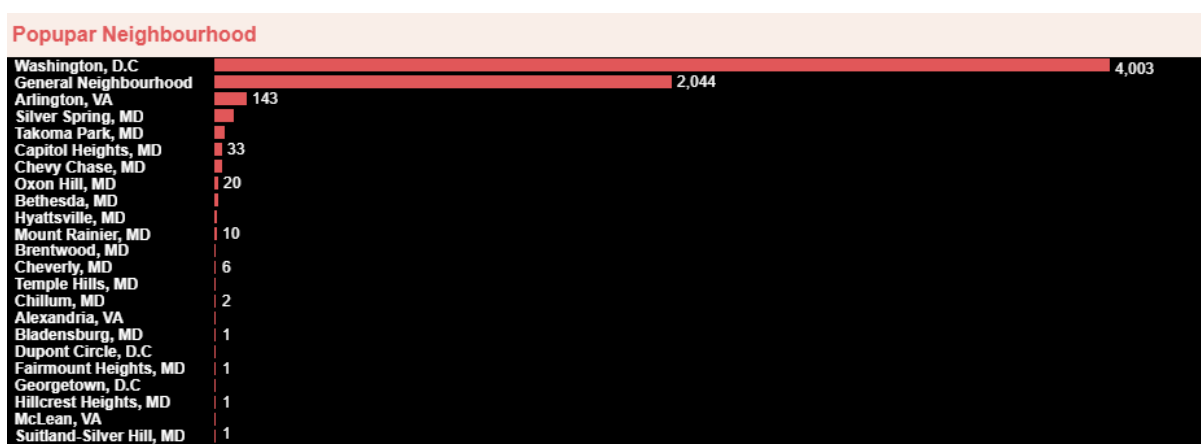
- Overview of Airbnb
- Competitive Landscape in Washington, D.C
- Pricing Analysis in Washington, D.C

a. Overview of Airbnb

- Dashboard link:

https://public.tableau.com/app/profile/lap.nhan/viz/Airbnb_16661403690080/Overview?publish=yes

- Popular neighborhood areas in the ranking from highest number of listings to the least.



Overall, **Washington, D.C** has the highest listings (4003). Washington, D.C is the capital of the US with so many places to visit especially from March to April each year with

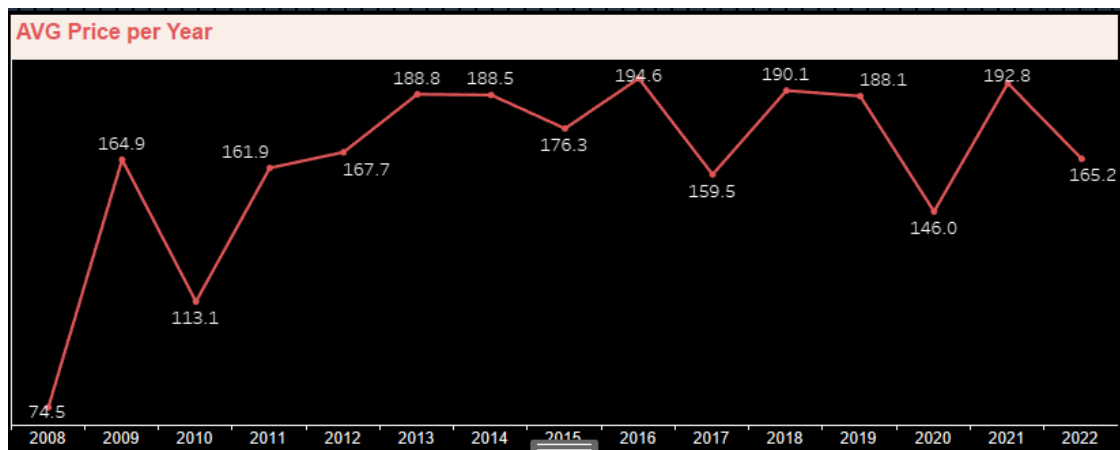
the “National Cherry Blossom Festival”. It is also very easy to visit other cities in Maryland and Virginia. There is also a large number of listings which the neighbourhood is not clear.

3. Ratings



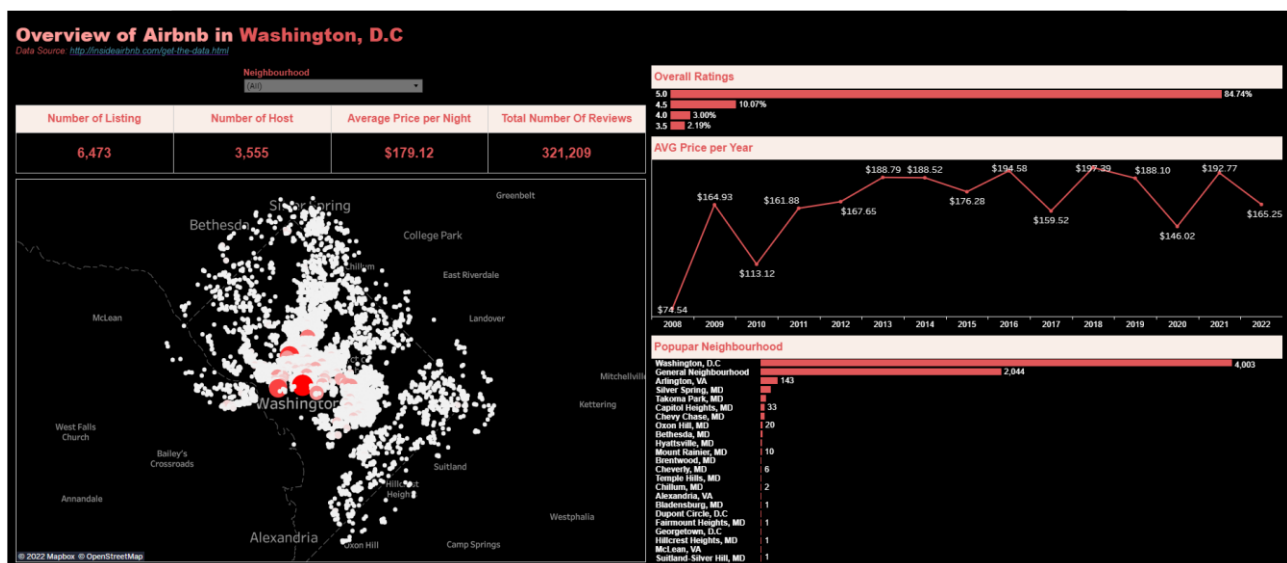
We can see that more than 80% of the listings have attained a rating of 5.0; and less than 3% have a rating of 3.5 or lower, which suggests that people are highly satisfied with the kind of accommodation, price and service they are getting through Airbnb.

4. Average price per Year



The average price has increased two times from 2008 to 2022. Also the price is down from 2021 to this year due to the pandemic.

5. Dashboard

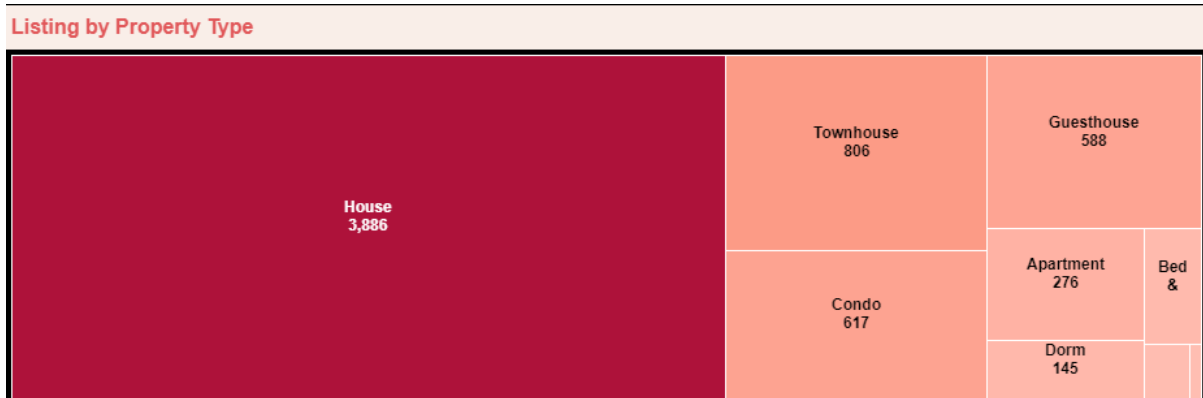


b. Competitive Landscape in Washington, D.C

1. Dashboard link:

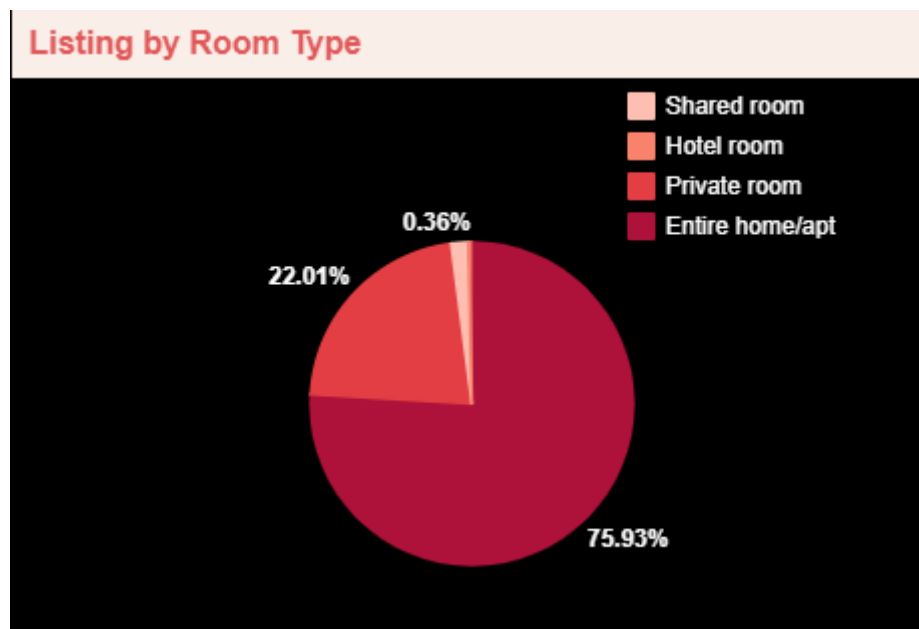
https://public.tableau.com/app/profile/lap.nhan/viz/Airbnb_16661403690080/CompetitiveLandscape?publish=yes

2. Number of listings by Property Type



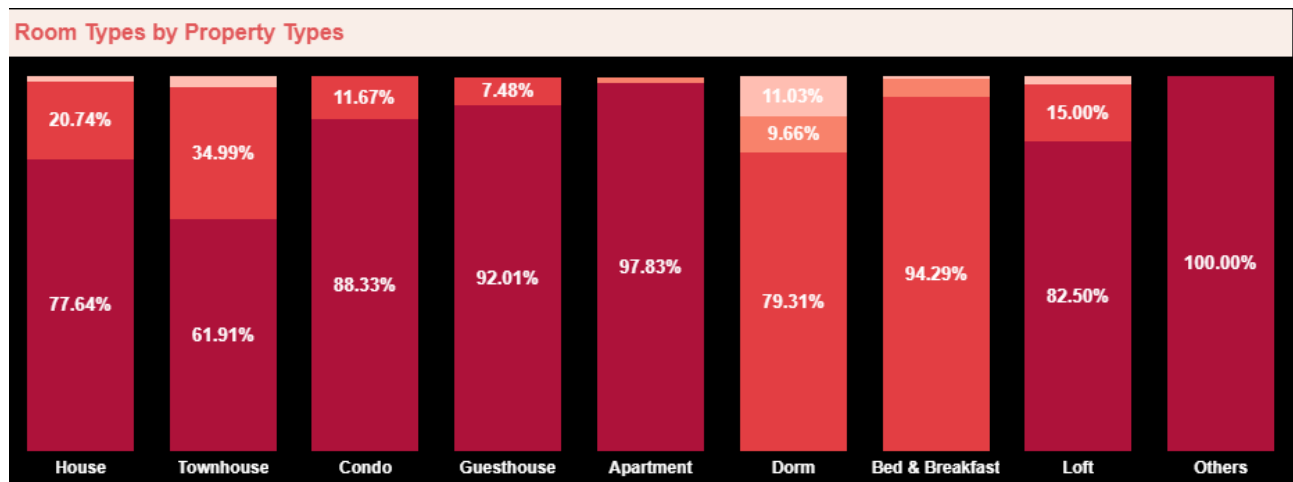
Predominantly, House has the highest number (3886) of listings among all the property types. On the other hand, Loft has only 40 listings in total. Overall, there are around 60% Houses and less than 1% Loft. Not a big difference of Townhouse (806), Condo (617) and Guesthouse (588).

3. Room Type



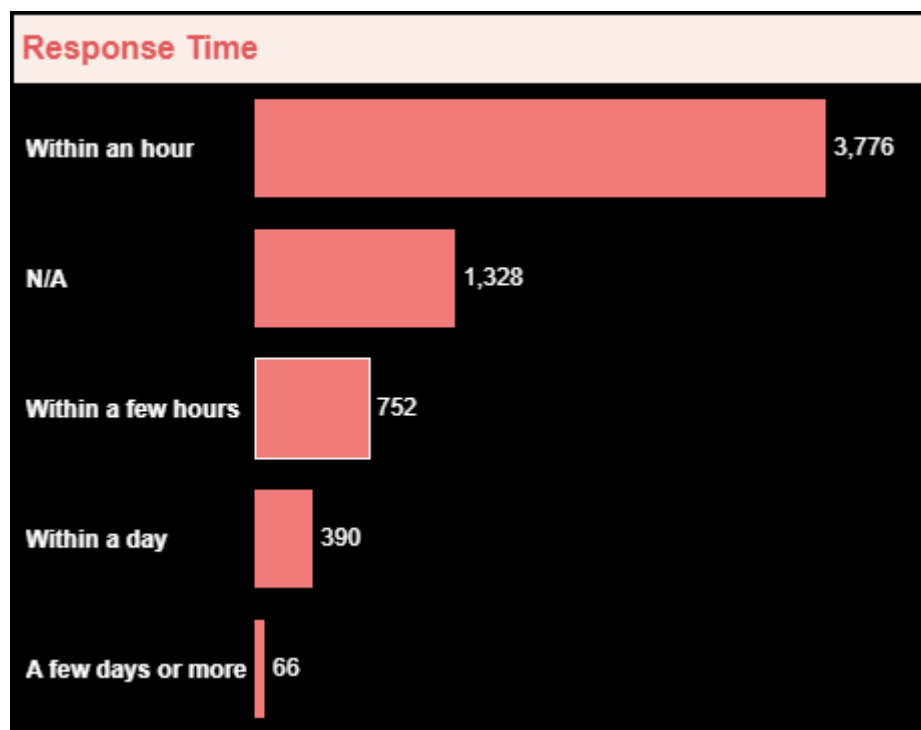
Entire home/apt have the highest share among Room Types (nearly 76%), followed by Private room and Shared room. Hotel room have a really small share which is not 1%.

4. Room Type by Property Type



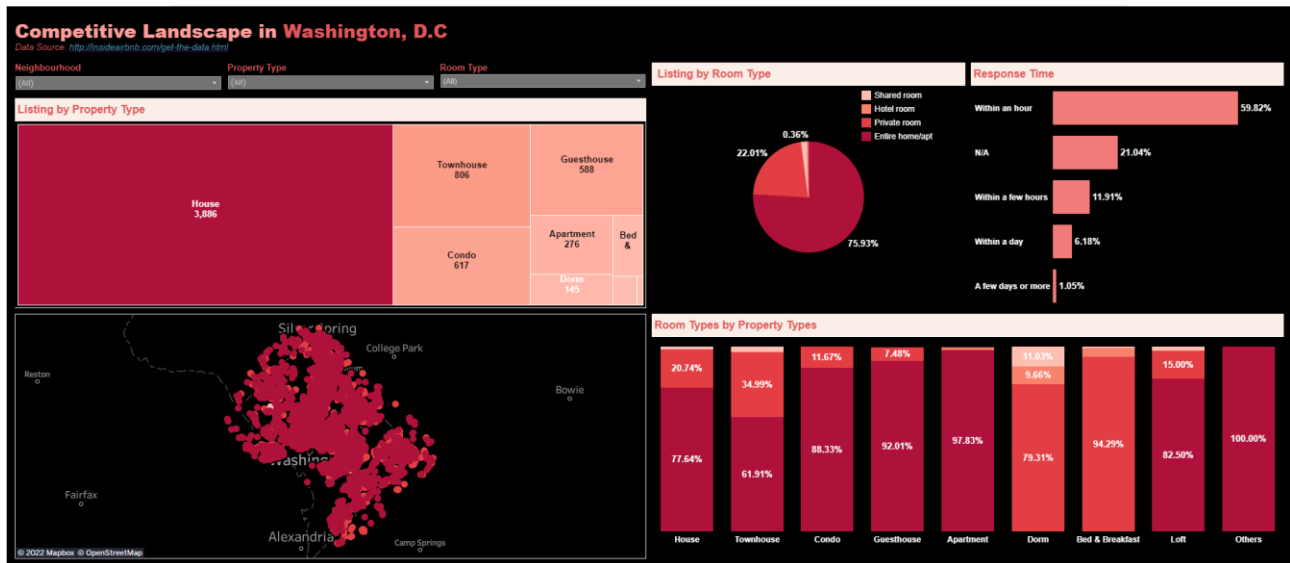
All the property type, have the similar pattern that they all have more than 50% of the Room type as Entire Home/Apartment except Bed & Breakfast and Dorm type. These exceptional property type have more than 50% room type as Private Room, and this is very intuitive as people who are or may be solo travelers, would not like to book an entire home instead they want to live in private room plus it would be great for them if they are been provided by Breakfast, the next day.

5. Response Time



There are 3776 listings have the quick response in Within an hour (nearly 60%). On the others hand, there are only 66 listings have a late response in a few days or more (1% overall). Also nearly 21% (1328 listings) not clear in the response time. Seem like most of customers get the response within a day. Good customer service.

6. Dashboard

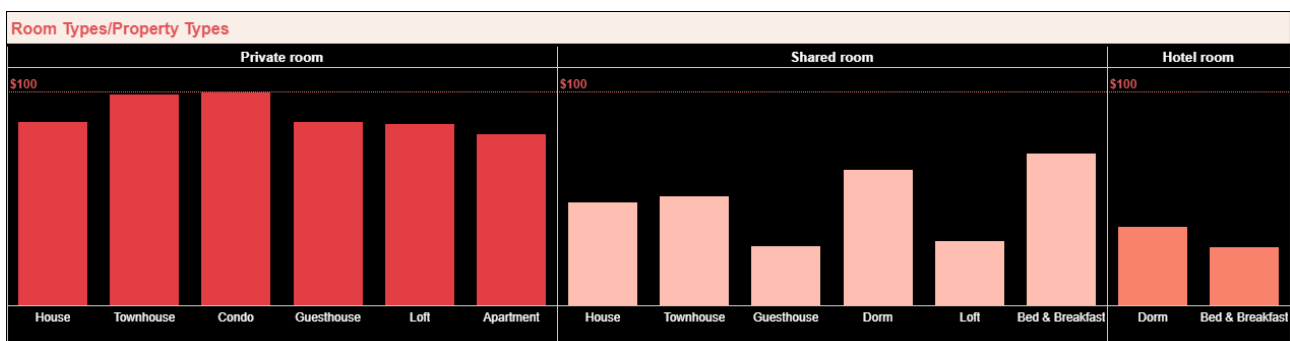


c. Pricing Analysis in Washington, D.C

1. Dashboard link:

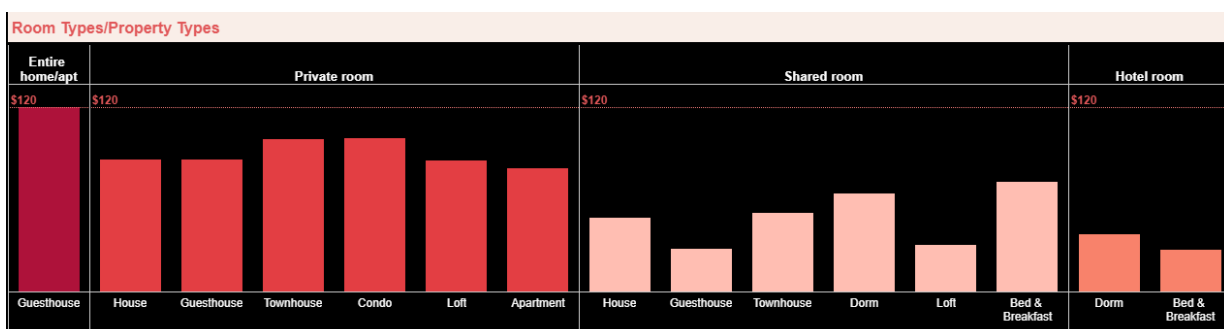
https://public.tableau.com/app/profile/lap.nhan/viz/Airbnb_16661403690080/PricingAnalysis?publish=yes

2. Room Types/Property Types

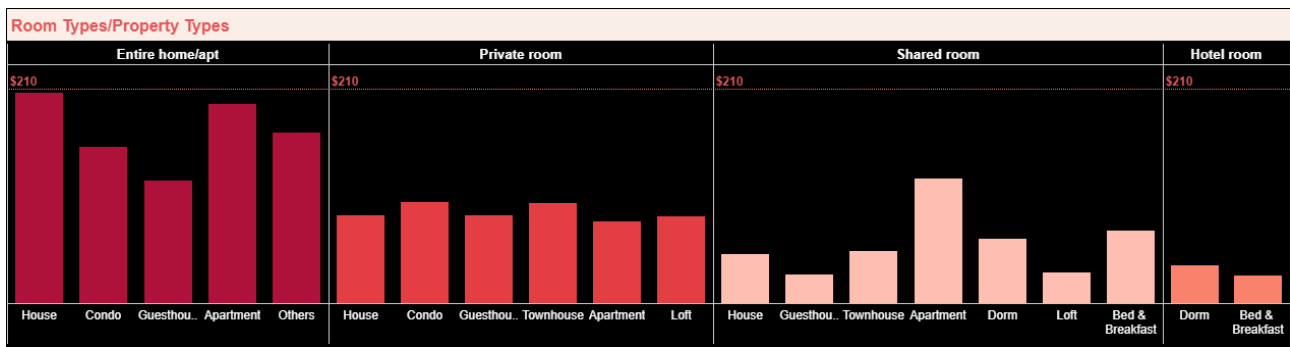


With the Price input value = \$100, The average price of Private Room is the highest, followed by the Shared room and Hotel room.

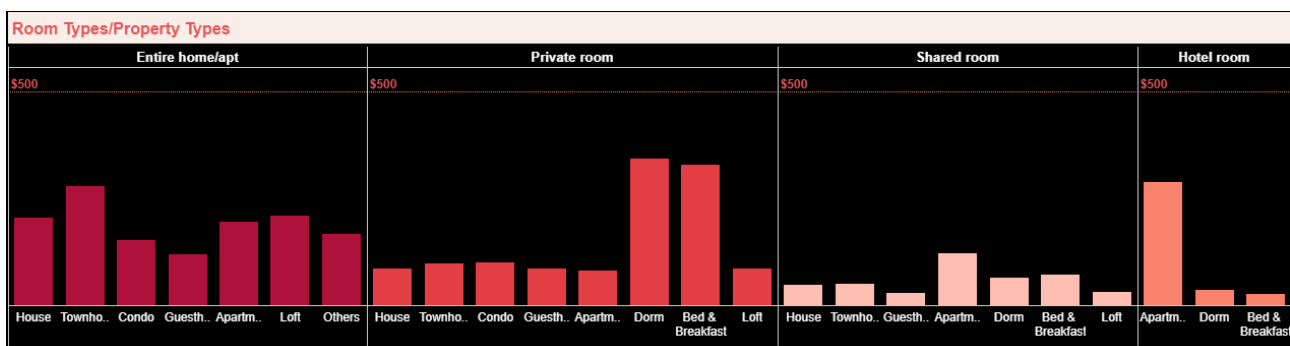
When we increase the Price input to \$120. Entire home/apt come in.



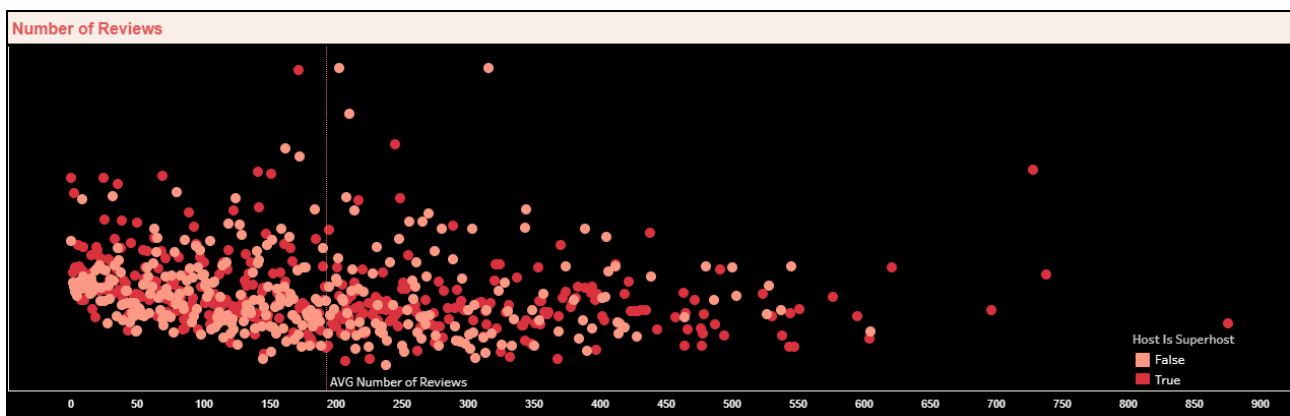
While the Price input is \$210, we have all the type of Room/Property



The more we increase the Price input value, an interesting finding to note is that though the number of listings for 'Dorm' type is the highest. This can be attributed by the fact that there are not to much 'Dorm' are listed than the 'Apartment' but the average price is not big different (\$344 to \$278).



3. Number of Reviews



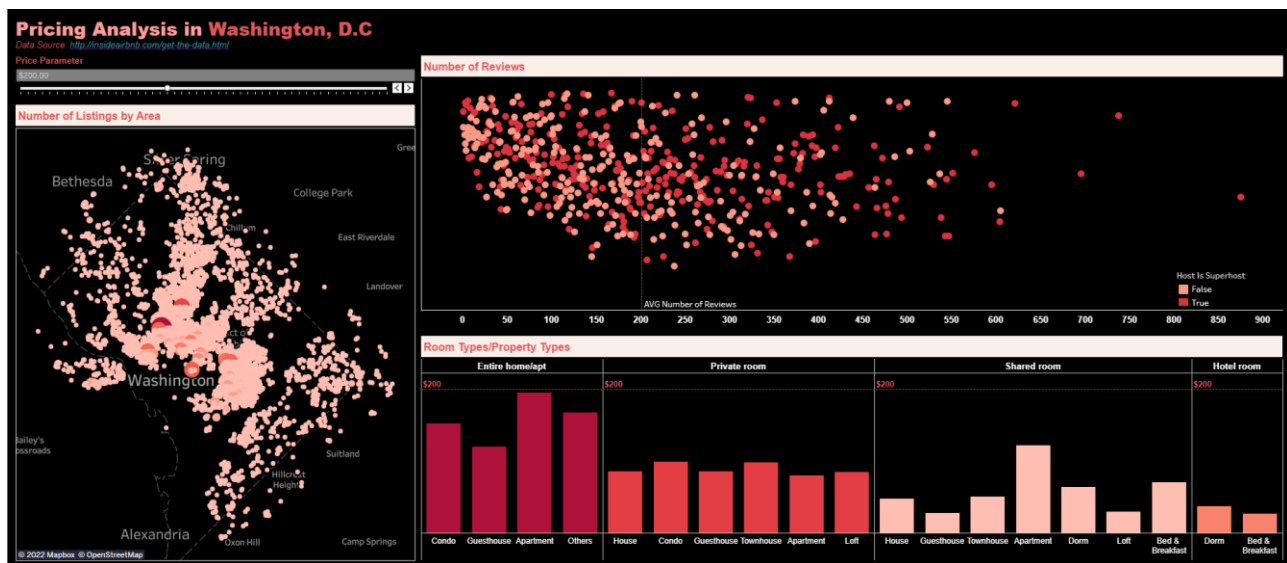
The maximum number of reviews (875) are for the listings which lie at the price of \$104 and we can easily found that most of review are in the price range of \$40-\$200. There are two possible reasons for it.

- Most of the people prefer affordable and cheaper options to stay. Hence, there is high probability that very less number of people take up high priced accommodations and consequently have less number of reviews. On the other hand, major portion of people interesting in affordable accommodations will correspond to more number of reviews. We do

not have any data regarding the number of times a listing has been booked. So, we can not validate the fact.

- Mostly, the elite/rich people opt for pricey options to stay and generally they are least bothered about posting their reviews to public forums. That could be a major reason for less reviews for high price accommodations. On the other hand, middle class people, opting for affordable options, care much more about writing reviews about the service they get.

4. Dashboard



Summary

- Nearly 85% listings have the rating of 5.0, also the response time is within a day. Really great services.
- Almost 76% of listings are 'Apartment' and the average price is in the range of \$120 - \$280. This is so competitive.
- Max reviews are for price range \$40 - \$200. That could be inferred that most of the people prefer affordable and cheaper options to stay and also care much more about writing reviews about the service they get.