



Airbnb
Property Management
Optimization

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Data Analysis using Tableau



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Introduction

AIRBNB, INC. AN ABBREVIATION OF ITS ORIGINAL NAME, "AIR BED AND BREAKFAST") IS AN AMERICAN COMPANY OPERATING AN ONLINE MARKETPLACE FOR SHORT-AND-LONG-TERM HOMESTAYS, EXPERIENCES AND SERVICES IN VARIOUS COUNTRIES AND REGIONS. IT ACTS AS A BROKER AND CHARGES A COMMISSION FROM EACH BOOKING. AIRBNB WAS FOUNDED IN 2008 BY BRIAN CHESKY, NATHAN BLECHARCZYK, AND JOE GEBBIA. IT IS THE BEST-KNOWN COMPANY FOR SHORT-TERM HOUSING RENTALS.

PROJECT OBJECTIVE

1

Listings
overview

2

Pricing
Insights

3

Host
Insights

4

Rating & Review
Analysis

5

Amenities &
Property Feature

Problem Statement: Airbnb Property Management Optimization

You are working as a Data Analyst at Airbnb, and Airbnb aims to develop a Tableau dashboard to optimize rental strategies, enhance customer satisfaction, and maximize revenue for property owners. Your role is to analyze Airbnb's dataset and generate valuable insights that will help improve decision-making for both Airbnb and its hosts.



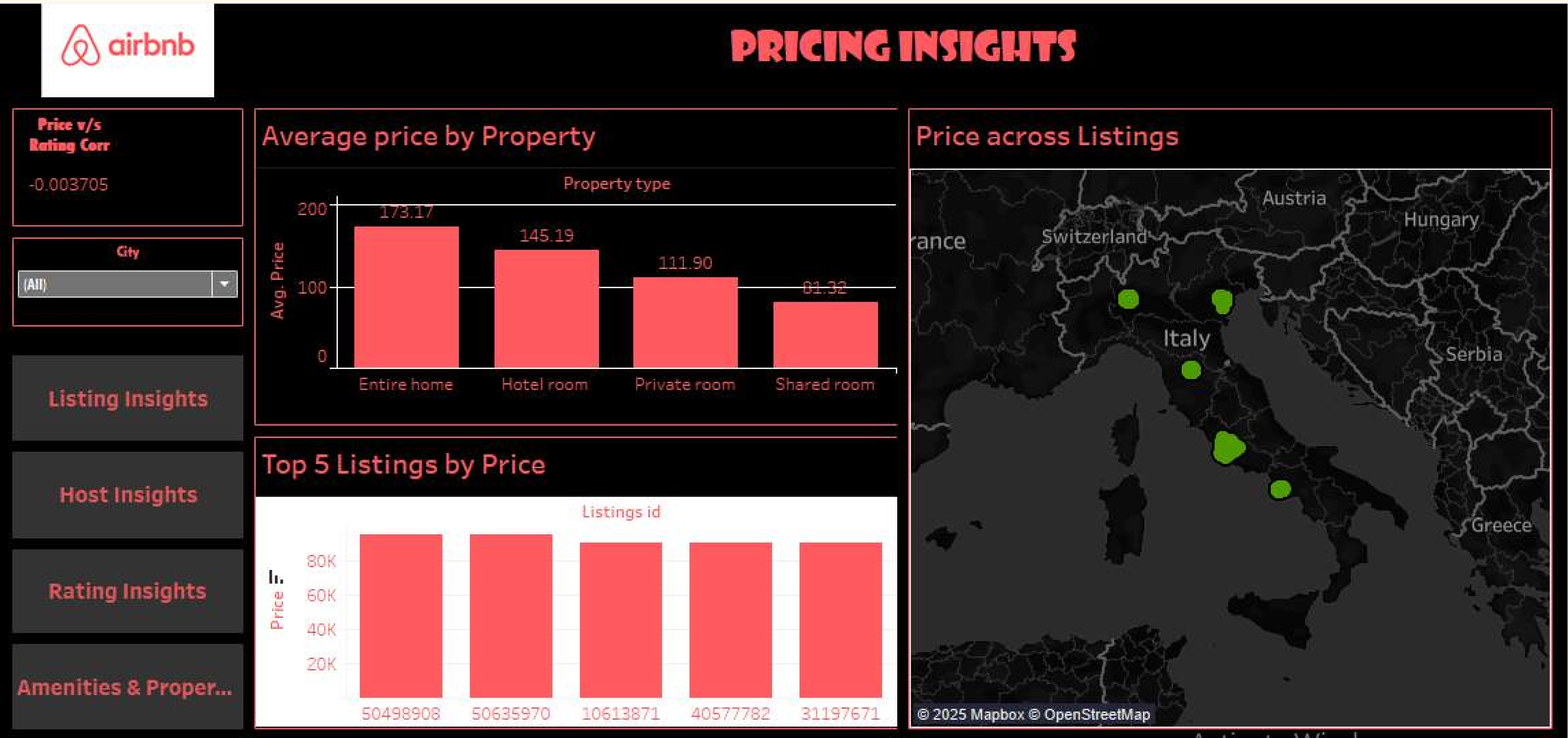
Dashboard 1



Insights from listings overview

- Total Listings:** 92,355 across various cities and property types.
- Top Cities:** Roma (32,794), Milano (27,095), and Firenze (13,583) dominate the listings.
- Popular Neighborhoods:** "I Centro Storico" leads with over 15K listings, followed by "Centro Storico" and "VII San Giovanni."
- Seasonality Trends:** The majority of listings (70,450) occur in Early Winter, with significant drops in Early Summer (9,412) and Early Spring (6,513).
- Property Types:** Entire homes make up the bulk (72,926), followed by private rooms (18,134), while hotel and shared rooms are minimal.

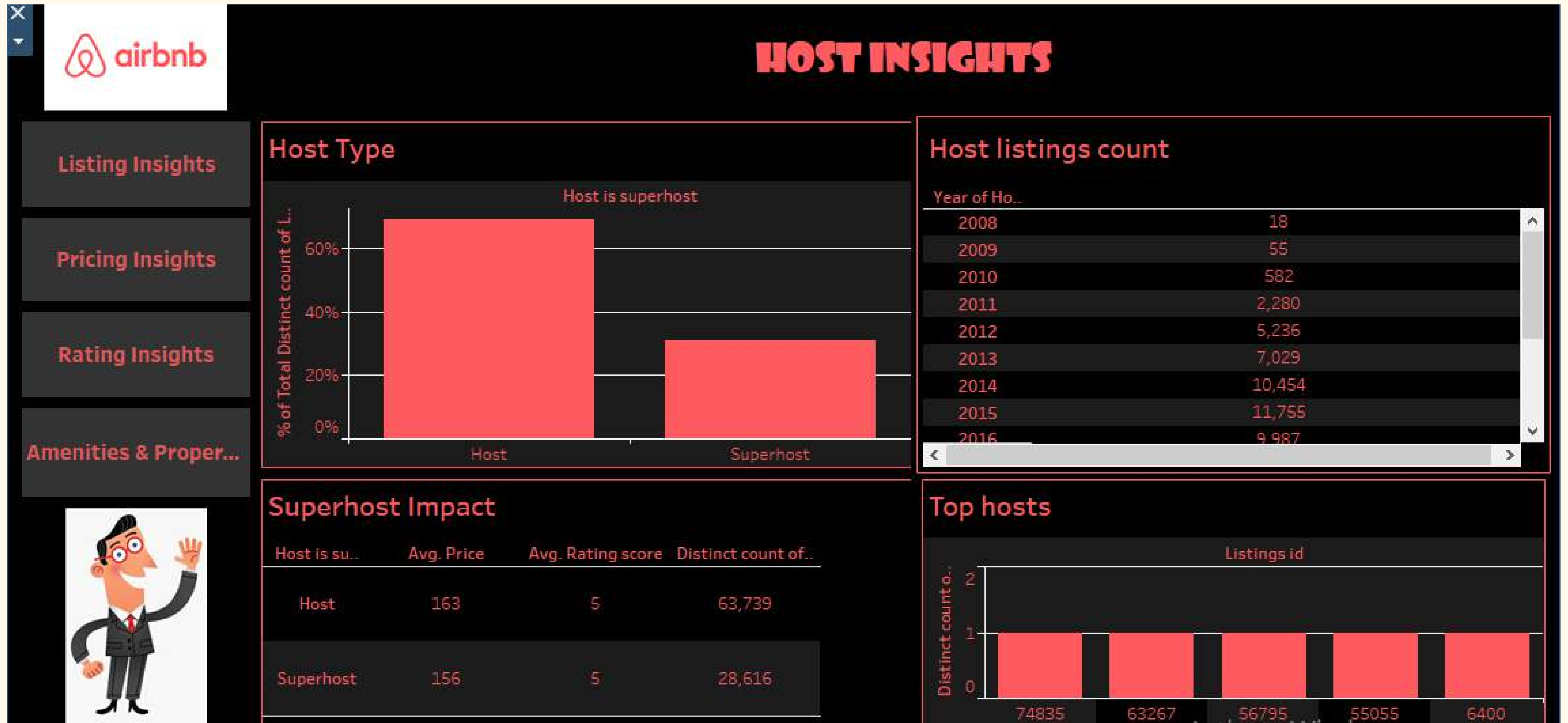
Dashboard 2



Insights from Pricing Overview

- Price vs Rating Correlation: Slight negative correlation (-0.0037), suggesting price does not significantly influence rating.**
- Average Price by Property Type:**
 - Entire Home: \$173.17**
 - Hotel Room: \$145.19**
 - Private Room: \$111.90**
 - Shared Room: \$91.32**
- High-Value Listings: The top 5 listings each surpass \$80K in price.**
- Geographical Price Spread: High-priced listings are concentrated in key Italian regions like Rome, Milan, Florence, and coastal cities.**

Dashboard 3

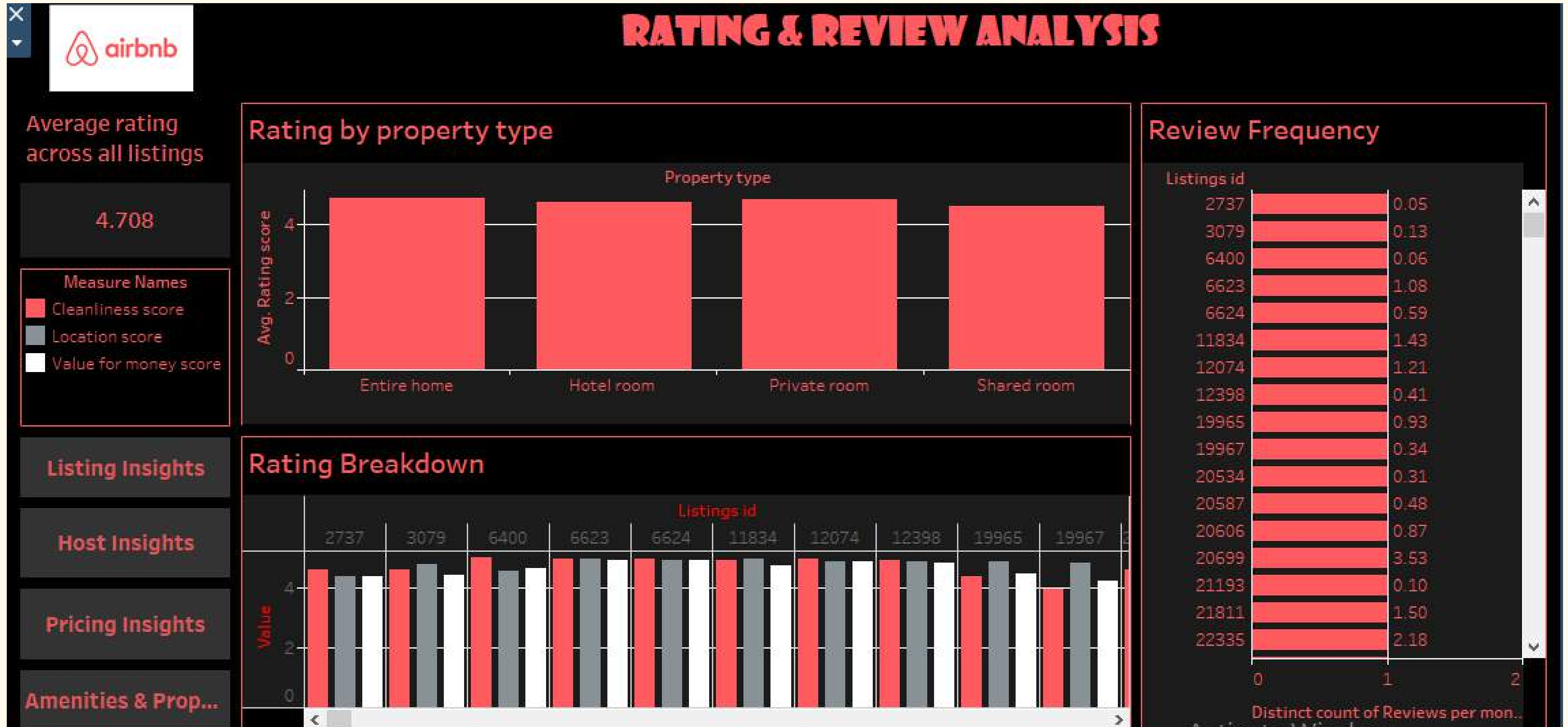


Insights from Host Overview

Host Type Distribution:

- Regular Hosts: ~67%**
- Superhosts: ~33%**
- Superhost Impact:**
 - Superhosts have lower average prices (\$156) than regular hosts (\$163) but maintain a consistent rating score of 5.**
 - Listings Growth: Listings have grown steadily since 2008, with a noticeable surge between 2012–2016.**
 - Top Hosts: A few individual hosts manage multiple listings, with top IDs managing 1–2 listings each, indicating a decentralized hosting landscape.**

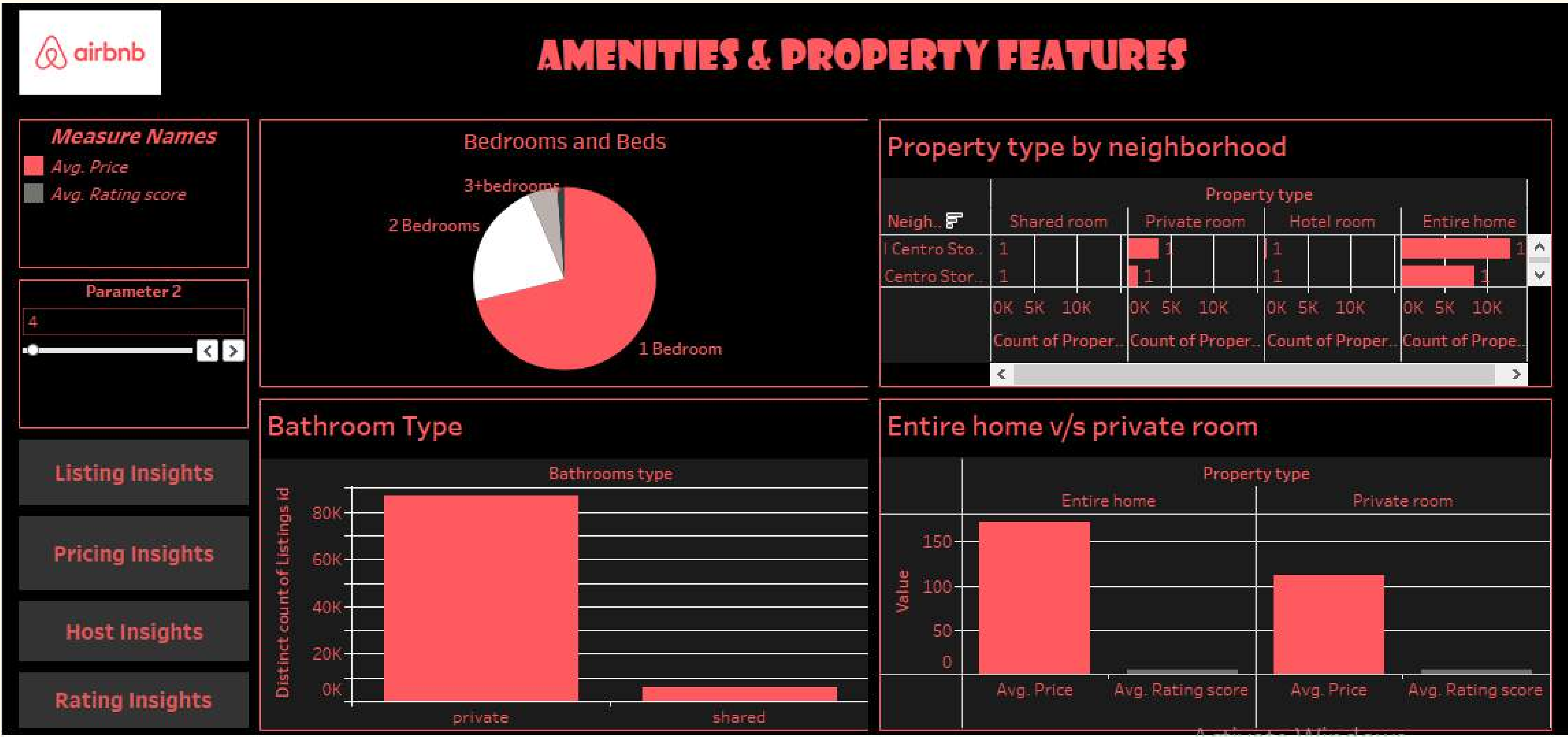
Dashboard 4



Insights from Rating & Review Analysis

- Overall Average Rating: 4.708**
- Property Rating Consistency: All property types (entire home, hotel room, private room, shared room) show similar high average ratings, suggesting consistent quality.**
- Review Frequency: Varies significantly; most listings receive 0.1–2 reviews per month, indicating uneven guest engagement.**
- Rating Components: Consistent high scores in cleanliness, location, and value-for-money metrics across top listings.**

Dashboard 5




Insights from Amenities & Property Features

- Bedroom Distribution:** Majority of listings have 1 bedroom, with fewer offering 2 or more.
- Bathroom Type:** Predominantly private bathrooms, showing guest preference for privacy.
- Property Type by Neighborhood:** “Entire home” dominates all neighborhoods, especially in historical and central areas.
- Price & Rating by Room Type:**
 - 1. Entire Homes** charge higher average prices but maintain a similar rating to Private Rooms.
 - 2. Private Rooms** offer a cost-effective alternative without a drop in quality.



Conclusion

These dashboards provide critical insights into Airbnb property management optimization. Popularity and pricing trends can help stakeholders decide where to invest. Customer satisfaction and property type analysis ensure better guest experiences. Lastly, host and pricing analysis offers strategies to balance service fees and competitive pricing. By leveraging these insights, Airbnb managers can optimize property listings, improve customer satisfaction, and maximize revenue





Thanks

