



Hotel Aggregator Analysis

POWER BI

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Problem Statement

We will cover the experience of analysing a hotel aggregator dataset using PowerBI including Visualizations, trends, patterns and factors influencing listing performance in order to provide actionable insights for improving listing quality and competitiveness.



Dataset Cleaning & Prep



Connectiong PowerBI to
our Dataset



Checking for null/
duplicate/irrelevant
values or columns



Startingup our Data
Exploration & Analysis

≡ Load Dataset in PowerBI

Hotel Aggregator dataset.csv

File Origin Delimiter Data Type Detection

65001: Unicode (UTF-8) Comma Based on first 200 rows

id	listing_url	scrape_id	last_scraped	source	name
10803	https://www.airbnb.com/rooms/10803	2.02309E+13	05-09-2023	city scrape	Rental unit in Brunswick East · ★4.49 · 1 bedroom · 1 b...
12936	https://www.airbnb.com/rooms/12936	2.02309E+13	05-09-2023	previous scrape	Rental unit in St Kilda · ★4.68 · 1 bedroom · 1 bed · 1 ba...
38271	https://www.airbnb.com/rooms/38271	2.02309E+13	04-09-2023	city scrape	Rental unit in Berwick · ★4.86 · 3 bedrooms · 3 beds · 1...
41836	https://www.airbnb.com/rooms/41836	2.02309E+13	05-09-2023	previous scrape	Home in Reservoir · ★4.71 · 1 bedroom · 1 bed · 1 shar...
43429	https://www.airbnb.com/rooms/43429	2.02309E+13	04-09-2023	city scrape	Rental unit in Oakleigh East · ★4.87 · 1 bedroom · 1 bed...
1181117	https://www.airbnb.com/rooms/1181117	2.02309E+13	05-09-2023	city scrape	Home in Ripponlea · 4 bedrooms · 5 beds · 2 baths
1188388	https://www.airbnb.com/rooms/1188388	2.02309E+13	05-09-2023	city scrape	Home in Port Melbourne · ★New · 2 bedrooms · 3 beds..
603007	https://www.airbnb.com/rooms/603007	2.02309E+13	05-09-2023	previous scrape	Rental unit in South Yarra · ★4.76 · 1 bedroom · 1 bed ..
607674	https://www.airbnb.com/rooms/607674	2.02309E+13	04-09-2023	city scrape	Guesthouse in Sherbrooke · ★4.06 · 7 bedrooms · 1 bed.
1192689	https://www.airbnb.com/rooms/1192689	2.02309E+13	05-09-2023	city scrape	Home in St Kilda · ★4.92 · 4 bedrooms · 5 beds · 2 baths
44082	https://www.airbnb.com/rooms/44082	2.02309E+13	04-09-2023	city scrape	Home in Frankston · ★4.98 · 1 bedroom · 1 bed · 1.5 sh...
1201338	https://www.airbnb.com/rooms/1201338	2.02309E+13	05-09-2023	city scrape	Home in South Melbourne · ★4.92 · 4 bedrooms · 5 be...
1210073	https://www.airbnb.com/rooms/1210073	2.02309E+13	05-09-2023	city scrape	Rental unit in Northcote · ★4.33 · 1 bedroom · 1 bed · 1...
1233439	https://www.airbnb.com/rooms/1233439	2.02309E+13	05-09-2023	city scrape	Home in Melbourne · ★4.58 · 3 bedrooms · 4 beds · 2 ba...
621155	https://www.airbnb.com/rooms/621155	2.02309E+13	05-09-2023	previous scrape	Rental unit in Richmond · 1 bedroom · 1 bed · 1 bath
628156	https://www.airbnb.com/rooms/628156	2.02309E+13	05-09-2023	city scrape	Condo in Port Melbourne · ★4.82 · 1 bedroom · 1 bed ..
628370	https://www.airbnb.com/rooms/628370	2.02309E+13	05-09-2023	city scrape	Rental unit in Port Melbourne · ★4.79 · 2 bedrooms · 3...
44699	https://www.airbnb.com/rooms/44699	2.02309E+13	05-09-2023	city scrape	Condo in South Melbourne · ★4.75 · 1 bedroom · 1 bed..
633258	https://www.airbnb.com/rooms/633258	2.02309E+13	05-09-2023	previous scrape	Rental unit in Windsor · ★4.94 · 1 bedroom · 1 bed · 1 b...
639260	https://www.airbnb.com/rooms/639260	2.02309E+13	05-09-2023	city scrape	Rental unit in Fitzroy · ★4.45 · 2 bedrooms · 3 beds · 1 b...

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Extract Table Using Examples Load Transform Data Cancel

Data Analysis in Power BI

1. Geographical Insights:

- Visualize the distribution of listings on a map to identify popular neighborhoods.

2. Pricing and Availability Analysis:

- Analyze pricing trends based on property types, room types, and accommodation capacity.

3. Host Performance:

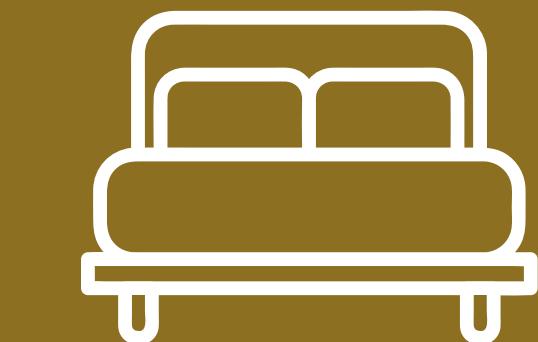
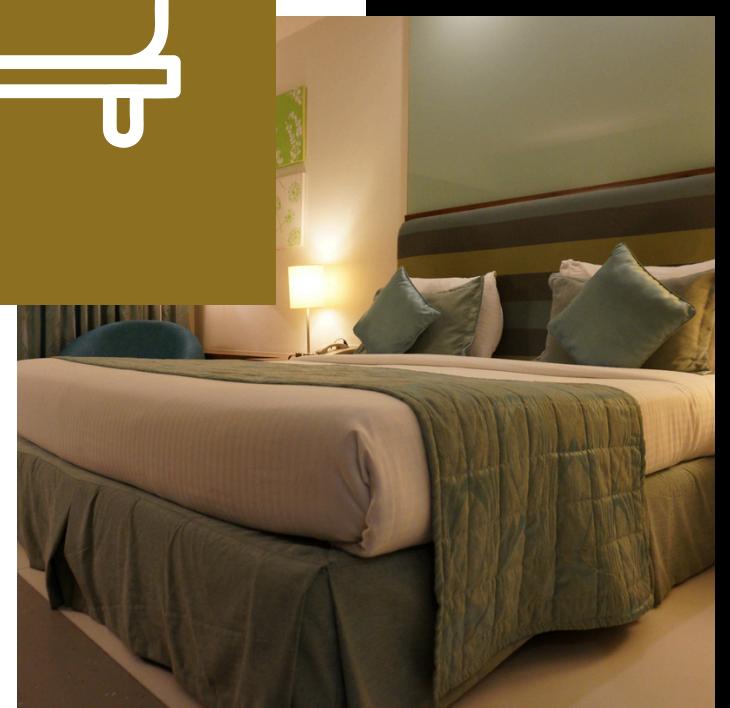
- Evaluate host characteristics, including superhost status, response times, and verification methods.

4. Review Scores and Guest Satisfaction:

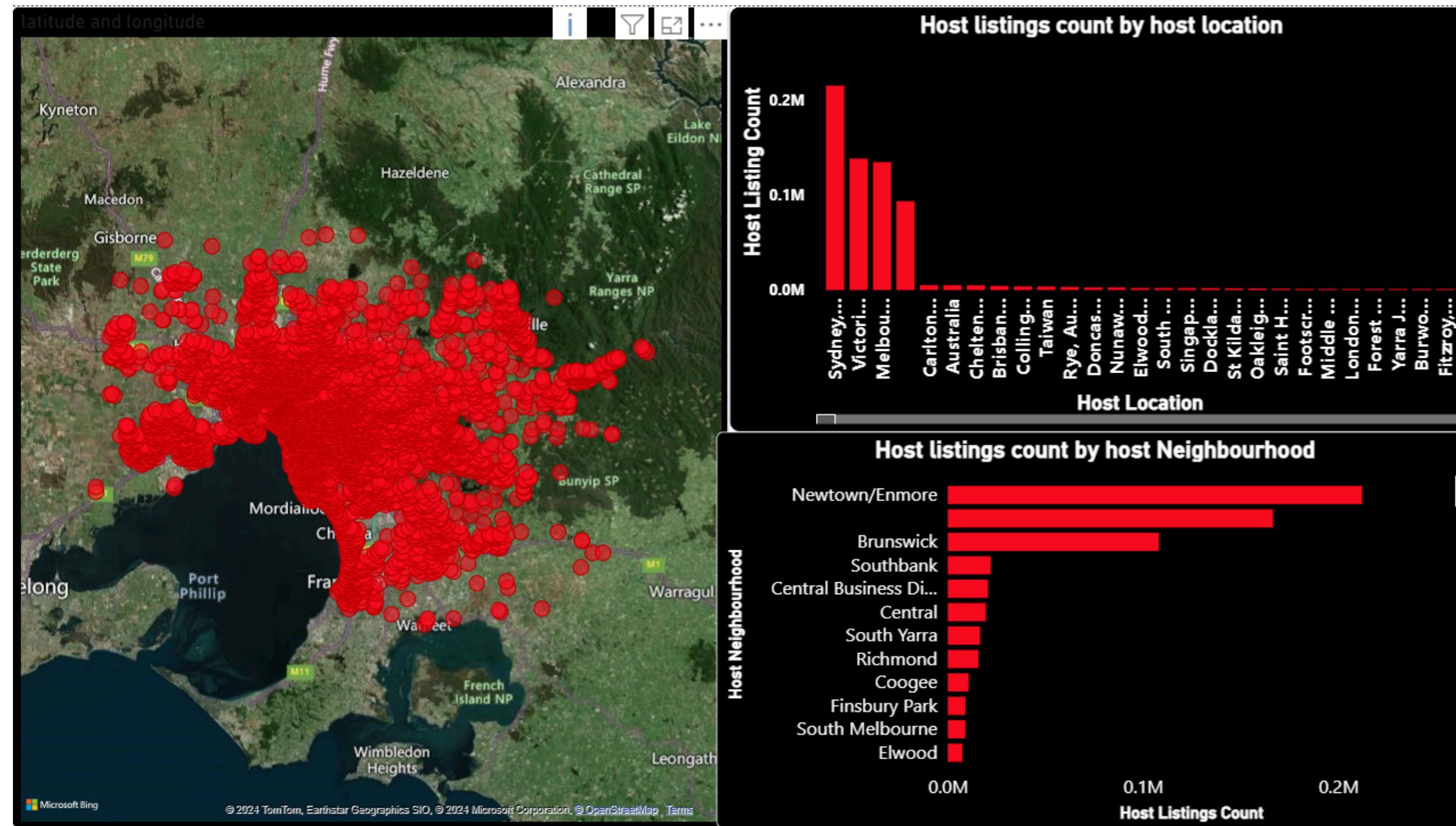
- Examine review scores and their impact on overall listing performance.

5. Property Type and Room Analysis:

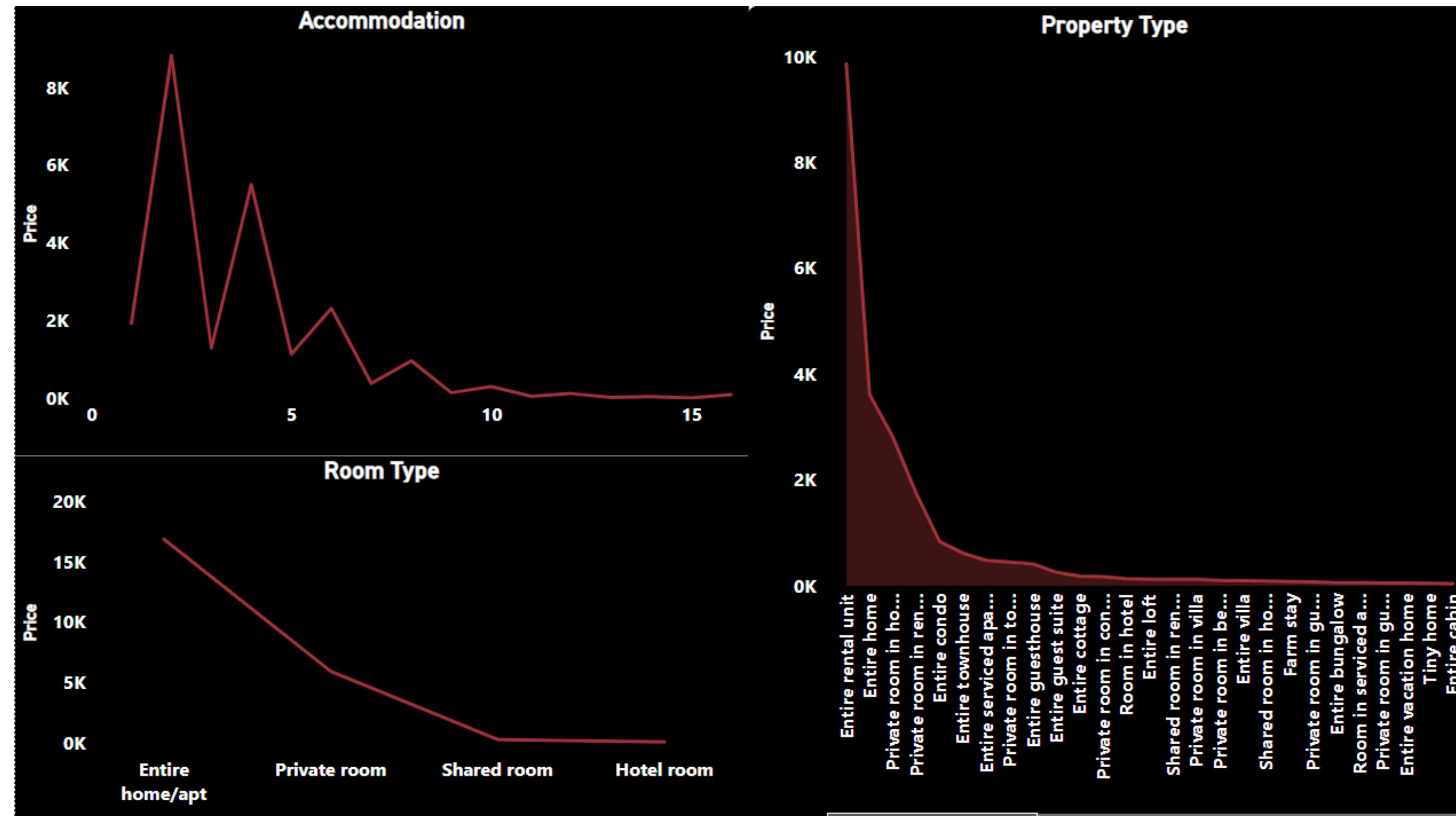
- Analyse the distribution of property types and room types.



Geographical Distribution Dashboard



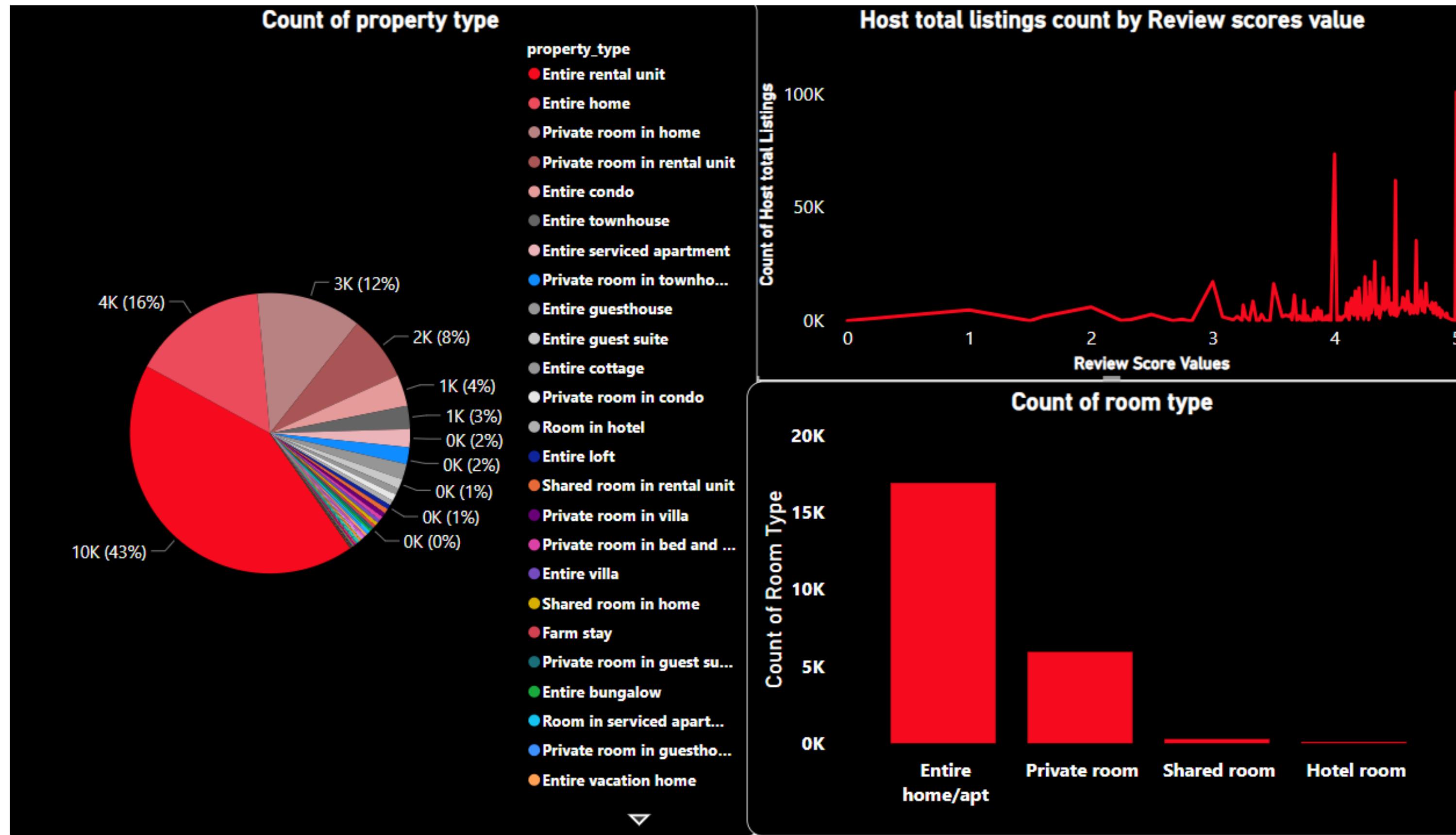
≡ Pricing Trends Dashboard



≡ Host Characteristics Dashboard

Sum of host_id	host_response_rate	Count of host_is_superhost	Count of host_total_listings_count	host_verification
997364656	N/A	9	9	[]
1662670040	0%	23	23	['email', 'phone', 'work']
198968815717	100%	2216	2216	['email', 'phone', 'work']
3154855	17%	1	1	['email', 'phone', 'work']
237709575	25%	3	3	['email', 'phone', 'work']
1696323	30%	1	1	['email', 'phone', 'work']
1511160748	33%	10	10	['email', 'phone', 'work']
378520714	38%	1	1	['email', 'phone', 'work']
182689924	40%	3	3	['email', 'phone', 'work']
1348181906	50%	14	14	['email', 'phone', 'work']
4061580241	60%	28	28	['email', 'phone', 'work']
500726610	63%	10	10	['email', 'phone', 'work']
453188840	65%	2	2	['email', 'phone', 'work']
696421406	67%	7	7	['email', 'phone', 'work']
128480	70%	2	2	['email', 'phone', 'work']
379692364	72%	2	2	['email', 'phone', 'work']
767715519	73%	3	3	['email', 'phone', 'work']
482627198	75%	7	7	['email', 'phone', 'work']
28372322	78%	1	1	['email', 'phone', 'work']
2836675382	80%	20	20	['email', 'phone', 'work']
191613009	83%	3	3	['email', 'phone', 'work']
656242418	86%	7	7	['email', 'phone', 'work']
201590405	88%	44	44	['email', 'phone', 'work']
4408092322	89%	18	18	['email', 'phone', 'work']
1877390336	90%	23	23	['email', 'phone', 'work']
60609247	91%	2	2	['email', 'phone', 'work']
3982500096	93%	18	18	['email', 'phone', 'work']
3727379101382		23185	23183	

≡ Review Score Property Type & Room Analysis Dashboard



Recommendations



- In AUSTRALIA in sydney more hotels are present compare to other states in Australia.
- The Entire Room Type is the only type that is more choosen.
- The response rate doesnt affect the super host status.
- Their is clear propotional relationship between count of total reviews and total listings count.



Thank
You
FOR YOUR ATTENTION