OVERVIEW

ABOUT STAYCATIN ?

StayCatin is a leading website where people can book beds, rooms, apartments, homes etc. all around the world. It provides a platform for the people to rent out their places at their convenience without involving complex channels or doing major investments. Users can also find a place to stay at much competitive prices as compared to hotels. Through StayCatin , people can find place to stay even in the areas where the likelihood of having hotels is very less. Many a times, even people prefer to stay in local settings, with local people.

PROJECT SUBMITTED BY : SATYAM KUMAR

STAYCATIN STORYTELLING BOARD
INSIGHTS AND ANALYSIS

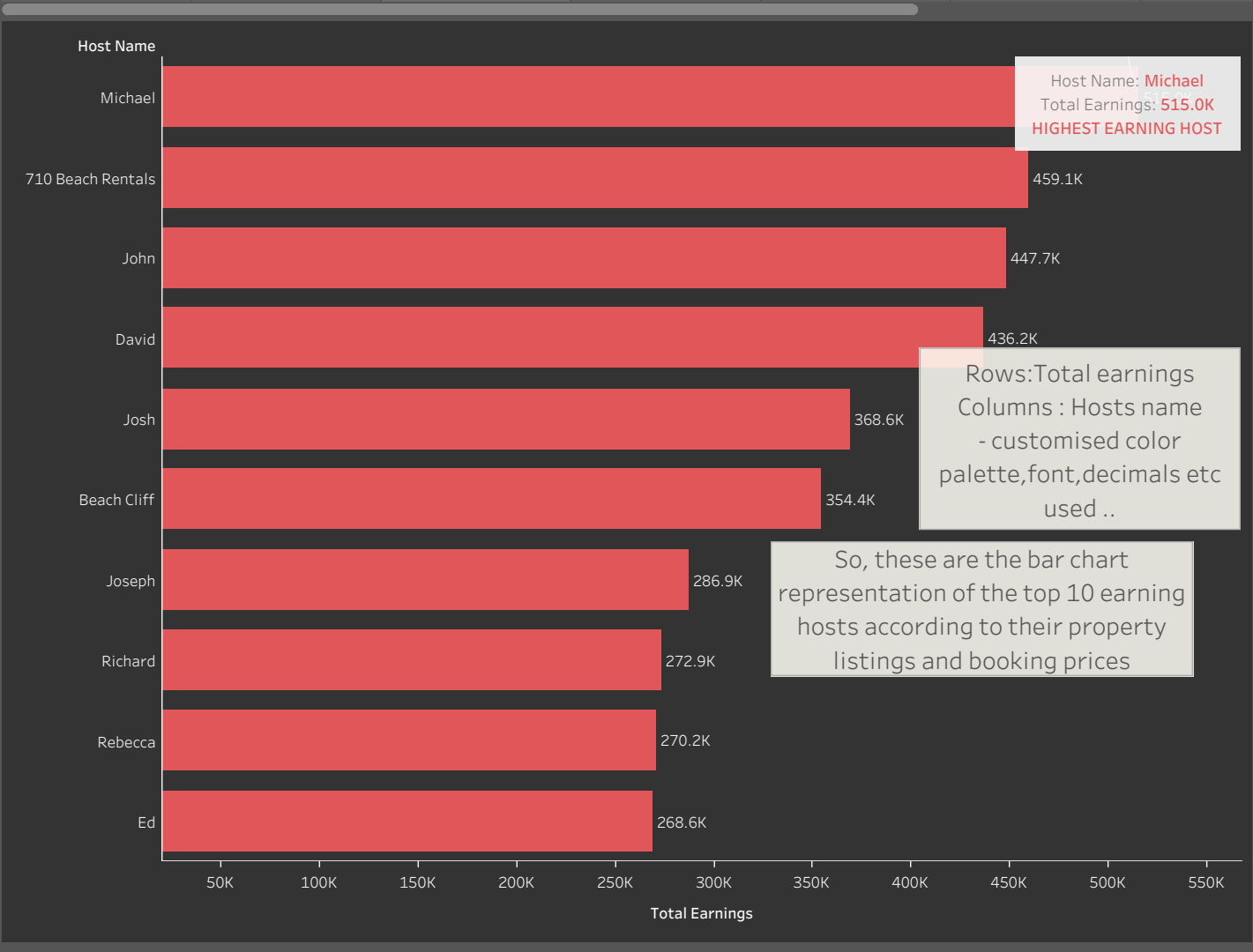| Overview of Staycatin | QUESTION ADDRESSED | TOP 10 EARNERS | POPULAR NEIGHBOURHOOD AR.. | PRICE PATTERN ANALYSIS | PRICE ANALYSIS | LOCATION GETTING M.. |

QUESTIONS ADDRESSED :

1) TOP 10 EARNERS

2) RELATIONSHIP BETWEEN PRICE AND   EARNINGS

3) LOCATIONS GETTING MORE EARNINGS

4) RELATIONSHIP BETWEEN PRICE AND REVIEWS

STAYCATIN STORYTELLING BOARD
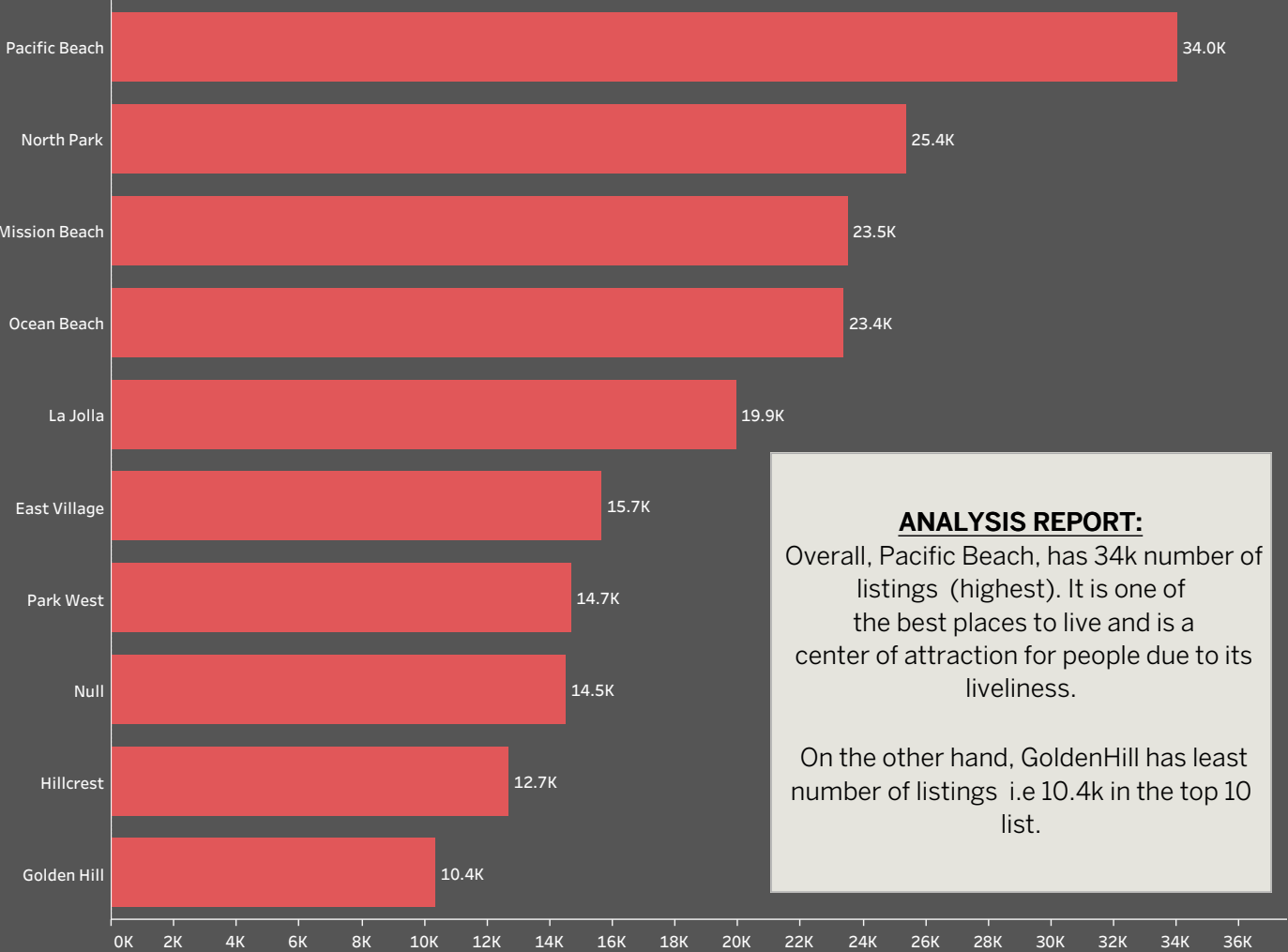## INSIGHTS AND ANALYSIS

Host Name

Host Name	Total Earnings
Michael	515.0K
710 Beach Rentals	459.1K
John	447.7K
David	436.2K
Josh	368.6K
Beach Cliff	354.4K
Joseph	286.9K
Richard	272.9K
Rebecca	270.2K
Ed	268.6K

Host Name: **Michael**
Total Earnings: **515.0K**
HIGHEST EARNING HOST

Rows:Total earnings
Columns : Hosts name
- customised color palette,font,decimals etc used ..

So, these are the bar chart representation of the top 10 earning hosts according to their property listings and booking prices

Total Earnings

50K   100K   150K   200K   250K   300K   350K   400K   450K   500K   550K

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Pacific Beach — 34.0K

North Park — 25.4K

Mission Beach — 23.5K

Ocean Beach — 23.4K

La Jolla — 19.9K

East Village — 15.7K

Park West — 14.7K

Null — 14.5K

Hillcrest — 12.7K

Golden Hill — 10.4K

0K 2K 4K 6K 8K 10K 12K 14K 16K 18K 20K 22K 24K 26K 28K 30K 32K 34K 36K

ANALYSIS REPORT:
Overall, Pacific Beach, has 34k number of listings (highest). It is one of the best places to live and is a center of attraction for people due to its liveliness.

On the other hand, GoldenHill has least number of listings i.e 10.4k in the top 10 list.

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| QUESTION ADDRESSED | TOP 10 EARNERS | POPULAR NEIGHBOURHOOD AR.. | PRICE PATTERN ANALYSIS | PRICE ANALYSIS | LOCATION GETTING MORE EARNINGS | RELATION BETWEEN PRICE AND REVIEW.. |

PRICE PATTERN BEHAVIOUR AND TOTAL EARNINGS

PRICE INCREASES , EARNINGS DECREASES
Almost all of the locations show similar pattern where maximum number of reviews are for the listings which lie in the price range of a given interval. There are two possible reasons for it.
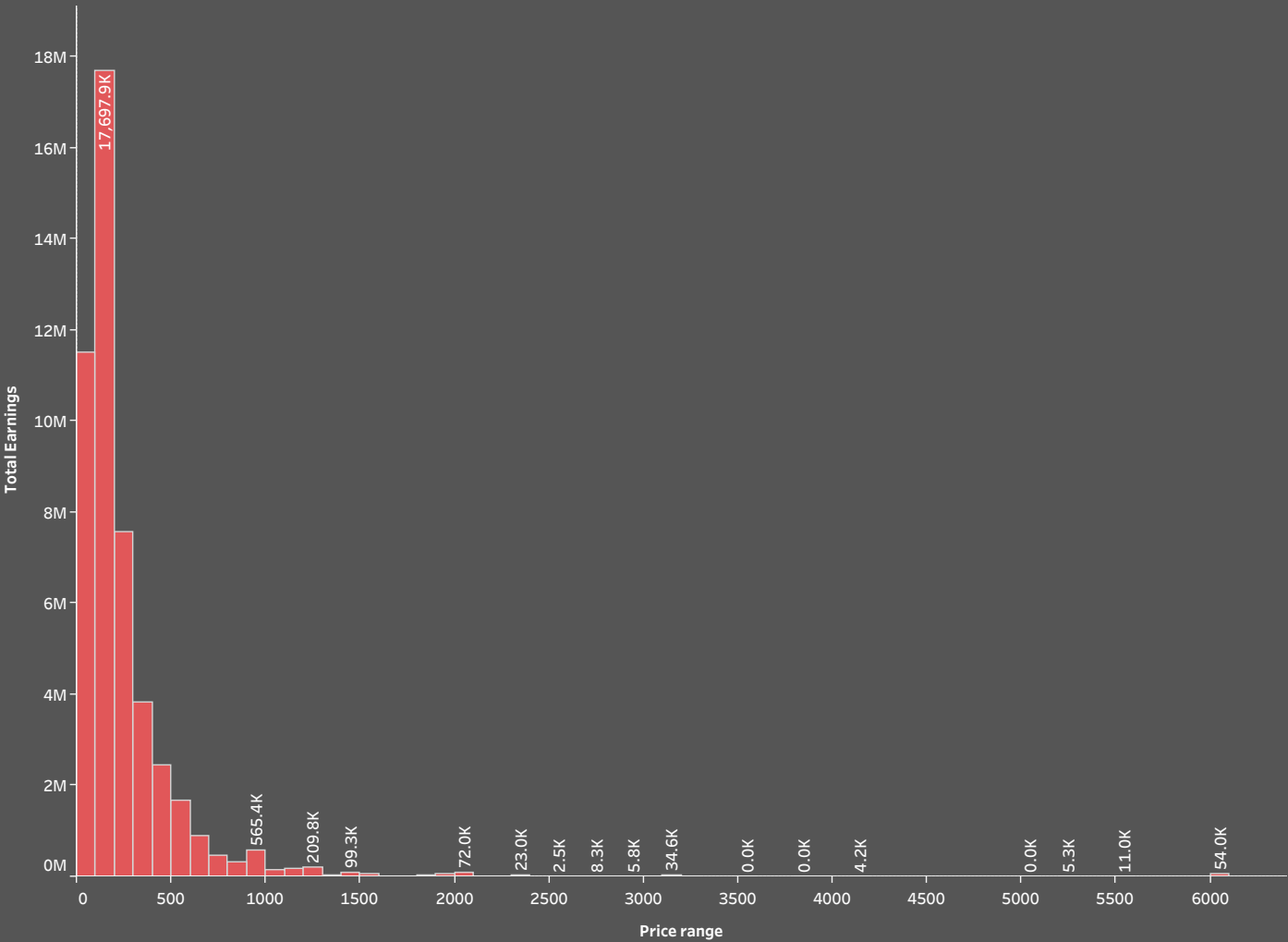
i) Most of the people prefer affordable and cheaper options to stay. Hence, there is high probability that very less number of people take up high priced accommodations and consequently have less number of reviews. On the other hand, major portion of people interesting in affordable accommodations will correspond to more number of reviews. We do not have any data regarding the number of times a listing has been booked. So, we cannot validate the fact.

ii) 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.

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Total Earnings

OBSERVATION :

Areas near to the coast have comparitively higher earnings as compared to those in the inlands . the darker the colour , higher is the earnings

San Diego

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PRICE REVIEW AND ITS BEHAVIOUR OVER VARIOUS ANALYSIS

Average Prices Based On Zipcode

Avg. Price
41 1,131

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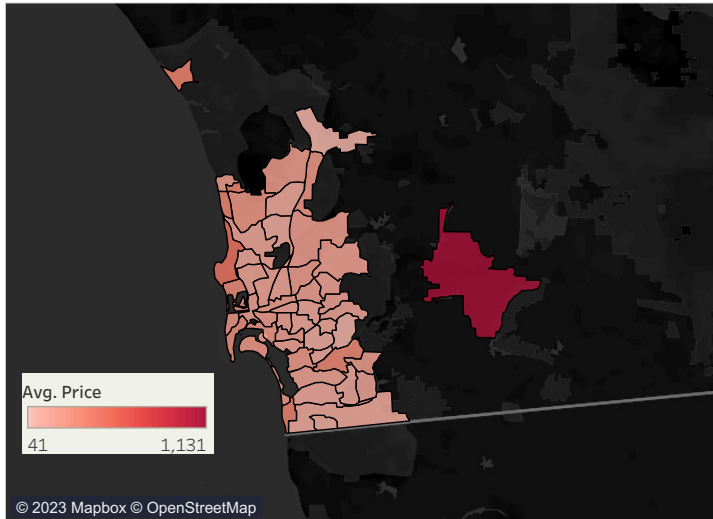
Average Prices over Years

927.3
800
600
400
220.0 220.0
218.1
230.1
200
197.6
172.4 172.0
199.9
213.8
182.4
0

2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

Top 10 preferred Property Type

Property Type	Value
House	4,159
Apartment	3,333
Guesthouse	388
Guest suite	
Condominium	1,671
Townhouse	
Bungalow	301
Cottage	
Loft	235
Serviced apartment	87

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K 130K
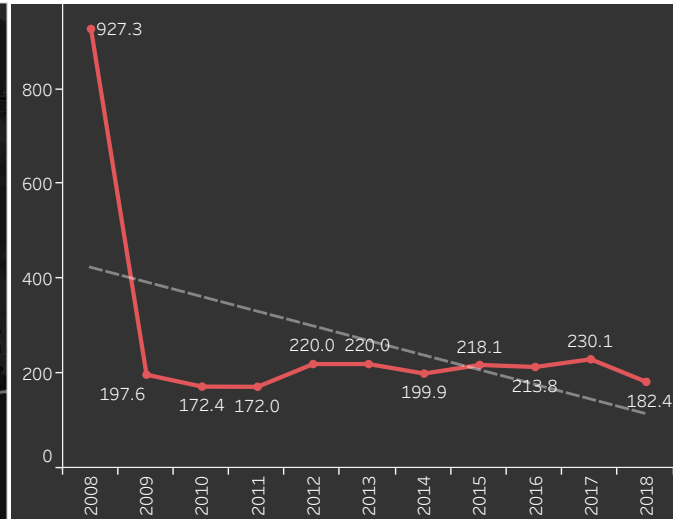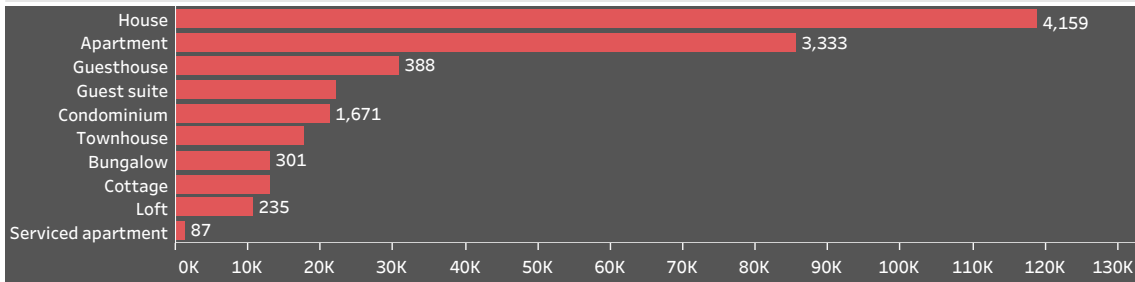
So,
Full houses and apartments are the top 2 most preferred property types

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CONCLUSIONS:

Some of the major findings and conlusions throught he insights and data analysis are as follows:

1) List of top 10 earners are found with the help of a bar chart and applying the"top 10" filter to it.

2) The relationship between price and the total earnings are inversely related .

3) There are some locations like closer to the costal areas which are having comparitively higher earnings.

4)Also takings revies as the basis for bookings various other relations are also visualised .

THANK YOU...
THE END