

HOTEL AGGREGATE ANALYSIS

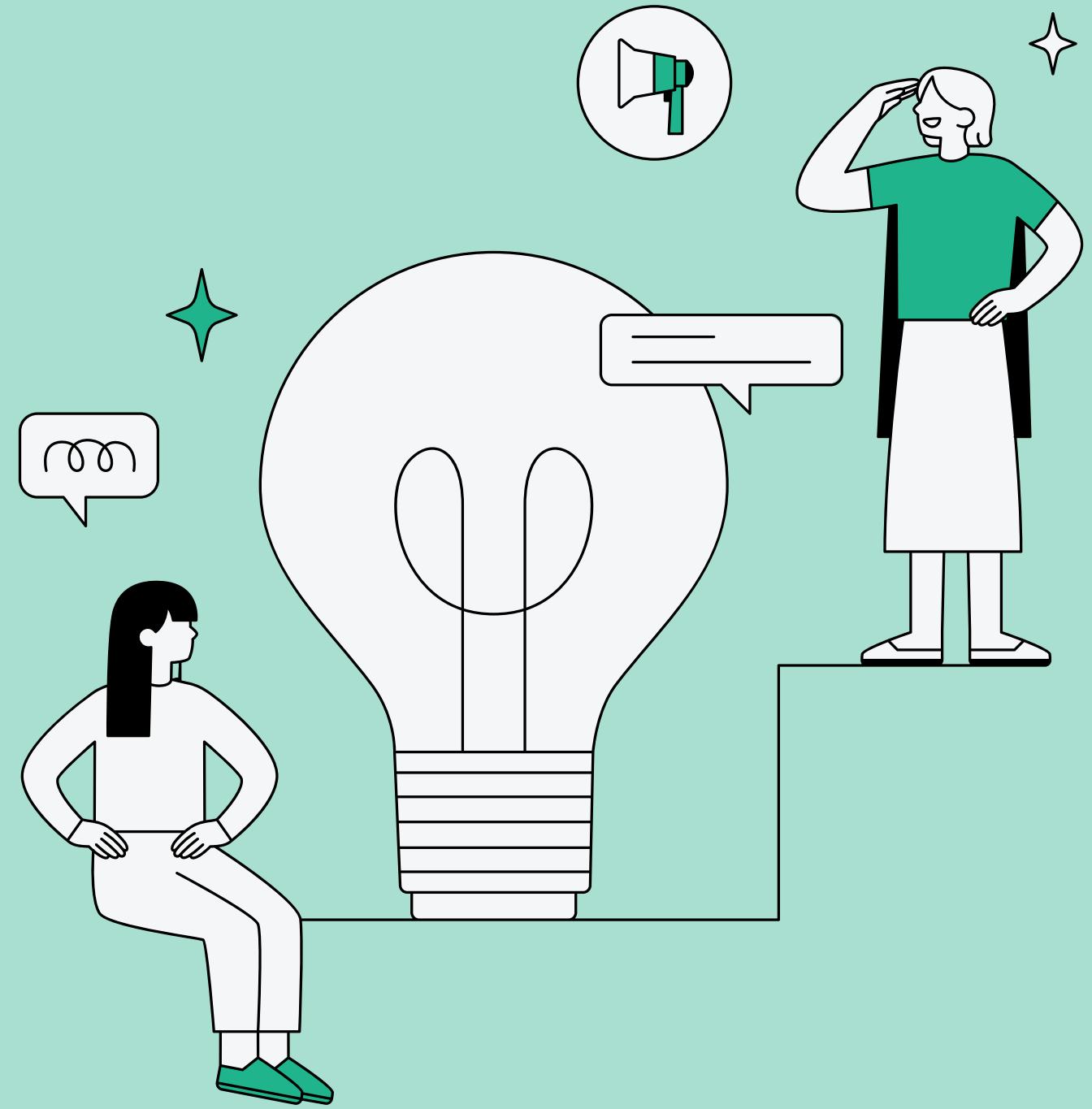
USING POWER BI

Presented by MD. SHAKIB



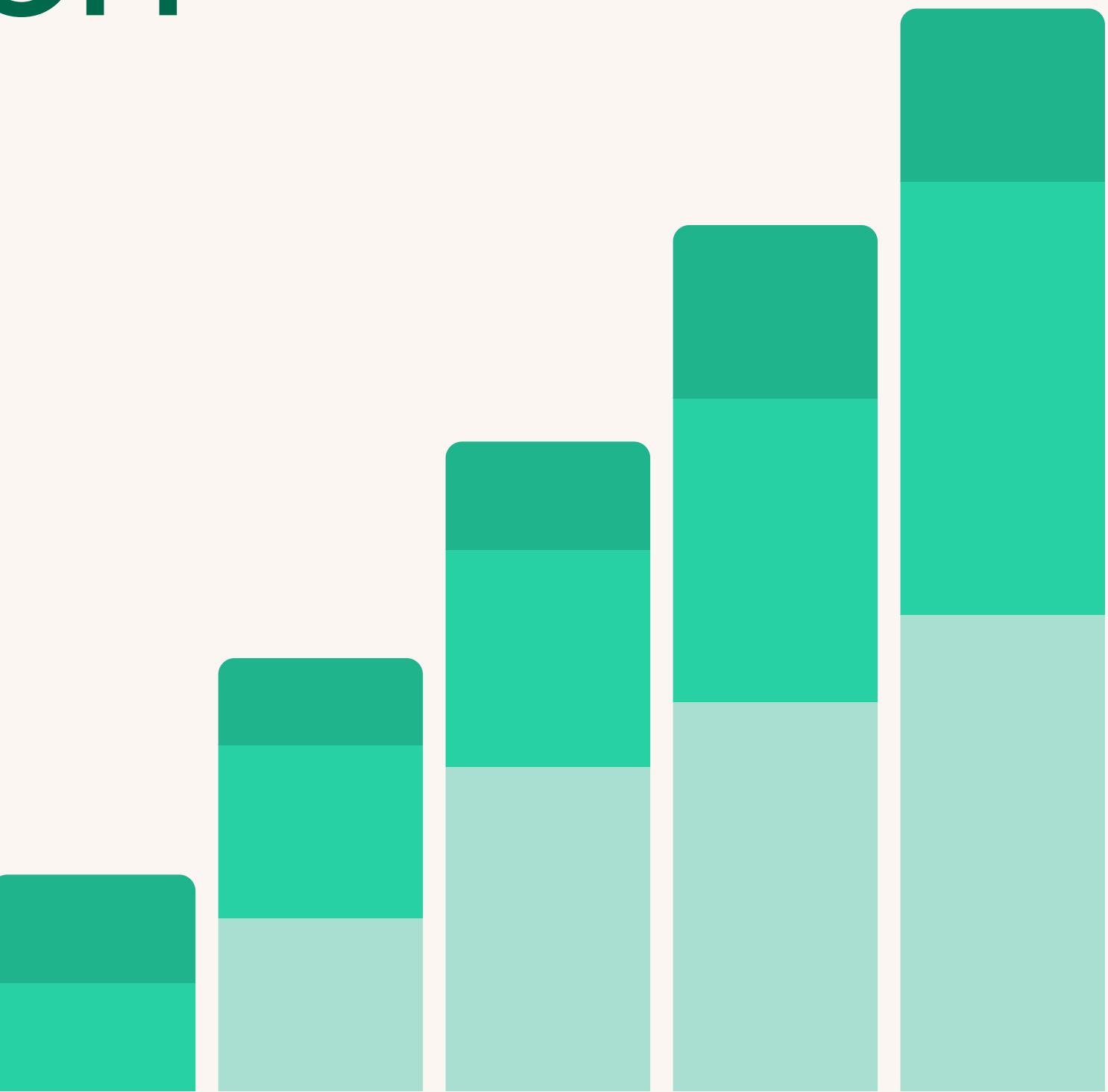
Introduction to analysis

The objective is to create comprehensive visualizations and insights that shed light on trends, patterns, and factors influencing the performance of listings. Through Power BI, We will explore key metrics such as pricing, availability, host characteristics, and review scores to derive actionable insights for improving the overall quality and competitiveness of the listings.



Dataset Description

1. **id**: Unique identifier for each listing.
2. **listing_url**: URL of the listing on the hotel aggregator platform.
3. **scrape_id**: Identifier for the data scraping event.
4. **last_scraped**: Date of the last data scrape.
5. **source**: Source of the listing information.
6. **name**: Name of the listing.
7. **description**: Description of the listing.
8. **neighborhood_overview**: Overview of the neighborhood where the listing is located.
9. **picture_url**: URL of the listing's picture.
10. **host_id**: Unique identifier for the host.
11. ... (and many more columns capturing details about hosts, location, property type, room details, amenities, pricing, availability, reviews, and other relevant information)





Project Objective

1. Geographical Insights:

- Visualize the distribution of listings on a map to identify popular neighborhoods.
- Explore the geographical concentration of listings and host locations.

2. Pricing and Availability Analysis:

- Analyze pricing trends based on property types, room types, and accommodation capacity.
- Investigate the availability of listings over time and identify peak periods.

3. Host Performance:

- Evaluate host characteristics, including superhost status, response times, and verification methods.
- Explore correlations between host attributes and listing performance.

4. Review Scores and Guest Satisfaction:

- Examine review scores and their impact on overall listing performance.
- Identify areas for improvement based on specific review categories.

5. Property Type and Room Analysis:

- Analyse the distribution of property types and room types.
- Explore trends in the popularity of specific accommodation setups.



Geographical Insights

- So, by looking at the map and these patterns, we can learn a lot about which neighborhoods are popular for renting out places and where hosts tend to be clustered.
- It helps us understand where people want to stay and where hosts are happy to host them!



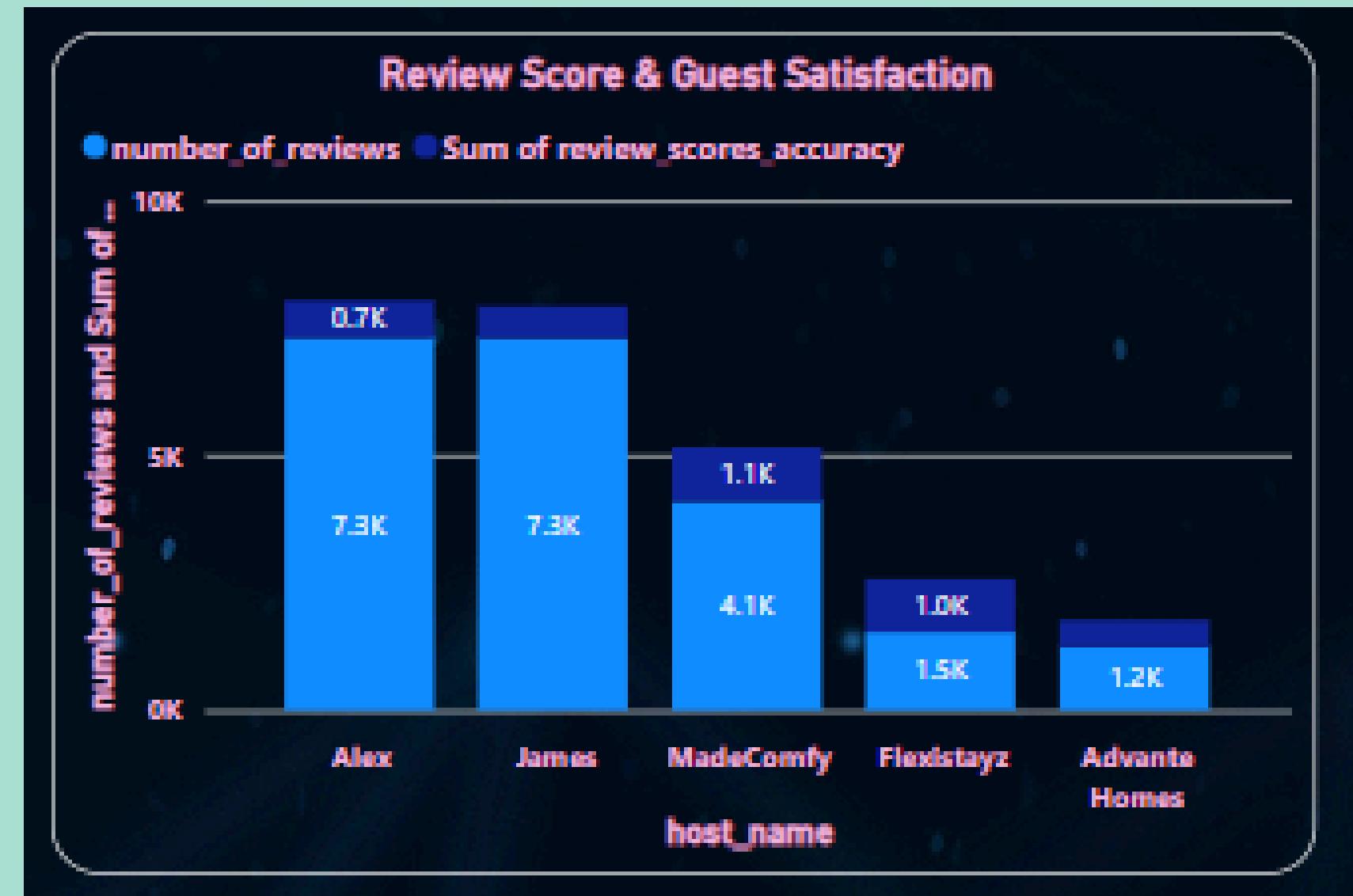
Pricing and Availability Analysis

- Certainly! When we analyze pricing trends based on property types, room types, and accommodation capacity.
- we're essentially looking at how much different kinds of places cost to rent, and how those prices change.
- We can also look at how prices change over time. Maybe during certain times of the year, like holidays or special events, prices go up because there's more demand for places to stay.



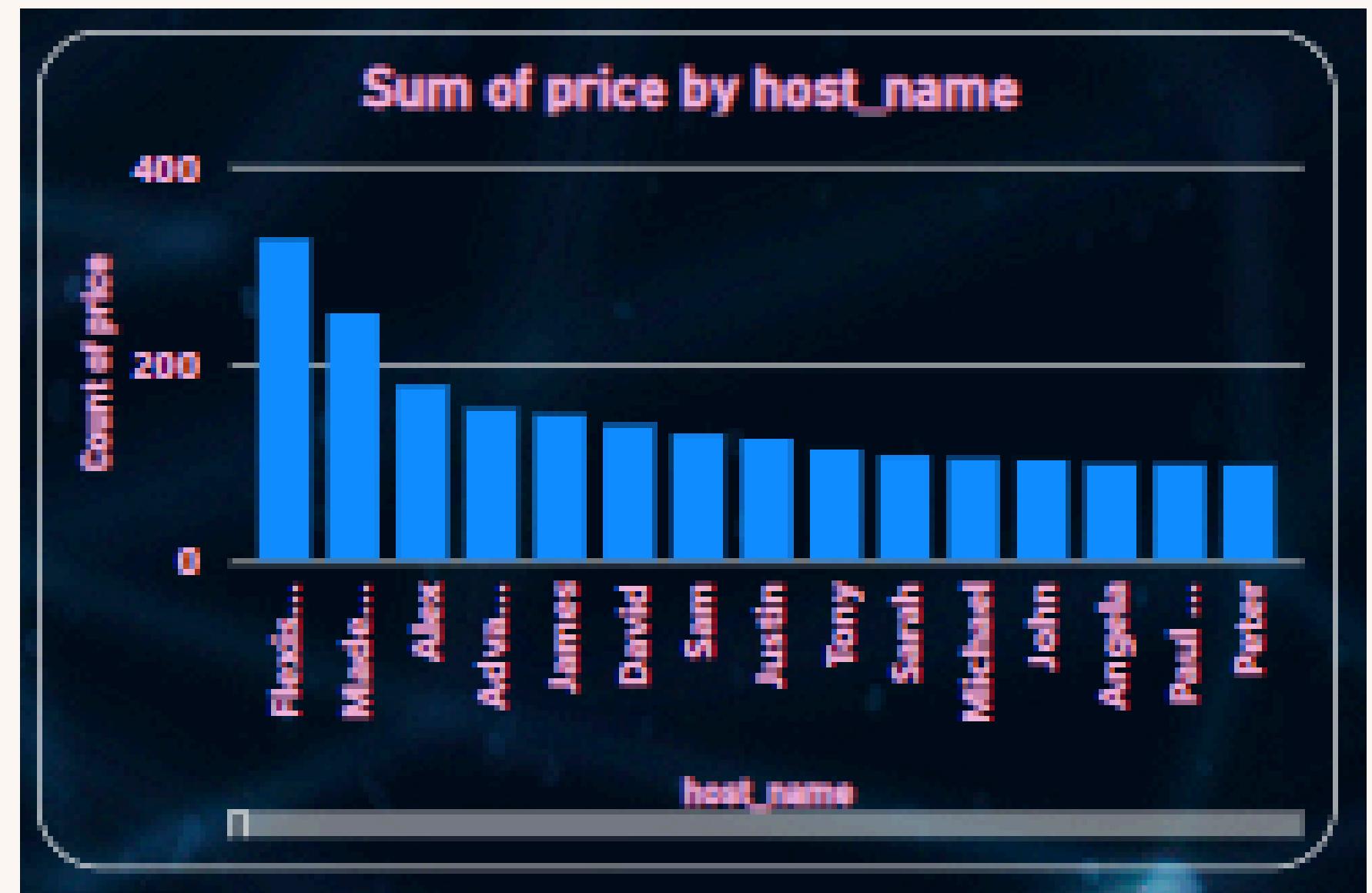
Review Scores and Guest Satisfaction

- Guest satisfaction is typically measured through reviews and ratings that guests leave after their stay. These reviews might cover aspects like cleanliness, location, amenities, and the overall experience.
- By analyzing these reviews and scores, we can understand how satisfied guests are with different listings and host performances.
- We might find that certain hosts consistently receive high scores because they provide excellent service, maintain clean and comfortable accommodations, and are responsive to guests' needs.



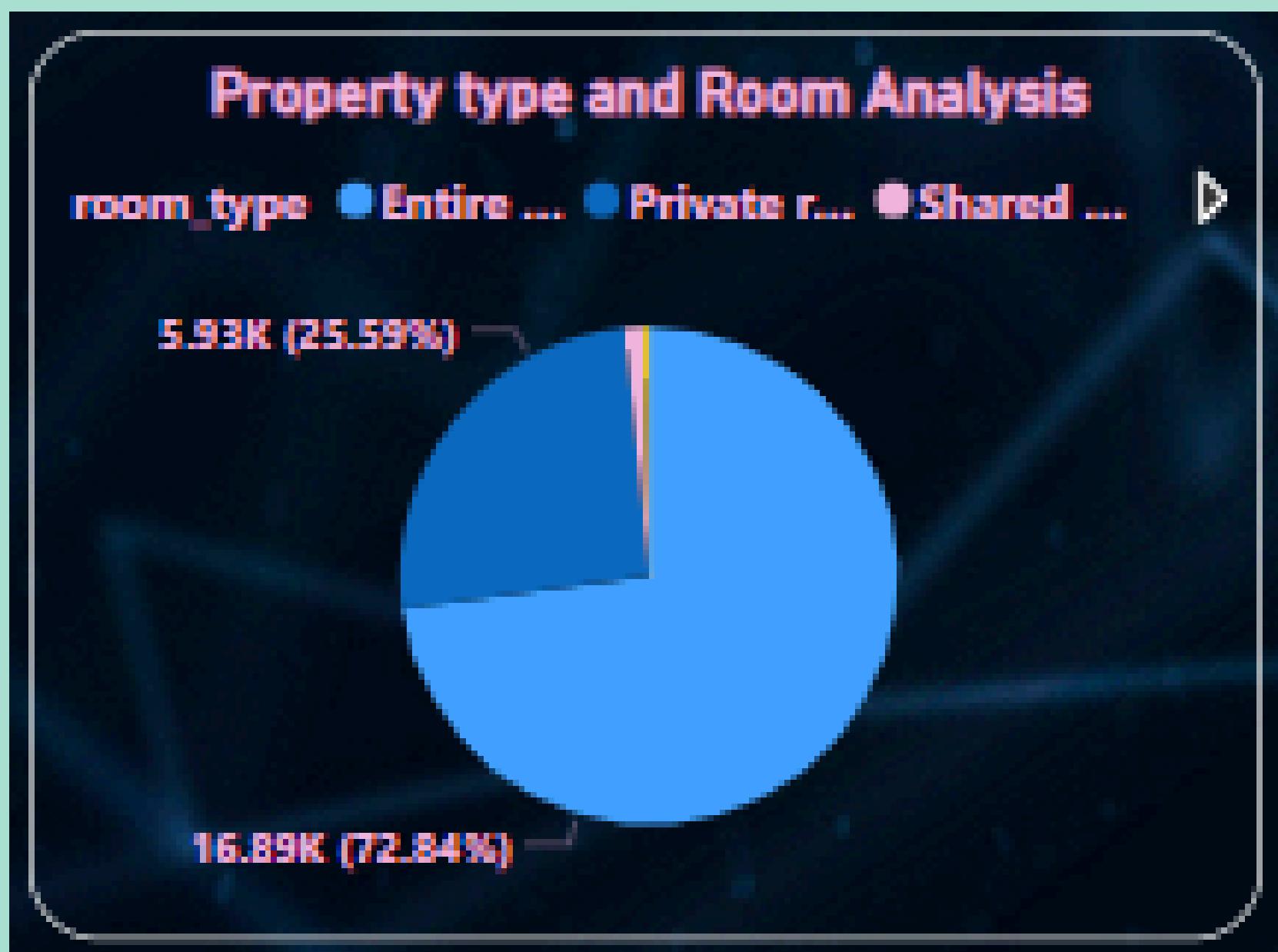
Host Performance

- Evaluating host characteristics such as superhost status, response times, and verification methods allows us to assess their impact on listing performance and identify opportunities to enhance the guest experience and drive booking success.

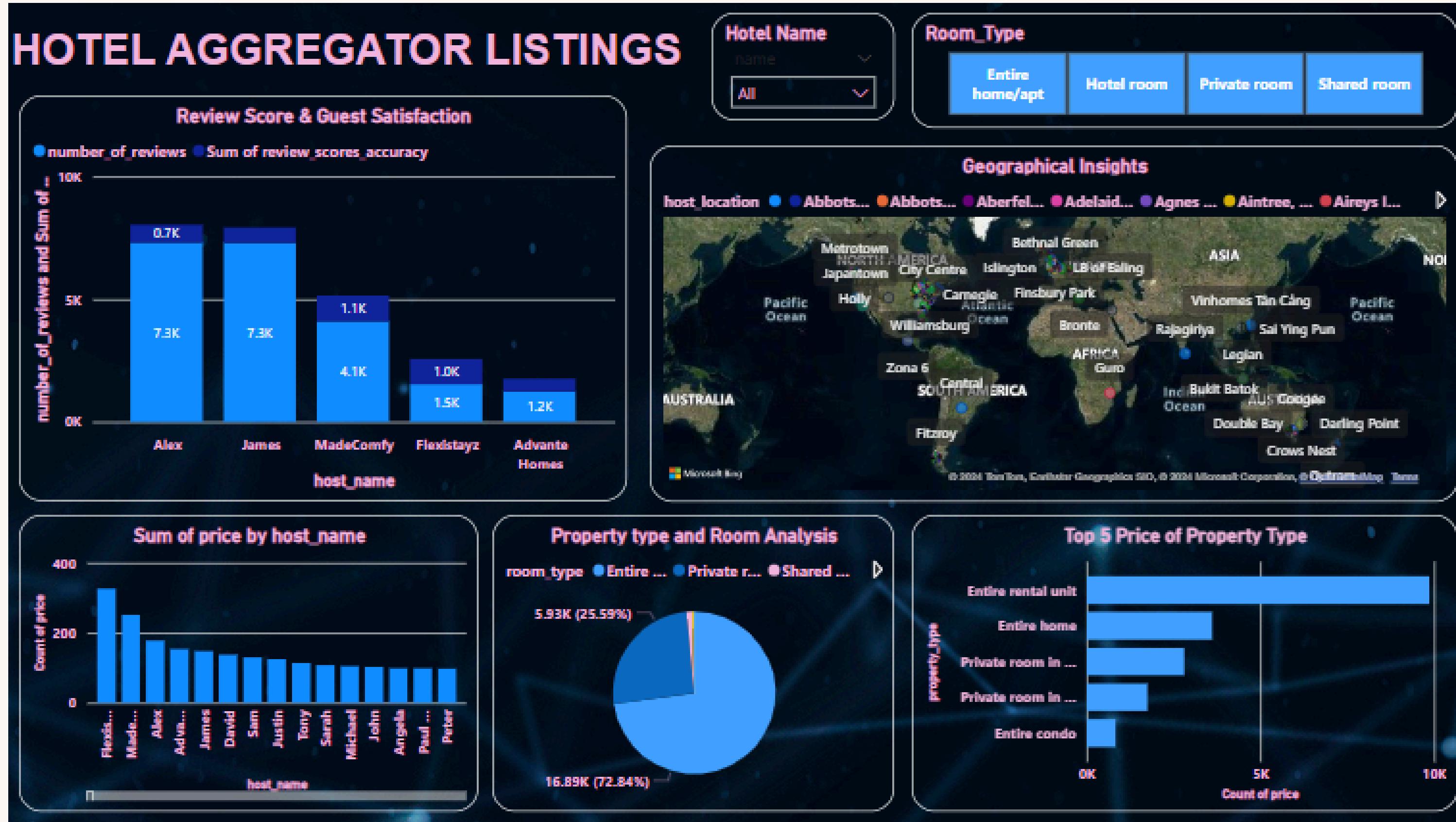


Property Type and Room Analysis

- Analyzing the distribution of property types and room types allows us to understand the diversity of accommodations offered and track trends in guest preferences over time.
- These insights can inform strategic decisions related to property development, marketing strategies, and revenue management to meet the evolving needs of guests and maximize occupancy and revenue potential.



DASHBOARD OVERVIEW



CONCLUSION

This project aims to provide actionable insights into the short-term rental market across key dimensions. Through geographical analysis, we'll identify popular neighborhoods and concentration areas. Pricing trends and availability analysis will reveal peak periods and strategies. Evaluating host performance metrics will help optimize service quality, while reviewing scores will uncover areas for improvement, ensuring enhanced guest satisfaction and long-term success in this competitive market.

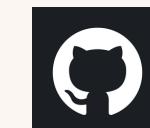
THANKYOU

**For joining me on this journey of exploring Hotel Aggregate Analysis.
Our knowledge and skills will continue to evolve with practice and experimentation.**

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<https://github.com/shaky1405>