

# Wanna Travel to London? You Must See This!

By Shentong Li

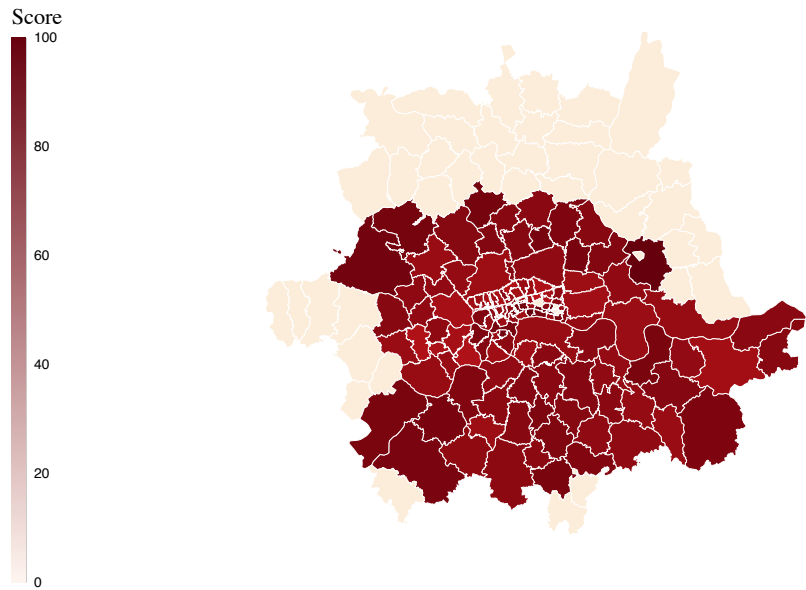
The project aim to visualize the data to gain insights into the Airbnb market in London. By comparing prices and ratings across different regions in London, I can identify variations in pricing and quality of accommodations, allowing users to make informed decisions. Exploring overall guest satisfaction ratings can reveal the living place with the highest and lowest satisfaction levels, providing valuable information for potential guests.

Please wait 10 seconds for visualizations to show up!

## Average Satisfaction Score Distribution

In my own experience, a good Airbnb experience consists of many things: smooth and comfortable communication with the host; the room should be neat and tidy; privacy can be guaranteed. A good stay can make the whole trip more enjoyable. So I selected the top accommodation areas in London (the red regions, which are usually close to the city centre) and plotted their average ratings on the London map. The darker red indicates a higher score, whereas the lighter red indicates a lower score.

London Airbnb Average Satisfaction Score Distribution

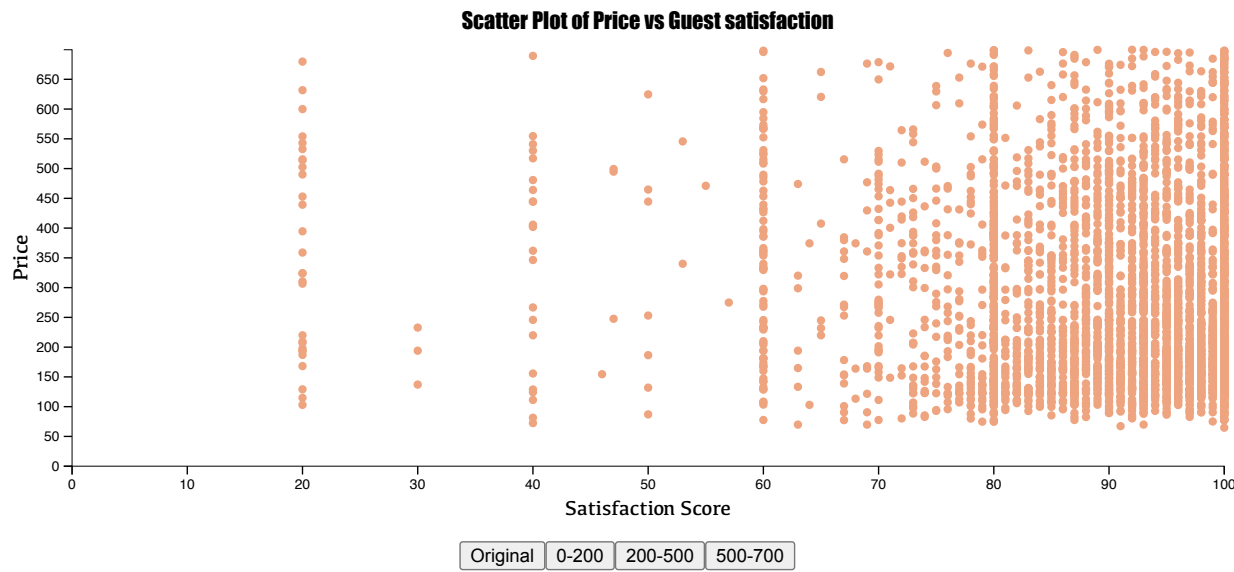


Show the point Remove the point

Try clicking buttons under the map!

Price VS. Satisfaction

In addition to satisfaction, I will also care about the price of the accommodation. When I'm planning my trip, I only focus on houses that are within my budget. So here is the scatter plot of price and satisfaction score.



There are buttons under the graph. Click on your budget range to see the accommodation in the specified interval!

Advantages of Different Accommodation Areas

London is a big and bustling city, living in different places will have different advantages and disadvantages. For example, living in the city center can enjoy convenient transportation, but at the same time may not be too safe. If you live far from the city, you may live in a larger place and have better privacy, but you may need to take a taxi to visit the attractions, so there will be an extra commuting cost. The following network shows the pros and cons of different accommodation areas. Additionally, the thickness of the lines represents the average price of that region. The thicker the line, the higher the price.

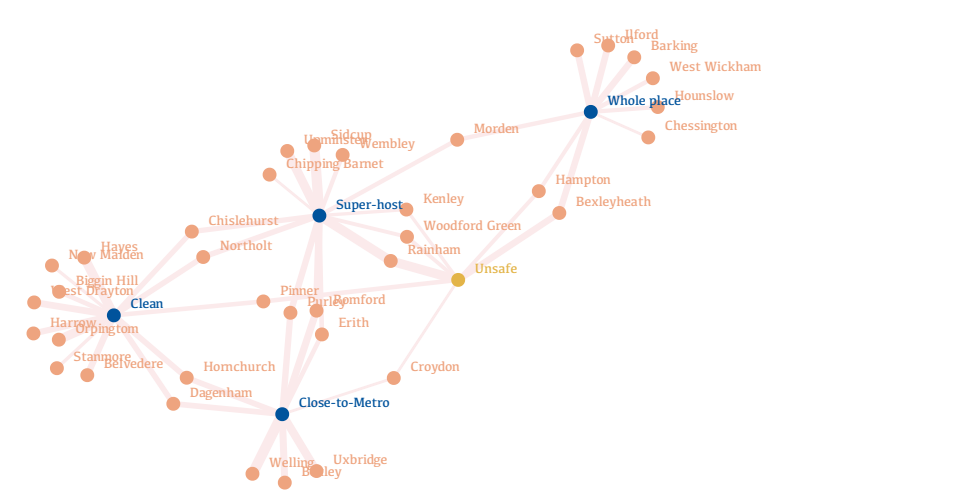
Benefits:

- Super-host: The host received widespread praise
- Clean: The house is neat and clean
- Close-to-Metro: convenient transportation
- Whole-place: Instead of living with a landlord, you have temporary use of the entire house

Disadvantages:

- Unsafe: The area is not safe and there is a common crime (such as robbery)

Advantages and Disadvantages of London Airbnb in Different Regions



Try zooming in if you cannot see specific areas clearly! Also

After viewing the visualization of Airbnb accommodations in the London area above, I hope it will be helpful for your trip!