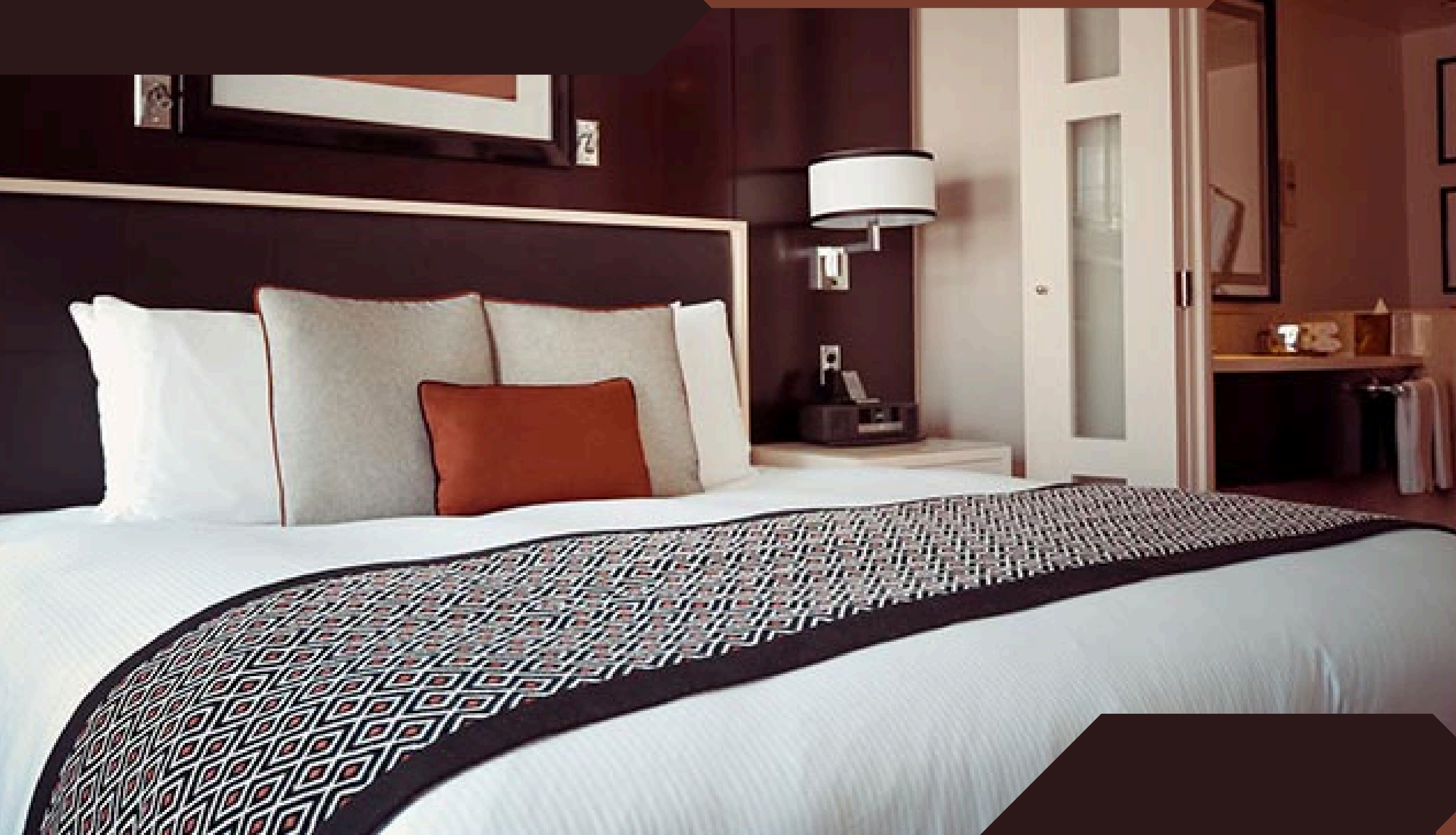


# AIRBNB

PROPERTY MANAGEMENT OPTIMIZATION

*PRESENTED BY - KARTHIKEYA M*



# About Airbnb

The name “Airbnb” stands for “Air Bed and Breakfast,” reflecting the company's humble beginnings.

Airbnb is an American company that operates an online marketplace for homestays, vacation rentals, and experiences.

Founded in 2008, the company acts as a broker, connecting property owners with guests seeking accommodation.

It allows hosts to list their properties for rent and provides a platform for guests to find and book stays.





# Project Statement

**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.**





# Airbnb Listings Overview

TopN Neighbourhood

10

No. of Cities

5

No. of Listings

44,565

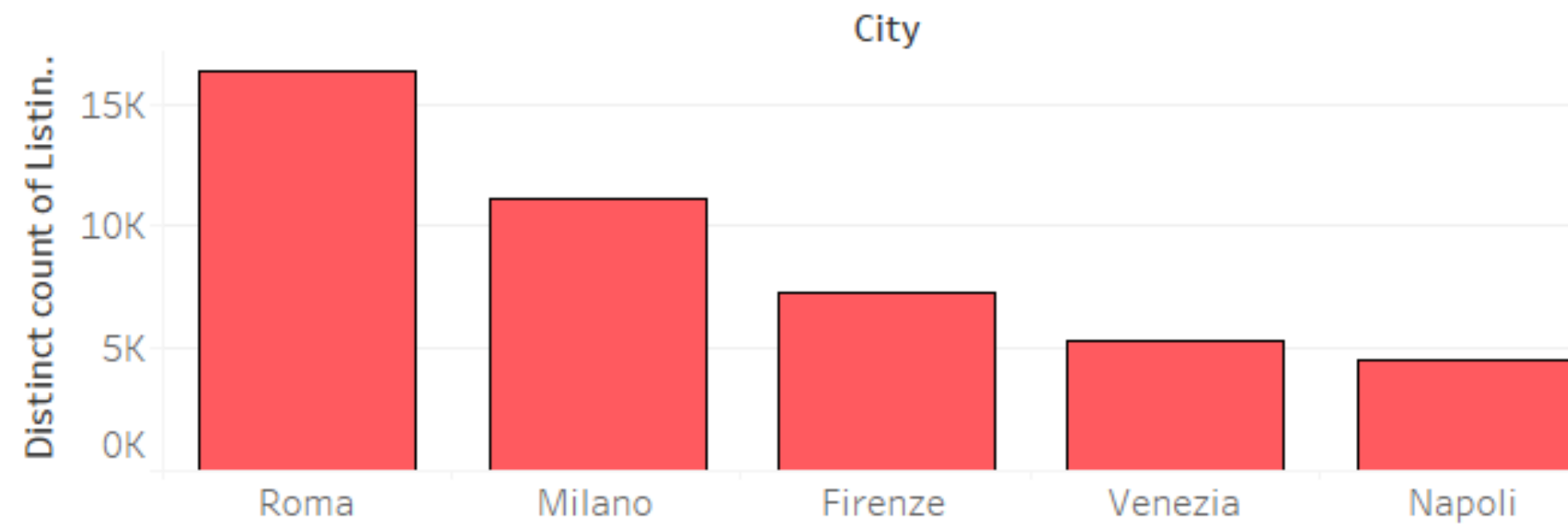
No. of Property type

4

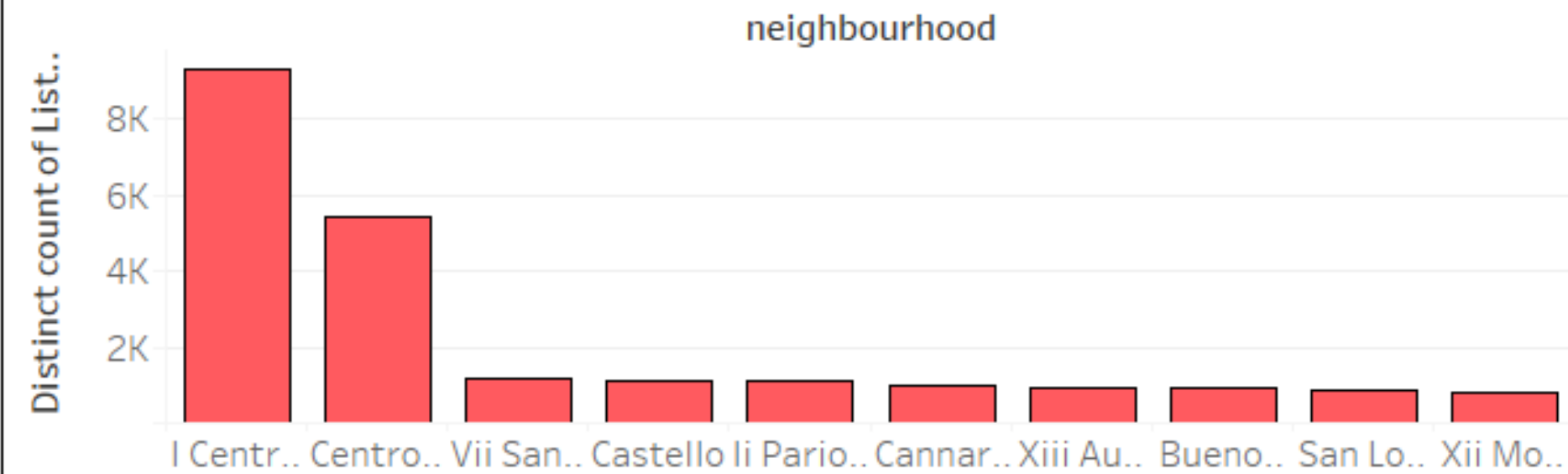
No. of neighbourhood

195

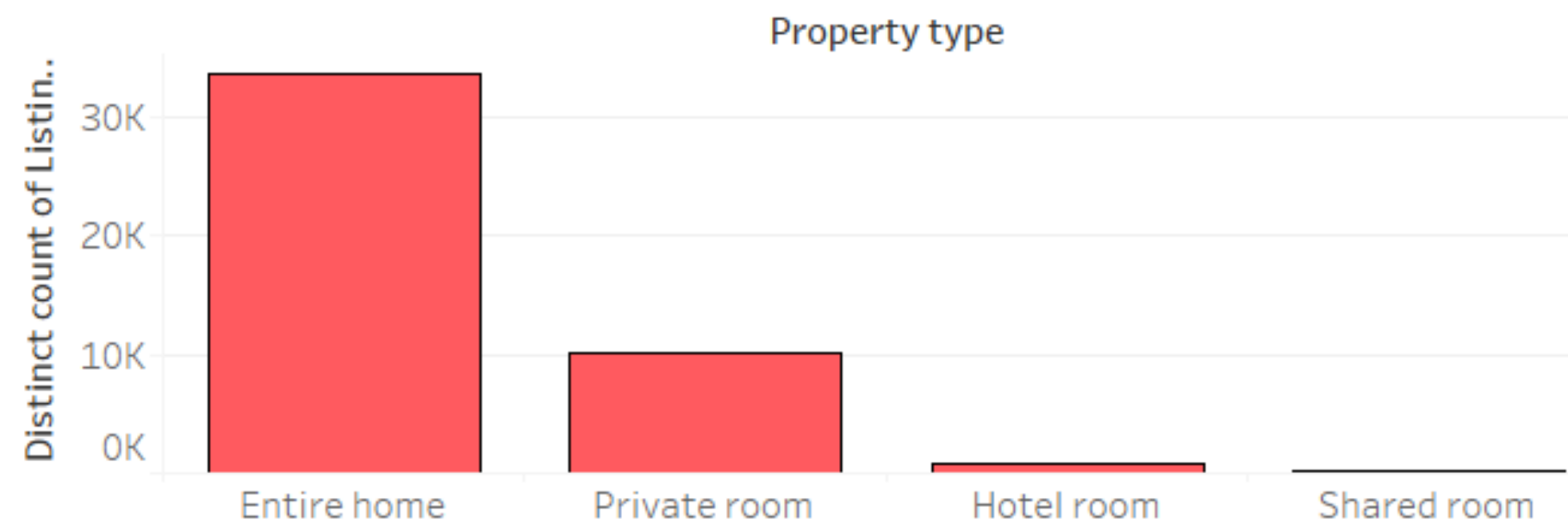
## Listings by City



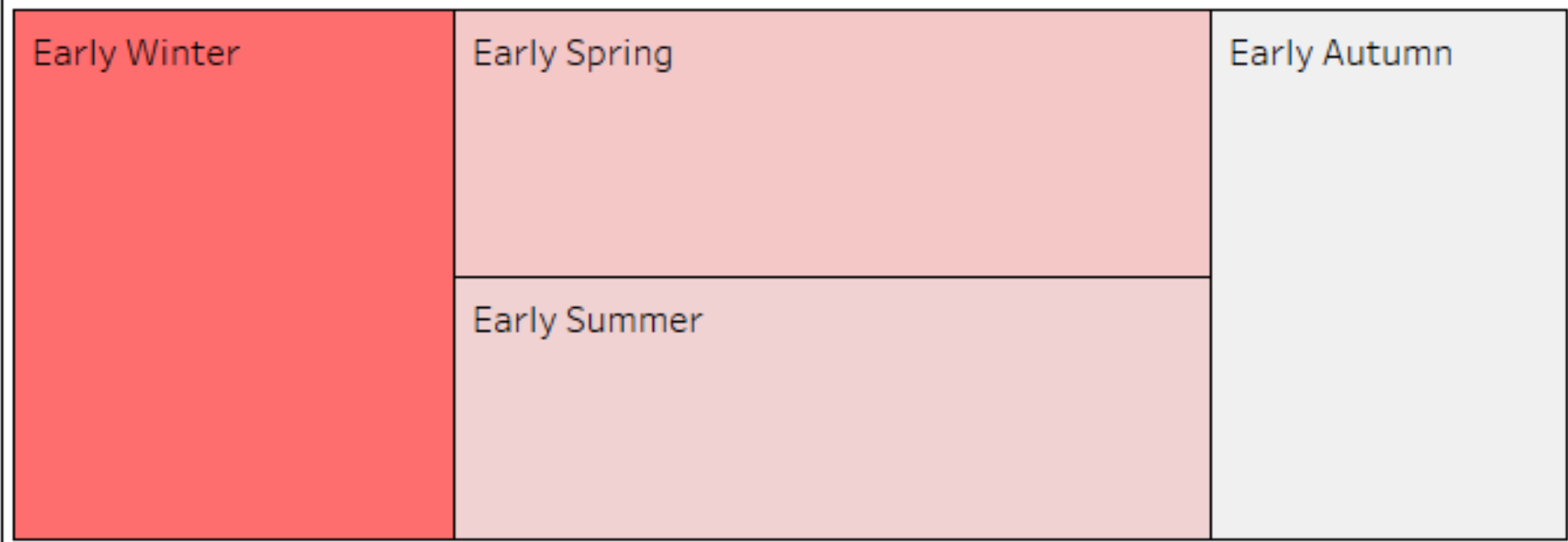
## Listings by Neighbourhood



## Listings by Property Type



## Listings by Season





# Airbnb Listings Overview:

- **Listings by City/Neighbourhood:** Shows regional concentration of listings.
- **Listings by Property Type:** Breaks down listing types (apartment, house, etc.).
- **Listings KPI:** Tracks performance metrics like occupancy, pricing, and volume.
- **Listings by Season:** Reveals how listing volume or availability changes by season.
- **Listings are highly seasonal and vary greatly by region and type—essential for demand planning.**

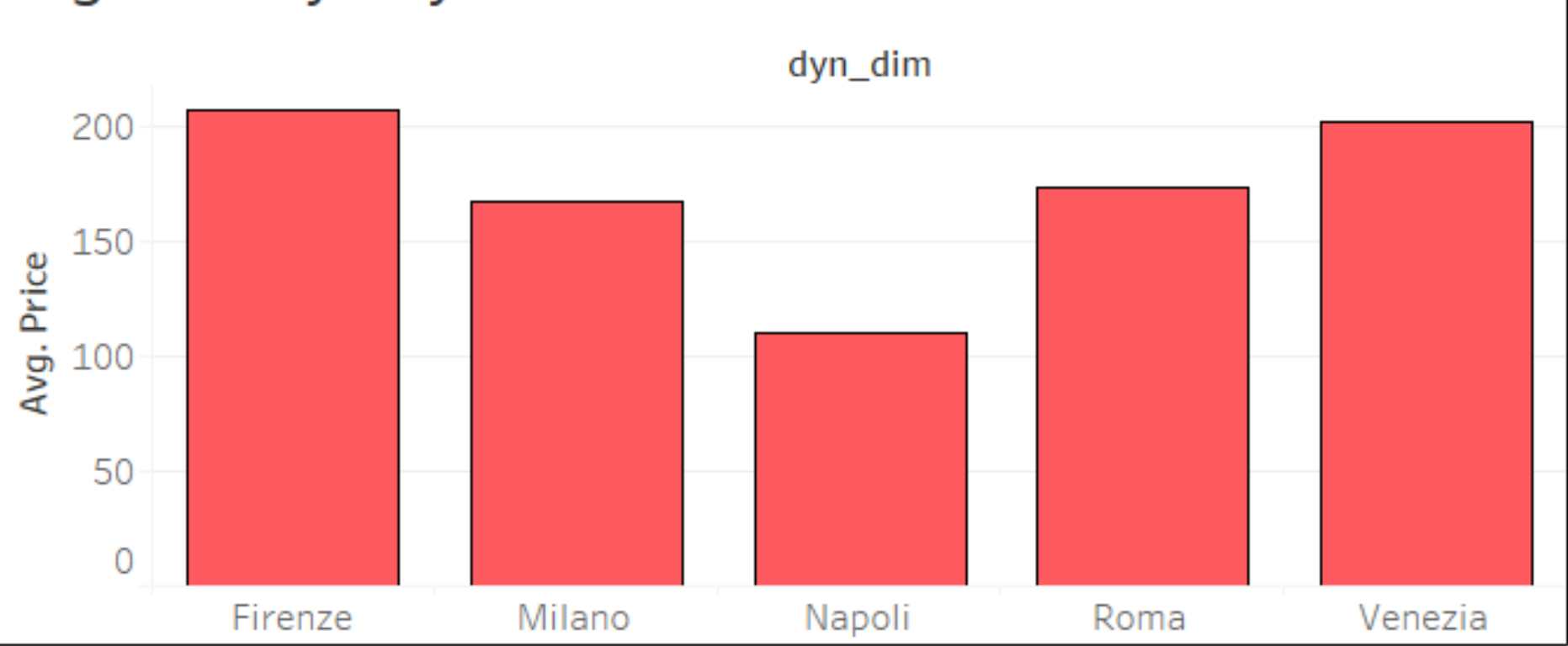


# Airbnb Pricing Insights

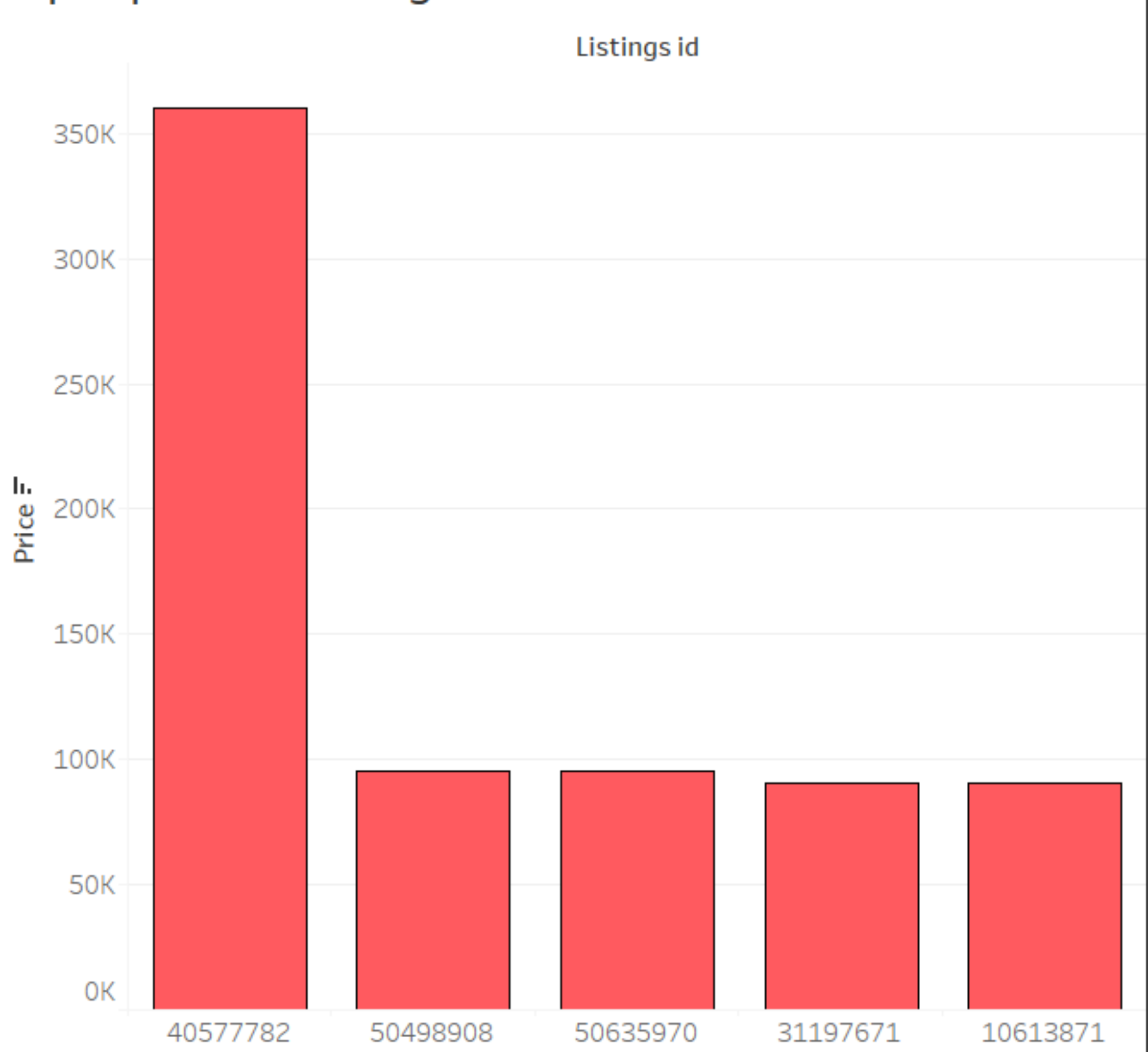
Avg Price Distribution By:

- City
- Nieghbourhood
- Season
- Property Type

Avg Price by City



Top Expensive Listings



Price vs Ratings





# Airbnb Pricing Insights:

- **Top Expensive Listings:** Spotlights high-end properties and features driving premium pricing.
- **Price vs Ratings:** Correlates guest satisfaction with pricing.
- **Listings are highly seasonal and vary greatly by region and type—essential for demand planning.**
- **High prices don't always mean better reviews—value perception varies. Strategic pricing matters.**



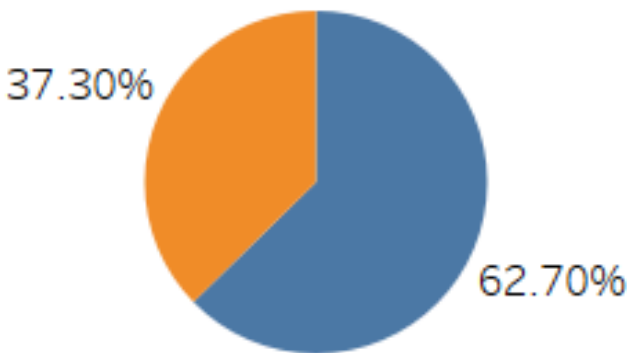


# Airbnb Host Insights

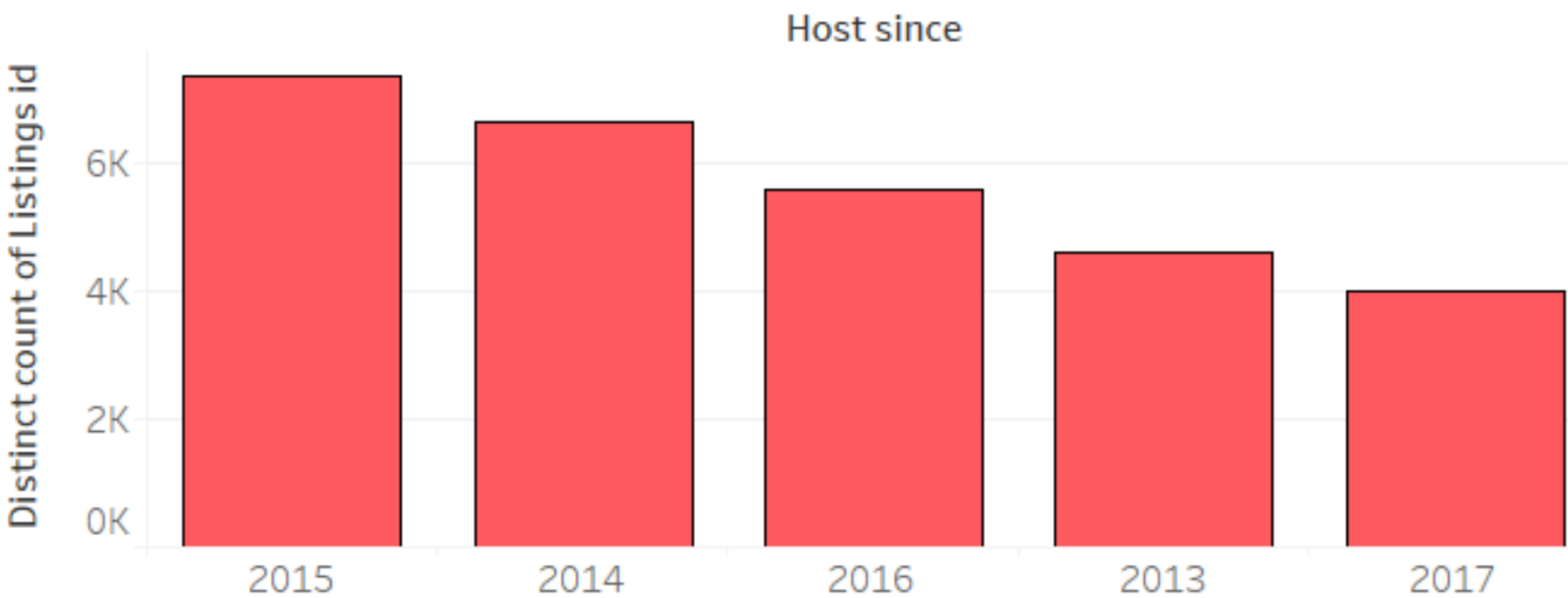
Property Type v/s City

City

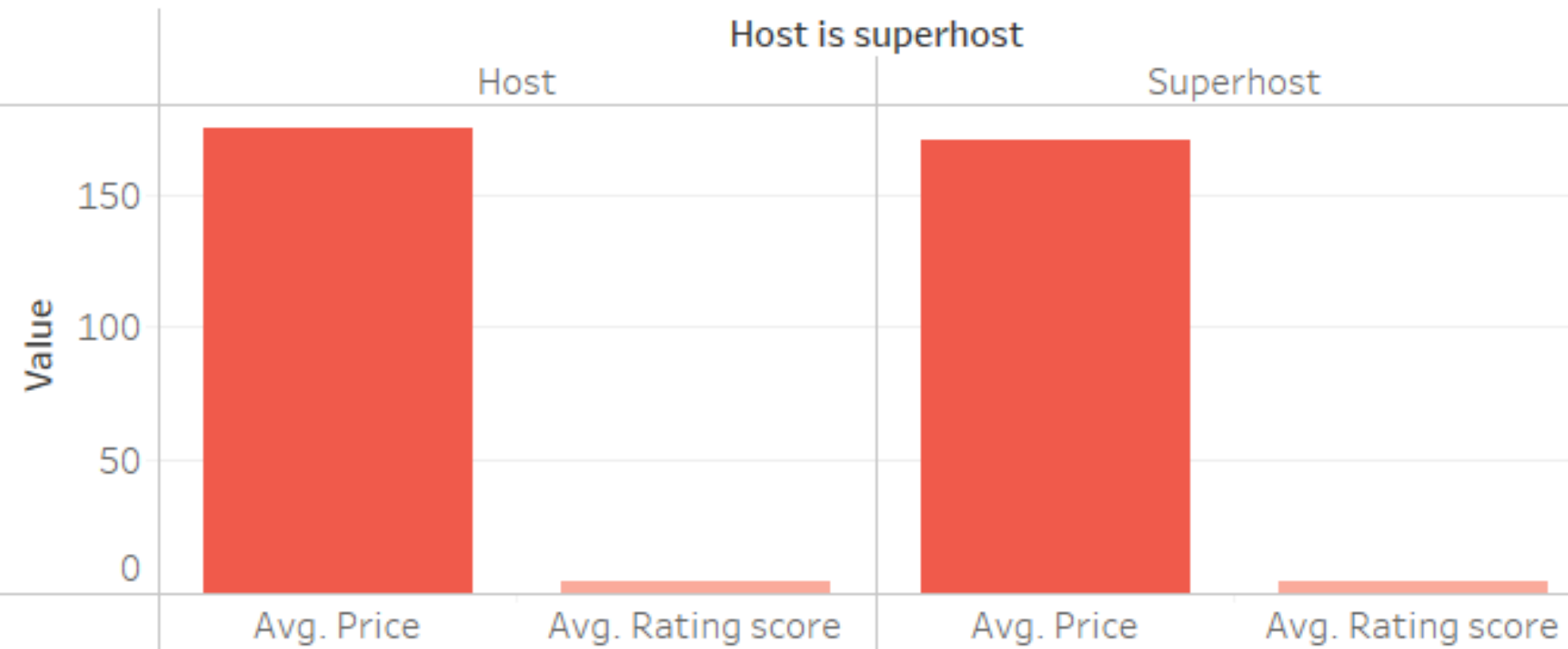
## Superhosts v/s Regular Hosts



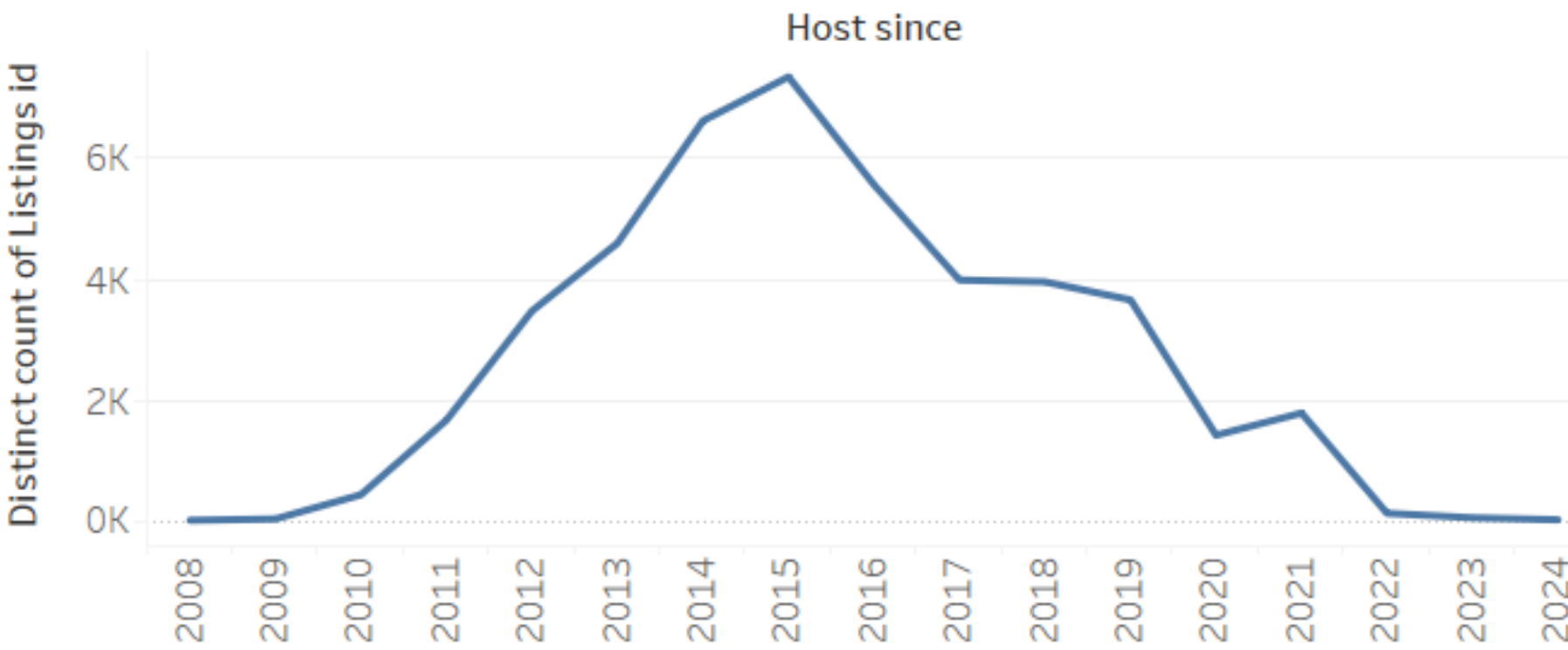
## Top 5 Hosts



## Superhost Impact



## Host Since







# Airbnb Host Insights:

- **Top 5 Hosts:** Highlights the most successful hosts based on key metrics (listings, reviews, etc.).
- **Host Since:** Shows how long hosts have been active—indicates market maturity.
- **Superhosts vs Hosts:** Compares regular vs. superhosts to show distribution and performance gap.
- **Superhost Impact:** Demonstrates how being a superhost boosts engagement, pricing, and bookings.
- **Superhosts significantly outperform regular hosts. Encouraging more hosts to achieve superhost status could improve overall quality.**



# Airbnb Rating & Review Analysis

## Average Rating

4.721

### City

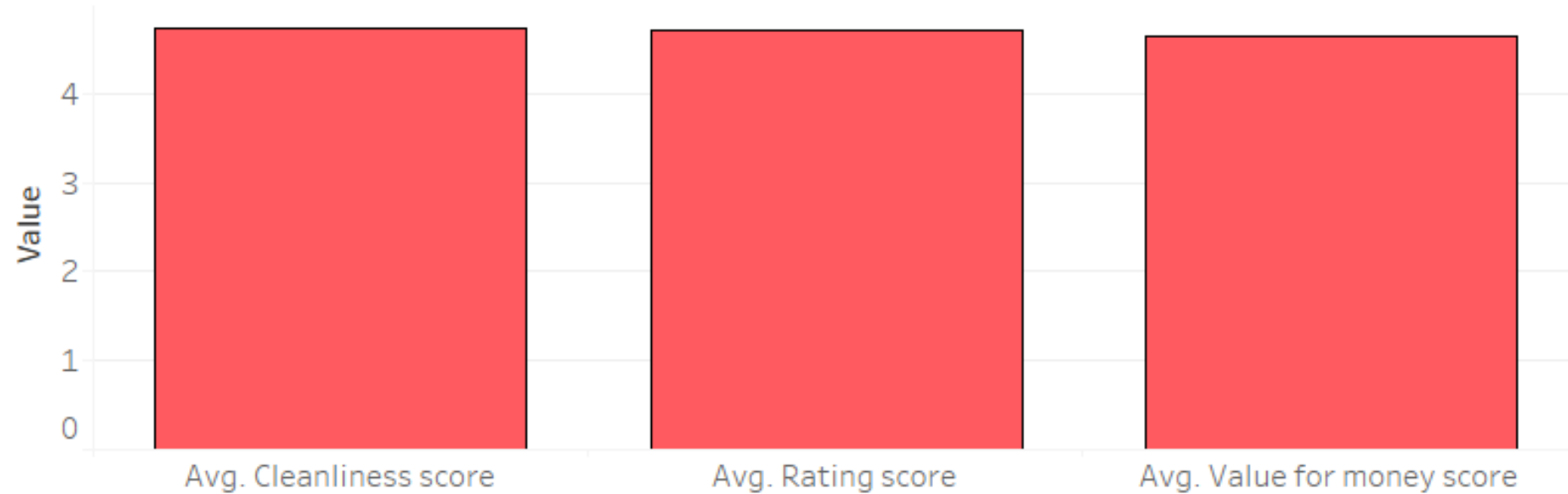
Firenze  
Milano  
Napoli

Roma  
Venezia

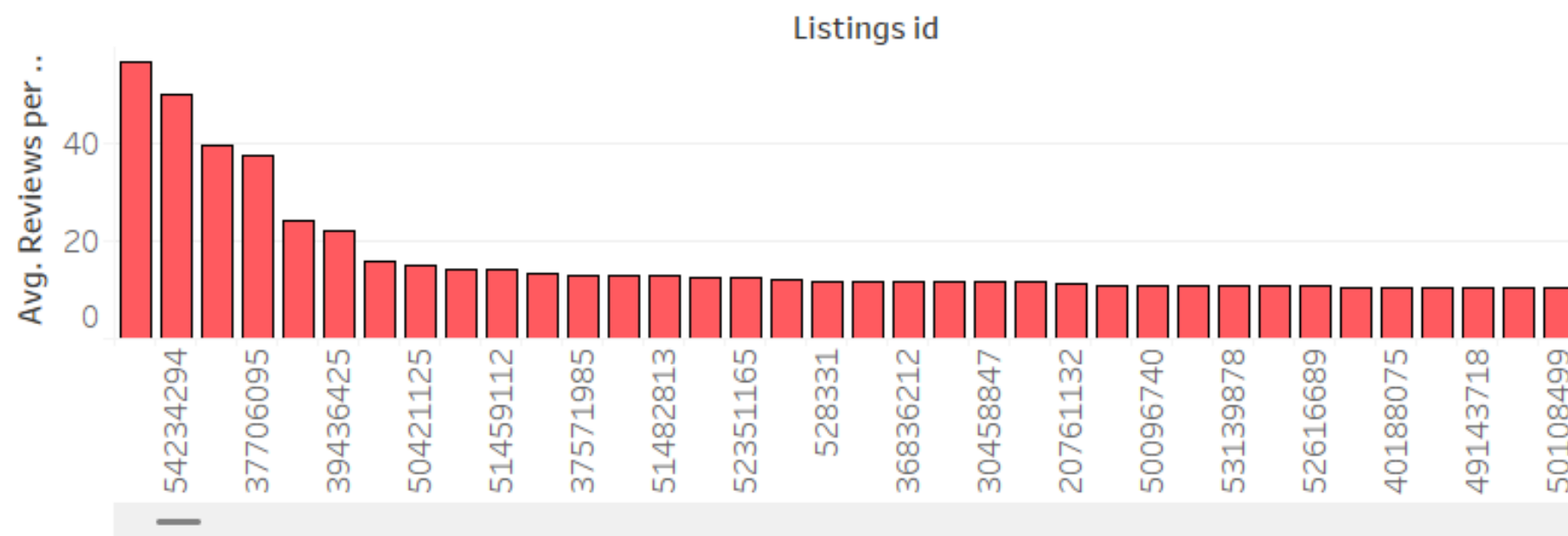
## Avg Rating by Property Type



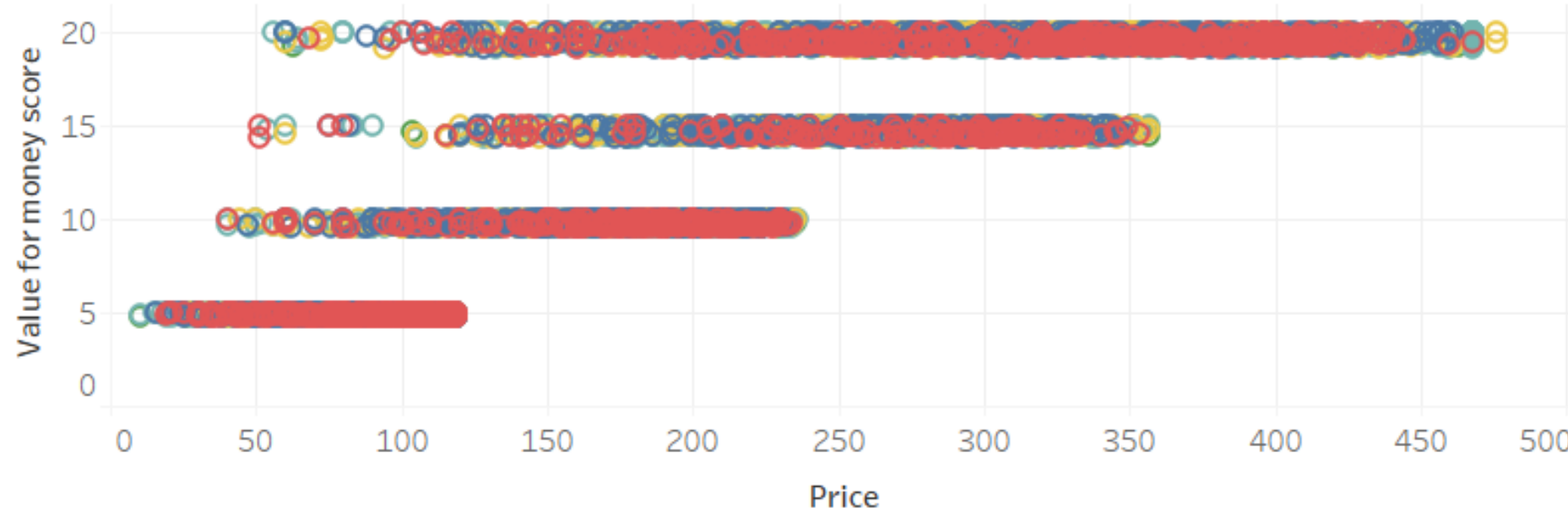
## Average Ratings by Category



## Review Frequency



## High-Rating Budget Listings





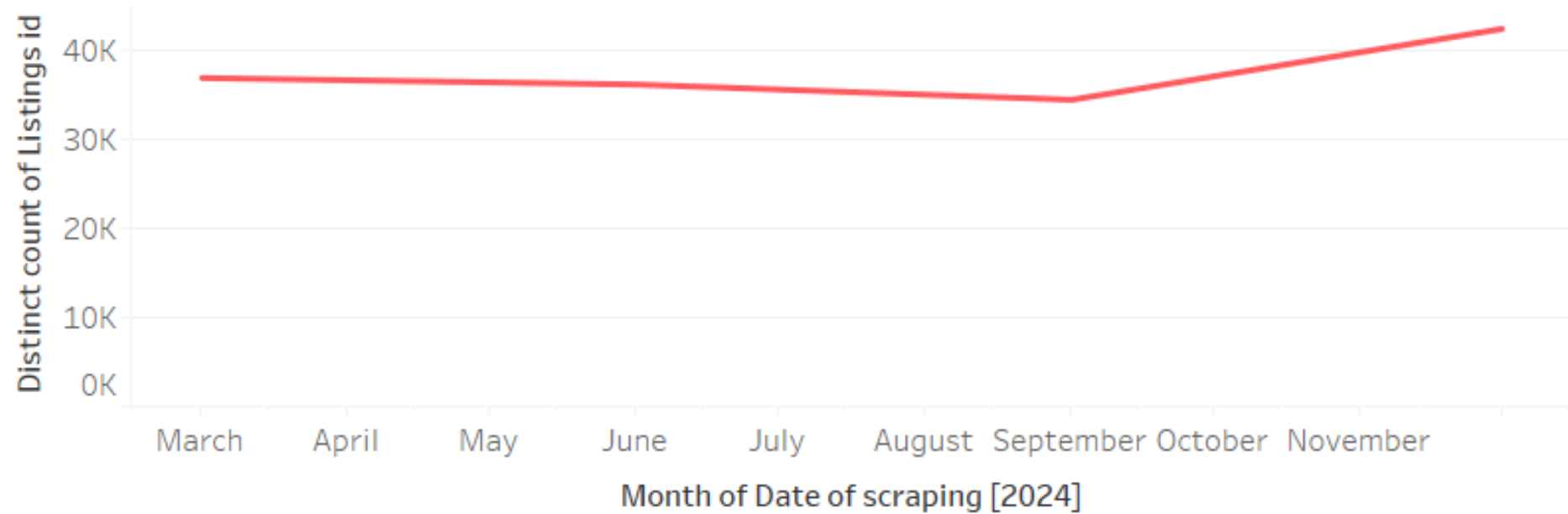
# Rating & Review Analysis:

- **Avg Rating by Property Type:** Shows which property types are best rated.
- **Review Frequency & Average Rating:** Measures engagement and satisfaction.
- **High-Rating Budget Listings:** Identifies affordable, well-rated listings.
- **Ratings by Category:** Breaks down guest feedback (cleanliness, communication, etc).
- **Budget listings can still achieve high ratings—quality matters more than price.**

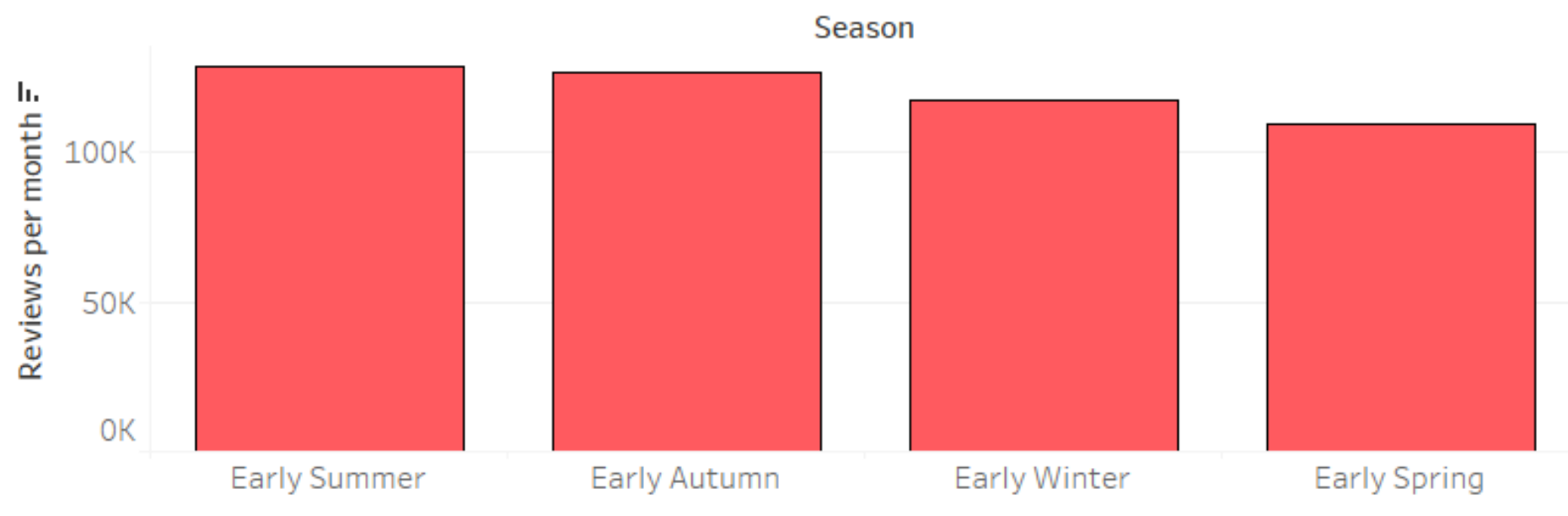


# Availability & Booking Insights

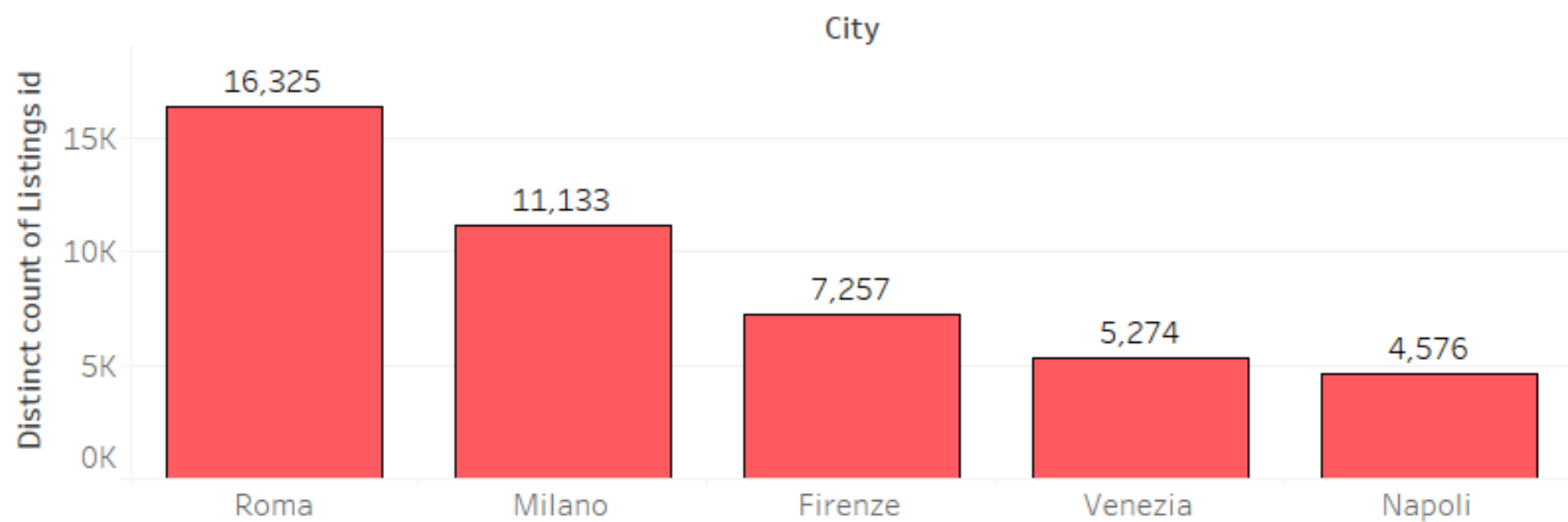
Seasonal Booking Trend



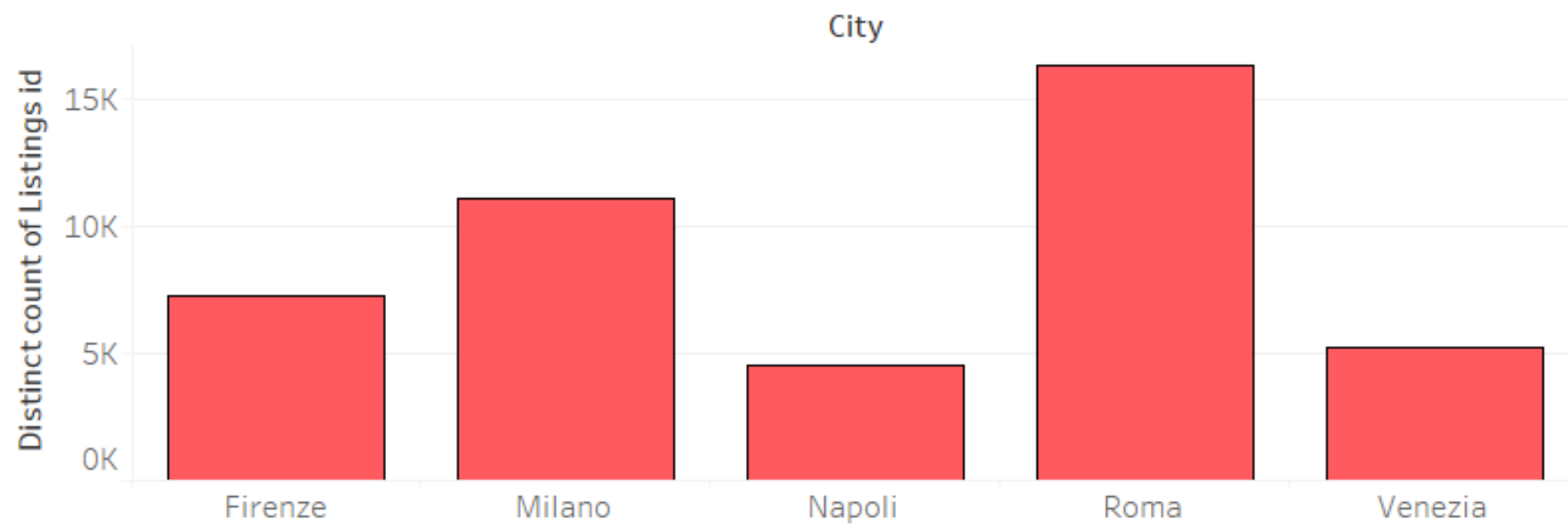
Review Count by Season



Booking by City



Active Listings





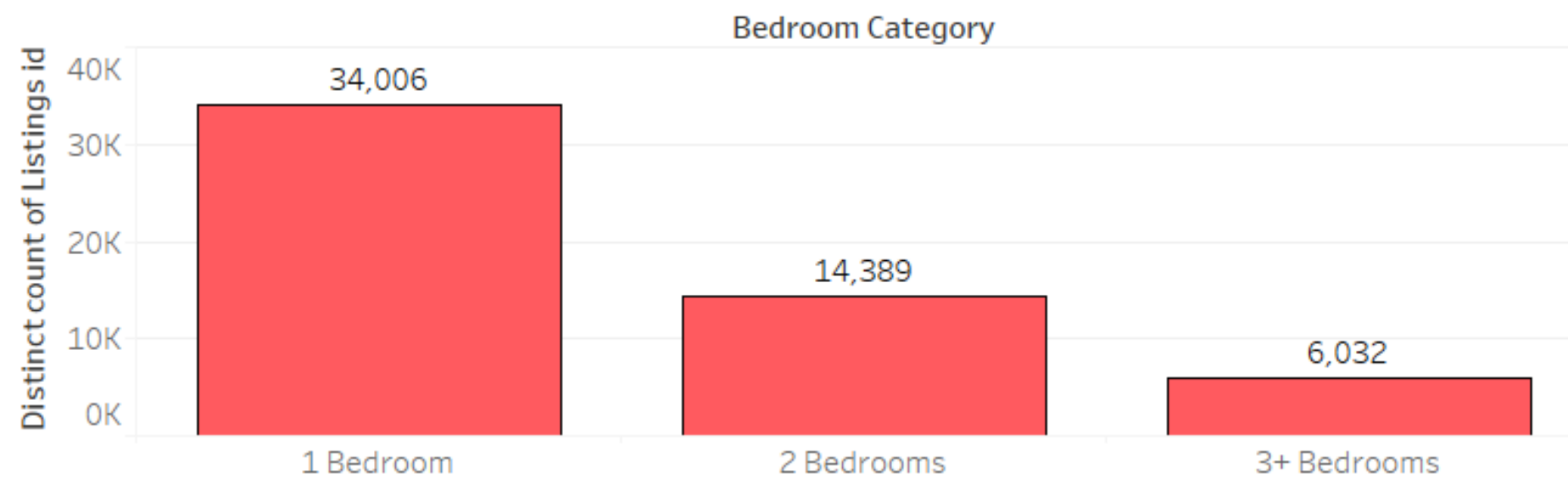
# Availability & Booking Insights:

- **Seasonal Booking Trend:** Shows demand fluctuations throughout the year.
- **Booking by City:** Reveals where guests are booking the most.
- **Active Listings:** Tracks supply and competition.
- **Strong seasonality and city-specific demand patterns—ideal for planning promotions and pricing.**

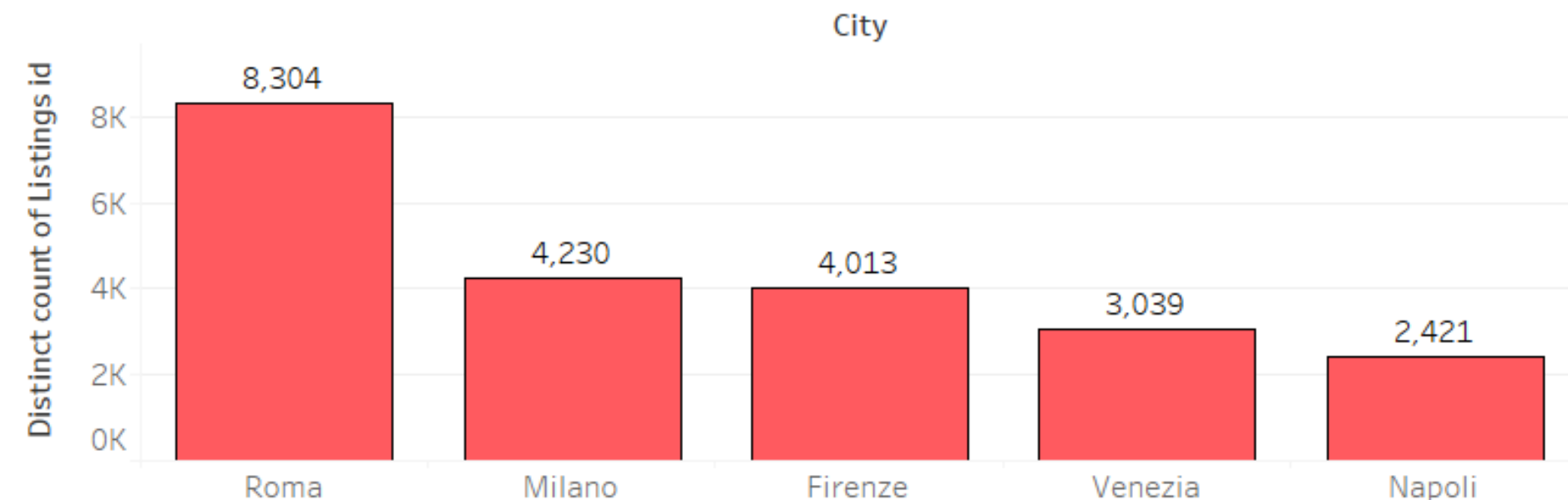


# Amenities & Property Features

## Bedrooms



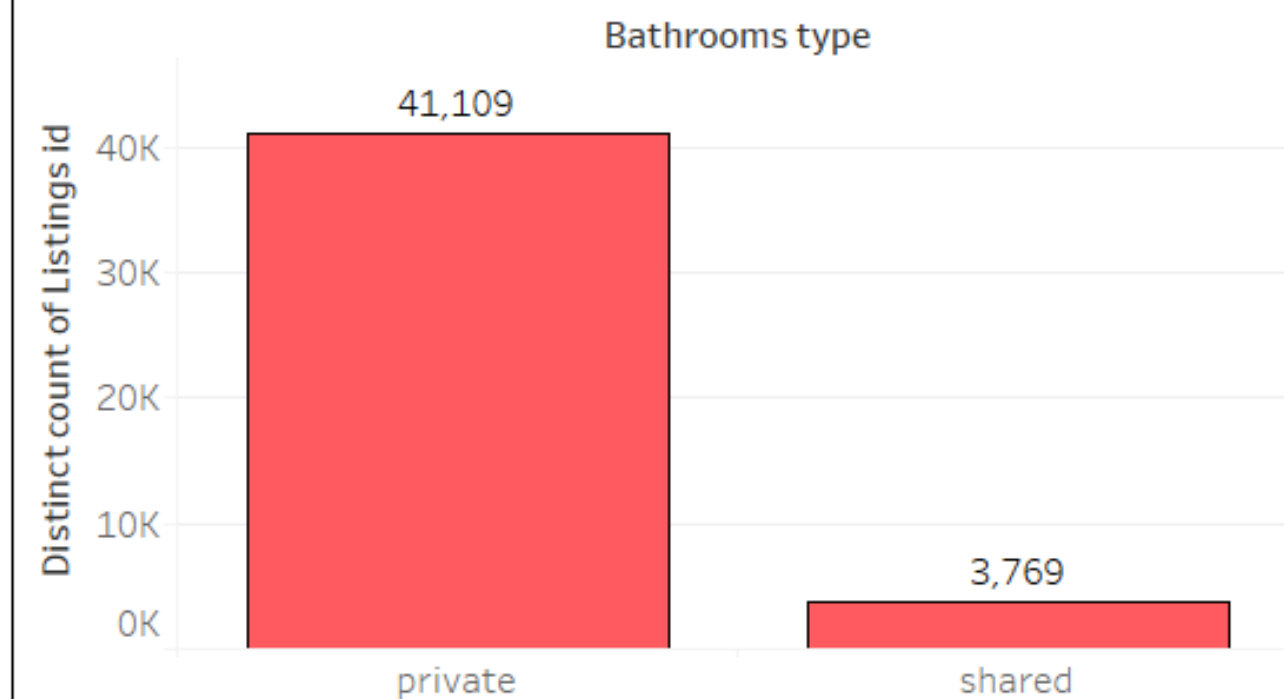
## 4+ Guests



## Property Type by Neighborhood

Property ty..	Neighbourhood									
	I Centro Sto..	Centro Stor..	VII San Giov..	Castello	II Parioli/No..	Cannaregio	XIII Aurelia	BUENOS AI..	San Lorenzo	XII Monte V..
Entire home	6,770	4,624	727	965	704	829	671	700	578	580
Hotel room	327	76	37	12	23	15	37	2	23	17
Private room	2,230	754	431	148	361	149	246	194	262	227
Shared room	26	10	6	2	7	1	0	16	8	2

## Bathroom Type





# Amenities & Property Features:

- **Bedrooms with 4+ Guests:** Breaks down listings by guest capacity.
- **Property Type by Neighborhood:** Shows where certain property types are popular.
- **Bathroom Type:** Indicates preferences for shared vs. private amenities.
- **Location and property features strongly influence booking decisions—helpful for listing optimization.**





# Recommendations for Stakeholders:

- Focus on increasing the number of Superhosts, as they consistently outperform in ratings and bookings.
- Leverage seasonal and city-level booking trends to plan targeted platform initiatives and regional support.
- Prioritize key review factors like cleanliness and communication to improve ratings and boost visibility.
- Use seasonal demand trends to optimize pricing and availability for better occupancy.
- Use dynamic pricing based on seasonality, property type, and location.
- Highlight well-rated budget listings in promotions to attract cost-conscious travelers.
- Tailor marketing efforts based on top-performing cities and property preferences.
- Monitor the balance between active listings and seasonal demand to avoid oversupply.



# Thank You



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