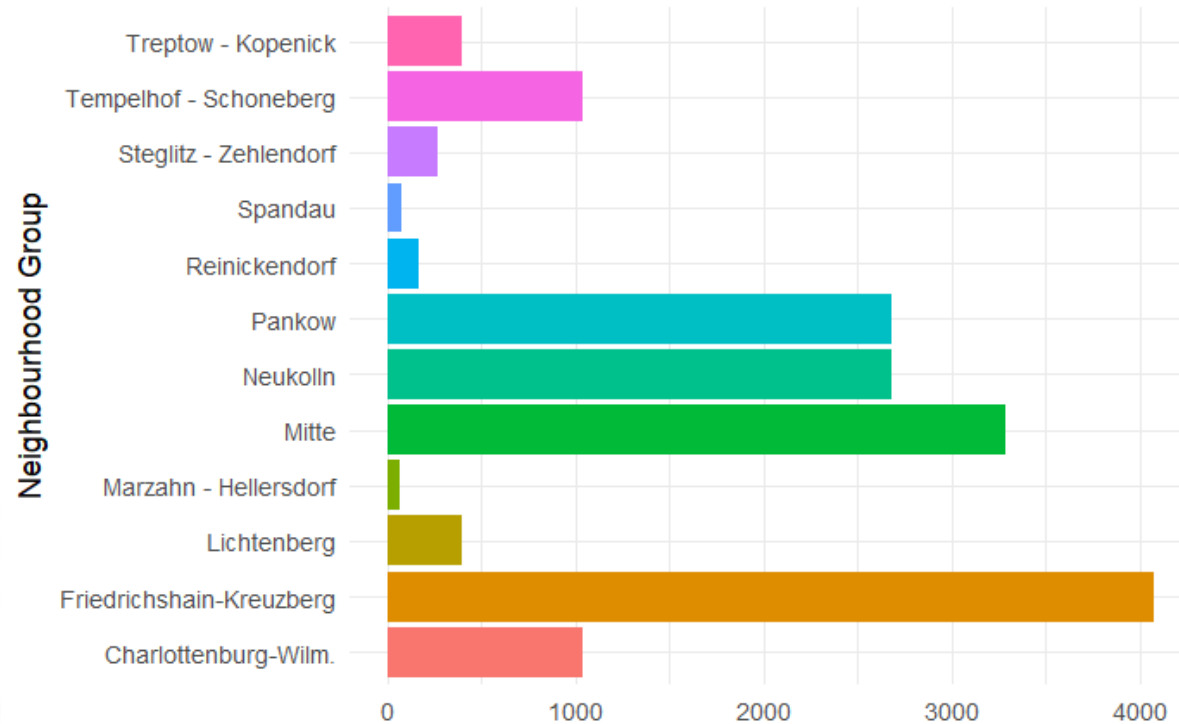


Airbnbs in Berlin

Presentation and visualisation of
data

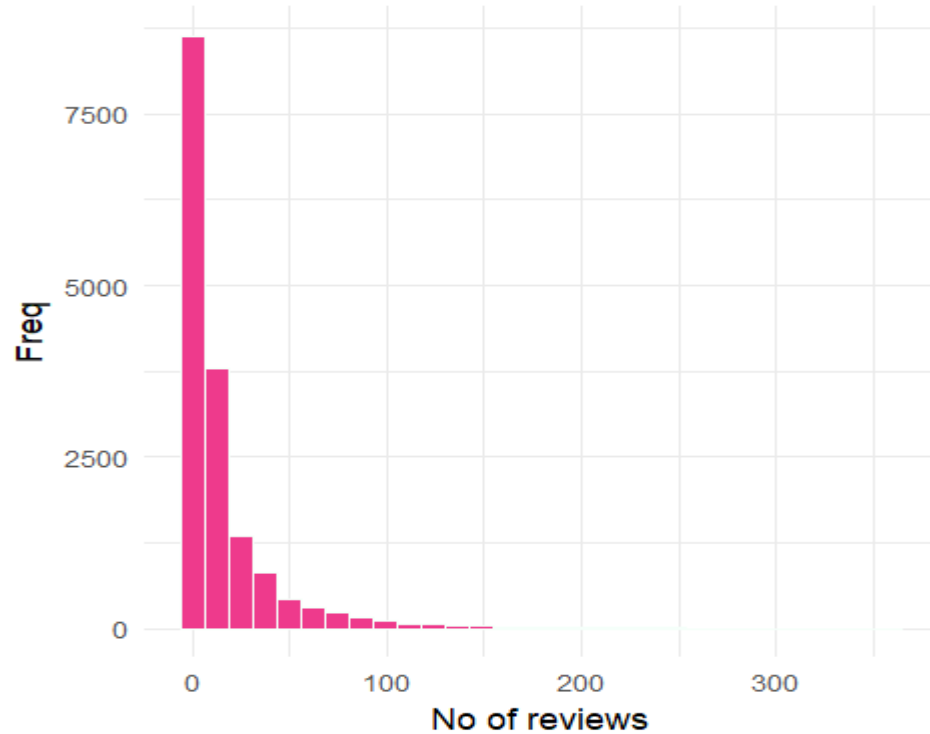


Intuitively, most airbnbs are in the centre of Berlin



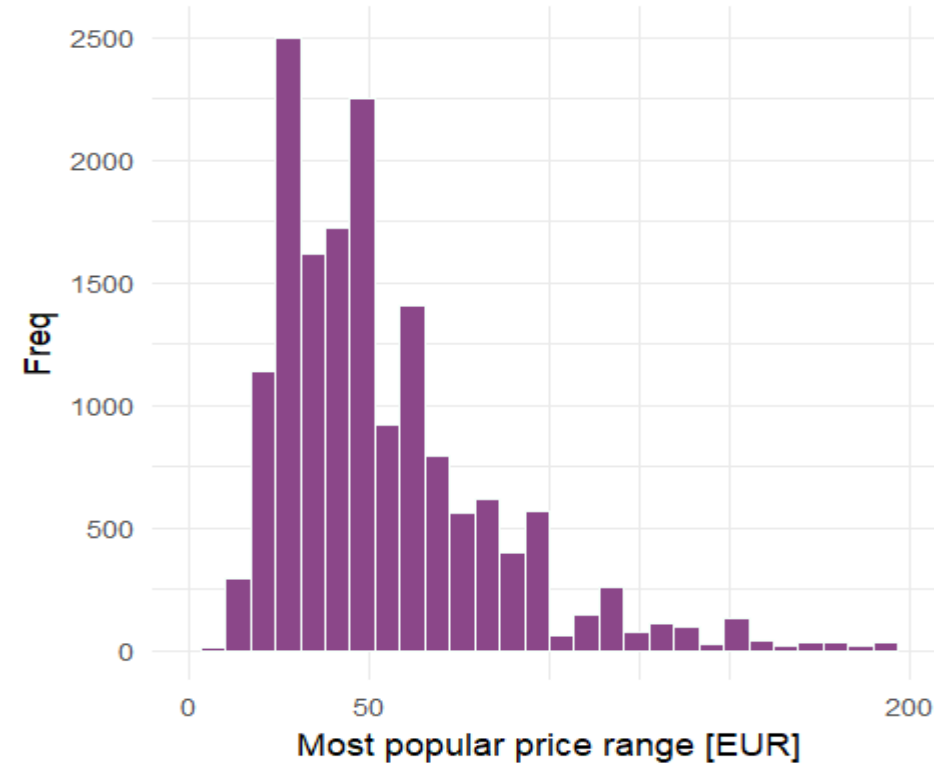
► As you will see on upcoming slides, it is difficult to find a clear link between the price of accommodation, the number of reviews, its availability or the required minimum nights.

Airbnbs in Berlin don't get many reviews



- ▶ 1st Q= 2
- ▶ Median= 6
- ▶ Mean= 16
- ▶ 3rd Q= 17
- ▶ Max= 360

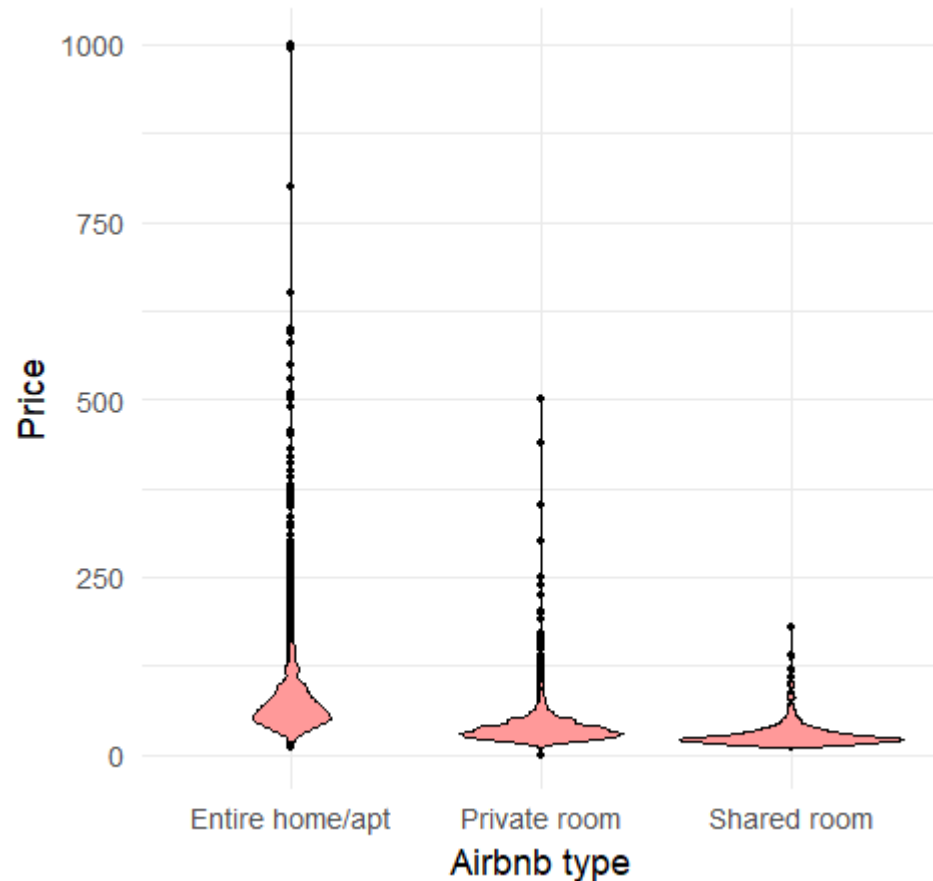
Most offers up to 69 EUR



- ▶ 1st Q= 32
- ▶ Median= 47
- ▶ Mean= 57
- ▶ 3rd Q= 69
- ▶ Max= 1000

Prices and types of rooms

Most outliers when it comes to entires homes

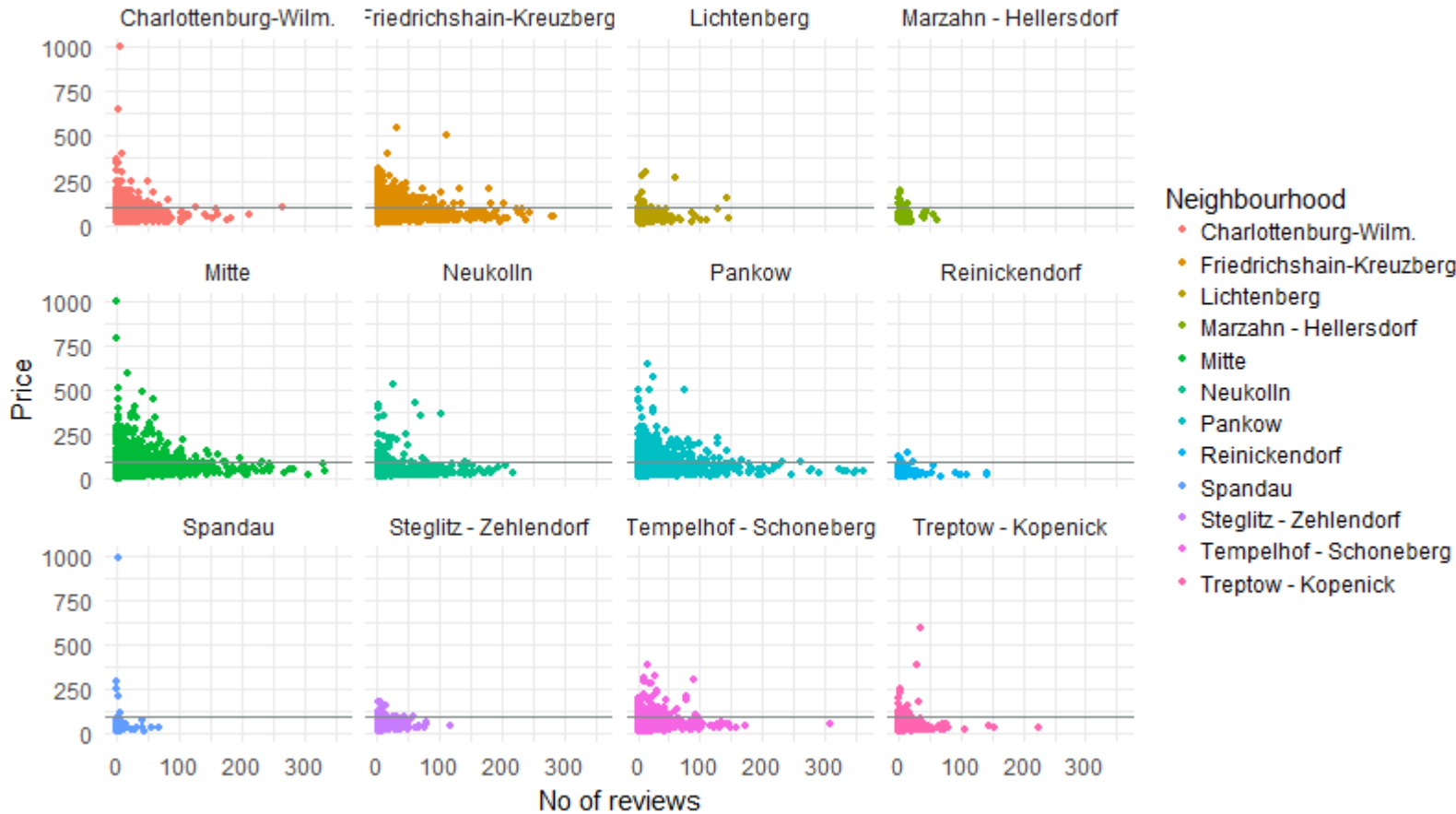


- Some entire houses can be exceptionally elegant and exquisite, and some entire apartments e.g. studio flats can be much more modest.
- The rooms are less varied

Below a custom made price categorisation used in following visualisations

Price category	Price min	Price max	Count
Cheap	0	30	3867
Average	30	57	6501
Pricey	57	100	4431
Very expensive	100	1000	1347

Intuitively more attractive price = more visits = more reviews. Is it true?



► Rooms in average price range get most reviews

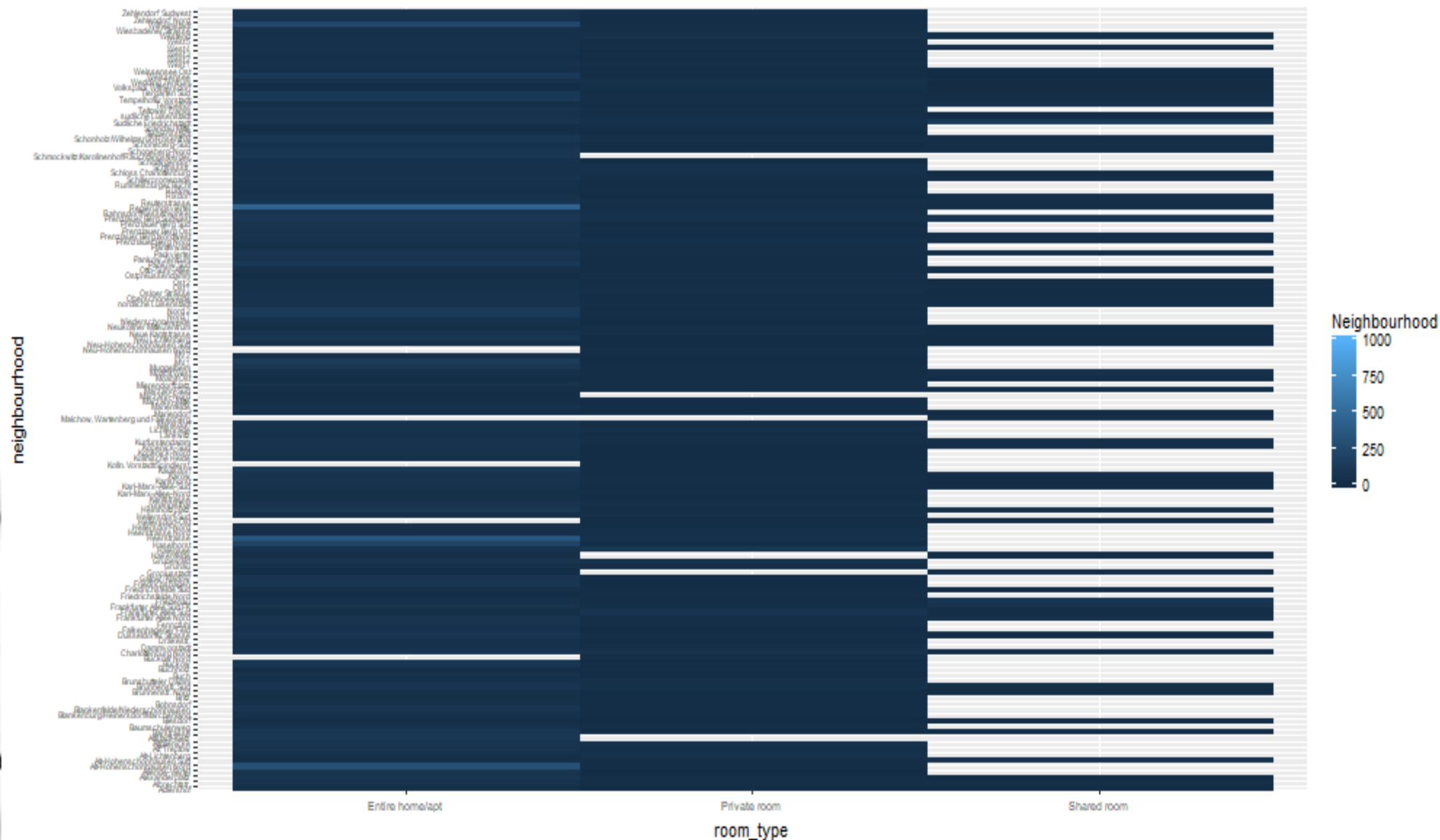
► Therefore, it is not the case that reliable, trusted objects with a large amount of reviews can easily raise rental prices.

► According to analysts from <http://insideairbnb.com> 50% of the stays ends with an opinion.

► Very expensive objects above 100 EUR per night can count up to approximately 200 reviews.

► Therefore, it can be estimated that the most popular very expensive object (above EUR 100 per night) has been visited up to 400 times.

Which types of rooms are there on a specific small neighbourhood?

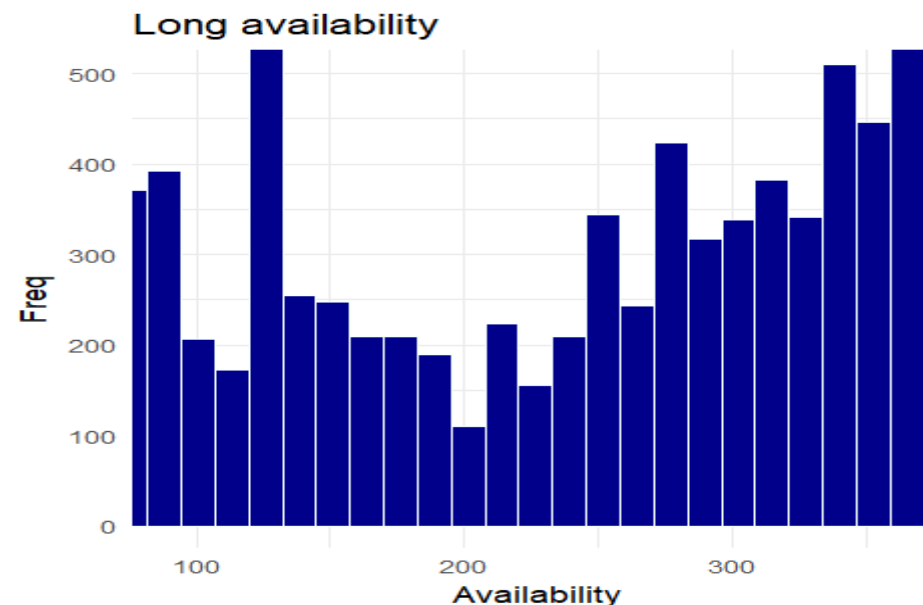
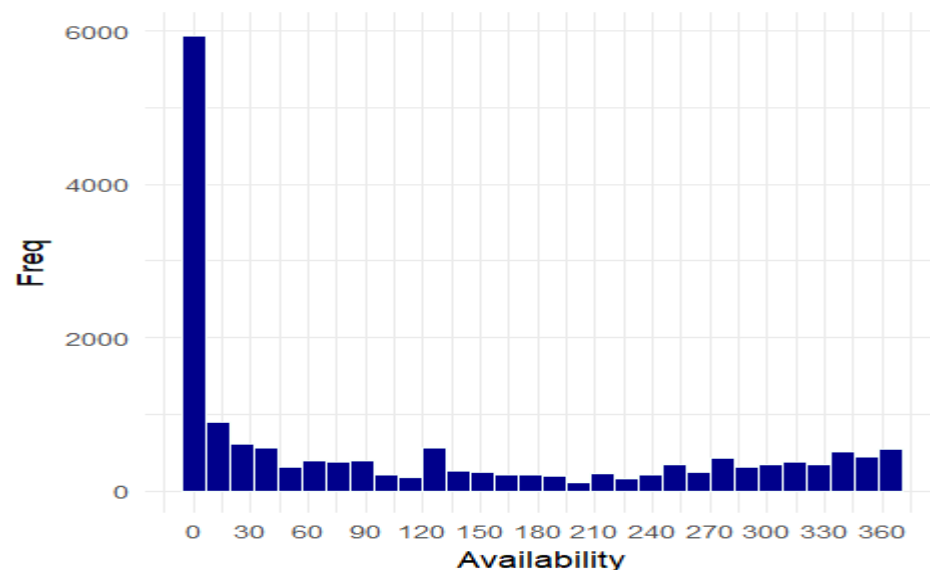


► Entire homes and private rooms with similar freq at each small neighbourhood

► Shared rooms only in about half of small neighbourhoods and there are visibly less of them

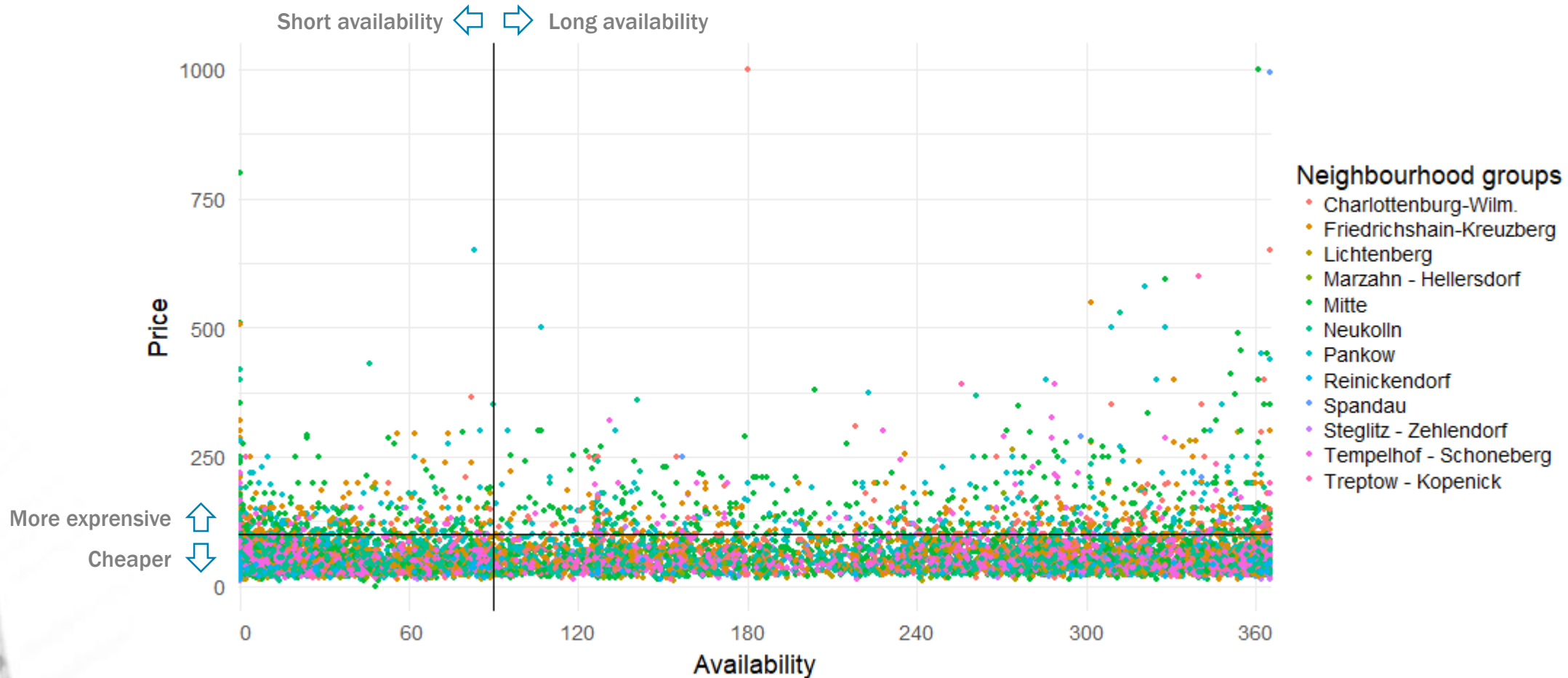
Availability

Close up at long availability



- ▶ The Airbnb host can control the reservation calendar, so that the facility is available only a few days or weeks a year. Some facilities are available all year round.
- ▶ The maximum number of days on which an object can be booked is its availability, which in the case of the analyzed data takes values from 0 to 365 days.
- ▶ The authors of the insideairbnb.com assume that high availability occurs in the case offer is available over 90 days.

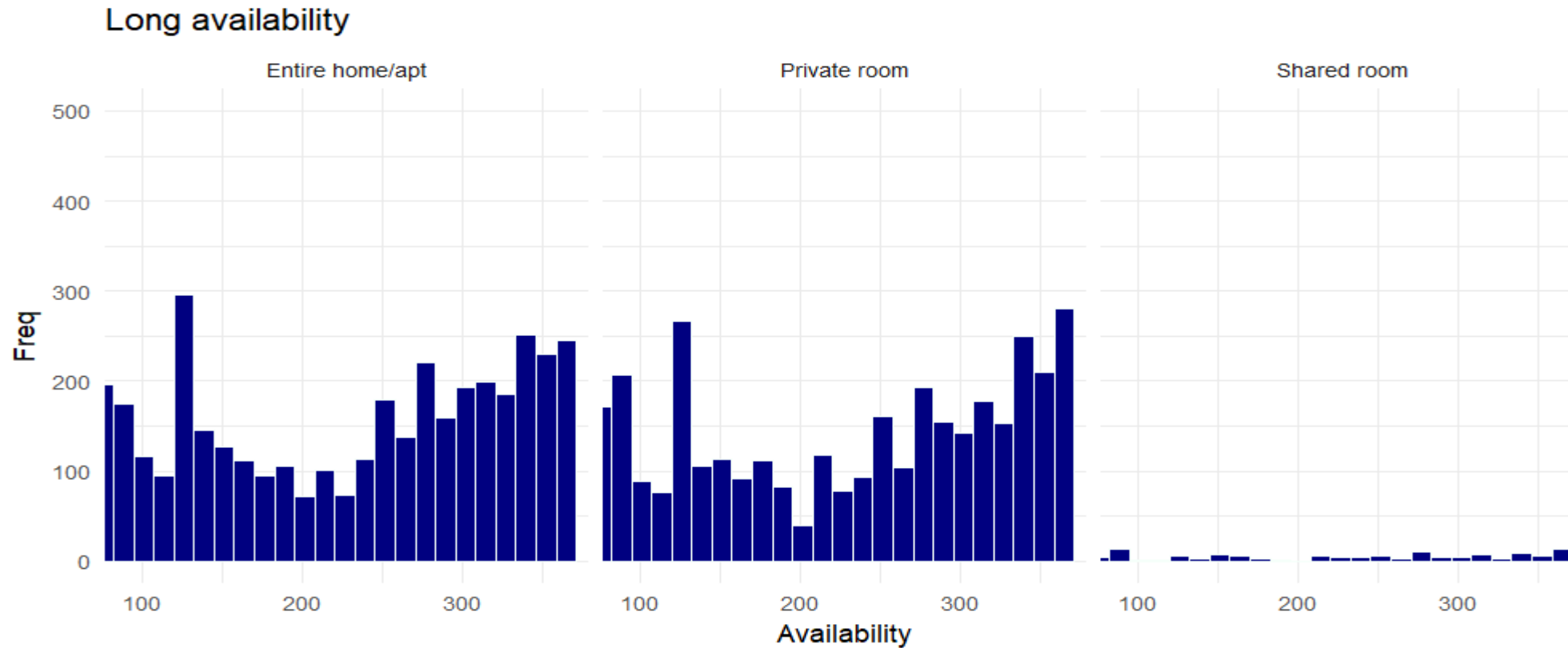
Price, availability and neighbourhood



► The cheaper accommodation (<100 EUR per night) is available in different neighbourhoods, both for short and long time periods.

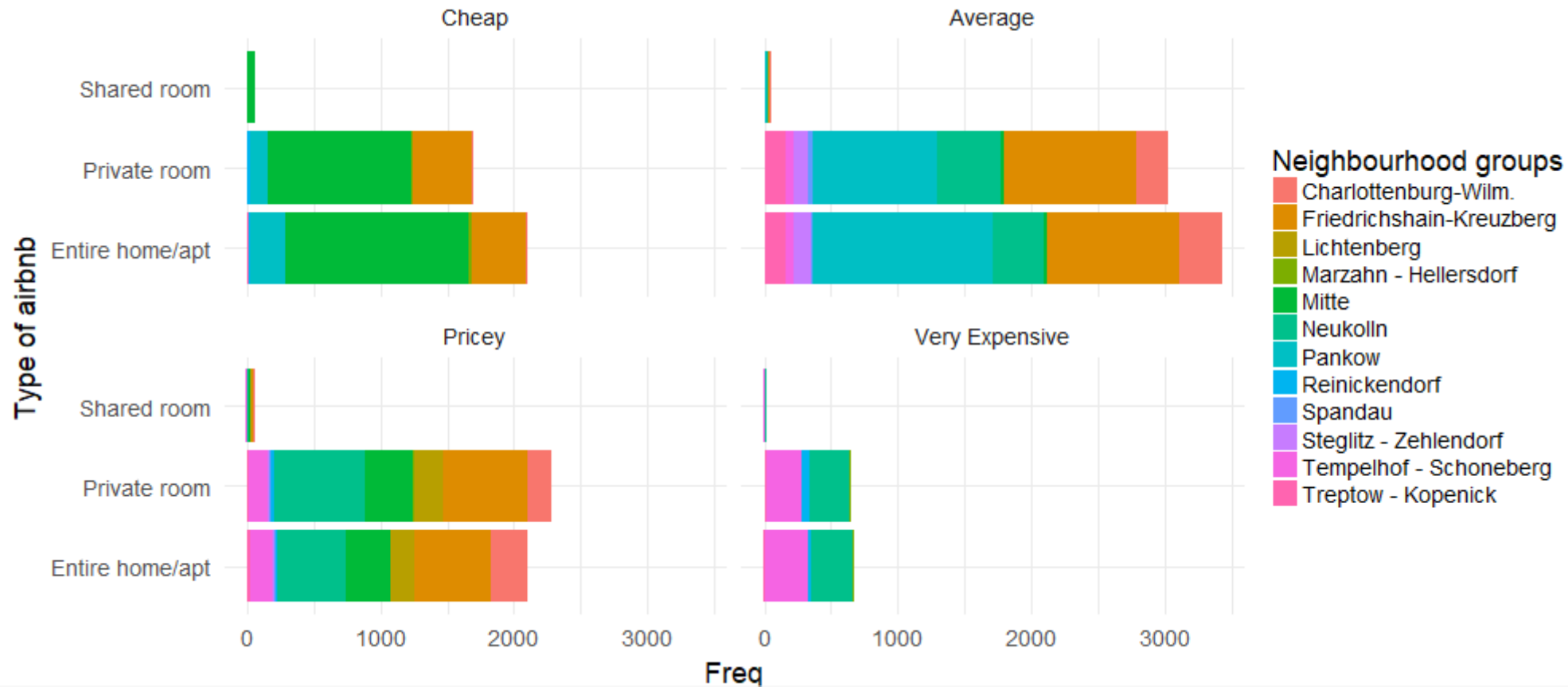
► Expensive accommodation (100+ EUR per night) is often available for longer time periods over 90 days.

Close up at long availability 2



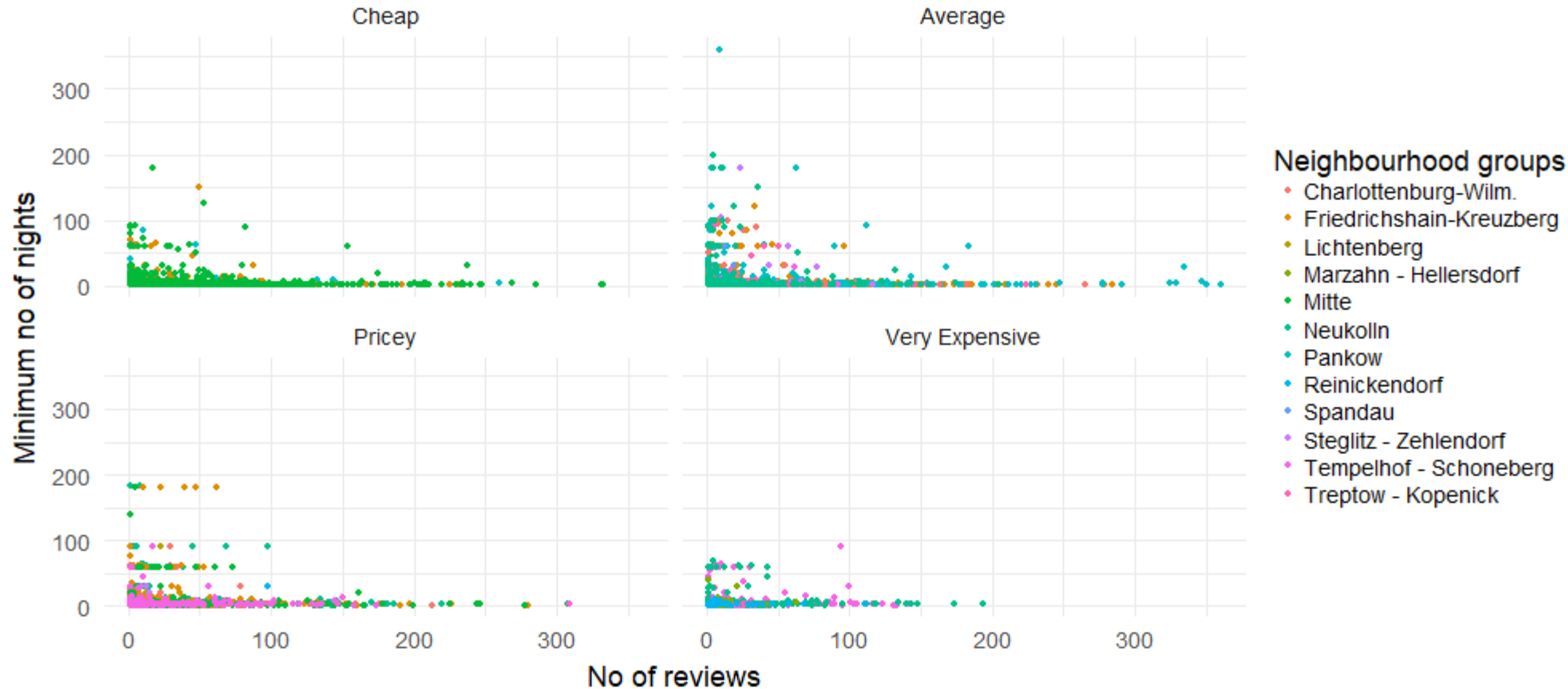
- Entire homes, which are characterized by high availability, suggest that the owner does not live there, and that it might be regular rental business for him such as renting facilities for tourists, which is illegal in some cities (without registered business activity).
- In March 2018 Berlin formally allowed vacation rentals again, but there's a strict new set of rules—and even tougher penalties.
- Starting May 1, owner-occupiers will, under certain conditions, be allowed once more to rent out their own home as much as they want, and to rent out second homes for up to 90 days a year.

Type of room, price and neighbourhood



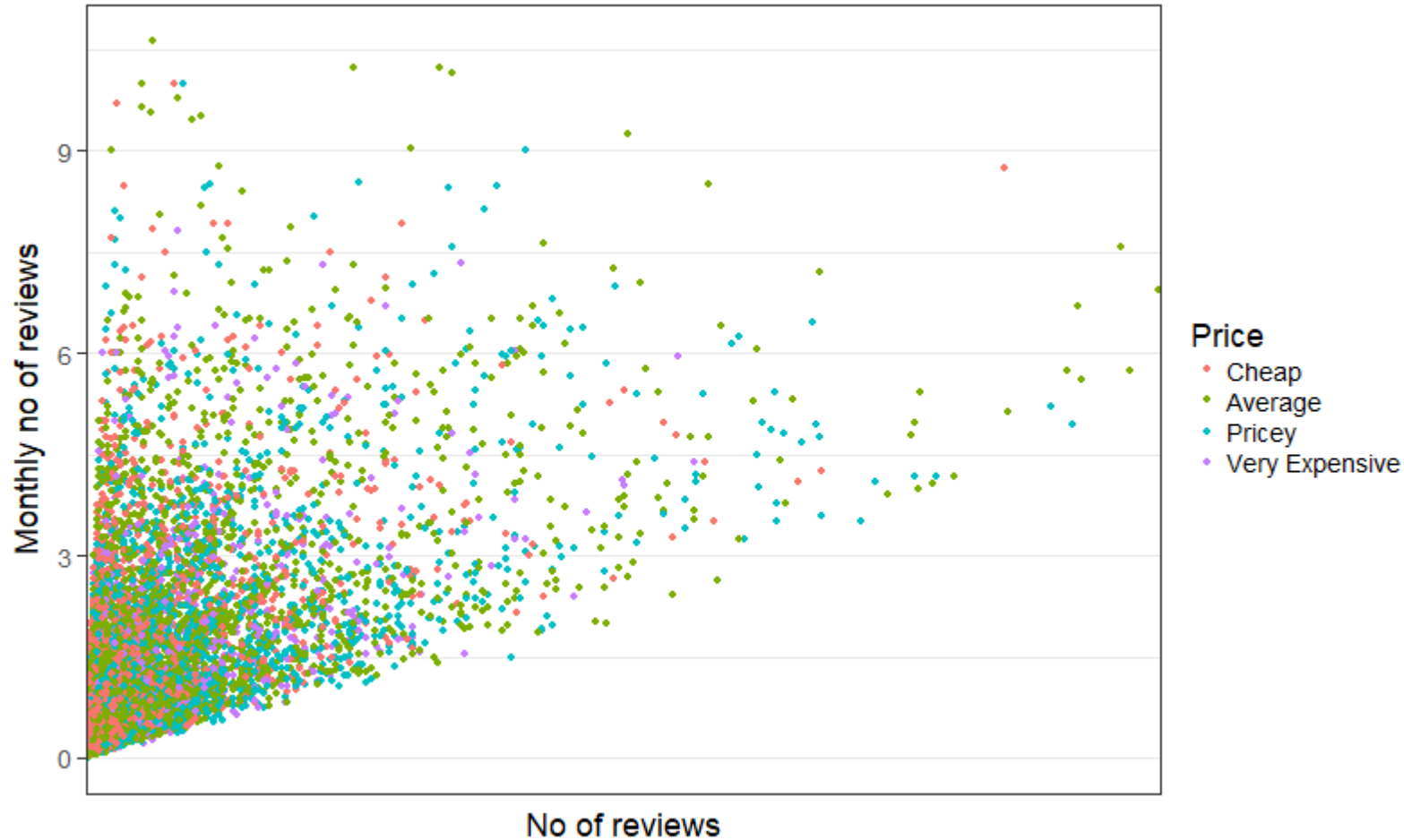
- Most of the entire homes and private room type are located in the districts of Friedrichshain-Kreuzberg, Mitte, Neukolln and Pankow.
- Thanks to the division used, we can see that there are rooms in each price category in Friedrichshain-Kreuzberg.
- If you want a cheap room, it's best to look in Mitte.
- Most places with average prices found in Pankow.
- If you are interested in very expensive objects, I recommend Tempelhof-Schoneberg and Neukolln.

Minimum no of nights per price range and neighbourhood



- ▶ Most owners expect a minimum rental period between 1 and 3 days.
- ▶ It is not affected by the number of reviews they have received.
- ▶ There are owners who expect a rental lasting over 200 days!
- ▶ Long rentals, over 90 days, are expected mainly in case of average/pricey range.
- ▶ A bit longer rentals, over 60 days happen in every price group.

Total no of reviews, monthly no of reviews and price



► In general, average and pricey rooms have the most ratings.

► Rooms that get a lot of monthly ratings (9+) appear to be among average and cheap rooms.

Data sources

- Website: <http://insideairbnb.com/>
- Data base for Berlin: listings.csv
- Licence: Creative Commons CC0 1.0 Universal (CC0 1.0) "Public Domain Dedication".
- <https://www.citylab.com/life/2018/03/berlin-airbnb-vacation-rental-regulation-law/556397/>