



Airbnb Analysis & Insights

Understanding Listings, Pricing, and Host Behavior

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Introduction to Airbnb & Industry Overview

Airbnb has transformed the short-term rental market, offering travelers diverse accommodation options across cities worldwide. This analysis focuses on Chicago and New Orleans, two major Airbnb markets, exploring key trends, host behaviors, and pricing strategies.

Key Areas of Focus:

- ◆ Market trends and listing distribution
- ◆ Pricing variations and guest preferences
- ◆ Host activity and business insights

Project Objective

The goal of this project is to analyze the Airbnb market, identify key patterns in property listings, host activity, and pricing, and provide actionable insights. By leveraging data visualization, we uncover significant trends that help both hosts and travelers make informed decisions.

Objectives:

- 7 Understand Airbnb's market performance in Chicago and New Orleans
- Identify pricing trends and customer preferences
- Analyze host categories and their impact on bookings





Dataset Overview

The dataset used for this analysis includes key metrics on listings, hosts, reviews, and pricing. Data cleaning was performed to handle missing values and standardize formats.

Key Dataset Highlights:

- ♦ **Total Listings:** 16.1K
- ♦ **Total Hosts:** 7.1K
- ♦ **Total Reviews:** 23.6K
- ♦ **Average Price:** \$192.81
- ♦ **Cities Covered:** Chicago (8.7K listings), New Orleans (7.4K listings)



Key Insights & Findings

Analyzing the dataset revealed critical trends in Airbnb's market. Understanding these insights helps in evaluating customer demand, pricing strategies, and host performance.

Market Trends:

- 7 **Most Popular Neighborhood:** Central Business District (1,303 listings)
- Most Active Year for Listings:** 2016 (2,510 listings)
- Year with Highest Average Price:** 2018 (\$272 per night)

Pricing & Ratings:

- Highest-Priced Property Type:** Shared Room in Bed & Breakfast (\$3K)
- Room Type with Best Ratings:** Entire Home/Apt (4.7/5)
- Price vs Rating:** Higher prices generally receive better ratings, but some outliers exist, such as an \$80K listing

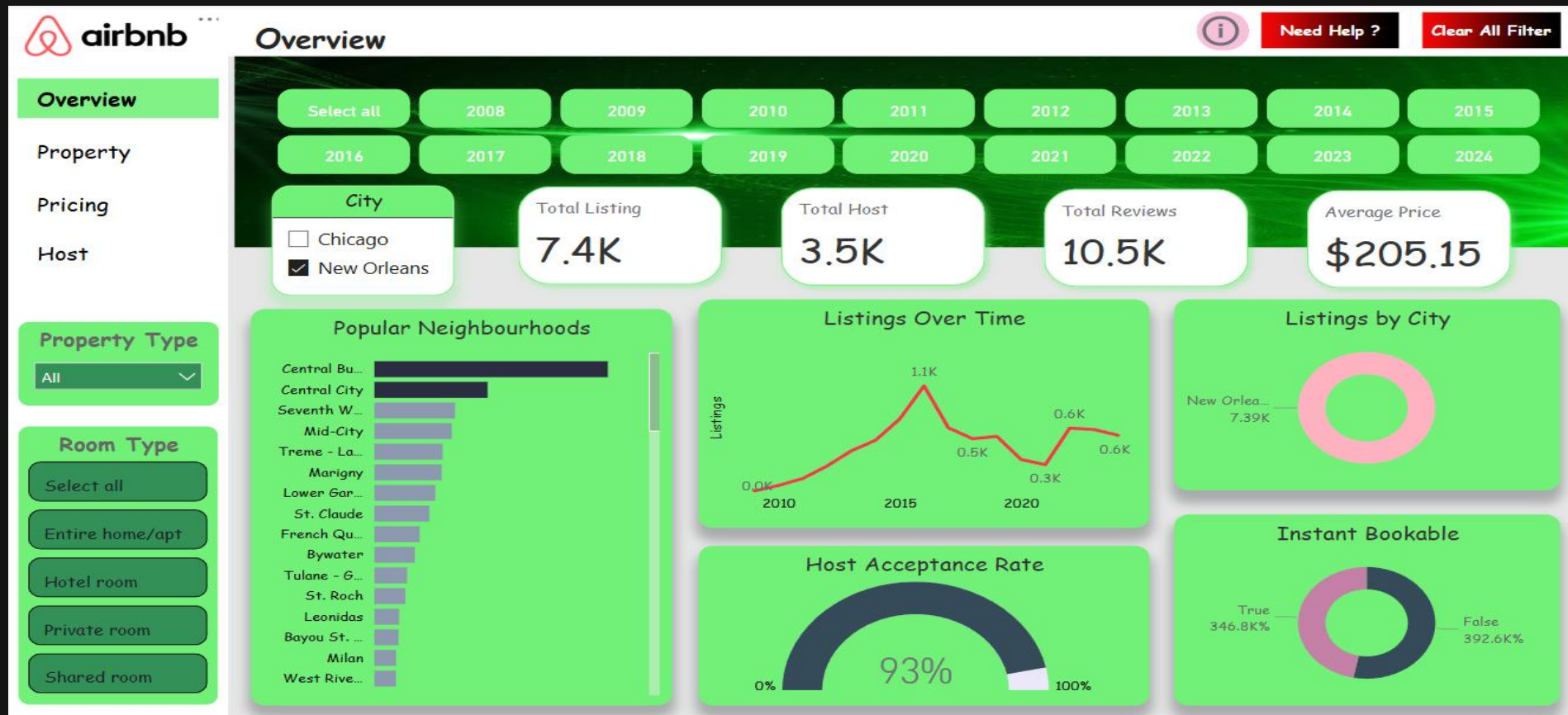
Host Insights:

- Superhosts:** 45% of total hosts
- Top Host:** Blueground (520 listings)
- Most Common Hosts:** Individual hosts (4,510 out of 7.1K total hosts)

Dashboard Walkthrough

The Power BI dashboard is structured into multiple sections for an interactive and data-driven analysis.

- 7 **Overview Dashboard:** Key metrics such as total listings, total hosts, and reviews
- Property Dashboard:** Breakdown of property types, room types, and neighborhood trends
- Pricing Dashboard:** Trends in average prices across different factors
- Host Dashboard:** Superhost vs. non-superhost comparison, top hosts, and yearly growth



Property & Room Type Analysis

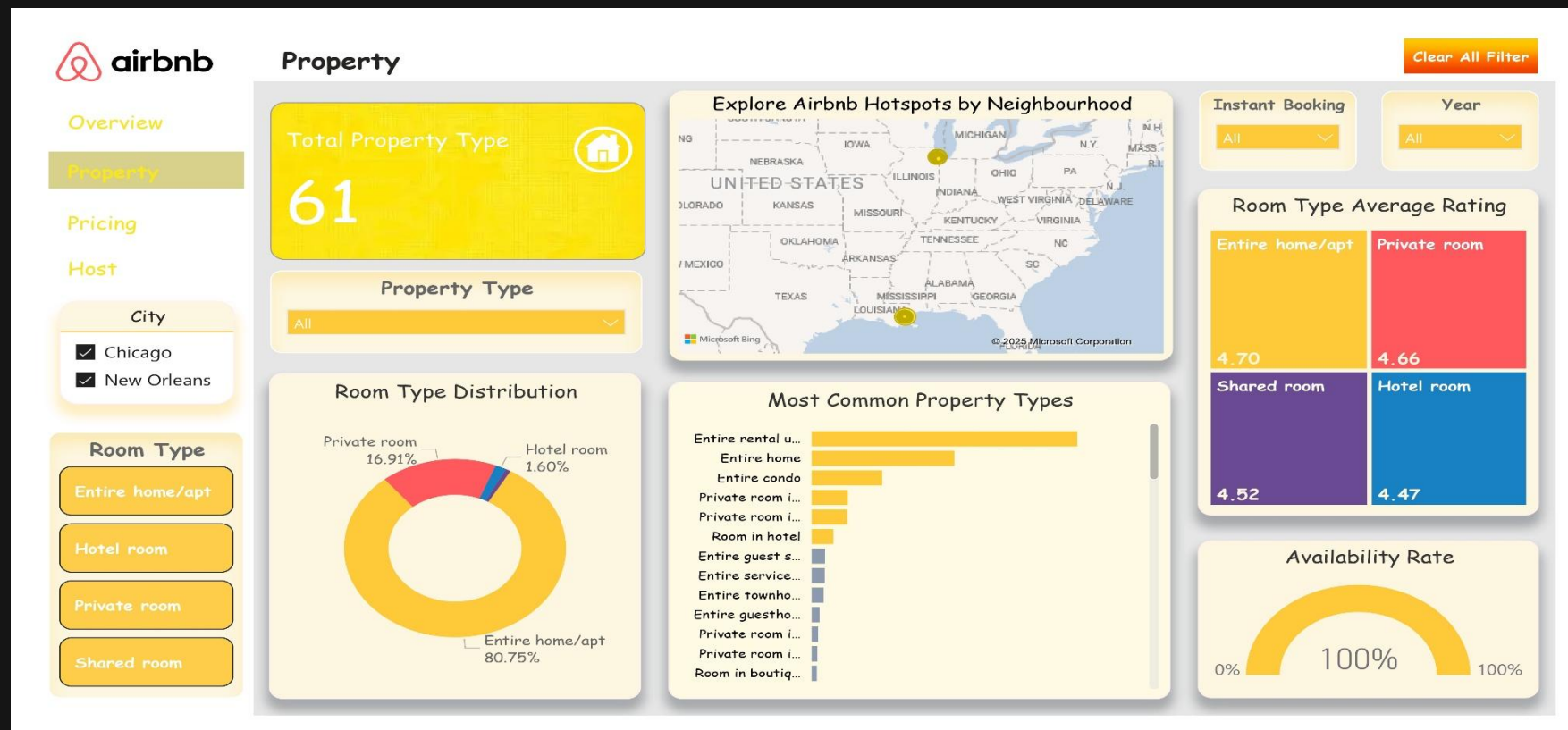
Airbnb offers a variety of property and room types. This section explores the most popular property types and their distribution.

7 Most Common Property Type: Entire rental units

Room Type Distribution:

- ◆ Entire Home/Apt: 80.75% (Highest)
- ◆ Private Room: Moderate share
- ◆ Shared Room: 0.75% (Lowest)

Room Type Average Ratings: Entire Home/Apt has the highest rating (4.7/5)



Pricing Analysis

Pricing varies significantly across locations, property types, and time. Identifying these trends helps in setting competitive pricing strategies.

7 **Highest Average Price by Year:** 2018 (\$272 per night)

Neighborhood with Highest Prices: Lake View (\$317 avg price, 4.7 avg rating)

Average Price per Room Type: Hotel Room (\$445 per night)



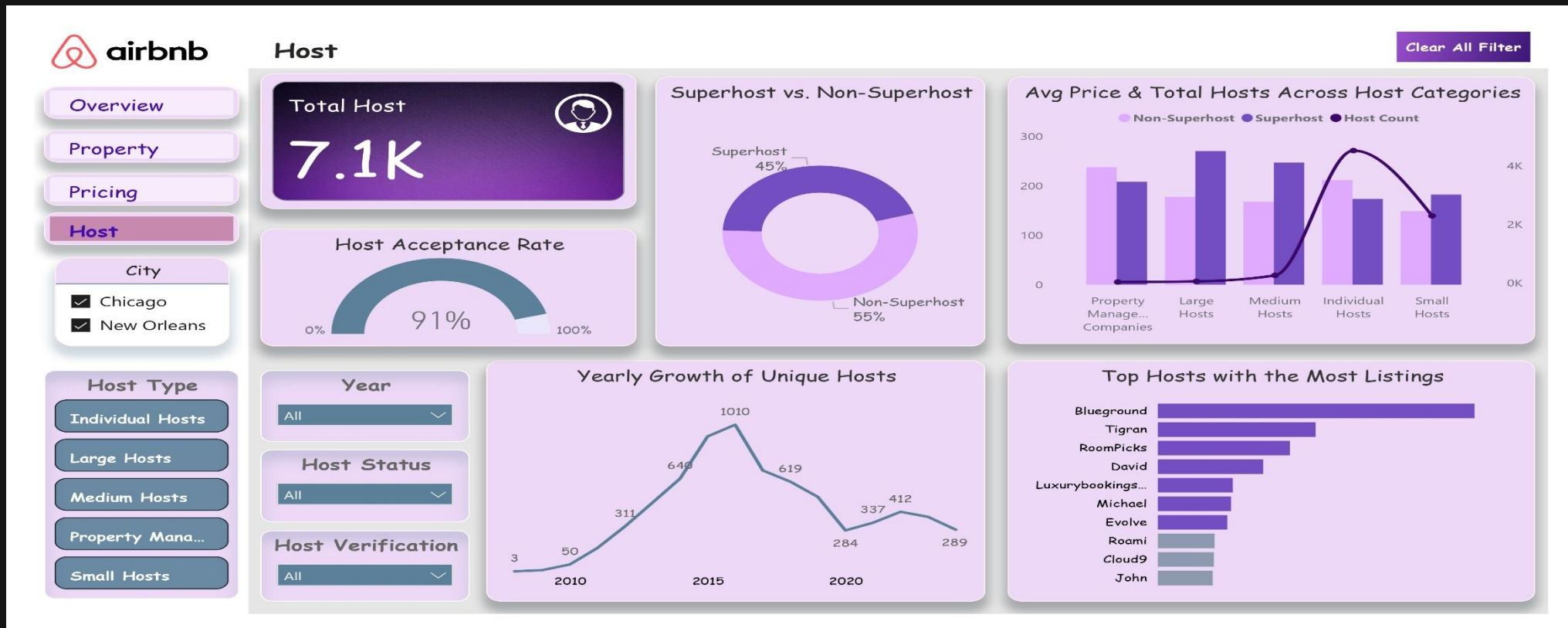
Host Behavior & Listings

Understanding host behavior is crucial in identifying market trends and service quality.

7 **Superhosts vs. Non-Superhosts:** Superhosts make up 45% of hosts

Yearly Growth of Unique Hosts: 2016 had the highest increase (1,010 new hosts)

Host Categories & Average Price: Individual hosts dominate the market with competitive pricing, while large-scale hosts set premium prices





Key Business Takeaways

This analysis provides valuable insights for different stakeholders, including hosts, travelers, and investors.

For Hosts:

- 7 Focus on **high-demand areas** to maximize revenue
Competitive pricing aligned with **property type and seasonality**

For Travelers:

Look for **high-rated neighborhoods** with better pricing
Consider **entire home rentals** for a premium experience

For Investors:

Invest in neighborhoods with **high demand and revenue potential**
Target **property types with the highest occupancy rates**



Conclusion

Conclusion & Final Insights

This study highlights key trends in the Airbnb market, emphasizing the importance of pricing, property types, and host behavior.

- 7 Airbnb's market is **highly dynamic**, requiring data-driven strategies
 - Pricing influences **guest satisfaction and occupancy rates**
 - Future research can explore **seasonal trends and booking patterns**

Final Thought: Data-driven insights empower better decision-making for hosts, travelers, and investors, ensuring long-term success in the Airbnb market.

Thank You!