

# Airbnb Pricing Influencers

## Overview:

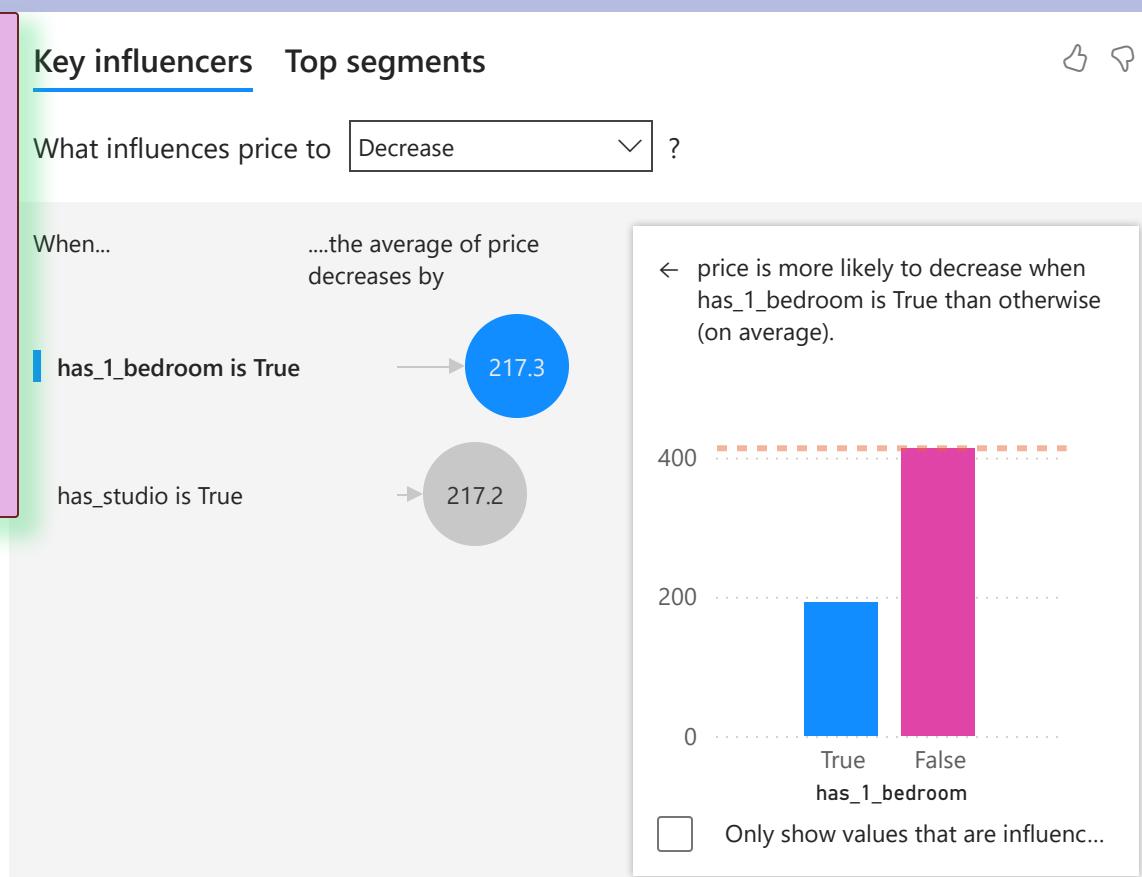
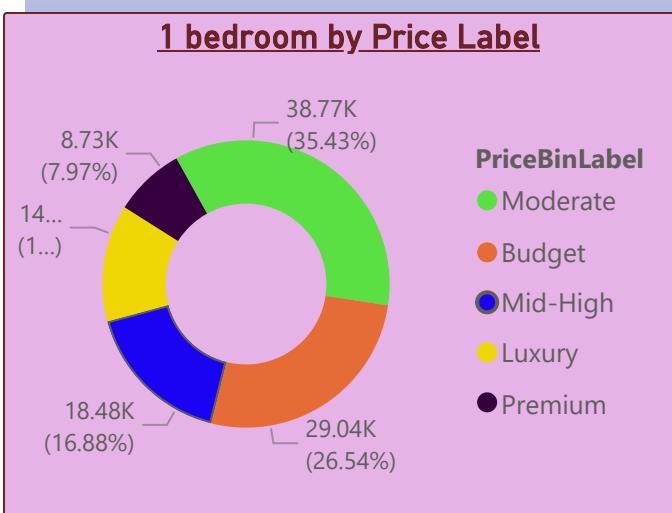
Moderate-tier listings now dominate the pricing landscape, suggesting a strategic sweet spot for hosts balancing affordability and profitability. Studio and 1-bedroom units remain influential in shaping price tiers, though 1-bedrooms show a slightly stronger downward impact on price. This may reflect listing conventions or pricing strategies in urban markets.

## Visual Insight:

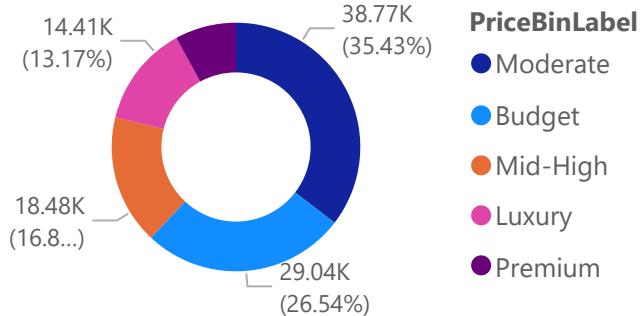
The donut chart reveals a peak in the "Moderate" bin, followed by "Budget" and "Mid-High." "Luxury" and "Premium" bins represent the smallest segments, indicating a skew toward mid-range pricing. Bar charts show studio and 1-bedroom listings share nearly identical pricing patterns, implying semantic overlap and possibly due to shared amenities or regional classification norms.

## Influence Summary:

- 1-Bedroom units exert the strongest downward pressure on price, as shown in the Key Influencer visual.
- Studios, while close in impact, may be priced higher in premium urban markets or classified interchangeably with 1-bedrooms.
- Premium listings, though rare, may represent outliers with unique features or high-demand locations that are ideal for a follow-up outlier analysis.



## Count of has\_studio by PriceBinLabel



### Key influencers Top segments

What influences price to Decrease ?

When...

....the average of price decreases by

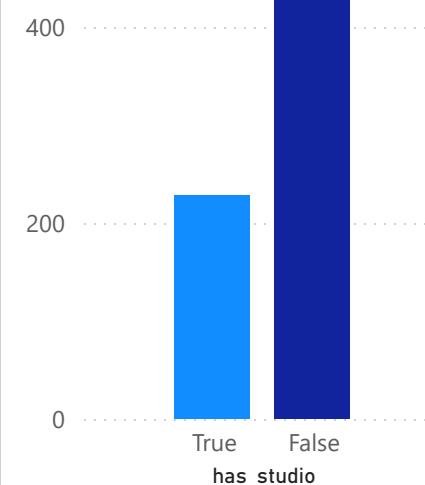
has\_studio is True

→ 217.2

has\_home\_away\_from\_ho...  
is True

→ 180.8

← price is more likely to decrease when has\_studio is True than otherwise (on average).



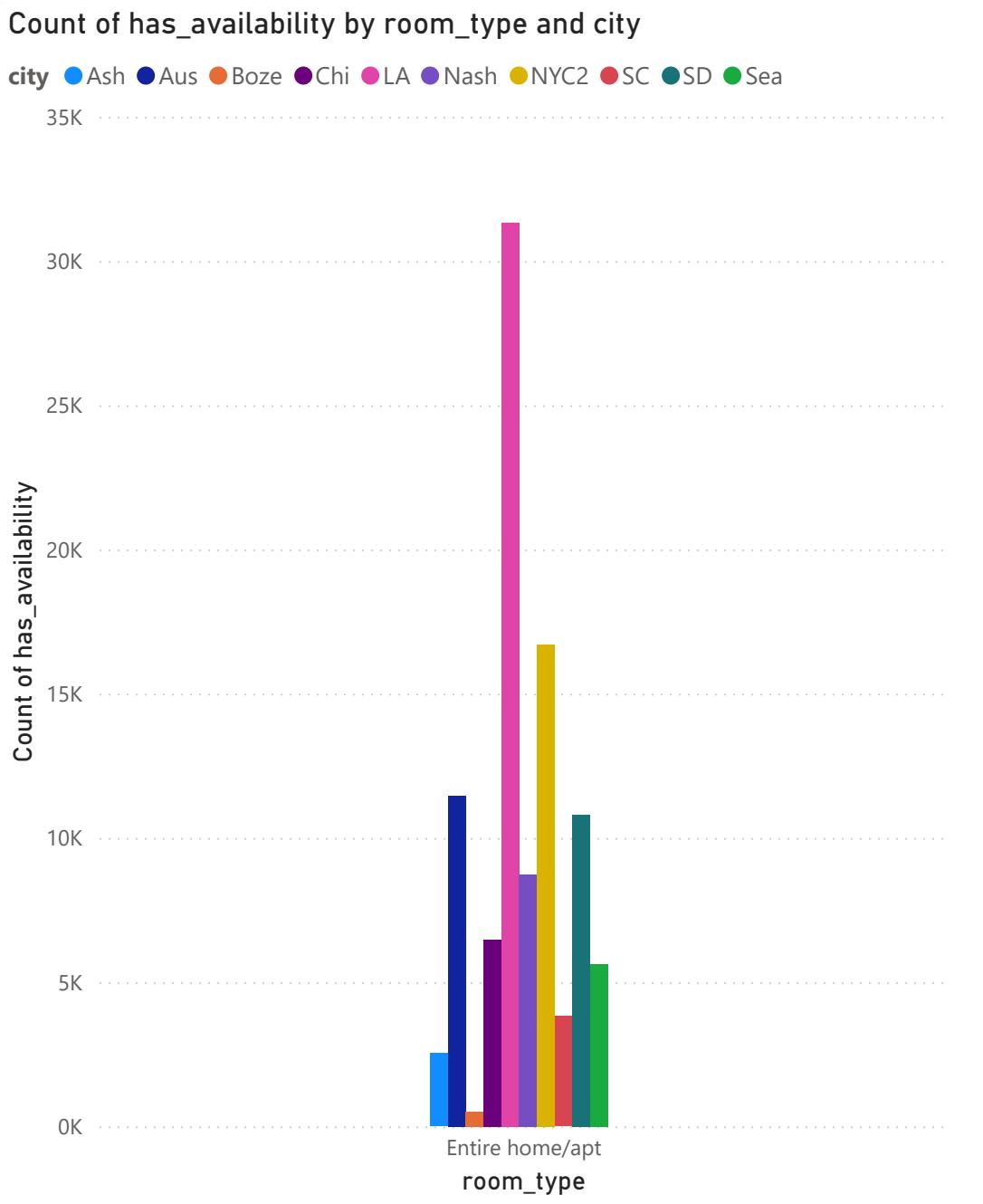
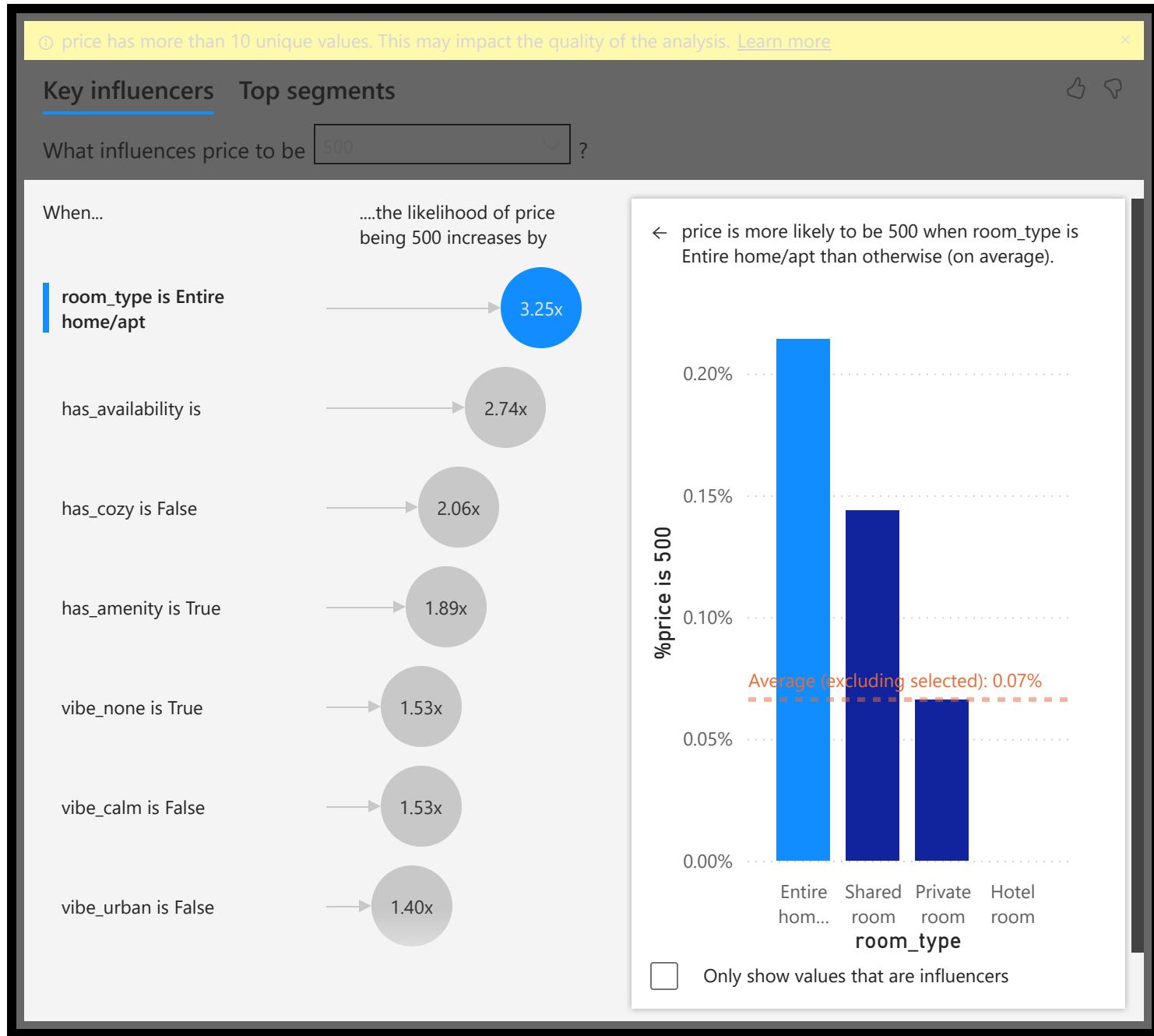
has\_studio Count of id

False	125357
True	20158
<b>Total</b>	<b>145515</b>

has\_1\_bedroom Count of id

False	140111
True	5404
<b>Total</b>	<b>145515</b>

Only show values that are influencers



# KPI

## Pricing Performance

### ROOM TYPE

Zero-dollar stays and \$50K penthouses? Not in this KPI. Outliers are getting their own spotlight

Avg Price vs. Room Types

204.83<sup>+</sup>

Goal: 118.53 (+72.8%)

Private room

This triangle shape reflects a steep concentration of listings at lower price points, with a rapid drop-off in availability or pricing as values increase. It's a visual cue that the dataset is tightly clustered and lacks mid-to-high tier diversity, especially after filtering out luxury and budget outliers.

\*\*KPI excludes listings with zero price (n=10) and ultra-luxury hotel outliers priced at \$40K and \$50K to preserve scale integrity\*\*

After filtering out zero-priced listings and ultra-luxury hotel outliers, the target price across all room types was set at \$118.53. However, the actual average remains significantly higher at \$204.83, suggesting persistent upward skew even after cleaning

*Note: The filtering ensures that average price comparisons across room types reflect realistic market behavior, avoiding distortion from data entry errors and boutique luxury or Ultra Luxury listings. These types of Luxury Listings will be grouped in a separate group and used for additional analysis and target markets.*

# KPI

## Pricing Performance

*Focus on Entire Homes by All Cities*

Entire Homes Drive the Market: A KPI Gap  
Worth Watching

Average of price of Entire Home for all Cities

**473.94**

Goal: 303.65 (+56.08%)

Sea

Across all cities, the KPI target for *Entire home/apt* listings was set at **\$303.65**, while the actual average price came in significantly higher at **\$473.94**. This 56% overshoot highlights a persistent upward skew in pricing, even after filtering out ultra-luxury outliers.

To explore this further, I graphed price distributions for *Entire home/apt* and *Hotel room* listings across all cities. The results were striking:

- **Entire home/apt** consistently showed the highest bars across cities, indicating strong volume and price presence.
- **Hotel room** listings, by contrast, remained flat across the board that is suggesting either lower volume, tighter price clustering, or prior filtering of extreme outliers

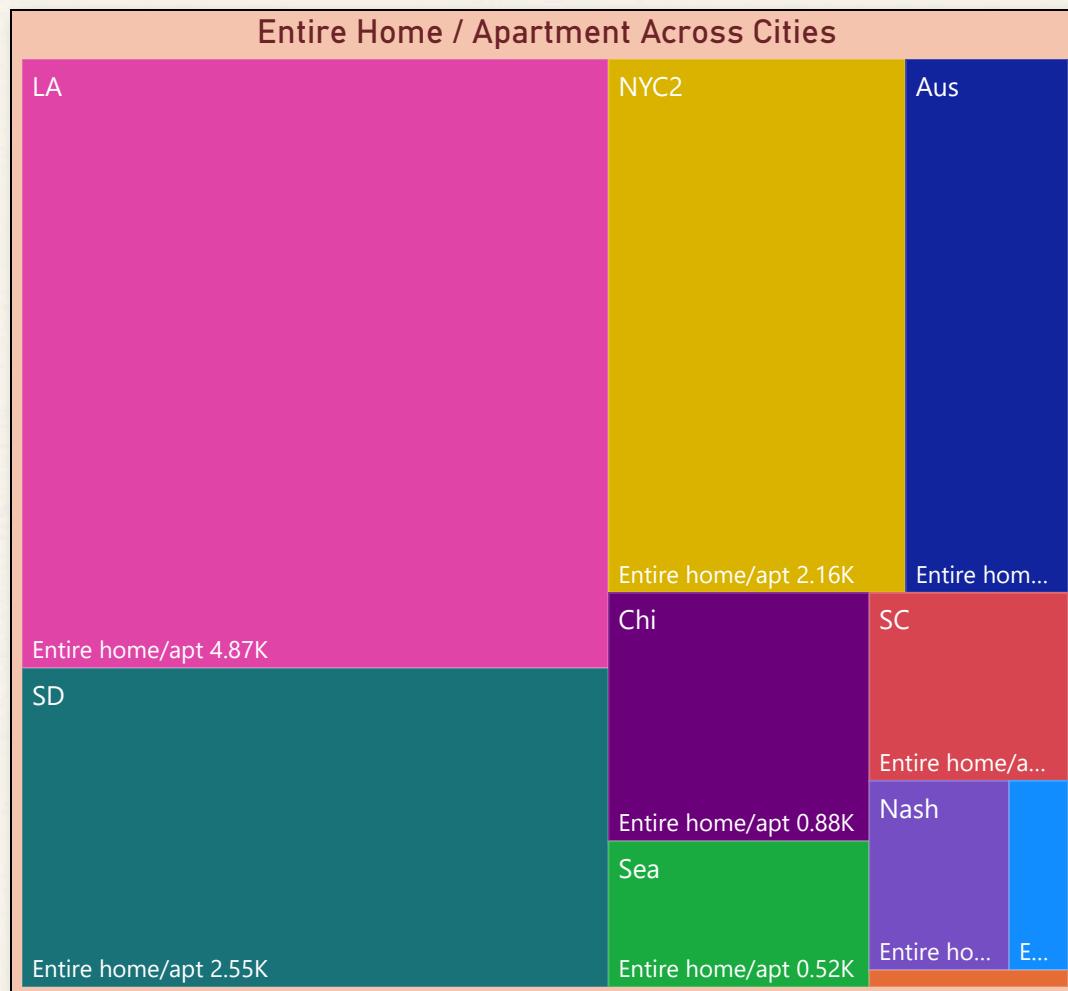
Entire Room and Hotel by Price for all cities

PriceBinLabel ● Budget ● Moderate ● Mid-High ● Premium ● Luxury



## Digging a little Deeper into the Room type of Entire Home/ apartment

Los Angeles stands out in the tree map with the highest count of priced listings, but specifically within the *Entire home/apt* category. To explore this further, I visualized the price breakdown for LA's entire home listings. Surprisingly, the data reveals a strong concentration in the **moderate to mid-high price bands**, rather than the luxury tier that I initially expected. While LA is often associated with high-end accommodations, the majority of these listings fall below the ultra-premium threshold which is suggesting a more accessible and diversified market than anticipated.



## Budget Bunks to Luxe Lofts: Airbnb Room Types by City and Cost

### Shared Rooms

- Most prevalent in Budget listings, especially in cities with dense urban cores. Surprisingly, Luxury-tier shared rooms appear in Nashville, Los Angeles and Chicago, suggesting niche offerings like boutique hostels or high end co-living spaces.

### Entire Homes

- Los Angeles dominates across all price levels: from budget-friendly bungalows to luxury estates.
- This reflects LA's diverse housing stock and its appeal to travelers seeking privacy, space, and flexibility.

### Private Rooms

- New York City leads in overall private room availability, especially in Midrange and Luxury tiers.
- However, LA edges ahead in Budget-tier private rooms, likely due to broader zoning and shared housing norms.

### Key Takeaways for Semantic Diagnostics

- LA's rental landscape is highly stratified, offering full-spectrum options across room types and price points.
- NYC's private room dominance signals a strong market for semi-private stays, possibly driven by apartment-sharing culture.
- Outlier luxury shared rooms merit semantic flagging as they may represent misclassified listings or unique hospitality models worth deeper annotation.

### Budget Price

city Ash Aus Boze Chi LA Nash NYC2 SC SD Sea

Entire home/...



0K 5K

### Mid-High Price

city Ash Aus Boze Chi LA Nash NYC2 SC SD Sea

Entire home/...



0K 5K  
Count of PriceBinLabel

### Moderate Price

city Ash Aus Boze Chi LA Nash NYC2 SC SD

Entire home/...

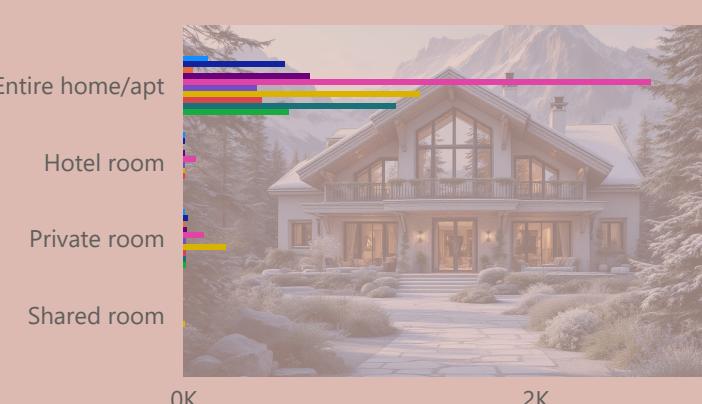


0K 10K

### Premium Price

city Ash Aus Boze Chi LA Nash NYC2 SC SD Sea

Entire home/apt



0K 2K

### Luxury Price

city Ash Aus Boze Chi LA Nash NYC2 SC SD

Entire home/...



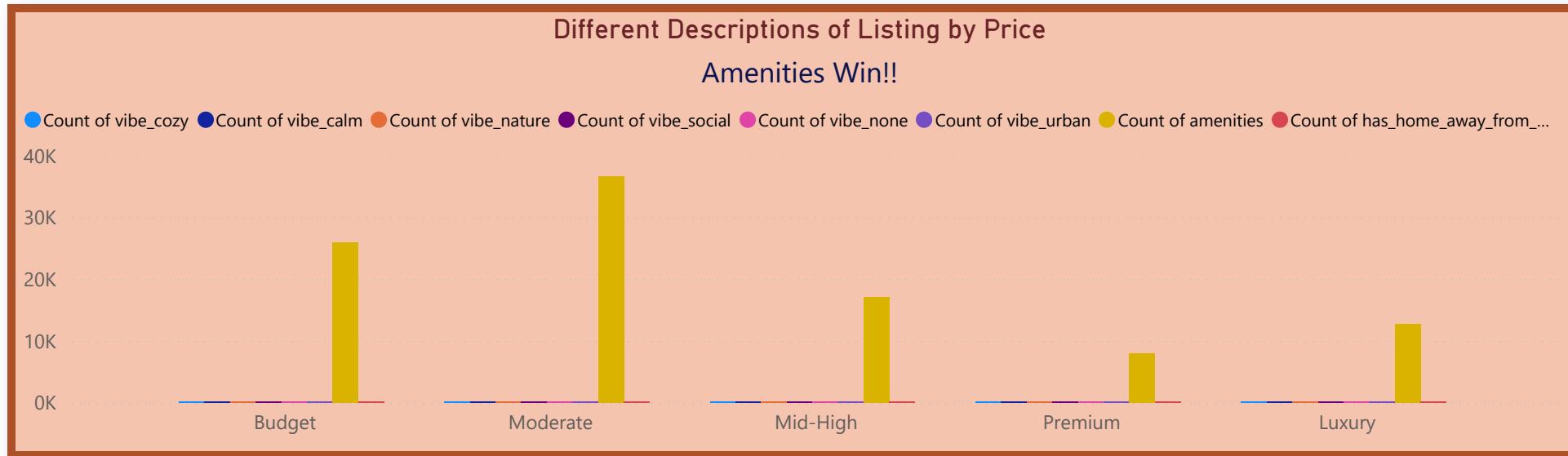
0K 5K

### Average of price by Availability Level (365)



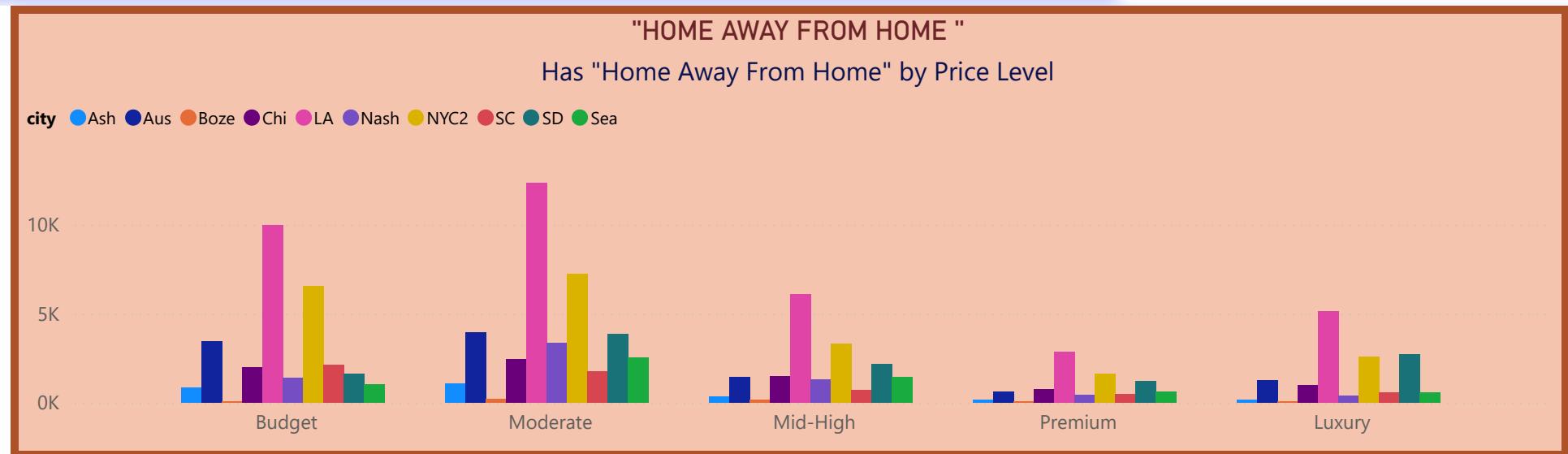
# Signals & Sentiment:

## How Airbnb Listings Frame Comfort Across Cities and Price



The first graph reveals that listings tagged with grouped amenities dominate moderate price ranges, suggesting that comfort cues (though not itemized) are pricing-relevant. "Home away from home" appears but doesn't lead, hinting at emotional resonance more than price impact.

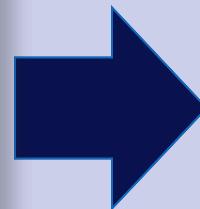
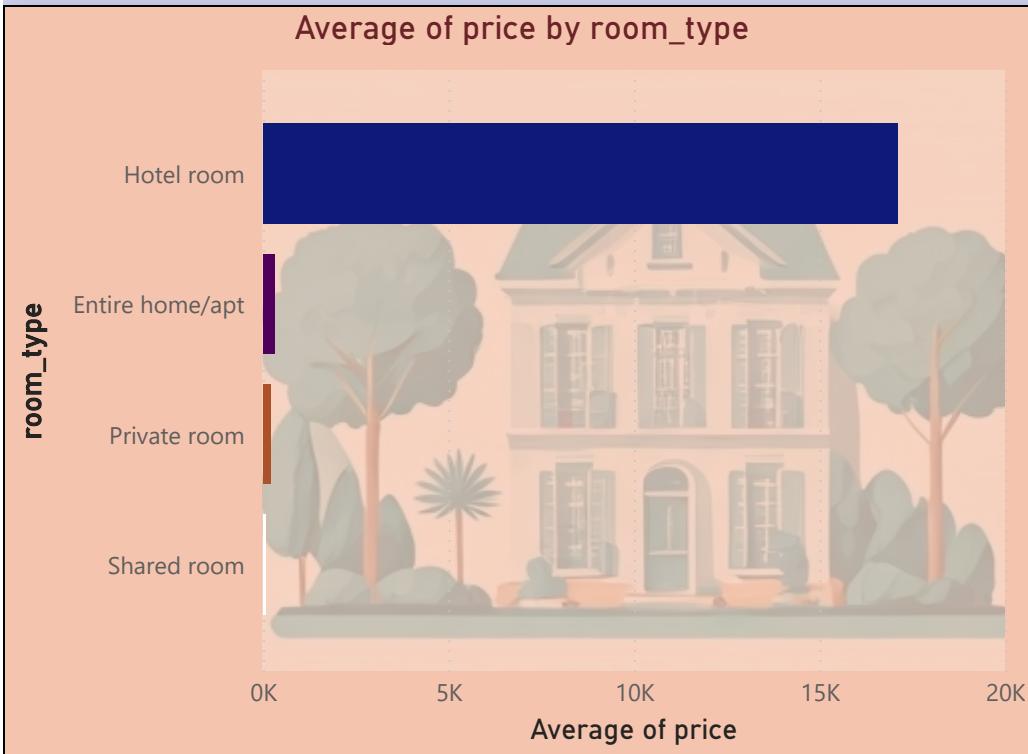
Graph 2 isolates "home away from home" across cities and price tiers. Moderate pricing wins again, and Los Angeles stands out with consistently high usage across all price points, possibly reflecting host behavior or guest expectations in that market.



# Room Types: A Closer View

*From Free to Fifty Grand: Mapping Hotel Price Volatility*

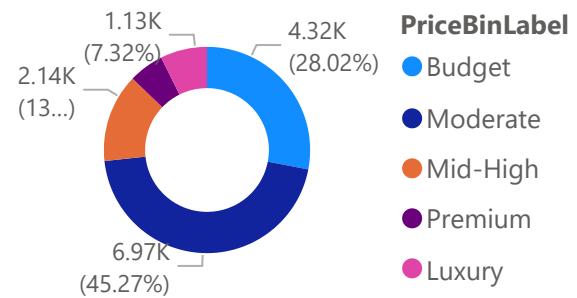
**The Hotel Room spike isn't just high,  
it is structurally dominant.  
This pricing cliff demands its own lens.**



Hotel listings dominate in volume, but their pricing is wildly inconsistent. A dense cluster of listings hovers below \$500, while luxury outliers spike at \$40K and \$50K. This bimodal shape reveals the need for segmented analysis, treating high-end hotels as a distinct category to preserve KPI clarity, which is on next card.

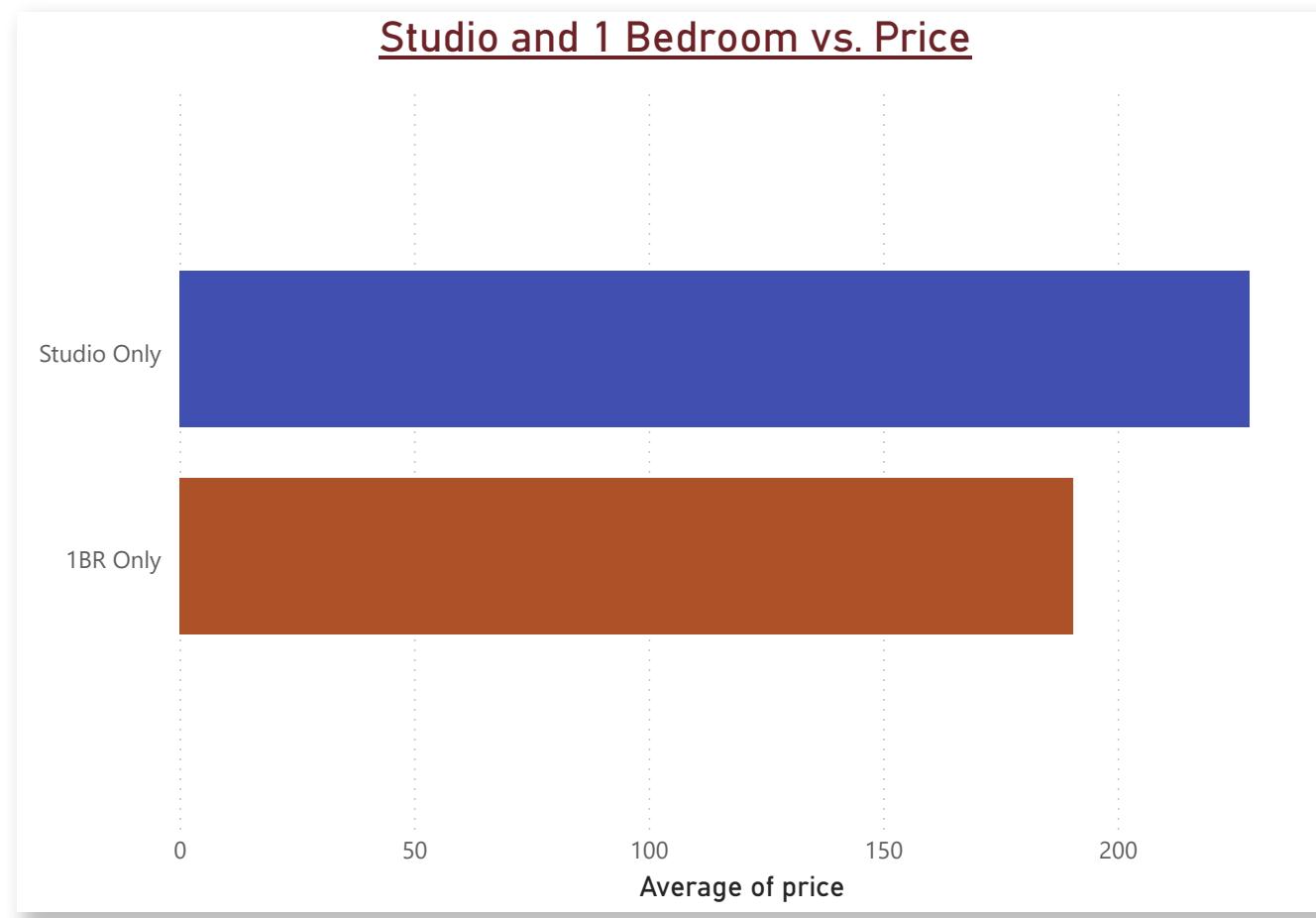


Studio Listings vs. Price Labels

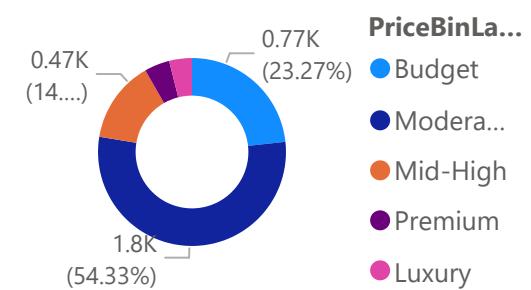


Studio	#Listing
False	125357
True	20158
<b>Total</b>	<b>145515</b>

### Studio and 1 Bedroom vs. Price



1 Bedroom Listings vs. Price Labels



1 Bedroom	#Listings
False	140111
True	5404
<b>Total</b>	<b>145515</b>