



CRETE

NEW AIRBNB HOSTS

Presented by Stephanie Ciaccia

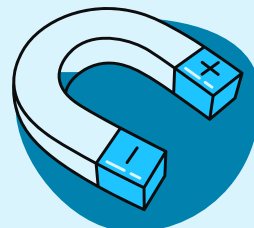
Agenda



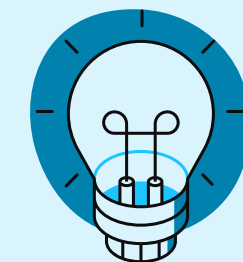
BUSINESS
PROBLEM



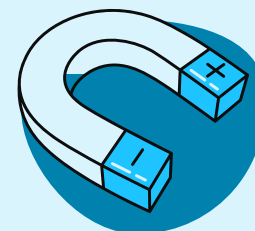
DATA
UNDERSTANDING



MODEL



RECOMMENDATIONS



CONCLUSIONS

Business Problem

As the high season approaches how can Crete residents improve their Airbnbs to get above a 4 star rating?



Data

SOURCES

- Inside Airbnb
 - Location: Crete
 - 30K Listings
 - 1Q Data - 2023

FEATURES

- Airbnb characteristics
 - Property type
 - Beds
 - Bedrooms
 - Pool
 - Views
- Price
- Location
- Airbnb basics



Machine Learning: Decision Tree

PERFORMANCE

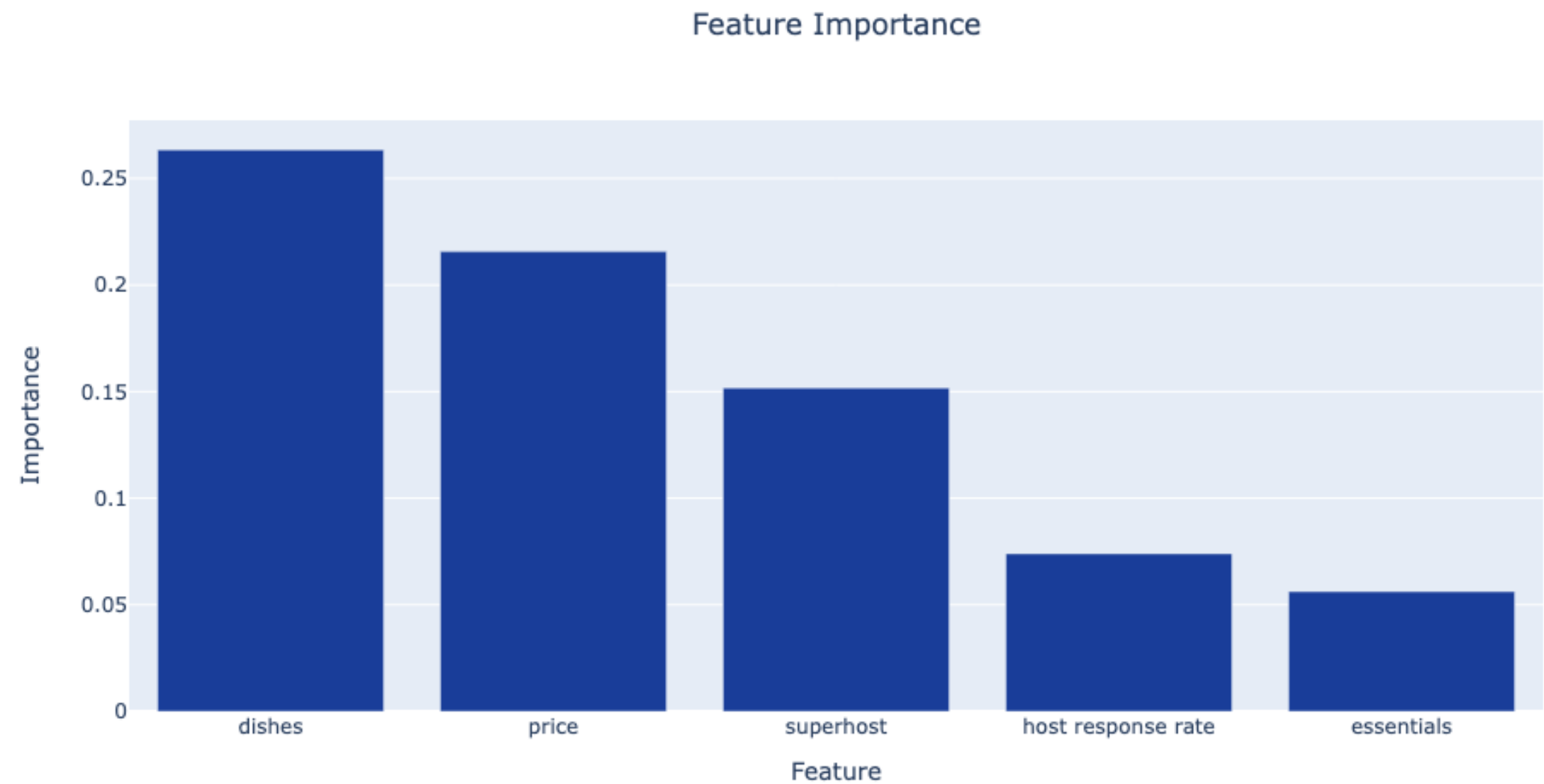
TARGET: RATING > 4 STARS

- CATEGORIES
 - RATING > 4 STARS
 - RATING < 4 STARS

PRECISION = .86%



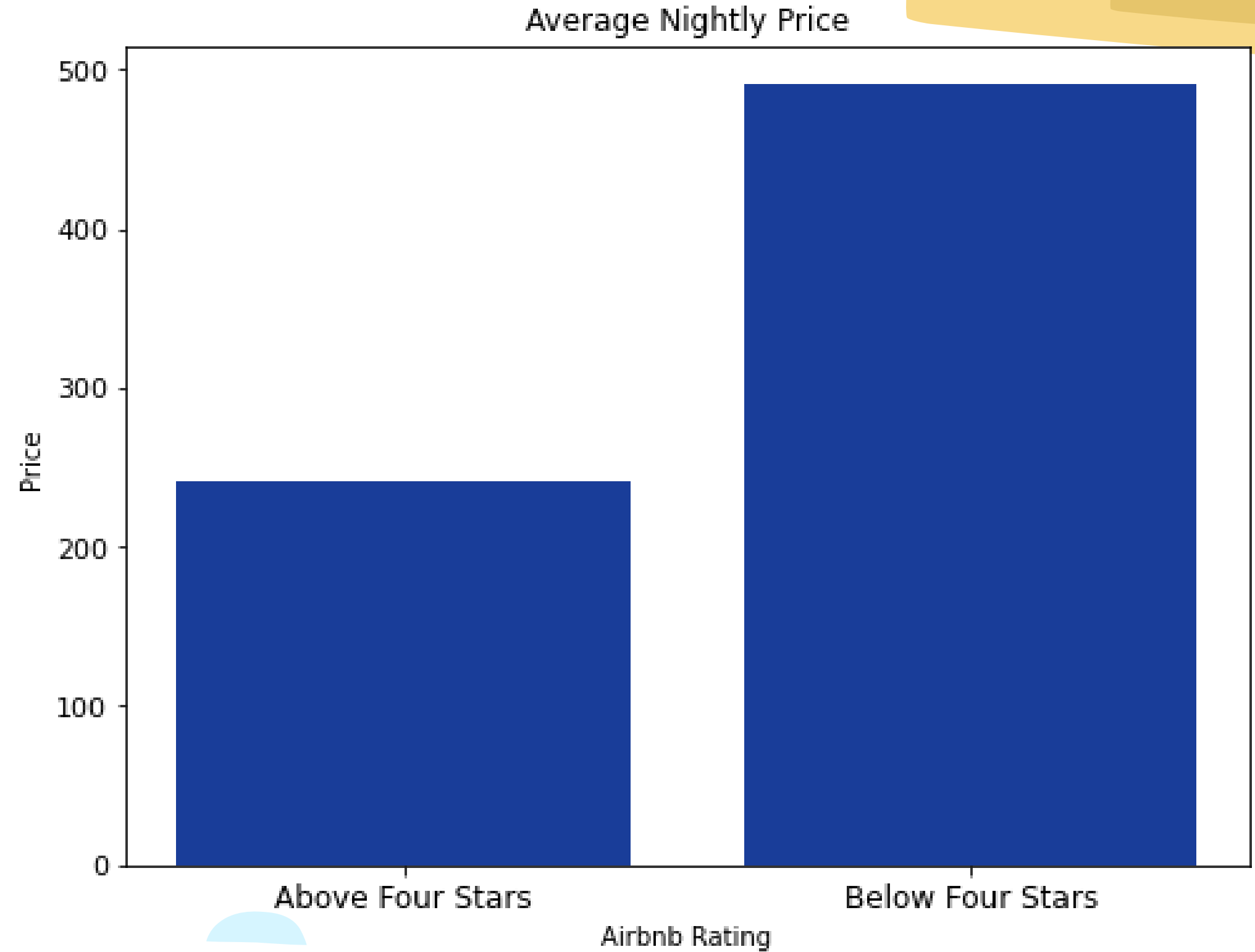
How to get a 4 star rating with no reviews?



Price

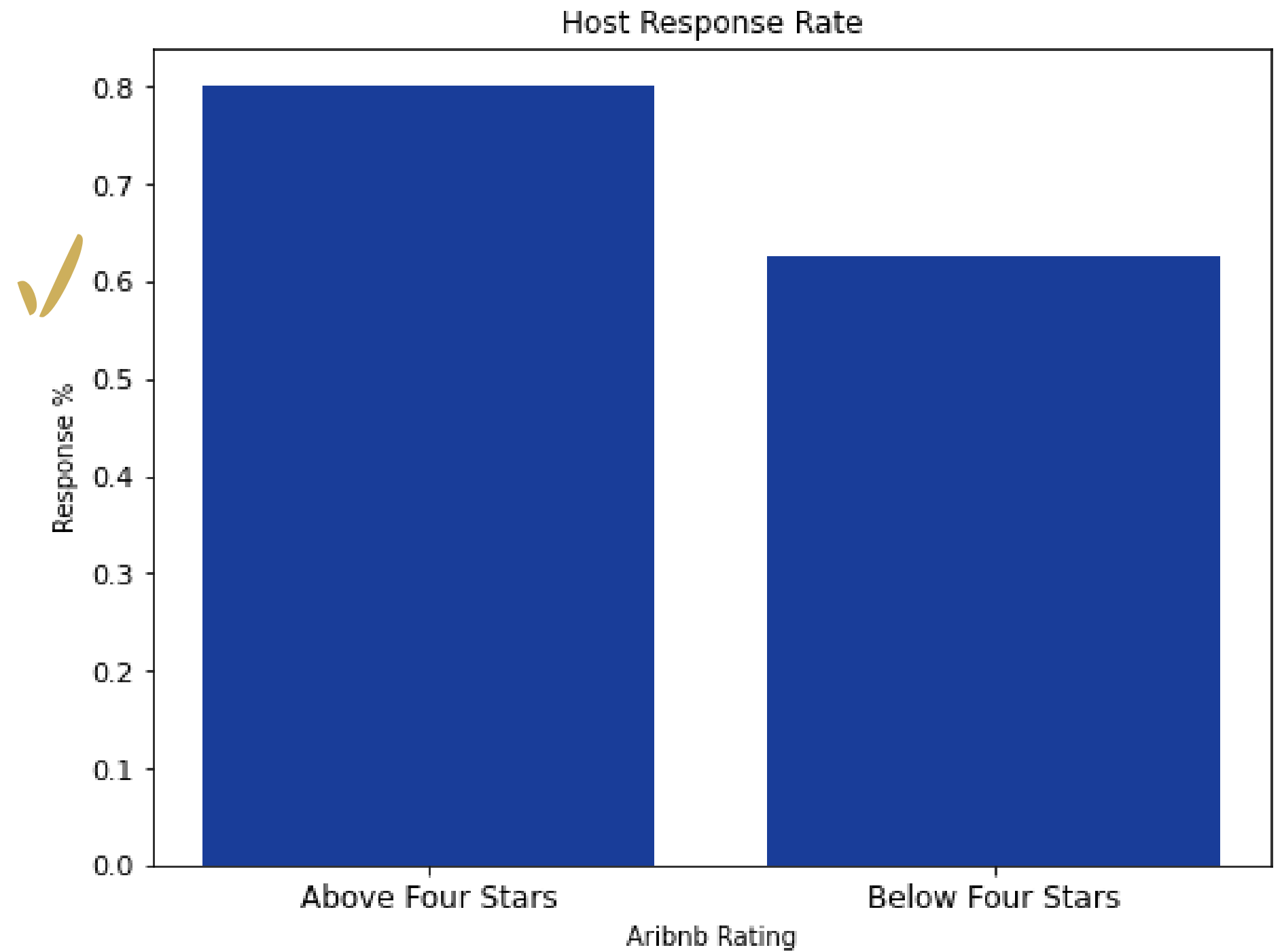
BE COMPETITIVE

- The average nightly cost for listings with four stars is almost 100% less





Response Rate



Amenities



ESSENTIALS

- Dishes
- Essentials
 - Toilet paper
 - Soap (for hands and body)
 - One towel per guest
 - One pillow per guest
 - Linens for each guest bed

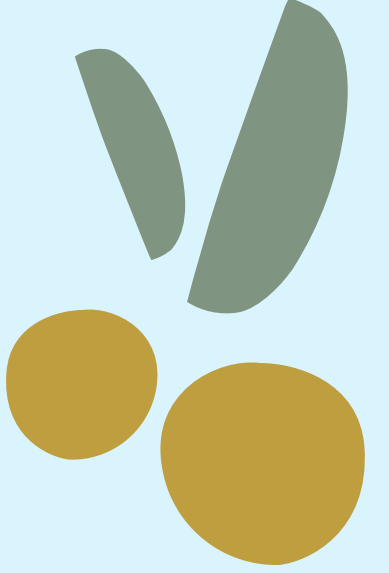


RECOMMENDATIONS

To get reviews you should:

- Price competitively
- Respond quickly
- Stock up on the amenities

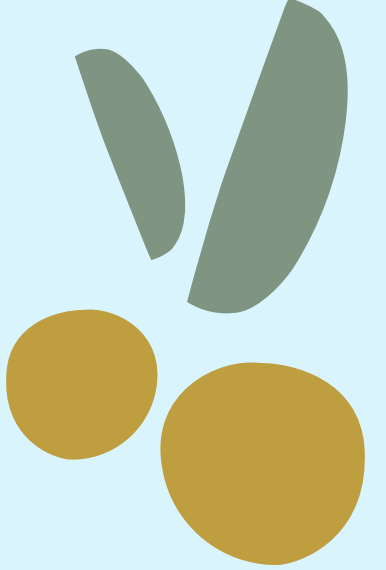




Q 1 AIRBNB PRESENTATION

QUESTIONS?





Q 1 AIRBNB PRESENTATION

**thank
you**

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