

Rental Property Performance

Total Customers

2222

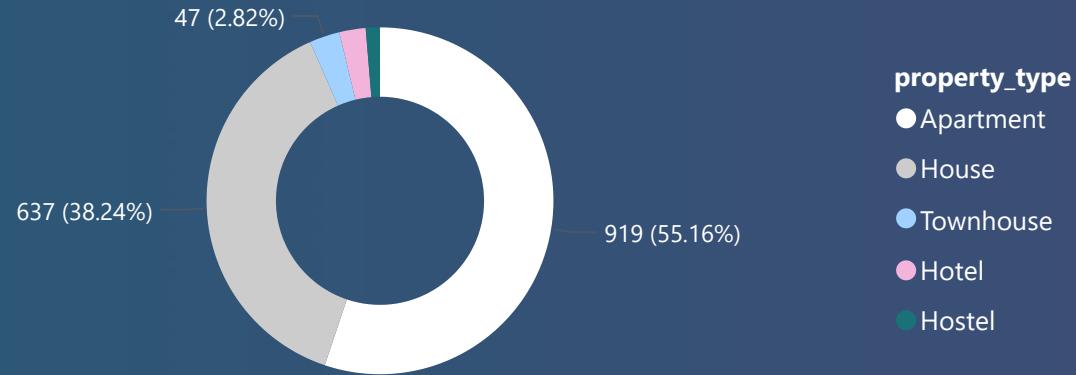
Total Revenue

506K

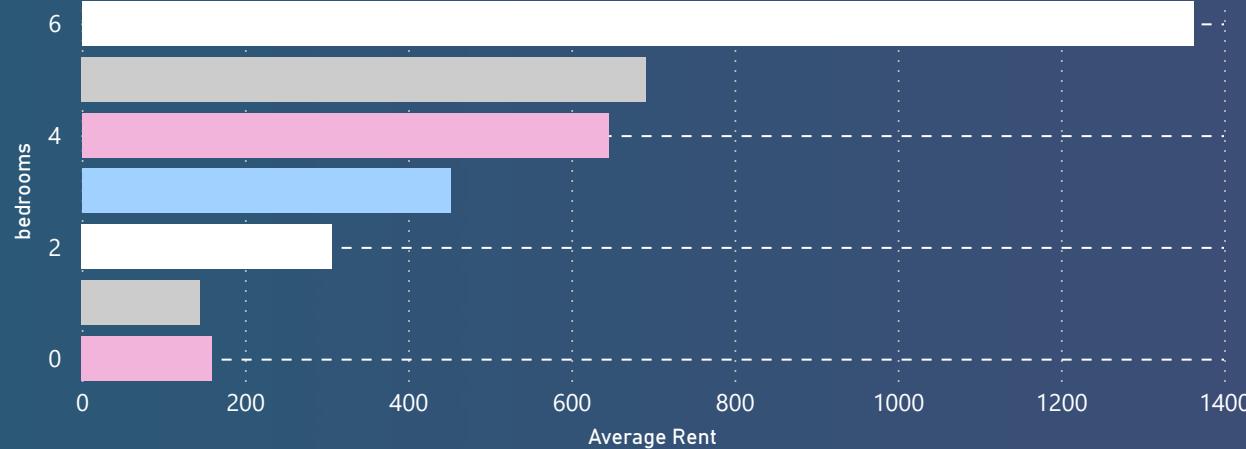
Average Rent

228

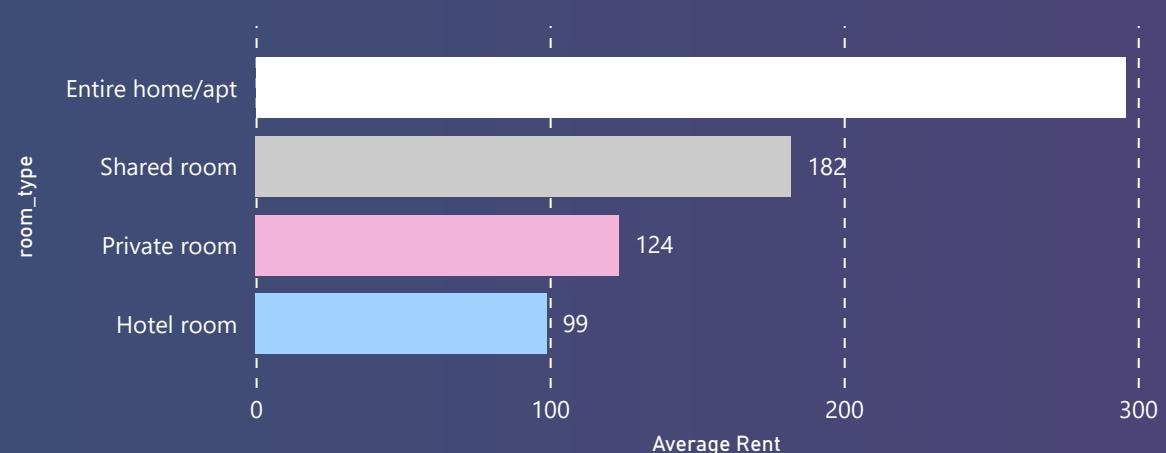
Property Type Distribution



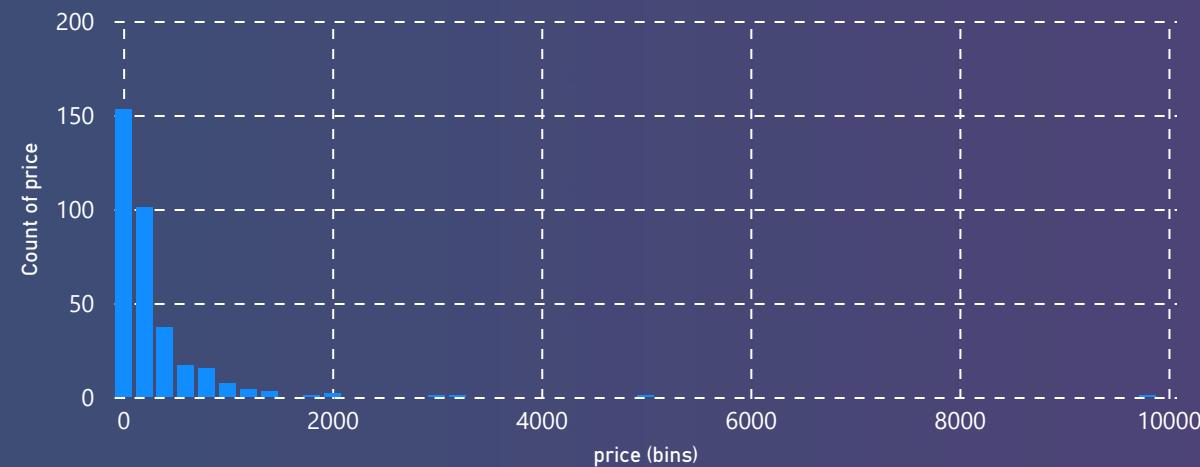
Average Rent by bedrooms



Average Rent by Room Types

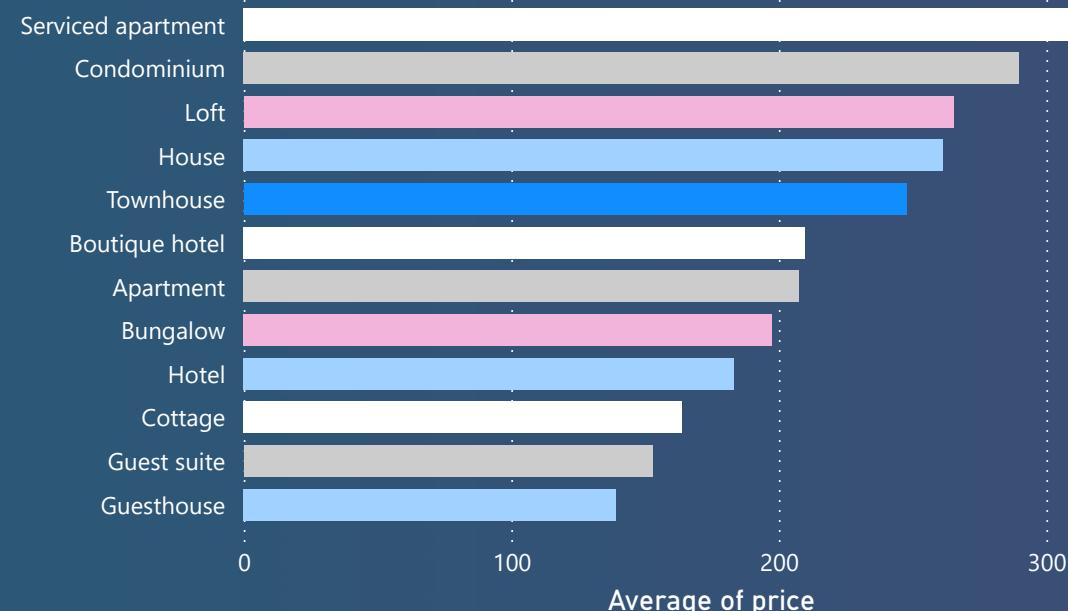


Rental Price Distribution



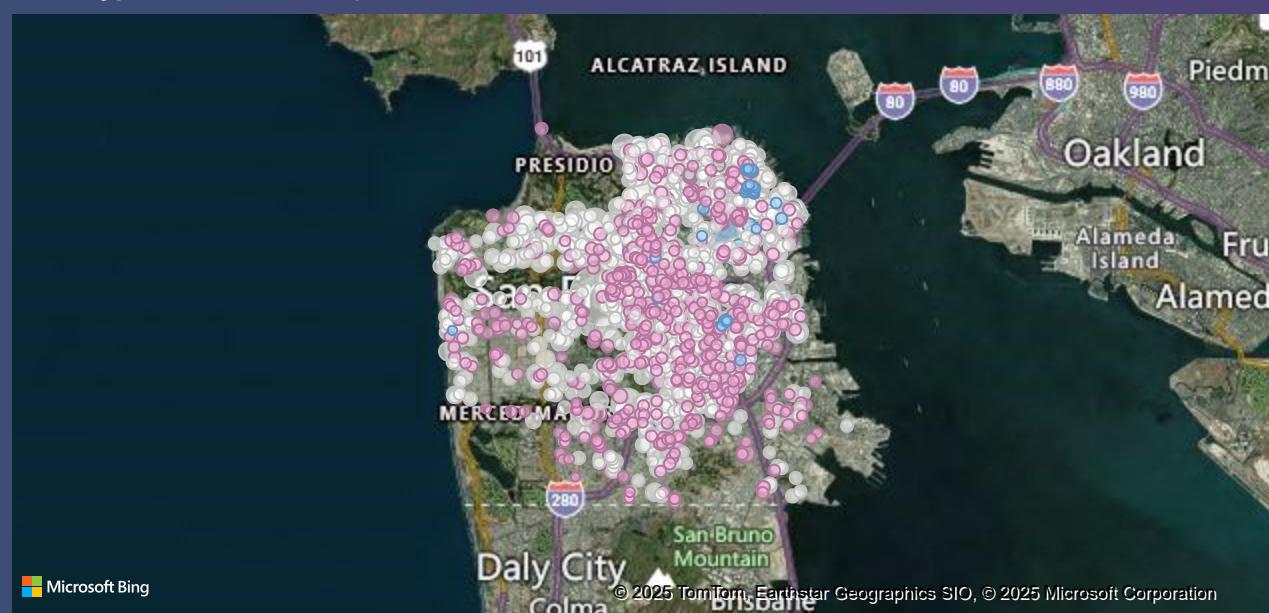
Average Price by Property Type

property_type



Geographical Distribution of Rental Properties

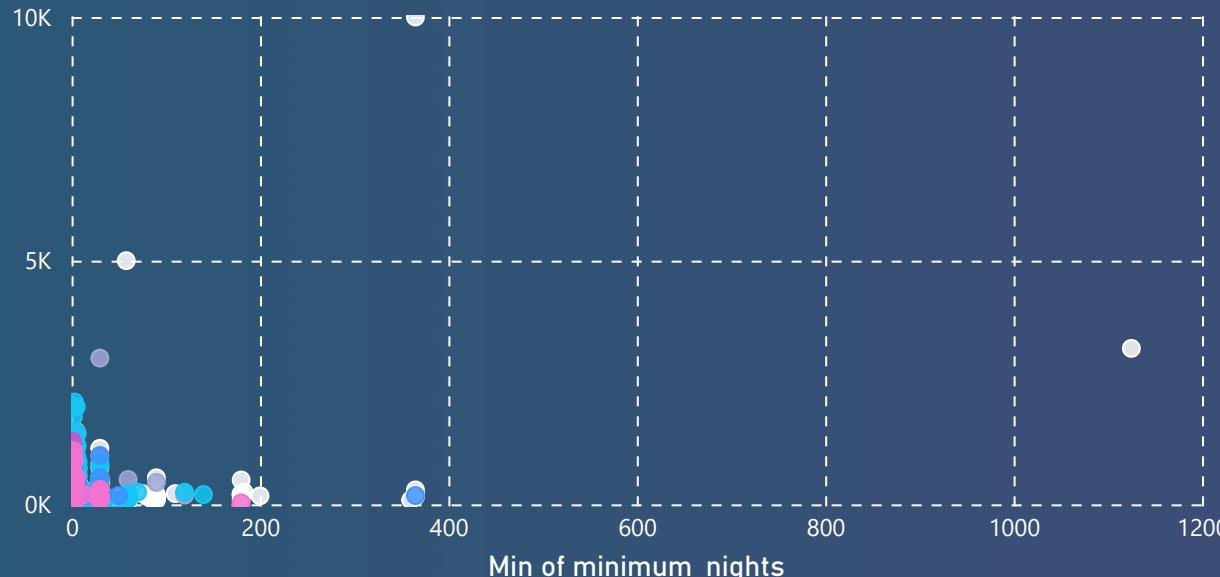
room_type ● Entire home/apt ● Hotel room ● Private room ● Shared room



Minimum Nights vs Price

property_type ● Apartment ● Bed and... ● Boutique... ● Bungalow ● Condo... ● Cottage ● Guest s... ▶

Sum of price



property_type

Apartment
Bed and breakfast
Boutique hotel

price

29
9999

room_type

Entire home/apt
Hotel room
Private room

minimum_nights

1
2
3

KEY INSIGHTS:

- **Apartments dominate** the listings, forming the largest property type.
- **Entire homes/apartments** are the most preferred room type.
- **Most prices fall between \$50–\$250**, as seen in the histogram.
- **4+ bedroom properties** show significantly higher average rent.
- **Minimum nights and price have weak correlation**, indicating flexible host rules.
- **Rental hotspots** are concentrated in central & tourist-heavy areas.

RECOMMENDATIONS:

- Focus on **optimizing apartment & entire-home listings** to match demand.
- Use **competitive pricing in the \$100–\$300 range** to maximize bookings.
- Encourage hosts to **expand multi-bedroom listings** for higher revenue.
- Standardize **minimum stay durations (2–3 nights)** for better occupancy.
- Target **underrepresented areas** to capture new market opportunities.
- Segment customers using slicers for **tailored pricing & marketing** strategies.

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