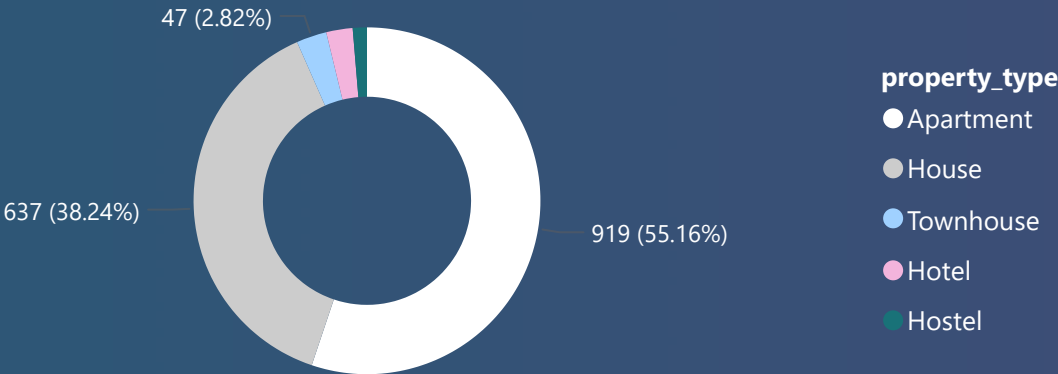


Rental Property Performance

Property Type Distribution

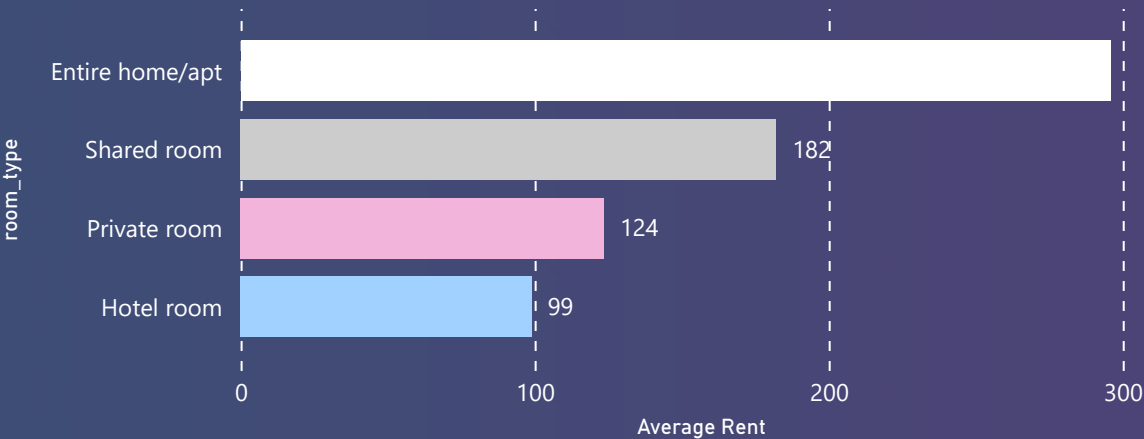


Total Customers
2222

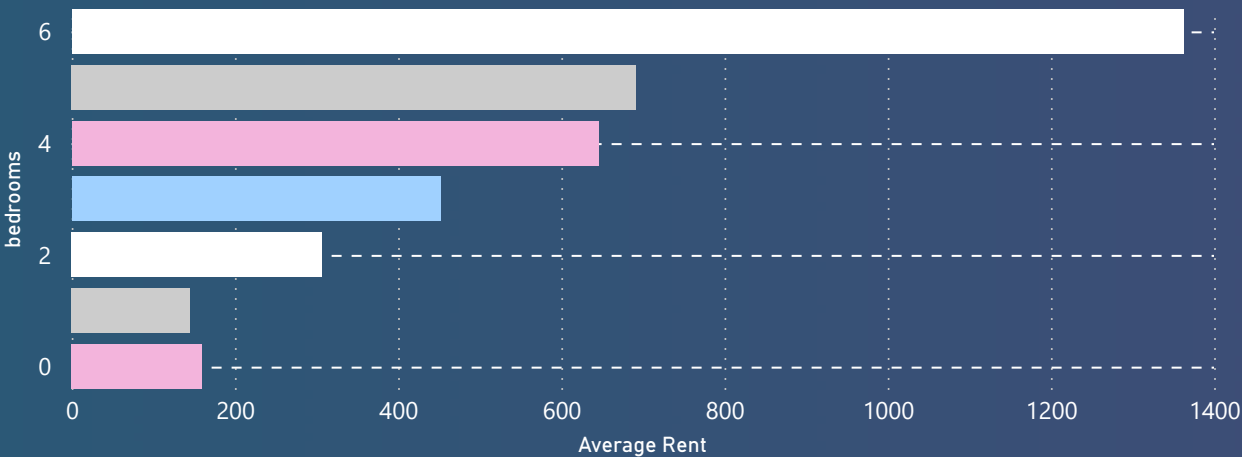
Total Revenue
506K

Average Rent
228

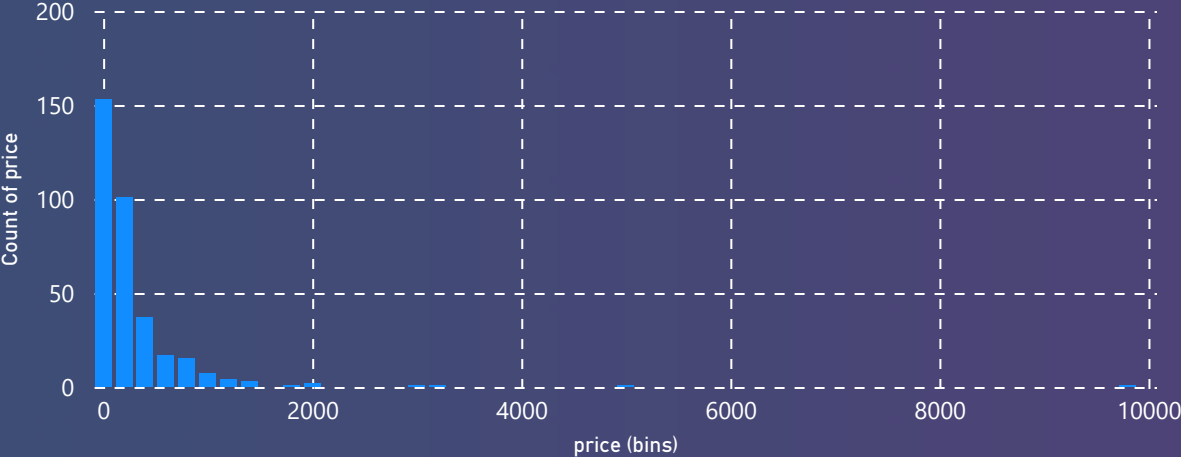
Average Rent by Room Types



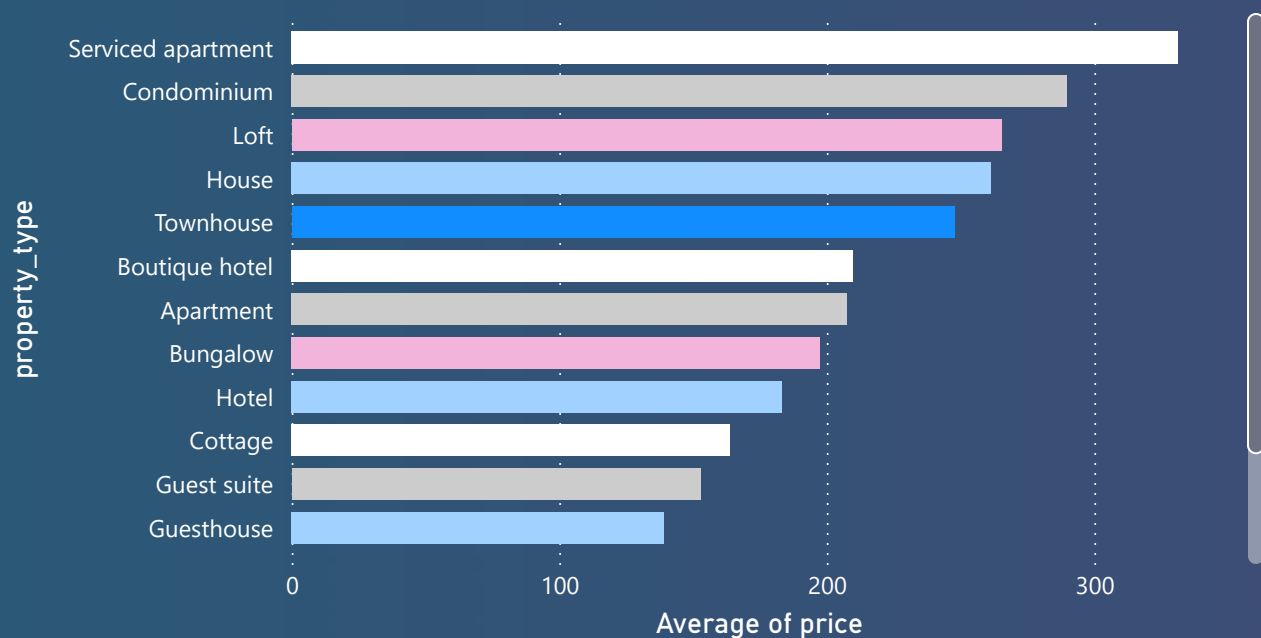
Average Rent by bedrooms



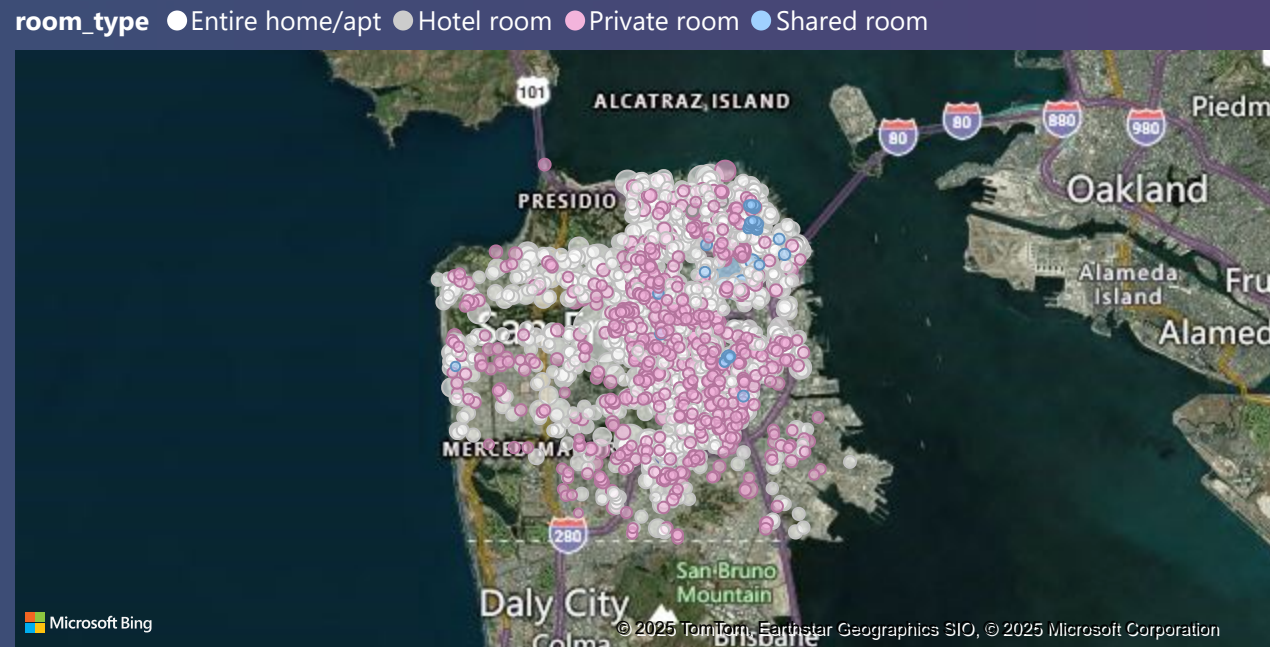
Rental Price Distribution



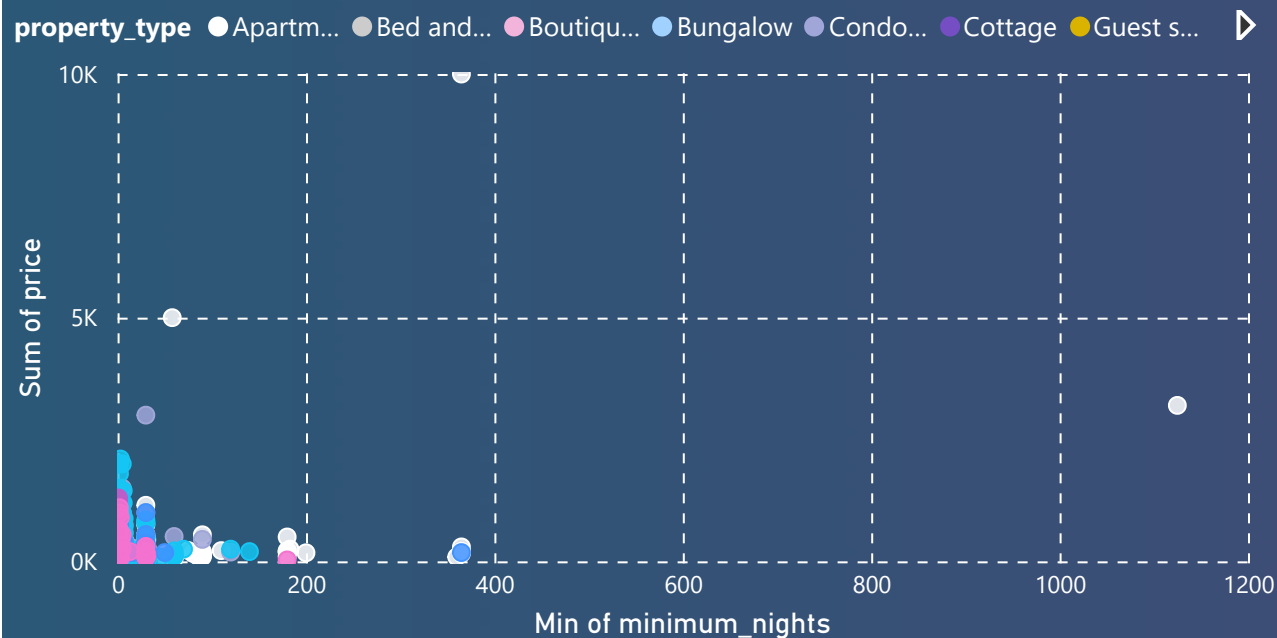
Average Price by Property Type



Geographical Distribution of Rental Properties



Minimum Nights vs Price



property_type

- Apartment
- Bed and breakfast
- Boutique hotel

room_type

- Entire home/apt
- Hotel room
- Private room

price



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.