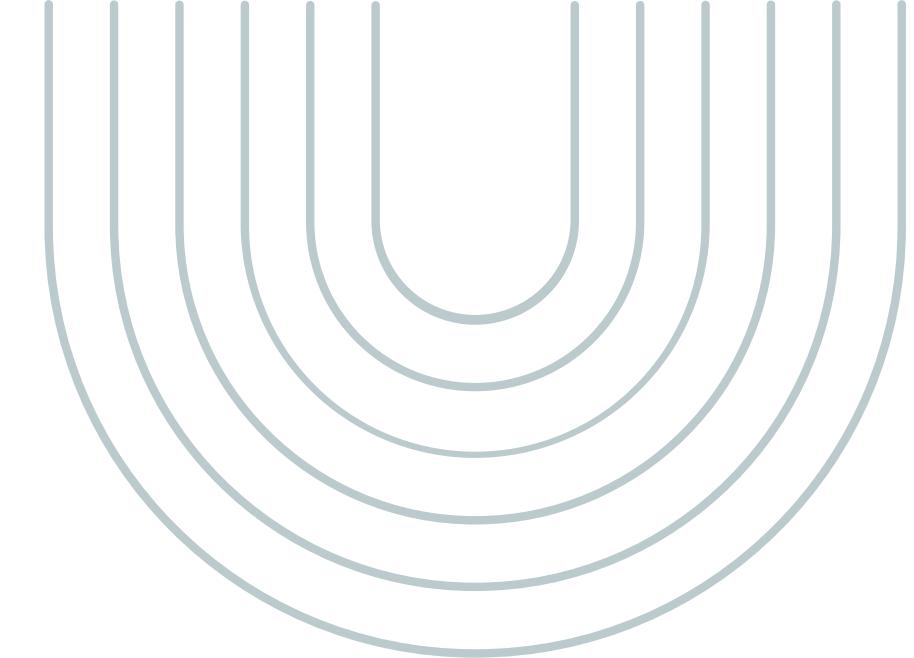
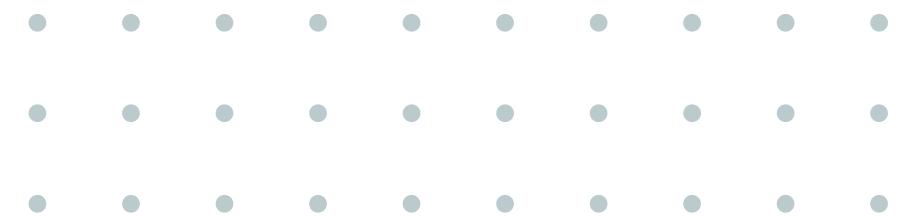


# HOTEL AGGREGATOR

*Analysis*  
*Sabin Thapa*  
*Mentorness*



- 01. GRAPHICAL INSIGHTS**
- 02. PRICING AND AVAILABILITY ANALYSIS**
- 03. HOST PERFORMANCE ANALYSIS**
- 04. REVIEW SCORES AND GUEST SATISFACTION ANALYSIS**
- 05. PROPERTY TYPE AND ROOM ANALYSIS**



**TABLE OF  
CONTENT**

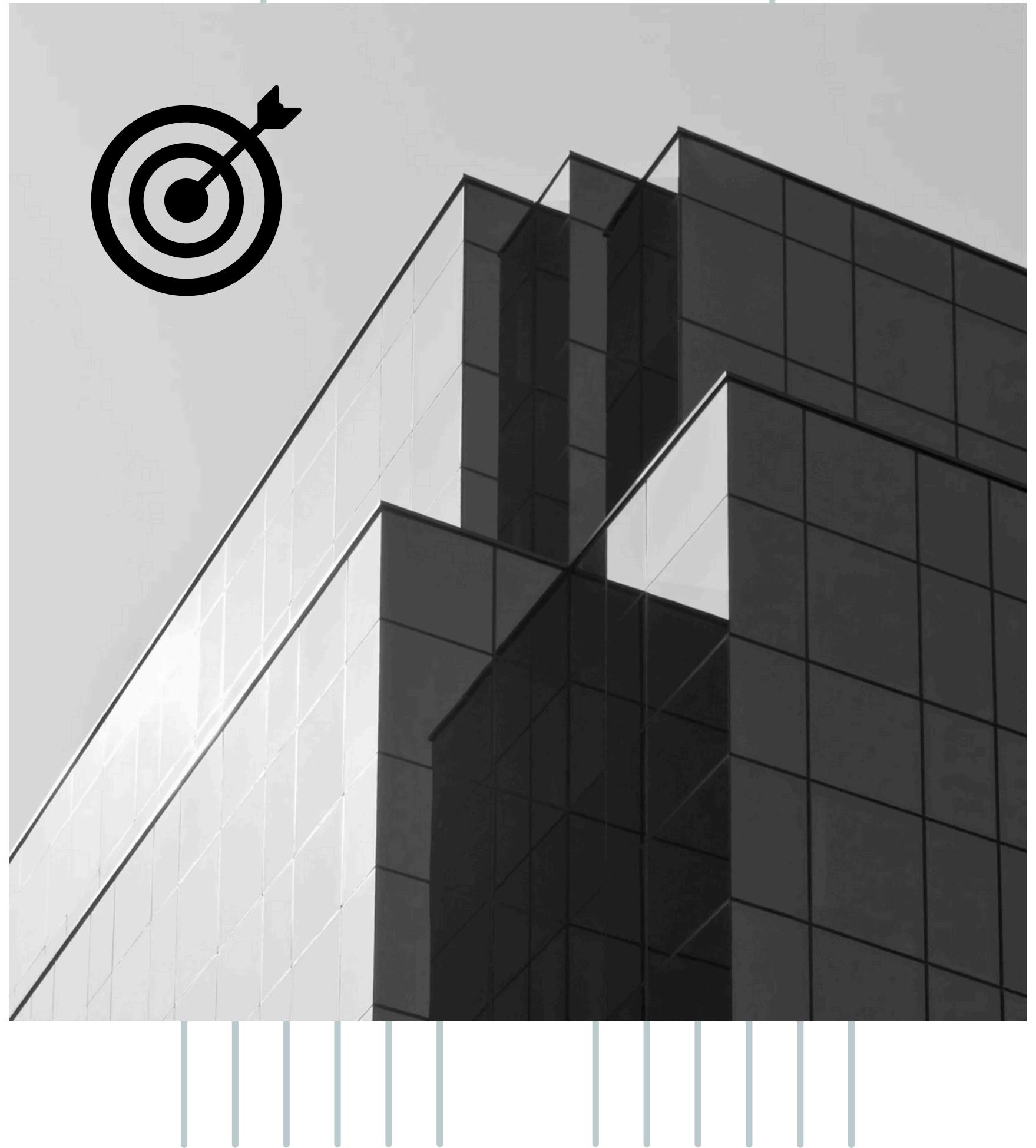
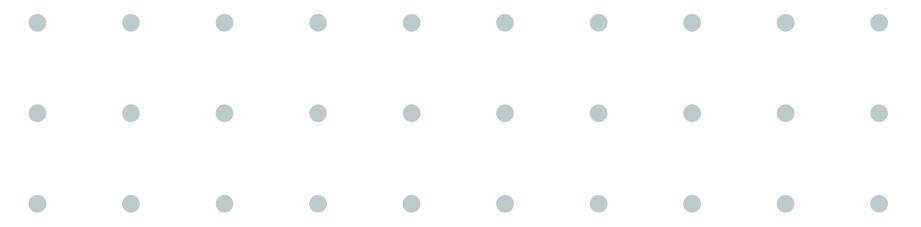
# PROBLEM STATEMENT

The goal of this project is to conduct data analysis of a hotel aggregator dataset using Power BI, with the objective of creating comprehensive visualizations that illuminate trends, patterns, and factors influencing listing performance. The dataset includes various attributes such as pricing, availability, host characteristics, review scores, and other relevant information. Various key metrics are to be explored to derive actionable insights aimed at improving the overall quality and competitiveness of the hotel listings on the aggregator platform



# OBJECTIVES

1. Geographical Insights
2. Pricing and Availability Analysis
3. Host Performance
4. Review Scores and Guest Satisfaction
5. Property Type and Room Analysis



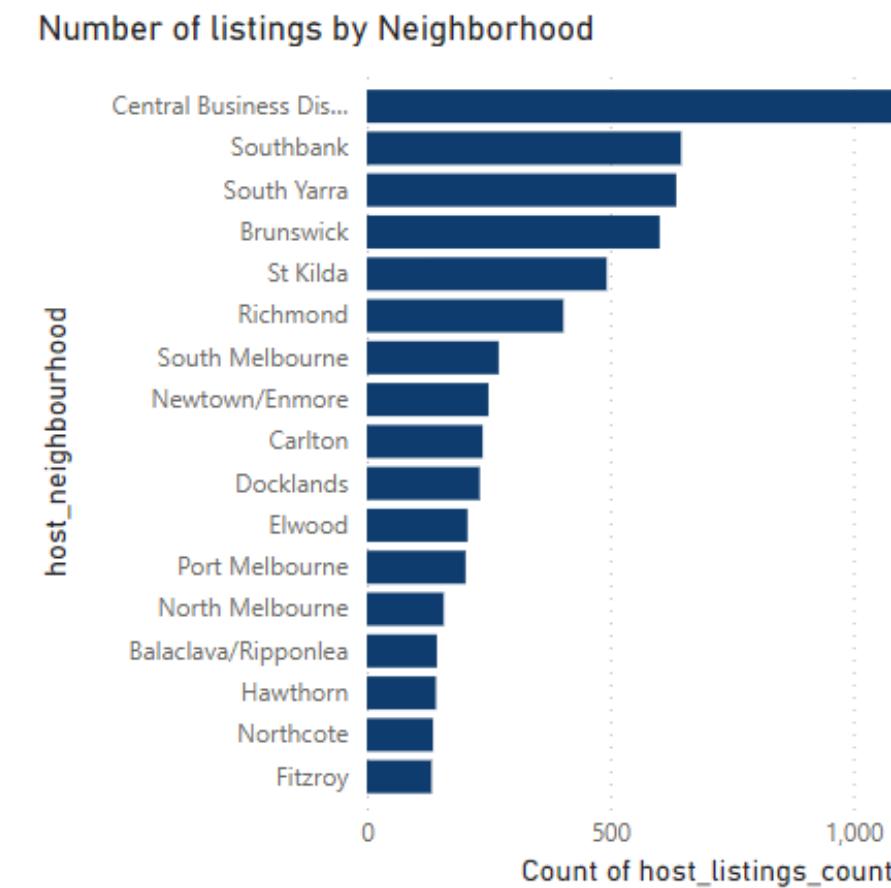
# BEFORE WE START

Removing some columns,  
duplicated rows, and  
splitting columns

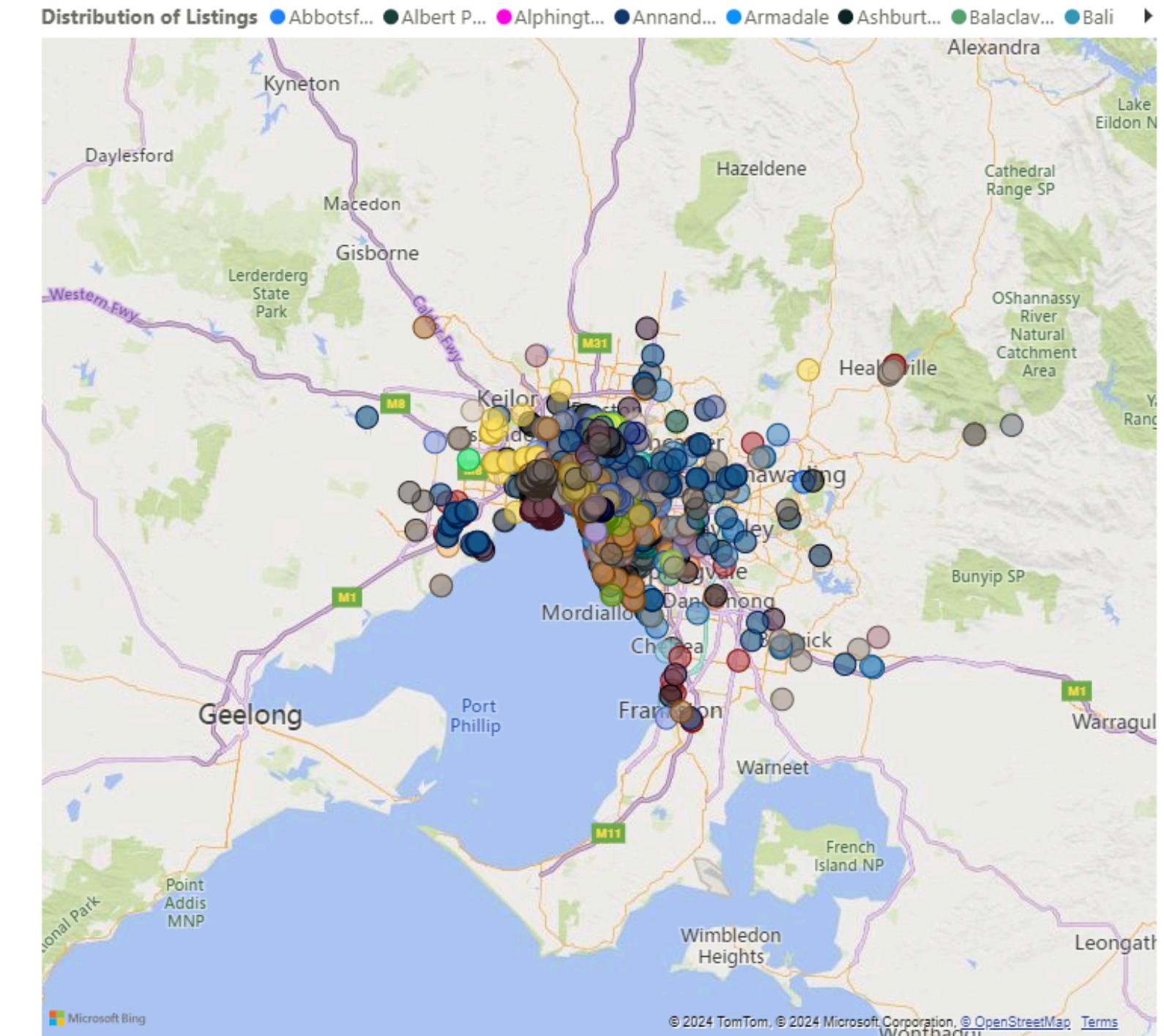
The screenshot shows a Microsoft Power BI Data Editor window. The main area displays a table with 24 rows and 6 columns. The columns are labeled: id, scrape\_id, last\_scraped, source, name, and description. The 'source' column contains values like 'previous scrape' and 'city scrape'. The 'description' column contains detailed rental descriptions. A 'Query Settings' pane on the right shows various applied steps such as Promoted Headers, Changed Type, and Removed Columns. The bottom left corner of the editor window indicates '9MNS, 999+ ROWS - Column profiling based on top 1000 rows'.

# GRAPHICAL INSIGHTS

- Visualizing the distribution of hotel listings in the dataset
- Exploring where listings are concentrated

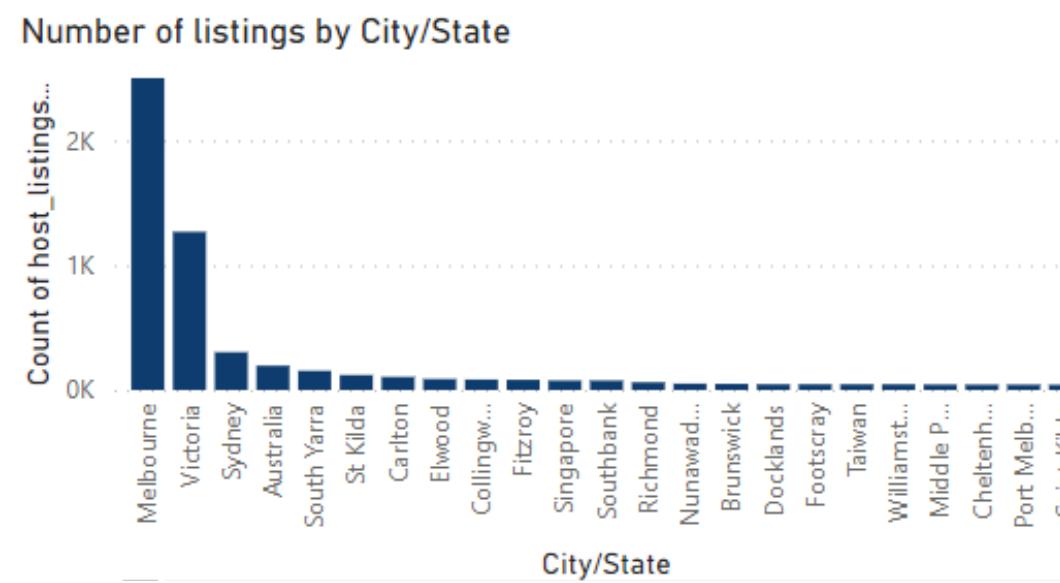


Distribution of listing count by neighborhood



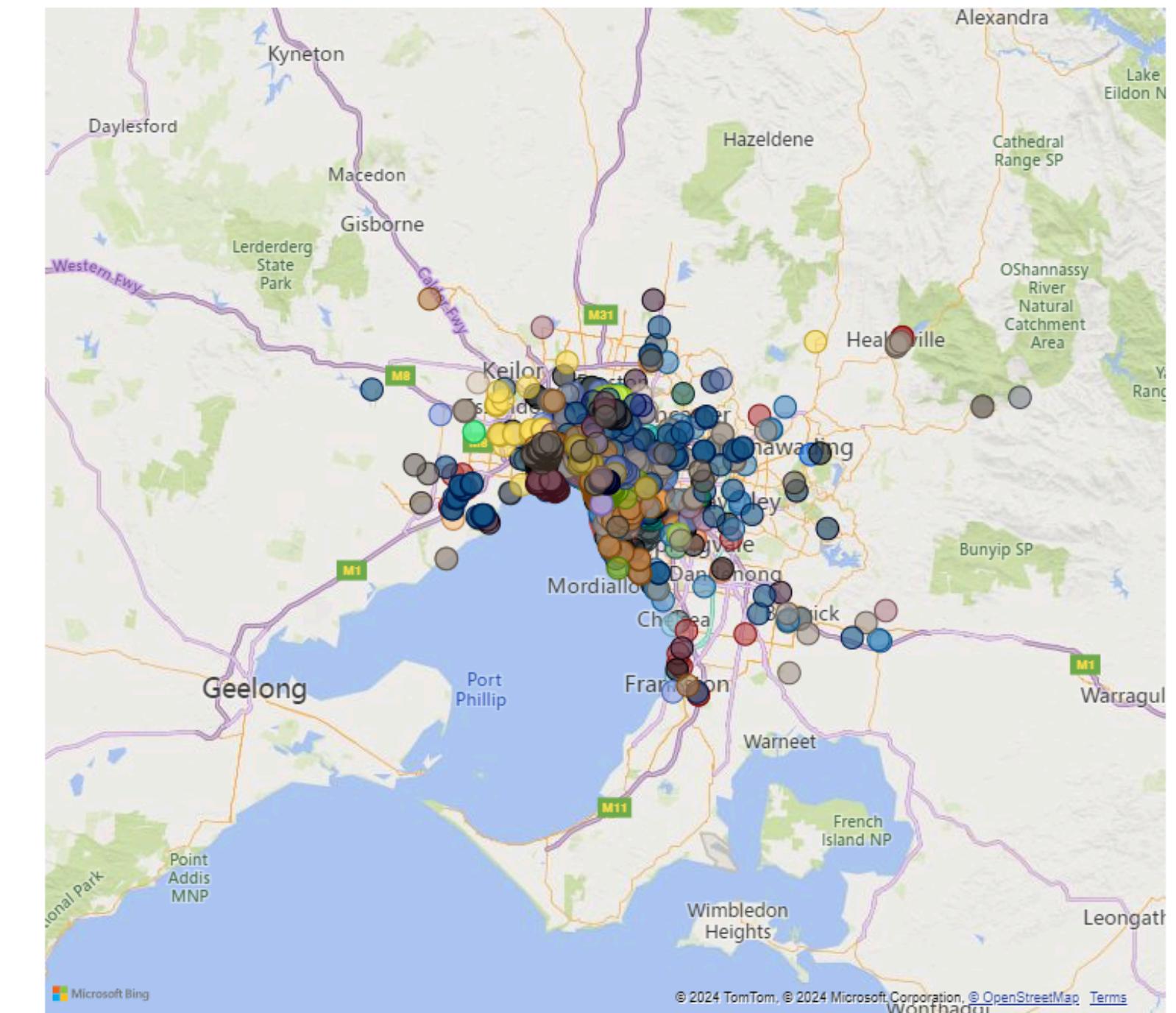
# GRAPHICAL INSIGHTS

- Visualizing the distribution of hotel listings in the dataset
- Exploring where listings are concentrated



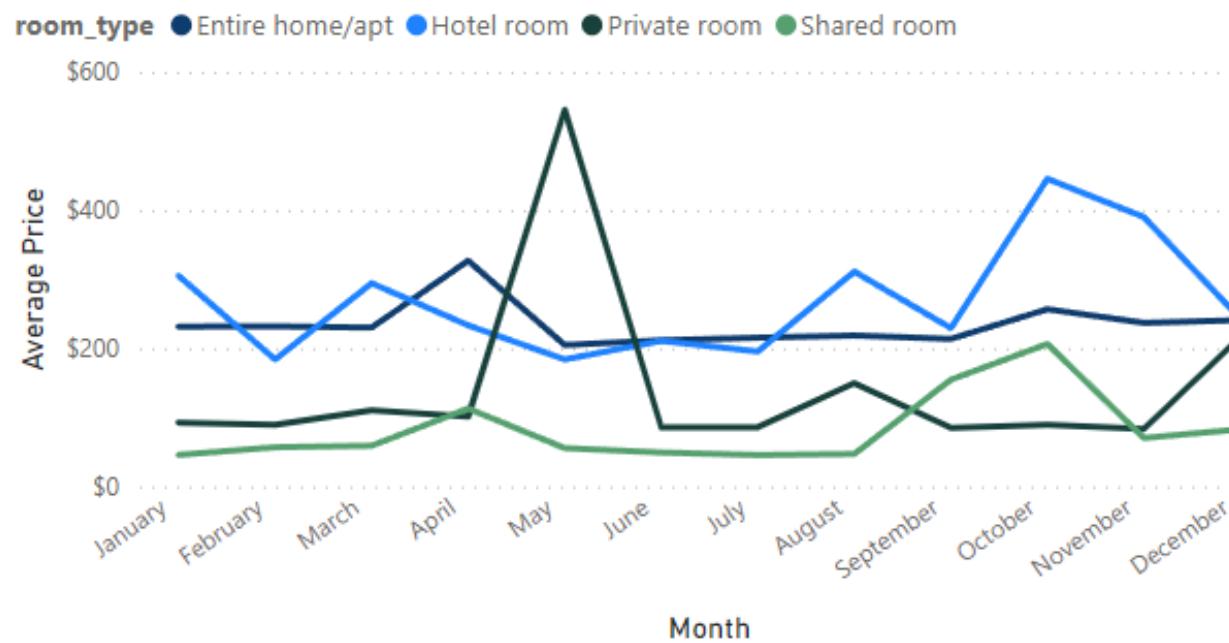
Distribution of listing count by neighborhood

Distribution of Listings ● Abbotsf... ● Albert P... ● Alphingt... ● Annand... ● Armadale ● Ashbur... ● Balaclav... ● Bali

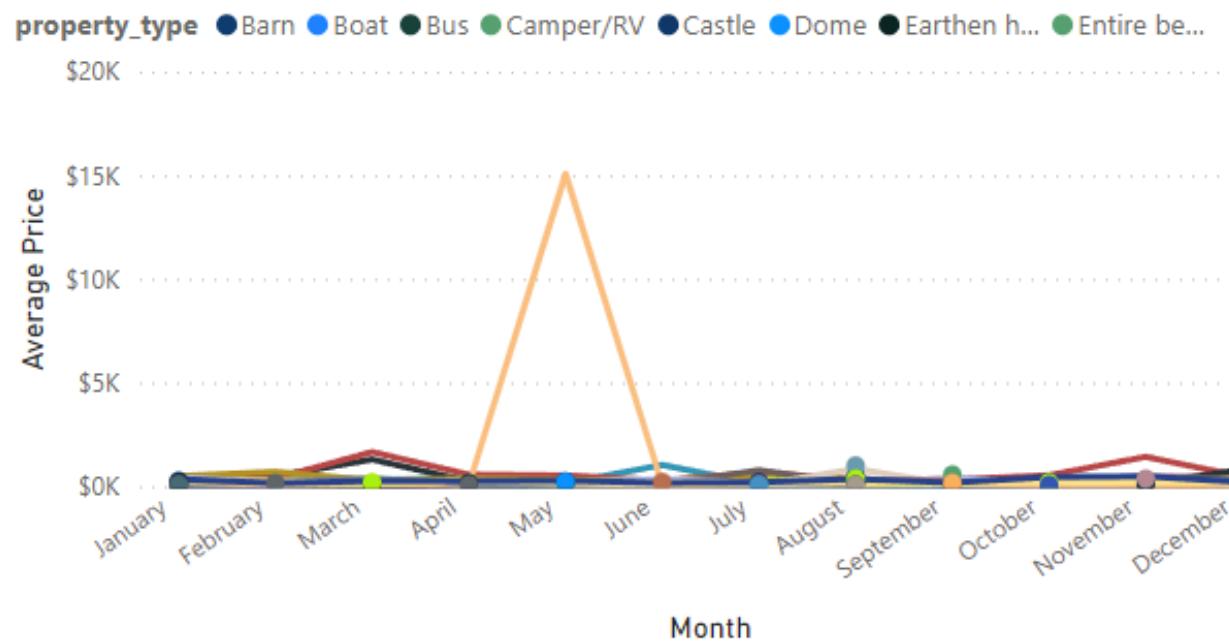


# PRICING AND AVAILABILITY ANALYSIS

Average Price by Room Type



Average Price by Property Type



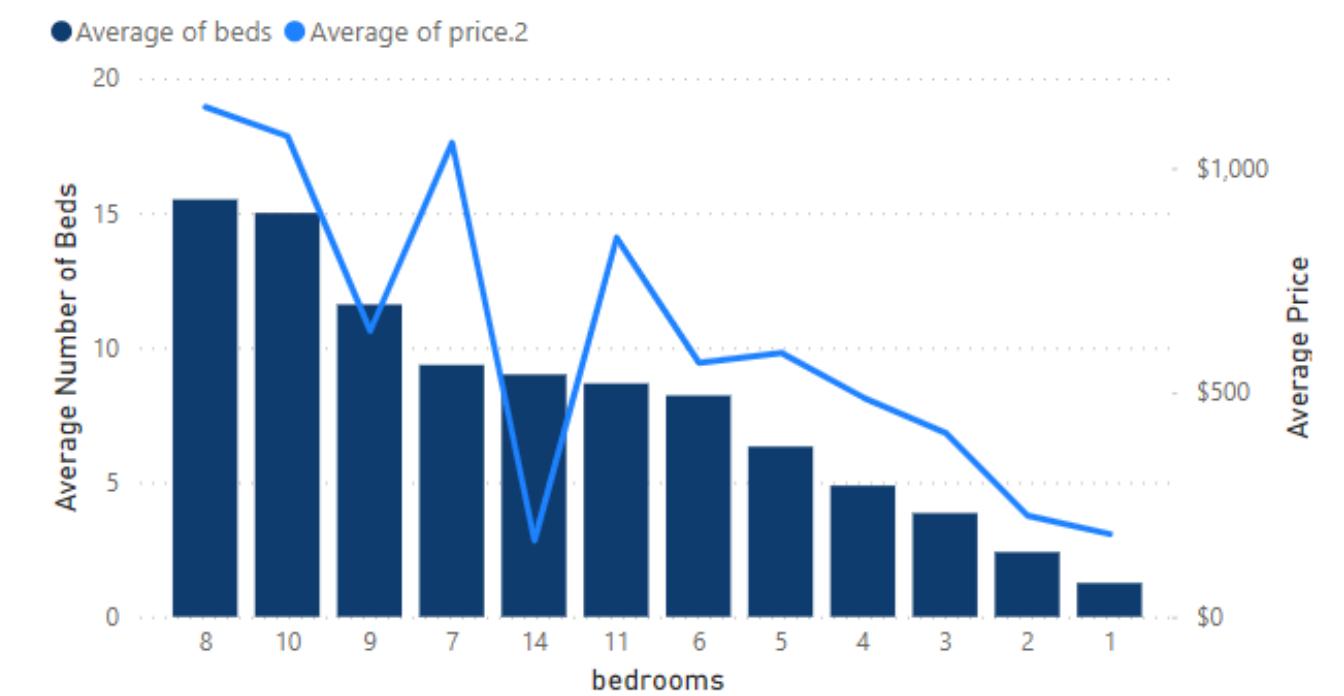
property\_type

- Barn
- Boat
- Bus
- Camper/RV

room\_type

- Entire home/apt
- Hotel room
- Private room
- Shared room

Average Number of Beds in Bedrooms

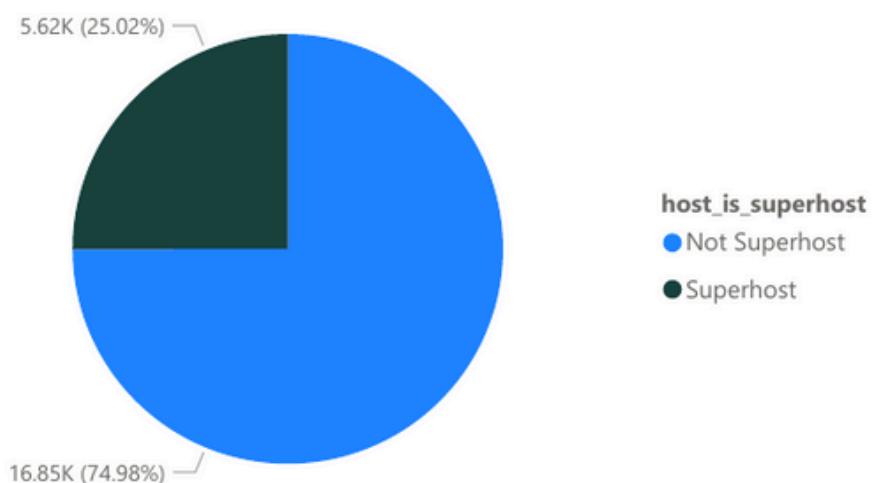


Analyzing pricing trends based on property, and room types, along with accommodation capacity

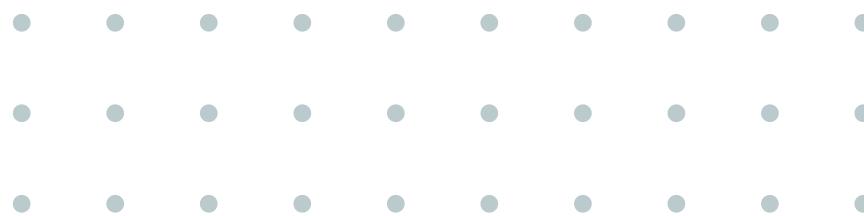
# HOST PERFORMANCE ANALYSIS

host_name	First host_identity_verified	host_is_superhost	host_response_rate	host_response_time	host_acceptance_rate	Average of host_total_listings_count	verification_methods
(Maria) ANNA	Yes	Not Superhost	100%	within a few hours	79%	1.00	['email', 'phone']
360 (Hidden By Airbnb)	Yes	Not Superhost	100%	within an hour	97%	176.00	['email', 'phone']
A	Yes	Not Superhost	N/A	N/A	N/A	2.00	['phone']
A&E	Yes	Superhost	100%	within an hour	96%	7.00	['email', 'phone']
Aaron	No	Not Superhost	0%	a few days or more	0%	1.00	['email', 'phone']
Aaron	Yes	Not Superhost	100%	within an hour	92%	2.00	['email', 'phone']
Aaron	Yes	Not Superhost	100%	within an hour	98%	1.00	['email', 'phone']
Aaron	Yes	Not Superhost	100%	within an hour	99%	114.00	['email', 'phone']
Aaron	No	Not Superhost	N/A	N/A	N/A	1.25	['email', 'phone']
Aaron	No	Not Superhost	N/A	N/A	N/A	1.00	['phone']
Aaron	Yes	Superhost	100%	within an hour	100%	1.50	['email', 'phone']
Aaron	Yes	Superhost	100%	within an hour	88%	3.00	['email', 'phone']
Aaron	Yes	Superhost	100%	within an hour	98%	1.00	['email', 'phone']
Aaron And Olivia	Yes	Not Superhost	100%	within an hour	100%	1.00	['email', 'phone']
Aarti	No	Not Superhost	N/A	N/A	N/A	1.00	['email', 'phone']
<b>Total</b>	<b>No</b>					<b>49.07</b>	

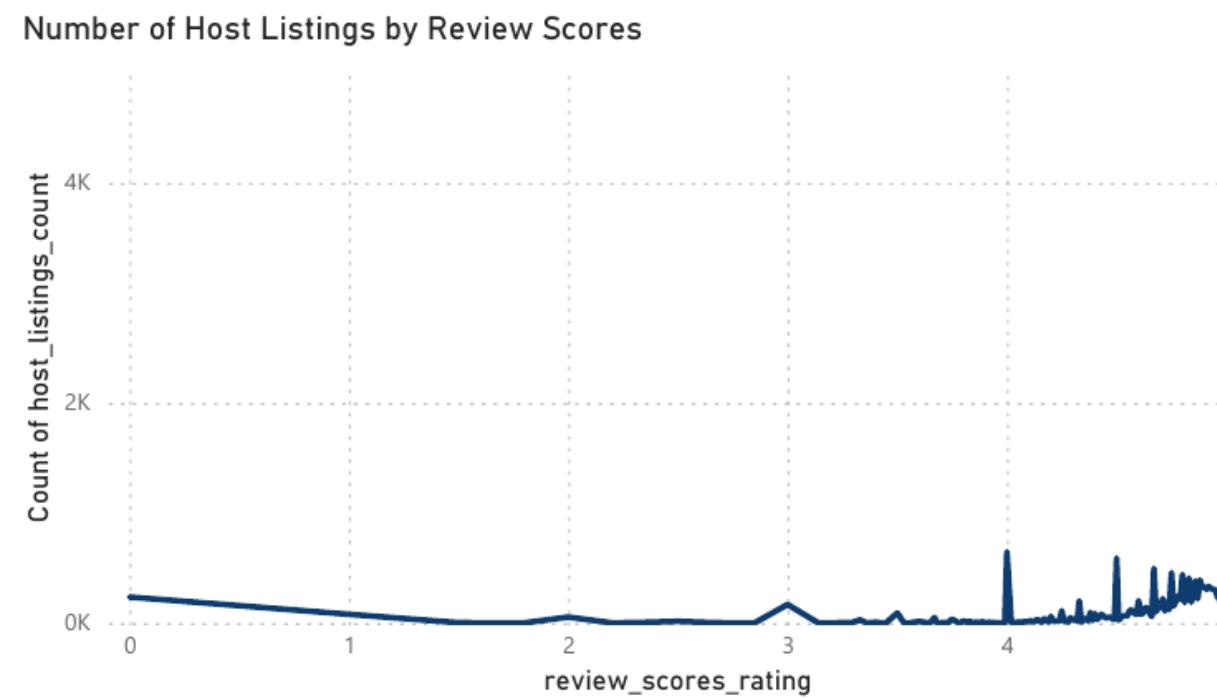
Distribution of Superhosts, and Non-superhosts



Analyzing host characteristics, superhost status, and more



# REVIEW SCORES AND GUEST SATISFACTION ANALYSIS



Location Review

**4.82**

Check In Review

**4.78**

Value for Money Review

**4.66**

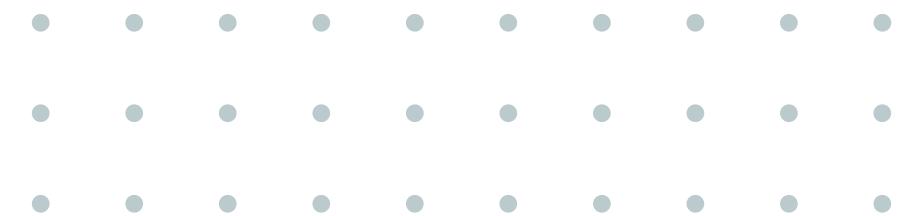
Cleanliness Review

**4.66**

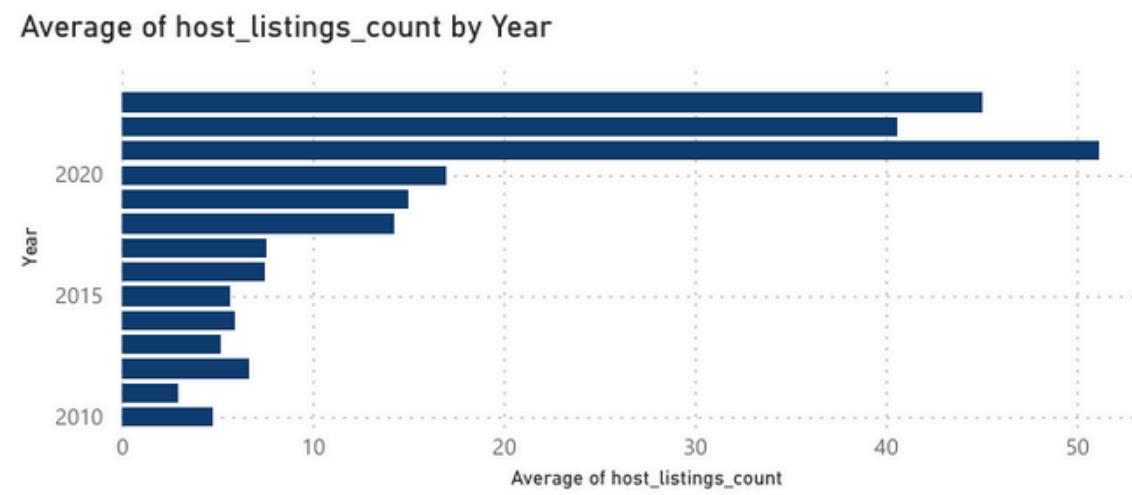
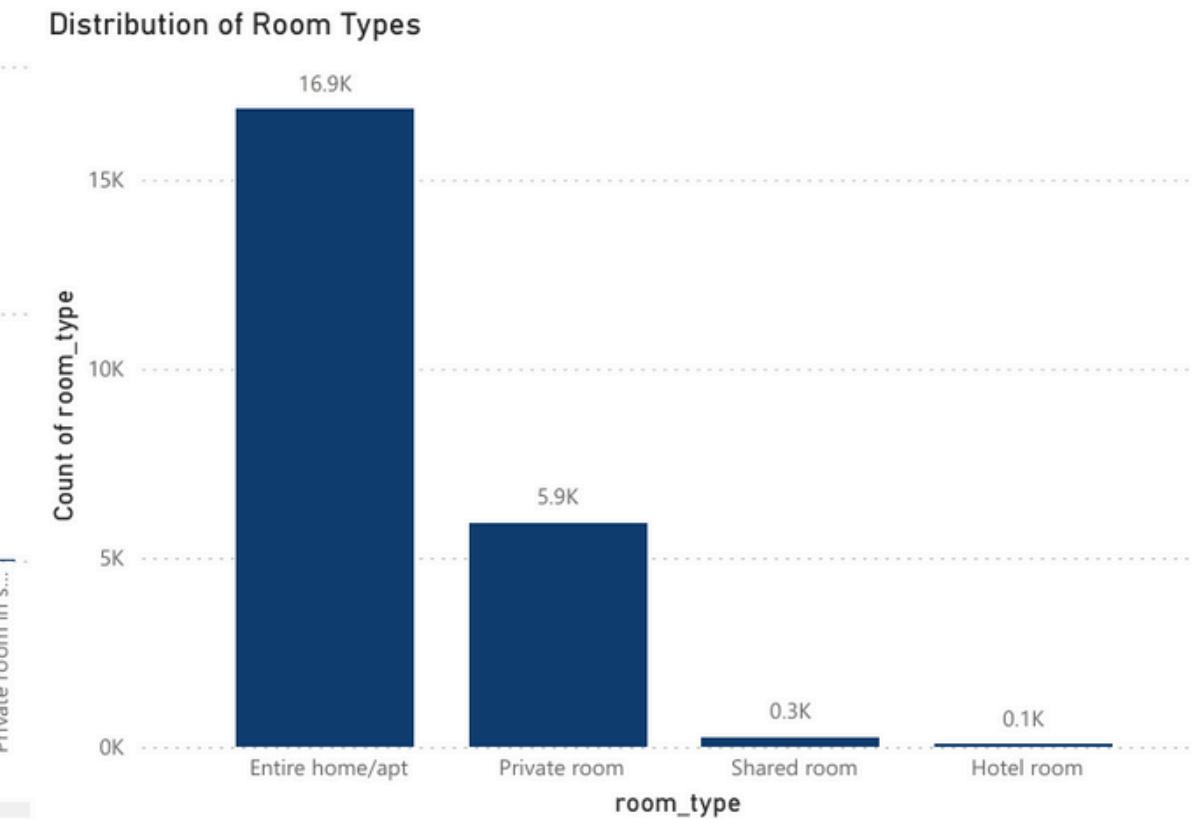
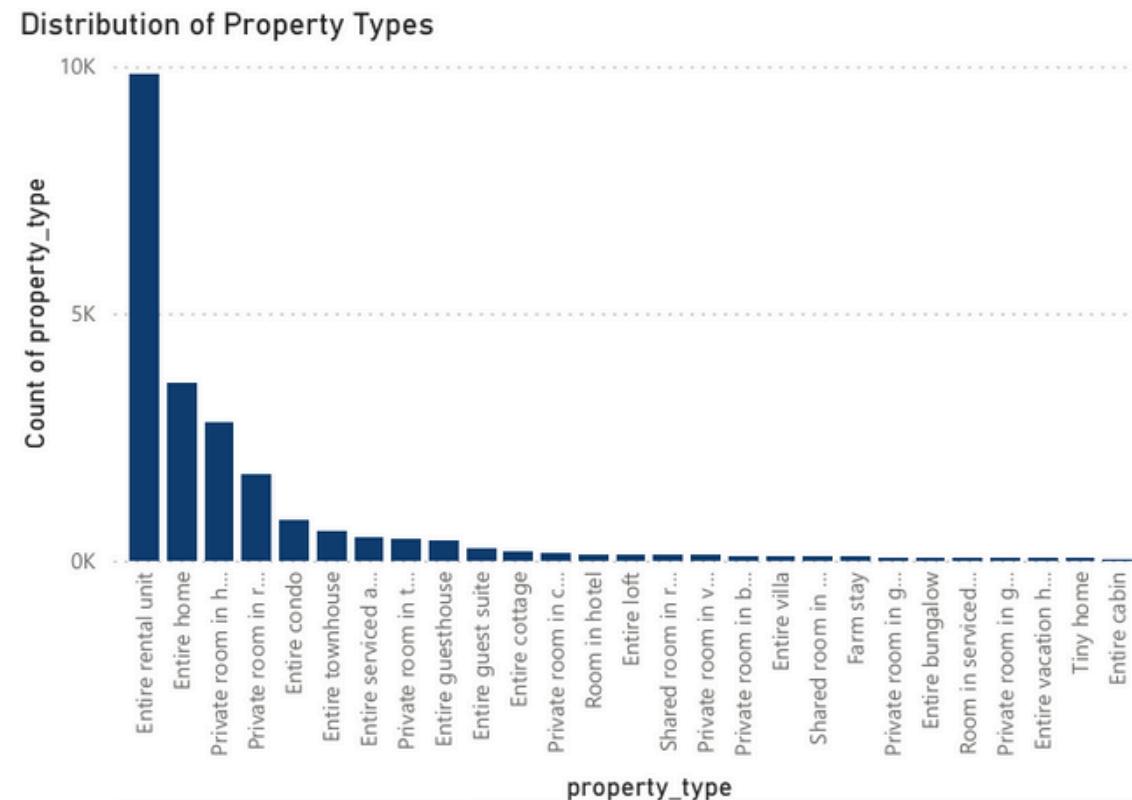
Communication Review

**4.81**

Checking the impact of review scores on listing performance



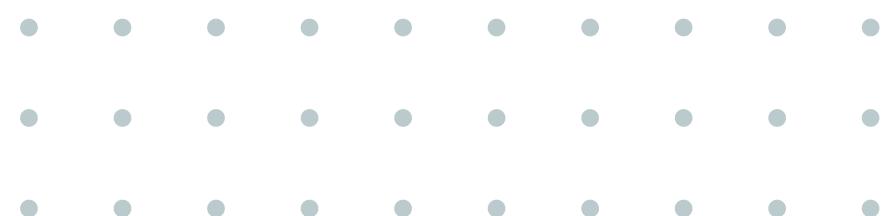
# PROPERTY TYPE AND ROOM ANALYSIS

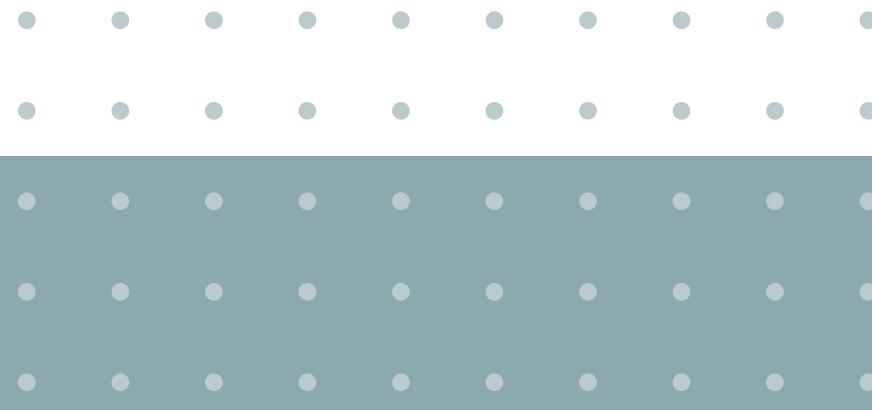


Exploring the distribution of property and room types

# RECOMMENDATIONS

- Host Performance can be maximized by providing multiple methods of verification to guests.
- Peaks in prices with respect to months can be referenced to properly set prices during those months.
  - Taking a look at “Pricing and Availability Analysis” suggests that time period is April to June.
- Private rooms can fetch the most amount of money, while shared rooms can fetch the least, so a good balance of the two should be provided to the guests.
- Additionally, better reviews directly equate to higher listings, meaning that points of reference for the review such as Location, Value for Money, Cleanliness, Communication, and so on should be emphasized.
- Finally, the distribution of property type, and room type suggest that entire home units are put in the listings more, which indicate a higher demand.





# THANK YOU

Mentorness

Sabin Thapa  
[thapasabin@zohomail.com](mailto:thapasabin@zohomail.com)

