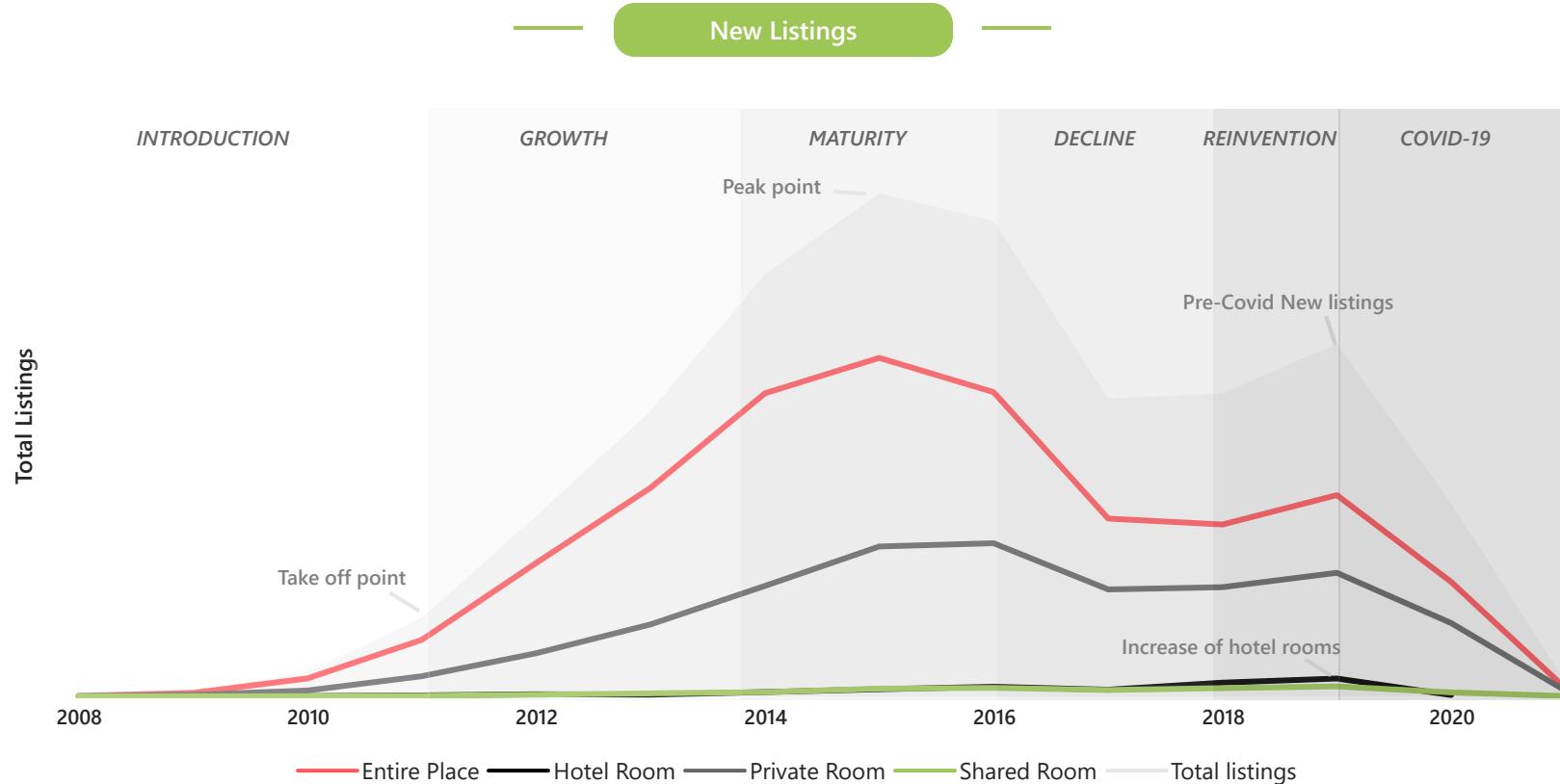
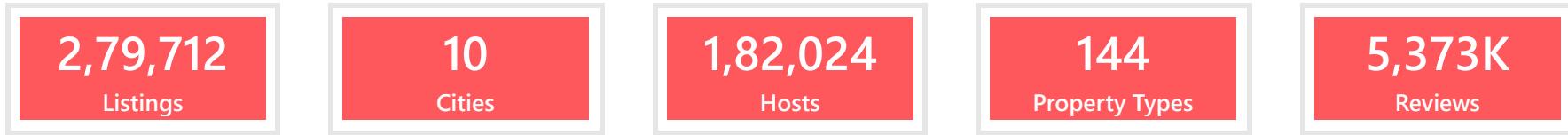


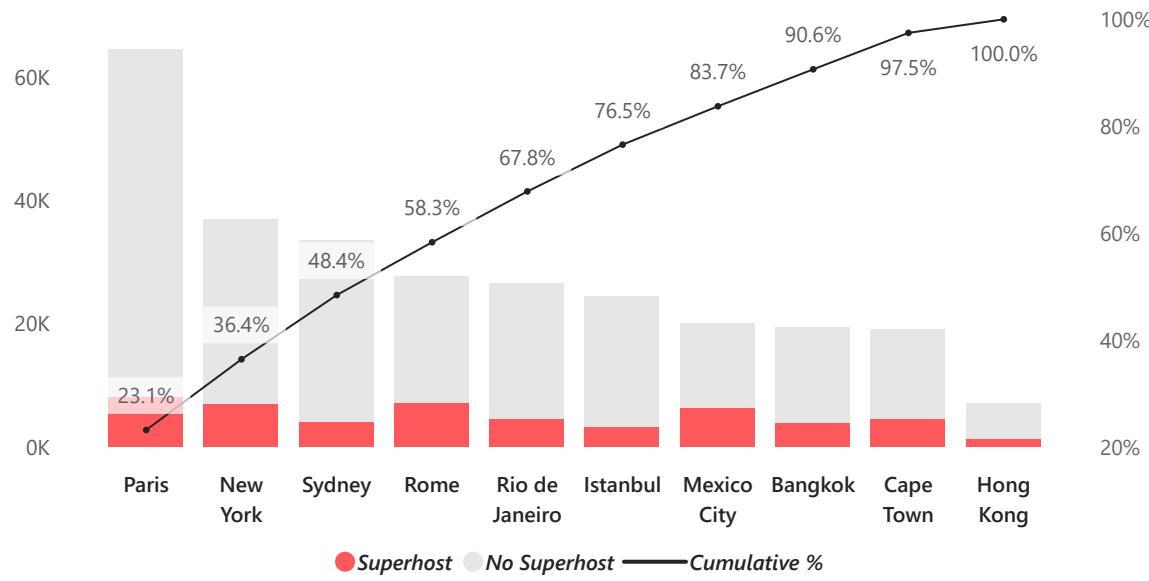
# Global Airbnb Performance Dashboard



In 2015, Airbnb reached the **highest** number of new listings. 2016 and 2017 saw a restraint also due to a tightening in local regulations. Despite this, Airbnb became **profitable** in the second half of 2016, and 2017 marked the first full year of generating income. From 2018, there was a new growth stopped in 2019 by the **COVID-19** pandemic.

# Global Airbnb Performance Dashboard

## Market Share by City



Paris, NYC, and Sydney account for almost half of the total listings and 59% of total reviews.

Paris is the city with the *most listings and reviews*. A possible driver is the *prices* for hotel rooms *being twice* as much as Airbnb!

Hotel room

\$800

Entire place

\$673

Shared room

\$580

Private room

\$462

Avg Price

Select the detail level



Overall Rating



Detailed Rating

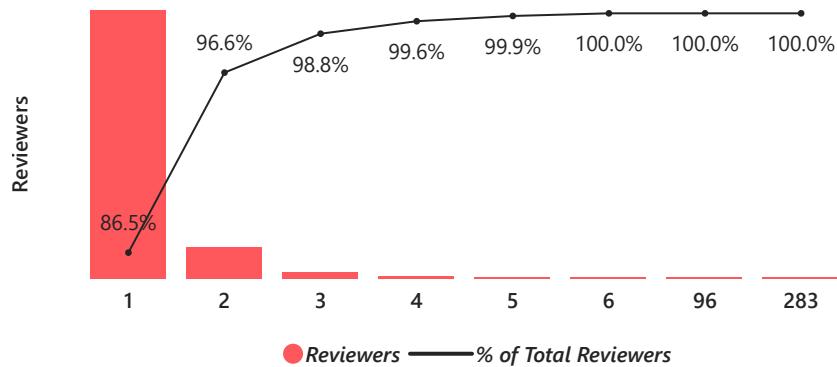
## Ratings

city	Accuracy	Cleanliness	Communication	Location	Value
Bangkok	9.5	9.4	9.6	9.2	9.3
Istanbul	9.3	9.1	9.5	9.4	9.2
Hong Kong	9.2	9.0	9.4	9.6	9.0
Rome	9.6	9.5	9.7	9.6	9.4
New York	9.6	9.3	9.7	9.6	9.4
Paris	9.6	9.2	9.7	9.7	9.3
Sydney	9.5	9.2	9.7	9.7	9.3
Cape Town	9.6	9.5	9.7	9.7	9.5
Rio de Janeiro	9.6	9.4	9.8	9.8	9.3
Mexico City	9.7	9.6	9.8	9.8	9.6

Mexico City and Rio are the overall *best-rated* cities, HK and Istanbul the *worst ones*. Cleanliness and value for money ratio are the two metrics generally scoring the lowest.

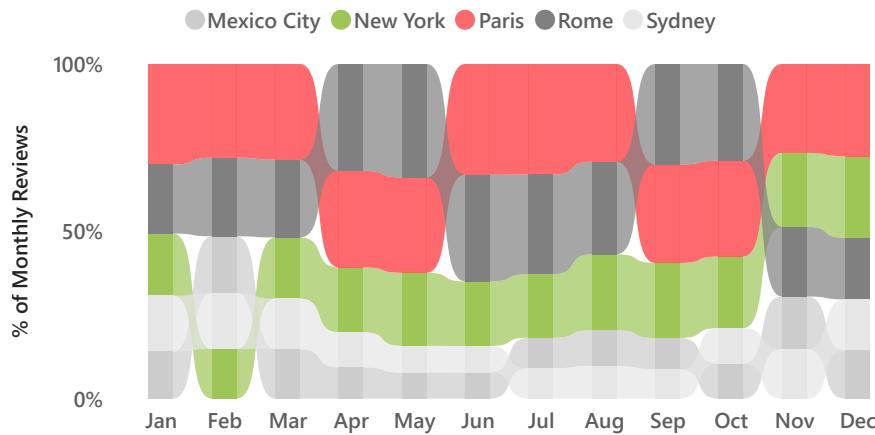
# Global Airbnb Performance Dashboard

## Review Frequency



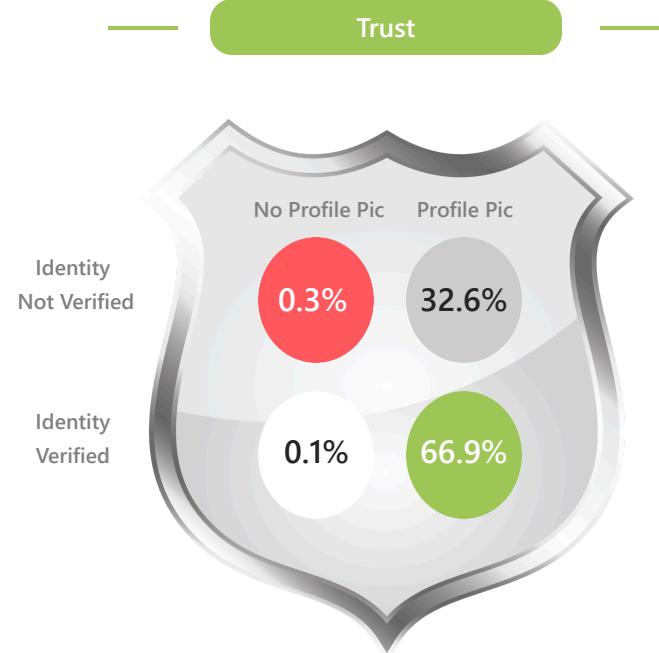
Reviews provide information about the *customer order frequency*.  
 Most, of the customers wrote a review *only once*.  
 98.8% of customers did so *3 times or less*.  
 One customer wrote *283 reviews*: last two on 13-Oct-20, of two listings in Bangkok. (Data error or globe-trotter?)

## Seasonality



Paris and Rome dominate review share from April to August, reflecting peak European summer travel.

New York saw an increase in November and December during the holiday season.



Over two-thirds of Airbnb hosts are fully verified, while nearly all hosts provide at least one trust signal, keeping unverified and anonymous profiles to a minimum.