

airbnb

TITLE : EXPLORING AIRBNB IN THE US

SUBTITLE : FINAL PROJECT FOR IBM DATA ANALYSIS COURSE

PRESENTED BY : VINANIEK AYU DAMAYANTI

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# PURPOSE STATEMENT

## **Objective:**

The objective is to perform comprehensive data analytics on the Airbnb dataset. This includes data cleaning, transformation, and visualization, aiming to derive insights and improve Airbnb's services

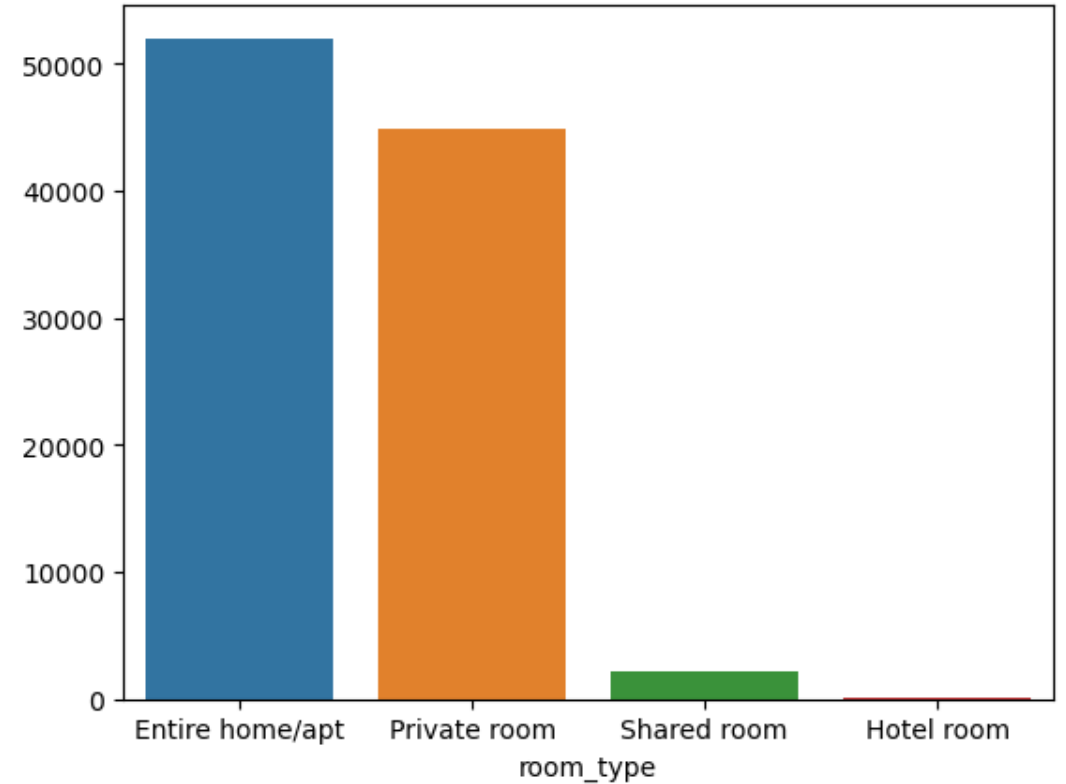
## **Overview of Airbnb data:**

Airbnb is an online marketplace catering to accommodation needs and offers a cost-effective alternative to traditional lodgings. This analysis delves into various aspects such as neighborhood offerings, room types, pricing, availability, reviews, service fees, and policies, aiming to enhance Airbnb service quality across diverse geographical locations

# DATA VISUALIZATION

## Room type

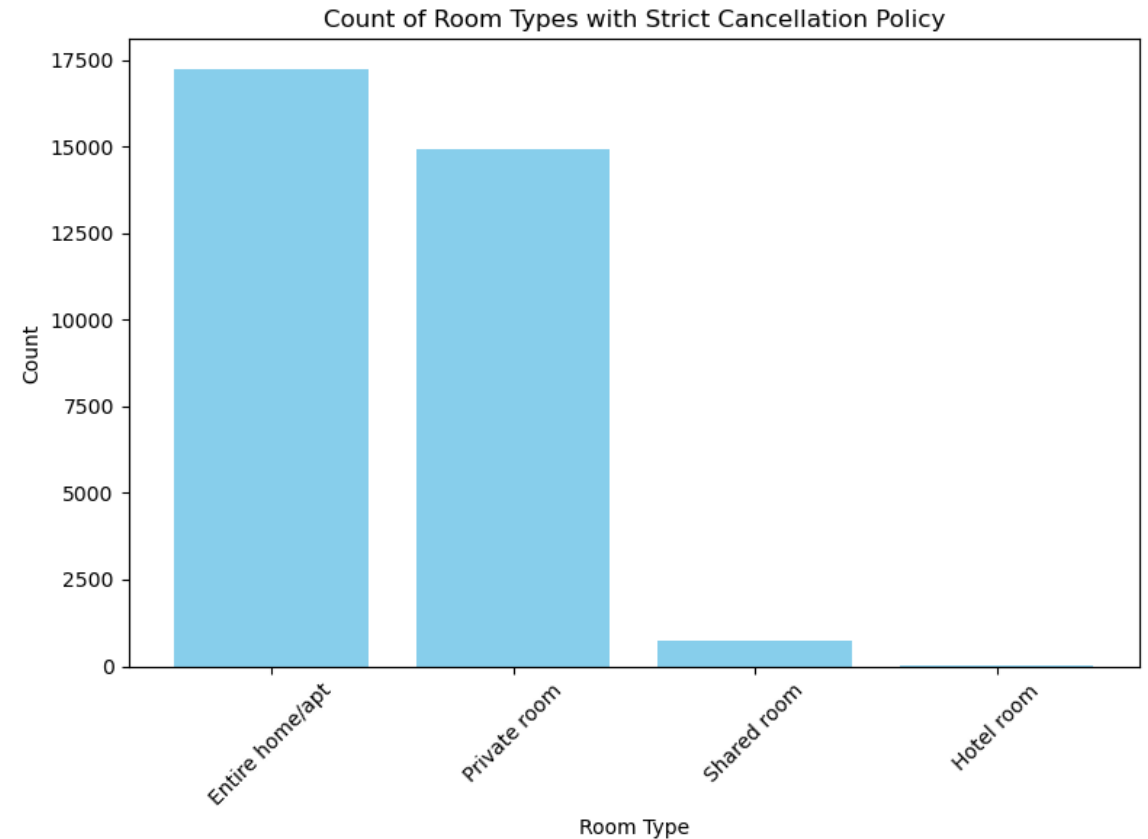
Airbnb primarily provides a higher number of entire homes/apartments and private rooms compared to shared rooms and hotel accommodations



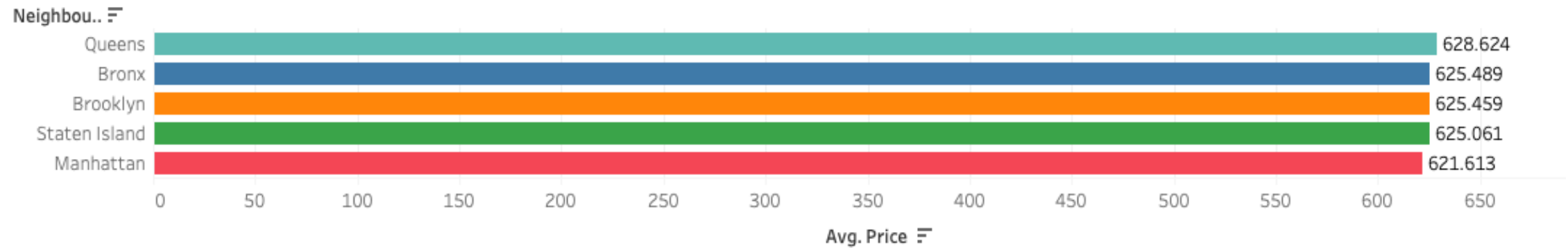
## Cancelations Policy

Entire homes/apartments have stricter cancellation policies compared to other room types because:

1. Size matters: They are larger and more valuable. Canceling impacts owners more.
2. Longer bookings: Policies protect hosts from last-minute cancellations for longer stays.
3. High demand: Their privacy makes them popular, and they need firmer policies.
4. Management effort: Handling them needs more effort, cost, and planning



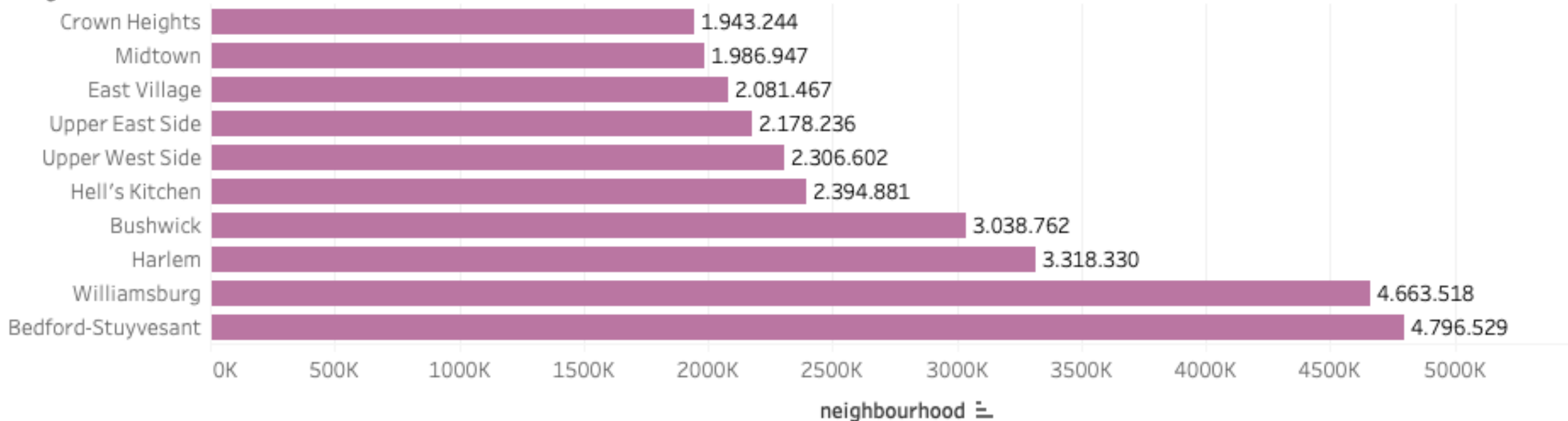
## Neighborhood-group



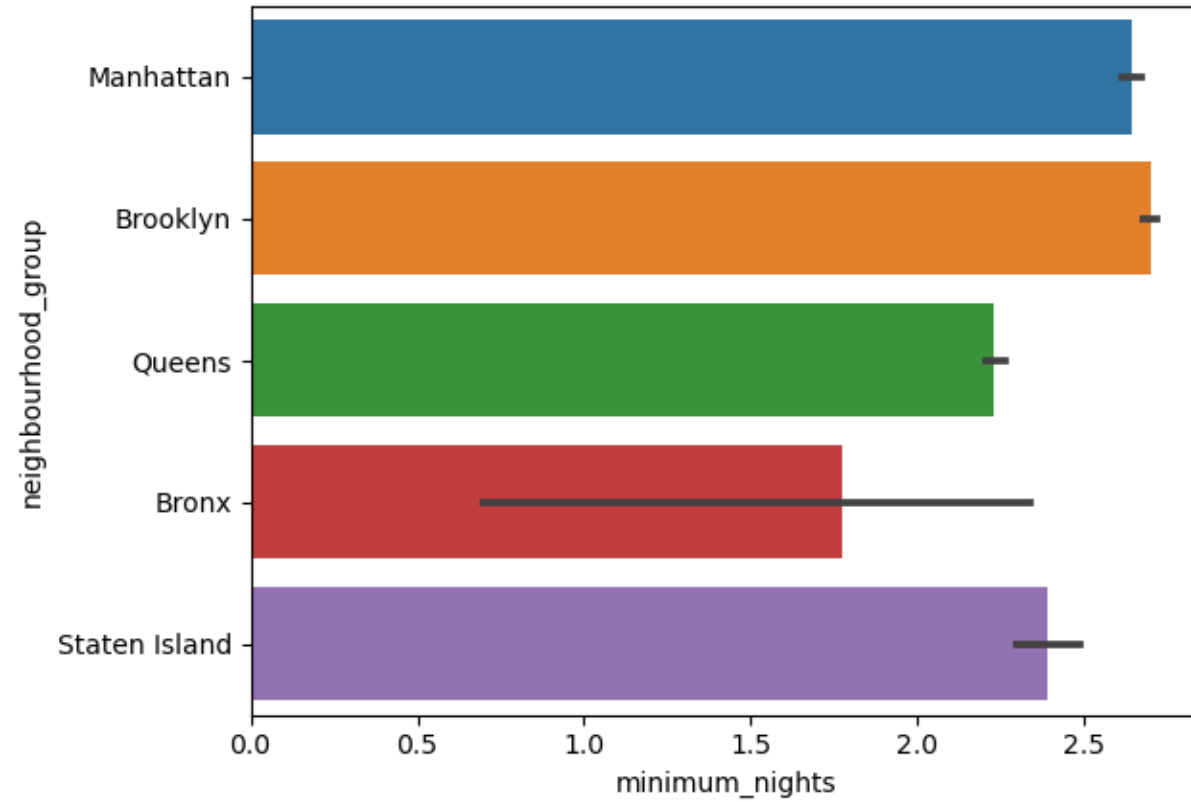
### **Average list price by the neighborhood group:**

Queens has the highest average rental price.

## Neighbourhood



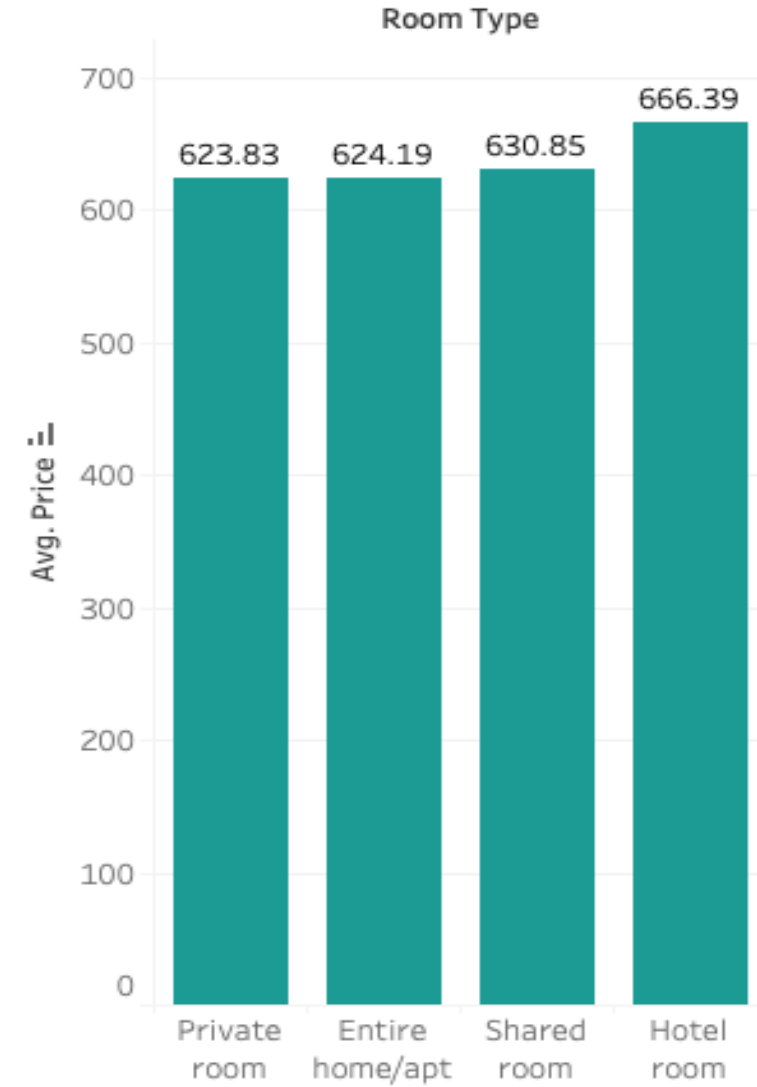
FROM THE CHEAPEST TO THE MOST EXPENSIVE  
NEIGHBORHOOD



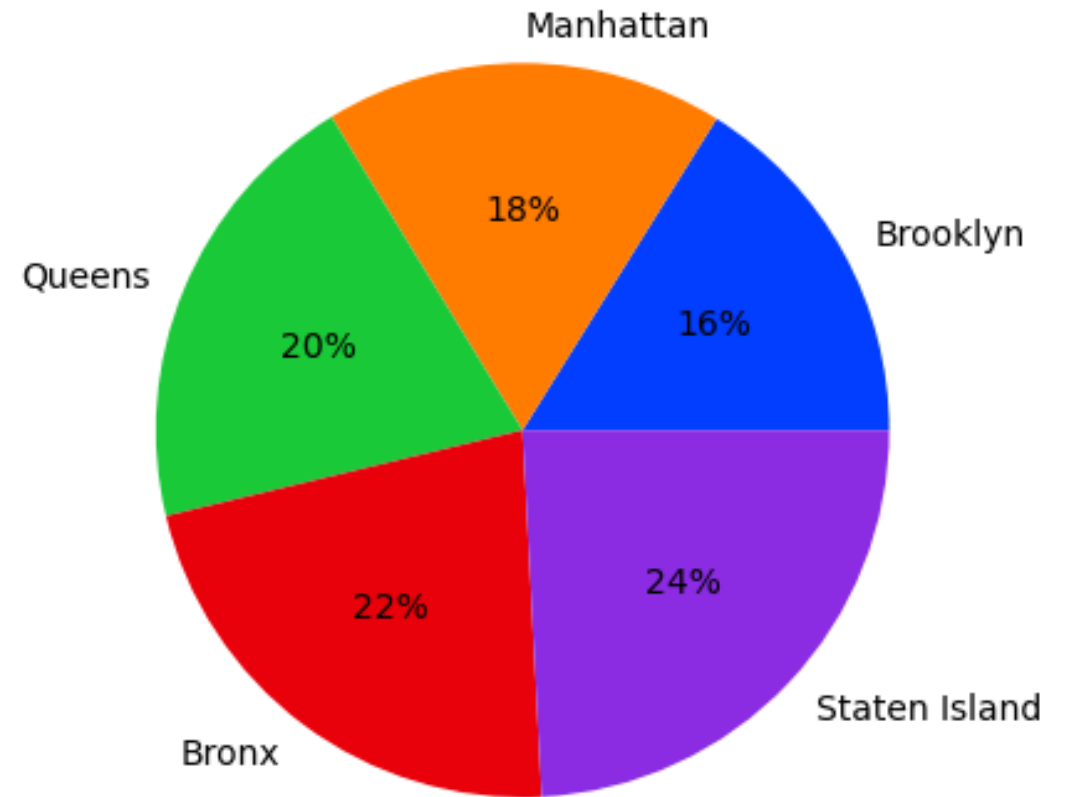
Neighborhood group with maximum stay duration under 10 days



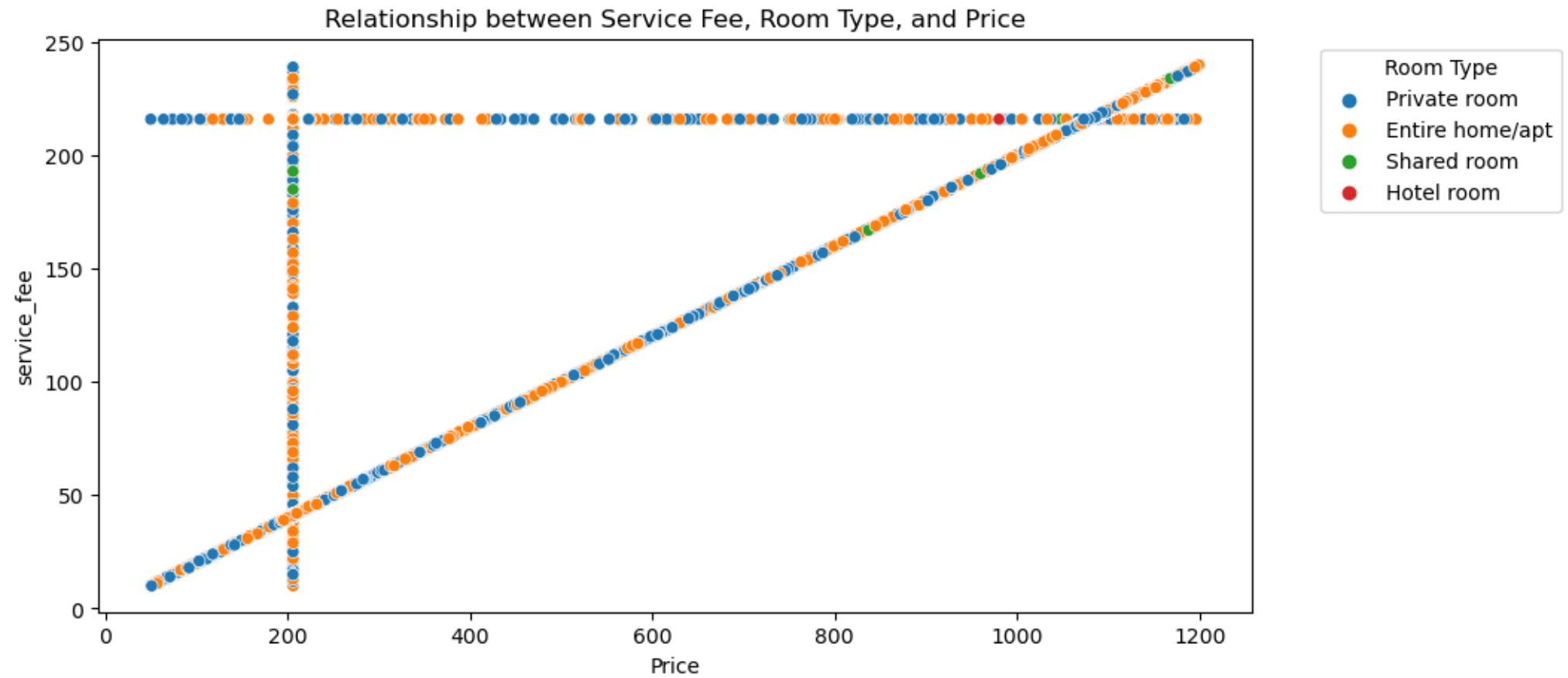
## Average Prices by Room Type



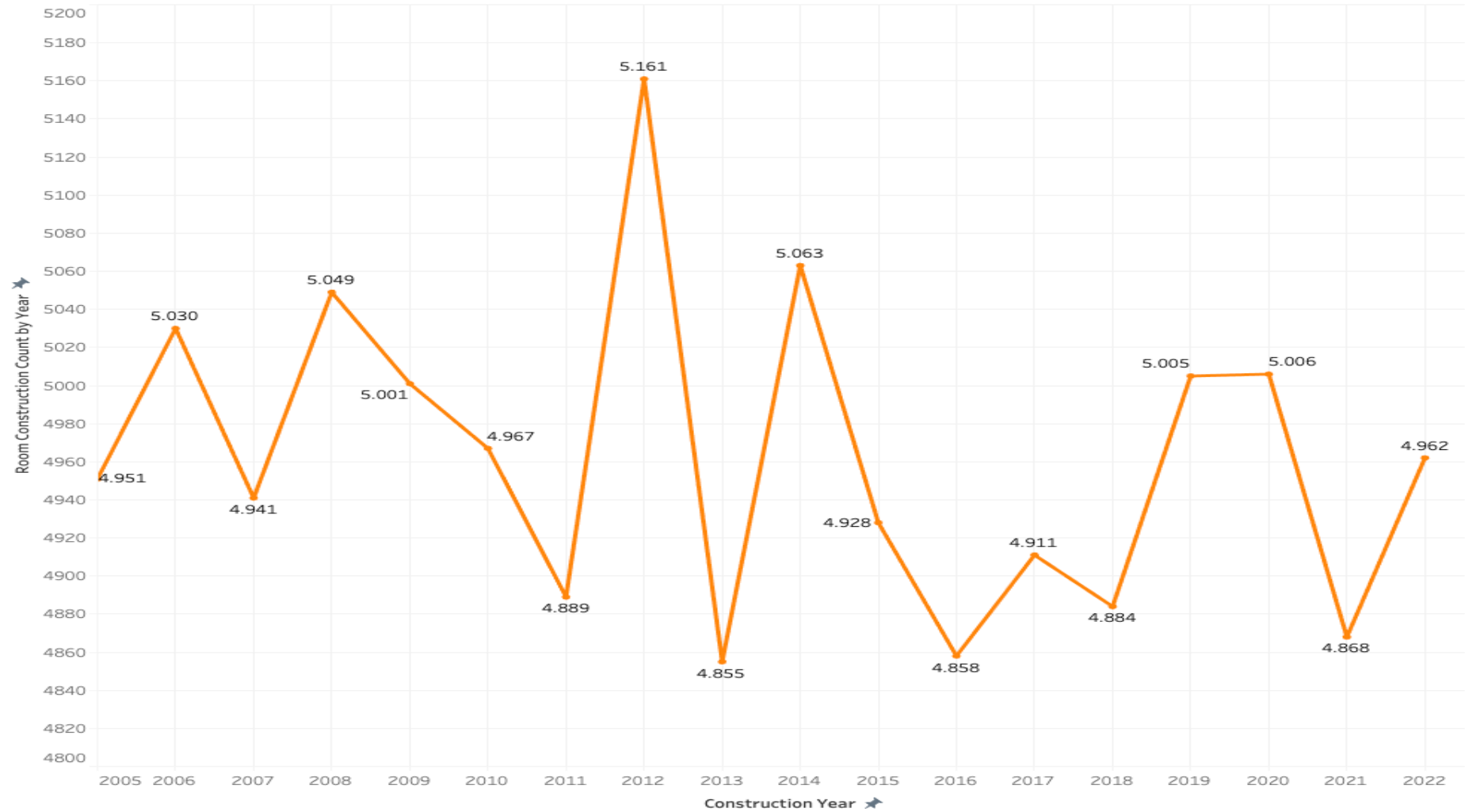
A pie chart that shows the distribution of booked days for each neighborhood group.



# Correlation between service fee, room type, and price

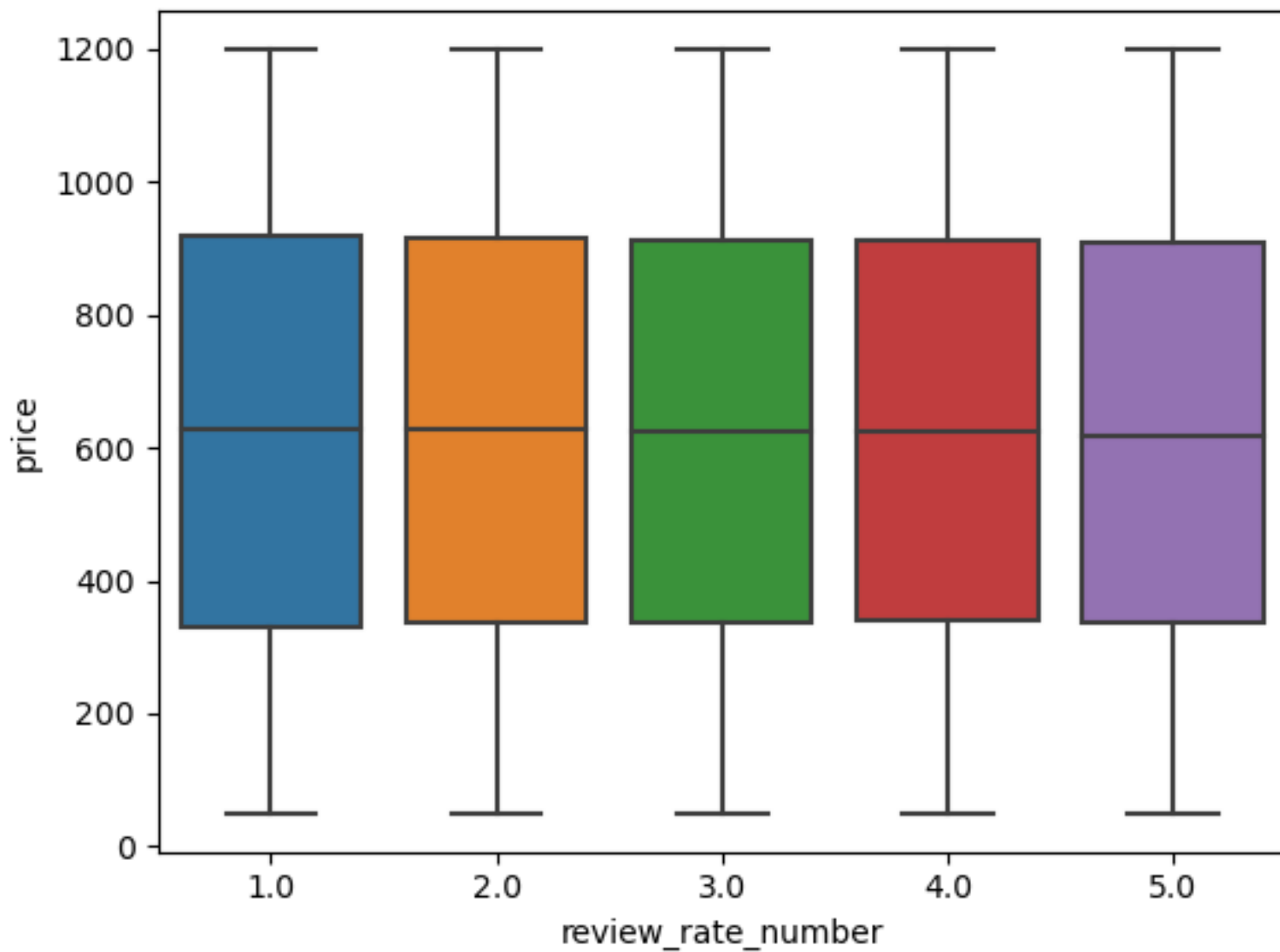


Construction year

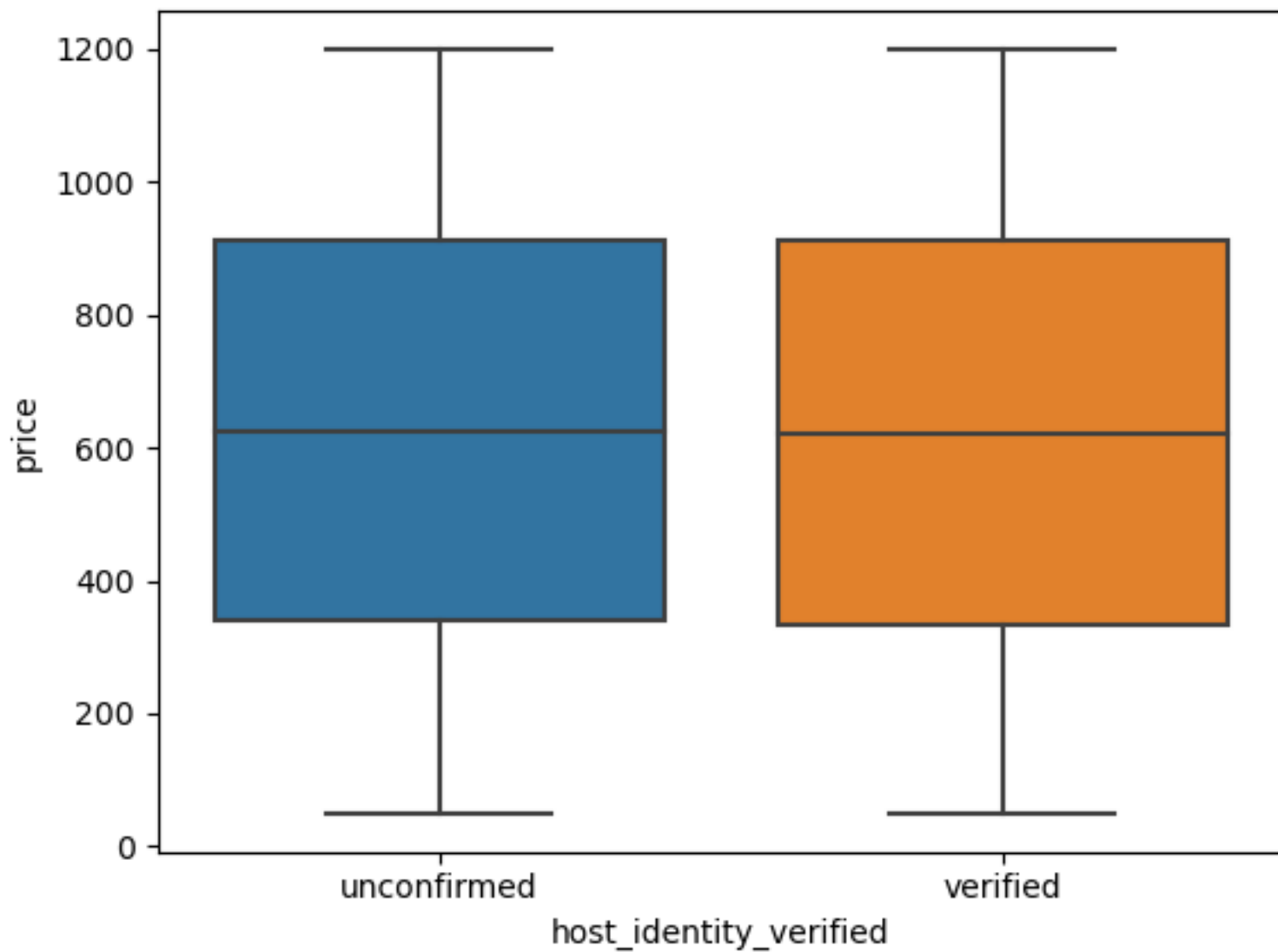


The most construction year took place in 2012

# REVIEW RATE NUMBER VS PRICE - BOXPLOTS



# EFFECT OF HOST IDENTITY VERIFIED ON PRICE



# CONCLUSION

- Most listings: Entire homes/apartments
- Strictest cancellations: Entire homes/apartments
- Highest prices: Queens
- Construction peak: 2012"