Unlocking Insights from Airbnb Data: Enhancing Guest Experience and Business Strategy
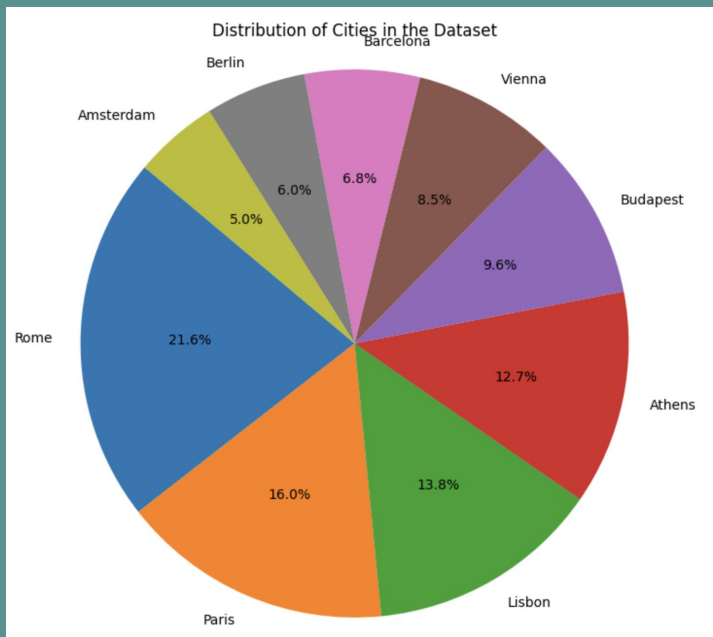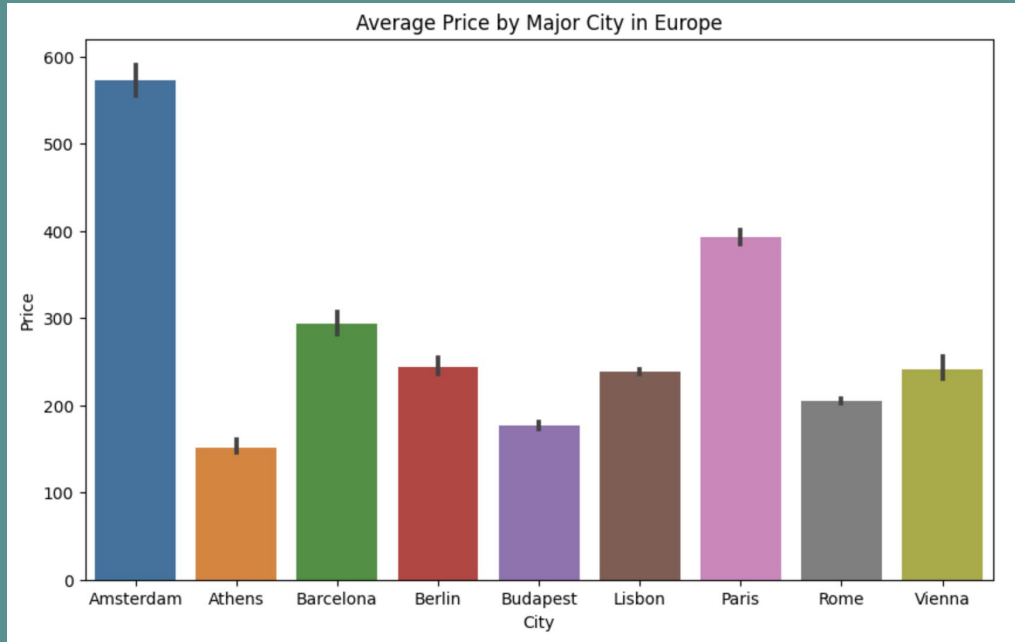
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Distribution of Cities in the Dataset

- In our dataset, there's the uneven distribution of cities.
- Rome holds the largest share of listings, followed by Paris in second place, and Lisbon in third.

Average Price by Major City in Europe

- Price gap between Amsterdam and other major cities.
- Amsterdam exceeding 500
- Paris in second place with an average of 400,
- Barcelona in third place nearly 300.

Price Distribution by City (Excluding Extreme Outliers above 1200)
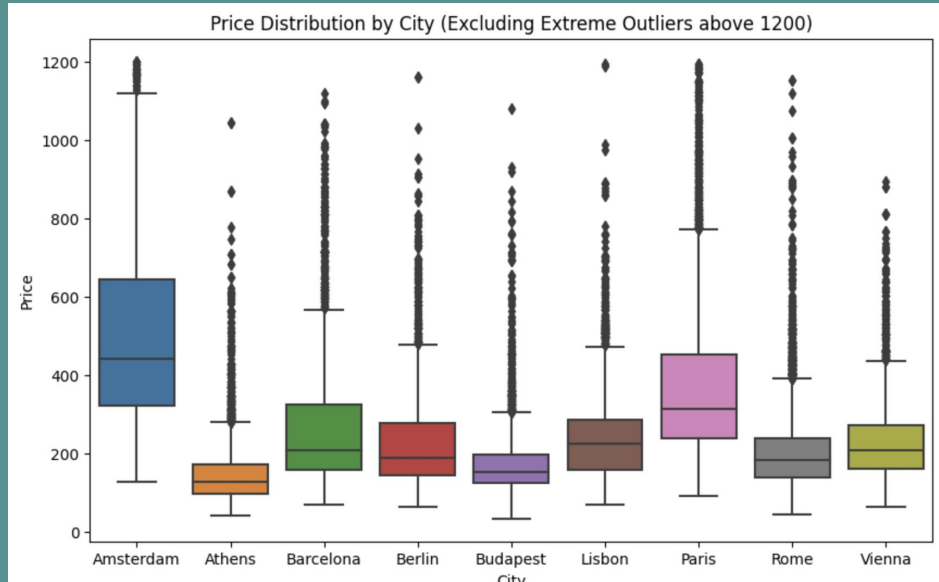
- The boxplots reveal that Amsterdam stands out with both the highest prices and price variability
- A concentration of accommodations around the 400 price range in most cities.

City Center Distance vs. Price for Different Cities(Excluding Extreme Outliers above 1200)
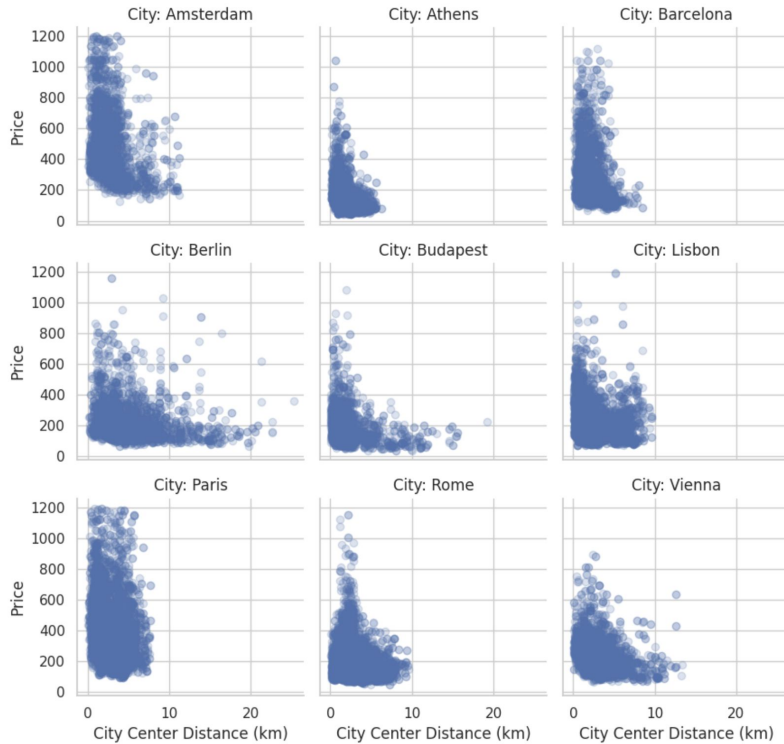
- Proximity to the city center is a pivotal factor contributing to their appeal and often correlates with higher prices.
- Amsterdam and Paris, have huge spikes with smaller distances

City Center Distance vs. Cleanliness Rating for Different Cities
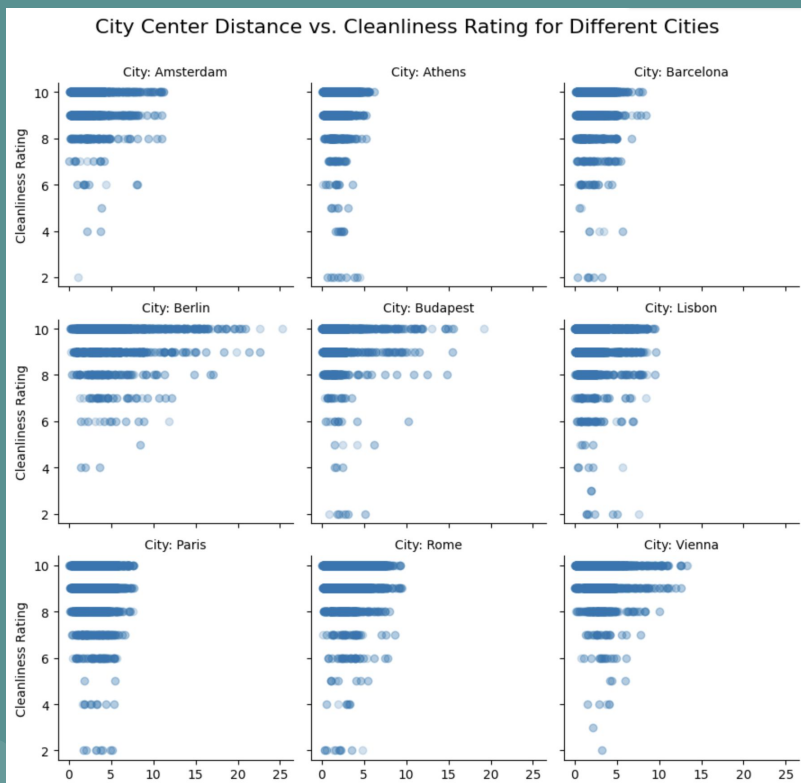
- Properties located within 10 kilometers of the city center tend to receive cleanliness ratings of eight or higher.
- Amsterdam notably has most of its properties rated around 10, with very few falling into the 6 or 7 range.

Guest Satisfaction by City
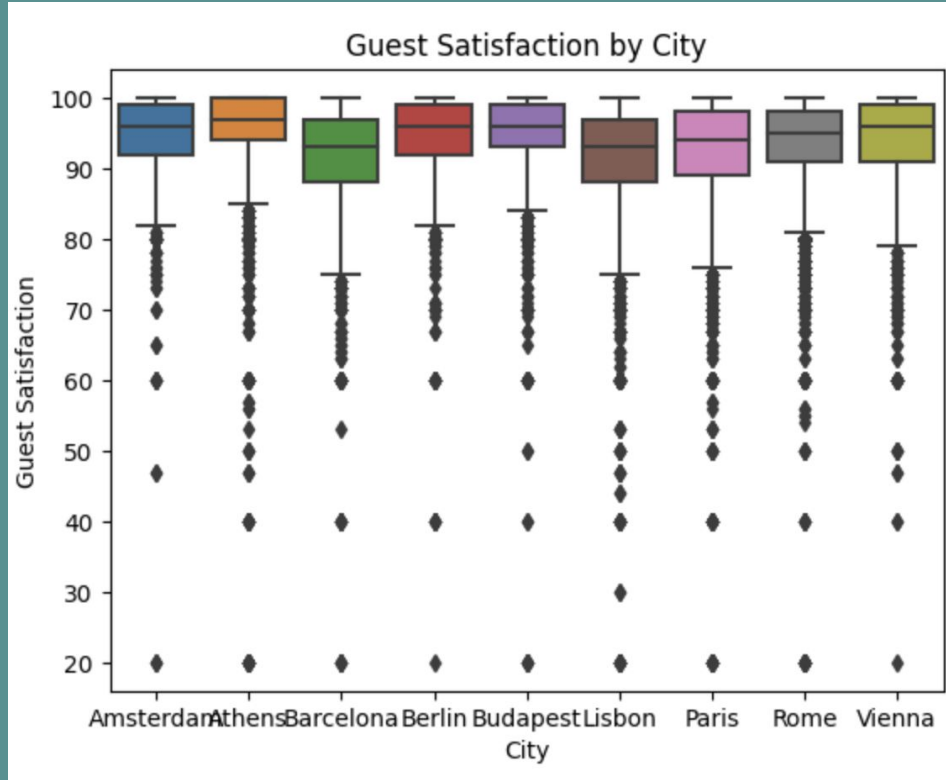
- Each city exhibits their median close to a guest satisfaction rate of 90 to 100.
- All cities also have outliers with ratings dropping below 80, and in some cases, even as low as 20.

Room Type Distribution by City
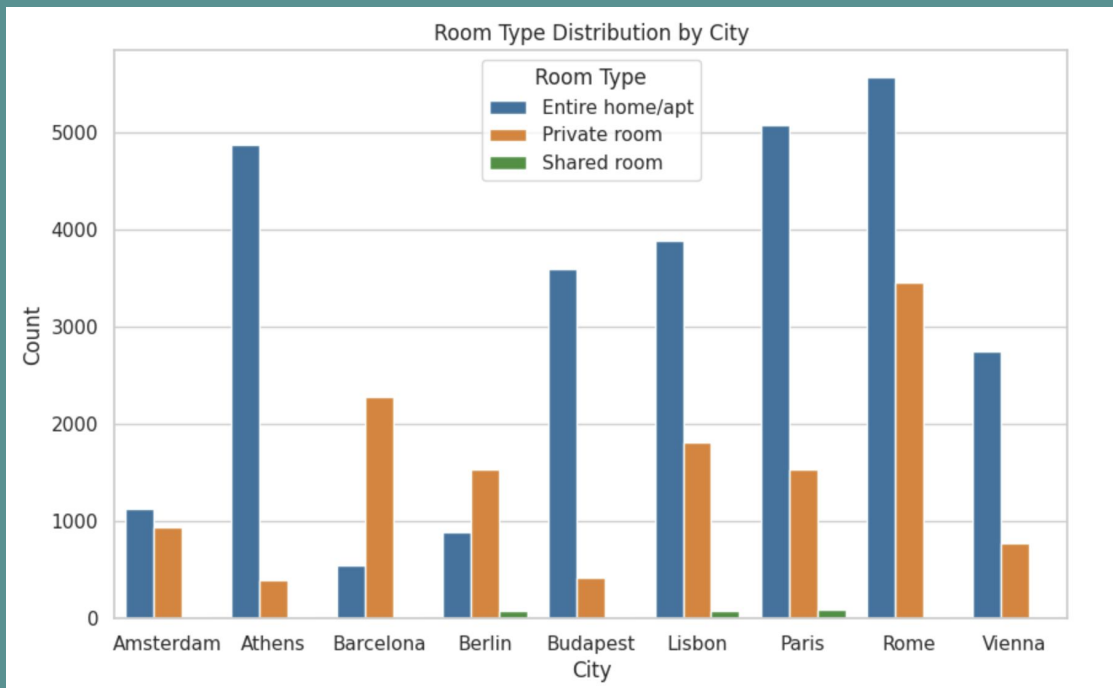
- "Entire home/apt" is the most widely available room type, while "Shared room" is the least common.
- This suggests a strong preference among listings for entire homes/apartments or private rooms, aligning with the preferences of travelers in these cities

Guest Satisfaction vs. Cleanliness
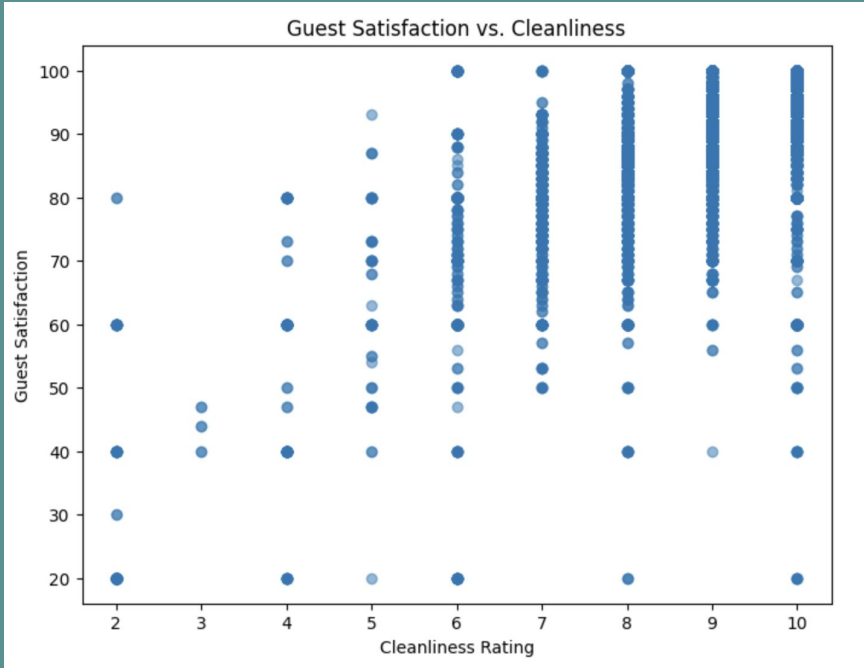
- Cleanliness holds significant importance for guests.
- A notable concentration of data points is clustered towards higher cleanliness ratings and guest satisfaction.