airbnb

Overview of the New York data from 2008 -2015

Find out the superhost and the bad perfromance of host

Indicate of the reasons behind

NEW YORK AIRBNB ANALYSIS -
PRICE DISTRIBUTION *(Jun 2008 - Aug 2015)*

airbnb

Year
All

Neighbourhood
All
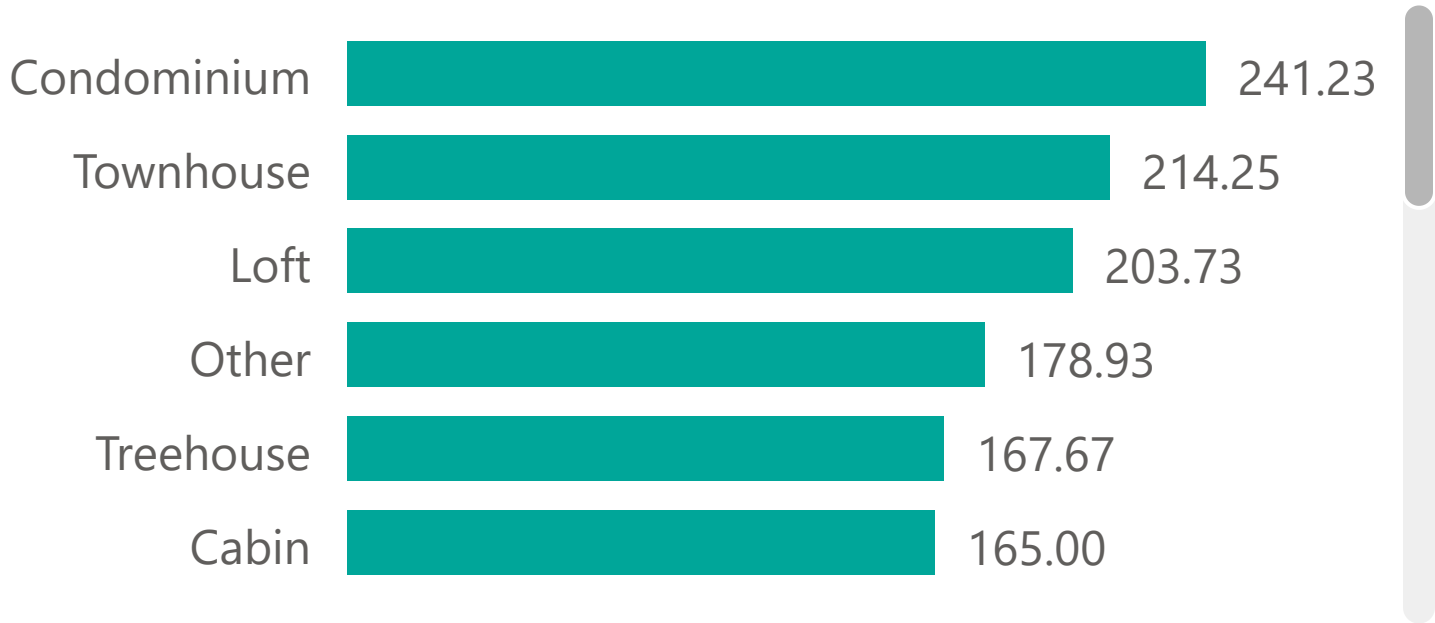
17.74K
Count of Host Id

154.77
Average of Price

- The total listings in New York from Jun 2008 - Aug 2015 is 22.01K and the average price in this period is $154.77
- Listings in Manhattan areas are the most expensive - average price is $183.56/night
- The average price trend by year decreased from $163.50 to $136.54 - **decreased 16% in total**
- The average price of the property type: **Condomnium is the highest**
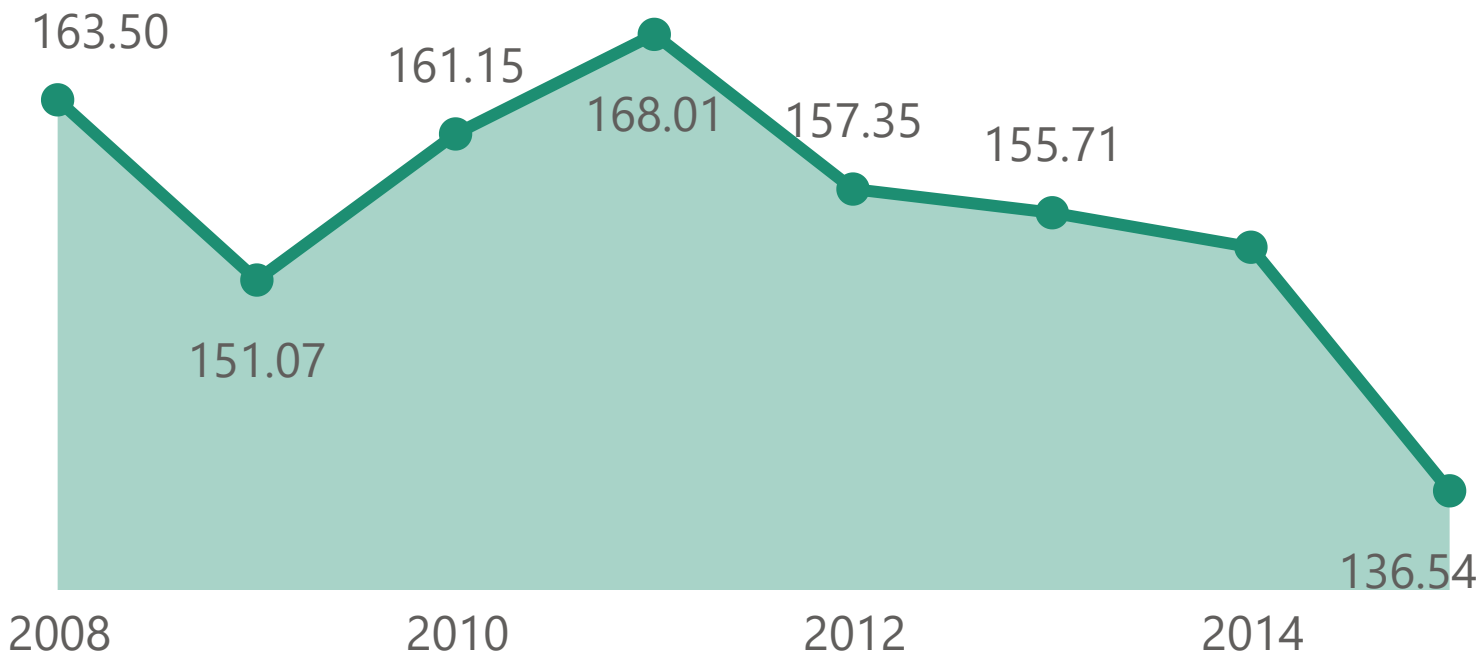
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Neighbourhood by Average Price and Listings

Neighbourhood	Count of Host Id	Average of Price
Manhattan	11693	183.56
Brooklyn	8432	127.77
Queens	1576	96.81
Bronx	214	75.24
Staten Island	94	147.69

Average of Price by Property Type

Property Type	Average of Price
Condominium	241.23
Townhouse	214.25
Loft	203.73
Other	178.93
Treehouse	167.67
Cabin	165.00

Average of Price by Year

163.50 · 151.07 · 161.15 · 168.01 · 157.35 · 155.71 · 136.54

2008 · 2010 · 2012 · 2014

Average of Price by Month

154.37 · 155.58 · 157.76 · 155.57 · 151.08 · 156.73 · 147.58 · 157.58 · 150.33 · 157.33 · 161.75 · 153.52

January · February · March · April · May · June · July · August · September · October · November · December
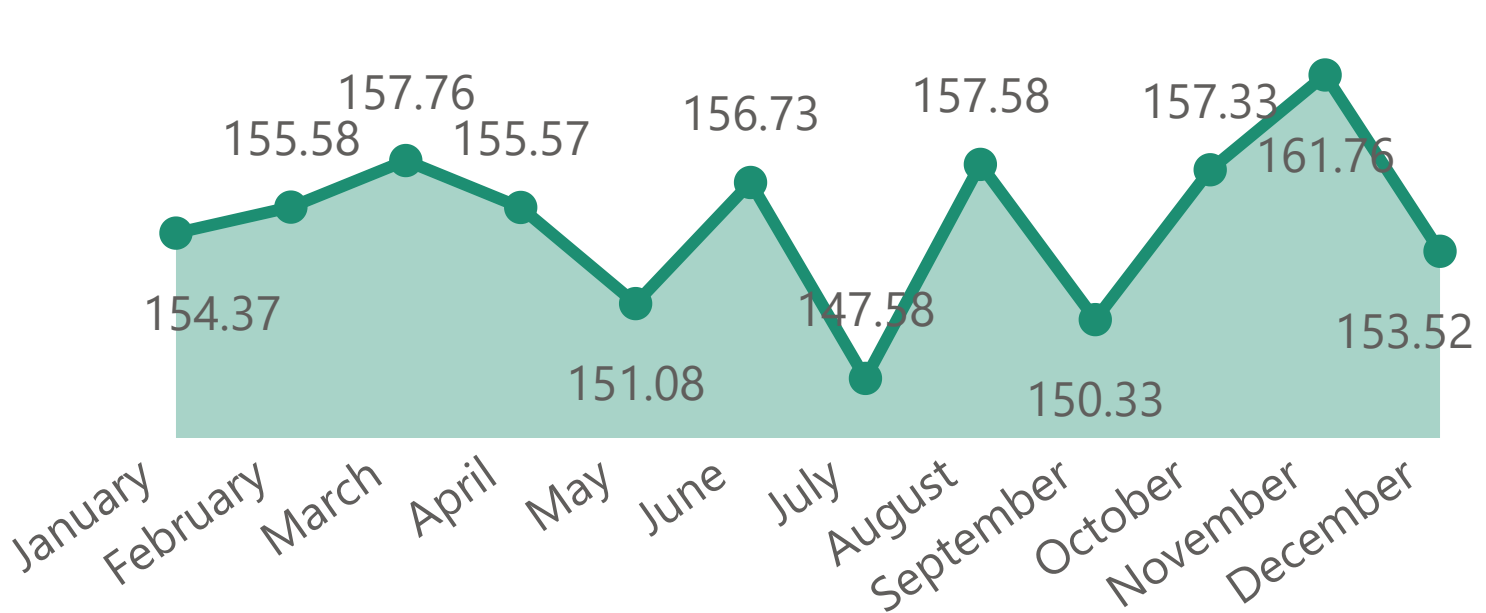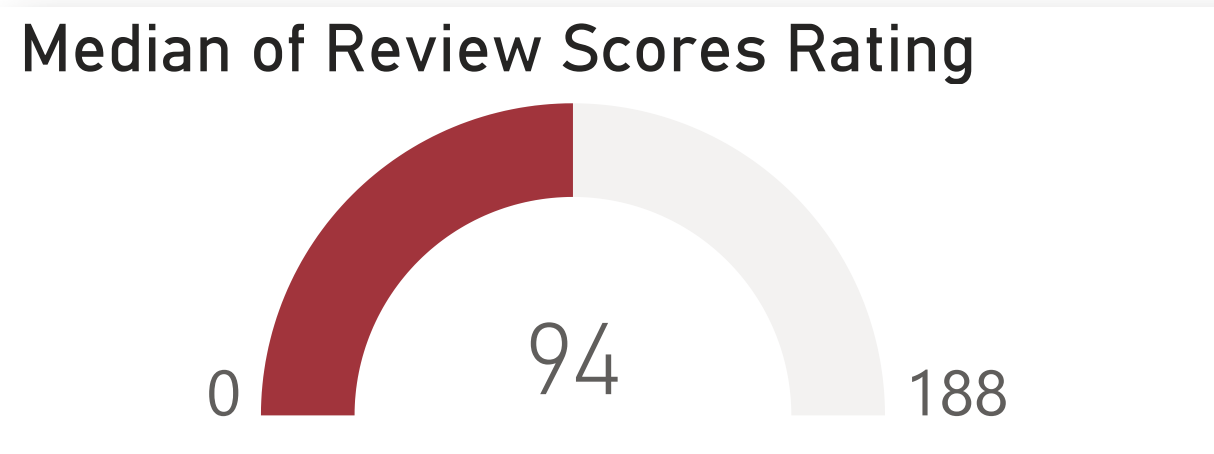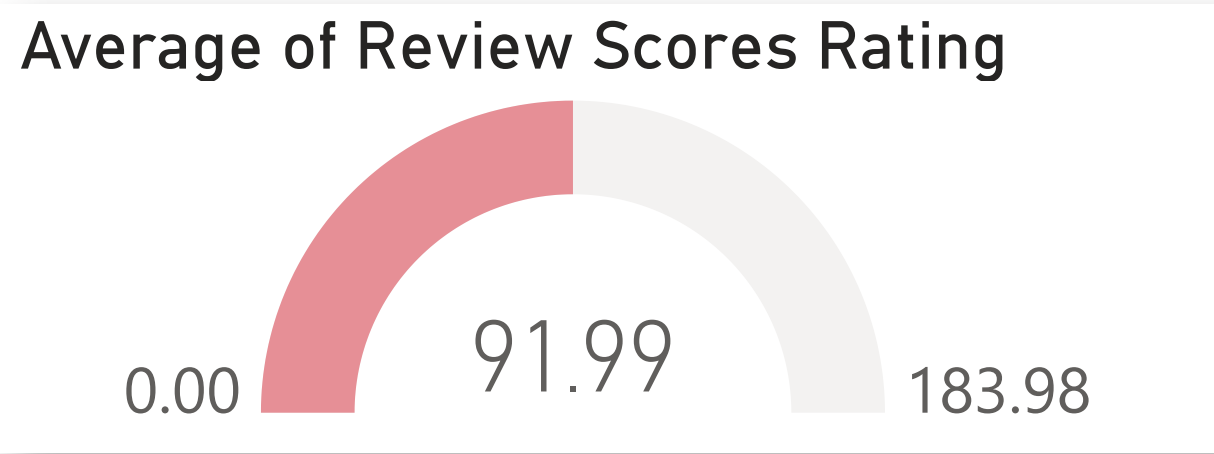
NEW YORK AIRBNB ANALYSIS -
HOST SCORE REVIEW *(Jun 2008 - Aug 2015)*

Year

All

Neighbourhood

All

Average of Review Scores Rating

0.00   91.99   183.98

Median of Review Scores Rating

0   94   188

Neighbourhood	Average of Review Scores Rating
⊞ Brooklyn	92.35
⊞ Manhattan	91.80
⊞ Bronx	91.74
⊞ Queens	91.51
⊞ Staten Island	90.78

Location of Listings

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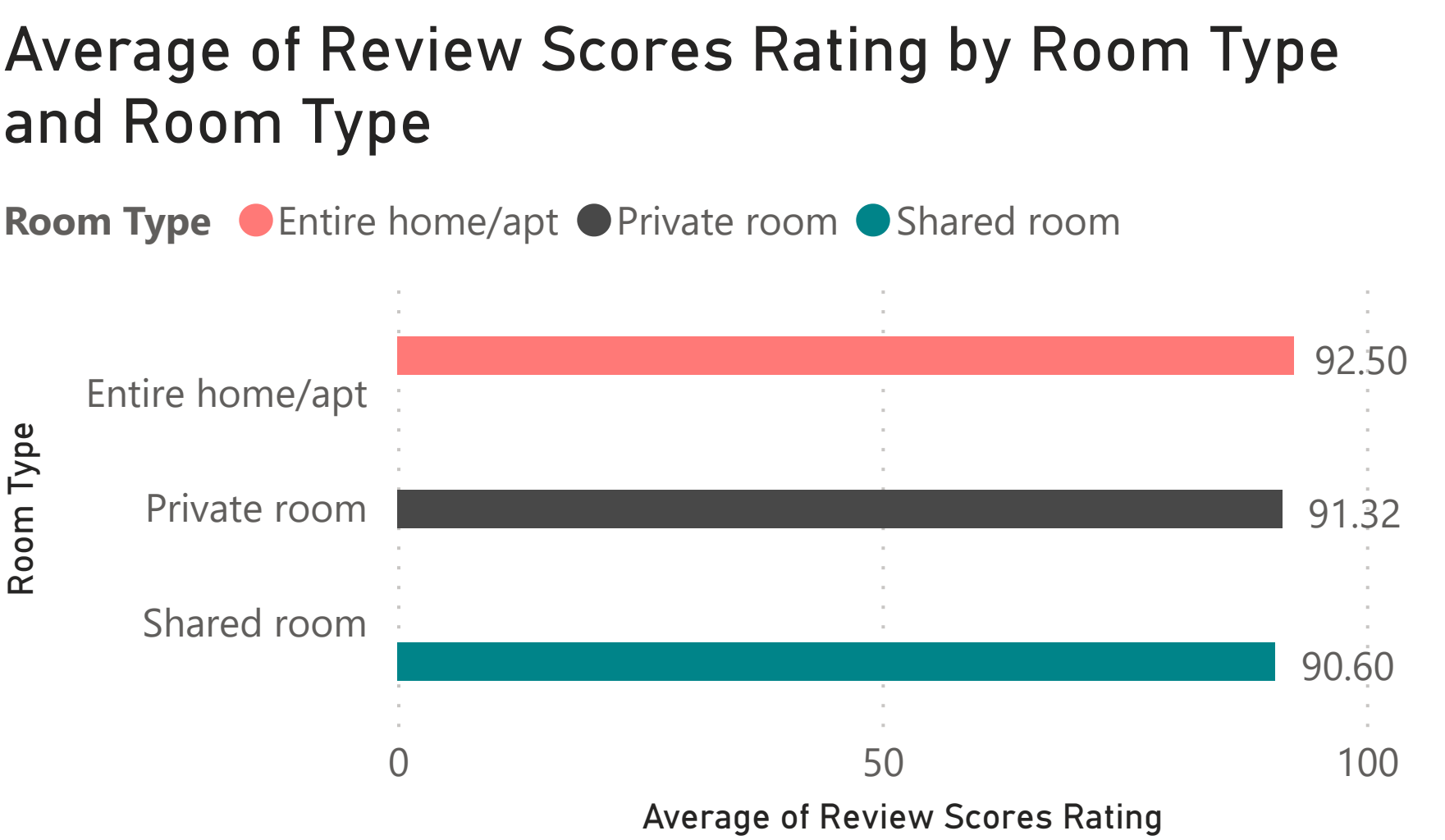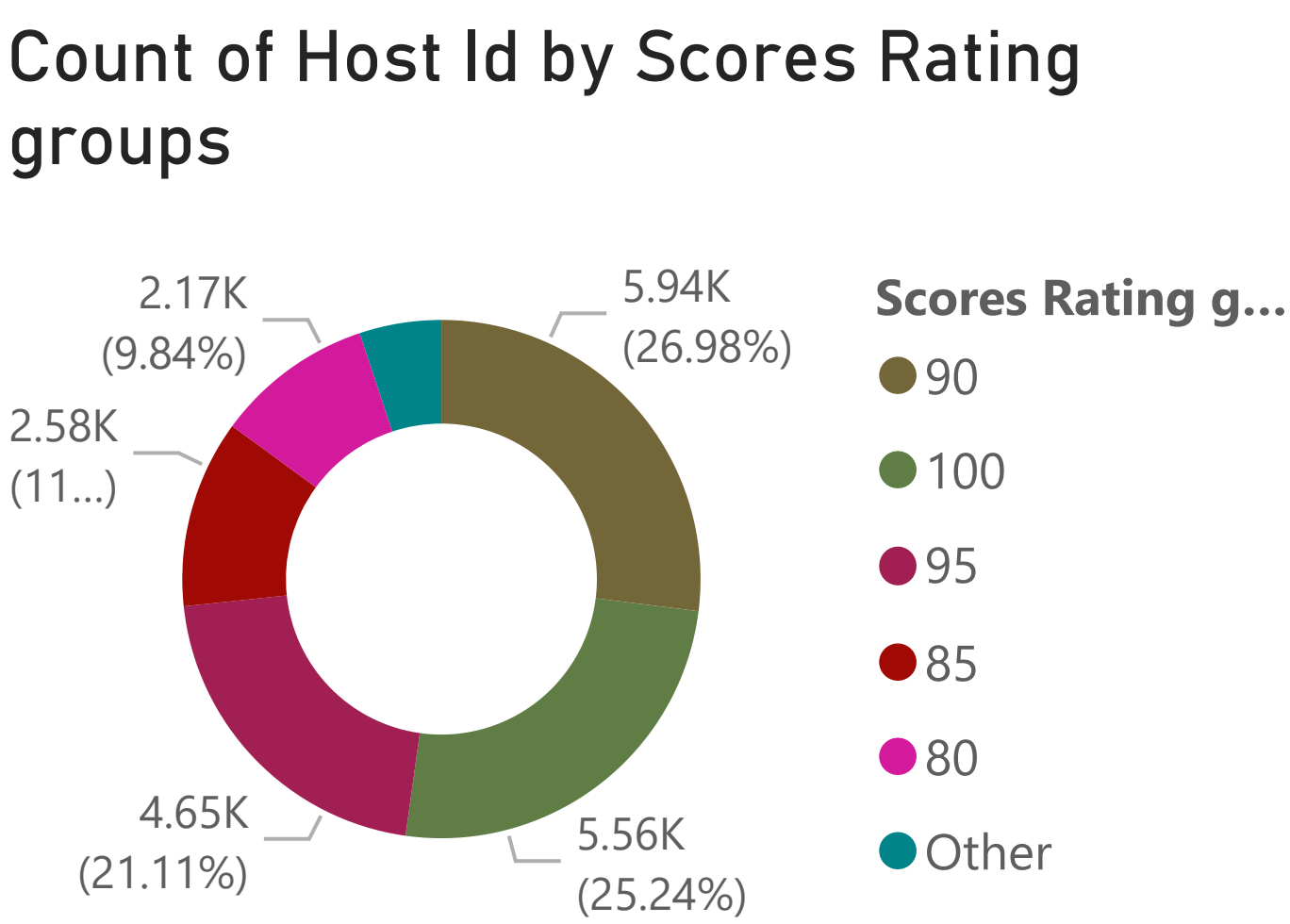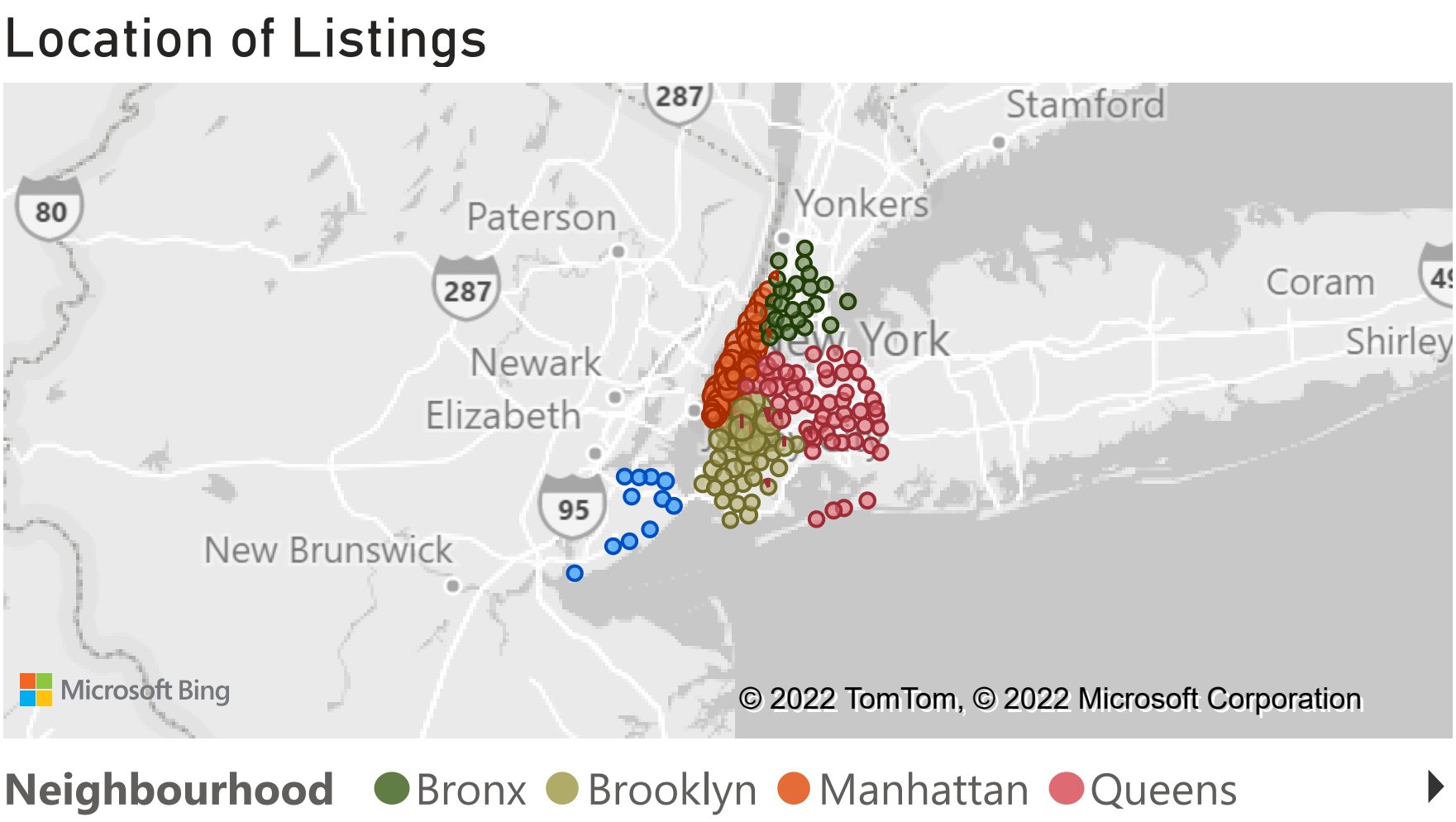**Neighbourhood** ● Bronx ● Brooklyn ● Manhattan ● Queens ▶

The median review scores of rating is 94 and the average review scores of rating is 91.99 which do not have much difference.

The location of listings that gaining the highest average review score of rating is Brooklyn and the lowest review score of rating is Staten Island. **It is observed that the higher rating listing are located   near the riverside.**

Besides, **customers would prefer renting the whole appartements rather than the shared rooms .**

Count of Host Id by Scores Rating groups

5.94K (26.98%)
2.17K (9.84%)
2.58K (11...)
4.65K (21.11%)
5.56K (25.24%)

Scores Rating g...
● 90
● 100
● 95
● 85
● 80
● Other

Average of Review Scores Rating by Room Type and Room Type

Room Type ● Entire home/apt ● Private room ● Shared room

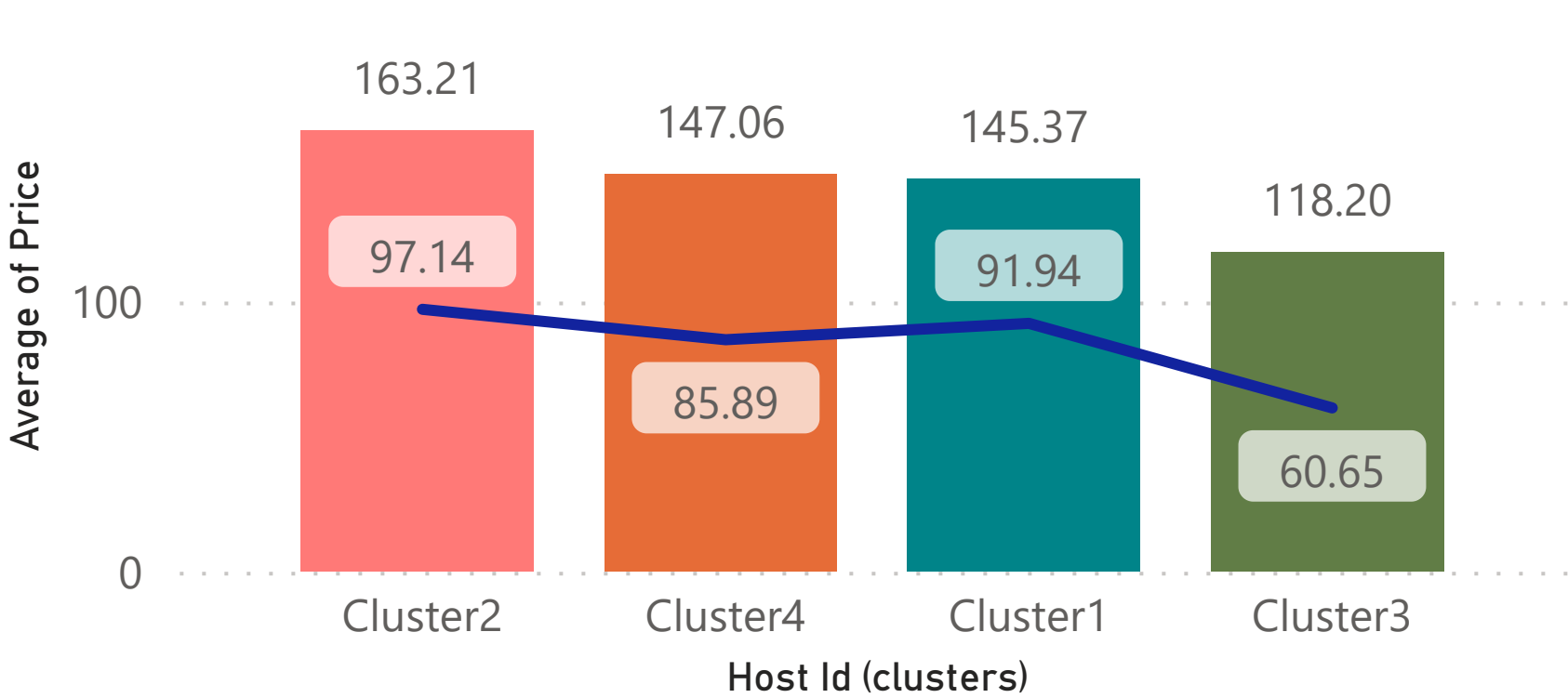| Room Type	Average of Review Scores Rating
Entire home/apt	92.50
Private room	91.32
Shared room	90.60

0   50   100

Average of Review Scores Rating

To find out the portion of superhost and the bad performance of host, we <u>divide the host into 4 clusters</u> based on the number of reviews and the review score ratings.

- <u>Hosts in cluster 2</u> is classified as the **superhost** and <u>hosts in cluster 3</u> is classified as **bad performance**

- For superhost (cluster 2): The average price per night is the highest which is $163.21 and the average of reviews scores rating is also the highest among the 4 clusters.

- For the hosts who are in bad performance (cluster 3): although the average price per night is the cheapest among all clusters, the average review scores is the lowest.

- However, other than cluster 2 and cluster 3, cluster 1 gains the highest average number of reviews - it could imply that the attractiveness of cluster is higher than hosts in other clusters.

Select all	Cluster1	Cluster2	Cluster3	Cluster4

Host Id (clusters)	Count of Host Id (clusters)	Min of Review Scores Rating ▼	Average of Number Of Reviews	Average of Review Scores Rating	Av
Cluster2	11736	80	9.25	97.14	
Cluster1	2621	65	66.01	91.94	
Cluster4	7114	40	10.97	85.89	
Cluster3	538	20	4.92	60.65	

Average of Price and Average of Review Scores Rating by Host Id (clusters)

Average of Review Scores Rating by Host Id (clusters)
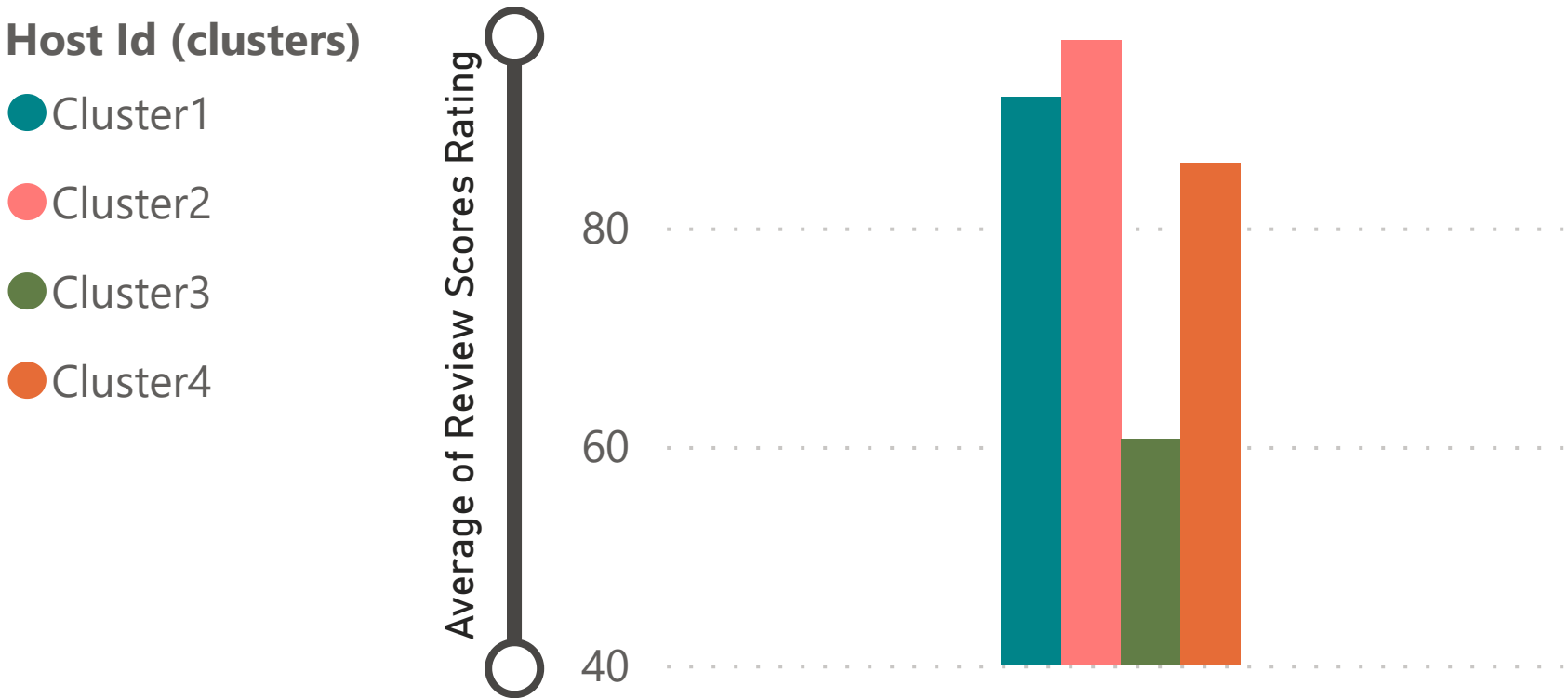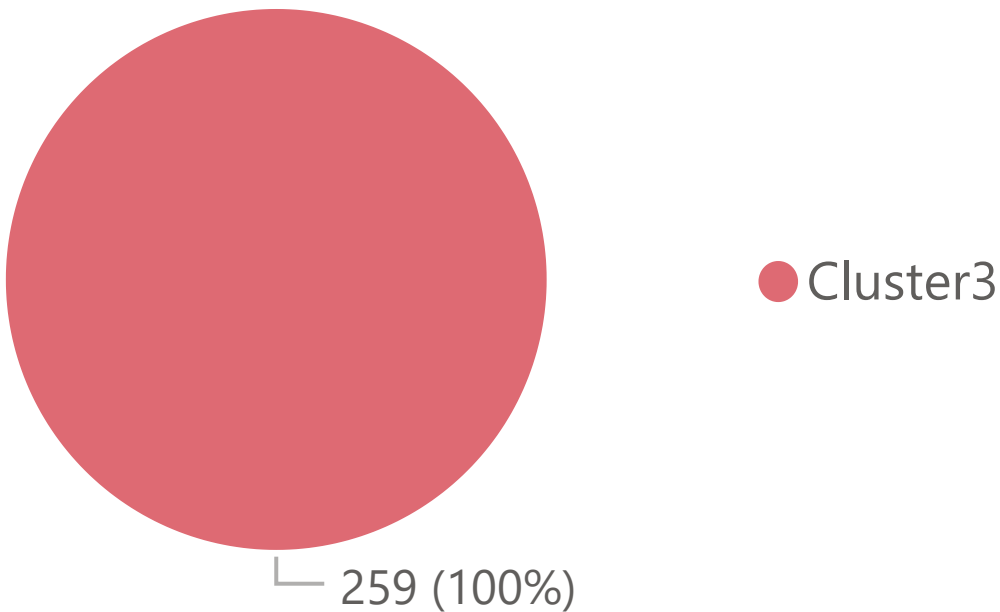
airbnb

Year

Multiple selectio... ⌄

cluster groups

■ Cluster3
□ Other

Count of Host Id by Host Id (clusters) (groups)

● Cluster3

259 (100%)

Count of Host Id (clusters) by Neighbourhood

36 (11.61%)

105 (33.8...)

165 (53.23...)

Neighbourho...
● Manhattan
● Brooklyn
● Queens
● Bronx
● Staten Isla...
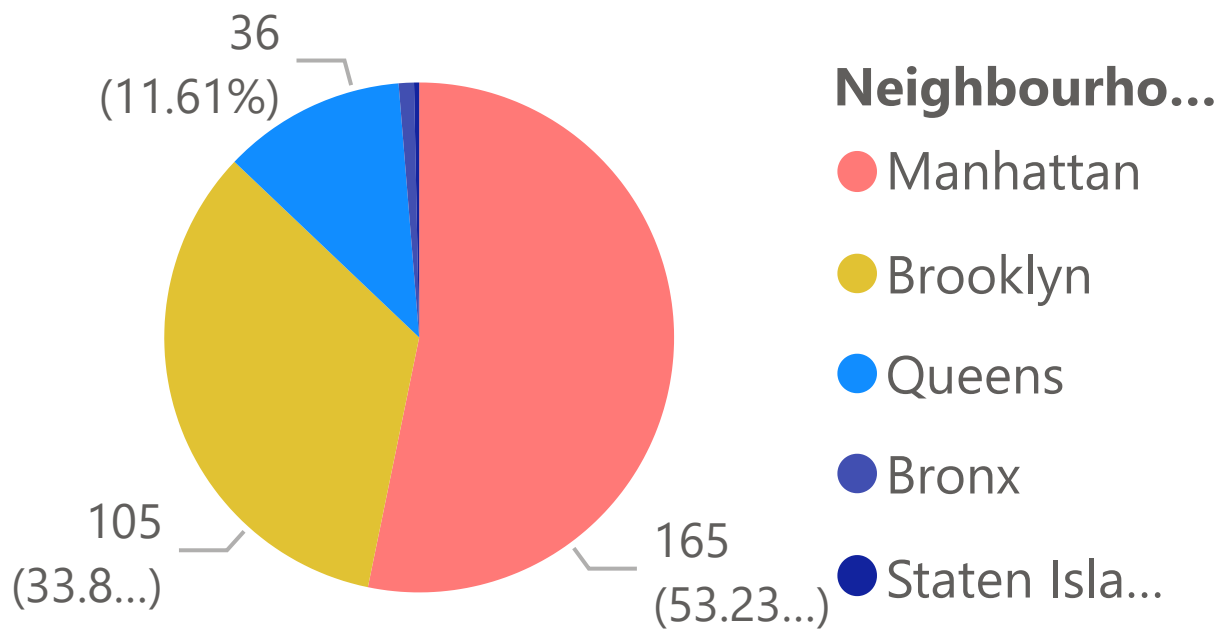
Average of Price by Neighbourhood and Host Id (clusters) (groups)

● Cluster3

Neighbourhood	Value
Manhattan	139
Queens	97
Brooklyn	83
Staten Island	80
Bronx	43

Total Listings by Year

Quarter	Value
2014 Qtr 1	32
2014 Qtr 2	34
2014 Qtr 3	53
2014 Qtr 4	63
2015 Qtr 1	40
2015 Qtr 2	65
2015 Qtr 3	23
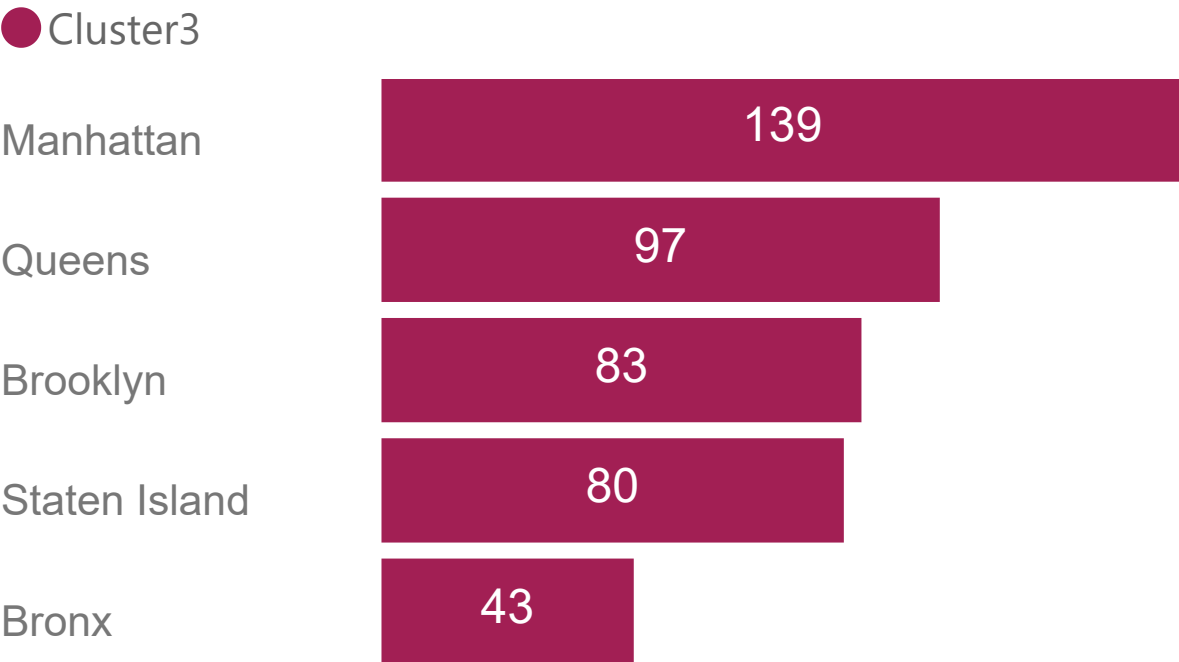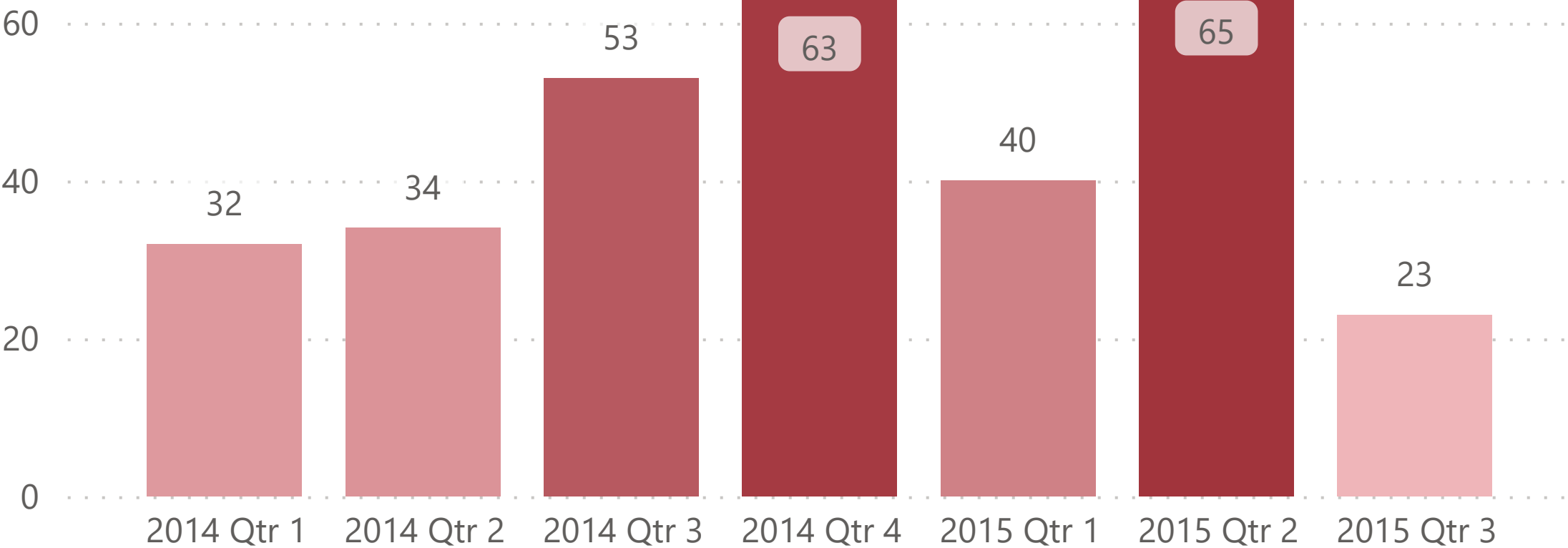
The average price of the host in cluster 3 in all the neighborhoods is **lower than** in the other clusters however it still leads to the lowest review score rating.

It could be resulted from the lack of experience in running a business in hosting. As from the graph, most of the hosts of cluster 3 started running Airbnb in 2009, compared to other clusters that started business in 2008, they were not familiar with the hosting business
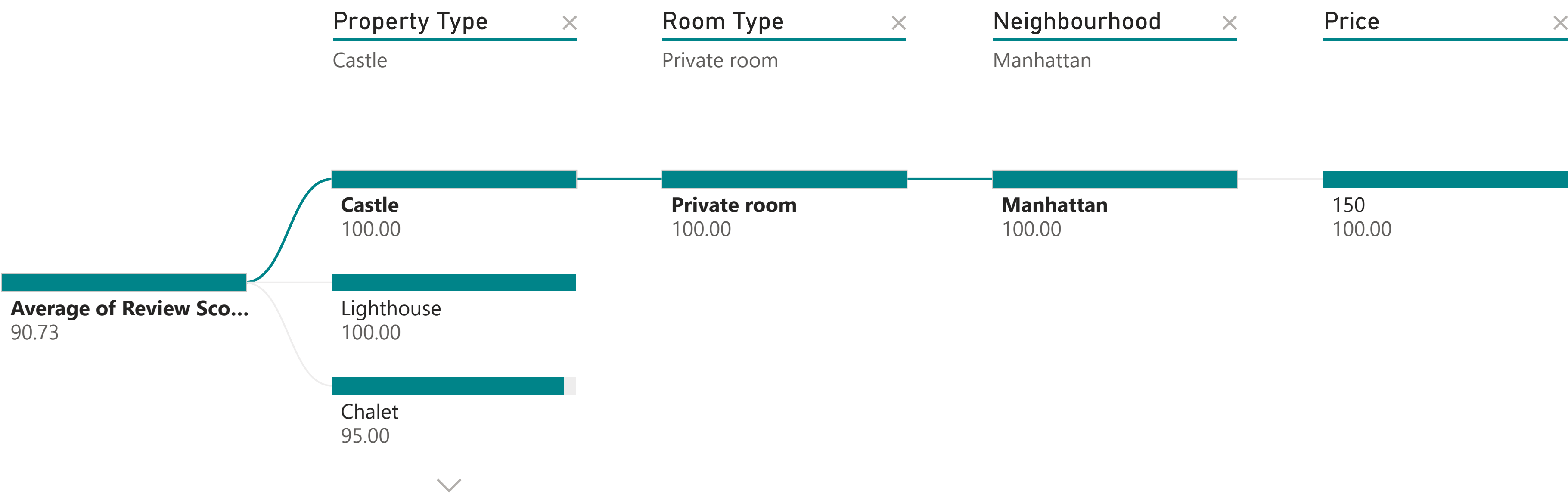
As from the graph, the number of records of cluster 3 increased from 2009 to 2014 and then dropped from 65 to 23 in the last two quarters. It implies the situation of bad performance of the host is improved.

Property Type ×	Room Type ×	Neighbourhood ×	Price ×
Castle	Private room	Manhattan	

	Castle 100.00	Private room 100.00	Manhattan 100.00	150 100.00
Average of Review Sco... 90.73	Lighthouse 100.00			
	Chalet 95.00			

Conclusion:

The superhost would satisfy for the below criterias:

Property Type : Apartment

Room Type: Entire home/apartment

Listing location: Manhattan

Price per night: $150

To encourage the hosts doing their best to be a superhost, we could give them guidelines and hosting trainings for example be responsive to the customer questions and not being overpriced for their apartment.