

The image features two thick black L-shaped brackets. One is positioned in the top-left corner, and the other is in the bottom-right corner. They are oriented towards each other, framing the central text.

# Airbnb Analysis in Austin

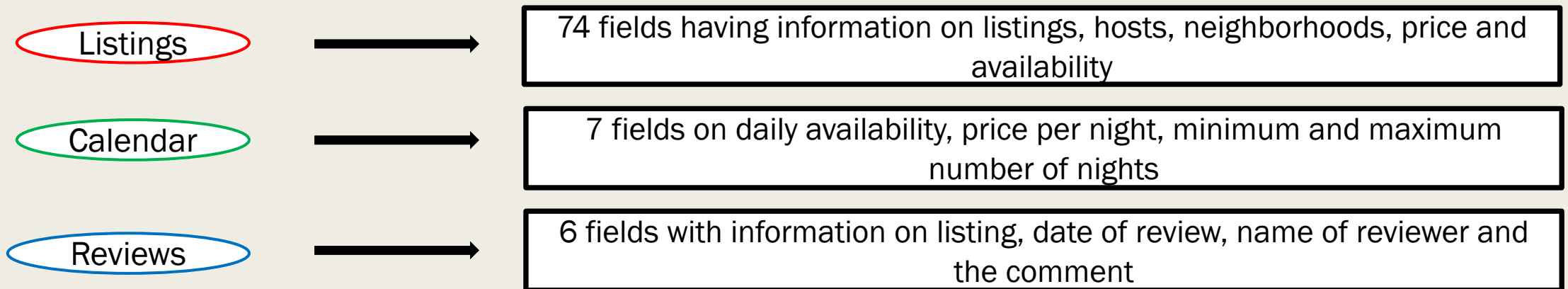
# Background

- Since 2008, Airbnb has been an online marketplace connecting people renting out their homes and people looking for accommodations in specific locations.
- Currently, Airbnb has in excess of **6 million listings**, spread over **100,000 cities** and **220-plus countries**.
- In my analysis, I work on the listings data of Austin, Texas and extract insights and answer business problems.



# Preparing and Understanding the Data

- Source of the data: [Inside Airbnb](#) for Austin, Texas.
- There are three datasets – listings, reviews and calendar.
- This data is scraped on 2022-06-08 as per the source.
- Tools employed: SQL, DB Browser for SQLite, Tableau Public



- In the listings data, the 'price' field has a non-numeric character '\$'. This is corrected manually using the 'Modify Table' option in 'Edit' menu.

# Business Problems

I will be answering the questions mentioned below.

- How many listings and hosts are there in Austin? Are there hosts with multiple listings?
- Across neighborhoods, what is the proportion of listings and the price situation?
- What is the price per bed trend by each neighborhood?
- What is the division of each type of room among all listings? How does the price correlate with a room type and neighbourhood?
- In the next 30 days, what is the revenue potential across neighborhoods and room types?
- What is the outlook of superhosts across each neighborhood – in terms of numbers, price and ratings?

# Hosts and Listings

## ■ Number of hosts and listings

```
15 -- 1. Lets look at number of listings and hosts
16 SELECT
17 COUNT(DISTINCT(listings_austin.id)) AS Num_of_listings,
18 COUNT(DISTINCT(listings_austin.host_id)) AS Num_of_hosts
19 FROM listings_austin;
20
```

	Num_of_listings	Num_of_hosts
1	17071	9556

- We have 17071 listings and 9556 hosts in Austin.

## ■ Hosts with multiple listings

```
25 -- Hosts with multiple listings
26 SELECT
27 num_listings_per_host,
28 COUNT(host_id) AS num_hosts,
29 ROUND(COUNT(host_id)*100.0/(SELECT COUNT(DISTINCT (host_id)) FROM listings_austin),2) AS Host_percentage
30 FROM (SELECT host_id, COUNT(DISTINCT id) AS num_listings_per_host
31 FROM listings_austin
32 GROUP BY host_id)
33 GROUP BY
34 num_listings_per_host
35 ORDER BY
36 num_listings_per_host;
37 -- There are hosts with a single listing and also with little less than 400 listings.
38 -- Close to 80% of hosts are single-property hosts.
```

	num_listings_per_host	num_hosts	Host_percentage
1	1	7552	79.03
2	2	1113	11.65
3	3	364	3.81
4	4	178	1.86
5	5	86	0.9
6	6	48	0.5

- There are hosts with listings ranging from 1 to near 400 in number.
- Close to 80% of hosts are single-property holders.
- Those having 2 to 3 listings account for 16% among the 9556 hosts.

# Neighborhoods and Average Price

```

54 -- Neighborhoods ordered by number of listings in descending
55 SELECT
56 neighbourhood,
57 COUNT(id) AS Num_listings,
58 ROUND(COUNT(id) * 100.0 / (SELECT COUNT(DISTINCT (id)) FROM listings_austin), 2) AS Perc_listings
59 FROM listings_austin
60 GROUP BY neighbourhood
61 ORDER BY num_listings DESC LIMIT 5;

```

	neighbourhood	Num_listings	Perc_listings
1	Austin, Texas, United States	7170	42.0
2	NULL	6992	40.96
3	Wimberley, Texas, United States	270	1.58
4	Dripping Springs, Texas, United States	221	1.29
5	Round Rock, Texas, United States	187	1.1

- Austin accounts for 42% of all listings.
- Similar number of listings have NULL value for neighborhood.

Lets look at correlation with price.

- Among the top 5 neighborhoods, each hold a single listing except Burnet County.
- Cypress Mill has the highest price, around 50% more than at Burnet County.

```

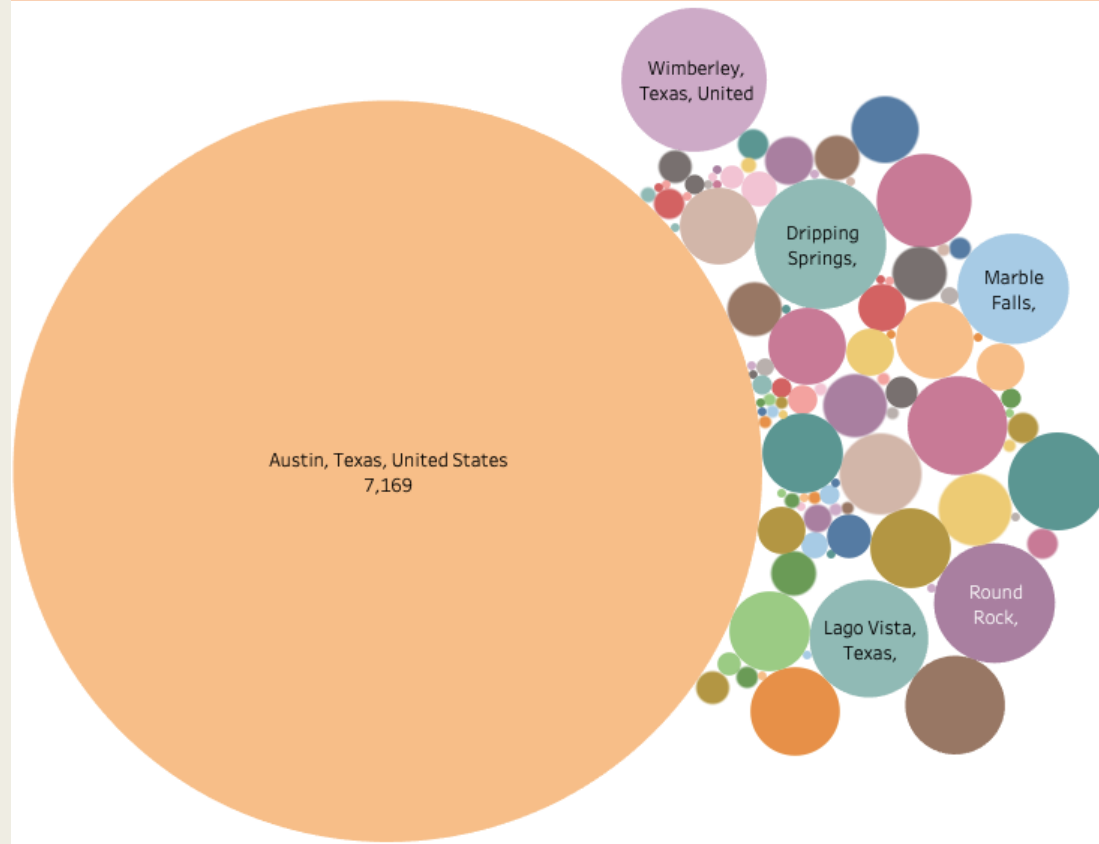
52 -- 4. Average price and number of listings by neighbourhood
53 -- For Cypress Mill, price value has a comma. This affects the average function resulting in wrong result.
54 -- Remove the commas in the price column while calculating the average price.
55 SELECT
56 neighbourhood,
57 COUNT(id) AS Num_listings,
58 ROUND(AVG(CAST(REPLACE(price, ',', '')) AS INTEGER)), 2) AS Average_price
59 FROM listings_austin
60 GROUP BY neighbourhood
61 ORDER BY Average_price DESC;
62 -- Cypress Mill having a single listing has the highest average price, around 50% more than at Burnet County.

```

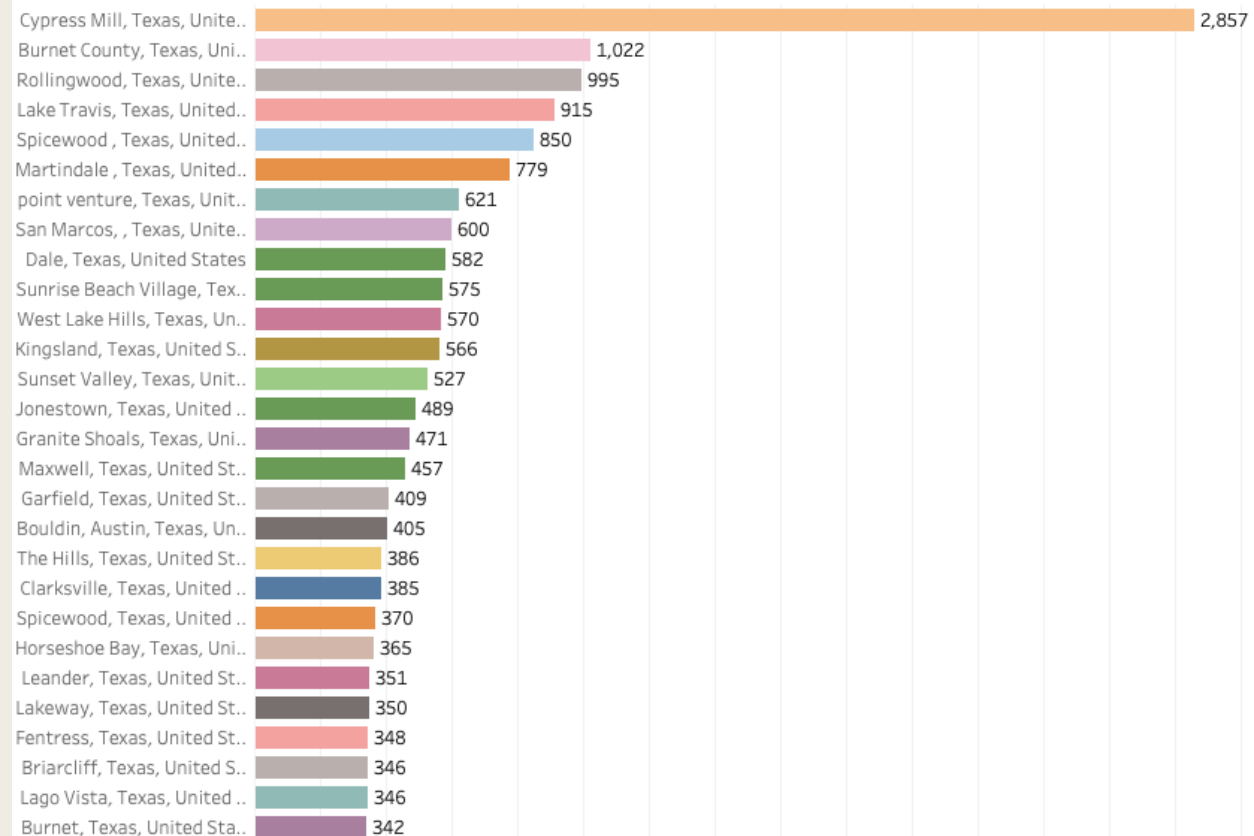
	neighbourhood	Num_listings	Average_price
1	Cypress Mill, Texas, United States	1	2857.0
2	Burnet County, Texas, United States	2	1022.0
3	Rollingwood, Texas, United States	1	995.0
4	Lake Travis, Texas, United States	1	915.0
5	Spicewood, Texas, United States	1	850.0

# Neighborhoods and Average Price

Number of Listings by Neighbourhood



Average Price by Neighbourhood



# Price per Bed by Neighborhood

```
76 -- 5. Price per bed by neighbourhood
77 SELECT neighbourhood, beds, ROUND(SUM(CAST(REPLACE(price, ',', '') AS INTEGER))/SUM(beds),2) AS Price_per_bed
78 FROM listings_austin
79 GROUP BY neighbourhood
80 ORDER BY Price_per_bed DESC LIMIT 5;
81 -- Price per bed in Rollingwood, single bed neighbourhood, is 5 times more than at Westlake Hills.
82 -- Rollingwood is one of the most affluent and sought-after neighbourhoods in Austin.
```

	neighbourhood	beds	Price_per_bed
1	Rollingwood, Texas, United States	1	995.0
2	Westlake Hills, Austin, Texas, United States	1	196.0
3	Cypress Mill, Texas, United States	15	190.0
4	West Lake Hills, Texas, United States	4	151.0
5	Burnet County, Texas, United States	4	146.0

- Price per bed is highest in Rollingwood, where it is approximately 80% more than at Westlake Hills.
- In Austin, Rollingwood is one of the most sought-after and affluent neighborhoods. Hence high demand causes this high rates.
- Cypress Mill, on other hand, contains 15 beds, resulting in a price per bed rate similar at Westlake Hills.



# Price per Bed by Neighborhood



Summary	
Count:	99
AVG(Price)	
Average:	313
Minimum:	50
Maximum:	2,857
Median:	205
AGG(Price per Bed)	
Average:	86.3
Minimum:	25.0
Maximum:	995.0
Median:	72.5

# Room Type and Price Analysis

```
85 -- 6. Number of listings by room type and correlation between price and room type
86 SELECT
87 room_type,
88 ROUND(AVG(CAST(REPLACE(price, ',', '') AS INTEGER)),2) AS Average_price,
89 COUNT(DISTINCT id) AS Number_of_listings,
90 ROUND(COUNT(DISTINCT id)*100.0/(SELECT COUNT(DISTINCT id) FROM listings_austin),2) AS Proportion_of_listings
91 FROM
92 listings_austin
93 GROUP BY
94 room_type
95 ORDER BY
96 Average_price DESC;
97 -- Entire home/apartment is priced higher than others on average.
98 -- 83% of the listings approximately are entire homes or apartments. Hotel and shared rooms are in the minority among all 17071 listings.
99 -- But, it is observed the cost of a hotel room more than combined price of private and shared rooms.
```

- Entire homes or apartments are in high demand, accounting for **83%** in Austin.
- On average, price for a **entire home** is the **highest**.
- A hotel room is priced more than the combined price of a private and shared room.
- **Private rooms** make up **16%** in Austin, with shared and hotel rooms in distant third and fourth.

	room_type	Average_price	Number_of_listings	Proportion_of_listings
1	Entire home/apt	329.5	14123	82.73
2	Hotel room	323.68	47	0.28
3	Private room	124.73	2778	16.27
4	Shared room	66.35	123	0.72

# Room Type and Price Analysis

Listings by Room Type			
Entire home/apt	Private room	Shared room	Hotel room
82.7%	16.3%	0.7%	0.3%



Room Type

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

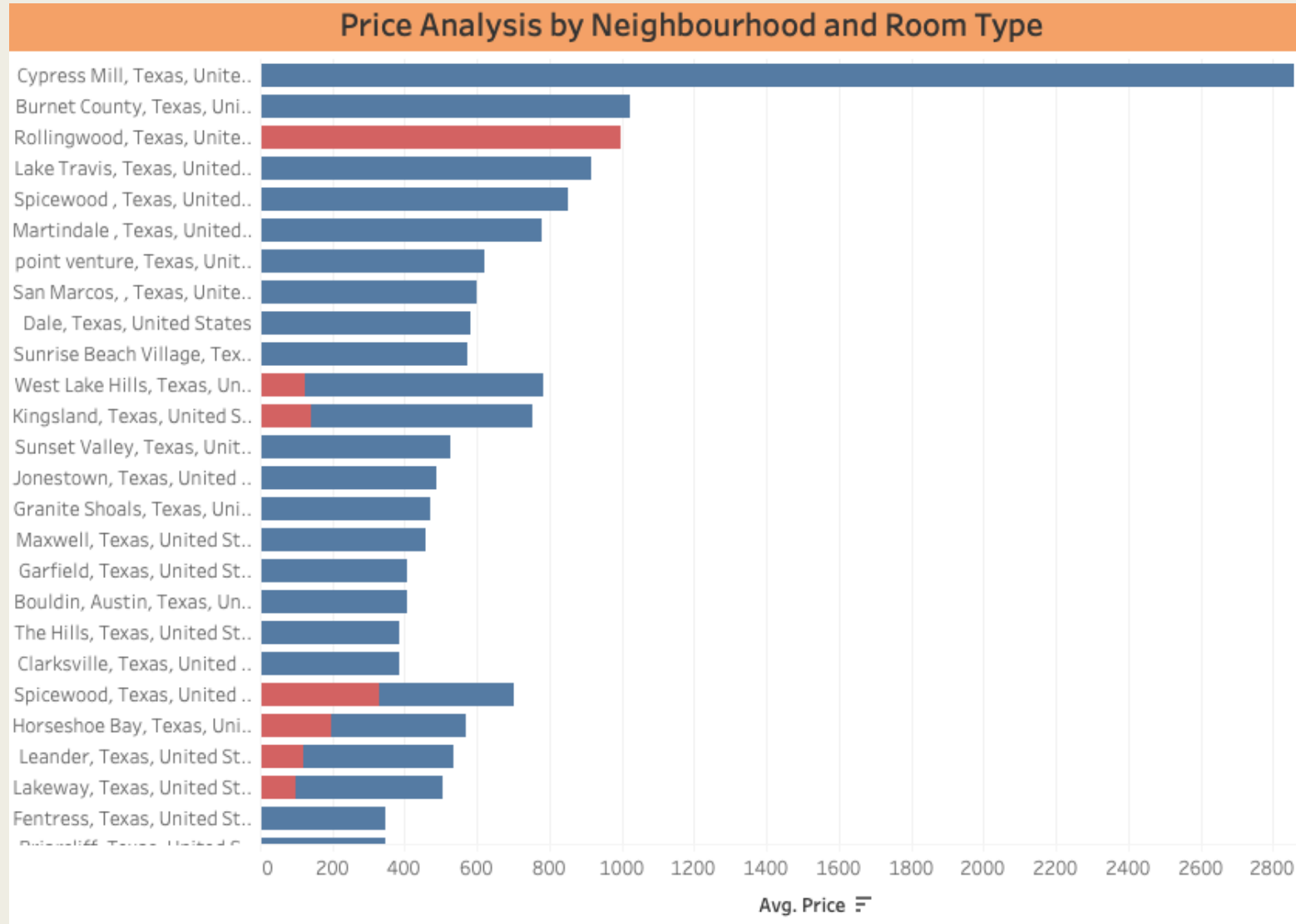
# Price Analysis by each Neighbourhood and Room Type

```
101 -- 7. By neighborhood, average price per room type
102 SELECT
103 neighbourhood,
104 room_type,
105 ROUND(AVG(CAST(REPLACE(price, ',', '') AS INTEGER)),2) AS Average_price,
106 COUNT(DISTINCT id) AS Number_of_listings
107 FROM
108 listings_austin
109 GROUP BY
110 neighbourhood,
111 room_type
112 ORDER BY
113 Average_price DESC;
114 -- 8 out of the top 10 in average prices are homes or apartments.
115 -- Hotel rooms and private rooms in Austin and Rollingwood respectively are other two.
```

- Deeper look at correlation between price and room type by including each neighbourhood.
- In average price, 8 out of 10 neighborhoods are homes or apartments.

	neighbourhood	room_type	Average_price	Number_of_listings
1	Cypress Mill, Texas, United States	Entire home/apt	2857.0	1
2	Austin, Texas, United States	Hotel room	1654.67	3
3	Burnet County, Texas, United States	Entire home/apt	1022.0	2
4	Rollingwood, Texas, United States	Private room	995.0	1
5	Lake Travis, Texas, United States	Entire home/apt	915.0	1
6	Spicewood , Texas, United States	Entire home/apt	850.0	1
7	Martindale , Texas, United States	Entire home/apt	779.0	1
8	West Lake Hills, Texas, United States	Entire home/apt	659.1	10
9	point venture, Texas, United States	Entire home/apt	621.0	1
10	Kingsland, Texas, United States	Entire home/apt	610.91	75

# Price Analysis by each Neighbourhood and Room Type



Neighbourhood

(All) ▼

Room Type

(All) ▼

Room Type

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

# Top Revenue Earners in Next 30 days

- Projected revenue for a listing is calculated from the availability field and by using this formula.

$$\text{projected revenue} = (30 - \text{availability}_{30}) * \text{price}$$

```

117 -- 8. Projected revenue for each listing based on number of days it is booked in next 30 days
118 SELECT
119 id,
120 listing_url,
121 CAST(REPLACE(price, ',', '')) AS INTEGER AS Price_listing,
122 name,
123 (30 - availability_30) AS booked_next_30,
124 (30 - availability_30) * CAST(REPLACE(price, ',', '')) AS INTEGER AS projected_rev_30
125 FROM listings_austin
126 ORDER BY projected_rev_30 DESC LIMIT 5;

```

	id	listing_url	Price_listing	name	booked_next_30	projected_rev_30
1	4538217	https://www.airbnb.com/rooms/4538217	10000	The Cathédrale	30	300000
2	43389969	https://www.airbnb.com/rooms/43389969	10000	WanderJaunt   Ransom   1BR   Downtown ...	30	300000
3	43390684	https://www.airbnb.com/rooms/43390684	10000	WanderJaunt   Lyndon   1BR   Downtown ...	30	300000
4	43413140	https://www.airbnb.com/rooms/43413140	10000	WanderJaunt   Wooten   1BR   Downtown ...	30	300000
5	43413927	https://www.airbnb.com/rooms/43413927	10000	WanderJaunt   Bicker   1BR   Downtown ...	30	300000

➤ Maximum revenue a listing earns is 300,000.

➤ Top 5 listings are either booked out or blocked by hosts in this period.

Availability for next year:

➤ ‘The Cathedrale’ property seems to be booked or blocked by hosts for the whole year.

```

128 -- Looking at availability for next year
129 SELECT id, listing_url, CAST(REPLACE(price, ',', '')) AS INTEGER AS Price_listing, name, availability_365, property_type,
130 (365 - availability_365) * CAST(REPLACE(price, ',', '')) AS INTEGER AS projected_rev_365
131 FROM listings_austin
132 ORDER BY projected_rev_365 DESC LIMIT 5;

```

	id	listing_url	Price_listing	name	availability_365	property_type	projected_rev_365
1	4538217	https://www.airbnb.com/rooms/4538217	10000	The Cathédrale	0	Entire home	3650000
2	44956503	https://www.airbnb.com/rooms/44956503	10000	WanderJaunt   Dawson   1BR   Downtown ...	5	Entire rental unit	3600000
3	47356648	https://www.airbnb.com/rooms/47356648	10000	WanderJaunt   Townes   Efficiency   East ...	5	Entire rental unit	3600000
4	51148899	https://www.airbnb.com/rooms/51148899	10000	WanderJaunt   Florian   1BR   East Austin	5	Entire rental unit	3600000
5	43413927	https://www.airbnb.com/rooms/43413927	10000	WanderJaunt   Bicker   1BR   Downtown ...	26	Entire rental unit	3390000

# Revenue Potential by Neighborhood

- Data is filtered using last review date to exclude 'inactive listings'. Inactive listings are those who have received the last review beyond 6 months prior 2022-06-08.

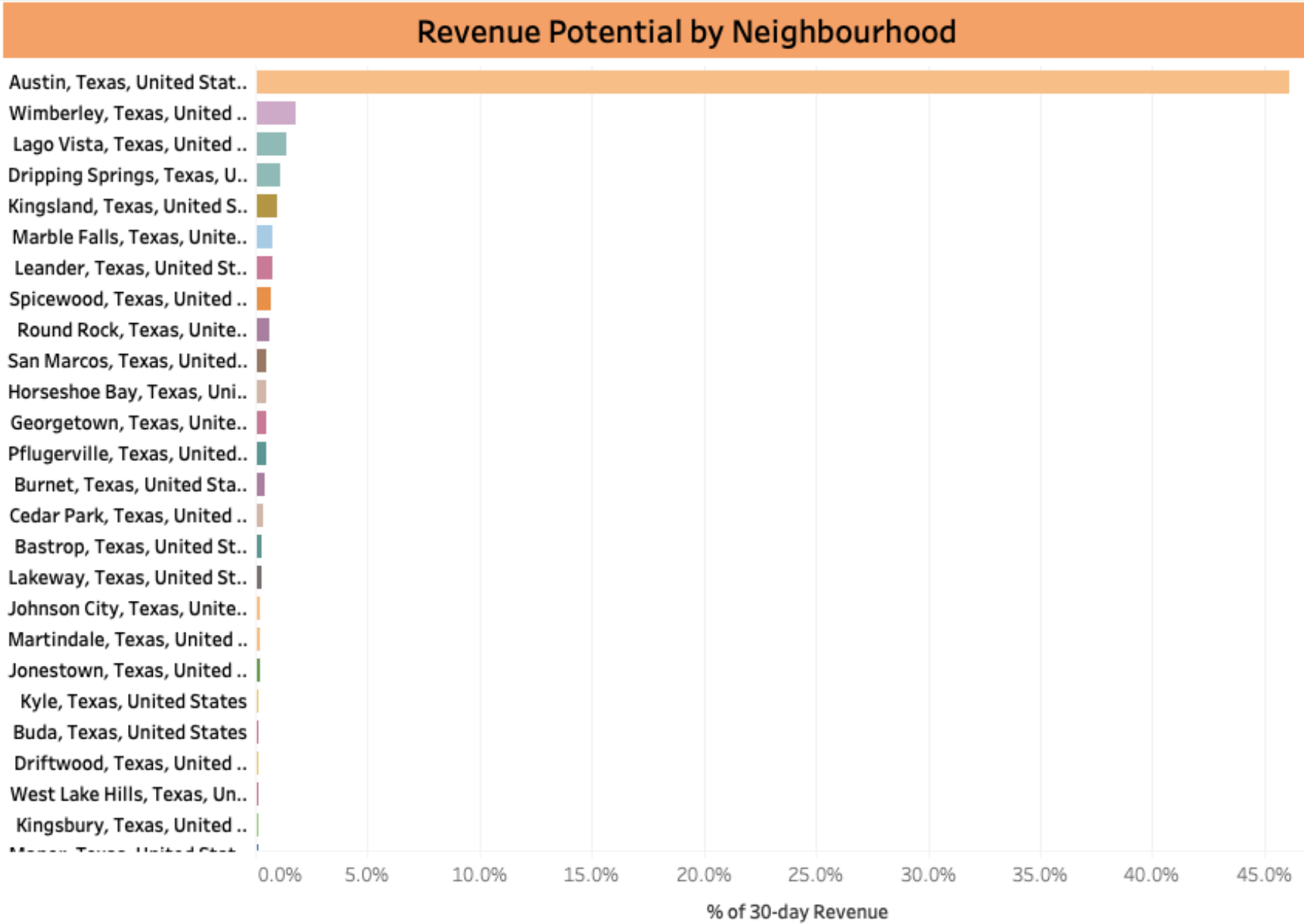
```
135 -- Which neighbourhoods lead the way in terms of revenue earned?
136 -- 8. Projected revenue for each neighbourhood for the next 30 days
137 -- Filtering listings based on last review data. Considering only those listings
138 -- where a review was made in past 6 months from 2022-06-08
139 -- Top 5 earners
140 SELECT
141 neighbourhood,
142 SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER)) AS projected_rev_30,
143 ROUND((SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER))*100.0/
144 (SELECT SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER))
145 FROM listings_austin WHERE last_review >= '2022-01-01')),2) AS Revenue_share,
146 COUNT(DISTINCT id) AS num_listings
147 FROM
148 listings_austin
149 WHERE
150 last_review >= '2022-01-01' AND neighbourhood IS NOT NULL
151 GROUP BY
152 neighbourhood
153 ORDER BY
154 projected_rev_30 DESC LIMIT 5;
```

- Austin recoups the highest revenue in the 30-day period, with a 47% revenue share.
- Four of the top 5 neighborhoods account for only 9% of the revenue share.
- Single and double-listing neighborhoods give the least revenue potential.

	neighbourhood	projected_rev_30	Revenue_share	num_listings
1	Austin, Texas, United States	20822784	46.51	4366
2	Wimberley, Texas, United States	1178528	2.63	211
3	Lago Vista, Texas, United States	1046812	2.34	158
4	Dripping Springs, Texas, United States	811533	1.81	200
5	Kingsland, Texas, United States	722218	1.61	65

	neighbourhood	projected_rev_30	num_listings
1	Manor, Austin, Texas, United States	214	1
2	Prairie Lea, Texas, United States	765	1
3	Dale, Texas, United States	950	2
4	Seguin, Texas, United States	950	2
5	Canyon Lake, Texas, United States	959	1

# Revenue Potential by Neighborhood





# Revenue potential across Room Types

```

170 -- Deeper analysis by looking revenue potential by neighbourhood and room type.
171 -- Listings filtered where last review >= '2022-01-01'
172 -- 9. Revenue potential by neighbourhood and room type
173 SELECT
174     la.neighbourhood,
175     SUM((30 - la.availability_30)*(CAST(REPLACE(la.price, ',', '') AS INTEGER))) AS projected_totalrev_30,
176     ROUND(SUM(CASE WHEN la.room_type='Entire home/apt' THEN ((30 - la.availability_30)*(CAST(REPLACE(la.price, ',', '') AS INTEGER))) END)*100.0/
177     (SELECT SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER)) FROM listings_austin WHERE neighbourhood = la.neighbourhood AND
178     last_review>='2022-01-01'),2) AS projected_rev_entirehome,
179     ROUND(SUM(CASE WHEN la.room_type='Hotel room' THEN ((30 - la.availability_30)*(CAST(REPLACE(la.price, ',', '') AS INTEGER))) END)*100.0/
180     (SELECT SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER)) FROM listings_austin WHERE neighbourhood = la.neighbourhood AND
181     last_review>='2022-01-01'),2) AS projected_rev_hotelroom,
182     ROUND(SUM(CASE WHEN la.room_type='Private room' THEN ((30 - la.availability_30)*(CAST(REPLACE(la.price, ',', '') AS INTEGER))) END)*100.0/
183     (SELECT SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER)) FROM listings_austin WHERE neighbourhood = la.neighbourhood AND
184     last_review>='2022-01-01'),2) AS projected_rev_privateroom,
185     ROUND(SUM(CASE WHEN la.room_type='Shared room' THEN ((30 - la.availability_30)*(CAST(REPLACE(la.price, ',', '') AS INTEGER))) END)*100.0/
186     (SELECT SUM((30 - availability_30)*CAST(REPLACE(price, ',', '') AS INTEGER)) FROM listings_austin WHERE neighbourhood = la.neighbourhood AND
187     last_review>='2022-01-01'),2) AS projected_rev_sharedroom
188 FROM
189     listings_austin AS la
190 WHERE
191     la.last_review >= '2022-01-01'
192 GROUP BY la.neighbourhood ORDER BY projected_totalrev_30 DESC;

```

- For majority of neighborhoods, entire homes earn more than 50% of the revenue.
- Bluffton gets 1/3rd of its revenue from hotel rooms.
- Paige is the only neighbourhood where private rooms account for 69% revenue share.

	neighbourhood	projected_totalrev_30	projected_rev_entirehome	projected_rev_hotelroom	projected_rev_privateroom	projected_rev_sharedroom
1	Austin, Texas, United States	20822784	96.37	NULL	3.6	0.04
2	NULL	13781222	NULL	NULL	NULL	NULL
3	Wimberley, Texas, United States	1178528	95.47	0.29	4.24	NULL
4	Lago Vista, Texas, United States	1046812	99.39	NULL	0.61	NULL
5	Dripping Springs, Texas, United States	811533	95.24	NULL	4.76	NULL
6	Kingsland, Texas, United States	722218	98.26	NULL	1.74	NULL
7	Leander, Texas, United States	565879	96.0	NULL	4.0	NULL
8	Round Rock, Texas, United States	501152	90.45	NULL	9.09	0.46
9	Spicewood, Texas, United States	462016	100.0	NULL	NULL	NULL
10	San Marcos, Texas, United States	377942	96.97	NULL	3.03	NULL

# Revenue potential across Room Types

Revenue Potential by Room Type and Neighbourhood				
Neighbourhood	Entire home/apt	Private room	Hotel room	Shared room
Andice, Texas, United Sta..		100.0%		
Austin , Texas, United Sta..	100.0%			
Austin, Texas, United Stat..	96.4%	3.6%		0.0%
Austin, Tx, United States	100.0%			
Austin, United States	100.0%			
Bartlett, Texas, United St..	100.0%			
Bastrop, Texas, United St..	86.6%	13.4%		
Bee Cave, Texas, United S..	100.0%			
Bertram, Texas, United St..	100.0%			
Bluffton, Texas, United St..	66.4%		33.6%	
Briarcliff, Texas, United S..	100.0%			
Buda, Texas, United States	92.2%	7.8%		
Burnet County, Texas, Uni..	100.0%			
Burnet, Texas, United Sta..	100.0%			
Canyon Lake, Texas, Unite..	100.0%			
Cedar Creek, Texas, Unite..	100.0%			
Cedar Park, Texas, United ..	83.0%	17.0%		
Clarksville, Texas, United ..	100.0%			
Cottonwood Shores, Texa..	100.0%			
Coupland, Texas, United S..	100.0%			
Cypress Mill, Texas, Unite..	100.0%			
Dale, Texas, United States	100.0%			
Del Valle, Texas, United St..	57.7%	42.3%		
Driftwood, Texas, United ..	100.0%			
Dripping Springs, Texas, ..	95.2%	4.8%		
Elgin, Texas, United States	97.4%	2.6%		
Fentress, Texas, United St..	100.0%			

Last Review

01/01/2022    08/06/2022

◀ ▶

% of 30-day Revenue

0.0%                      100.0%

◀────────────────────────────────────────▶

# Superhosts by Neighbourhood

- Who is a superhost? – A superhost is one who performs exceptionally in their hosting duties and give best customer service.

```
232  |-- 11. Proportion of super-hosts
233  SELECT
234  COUNT (DISTINCT(CASE WHEN host_is_superhost = 't' THEN host_id END)) AS Superhost,
235  COUNT (DISTINCT(CASE WHEN host_is_superhost = 'f' THEN host_id END)) AS Regularhost
236  FROM listings_austin;
237  |-- There are 3027 super hosts with around 6524 regular hosts.
```

	Superhost	Regularhost
1	3027	6524

- 2/3rd of hosts are regular hosts, with little over 3000 being superhosts.

Below, inactive listings which received last review before 2022-01-01 are excluded.

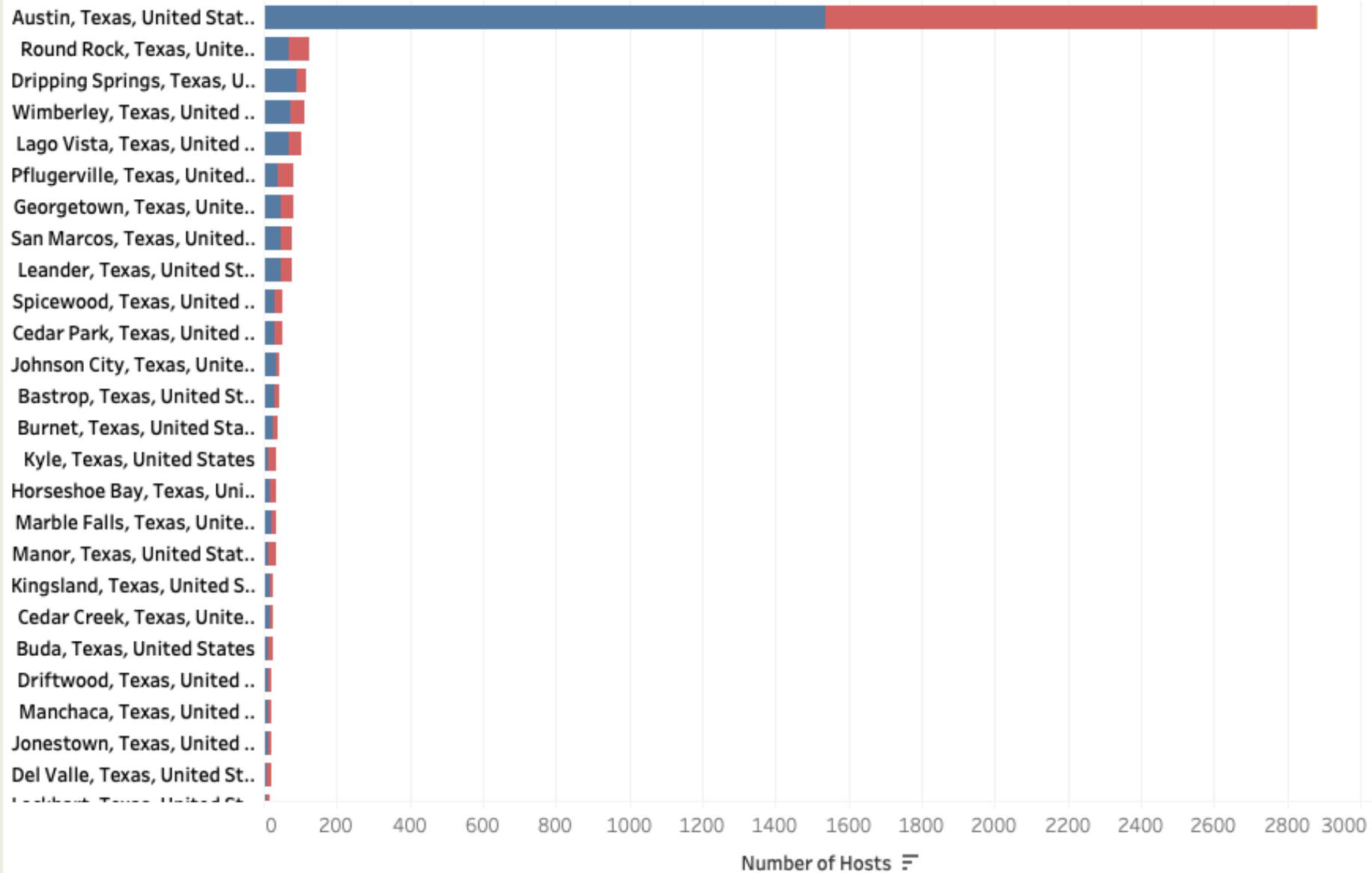
```
240  |-- 12. Superhosts Across neighbourhoods
241  |-- By neighbourhoods, we look number of superhosts.
242  SELECT neighbourhood,
243  COUNT (DISTINCT(CASE WHEN host_is_superhost = 't' THEN host_id END)) AS Superhost,
244  COUNT (DISTINCT(CASE WHEN host_is_superhost = 'f' THEN host_id END)) AS Regularhost
245  FROM listings_austin
246  WHERE
247  last_review >= '2022-01-01'
248  GROUP BY neighbourhood
249  ORDER BY Superhost DESC;
250  |-- Austin has the largest number of Superhosts. Majority of the listings are centred in Austin.
251  |-- We go one step further to understand which neighbourhoods have more super hosts than the regular hosts.
```

	neighbourhood	Superhost	Regularhost
1	Austin, Texas, United States	1537	1342
2	NULL	744	1108
3	Dripping Springs, Texas, United States	91	26
4	Wimberley, Texas, United States	75	36
5	Lago Vista, Texas, United States	69	36

- Austin has the highest number of superhosts.
- Out of 98 neighborhoods, 54 of them have more superhosts than regular hosts.

# Superhosts by Neighbourhood

Number of Superhosts by Neighbourhood



Last Review  
01/01/2022 08/06/2022

Host Is Superhost  
Null  
False  
True

# Correlation between price and superhost status

```
239 -- 14. Correlation of average price of a listing with superhost status
240 SELECT
241 ROUND(AVG(CASE WHEN host_is_superhost = 't' THEN (CAST(REPLACE(price, ',', '')) AS INTEGER)) END),2) AS Superhost_price,
242 ROUND(AVG(CASE WHEN host_is_superhost = 'f' THEN (CAST(REPLACE(price, ',', '')) AS INTEGER)) END),2) AS Regularhost_price
243 FROM listings_austin;
244 -- 276 vs 303, Average price for regular host is greater than for a superhost.
```

	Superhost_price	Regularhost_price
1	275.54	302.66

- On average, price of a regular host listing is greater than that of a superhost listing.

```
263 -- 16. Neighbourhoods where average price for a super host is greater than for a regular host
264 SELECT neighbourhood, ROUND(AVG(CASE WHEN host_is_superhost = 't' THEN
265 CAST(REPLACE(price, ',', '')) AS INTEGER) END),2) AS Superhost_avg_price
266 FROM listings_austin
267 WHERE
268 last_review >= '2022-01-01'
269 GROUP BY neighbourhood
270 HAVING Superhost_avg_price > (SELECT AVG(CASE WHEN host_is_superhost = 'f' THEN
271 CAST(REPLACE(price, ',', '')) AS INTEGER) END))
272 ORDER BY Superhost_avg_price DESC;
273 -- Sunrise Beach Village, West Lake Hills, Garfield, Kingsland and Jonestown are in top 5 neighbourhoods
274 -- where superhosts charge greater than the regular hosts.
275 -- There are 21 neighbourhoods where the average price of listing for super host greater than for a regular host.
```

	neighbourhood	Superhost_avg_price
1	Sunrise Beach Village, Texas, United States	858.5
2	West Lake Hills, Texas, United States	697.33
3	Garfield, Texas, United States	649.0
4	Kingsland, Texas, United States	640.03
5	Jonestown, Texas, United States	586.39

- There are 21 neighborhoods where superhosts charge more than the regular host.

# Ratings by a superhost status

- Look at a tabular form of the average of all types ratings – cleanliness, location, communication etc. by a superhost status.

```
238 -- Now we look at the ratings scores for a superhost.
239 -- 15. Ratings and cleanliness scores based on review
240 SELECT
241 host_is_superhost,
242 ROUND(AVG(review_scores_rating),2) AS Avg_rating,
243 ROUND(AVG(review_scores_cleanliness),2) AS Avg_cleanliness,
244 ROUND(AVG(review_scores_accuracy),2) AS Avg_accuracy,
245 ROUND(AVG(review_scores_checkin),2) AS Avg_checkin,
246 ROUND(AVG(review_scores_communication),2) AS Avg_comms,
247 ROUND(AVG(review_scores_location),2) AS Avg_loc
248 FROM
249 listings_austin
250 WHERE
251 last_review >= '2022-01-01'
252 GROUP BY
253 host_is_superhost;
254 -- We can see why superhosts perform better than regular hosts from the average ratings.
255 -- Superhosts get better ratings for cleanliness, check-in service, communication, location and the final rating also.
```

- Broad view shows superhosts receive greater review scores than regular hosts.
- A superhost receives highest average rating of 4.9.

	host_is_superhost	Avg_rating	Avg_cleanliness	Avg_accuracy	Avg_checkin	Avg_comms	Avg_loc
1	NULL	5.0	5.0	5.0	4.83	3.67	5.0
2	f	4.75	4.76	4.8	4.86	4.82	4.82
3	t	4.91	4.9	4.92	4.95	4.95	4.89

# Ratings by a superhost status

## Ratings by superhost status

	Host Is Superhost		
	True	False	Null
Avg. Review Scores Accuracy	4.9	4.8	5.0
Avg. Review Scores Location	4.9	4.8	5.0
Avg. Review Scores Cleanliness	4.9	4.8	5.0
Avg. Review Scores Rating	4.9	4.7	5.0
Avg. Review Scores Checkin	5.0	4.9	4.8
Avg. Review Scores Value	4.8	4.7	4.8
Avg. Review Scores Communication	4.9	4.8	3.7

Last Review

01/01/2022 08/06/2022



Host Is Superhost

Null

False

True

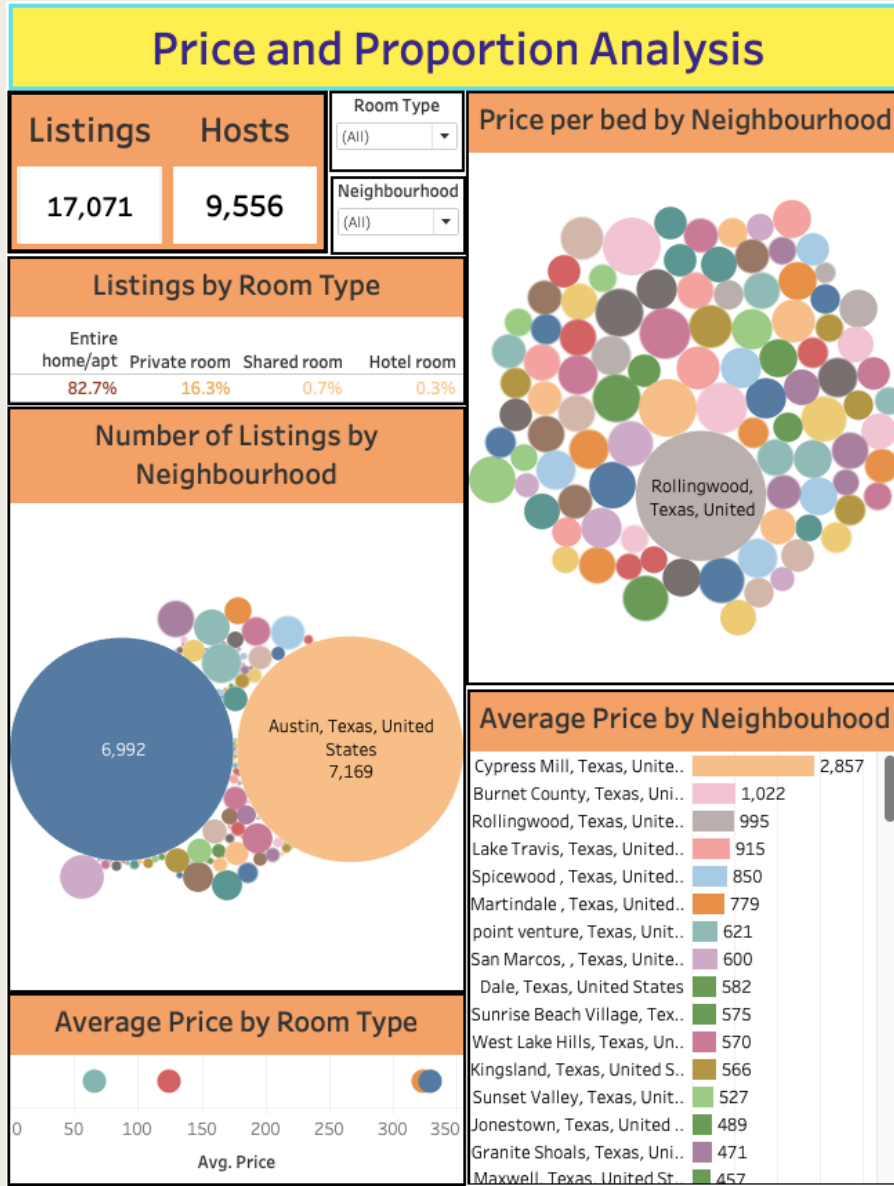
# Summary of the Findings

- **Hosts and listings:** In Austin, we have **17071 listings** and **9556 hosts**. **80% of hosts** have a **single listing** and there are hosts holding listings in the range from 1 to 400.
- **Neighbourhood:** Austin accounts for approximately **42% listings** against rest 97 neighborhoods. 4 of top 5 priced neighborhoods hold only 1 listing.
- **Price per bed:** Rollingwood has the **highest price per bed rate** around \$1000, **80% more** than at Westlake hills. Cypress Mill having 15 beds offers rate similar to Westlake Hills.
- **Room type:** Entire homes or apartments make up **83%** of the properties, with their **average price highest**. Hotel rooms cost more than combined price of shared and private rooms. **Private rooms** make up **16%** of the listing market.
- **Revenue potential:** For the next **30 days**, Austin projects close to **47% revenue share**. Entire homes or apartments have more than **50-60% revenue share** in majority of neighborhoods.
- **Superhosts:** **32%** of property owners are **superhosts**, with **majority** of them in Austin and **54** such neighborhoods having **more superhosts** than regular hosts.
- **Ratings:** Superhosts appear to receive higher review scores on average for cleanliness, location, communication etc. than regular hosts.



# Dashboards in Tableau

## Price and Proportion Analysis



## Revenue Potential and Superhost Status

