CAIRO AIRBNB MARKET

INVESTMENT & PERFORMANCE ANALYSIS

What separates winning listings from losing listings — and where should an investor focus?

100	$408.5K	20.0%	4.82 / 5
Active listings	TTM revenue	Avg occupancy	Avg rating

Data Analyst Final Project · Team Presentation · September 2026

Data: TTM Aug 2025 – Jul 2026 | Forward bookings Aug 2026 – Jul 2027 | Tools: PostgreSQL · Excel · Power BI · Python

Agenda

What we will walk through today

01 **Data foundation & quality repair**
Four datasets, one critical defect — and how we fixed it

02 **Market at a glance**
KPIs for 100 active Cairo listings

03 **Winners vs losers**
Revenue concentration and the anatomy of the top 10

04 **What to buy & how to price it**
Property segments, size, and the $60–$89 sweet spot

05 **Operational excellence**
Superhost premium, ratings profile, review velocity

06 **Timing, location & action plan**
Seasonality, forward pipeline, area playbooks, recommendations

Data Foundation

Four related datasets joined on listing_id — listing grain + listing-month grain

airbnb1	pastairbnb	futureairbnb	reviewsairbnb
Listings **100 rows · 73 columns** Attributes, ratings, TTM & 90-day performance metrics	**Past calendar** **1,195 rows** Monthly occupancy, revenue, ADR — Aug 2025 – Jul 2026	**Future calendar** **1,188 rows** Monthly booked pipeline — Aug 2026 – Jul 2027	**Reviews** **362 rows** Monthly review counts + reviewer IDs (576 reviews)

Analytics pipeline

Data Quality: The Defect We Caught First

Why no analysis touched the raw listings file

THE PROBLEM

- **9 of 100 rows column-shifted:** descriptions contained unescaped quotes (e.g. ...the "90 street"...)
- **Data leakage:** values like entire_home, photo URLs, and latitudes leaked into boolean columns (superhost, instant_book)
- **22 phantom columns** created due to text overflow and parsing offsets
- **Encoding corruption:** UTF-8 read as MacRoman (e.g., ‚Ç¨ instead of € across 65 cells)

Every boolean/metric analysis on raw file would have been wrong

THE FIX & VALIDATION

- **Anchor-based Python parser:** rebuilt all 9 shifted rows using structural anchor tokens (listing_type / room_type / EGP tail)
- **Mojibake correction:** MacRoman → UTF-8 re-encode; Arabic & French text fully preserved
- **Rigorous validation:** 100 unique listing IDs, valid Greater Cairo coordinates, ratings 4.24–5.00, 100% EGP currency
- **Cross-referenced:** 576 reviewer IDs mapped perfectly to 576 summed monthly reviews

Market median revenue corrected from $2,513 to $2,488

Takeaway: Data quality was our first deliverable — every number in this deck comes from the validated dataset.

Market at a Glance

100 active listings · trailing 12 months (Aug 2025 – Jul 2026)

100
Active Listings

$408,542
Total TTM Revenue

$2,488
Median Revenue / Listing

$57.34
Average Daily Rate

20.0%
Average Occupancy

4.82 / 5
Average Guest Rating

Supply Mix: 85% entire homes · 14% private rooms · 1% hotel rooms

Room Layouts: 42% two-bedroom · 24% three-bedroom listings

Host & Trust Metrics: 56% Superhosts · 47% Guest Favorites on Airbnb

Takeaway: Cairo's average revenue ($4,085) sits 64% above the median ($2,488) — a right-skewed market where a minority of winners pulls the average up.

Winners vs Losers: A Concentrated Market

Revenue share by listings ranked from highest to lowest TTM revenue

61.4%

of all revenue is earned by the top quartile (25 listings)

$10,030 vs $648

15× Average Revenue Gap

avg revenue: top quartile vs bottom quartile — a 15× gap

36.4% vs 4.3%

8× Busier (Occupancy)

occupancy: winners are not just pricier — they are 8× busier

Takeaway: the bottom 25% of listings are cheap AND empty — effectively dead supply. Execution, not location alone, separates the market.

Anatomy of the Top 10

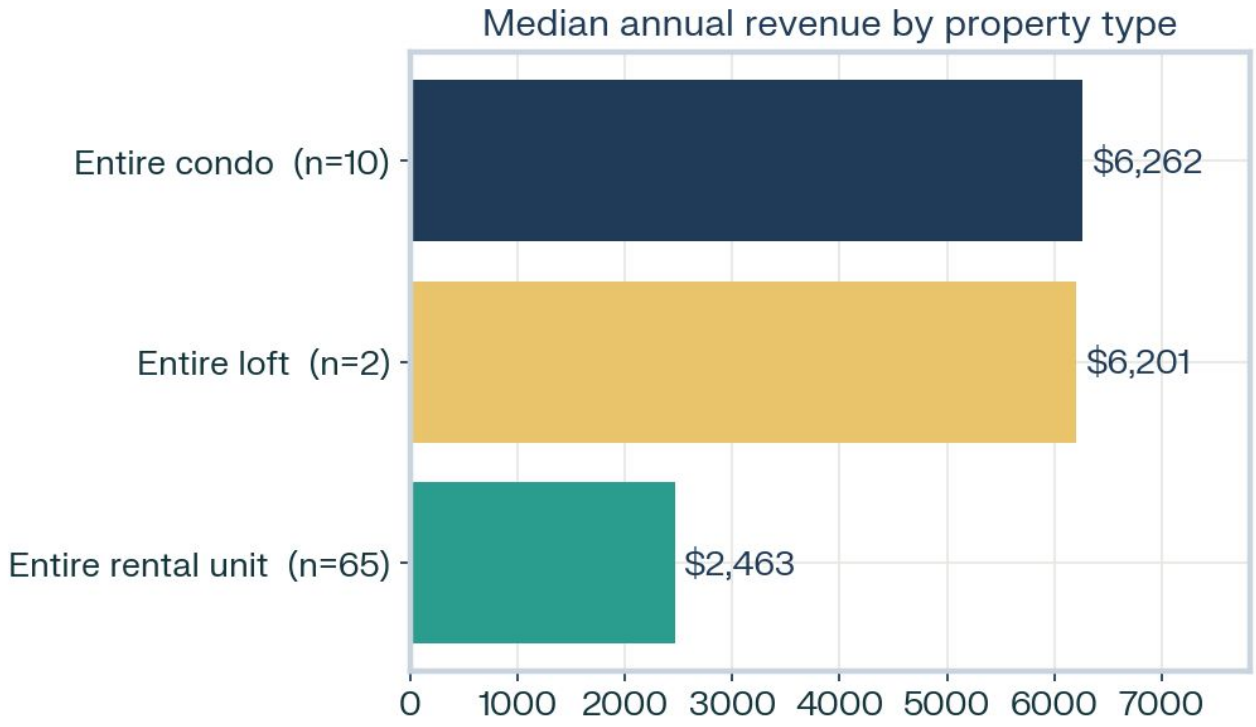
What the best-performing listings have in common

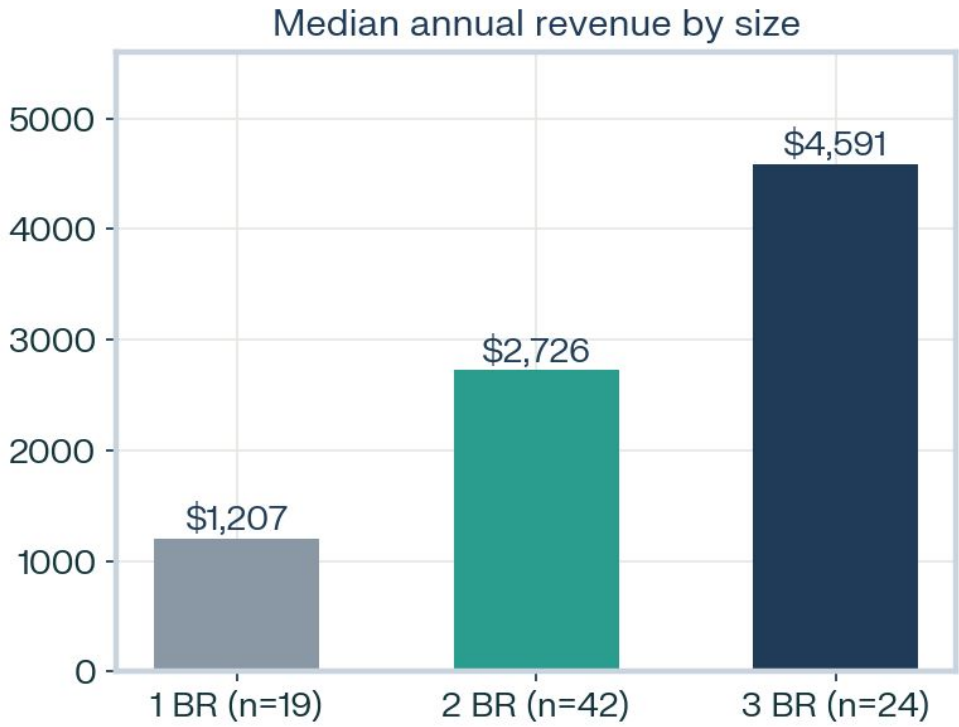
ID	Listing	Type	BR	Superhost	ADR	Occ.	Revenue	Rating
17301493	Sunny Hills 1 | Modern & Elegant	Entire home	2	Yes	$160	36%	$25,193	4.86
15869570	Luxurious Penthouse in Degla Maa	Entire home	3	Yes	$78	53%	$15,888	4.87
20851083	Amazing Nile View and Pyramids	Entire home	3	Yes	$173	21%	$14,761	4.98
9403109	Spacious Luxury Flat in Cairo	Entire home	3	No	$106	32%	$13,588	4.96
12675281	Good location, super clean and r	Entire home	2	Yes	$69	47%	$12,972	4.85
18348796	Downtown Cairo oasis	Entire home	2	Yes	$91	37%	$12,718	4.83
11080810	Location, bright, clean, and des	Entire home	2	Yes	$80	40%	$11,258	4.88
17972891	Boutique Hotel Villa Belle Epoqu	Hotel room	10	No	$314	10%	$10,936	4.68
29333276	Authentic 3BR in Downtown	Entire home	3	No	$58	48%	$10,744	4.53
16290979	sunny, spacious, clean room in m	Private room		Yes	$42	67%	$10,131	4.98

Takeaway: 7 of the top 10 are Superhosts, all are entire-home or premium products, all rated ≥ 4.53. The #1 listing pairs $160 ADR with 36% occupancy — Cairo pays for quality.

What Should an Investor Buy?

Property type and size drive revenue more than nightly price

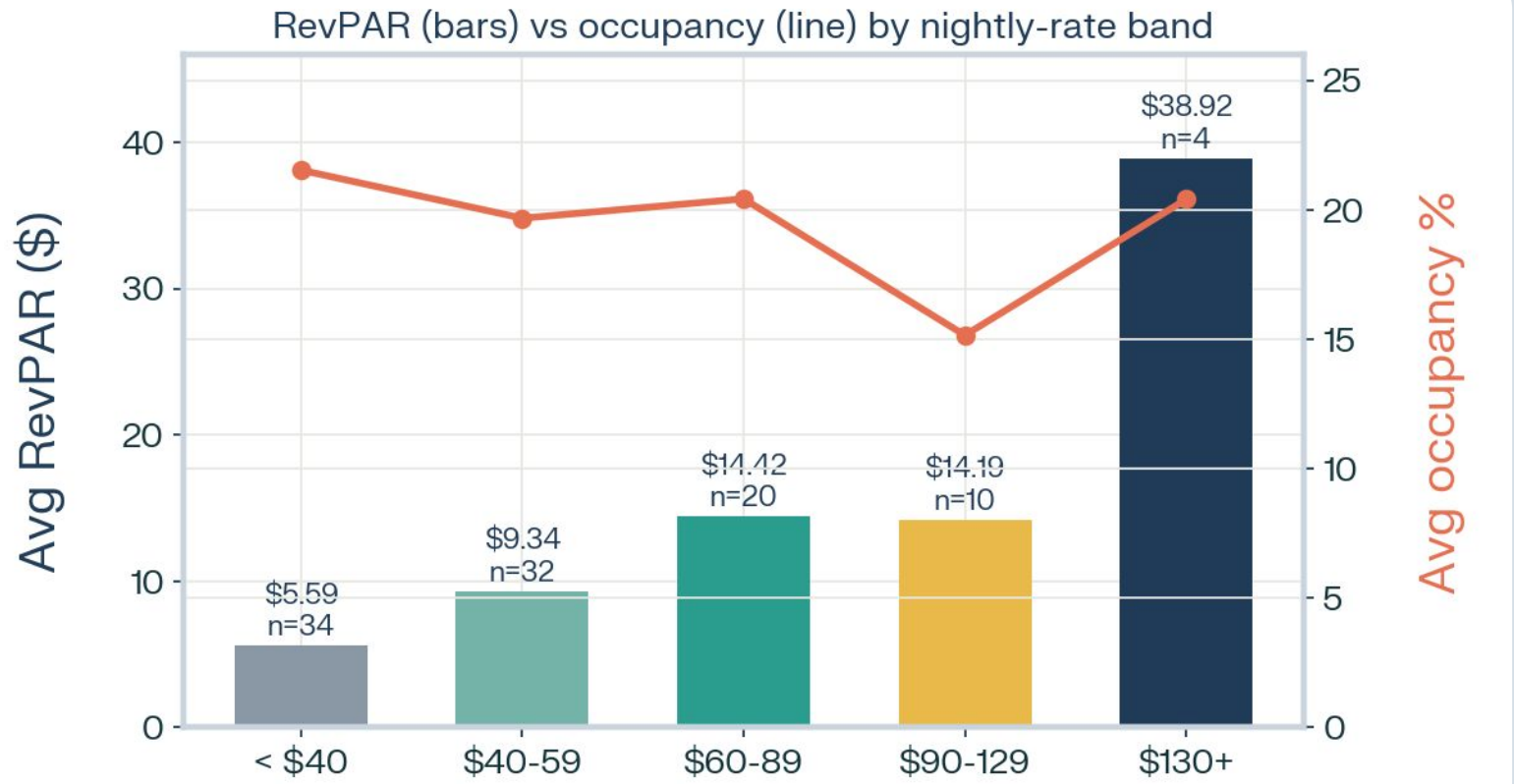




Takeaway: the sweet spot is a 2–3 bedroom entire condo: condos median $6,263 (2.5× generic rental units); each bedroom tier roughly doubles median revenue.

Where to Price: The $60–$89 Sweet Spot

RevPAR (bars) vs occupancy (line) by nightly-rate band



$60–$89 Sweet Spot

Best balance: **20.4% occupancy**, **$14.42 RevPAR**, $5,449 avg revenue

$90–$129 Danger Zone

Occupancy falls to **15.2%** with no RevPAR gain — overpriced & undifferentiated

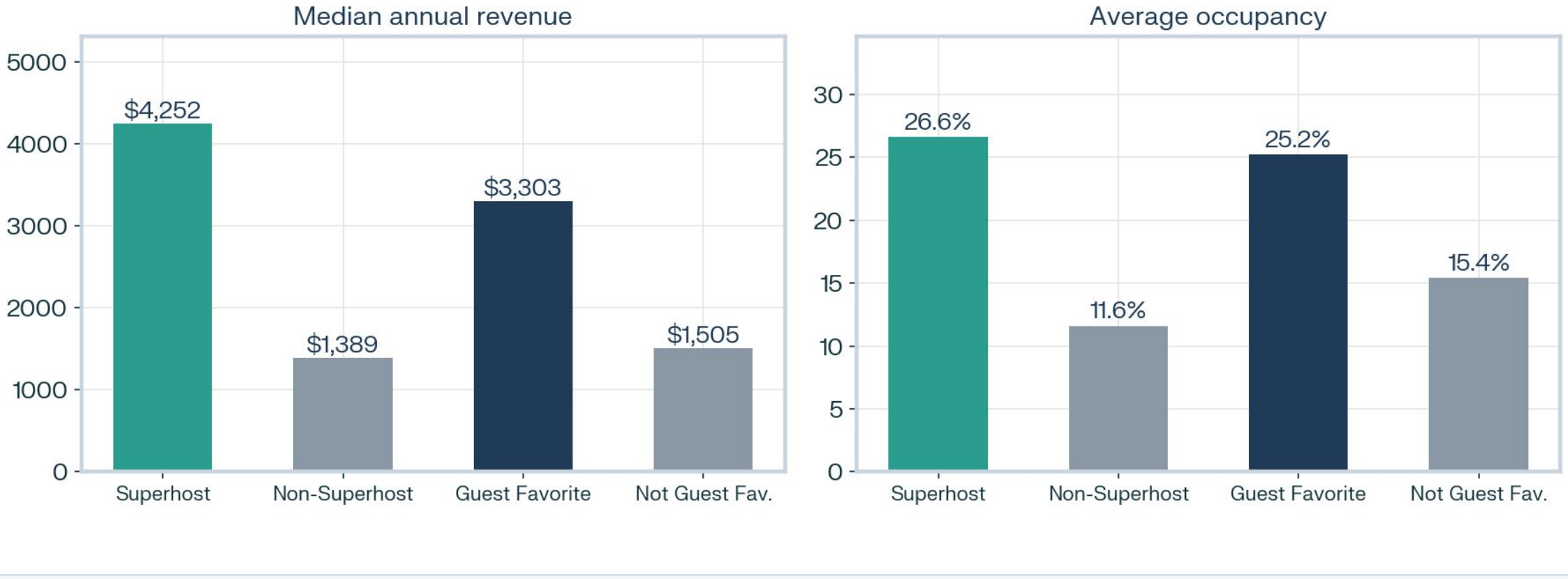
$130+ Premium

Works only for genuinely premium stock (n=4): **$38.92 RevPAR**

Takeaway: occupancy (r = 0.65) and ADR (r = 0.53) are the dominant revenue drivers — ahead of reviews (0.37), photos (0.31) and size (0.27).

The Superhost Premium

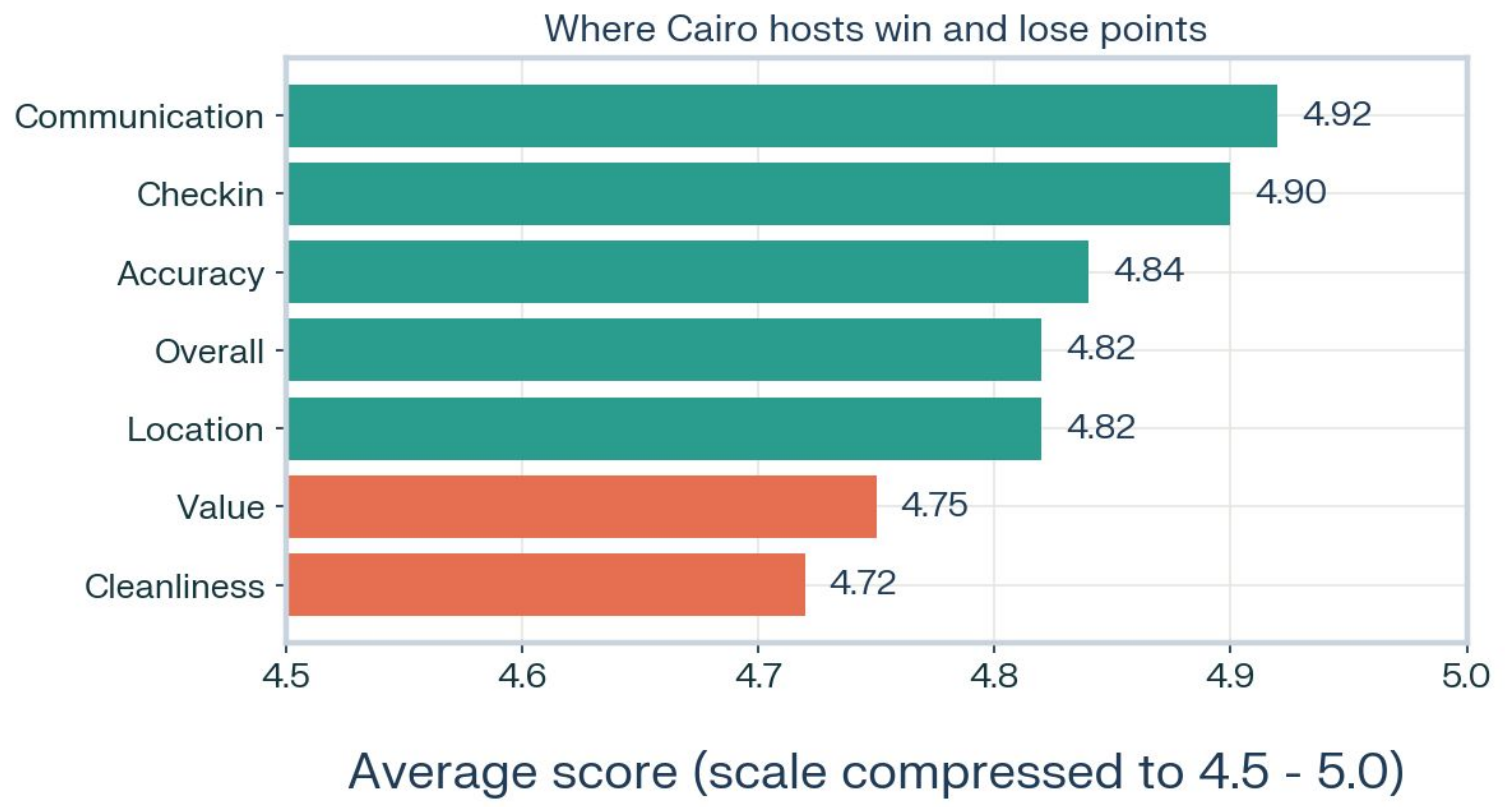
Operational quality is the strongest differentiator in the dataset



Takeaway: Superhosts: 3.1× median revenue and 2.3× occupancy. Guest Favorite badge: 2.2× median revenue. (Associations, not proven causation — but the badge compounds the advantage.)

Guest Satisfaction: Where Points Are Lost

Rating dimensions, market average (scale compressed)



Strengths

Communication 4.92 · Check-in 4.90

Weaknesses

Cleanliness 4.72 · Value 4.75

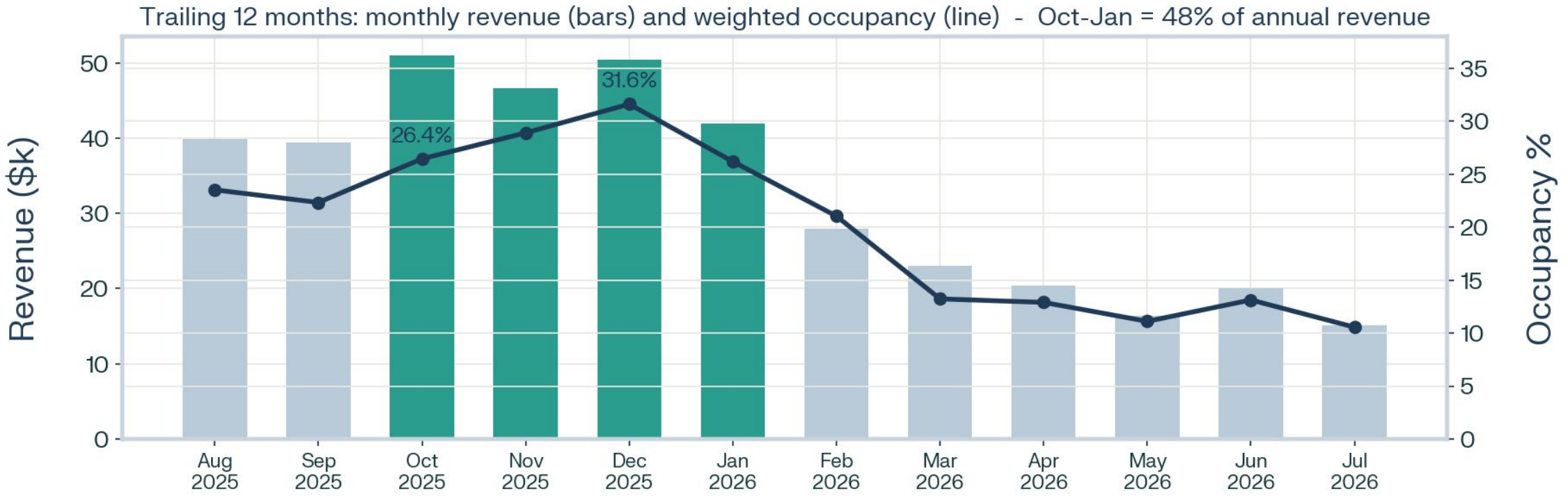
Why it matters

these two dimensions feed directly into Superhost & Guest Favorite criteria

Takeaway: professional cleaning and pricing discipline are the cheapest ways to outscore the market.

When Cairo Earns: The Winter Cycle

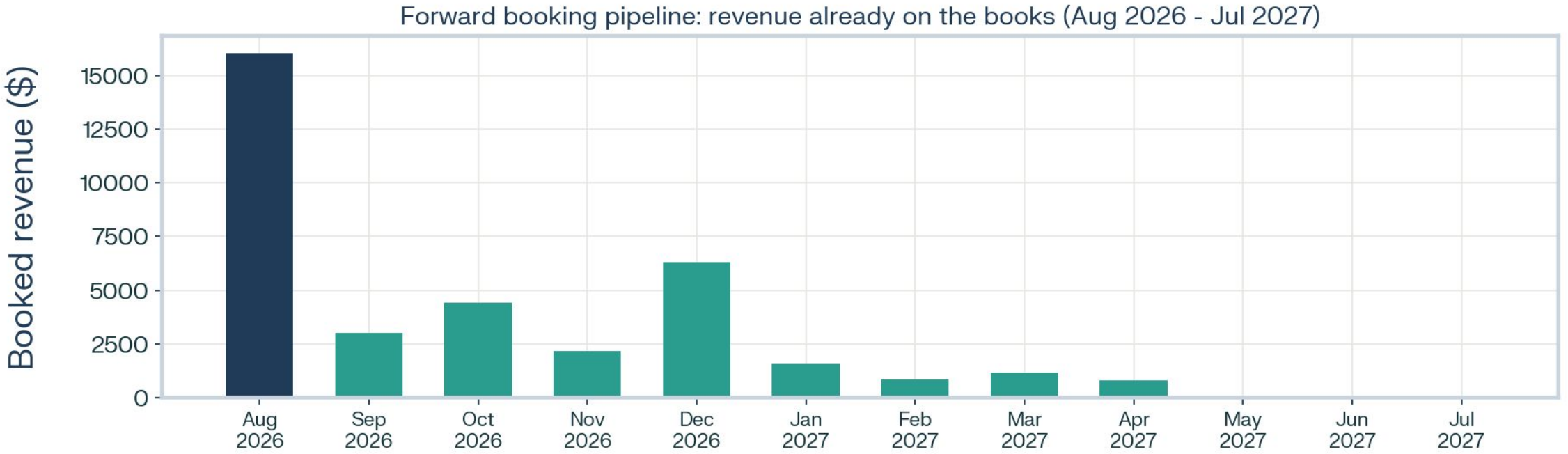
Monthly revenue (bars) and weighted occupancy (line), Aug 2025 – Jul 2026



Takeaway: October–January = 48% of annual revenue (December peak: 31.6% occupancy). May–July trough ≈ 11% — defend it with long-stay discounts.

Forward Demand: Bookings Already on the Books

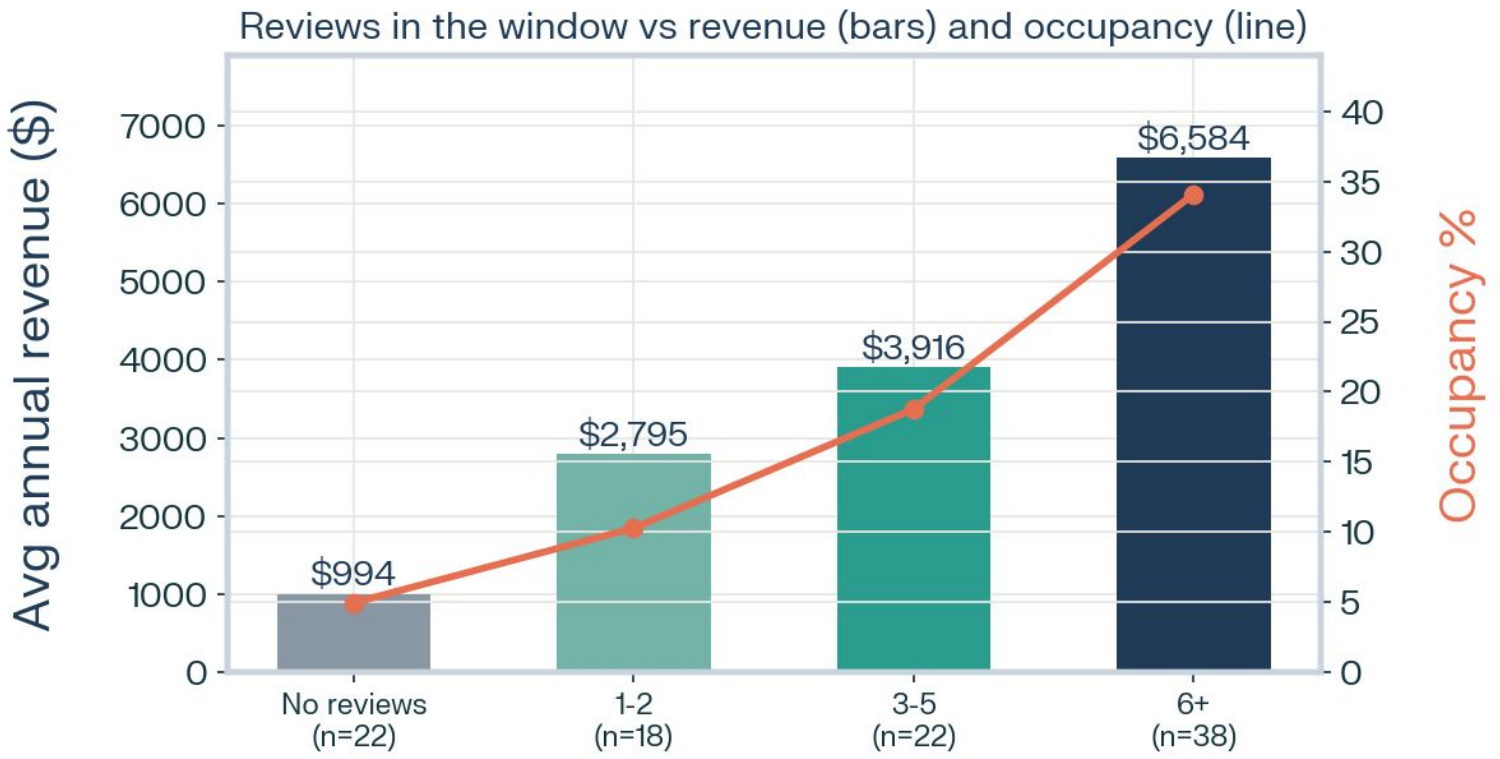
Revenue booked to date for Aug 2026 – Jul 2027



Takeaway: $36,393 already booked; December 2026 leads the winter buildup. Distant months look empty because Cairo books late — read this as a pipeline, not a forecast.

Reviews as a Demand Signal

Review activity in the 12-month window vs performance



6.6×

revenue gap between listings with 6+ reviews ($6,584) and zero reviews ($994)

34.1% vs 5.0%

occupancy: zero-review listings are effectively inactive supply

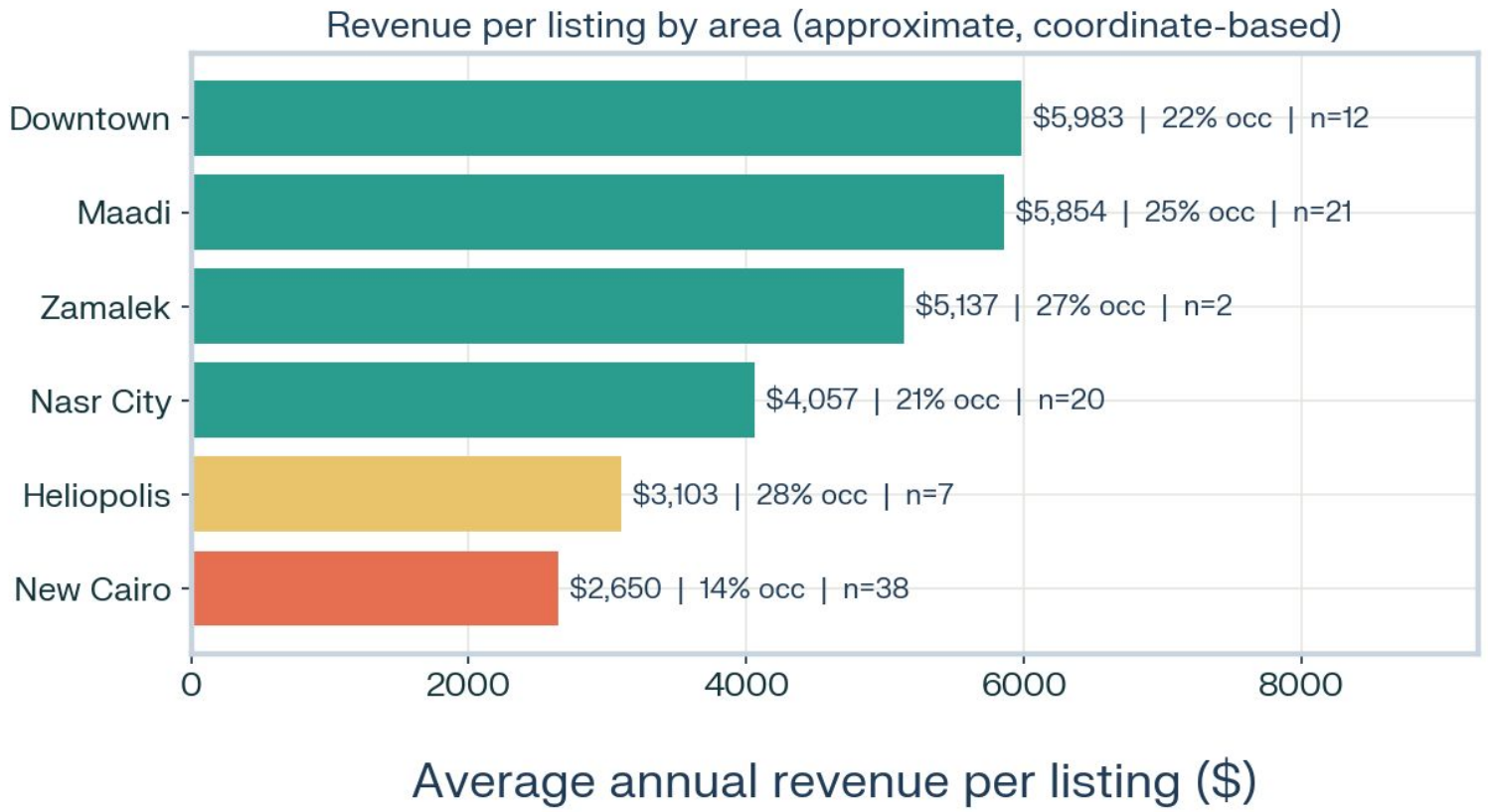
December peak

80 reviews across 45 listings — mirrors the occupancy calendar

Takeaway: seeding the first 5–6 reviews is the prerequisite for escaping the zero-demand trap — use introductory pricing + instant book.

Where to Invest: Area Playbook

Approximate areas derived from listing coordinates



Core Targets

Maadi $5,854 · Downtown $5,983 — balanced price + occupancy

Value Play

Heliopolis: highest occupancy (28.4%) at lowest ADR ($36.53) — underpriced demand

Oversupply Risk

New Cairo: 38% of supply, weakest occupancy (14.2%) and RevPAR ($7.01)

Takeaway: buy where occupancy is proven; in Heliopolis the upside is price, not demand. (Areas are approximate — coordinate-based.)

The Action Plan

Six evidence-backed recommendations

R1 · Buy the right product

2–3 BR entire condo / rental unit; avoid 1-BR unless priced below market

R2 · Buy in the right place

Maadi & Downtown first; Heliopolis as value play; skip undifferentiated New Cairo stock

R3 · Price in the sweet spot

Launch at $60–$89/night; reserve $130+ for genuinely premium inventory

R4 · Operate to Superhost standard

Cleanliness & value first (market's weakest: 4.72 / 4.75); zero host cancellations

R5 · Time the market

Be fully operational before the Oct–Jan window (48% of revenue); long-stay discounts May–Jul

R6 · Build review velocity early

Introductory pricing + instant book to clear the first 5–6 reviews fast

Takeaway: a listing executing R1–R6 targets the top-quartile profile: ≈ $87 ADR at ≈ 36% occupancy ≈ $10,000/year vs the $2,488 market median.

Questions & Discussion

Limitations we flag openly

01. Sample Representation

100-listing sample vs ≈ 3,199 active Cairo listings — findings describe the sample, not the whole market

02. Revenue ≠ Profit

No acquisition, furnishing, tax or fee data available for listings

03. Forward Calendar

Booked pipeline with a short booking window, not a forecast

04. Approximate Areas

Areas are coordinate-derived approximations; associations shown are not causal proof

Thank you

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INVESTMENT & PERFORMANCE ANALYSIS

Active Listings	Total TTM Revenue	Median Revenue	Average Occupancy	Average Rating	Entire Home...	Private Roo...	Guest Favor...
100	$408.542K	$2.488K	20.0%	4.82	85%	14%	47.00%

Filters

room_type: All

bedrooms: All

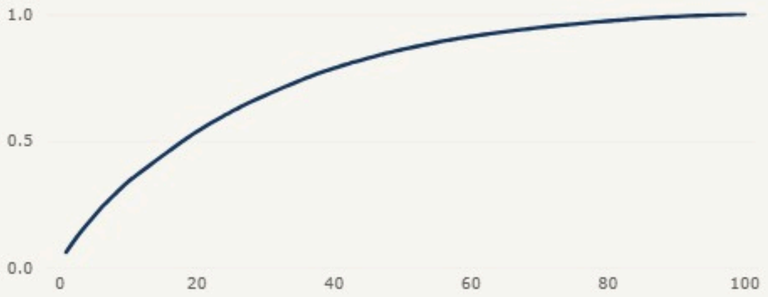
superhost: All

quest_favorite: All

Historical Month Label: All

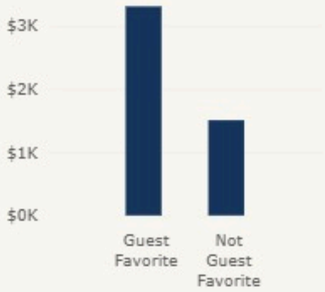
Winners vs Losers: A Concentrated Market

Cumulative Revenue % by Rank



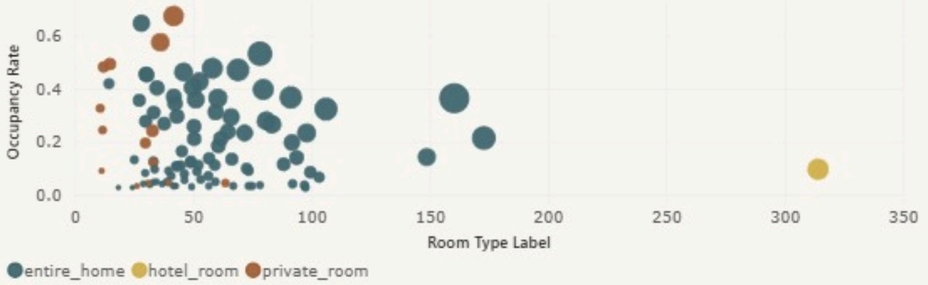
Median Revenue

by Guest Favorite Clean



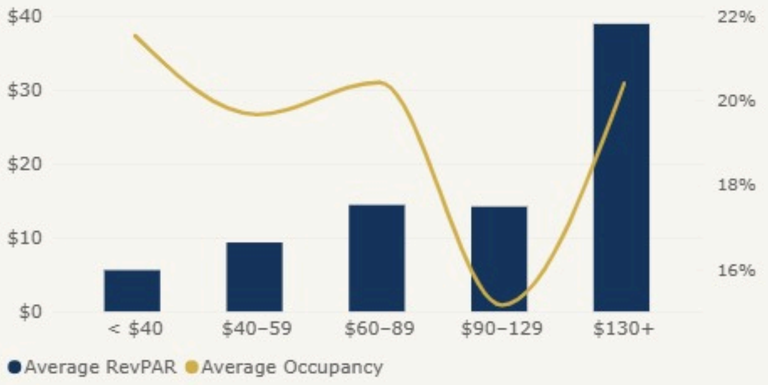
ADR vs Occupancy

Sum of ttm_avg_rate, Sum of ttm_occupancy and Sum of ttm_revenue by listing_i...



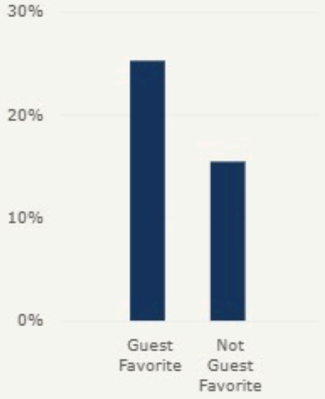
Where to Price: The $60–$89 Sweet Spot

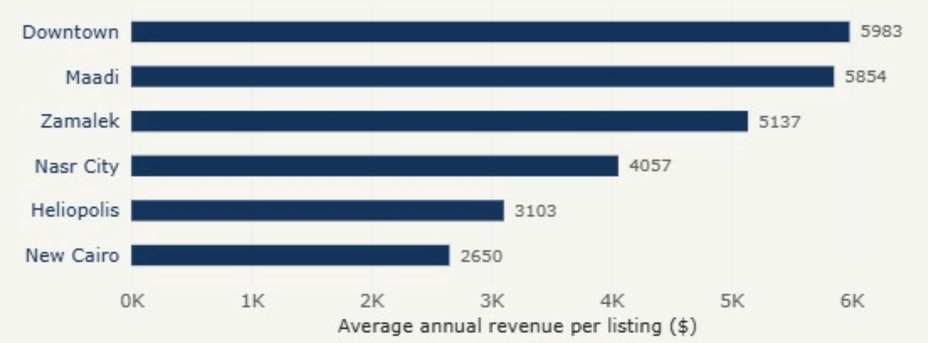
Average RevPAR and Average Occupancy by ADR Band



Average Occupancy

by Guest Favorite Clean



Revenue per listing by area (approximate, coordinate-based)

Avg Revenue per Listing by Area