─

OF AIRBNB IN NYC: DATA METHODOLOGY

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1. Importing libraries and reading the data

```
import pandas as pd
import numpy as np
import matplotlib.pyplot as plt
import seaborn as sns

inp0 = pd.read_csv('AB_NYC_2019.csv')
```

	id	name	host id	host name	neighbourhood group	neighbourhood	latitude	longitude	room type	price	minimum nights	number of reviews	last review	rev
0	2539	Clean & quiet apt home by the park	2787	John	Brooklyn	Kensington	40.64749	-73.97237	Private room	149	1	9	19-10-2018	
1	2595	Skylit Midtown Castle	2845	Jennifer	Manhattan	Midtown	40.75362	-73.98377	Entire home/apt	225	1	45	21-05-2019	
2	3647	THE VILLAGE OF HARLEMNEW YORK!	4632	Elisabeth	Manhattan	Harlem	40.80902	-73.94190	Private room	150		0	.NaN	
3	3831	Cozy Entire Floor of Brownstone	4869	LisaRoxanne	Brooklyn	Clinton Hill	40.68514	-73.95976	Entire home/apt	89	1	270	05-07-2019	
4	5022	Entire Apt: Spacious Studio/Loft by central park	7192	Laura	Manhattan	East Harlem	40.79851	-73.94399	Entire home/apt	80	10	9	19-11-2018	

2. Creating features

2.1 categorizing the "availability_365" column into 5 categories

```
def availability 365 categories function(row):
    Categorizes the "minimum_nights" column into 5 categories
    11 11 11
    if row <= 1:
        return 'very Low'
    elif row <= 100:
        return 'Low'
    elif row <= 200 :
        return 'Medium'
    elif (row <= 300):
        return 'High'
    else:
        return 'very High'
```

2.2 categorizing the "minimum_nights" column into 5 categories

```
def minimum_night_categories_function(row):
    Categorizes the "minimum_nights" column into 5 categories
    if row <= 1:
        return 'very Low'
    elif row <= 3:
        return 'Low'
    elif row <= 5:
        return 'Medium'
    elif (row <= 7):
        return 'High'
    else:
       return 'very High'
```

2.3 categorizing the "number_of_reviews" column into 5 categories

```
def number_of_reviews_categories_function(row):
    Categorizes the "number_of_reviews" column into 5 categories
   if row <= 1:
       return 'very Low'
    elif row <= 5:
       return 'Low'
    elif row <= 10 :
       return 'Medium'
    elif (row <= 30):
       return 'High'
    else:
       return 'very High'
```

2.4 categorizing the "price" column into 5 categories

```
inp@.price.describe()
count
       48895.000000
          152.720687
mean
std
          240.154170
min
           0.000000
25%
           69.000000
50%
          106.000000
75%
          175.000000
        10000.000000
max
Name: price, dtype: float64
```

3. Fixing columns

```
# To see Non-Null counts and data types
inp@.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 48895 entries, 0 to 48894
Data columns (total 20 columns):
# Column
                                   Non-Null Count Dtype
   _____
0
    id
                                   48895 non-null int64
                                   48879 non-null object
1
    name
    host id
                                   48895 non-null int64
    host name
                                   48874 non-null object
    neighbourhood group
                                   48895 non-null object
    neighbourhood
                                   48895 non-null object
    latitude
                                   48895 non-null float64
    longitude
                                   48895 non-null float64
    room type
                                   48895 non-null object
                                   48895 non-null int64
    price
    minimum nights
                                   48895 non-null int64
    number of reviews
                                   48895 non-null int64
    last review
                                   38843 non-null object
12
13 reviews per month
                                   38843 non-null float64
14 calculated host listings count 48895 non-null int64
15 availability 365
                                   48895 non-null int64
   availability 365 categories
                                   48895 non-null object
    minimum night categories
                                   48895 non-null object
18 number of reviews categories
                                   48895 non-null object
19 price_categories
                                   48895 non-null object
dtypes: float64(3), int64(7), object(10)
memory usage: 7.5+ MB
```

Fix: reviews_per_month is of object Dtype. datetime64 is a better Dtype for this column.

```
inp0.last_review = pd.to_datetime(inp0.last_review)
 inp@.last review
        2018-10-19
        2019-05-21
               NaT
        2019-05-07
        2018-11-19
           ...
48890
               NaT
               NaT
48891
48892
              NaT
```

48894 NaT Name: last review, Length: 48895, dtype: datetime64[ns]

NaT

48893

4. Data types

4.1 Categorical

```
inp0.columns
Index(['id', 'name', 'host id', 'host name', 'neighbourhood group',
       'neighbourhood', 'latitude', 'longitude', 'room type', 'price',
       'minimum nights', 'number of reviews', 'last review',
       'reviews per month', 'calculated host listings count',
       'availability 365', 'availability 365 categories',
       'minimum night categories', 'number of reviews categories',
       'price categories'],
      dtype='object')
# Categorical nominal
categorical columns = inp0.columns[[0,1,3,4,5,8,16,17,18,19]]
categorical columns
Index(['id', 'name', 'host name', 'neighbourhood group', 'neighbourhood',
       'room type', 'availability 365_categories', 'minimum_night_categories',
       'number of reviews categories', 'price categories'],
      dtype='object')
```

4.2 Numerical

max 10000.000000

1250.000000

```
numerical columns = inp0.columns[[9,10,11,13,14,15]]
  numerical columns
 Index(['price', 'minimum_nights', 'number_of_reviews', 'reviews_per_month',
         'calculated host listings count', 'availability 365'],
       dtype='object')
inp@[numerical columns].describe()
              price minimum nights number of reviews reviews per month calculated host listings count availability 365
count 48895,000000
                       48895.0000000
                                          48895.000000
                                                             38843.000000
                                                                                         48895.000000
                                                                                                         48895,000000
         152,720687
                           7.029962
                                             23.274466
                                                                 1.373221
                                                                                             7.143982
                                                                                                           112.781327
mean
  std
        240.154170
                          20.510550
                                             44.550582
                                                                 1.680442
                                                                                            32,952519
                                                                                                           131.622289
          0.000000
                           1.000000
                                              0.000000
                                                                 0.010000
                                                                                             1.000000
                                                                                                             0.000000
 min
 25%
         69.000000
                           1.000000
                                              1.000000
                                                                 0.190000
                                                                                             1.000000
                                                                                                             0.000000
                                              5.000000
 50%
         106,000000
                           3.000000
                                                                 0.720000
                                                                                             1.000000
                                                                                                            45.000000
 75%
         175,000000
                           5.000000
                                             24.000000
                                                                 2.020000
                                                                                             2.000000
                                                                                                           227.000000
```

58,500000

327.000000

365.000000

629.000000

4.3 Coordinates and date

coordinates = inp0.columns[[5,6,12]]
inp0[coordinates]

	neighbourhood	latitude	last_review
0	Kensington	40.64749	2018-10-19
1	Midtown	40.75362	2019-05-21
2	Harlem	40.80902	NaT
3	Clinton Hill	40.68514	2019-05-07
4	East Harlem	40.79851	2018-11-19
48890	Bedford-Stuyvesant	40.67853	NaT
48891	Bushwick	40.70184	NaT
48892	Harlem	40.81475	NaT
48893	Hell's Kitchen	40.75751	NaT
48894	Hell's Kitchen	40.76404	NaT

5. Missing values

```
# To see the number of missing values
inp0.isnull().sum()
```

id	0
name	16
host id	0
host_name	21
neighbourhood group	0
neighbourhood	0
latitude	0
longitude	0
room_type	0
price	0
minimum nights	0
number of reviews	0
last review	10052
reviews per month	10052
calculated host listings count	0
availability 365	0
availability_365_categories	0
minimum night categories	0
number_of_reviews_categories	0
price categories	0
dtype: int64	

- Two columns (last_review , reviews_per_month) has around 20.56% missing values. name and host_name has 0.3% and 0.4 % missing values
- We need to see if the values are, MCAR: It stands for Missing completely at random. The reason behind the missing value is not dependent on any other features or if it is MNAR: It stands for Missing not at random. There is a specific reason behind the missing value.
- There is no dropping or imputation of columns as we are just analyzing the dataset and not making a model. Also most of the features are important for our analysis.

5.1 Missing values Analysis

```
# Selecting the data with missing values for 'last_review' feature
inp1 = inp0.loc[inp0.last_review.isnull(),:]
```

5.2 Missing values Analysis ('neighbourhood_group' feature)

```
# Count of 'neighbourhood group' with missing values
inpl.groupby('neighbourhood group').neighbourhood group.count()
neighbourhood group
Bronx
                215
Brooklyn
              3657
Manhattan
              5029
Oueens
              1092
Staten Island
                 59
Name: neighbourhood_group, dtype: int64
# Count of 'neighbourhood group'
inp@.groupby('neighbourhood group').neighbourhood group.count()
neighbourhood group
Bronx
                1091
Brooklyn
               20104
              21661
Manhattan
Oueens
          5666
Staten Island
               373
```

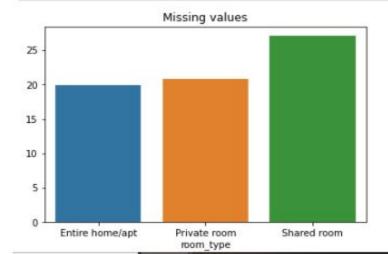
Name: neighbourhood_group, dtype: int64

```
((inpl.groupby('neighbourhood_group').neighbourhood_group.count()/inp0.groupby('neighbourhood_group').neighbourhood_group.count())*100).mean()
```

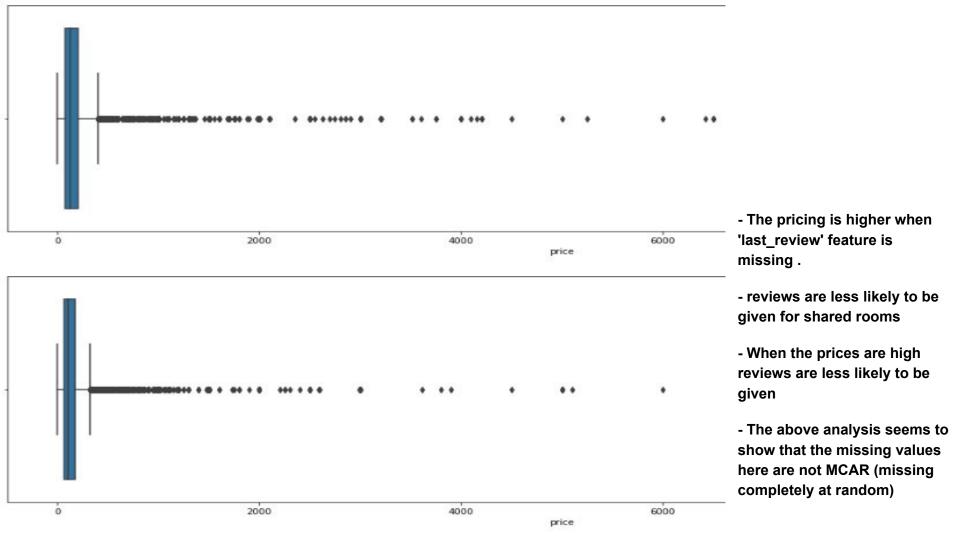
19.240898461107257

- Each neighbourhood_group has about 19 % missing values in 'last_review' feature.

5.3 Missing values Analysis ('room_type' feature)



'Shared room' has the highest missing value percentage (27 %) for 'last_review' feature while to other room types has only about 20 %.



6. Univariate Analysis

6.1 name

```
inp@.name.value counts()
Hillside Hotel
                                                      18
Home away from home
                                                      17
New york Multi-unit building
                                                      16
Brooklyn Apartment
                                                      12
Loft Suite @ The Box House Hotel
                                                      11
Brownstone garden 2 bedroom duplex, Central Park
Bright Cozy Private Room near Columbia Univ
1 bdrm/large studio in a great location
Cozy Private Room #2 Two Beds Near JFK and J Train
Trendy duplex in the very heart of Hell's Kitchen
Name: name, Length: 47896, dtype: int64
```

6.2 host_id

```
inp0.host id.value counts()
219517861
            327
107434423
           232
30283594
           121
137358866
           103
16098958
             96
23727216
89211125
19928013
1017772
68119814
Name: host_id, Length: 37457, dtype: int64
```

6.3 host_name

```
inp0.host_name.value_counts()
Michael
                    417
David
                    403
Sonder (NYC)
                    327
John
                    294
Alex
                    279
Rhonycs
Brandy-Courtney
Shanthony
Aurore And Jamila
Ilgar & Aysel
Name: host_name, Length: 11452, dtype: int64
```

inp0.host_name.value_counts().index[:10]

Top 10 host's

plt.figure(figsize=(15,5))

```
plt.show()
400
350
300 -
250
200
150
100
 50
         Michael
                         David
                                     Sonder (NYC)
                                                        John
                                                                       Alex.
                                                                                   Blueground
                                                                                                     Sarah
                                                                                                                    Daniel
                                                                                                                                   essica
                                                                                                                                                  Maria
```

sns.barplot(x = inp0.host_name.value_counts().index[:10] , y = inp0.host_name.value_counts().values[:10])

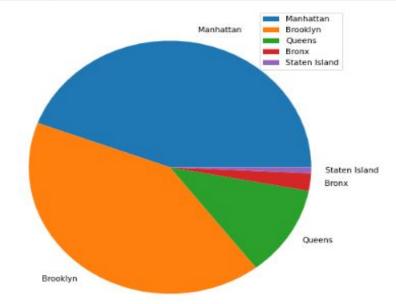
6.4 neighbourhood_group

```
inp@.neighbourhood_group.value_counts()

Manhattan 21661
Brooklyn 20104
Queens 5666
Bronx 1091
Staten Island 373
```

Name: neighbourhood_group, dtype: int64

```
plt.figure(figsize=(8,8))
plt.pie(x = inp0.neighbourhood_group.value_counts(normalize= True) * 100,labels = inp0.neighbourhood_group.value_counts(normalize= True).index)
plt.legend()
plt.show()
```



What are the neighbourhoods they need to target?

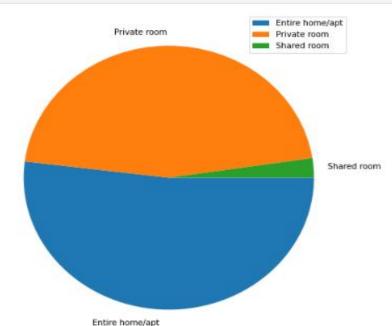
81 % of the listing are Manhattan and Brooklyn neighbourhood_group

6.5 neighbourhood

```
inp0.neighbourhood.value_counts()
Williamsburg
                   3920
Bedford-Stuyvesant
                   3714
Harlem
                   2658
Bushwick 2465
               1971
Upper West Side
                    ...
Fort Wadsworth
Richmondtown
New Dorp
Rossville
Willowbrook
```

Name: neighbourhood, Length: 221, dtype: int64

6.6 room_type



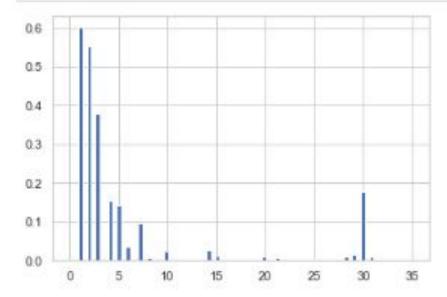
6.7 price

```
inp0.price.value_counts()
100
       2051
150
       2047
50
      1534
60
      1458
200
       1401
       ...
780
386
888
483
338
Name: price, Length: 674, dtype: int64
 sns.histplot(data = inp0.price,kde = True)
<AxesSubplot:xlabel='price', ylabel='Count'>
  3000 -
  2500
  2000
j 1500
  1000
   500
     0
                2000
                         4000
                                 6000
                                          8000
                                                  10000
                             price
```

6.8 minimum_nights

```
inp@.minimum_nights.value_counts()
      12720
      11696
       7999
       3760
       3303
      ...
186
366
68
87
36
Name: minimum_nights, Length: 109, dtype: int64
inp0.minimum_nights.describe()
        48895,000000
count
           7.029962
mean
           20.510550
std
min
           1.000000
25%
           1.000000
50%
           3,000000
75%
        5.000000
         1250.000000
max
Name: minimum_nights, dtype: float64
```

```
plt.hist(data = inp0, x = 'minimum_nights',bins=80,range=(0,35),density=True)
plt.show()
```

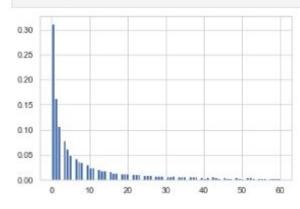


6.9 number_of_reviews

```
inp0.number_of_reviews.describe()
```

```
48895.000000
count
           23.274466
mean
std
          44.550582
min
         0.000000
25%
        1.000000
50%
         5.000000
75%
          24.000000
          629,000000
max
```

Name: number_of_reviews, dtype: float64



6.10 reviews_per_month

```
plt.figure(figsize = (20,10))
sns.histplot(data = inp0, x = 'reviews per month', bins=100, binrange=(0,30))
plt.show()
 12000
 10000
  6000
  4000
  2000
                                                                            reviews_per_month
```

```
inp0.reviews_per_month.describe()
```

```
count
        38843.000000
            1.373221
mean
std
            1.680442
min
            0.010000
25%
            0.190000
50%
            0.720000
75%
            2.820000
           58,500000
max
Name: reviews_per_month, dtype: float64
```

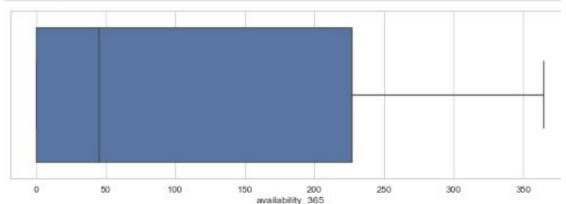
6.11 calculated_host_listings_count

```
inp0.calculated_host_listings_count.describe()
        48895.000000
count
            7.143982
mean
std
           32.952519
min
           1.000000
25%
            1.000000
50%
            1.000000
75%
            2.000000
          327.000000
max
Name: calculated_host_listings_count, dtype: float64
```

6.12 availability_365

```
inp0.availability_365.describe()
        48895,000000
count
mean
          112.781327
std
          131.622289
min
          0.000000
25%
           0.000000
50%
          45.000000
75%
          227,000000
          365.000000
max
Name: availability_365, dtype: float64
```





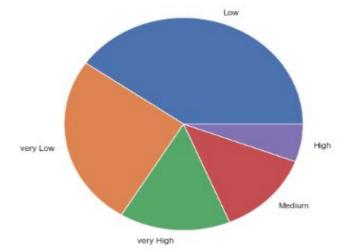
6.13 minimum_night_categories

```
inp0.minimum\_night\_categories.value\_counts(normalize=~{\bf True})*100
```

```
Low 40.280192
very Low 26.014930
very High 14.997444
Medium 12.960425
High 5.747009
Name: minimum_night_categories, dtype: float64
```

```
plt.figure(figsize=(12,7))
plt.title('Minimum night categories', fontdict={'fontsize': 20})
plt.pie(x = inp0.minimum_night_categories.value_counts(),labels=inp0.minimum_night_categories.value_counts().index)
plt.show()
```

Minimum night categories



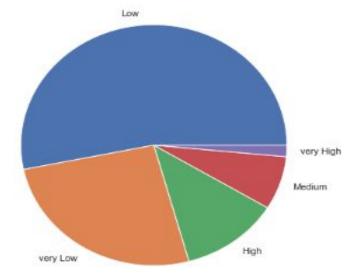
6.14 number_of_reviews_categories

53.240618

Low

```
inp0.number_of_reviews_categories.value_counts(normalize=True)*100
```

number_of_reviews_categories



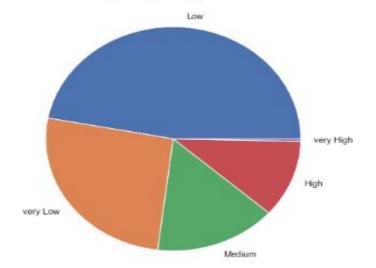
6.15 price_categories

```
inp@['price_categories'].value_counts()

Low 22998
very Low 12720
Medium 7556
High 5447
very High 174
Name: price_categories, dtype: int64
```

```
plt.figure(figsize=(12,7))
plt.title('price_categories', fontdict={'fontsize': 20})
plt.pie(x = inp0.price_categories.value_counts(),labels=inp0.price_categories.value_counts().index,)
plt.show()
```

price_categories



What is the pricing ranges preferred by customers?

'Low' price ranges are preferred by customers followed by very 'Low' price ranges.

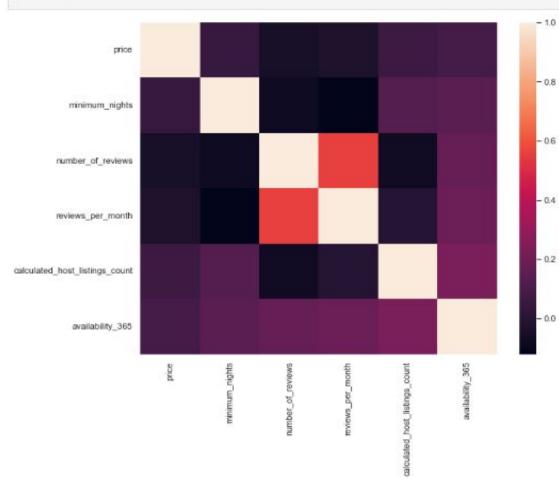
7. Bivariate and Multivariate Analysis

7.1 Finding the correlations

inp0[numerical_columns].corr()

	price	minimum_nights	number_of_reviews	reviews_per_month	calculated_host_listings_count	availability_365
price	1.000000	0.042799	-0.047954	-0.030608	0.057472	0.081829
minimum_nights	0.042799	1.000000	-0.080116	-0.121702	0.127960	0.144303
number_of_reviews	-0.047954	-0.080116	1.000000	0.549868	-0.072376	0.172028
reviews_per_month	-0.030608	-0.121702	0.549868	1.000000	-0.009421	0.185791
calculated_host_listings_count	0.057472	0.127960	-0.072376	-0.009421	1.000000	0.225701
availability_365	0.081829	0.144303	0.172028	0.185791	0.225701	1.000000

```
plt.figure(figsize=(10,8))
sns.heatmap(data = inp0[numerical_columns].corr())
plt.show()
```



7.2 Finding Top correlations

corr_matrix

price	minimum_nights	number_of_reviews	reviews_per_month	calculated_host_listings_count	availability_365
1.000000	0.042799	0.047954	0.030608	0.057472	0.081829
0.042799	1.000000	0.080116	0.121702	0.127960	0.144303
0.047954	0.080116	1,000000	0.549868	0.072376	0.172028
0.030608	0.121702	0.549868	1.000000	0.009421	0.185791
0.057472	0.127960	0.072376	0.009421	1.000000	0.225701
0.081829	0.144303	0.172028	0.185791	0.225701	1.000000
		1.000000 0.042799 0.042799 1.000000 0.047954 0.080116 0.030608 0.121702 0.057472 0.127960	1.000000 0.042799 0.047954 0.042799 1.000000 0.080116 0.047954 0.080116 1.000000 0.030608 0.121702 0.549868 0.057472 0.127960 0.072376	1.000000 0.042799 0.047954 0.030608 0.042799 1.000000 0.080116 0.121702 0.047954 0.080116 1.000000 0.549868 0.030608 0.121702 0.549868 1.000000 0.057472 0.127960 0.072376 0.009421	0.042799 1.000000 0.080116 0.121702 0.127960 0.047954 0.080116 1.000000 0.549868 0.072376 0.030608 0.121702 0.549868 1.000000 0.009421 0.057472 0.127960 0.072376 0.009421 1.000000

Top meaningful correlations sol[1:8]

dtype: float64

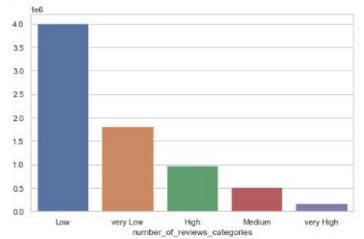
calculated_host_listings_count	availability_365	0.225701
reviews_per_month	availability_365	0.185791
number_of_reviews	availability_365	0.172028
minimum_nights	availability_365	0.144303
	calculated_host_listings_count	0.127960
	reviews_per_month	0.121702
price	availability_365	0.081829

7.3 number_of_reviews_categories and prices

```
# prices for each of reviews_categories
x1 = inp0.groupby('number_of_reviews_categories').price.sum().sort_values(ascending = False)
x1
```

```
number_of_reviews_categories
Low 4002323
very Low 1806531
High 971346
Medium 508647
very High 178431
Name: price, dtype: int64
```

```
plt.figure(figsize=(8,5))
sns.barplot(x = x1.index,y = x1.values)
plt.show()
```



What is the pricing ranges preferred by customers?

The total price for 'Low' or 'very Low' number_of_reviews_categories are high.

.4 ('room_type' and 'number_of_reviews_categories')

```
inp@.room type.value counts()
Entire home/apt
                   25409
Private room
                   22326
Shared room
                    1160
Name: room_type, dtype: int64
 pd.crosstab(inpθ['room type'], inpθ['number of reviews categories'])
number_of_reviews_categories High Low Medium very High very Low
               room_type
           Entire home/apt 3809 14909
                                                           4227
                                        1960
                                                   504
             Private room 1950 10769
                                        1494
                                                   226
                                                           7887
              Shared room 134 354
                                          49
                                                            606
```

The various kinds of properties that exist w.r.t. customer preferences.?

Entire home/apt have more reviews than Shared rooms

'Shared room' are less likely to give reviews. only 16 %

7.5 'room_type' and 'price_categories'

price_categories	High	Low	Medium	very High	very Low
room_type					
ntire home/apt	3714	13086	4262	120	4227
Private room	1620	9597	3170	52	7887
Shared room	113	315	124	2	606

7.6 'room_type' and 'reviews_per_month'

```
inp0.room type.value counts()
Entire home/apt
                  25409
Private room
                  22326
Shared room
                 1160
Name: room type, dtype: int64
 inp0.groupby('room type').reviews per month.mean()
room_type
Entire home/apt 1.306578
Private room
                1,445209
Shared room 1.471726
Name: reviews_per_month, dtype: float64
 inp0.groupby('room_type').reviews_per_month.median()
room type
Entire home/apt
                 0.66
                  0.77
Private room
Shared room
                 0.98
Name: reviews_per_month, dtype: float64
```

For each 'room_type' there are ~1.4 reviews per month on average.

7.7 minimum_night_categories and reviews_per_month

```
inp0.groupby('minimum_night_categories').reviews_per_month.sum().sort_values()

minimum_night_categories
High 1227.57
very High 2235.19
Medium 4689.73
very Low 20395.49
Low 24792.06
Name: reviews_per_month, dtype: float64
```

Customers are more likely to leave reviews for low number of minimum nights

Adjustments in the existing properties to make it more customer-oriented. ? minimum_nights should be on the lower side to make properties more customer-oriented

			reviews per mo
	availability 365 categories	price categories	
		High	0.596
8 'availability_365_categories', 'price_categories' and 'reviews_per_month'		Low	2.200
	High	Medium	1.056
		very High	0.34
		very Low	3.28
inp@.availability_365_categories.value_counts()		High	0.63
		Low	1.78
	Low	Medium	0.88
very Low 17941		very High	0.80
Low 11829		very Low	2.89
very High 8108		High	0.59
Medium 5792		Low	1.99
High 5225	Medium	Medium	1.15
Name: availability_365_categories, dtype: int64		very High	0.51
10000000000000000000000000000000000000		very Low	2.89
		High	0.42
		Low	1.49
If the combination of availability and price is very high,	very High	Medium	0.69
reviews_per_month will be low on average.		very High	0.27
reviews_per_month will be low on average.		very Low	2.20
Very high availability and very low price are likely to get more reviews.		High	0.33
		Low	0.50
	very Low	Medium	0.27
		very High	0.48
		very Low	0.67