

Recommendations to mitigate impact of COVID on Airbnb

AGENDA

- Objective
- Background
- Focus on Acquiring
- Customer Preferences
- More recommendations
- Appendix- Data Source
- Appendix- Data Methodology

OBJECTIVE

- Understand customer preferences post-COVID.
- Provide recommendations to keep Airbnb prepared to meet new customer expectations.
- Provide insights for revenue increase in New York region after return to normalcy.

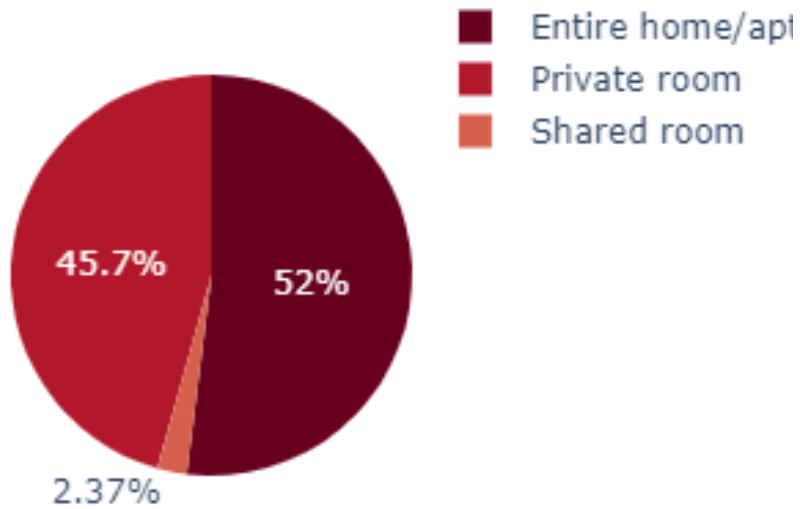
BACKGROUND

- Major decline in revenue resulting from travel restrictions during the COVID pandemic.
- Specifically in a major place like New York with high population density, restrictions have been particularly harsh on revenue.
- Customer preferences and listing preferences of owners and will change post-COVID. Airbnb wants to be prepared for this change.

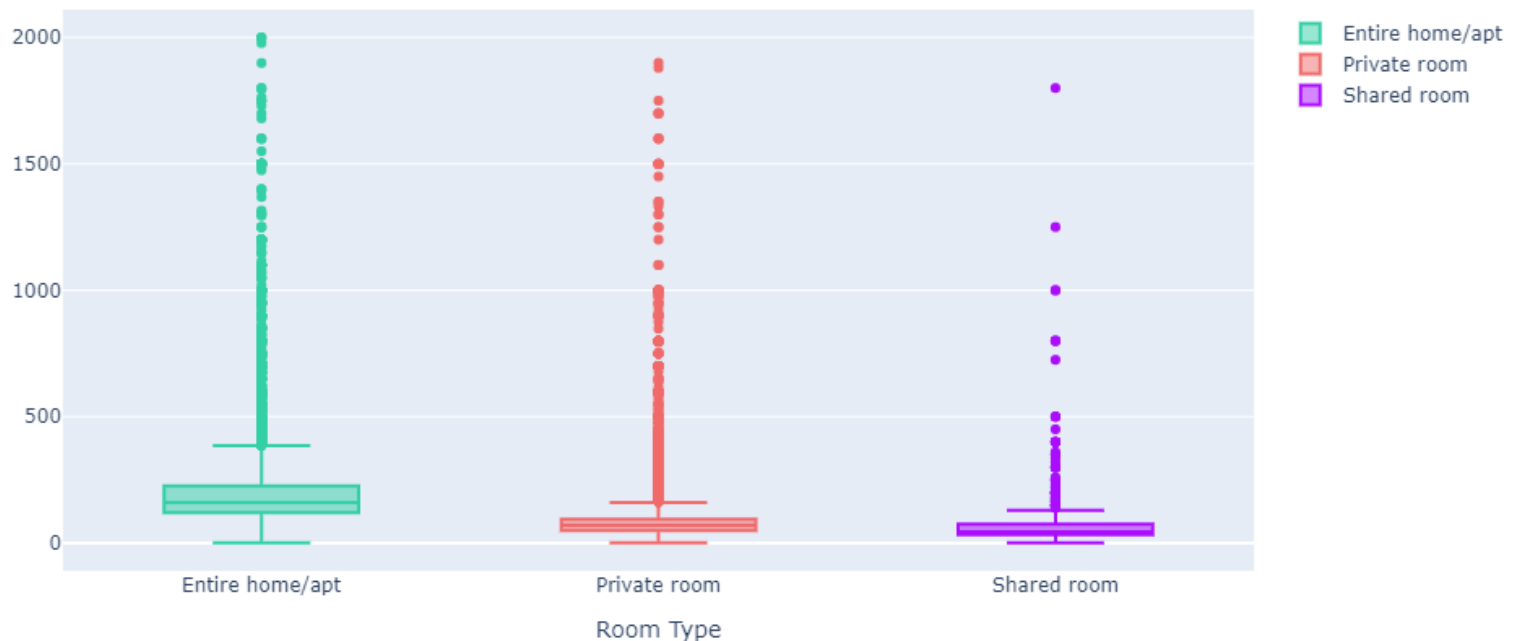
FOCUS ON ACQUIRING

- Focus on increasing listings of Entire home/apt and private rooms.
- Travelers might not opt for Shared room type of accommodation-Social distancing and privacy is difficult to maintain in shared rooms.
- Price of Entire home/apt and private rooms is much more compared to Shared rooms.

Room type percentage breakup



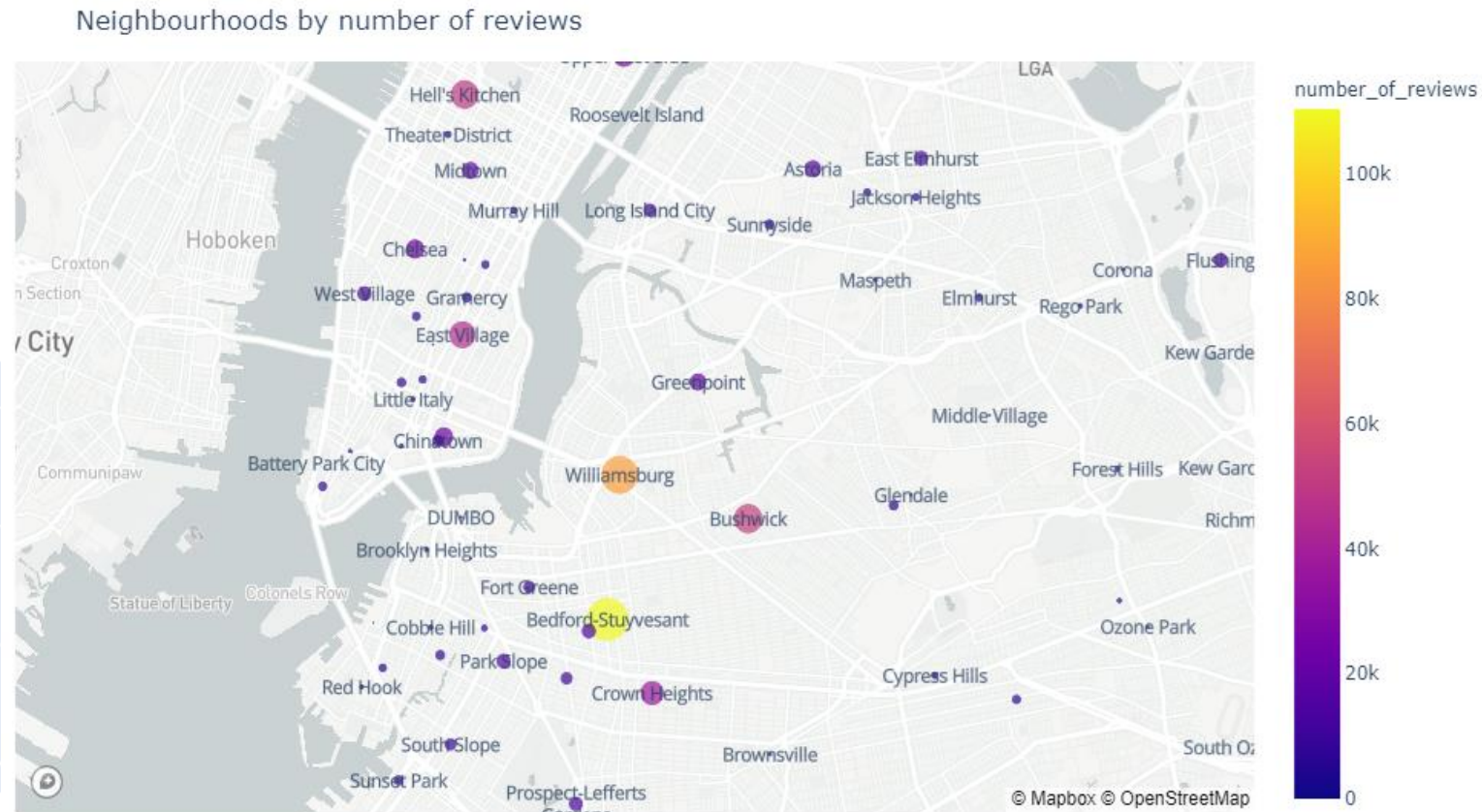
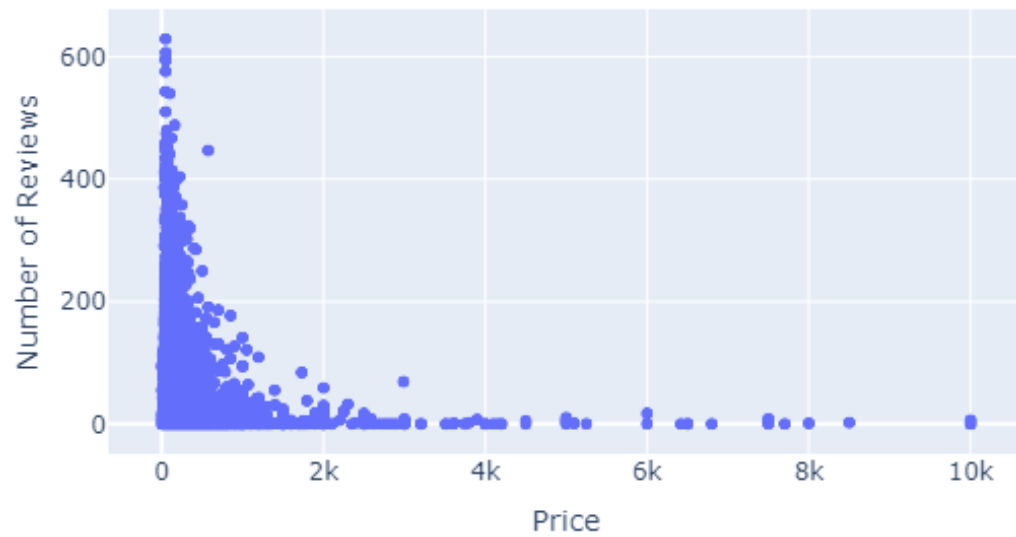
Price Distribution by Room Type



CUSTOMER PREFERENCES

- Customers prefer cheaper listings.
- Focus on acquiring more cheap listings in following top five most popular neighborhoods:
 1. Bedford-Stuyvesant, Brooklyn
 2. Williamsburg, Brooklyn
 3. Harlem, Manhattan
 4. Bushwick, Brooklyn
 5. Hell's Kitchen, Manhattan

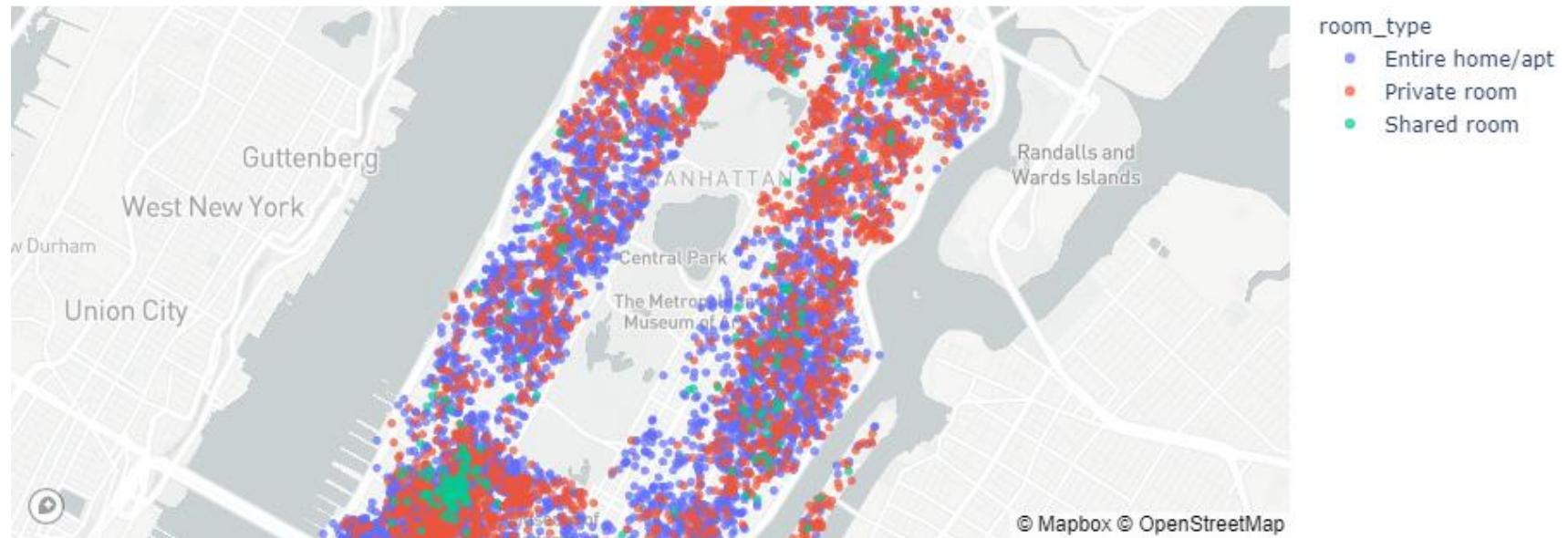
Price vs Number of Review



MORE RECOMMENDATIONS

- Discourage owners to list for 88-90 days or 176-181 days out of 365, customers prefer 3 months and 6 months.
- 17533 properties are showing available for 0 nights out of 365. Maybe these properties have shut, or they have rented to some other competitor. Either drop these properties from Airbnb, or offer them more incentive to stay with Airbnb.
- Increase listings of private rooms in Upper West Side and Upper East Side neighborhoods of Manhattan.
- Increase listings of shared rooms in Hell's Kitchen neighborhood of Manhattan.

Spread of different room types in Manhattan



APPENDIX- DATA SOURCES

- Data of Airbnb listings:
 - Listing details like host, neighbourhood, price, minimum_nights.
 - Number_of_reviews for each listing.
- All data is pre-COVID.

APPENDIX – DATA METHODOLOGY

- We conducted an analysis on the Airbnb data for five neighborhood_groups - Bronx, Brooklyn, Manhattan, Queens and Staten Island.
- Grouping of dataset on various different variables.
- Analyzing clusters of all listings per neighborhood_group.
- Plotting various variables against each other to gain an intuitive understanding of how one affects the other.