



Reviving AirBnB Business In Post Covid Period

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Agenda

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Overview

Airbnb, Inc. is an American company that operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities.

Objective

- Derive key insights based on various attributes in the dataset so as to increase the revenue from bookings
- Necessary actions to revive bookings post lifting of travel restrictions

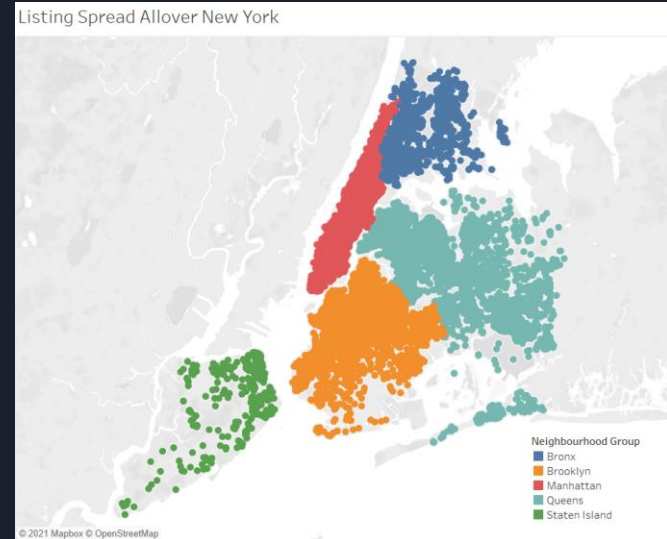
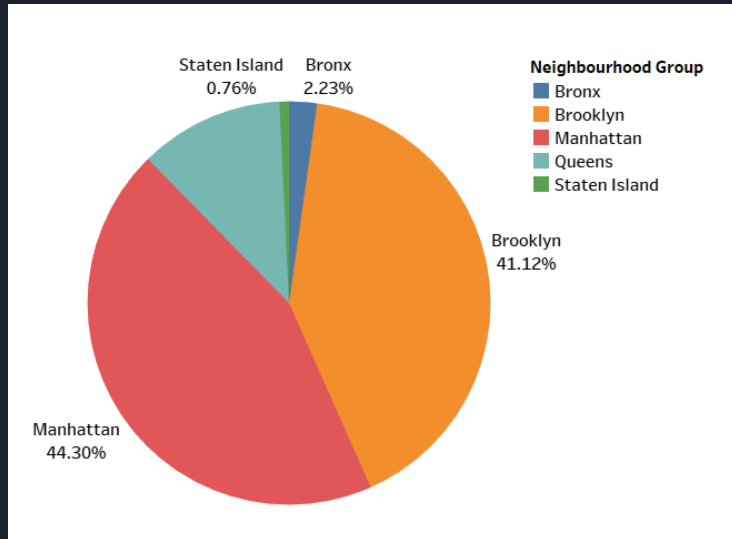


Background

- For the past few months, Airbnb has seen a major decline in revenue due to Covid.
- Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.

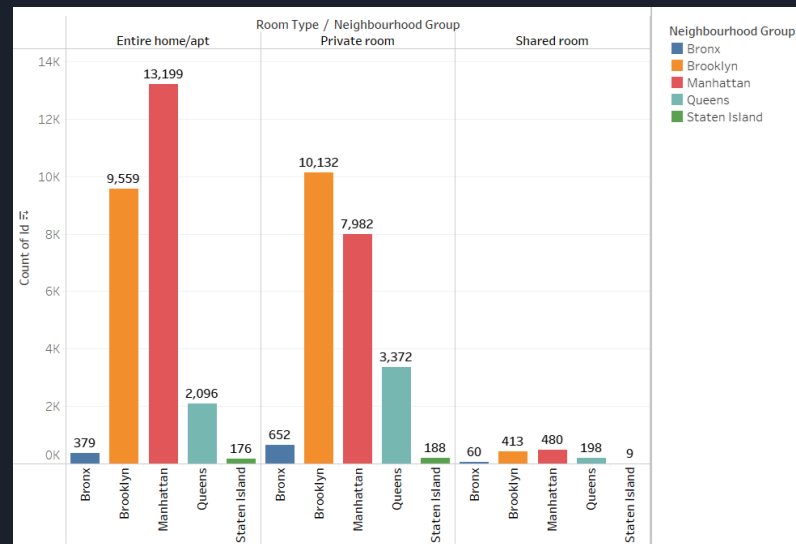
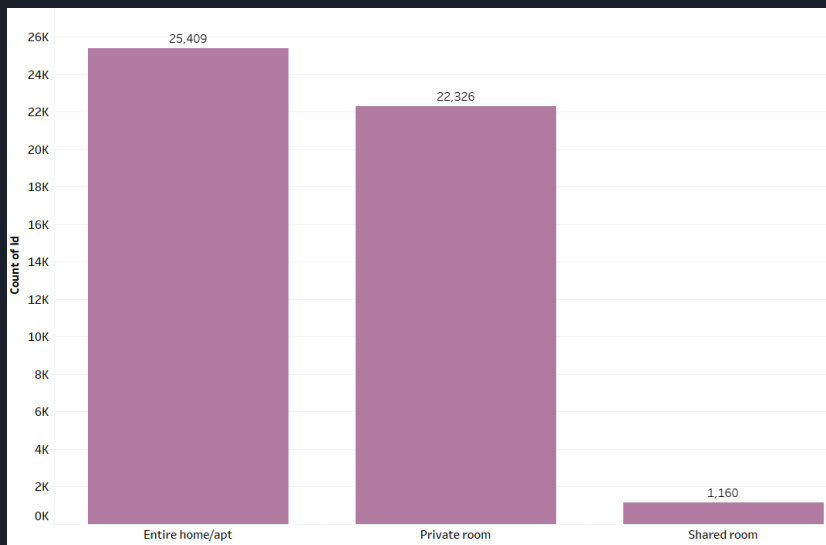
Percentage Of Listing in Neighbourhood Group

- Higher Number of listings are available in Neighbour like Manhattan and Brooklyn compared to Bronx and Staten Island
- Users have shown greater interest in booking properties in relatively populous neighbourhood groups



What Type of Rooms Users Are More Interested?

- Users appear to be interested more in booking entire property type as compared to shared ones
- Manhattan has high preference for bookings in all three types of rooms, i.e, entire property, private room and shared room, having highest count for entire house or apartment type property
- Shared rooms are the least preferred type in all neighbourhood groups



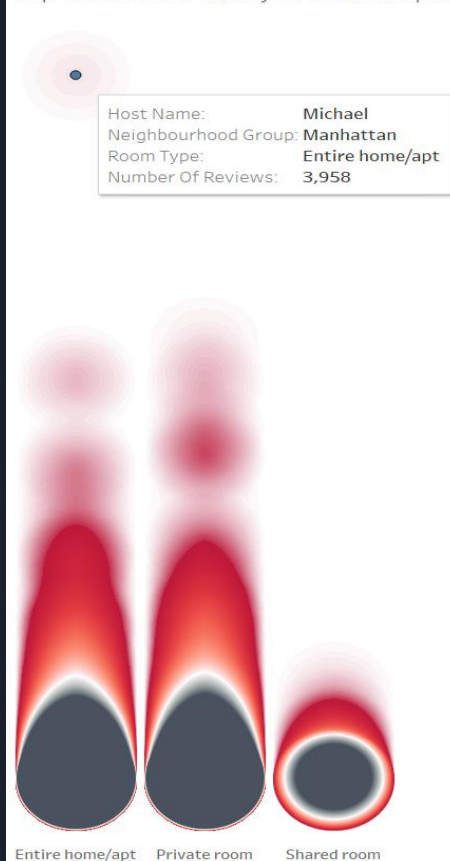
Top Hosts

- Hosts from Manhattan have high number of bookings in terms of both better reviews and high listings

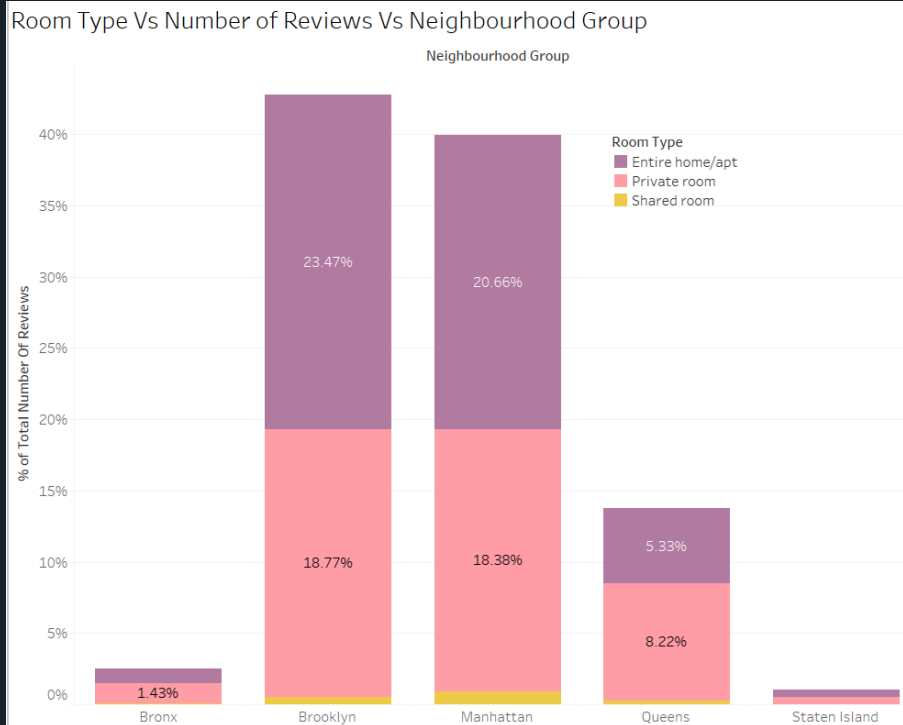
Top Ten Host With Highest Number Of Listings

Host N..	Count of Id	Number Of Reviews
Michael	417	11,081
David	403	8,103
Sonder (NYC)	327	1,281
John	294	7,223
Alex	279	6,204
Blueground	232	29
Sarah	227	4,579
Daniel	226	4,723
Jessica	205	4,074
Maria	204	4,405

Top Host wrt Density of reviews per room type



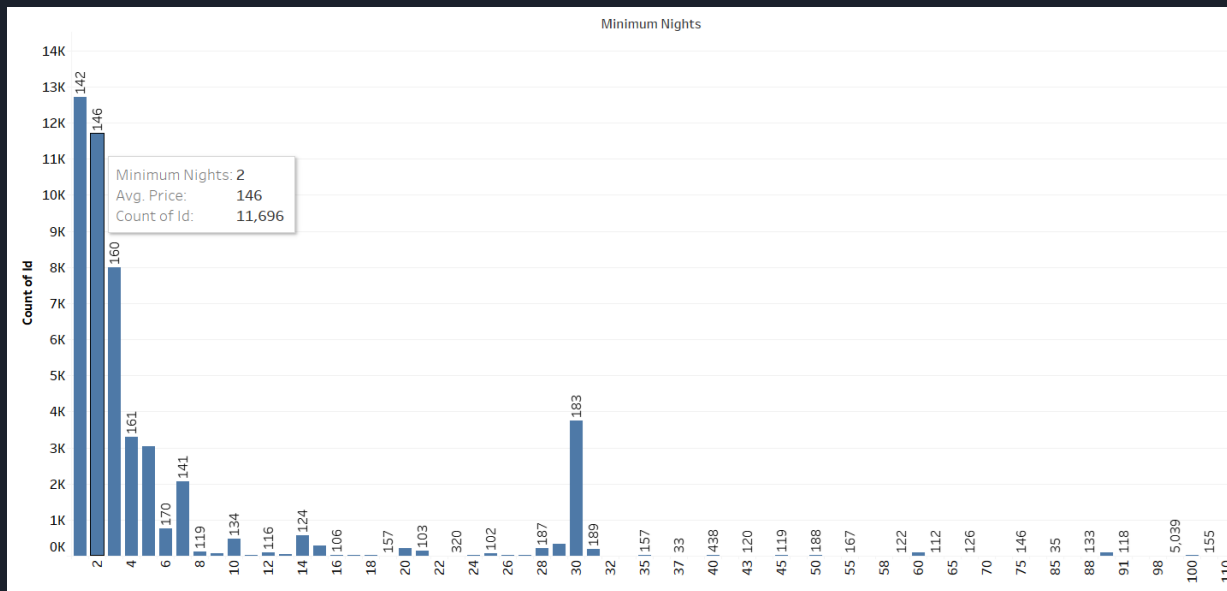
Most Reviewed Room Type



- In each neighbourhood, Entire home/apt are the most reviewed property, Brooklyn being the top favorite.
- Shared rooms are least reviewed in all the neighbour groups
- Users booking a private room or an entire home tend to leave a review compared with shared room users

Booking Preference Based on Minimum Nights

- Travellers with low budget stay in shared room for an average 1-2 nights
- People with family tend to book private rooms or entire property for an average of 1-7 days depending upon the neighbourhood group.





Recommendations

- Hosts like Michael and Sonder from Manhattan that have high number of reviews and listings in a certain neighbourhood group should be incentivised and promoted further to maintain the density of listings in the specific region
- More private properties can be sorted in Manhattan area to push the revenue upwards
- Since populous neighbourhoods are already gaining attractions, discounts and better rates shall be provided to promote bookings in other neighbourhoods
- Entire Apartment stays bring in better revenue, hence users should be provided lucrative offers so that they make a family booking in such properties for a longer stay
- Assistance should be provided to hosts with shared properties to promote their properties in less famous neighbourhoods



Appendix - Sources

The AirBnB data set contain information such as-

Host information like Host name, Host ID, listing information like id, Latitude, room type, neighbourhood, Longitude, Price, Number of Reviews, Number of Reviews per month.

Here is a snapshot of our data dictionary:

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking
Dataset Description	



Appendix - Methodology

- We have used python for finding out the null values and the shape of the data.
- We didn't drop any columns as they are not affecting our analysis.
- And for Visualisation purposes, we have used Tableau and performed the EDA, and extract the insights.
- A detailed methodology document is separately attached. please refer to that document for more details.



Appendix - Assumption

- The Price column indicates the price per night for listings and we assume currency is in USD.
- We assumed that the higher number of reviews means the most preferred property.
- The low availability_365 means the property is booked for most of the days, which makes it popular among users.
- We assumed that airbnb is focused primarily at the mentioned neighbourhood groups only and not any other.
- We assumed that post covid restrictions, travel industry will boost.

Thank You