Storytelling Case Study: AIRBnB, NYC

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AGENDA

- Background & Objective
- Key Findings
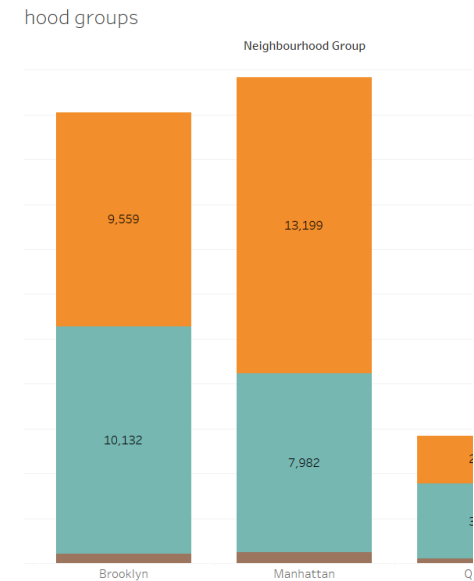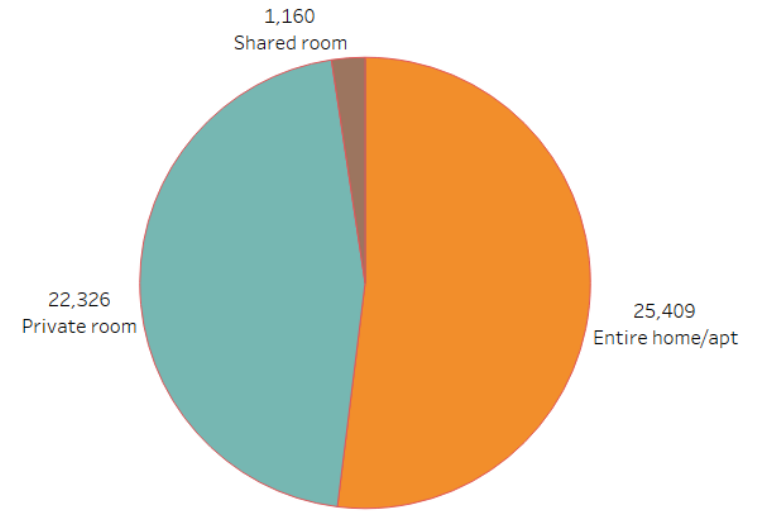- Assumptions & Methodology

Background and Objective

- Improvement of business strategies to get a positive impact on the revenue.

- Analyze the customer preferences in terms of pricing and the neighbourhoods, such that it can be targeted.

- Early recommendations can be provided for adjustments in the existing properties.

- Make the business more customer focused.

Popular Room Types

- Customers tend to prefer Entire home/apartments and Private rooms when compared to Shared rooms.

- Manhattan and Brooklyn are the preferred areas of stay.

- Manhattan and Brooklyn has the highest number of rooms as compared to other neighbourhood groups.

1,160
Shared room

22,326
Private room

25,409
Entire home/apt

hood groups

Neighbourhood Group

9,559

13,199

10,132

7,982

Brooklyn

Manhattan

Q

Popular Hosts

- Popular hosts(in terms of reviews) are Dona and Asa.

- Listings hosted by them can be promoted.

- Customer tend to check the reviews prior to booking. If the reviews are high, customers will gain trust and book

Most popular hosts

Neighbourhood groups based on price

Average Price across Neighborhoods
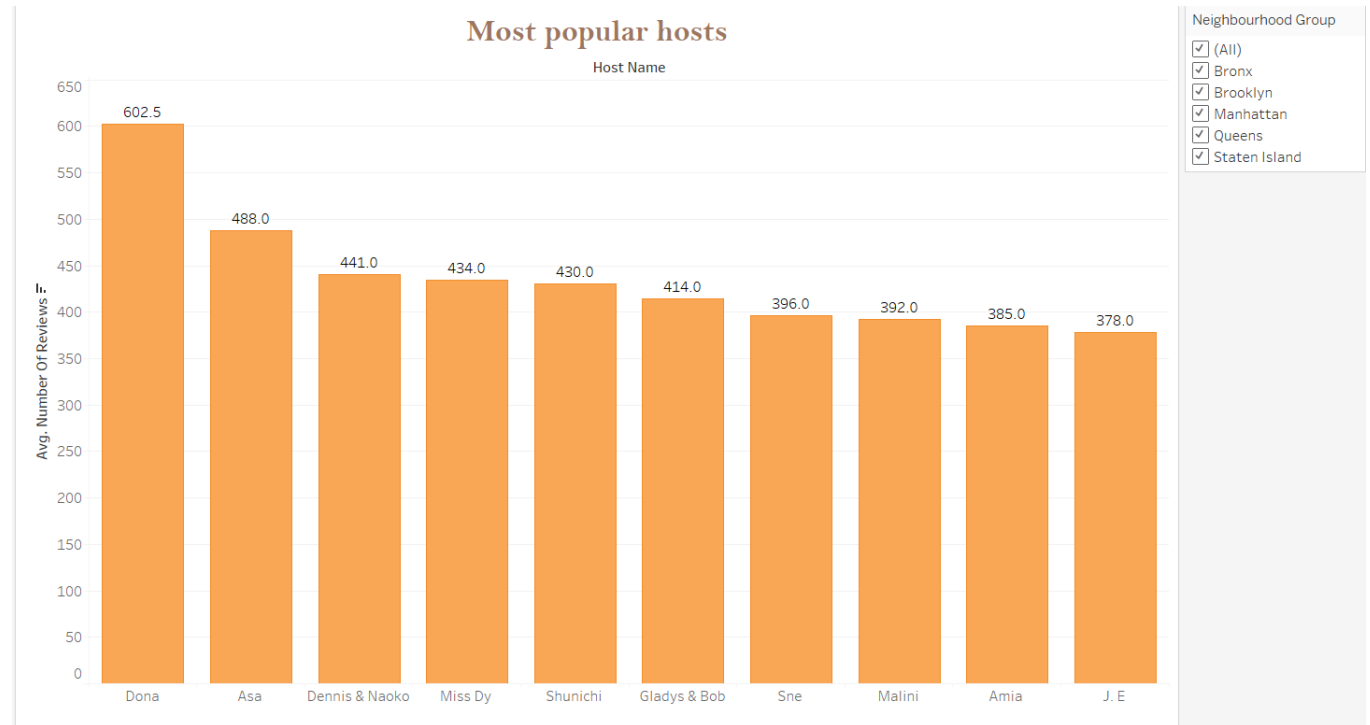
- Manhattan and Brooklyn are the most preferred among the neighbourhood groups.

- Fort Wadsworth and Woodrow are the most preferred among the neighbourhoods.

Average Price across Neighborhood groups
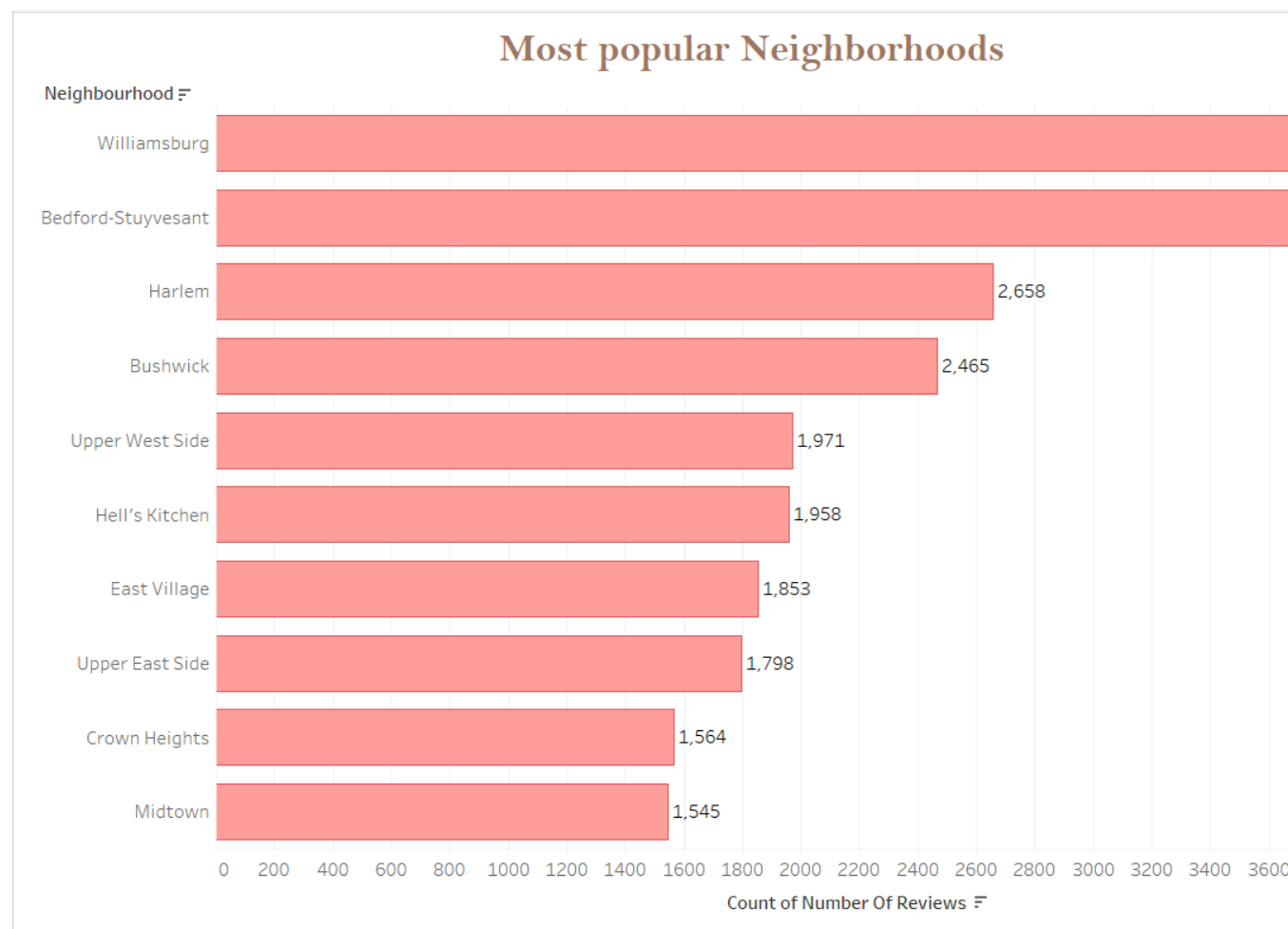
Neighbourhood groups based on minimum nights

- Manhattan and Brooklyn have the highest minimum nights.

- This means customers prefer staying in Manhattan and Brooklyn.

- More listings can be kept in these two areas looking at the customer preference.

Neighborhood groups vs Minimum Nights

Most Popular Neighbourhoods

- Popular neighborhoods preferred by customers are-
  Williamsburg
  Bedford-Stuyvesant

- Hosts can keep the price reasonable for these areas to take more bookings.

- This may increase the bookings.

Most popular Neighborhoods

Neighbourhood

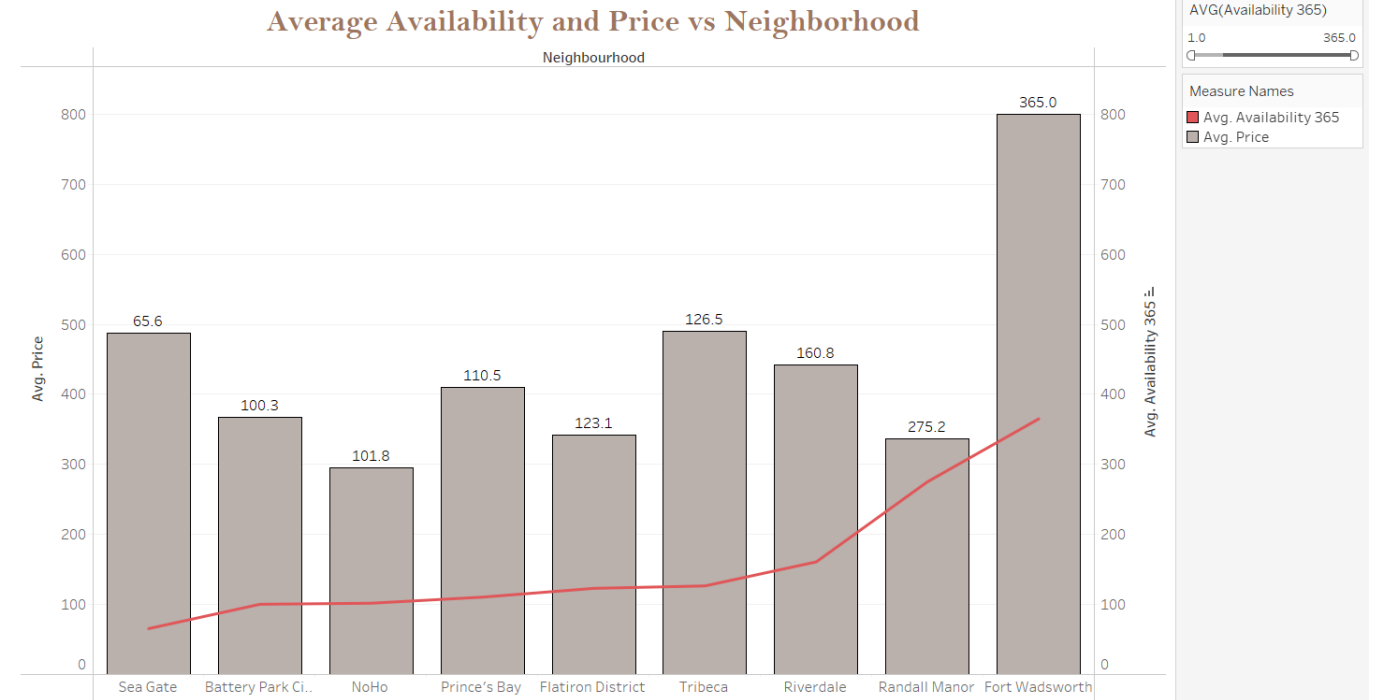| Neighbourhood	Count
Williamsburg	
Bedford-Stuyvesant	
Harlem	2,658
Bushwick	2,465
Upper West Side	1,971
Hell's Kitchen	1,958
East Village	1,853
Upper East Side	1,798
Crown Heights	1,564
Midtown	1,545

Count of Number Of Reviews

Price Distribution

- Customers prefer the price range of 500 – 1000.

- This price range can be kept for most of the listings to increase the choices for the customers.

- Since we see that higher priced rooms are not much booked, looking at the current times, this price range can be favored.


Price Distribution
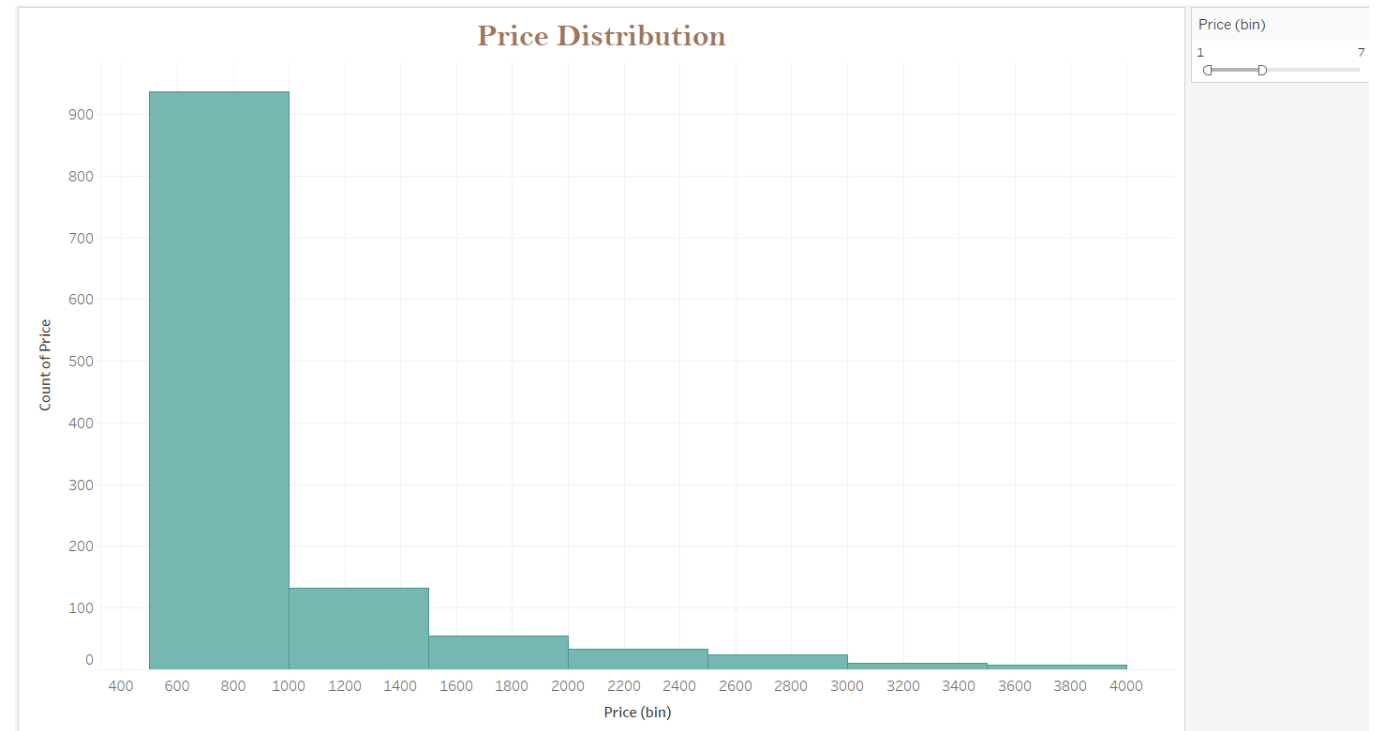
Neighbourhood vs Price and Availability

- Since Fort Wadsworth and Seagate have high availability and price, promotions for these neighbourhoods can be introduced.

- Advertisements or offers may increase customer engagement eventually resulting in bookings.

Average Availability and Price vs Neighborhood

Room Types Based on Price and Availability

- Brooklyn has shared rooms which are less expensive when compared to other neighbourhood groups.

- Focus can be on increase in shared rooms in that area to get more bookings.
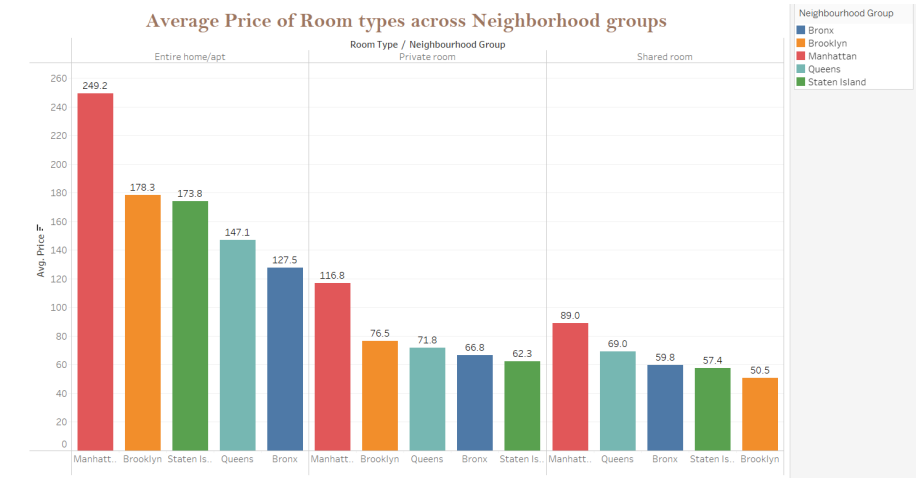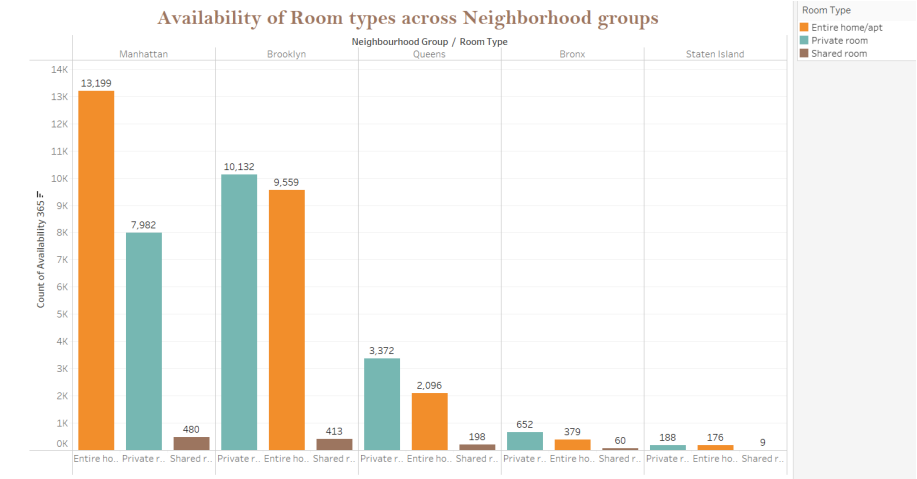
Assumptions and Methodology

- Some host listings have review count as 0, which means the last review and reviews per month will be) as well, since they are inter-related.

- Some listings have availability as 0. This may indicate that the rooms are not yet ready to be opened post-covid times. Reason can be – lack of people for service, safety issues keeping in mind or may be some renovation required before re-opening.

- Methodology Document has been prepared to find out the analysis.

Data Preparation

- Cleaned data to remove any missing values and duplicates

- Dropped insignificant columns

- Identified outliers

THANK YOU