

STORYTELLING GROUP CASE STUDY Airbnb, NYC

RUPALI PAL

NIMISHA KASHYAP

NIKITA MANCHANDA

Presentation 1

AGENDA

- Background & Objective
- Problem Statement
- Key Insights
- Recommendations
- Assumptions & Methodology

Background & Objective

- Airbnb is an internet-based platform that allows users to rent out their extra lodging.
- Over the last few months, Airbnb's revenue has significantly decreased.
- With the limits starting to loosen and more people beginning to travel, Airbnb wants to make sure it is ready for this shift.
- New York City is the most diverse and populated city in the United States. The city is made up of 5 burrows: Manhattan, Brooklyn, Queens, the Bronx and Staten Island, all of which were “grouped” together into a single city. It is widely recognized as the global Centre for the financial services industry. It’s also the heartbeat of the American media, entertainment (along with California), telecommunications, law and advertising industries.

PROBLEM STATEMENT

- For the past few months, Airbnb has seen a major decline in revenue.
- 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.
- Hence, the analysis has been done on a dataset consisting of various Airbnb listings in New York.

KEY INSIGHTS

- **To understand some important insights we have explored the following questions:**
 - ▶ How are the Airbnb listings spread out in NYC
 - ▶ What type of rooms do customers prefer
 - ▶ What could be the ideal number of minimum nights to increase customer bookings
- **Based on customer review:**
 - ▶ Most preferred neighborhood
 - ▶ Most preferred room type
 - ▶ Who are the Hosts who have the highest listings w.r.t. Neighborhood

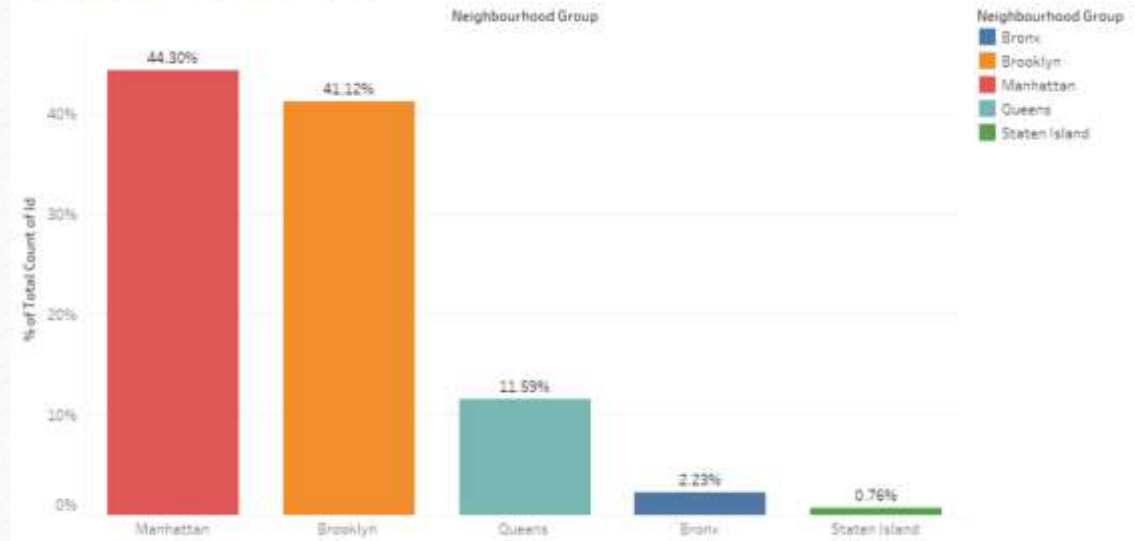
GEOGRAPHY

Airbnb is well-established in Manhattan, Brooklyn, and Queens. The highest number of listings (44%) and (41%), respectively, are in Manhattan and Brooklyn, which are the financial and tourism centers of New York City.

Due to its low population density and few tourism locations, Staten Island (~1%) has the fewest listings.



AirBnb Listing distribution in NYC

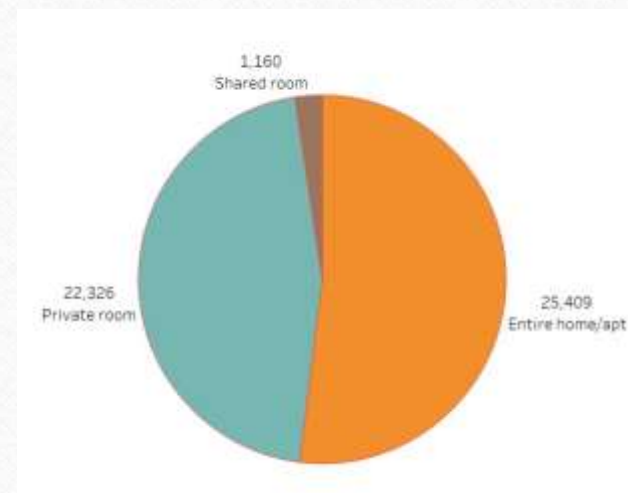
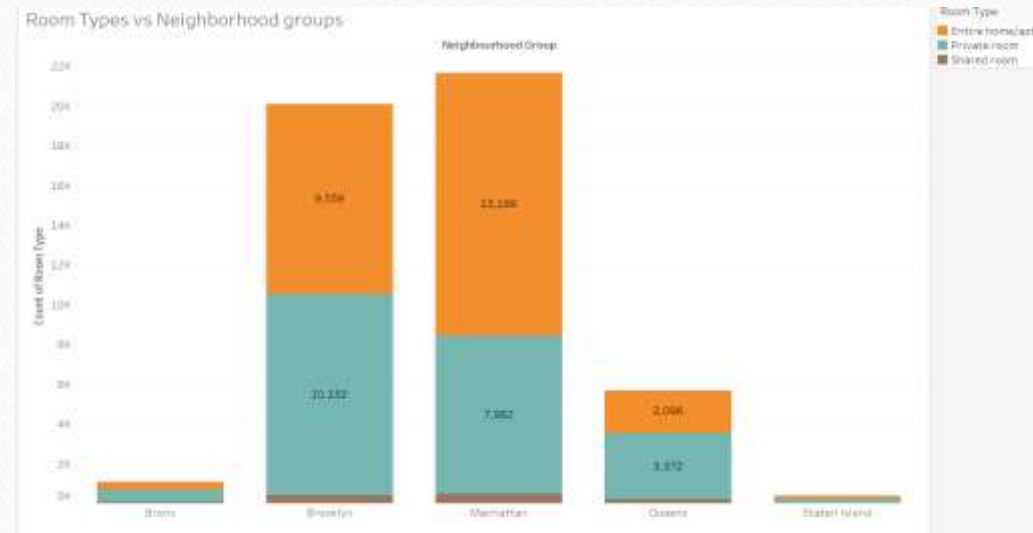


% of Total Count of Id for each Neighbourhood Group. Colour shows details about Neighbourhood Group. The marks are labelled by % of Total Count of Id.

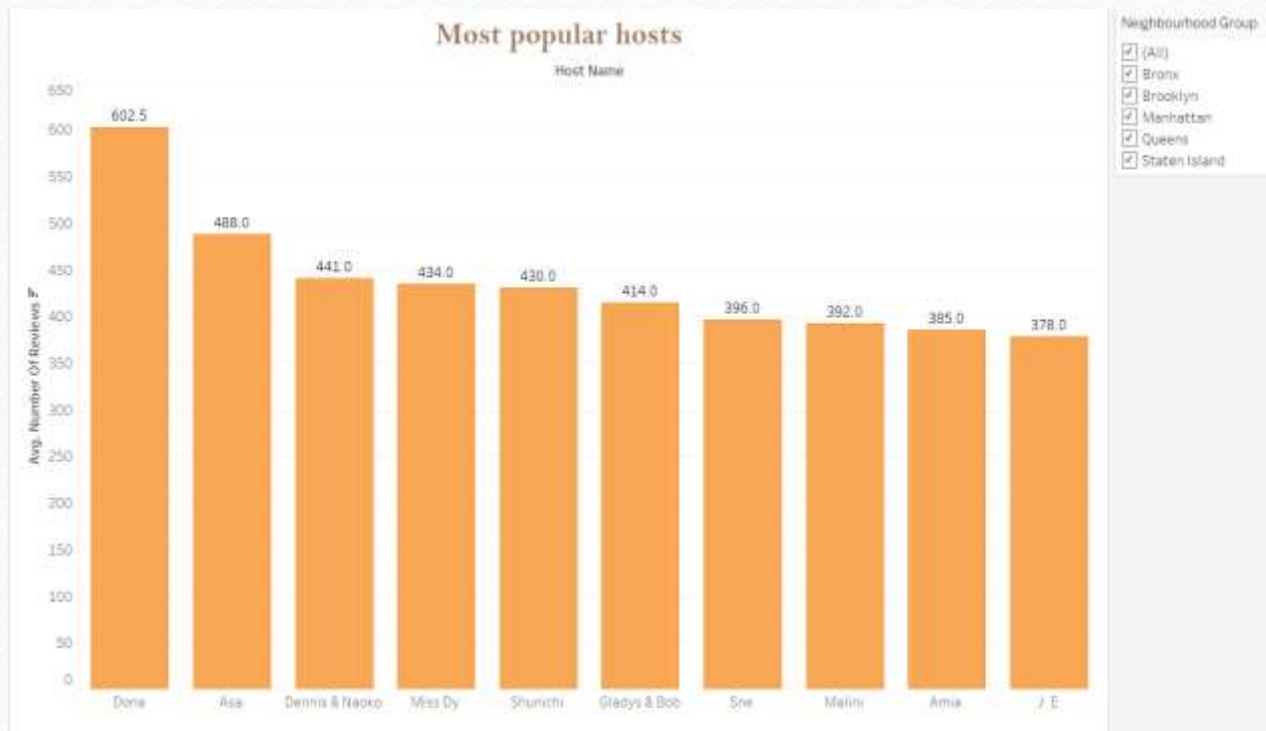
POPULAR ROOM TYPES

There are three different kinds of rooms available: the entire house or flat, a private room, and a shared room.

- The greatest number is for the entire house or flat (25409), followed by the private rooms (22326) and the shared rooms (1160).
- There are 13199 more entire homes and apartments in Manhattan than there are private rooms (7982).
- Compared to whole homes or apartments (9559), Brooklyn has more private rooms (10132).



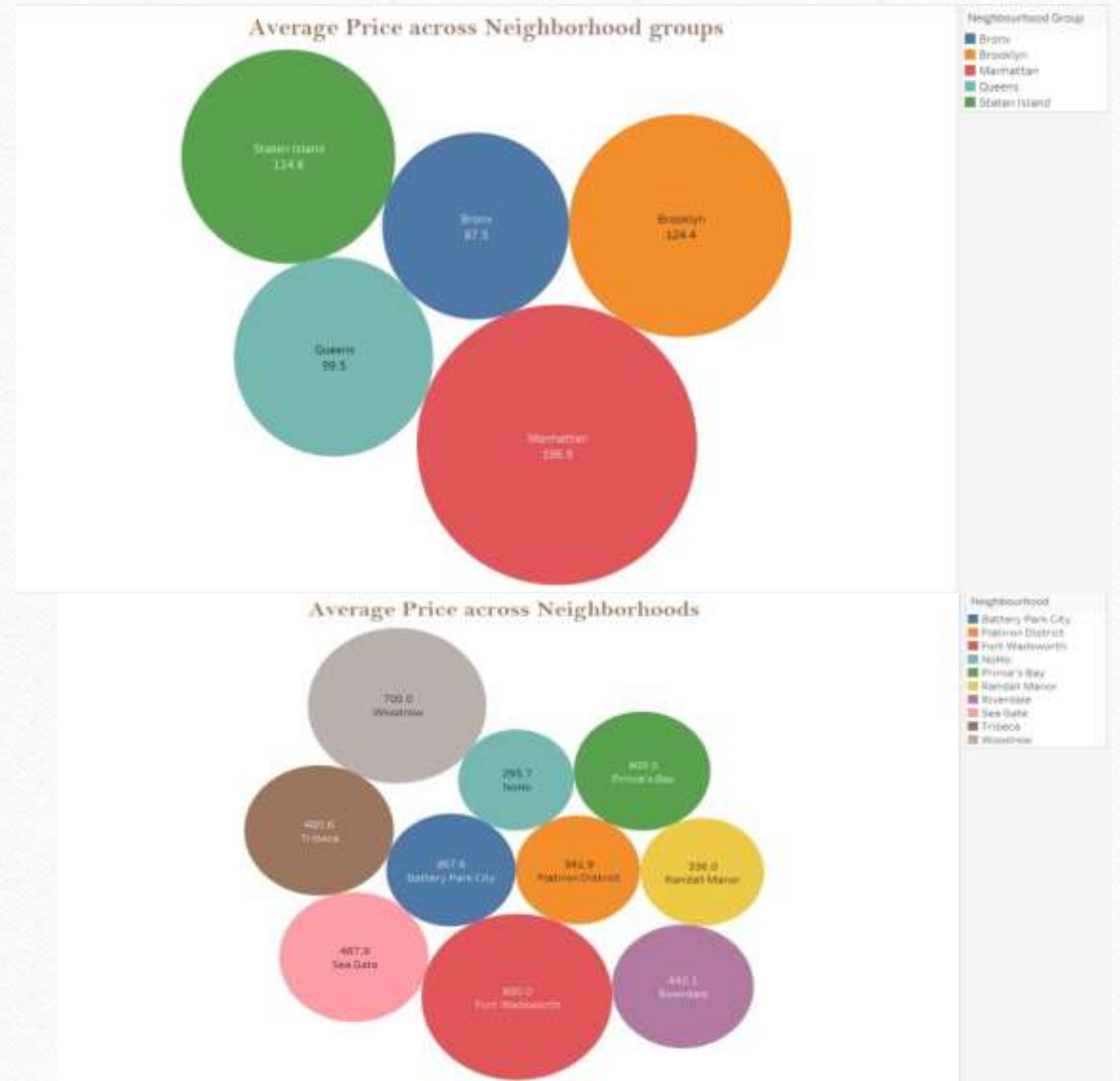
POPULAR HOSTS



- Dona (602.5), Asa (488), Dennis (441) & Naoko (434), Miss Dy, and Shunichi (430) are the top 5 hosts with the highest average reviews across all areas.

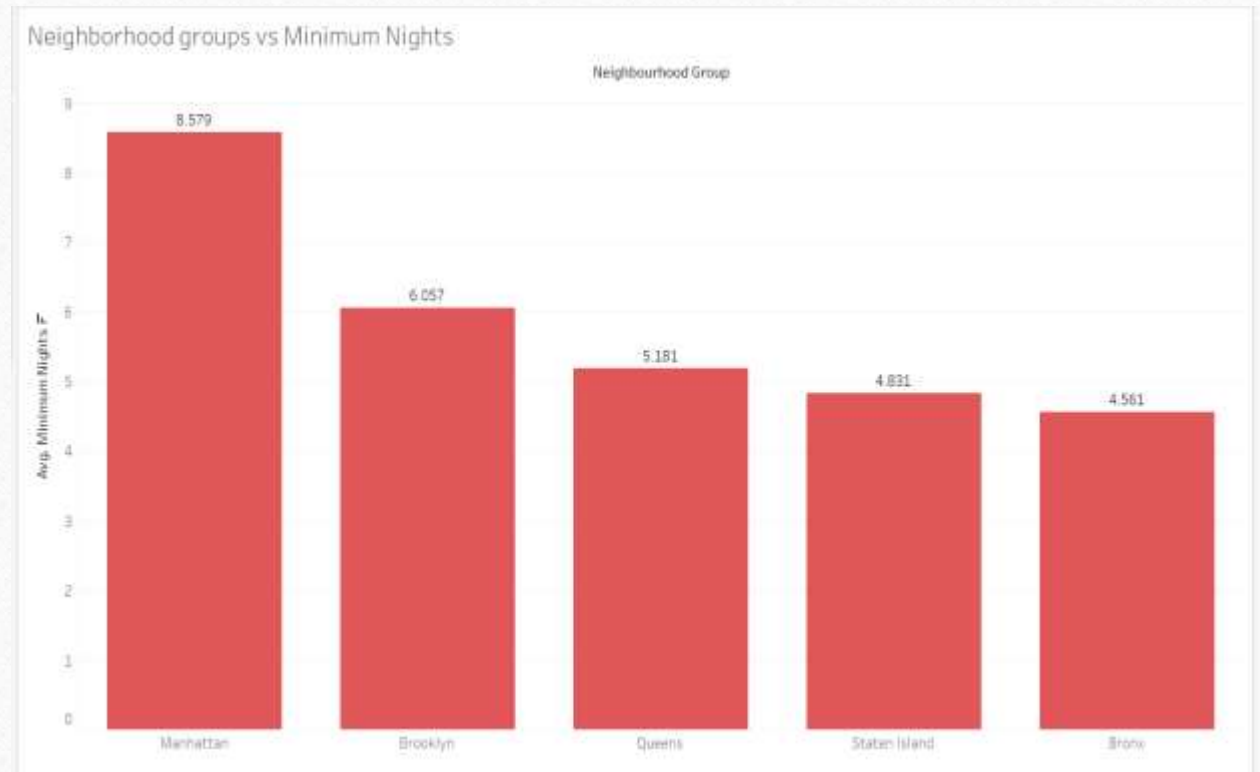
NEIGHBOURHOOD GROUPS BASED ON PRICE

- Communities in the neighborhood with the highest average cost Staten Island (114.8), Queens (99.5), Manhattan (196.9), Brooklyn (124.4), and the Bronx (87.5).
- High average prices in the top two neighborhoods .Along with Woodrow (700) and Fort Wadsworth (800)



NEIGHBOURHOOD GROUPS BASED ON PRICE

- The greatest average minimum nights are found in Brooklyn and Manhattan.
- Brooklyn has a 6.057 average, whereas Manhattan has an 8.579 average.



MOST POPULAR NEIGHBOURHOOD

The top five neighborhoods with
the most quantity of reviews

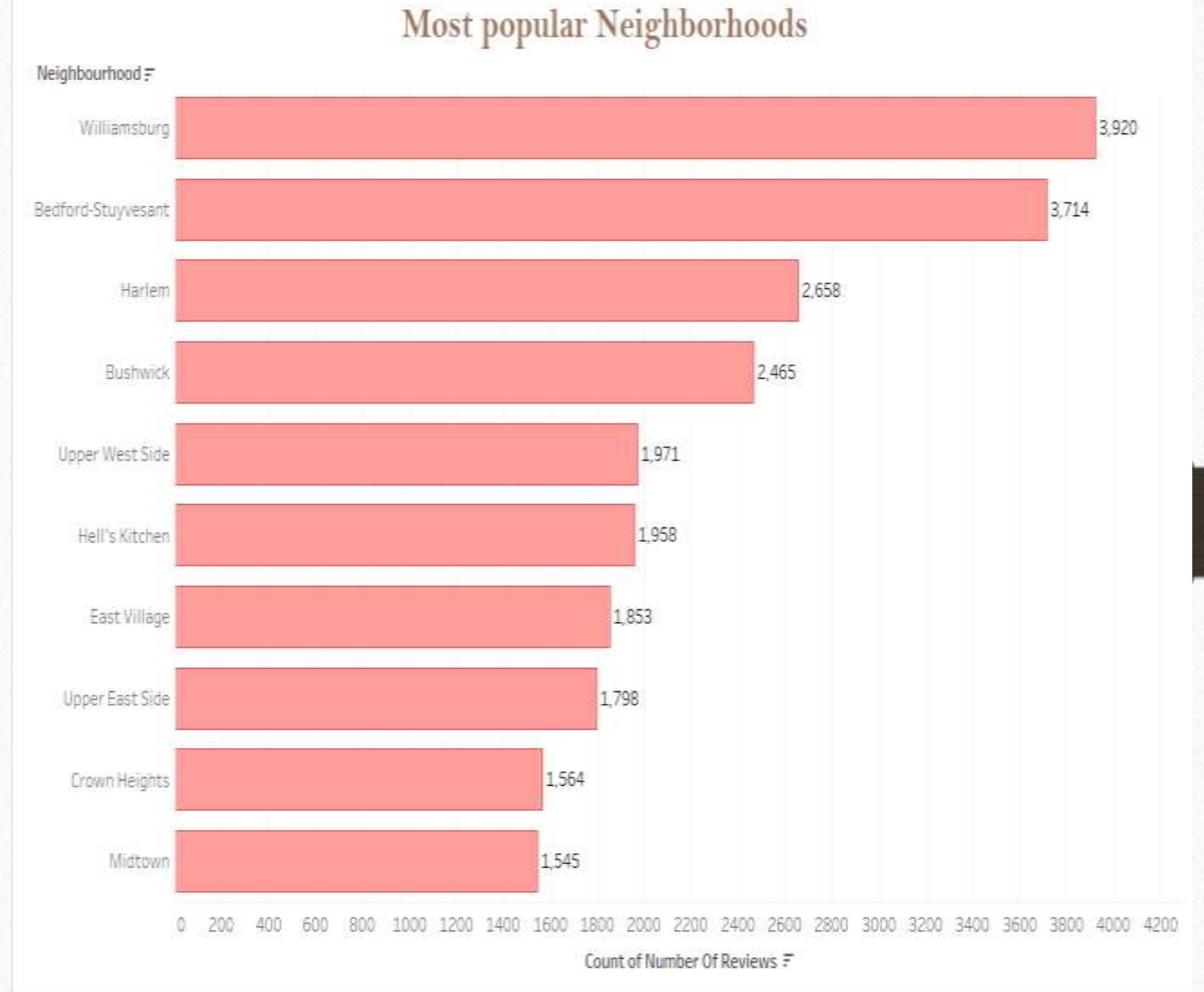
Williamsburg (3920)

3714 Bedford-Stuyvesant

Harlem (2658)

Bushwick (2465)

West Side Upper (1971)



NEIGHBOURHOOD Vs PRICE AND AVAILABILITY

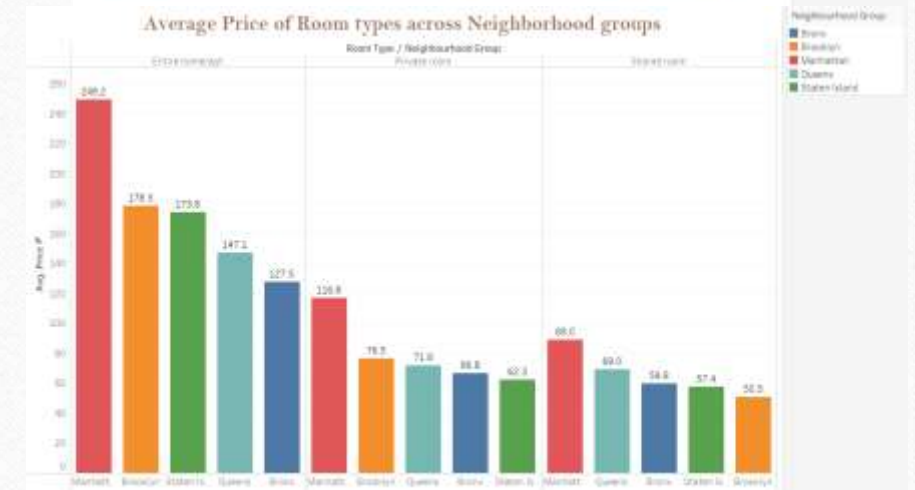
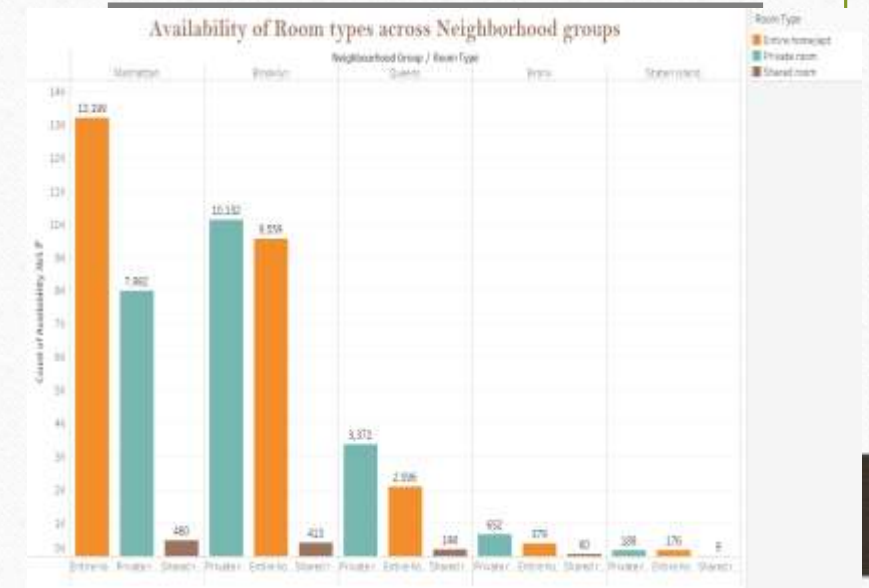
We discovered that Seagate and Fort Wadsworth have high average prices based on the data.

- Availability of Seagate is lower than that of Fort Wadsworth.
- Tribeca offers poor availability despite a high average price.
- In order to make money, Airbnb might concentrate on having a large supply at affordable pricing.



ROOM TYPES BASED ON PRICE AND AVAILABILITY

- In terms of cost for every kind of room, Manhattan is in the lead.
- Brooklyn is the most affordable option when it comes to private rooms and entire homes, while shared rooms are the most costly.
- When it comes to availability, Manhattan and Brooklyn also lead.



RECOMMENDATIONS

- ❖ Individual rooms don't seem to be as popular as the entire house or flat. The least ideal situation is sharing a room.
- ❖ With a discount of some type, Airbnb might attempt to advertise shared rooms. An increase in reservations could have resulted.
- ❖ Since there is a greater demand for this kind, it can also add a few more private rooms.
- ❖ Airbnb has the ability to advertise well-known hosts' properties in order to increase inquiries.
- ❖ Williamsburg and Bedford-Stuyvesant, which are the most popular locations with patrons, could have more rooms added to them.
- ❖ Given how inexpensive and reasonable the price is, the number of shared rooms in Brooklyn can be raised. A larger profit will result from more bookings.
- ❖ Because there is a huge demand, Fort Wadsworth can accommodate more rooms.

ASSUMPTIONS

- ✓ Due to their interdependence, certain host listings with a review count of 0 also indicate that the monthly reviews and the most recent review will be:
- ✓ A few listings show 0 as available. It is possible that this means the rooms are not prepared to be opened after COVID-19.
- ✓ There may be a staffing shortage, safety concerns, or the need for renovations before reopening as possible causes.
- ✓ To learn more about the analysis, a methodology document has been created.
 - The file is attached here:



METHODOLOGY

- The data was analyzed through univariate and bivariate analysis.
- The analysis and visualizations were done using Tableau considering various parameters.
- The main parameters that have been taken into account for analysis are –
 - ❑ Geography based bookings
 - ❑ Bookings based on room type
 - ❑ Number of reviews
 - ❑ Minimum number of nights
- Inferences have been made keeping in mind the above parameters

A photograph of a brown, textured mat with the Airbnb logo and name embossed on it. A set of keys with a red cord and a black ring lies on the right side of the mat. The text "THANK YOU FOR THE STAY" is overlaid in a stylized orange font with a white outline. The entire image is framed by a white border with black horizontal bars on the left and right sides.

THANK YOU FOR THE STAY