Airbnb NYC Storytelling Case Study

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contents

purpose

In order to boost revenue, Airbnb's many leaders are interested in knowing key crucial insights based on distinct dataset properties, such as -

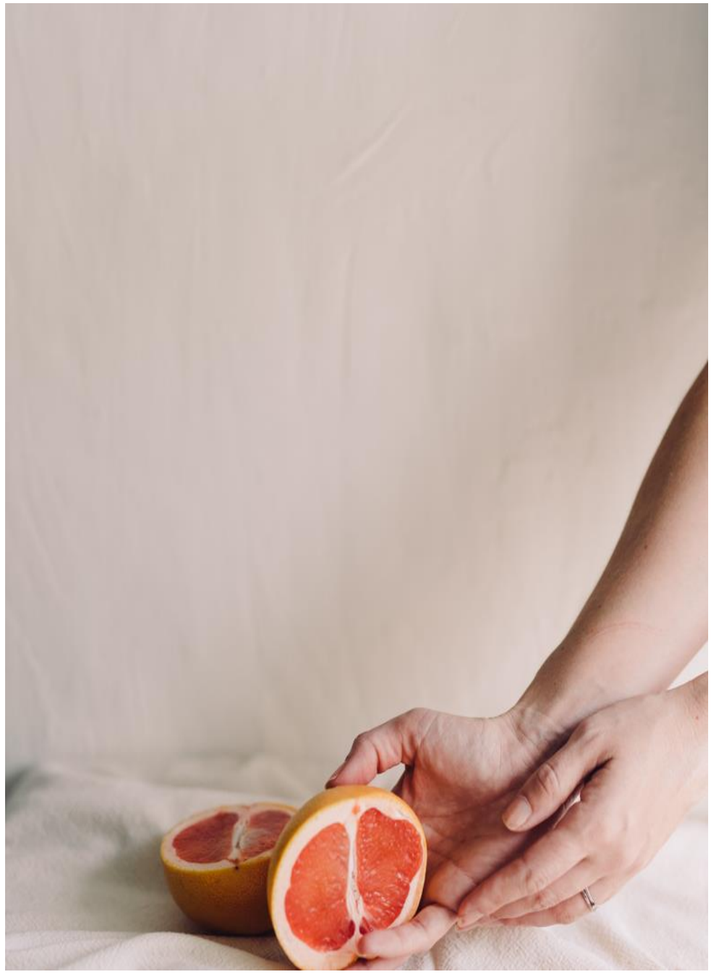
- People can rent out their extra lodging by using the internet platform Airbnb.
- Airbnb lost a significant amount of money during the COVID-19 pandemic.
- Now that people are starting to travel again, Airbnb wants to revive its company and be prepared to serve clients

problem statement

- People can rent out their extra lodging by using the internet platform Airbnb.
- Airbnb lost a significant amount of money during the COVID-19 pandemic.
- Now that people are starting to travel again, Airbnb wants to revive its company and be prepared to serve clients.

background

- Over the last few months, Airbnb's revenue has significantly decreased.
- Airbnb needs to make sure that it is ready for this shift, as more people are starting to travel and the constraints are starting to loosen.
- Thus, a dataset comprising several Airbnb listings in New York has been analyzed.



data preparation

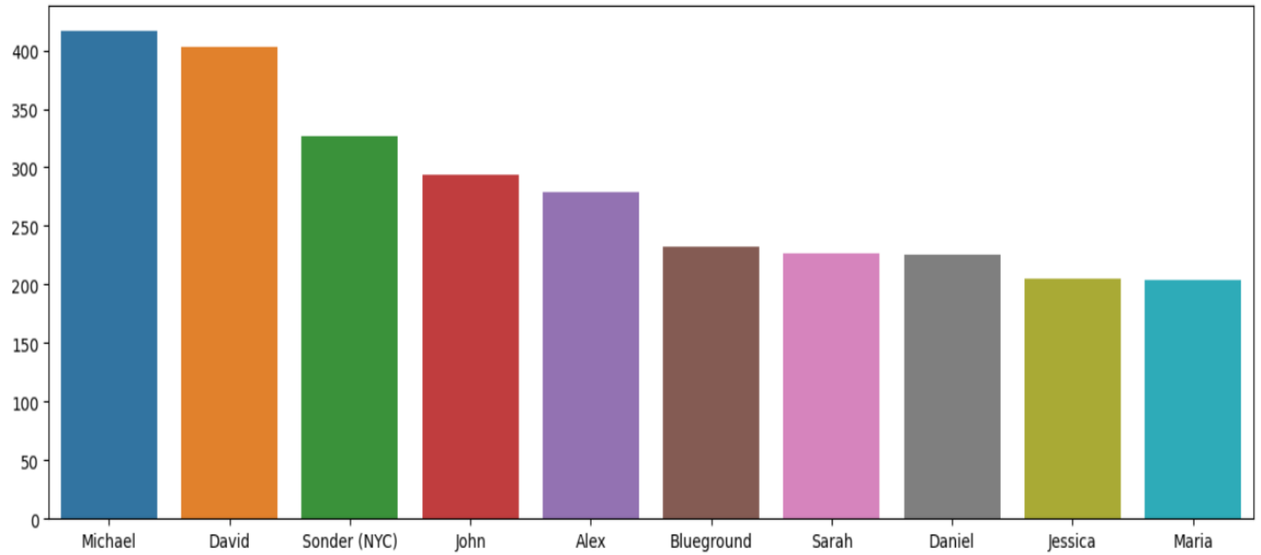
- Data cleansing to find any duplicates, outliers, or missing values
- Removing unnecessary columns
- Created a separate Excel sheet with the cleaned data with the given data source.
- Using cleansed data files, creating visual charts through bivariate and univariate analysis and more to help comprehend the data

key areas

1. The top ten hosts
2. Well-liked neighborhood association
3. Client reservations with regard to minimum nights
4. The accessibility of Airbnb in various neighborhood groupings concerning Minimum number of nights
5. Availability versus Neighborhood regarding minimum nights
6. The respective neighborhood groups' median prices
7. Favorite room type in relation to neighborhood group

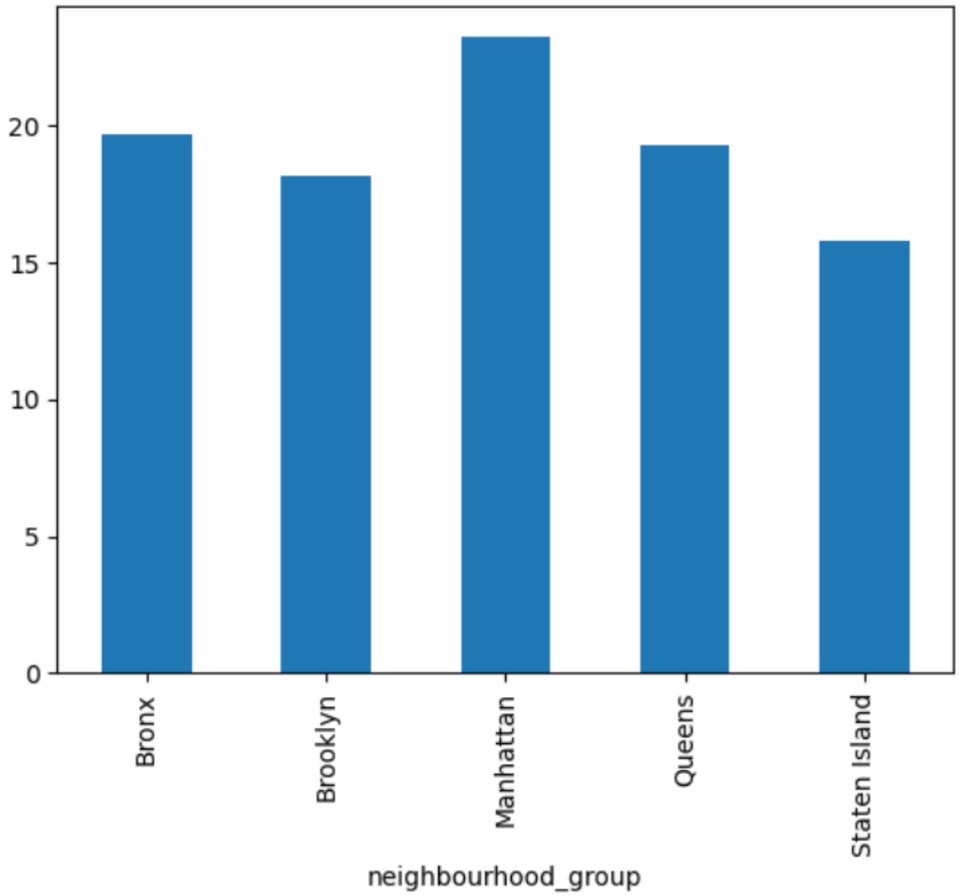
the top 10 hosts

Among the 10 list of hosts for Airbnb seems Michael being the top most followed by David and to the end at 10 position its Maria



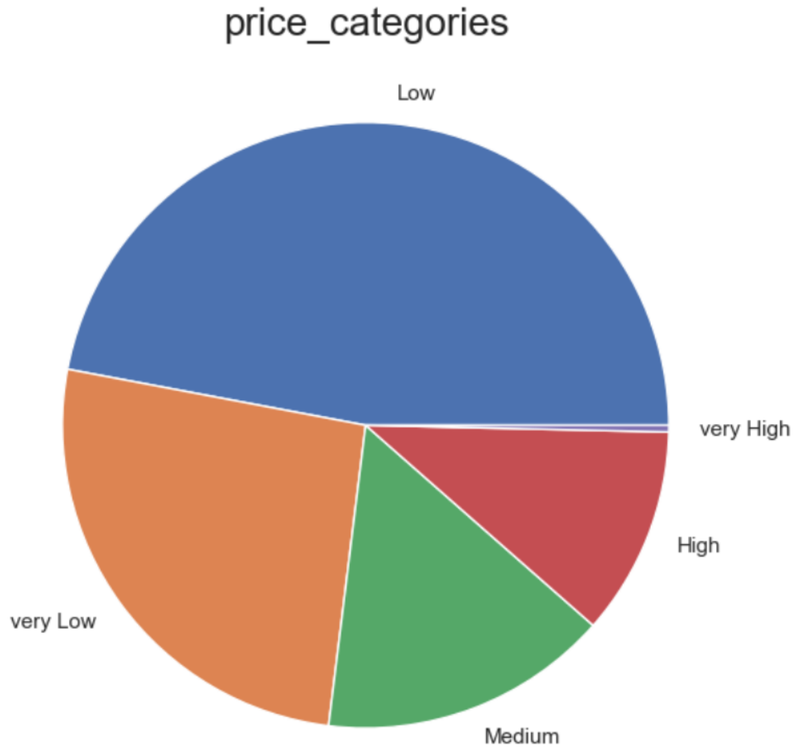
well-liked neighborhood

a) In New York, the largest percentage of Airbnb listings are found in Manhattan and Brooklyn.
b) The island with the fewest listings is Staten Island.
c) Queens is the third most popular Airbnb location, with a third preference in Bronx



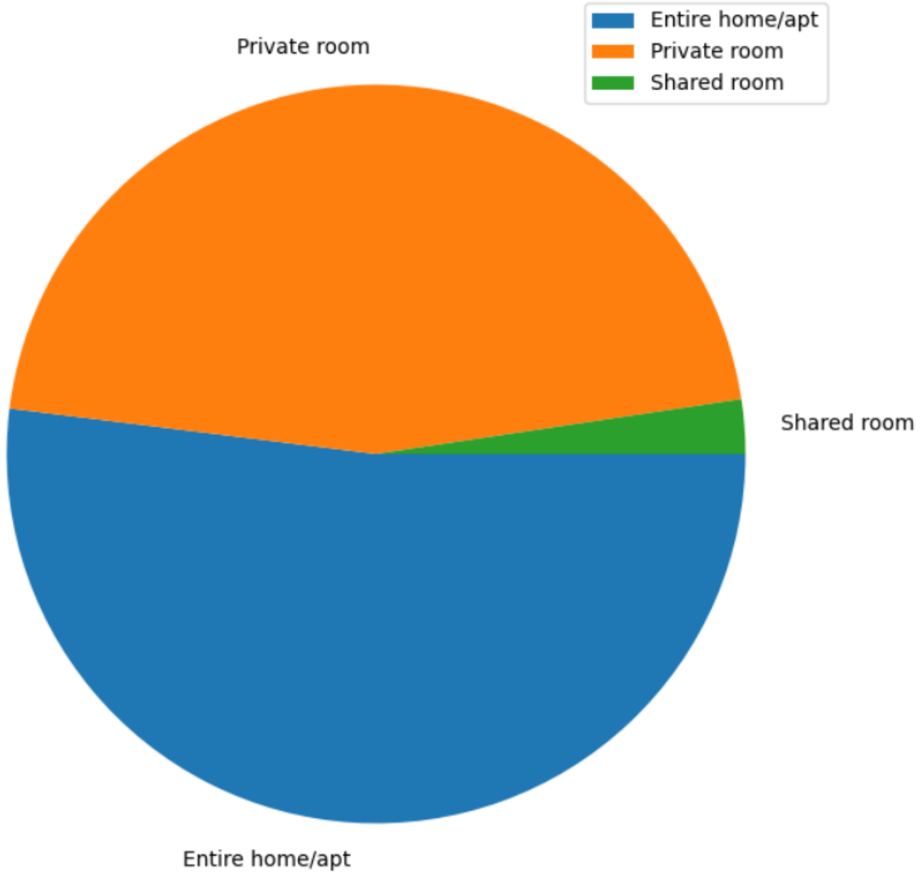
Median price of the different Neighborhood Groups

a) According to the data, Manhattan's median price is greater than that of the other neighborhood groups.
b) The median price is highest in Brooklyn.
c) The least is the Bronx.



Preferred room type w.r.t neighborhood group

Preferred room types and their categories defines the status of bookings done



annexure: data Sources

- **Dataset overview**: 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')
- **Column:** 'id', 'name', 'host_name', 'neighbourhood_group', 'neighbourhood', 'room_type', 'availability_365_categories', 'minimum_night_categories', 'number_of_reviews_categories', 'price_categories'], dtype='object'

	price	minimum_nights	number_of_reviews	reviews_per_month	calculated_host_listings_count	availability_365
0	149	1	9	0.21	6	365
1	225	1	45	0.38	2	355
2	150	3	0	NaN	1	365
3	89	1	270	4.64	1	194
4	80	10	9	0.10	1	0

thank you