NYC Airbnb Case Study Deep- Dive/Insights

Presentation - II

Presentation by : Aanchal Saxena

Arunima Barman

Aniket Narendra Shambharkar

# **Agenda**

- Purpose
- Insights
- Conclusion

Purpose

Purpose: To gain a deeper understanding of the Airbnb market in New York City and identify key insights that can help drive revenue growth and improve the overall user experience. By analysing the Airbnb dataset, we aim to address various business questions and provide actionable recommendations to different stakeholders.
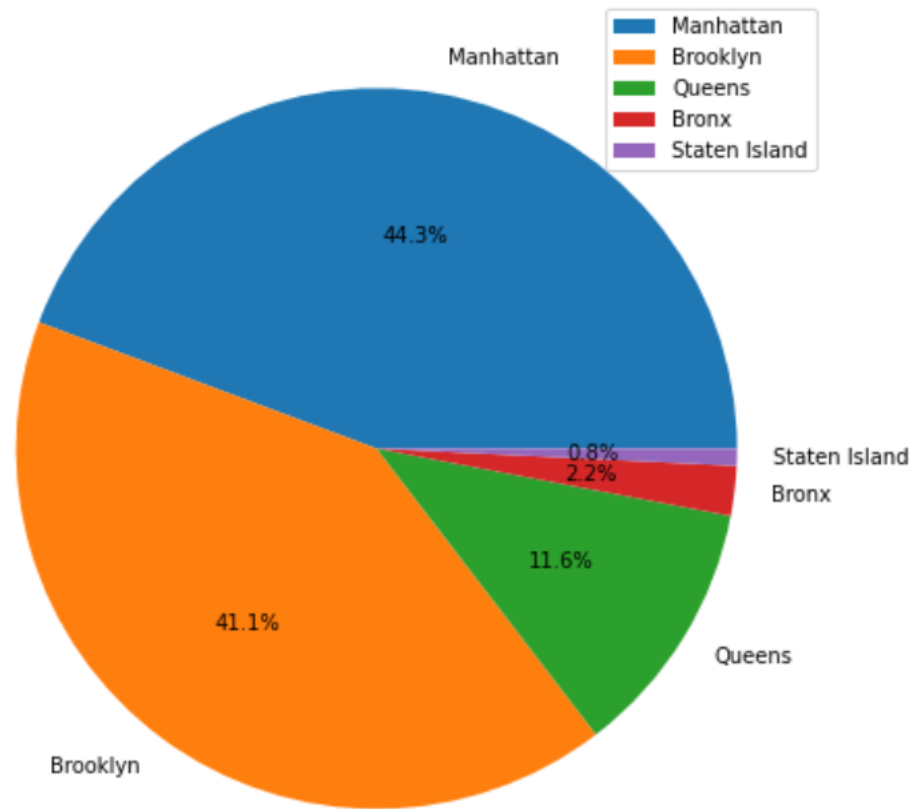
INSIGHTS

Top 10 Hosts

These top 10 hosts play a crucial role in shaping the Airbnb experience in New York City, offering a wide range of properties and catering to various customer preferences.
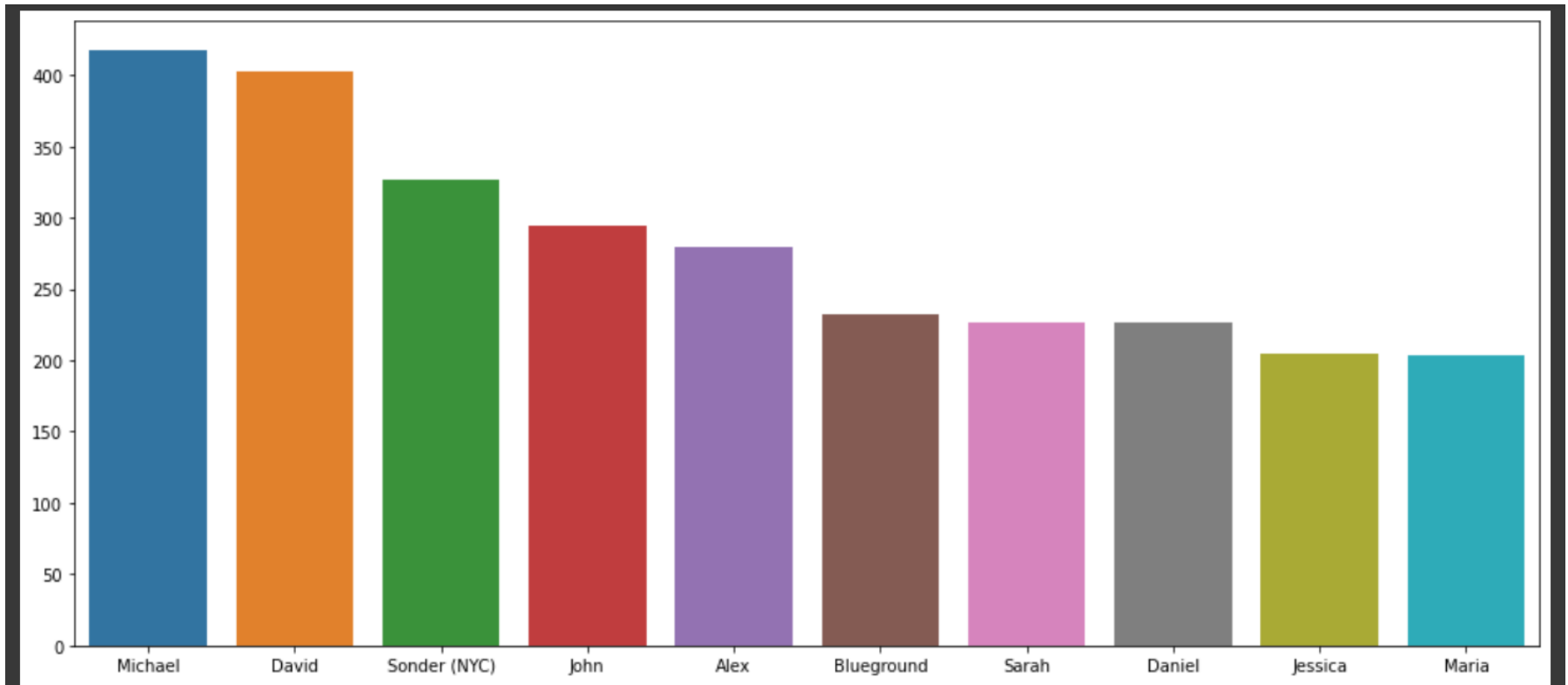
% of Listings wrt Neighborhood Group

The image provides the percentages of listings in different neighborhood groups in NYC, with the highest percentages being Manhattan (44.3%) and Brooklyn (41.1%), which together account for 85.4% of the listings.

Neighborhood Analysis

Insight:

Popularity: Manhattan and Brooklyn are the most popular areas for Airbnb listings, likely due to their central locations and vibrant neighborhoods.

Demand: High demand for accommodation in these areas is driven by their cultural attractions, business centers, and tourist spots.

Diverse Options: These neighborhoods offer a diverse range of properties, from luxury apartments in Manhattan to charming brownstones in Brooklyn, catering to various preferences and budgets.

Accessibility: Both Manhattan and Brooklyn are well-connected by public transportation, making them convenient for visitors.

These factors contribute to the high concentration of Airbnb listings in Manhattan and Brooklyn.

Action: Target popular neighborhoods for acquiring new properties and enhancing existing listings.

Guest Preferences

The pie chart shows the distribution of room types for Airbnb listings
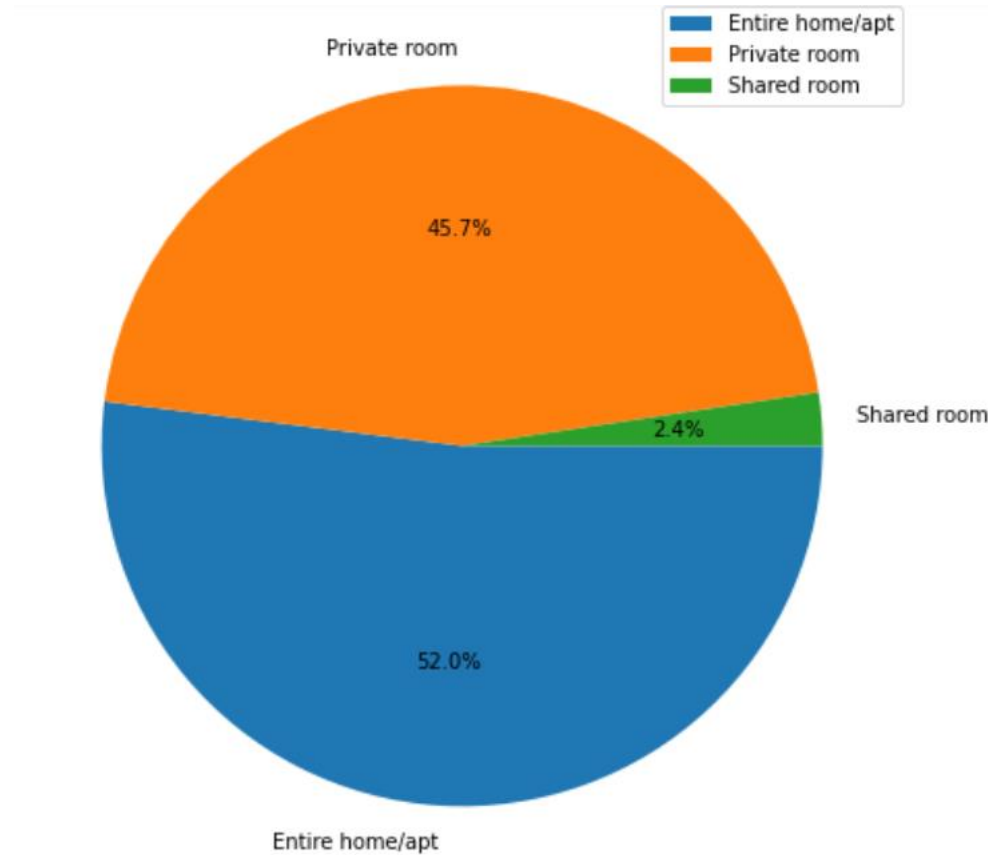
Guest Preferences

Insight:

Entire Home/Apt (52.0%): Over half of the listings are for entire homes or apartments, indicating a strong preference among guests for complete privacy and full control over the living space.

Private Room (45.7%): A significant portion of the listings are for private rooms, which offer guests a balance between affordability and some level of privacy while sharing common areas with the host or other guests.

Shared Room (2.4%): Shared rooms make up a small fraction of the listings, suggesting lower demand for this type of accommodation, which offers the least privacy and shared sleeping spaces.

Action: Highlighting the varying preferences of guests when booking Airbnb accommodations, a notable inclination seen towards more private and self-contained living arrangements.

Reviews as per Minimum Night Categories
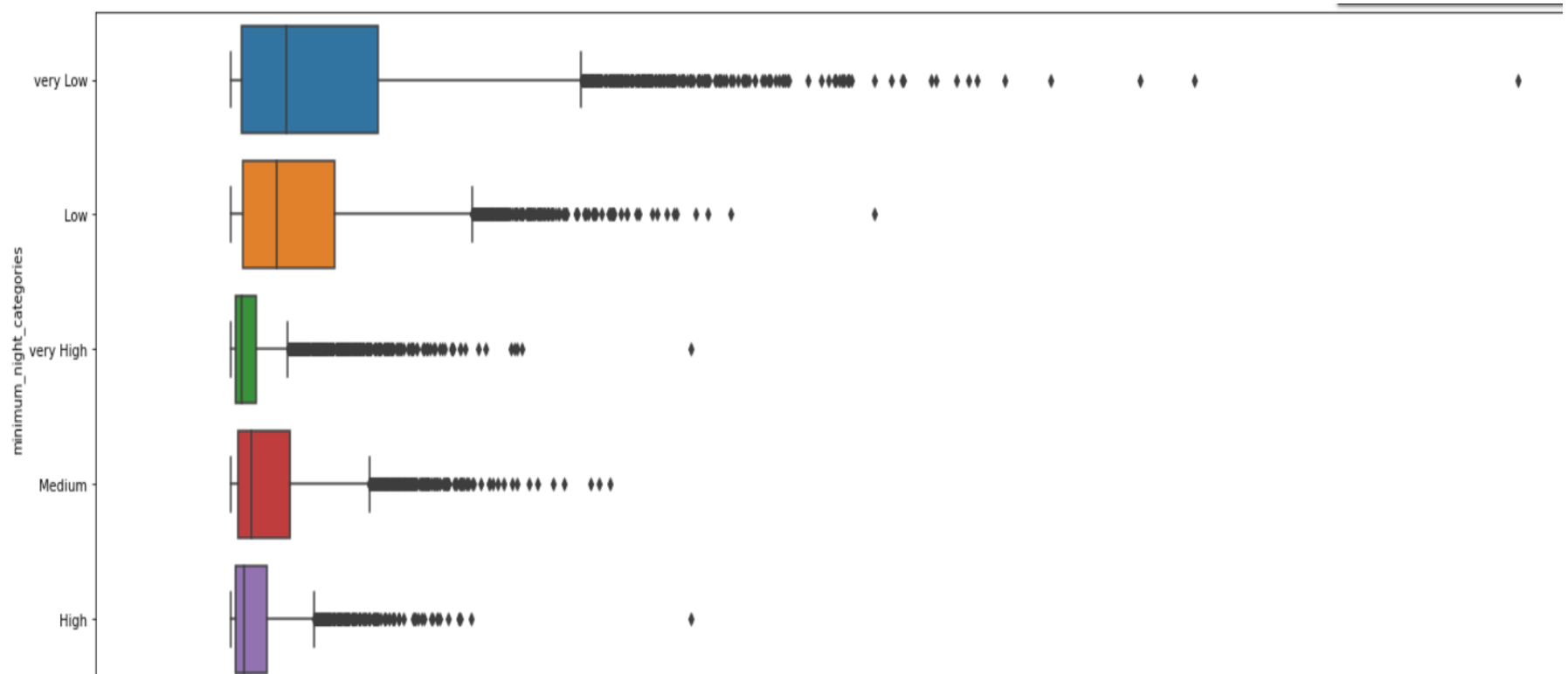
Availability, Price and Number of Reviews

Very high availability and very low price are likely to get more reviews.

availability_365_categories	price_categories	reviews_per_month
High	High	0.598431
	Low	2.200373
	Medium	1.056111
	very High	0.342308
	very Low	3.289381
Low	High	0.638307
	Low	1.783956
	Medium	0.883844
	very High	0.803750
	very Low	2.896114
Medium	High	0.591070
	Low	1.993565
	Medium	1.157492
	very High	0.517500
	very Low	2.893918
very High	High	0.428464
	Low	1.490562
	Medium	0.694283
	very High	0.276571
	very Low	2.206077
very Low	High	0.337780
	Low	0.506051
	Medium	0.276970
	very High	0.480588
	very Low	0.673759

Conclusion

•Focus on acquiring new hosts in high-demand neighborhoods to increase listings and revenue.

•Optimize property listings based on detailed analysis of customer preferences and feedback.

•Very high availability and very low price are likely to get more reviews.

•Develop targeted strategies to increase traction for less popular properties, such as offering discounts or highlighting unique features.

Appendix

Methodology:

- Data Creation and Understanding
- Data Manipulation/EDA
- Missing Value Analysis
- Univariate Analysis
- Bivariate Analysis
- Insight Generation

Please refer detailed Methodology document here:
Methodology.docx

Thank you!

- Aanchal Saxena

- Arunima Barman

- Aniket narendra shambharkar