



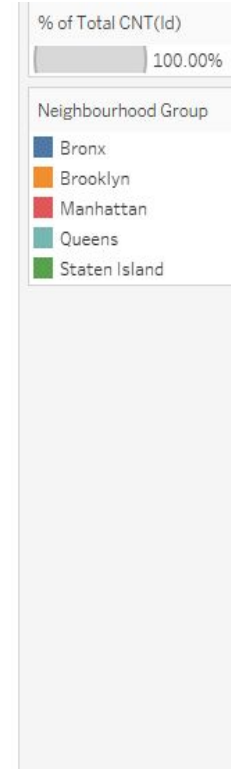
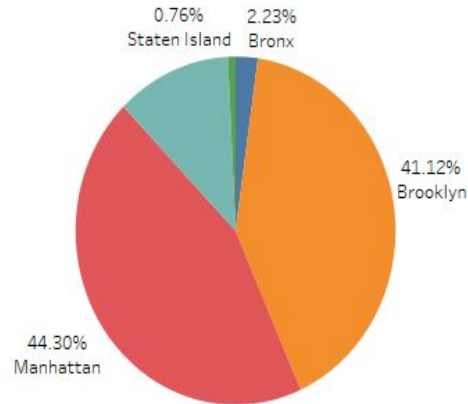
Case Study

PPT - II

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- Antara Chatterji

HOST DISTRIBUTION IN NYC

Property Distribution Percentage

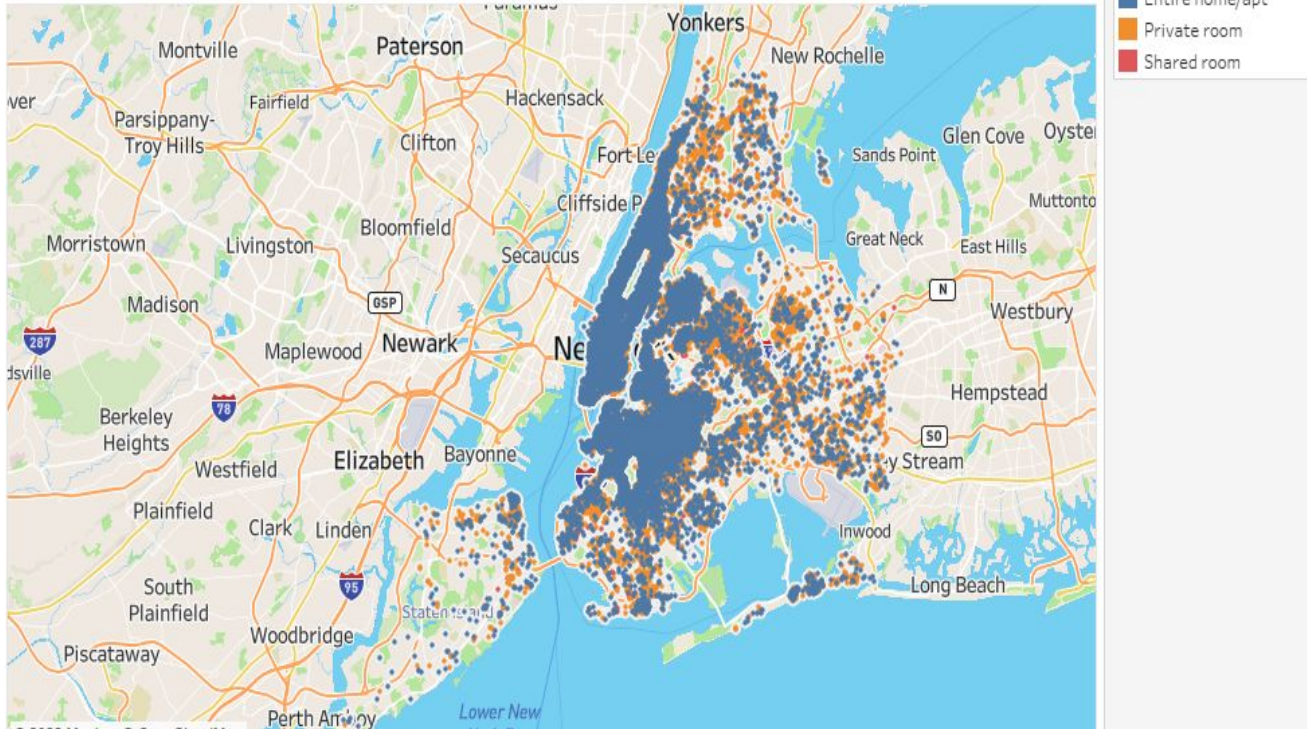


1. Manhattan accounts for 44.30% of the hosts.

2. Staten Island has least hosts with a percentage of 0.76%.

PROPERTY DISTRIBUTION OF NYC

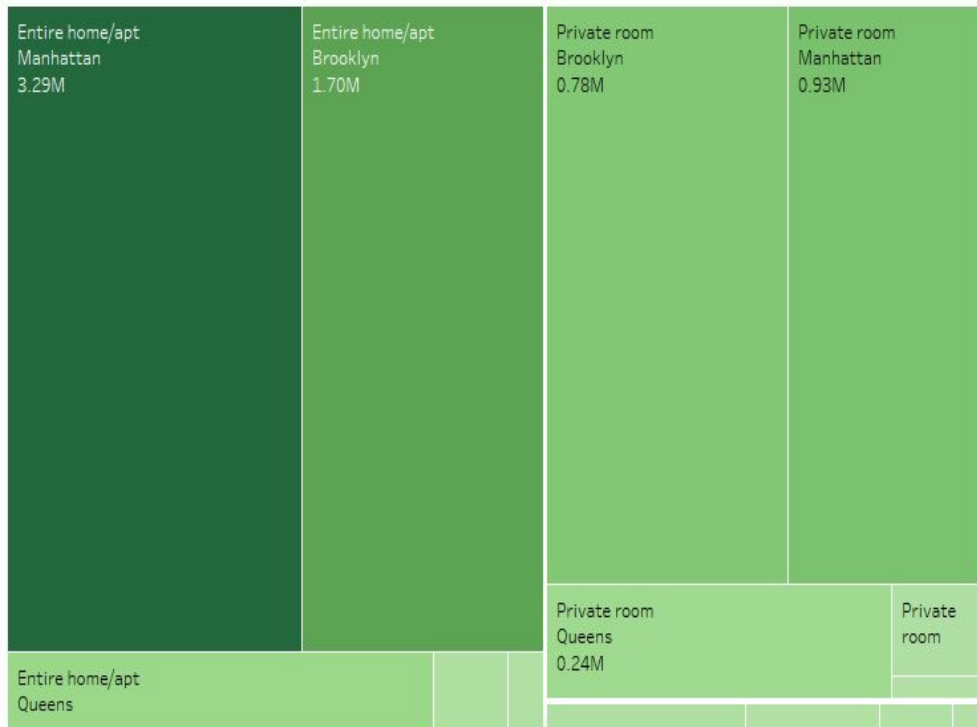
PROPERTY DISTRIBUTION



1. Manhattan has maximum properties - 42.31%
2. Followed by Manhattan, is Brooklyn 40.27% properties
3. Staten accounts only for 0.74% of the total properties, which is the least.

MANHATTAN HAS MAXIMUM HOSTS UNDER ENTIRE HOME/APT

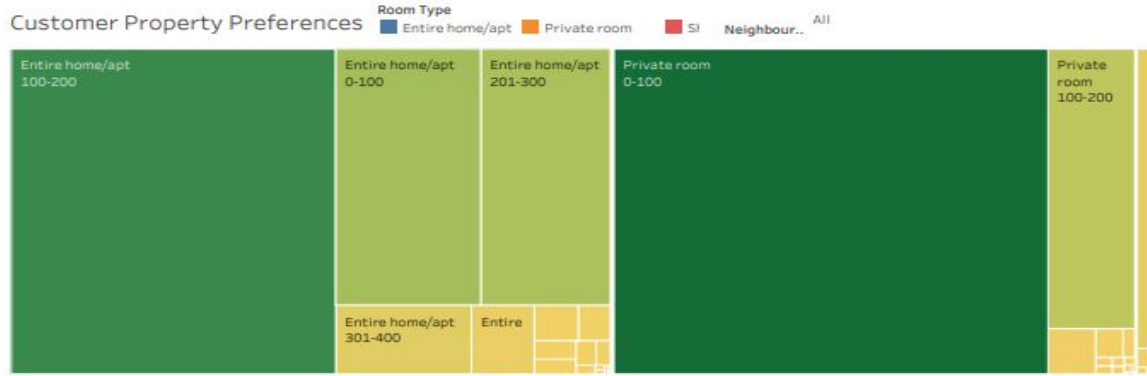
Manhattan has maximum hosts in entire/home apt



| | |
|---------------|----------|
| Summary | |
| Count: | 15 |
| CNTD(Host Id) | |
| Sum: | 39,050 |
| Average: | 2,603.33 |
| Minimum: | 6 |
| Maximum: | 10,571 |
| Median: | 346.00 |
| SUM(Price) | |
| Sum: | 7.47M |
| Average: | 0.50M |
| Minimum: | 0.00M |
| Maximum: | 3.29M |
| Median: | 0.04M |

MANHATTAN'S
ENTIRE HOME/APT
ACQUIRES 28% OF
THE TOTAL
PROPERTIES IN
THE CITY,
ACCOUNTING FOR
A TOTAL PRICE OF
3.29 MILLION.

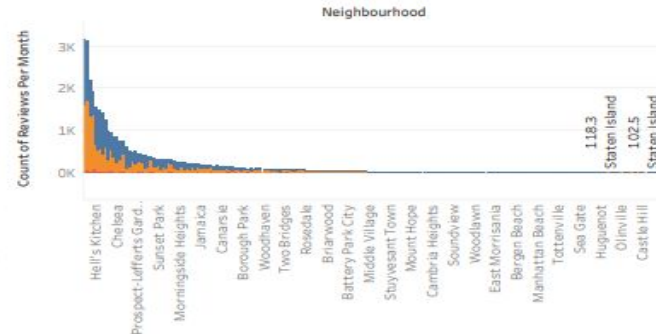
CUSTOMER PREFERENCES



Price Ranges



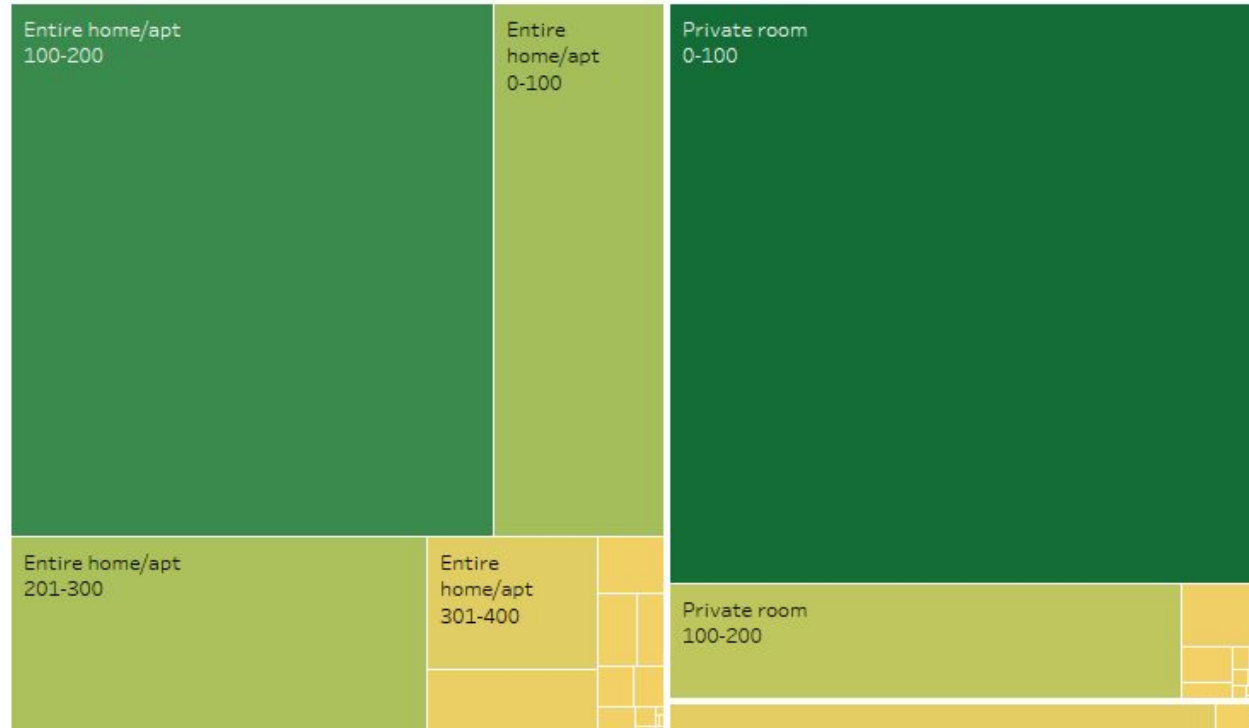
Target Neighbourhood



A dashboard has been created to show the customer preferences based on Property Types, Price Ranges and Target Neighbourhoods

CUSTOMER PROPERTY PREFERENCES

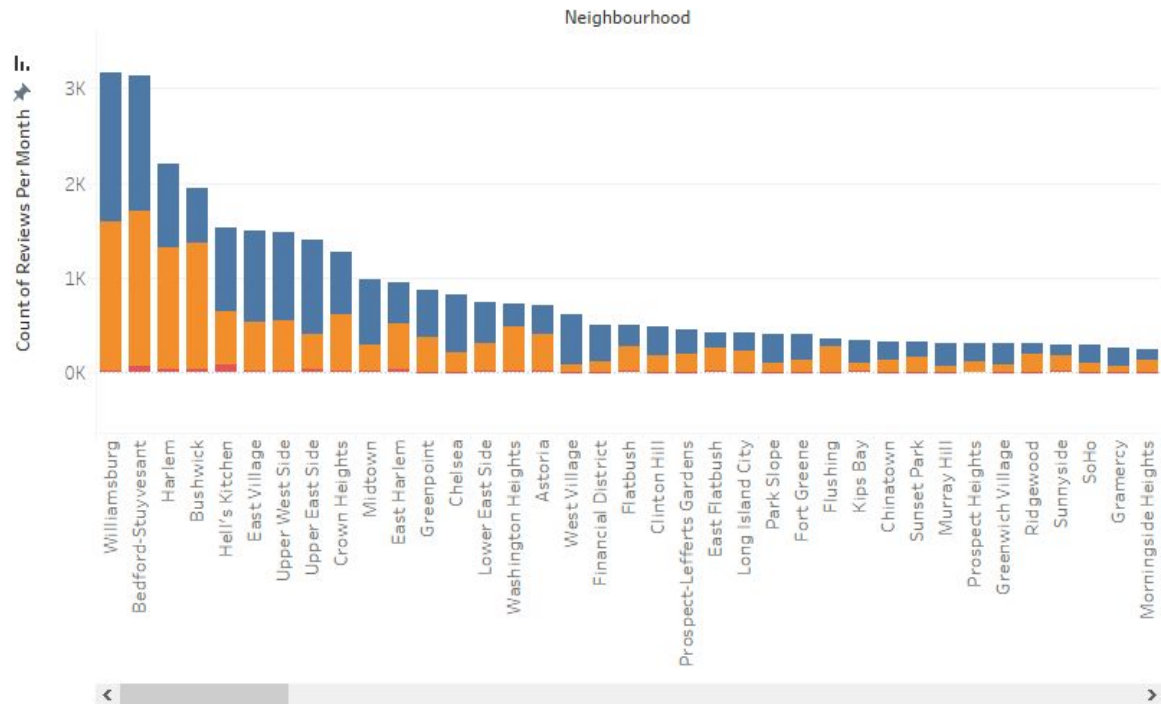
Customer Property Preferences



Based on count of reviews per month, ~14743 customers prefer private rooms to stay, for the price range 0-\$100.

CUSTOMER TARGET NEIGHBOURHOOD

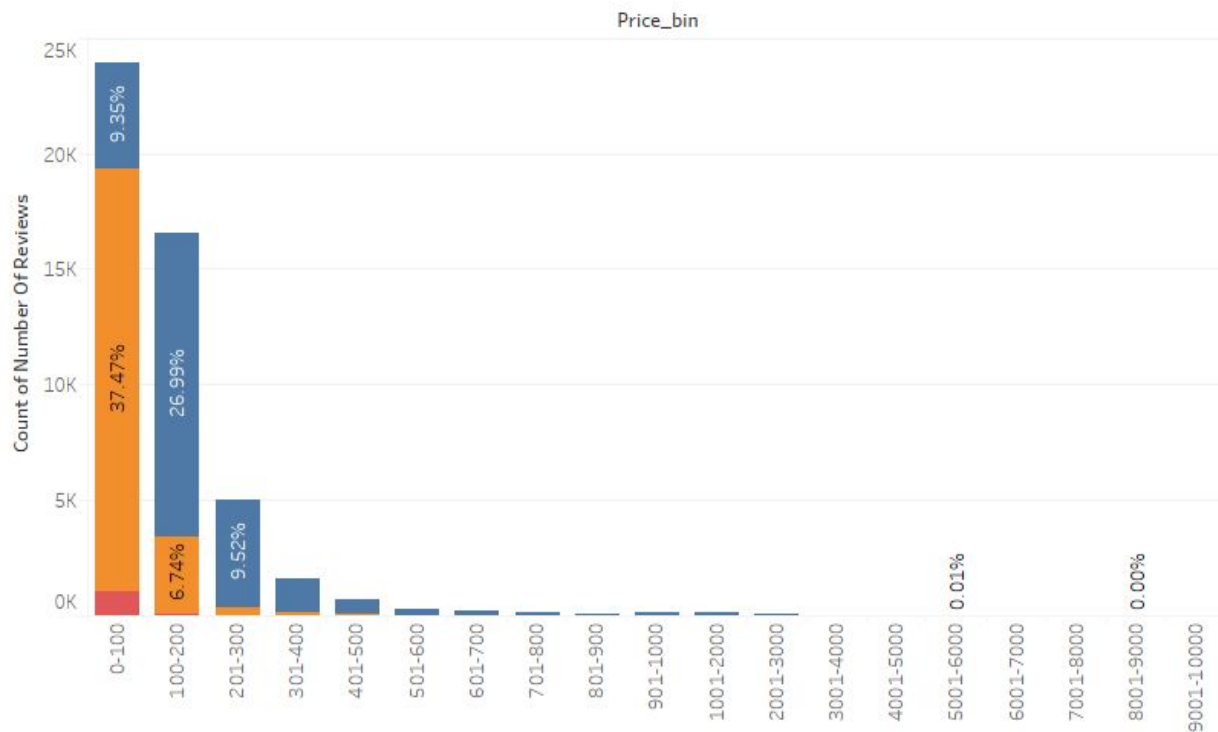
Target Neighbourhood



Based on past data of count of reviews per month and average price, the private rooms in Williamsburg and the entire room/apt in Bedford can be targeted to draw more customers.

CUSTOMER PRICE RANGE

Price Ranges



On the basis of no. of reviews given by customer, the private rooms under the price range 0-\$100, accounts for about 37.47% of the entire available properties.

MANHATTAN,BROOKLYN - MOST REVIEWED LOCALITIES

Manhattan,Entire Apt/Home - Most Reviewed Neighbourhood



As can be seen from the graph, Manhattan and Brooklyn are the most reviewed localities among the other groups.

RECOMMENDATIONS TO GET MORE TRACTION

1. Airbnb can target to acquire more private rooms under the price range 0-\$100 based on the past data in localities like Manhattan and Brooklyn.(Ref. Slide 2,3 and 8).
2. More private rooms can be acquired in areas like Williamsburg, Bedford, Harlem, Bushwick, Hell's Kitchen(Ref. Slide 6).
3. Customers favouring the price range 0-\$100 for private rooms, \$100-\$200 for entire home/apt should be targeted, as they are the most preferred ranges accounting for 37.47%, 26.99% of the total properties respectively.(Ref. Slide 6,7).
4. Staten accounts for 0.76% of the properties, as the rates are also lower thus it seems to be more profitable for business, if more customers as well as hosts are attracted.(Ref. Slide 2)

Thank You.