Case Study
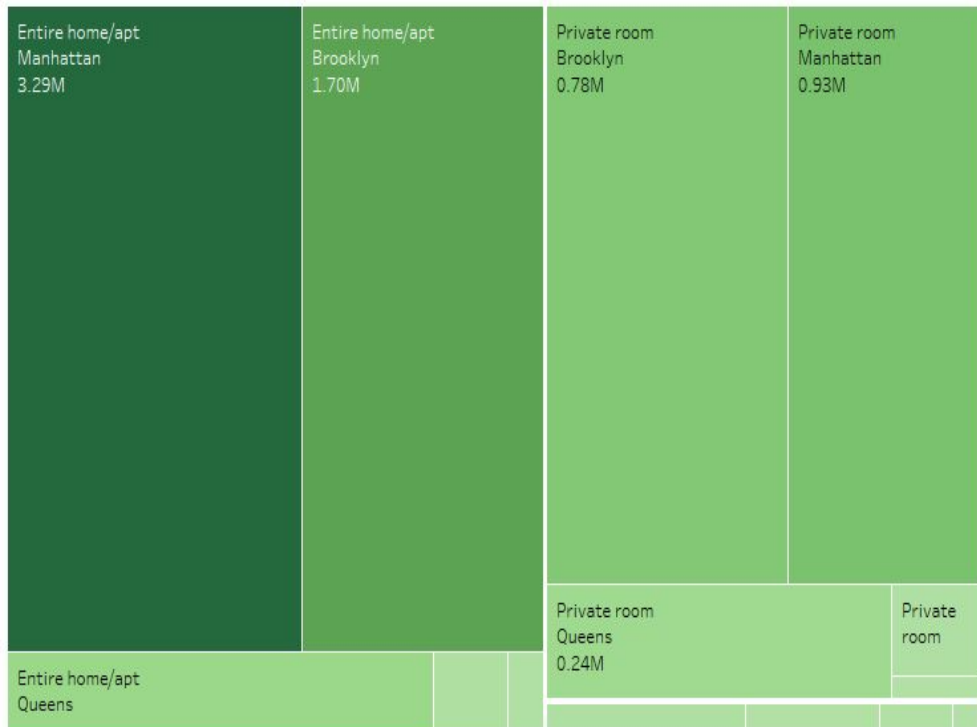
- Satvik Yadav
- Antara Chatterji

MANHATTAN HAS MAXIMUM HOSTS UNDER ENTIRE HOME/APT
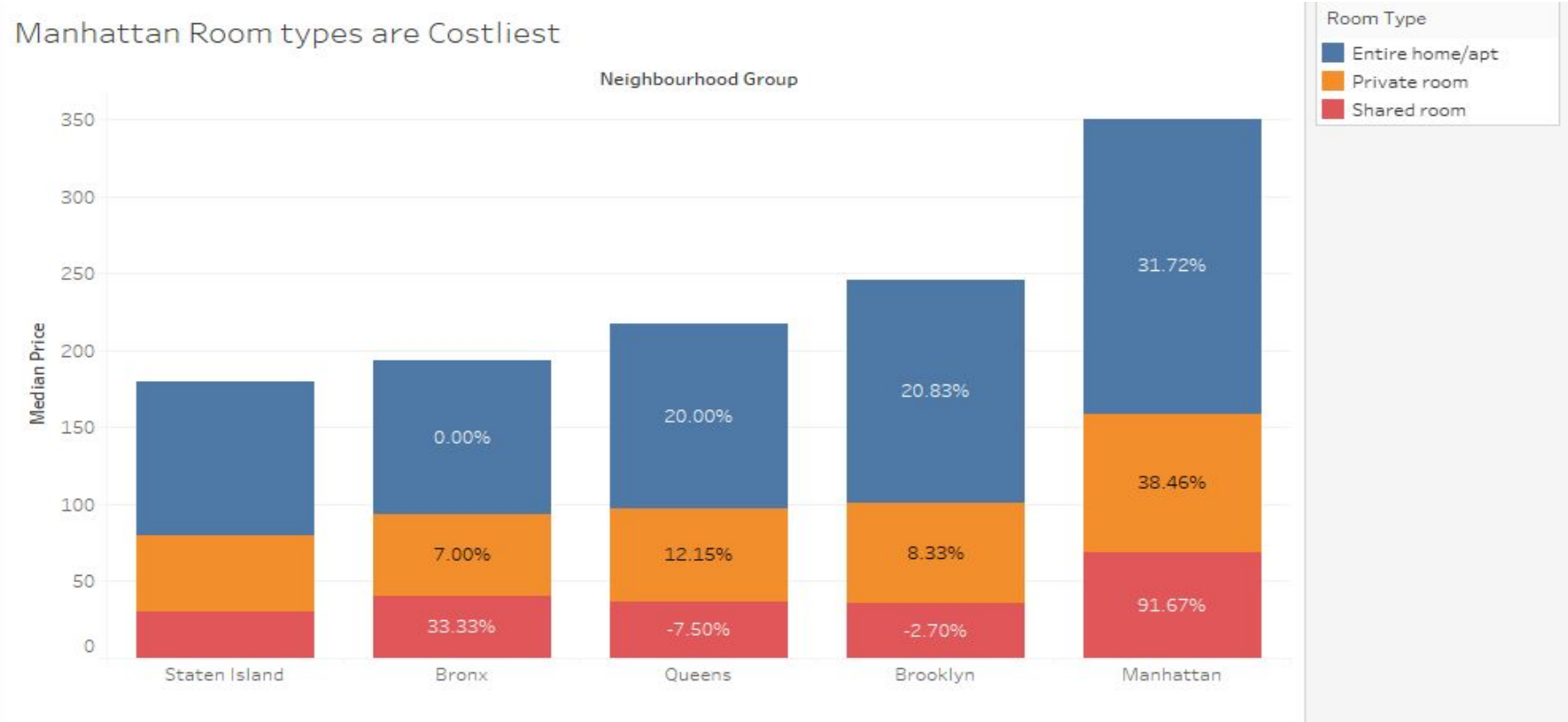

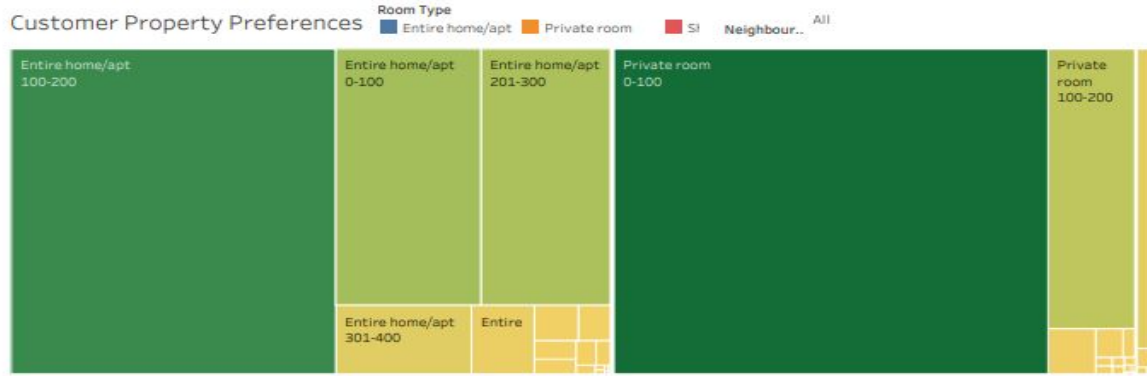MANHATTAN'S ENTIRE HOME/APT ACQUIRES 28% OF THE TOTAL PROPERTIES IN THE CITY, ACCOUNTING FOR A TOTAL PRICE OF 3.29 MILLION.

MANHATTAN ROOM TYPES ARE COSTLIEST

Manhattan Room types are Costliest

Room Type
- Entire home/apt
- Private room
- Shared room

Neighbourhood Group

Median Price

	Staten Island	Bronx	Queens	Brooklyn	Manhattan
Entire home/apt		0.00%	20.00%	20.83%	31.72%
Private room		7.00%	12.15%	8.33%	38.46%
Shared room		33.33%	-7.50%	-2.70%	91.67%

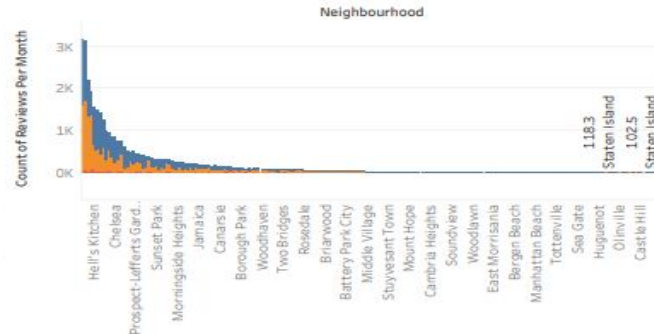# CUSTOMER PREFERENCES
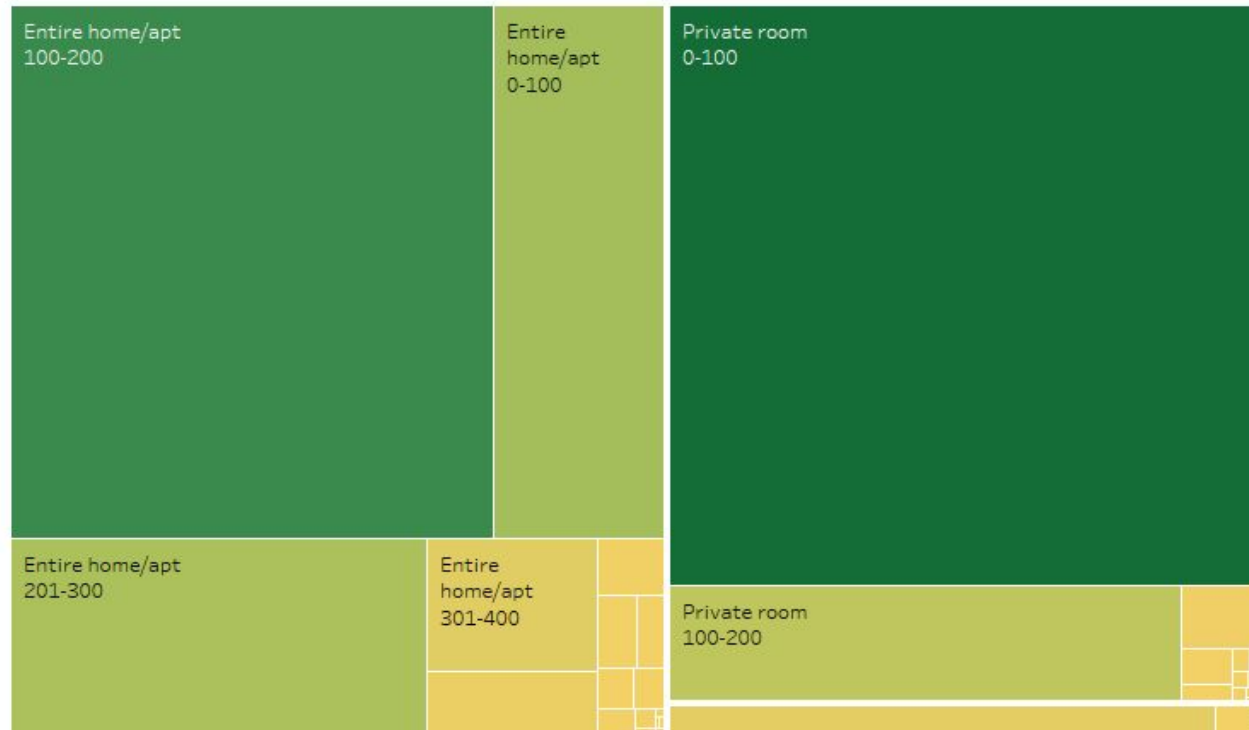

A dashboard has been created to show the customer preferences based on Property Types, Price Ranges and Target Neighbourhoods
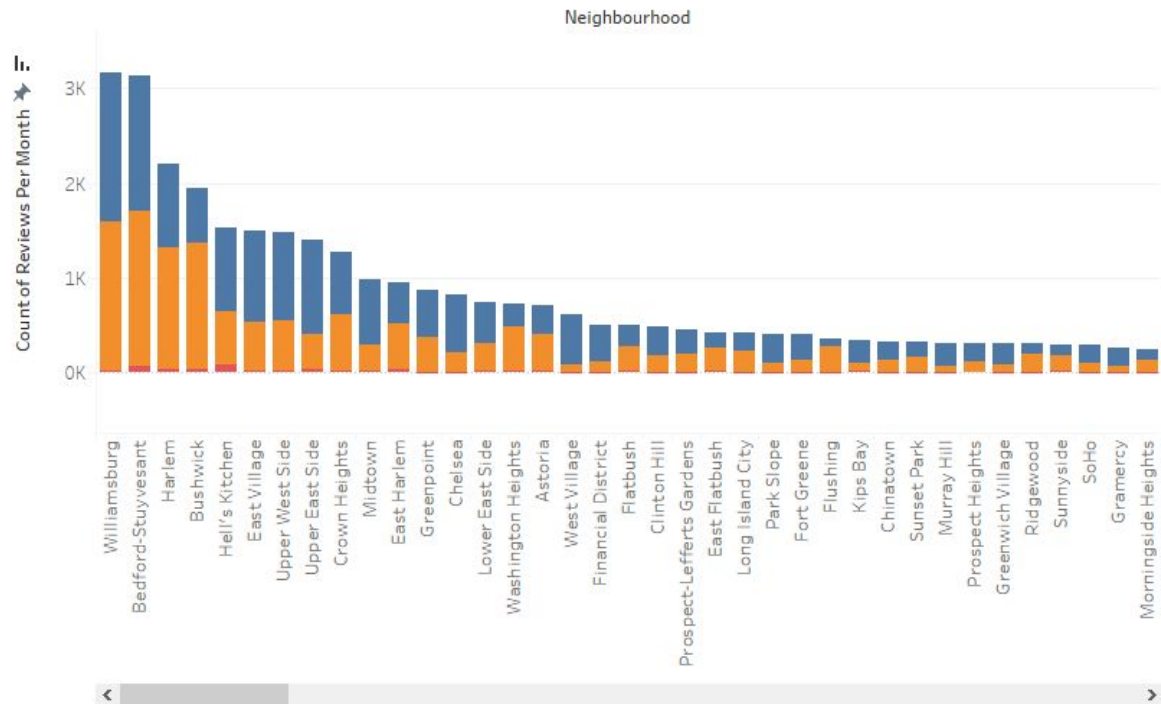
CUSTOMER PROPERTY PREFERENCES

Customer Property Preferences

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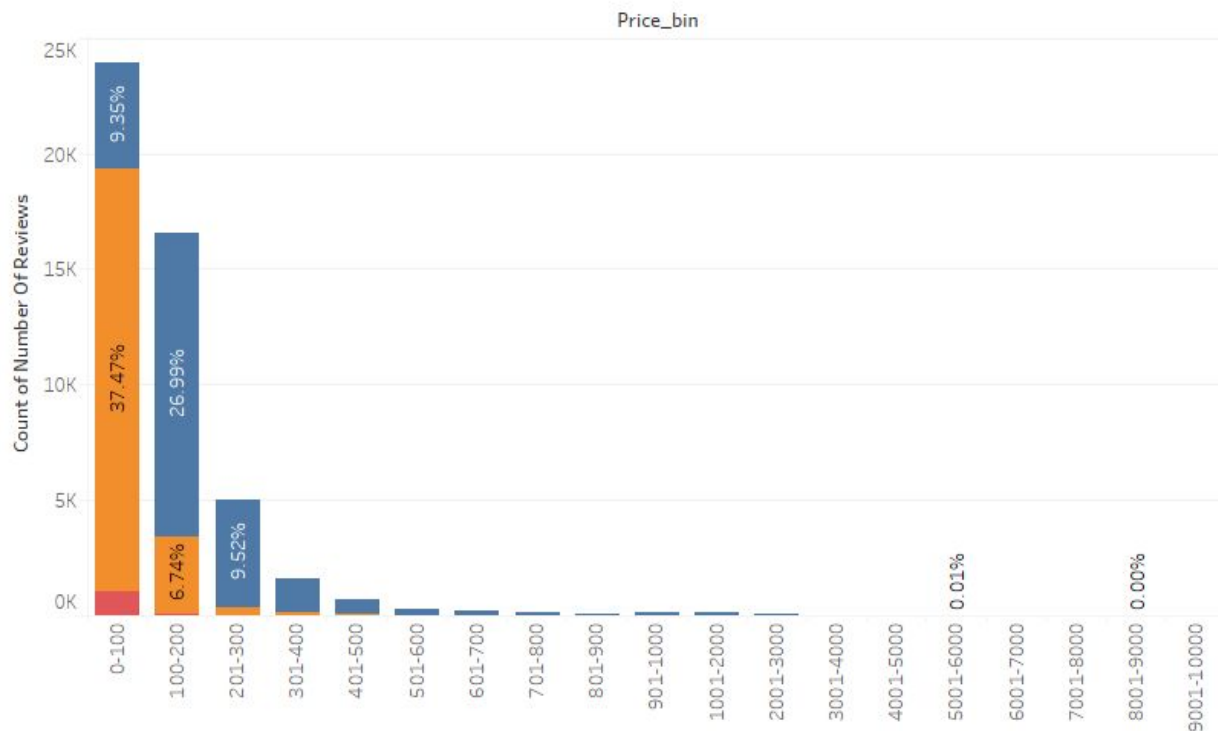
CUSTOMER TARGET NEIGHBOURHOOD

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.
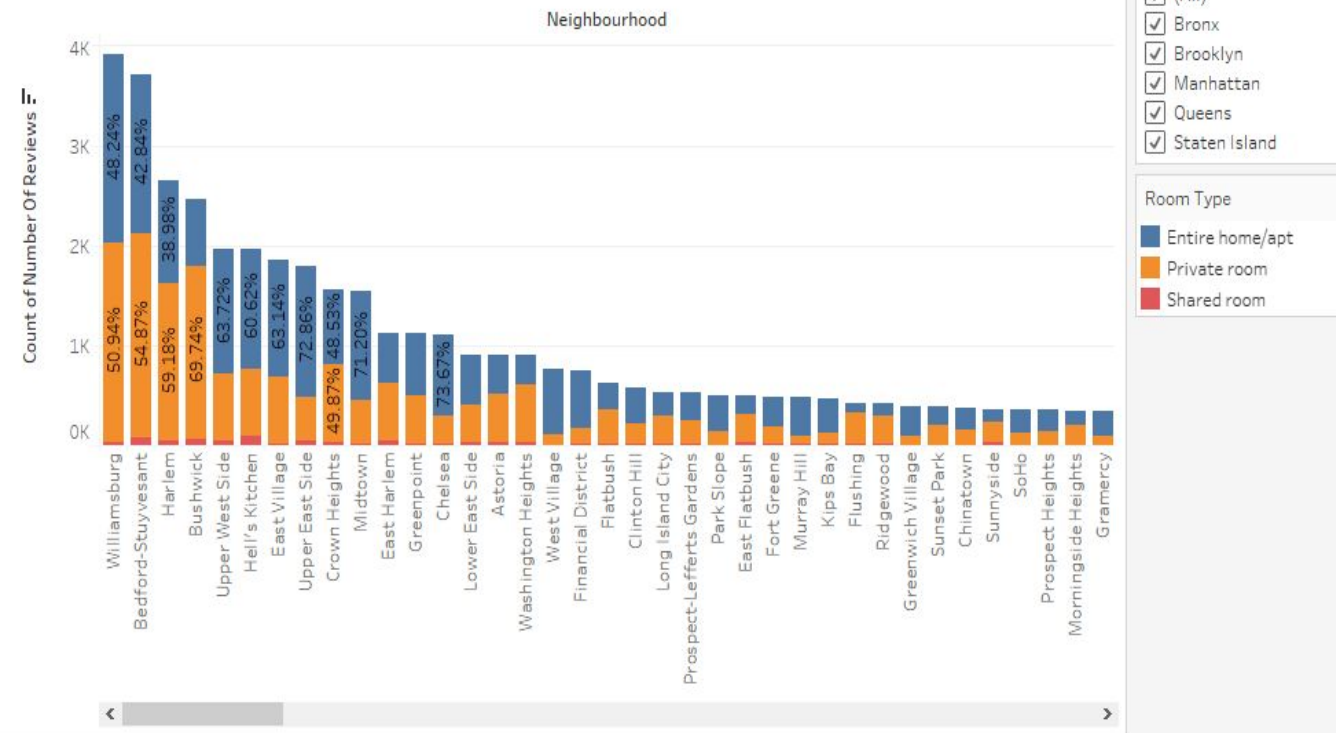
CUSTOMER PRICE RANGE

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.

POPULAR LOCALITIES AND PROPERTIES

1. The private rooms in Bedford, Williamsburg, Harlem, Bushwick, Crown Heights are the most preferred properties.
2. The entire home/apt is most popular in the areas Chelsea, Midtown, Upper East Side, East Village.

ADJUSTMENTS IN EXISTING PROPERTIES TO MAKE IT MORE CUSTOMER ORIENTED.

1. Manhattan has maximum hosts however the property rates are much higher compared to other areas, hence suitable discount plans can be given to draw more customers.(Ref. Slide 2 & 3).

2. Shared rooms seems to be least preferred by the customers, they can be converted into private rooms, as they are mostly opted , based on the past data.(Ref. Slide 8).

3. Give more offers and promotions for the the price range (0-$100) for private rooms, ($100-$200) for entire home/apt, as these are the most preferred ranges accounting for 37.47%, 26.99% of the total properties respectively. (Ref. Slide 5,6 & 7).

THANK YOU.