

CASE STUDY AIRBNB NYC

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OBJECTIVE :

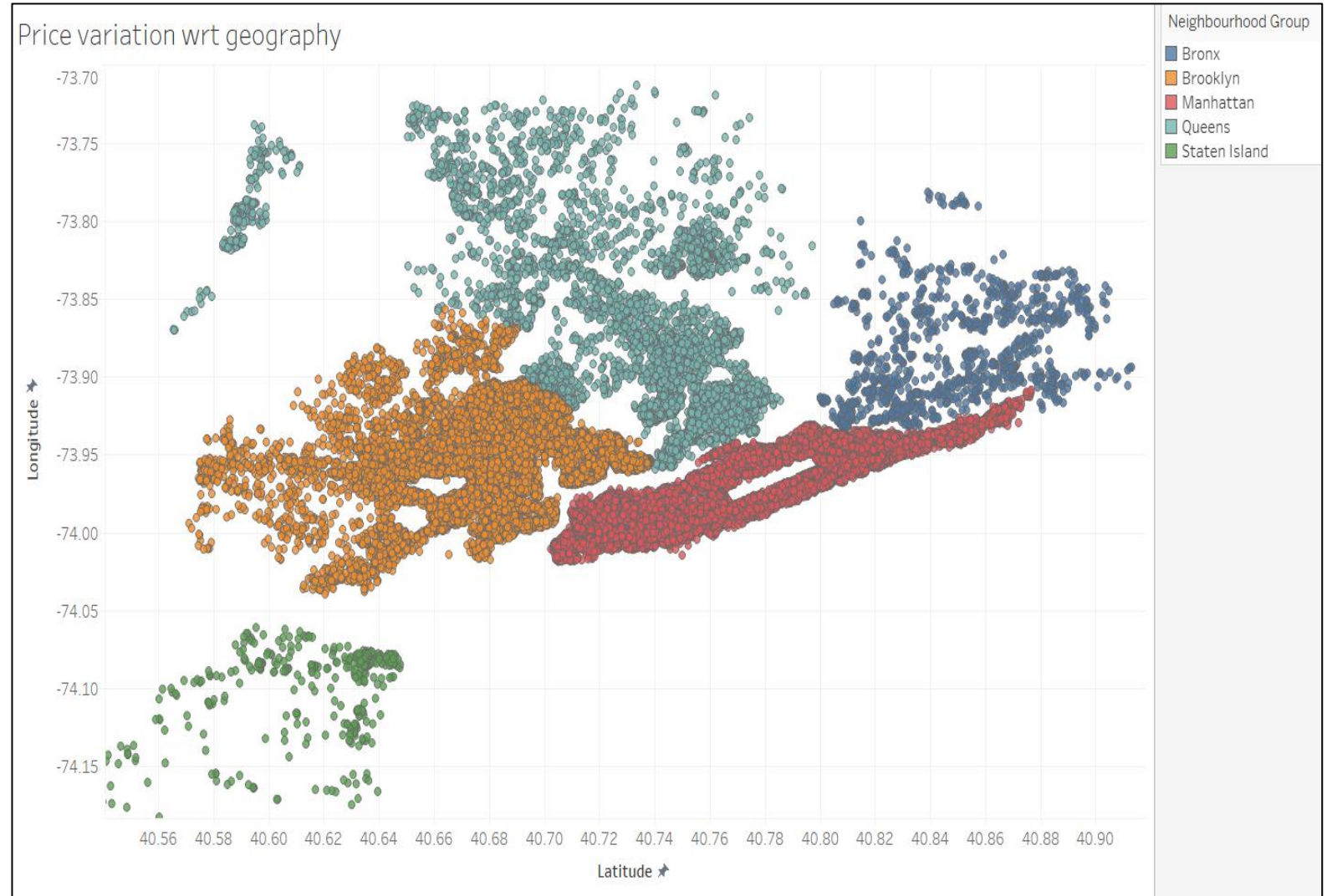
- Airbnb, Inc. is an American company that operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities.
- Based in San Francisco, California, the platform is accessible via website and mobile app. Airbnb does not own any of the listed properties; instead, it profits by receiving commission from each booking.
- During the covid time, Airbnb incurred a huge loss in revenue.
- People have now started travelling again and Airbnb is aiming to bring up the business again and are ready to provide services to customers.

BACKGROUND :

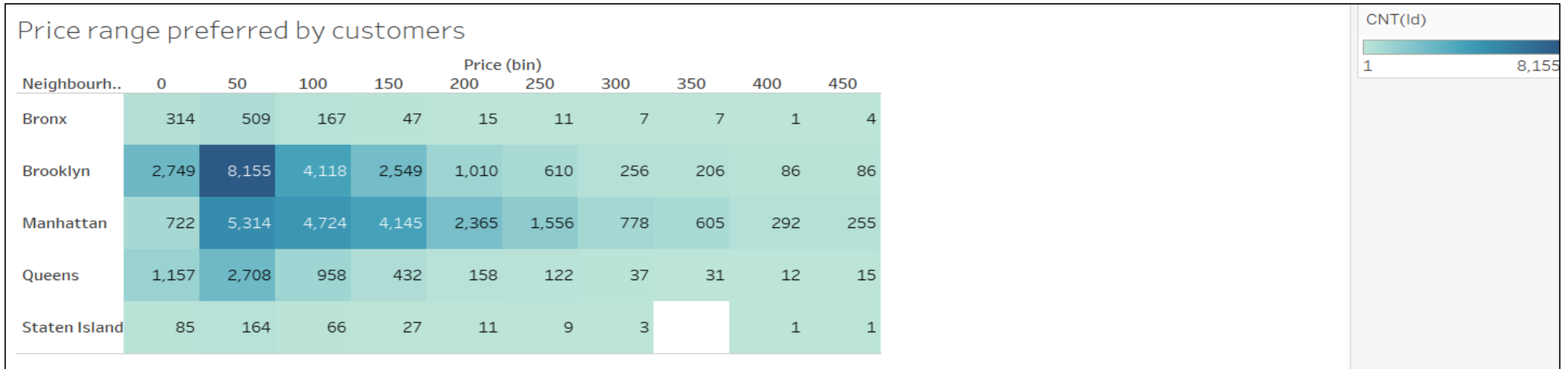
- Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
 - The different leaders at Airbnb want to understand some important insights based on various attributes :
1. **Data Analysis Managers:** These people manage the data analysts directly for processes and their technical expertise is basic.
 2. **Lead Data Analyst:** The lead data analyst looks after the entire team of data and business analysts and is technically sound.
 3. **Head of Acquisitions and Operations, NYC:** This head looks after all the property and host acquisitions and operations. Acquisition of the best properties, price negotiation, and negotiating the services the properties offer falls under the purview of this role.
 4. **Head of User Experience, NYC:** The head of user experience looks after the customer preferences and also handles the properties listed on the website and the Airbnb app. Basically, the head of user experience tries to optimize the order of property listing in certain Neighbourhood and cities in order to get every property the optimal amount of traction.

PRICE VARIATION BASIS GEOGRAPHY

- We see that, Airbnb has good presence in Manhattan, Brooklyn & Queens.
- Listings are maximum in Manhattan & Brooklyn owing to the high population density as per 2019 report it has 16.3 lakhs of population and 25.9 lakhs in Brooklyn and it being the financial and tourism hub of NYC.
- Staten Island has the least number of listings, due to its low population density as per 2019 report the population is only 4.75 lakhs and very few tourism destinations.



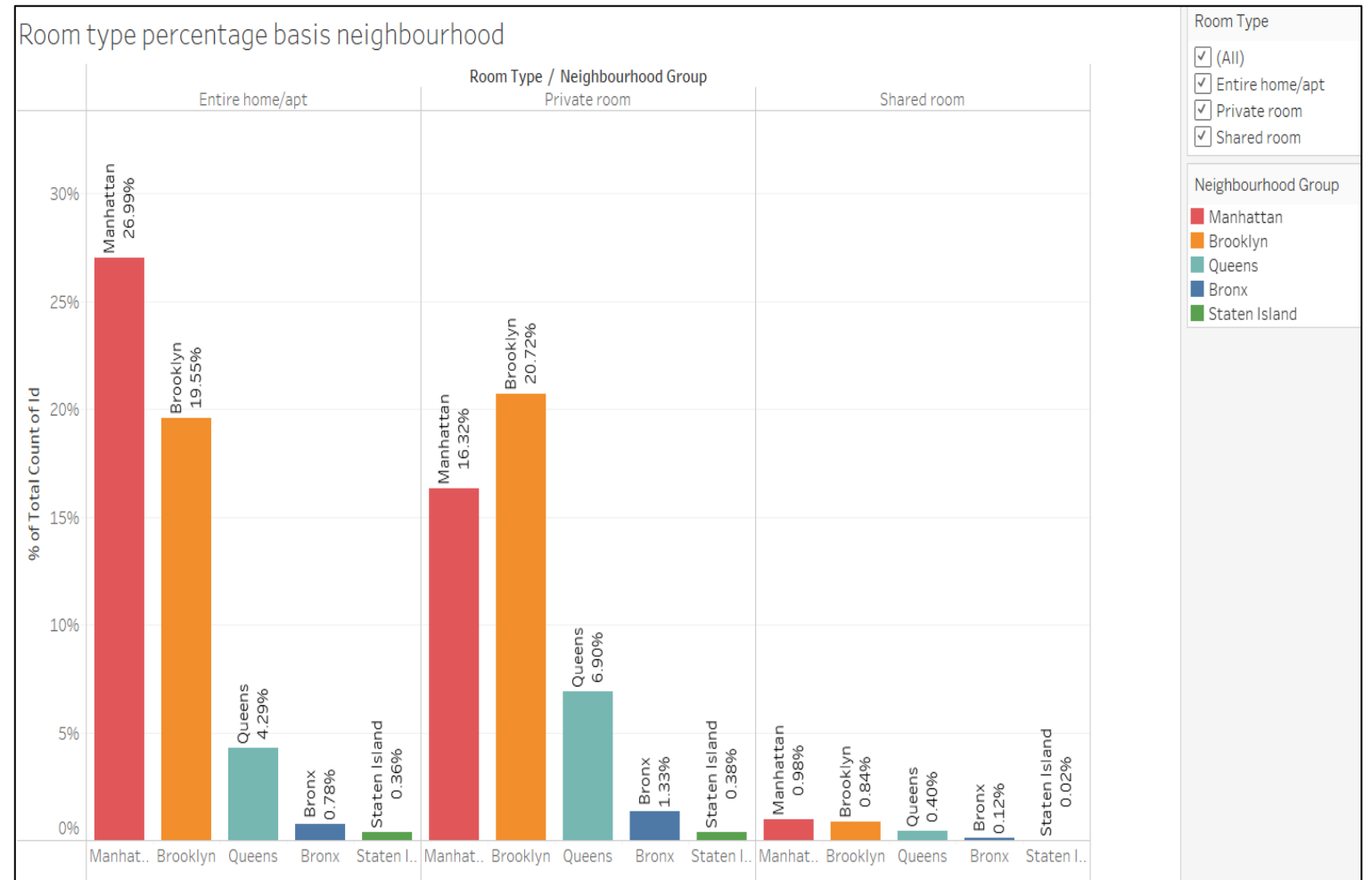
PRICE RANGE PREFERRED BY CUSTOMERS



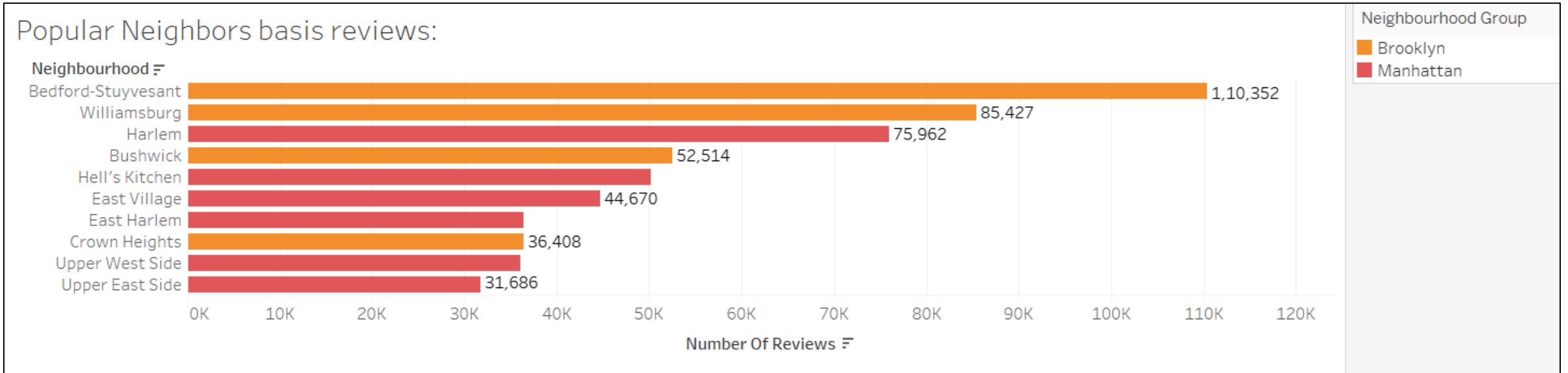
- According to the data provided the price is based on TOP 10 Price range mostly preferred by customers.
- Price range mostly preferred is from 0-250 bins. Mostly the orders are done in bin size of 50 with Brooklyn as highest.

ROOM TYPE PERCENTAGE BASIS NEIGHBORHOOD

- The room type booking percentage for Manhattan for Entire home/apt is 26.99%, which is most as compared to other areas for this room type some campaign/offers need to initiated for Brooklyn, Queens, Bronx and Staten Island as to increase the booking so that the revenue can be generated.
- The room type booking percentage for Brooklyn for Private room is 20.72%, which is most as compared to other areas for this room type some campaign/offers need to initiated for Manhattan, Queens, Bronx and Staten Island as to increase the booking so that the revenue can be generated.
- The room type booking percentage for Shared room is low for all the areas campaign/offers need to be initiated as to increase the booking so that the revenue can be generated.



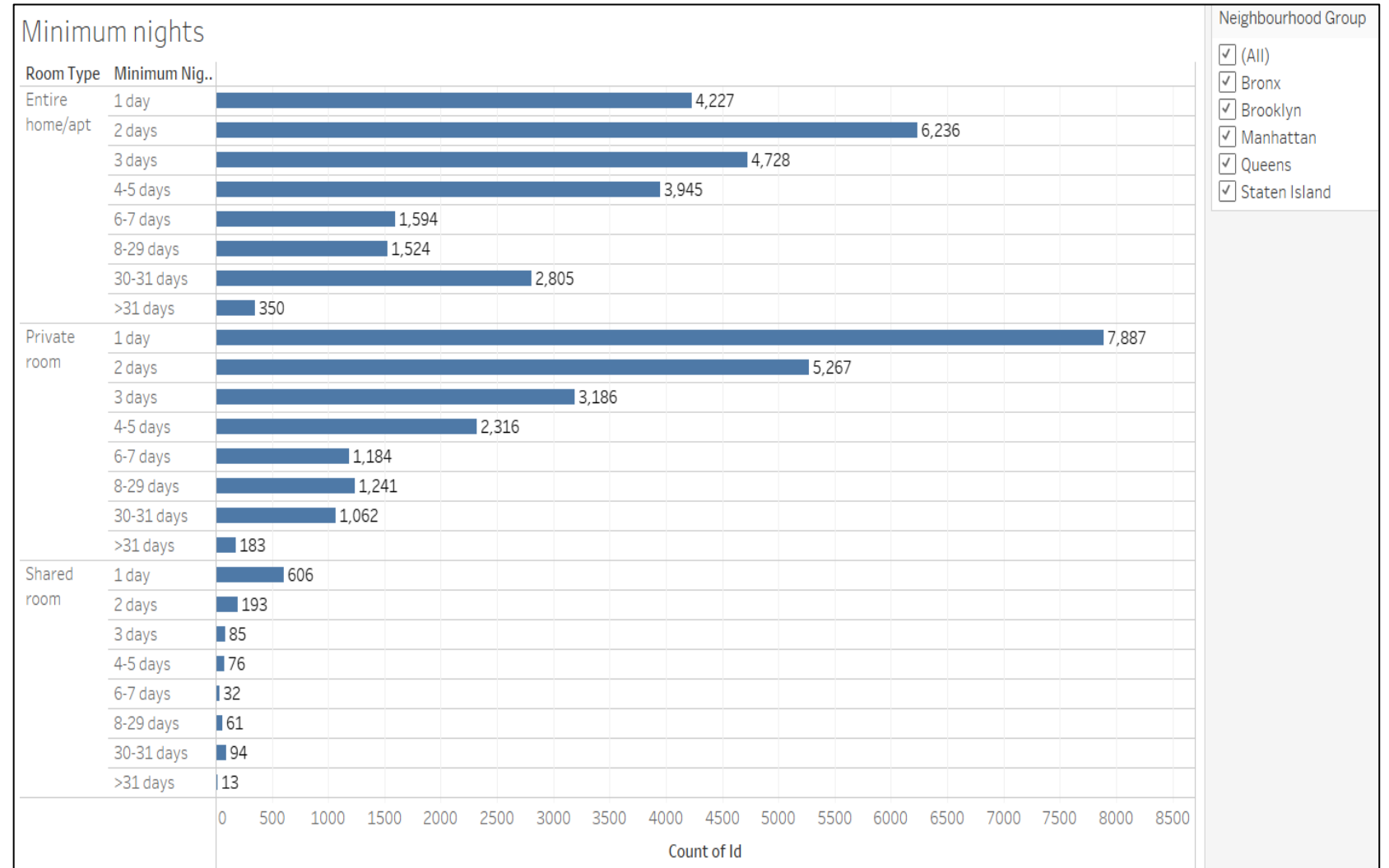
POPULAR NEIGHBOURHOODS :



- We see that Bedford-Stuyvesant from Brooklyn is the highest popular with sum of reviews as 1,10,352
- Harlem from Manhattan got the highest reviews as 75,962
- The reviews indicates customers satisfactory and it also implies that they have an interest to review the properties most in Brooklyn and Manhattan.

MINIMUM NIGHTS BOOKED BASIS ROOM TYPE:

- For all the Neighbourhood group the minimum nights with minimum nights listing from 1-5 days is most as compare to other listing and the least is >31 days with 350 bookings
- Minimum night spend on Private room/Shared room for a days most
- Bookings done for Entire room/apt for >30 is most this might be due to lease or rent and second is Private room and the lowest is Shared room.



NEIGHBOURHOOD VS AVAILABILITY

- Availability of Bedford is highest and its price is on the lower side with average price of 107.7 and the same trend is followed by Bushwick with average price of 84.8. It is a good choice for customers.
- Harlem, Williamsburg follow the same trend as high availability but the cost is much.

