



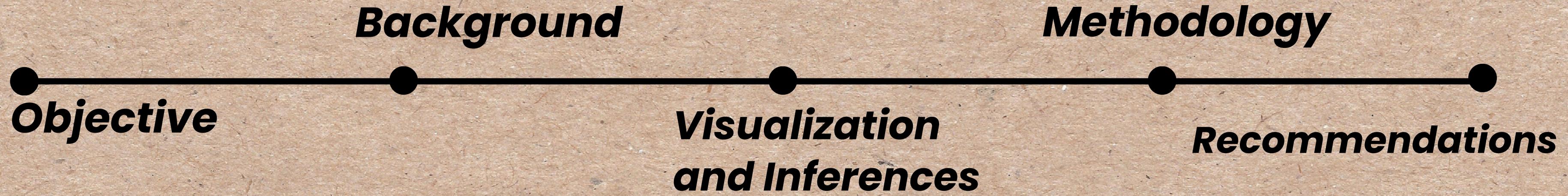
## Insights

**Presented By:**

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# AGENDA



# Objective

For the past few months, Airbnb has seen a major decline in revenue.



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.

So, analysis has been done on a dataset consisting of various AirBnB listings in New York.

# Background

- Major decline in revenue due to the pandemic in the last few months.
- Restrictions are lifting currently.
- People are traveling more.



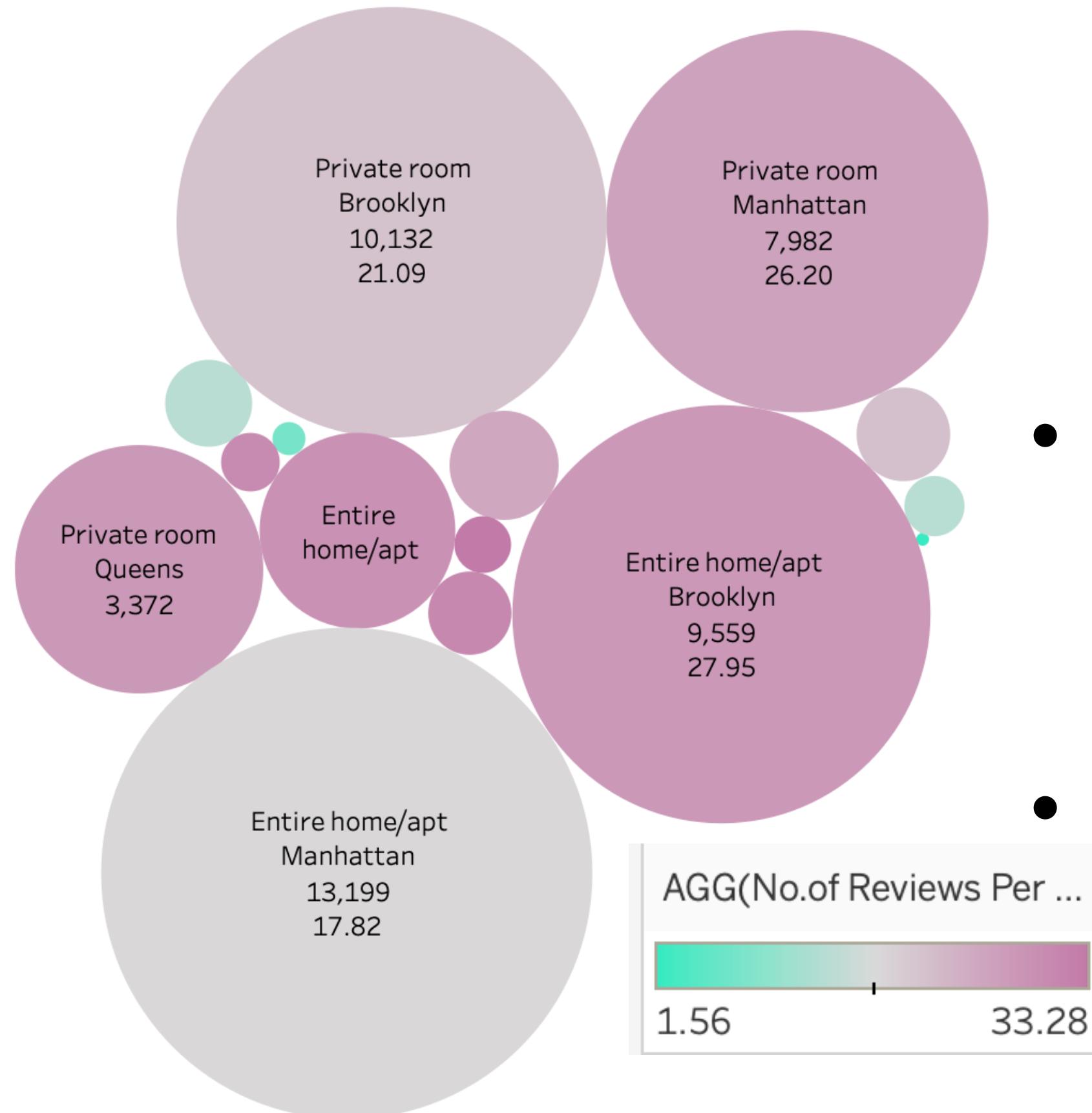
# visualizations shown:

- 1.Neighborhood-wise Business Distribution
- 2.Pricing in Preferred Locations
- 3.Host Listings per Room Type
- 4.Price vs Room type / Neighborhood
- 5.Number of Reviews per listing
- 6.Price Analysis vs Number of Nights



# Neighborhood-wise Business Distribution

Neighbourhood Group Bubble Chart

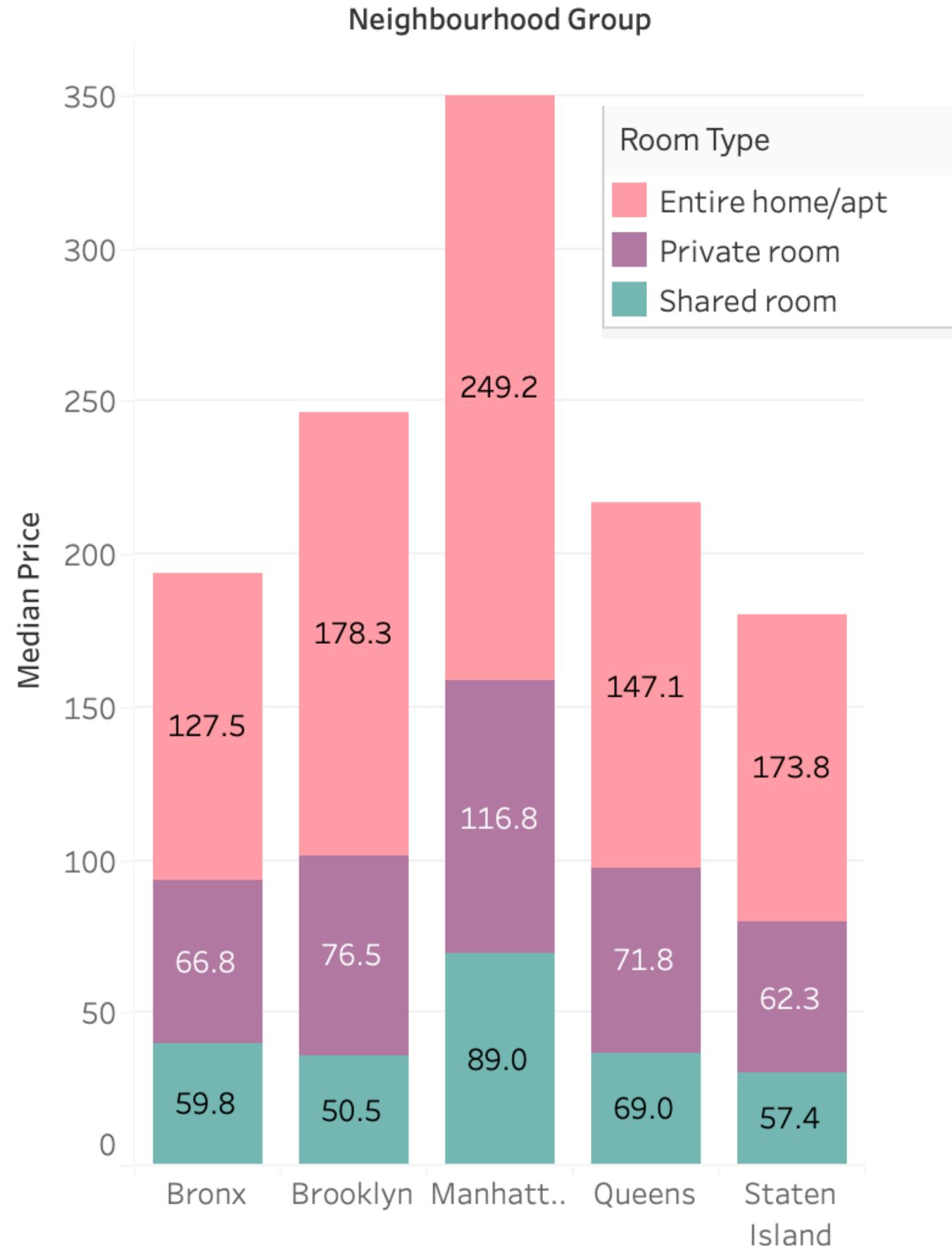


- Private rooms are the most popular throughout New York with >25 Reviews per listing.
- Entire home/apt In Manhattan has reviews per listing 35% less than the average of 27.7
- Except for Manhattan, all areas performed poorly in shared rooms with an average of 7.3 reviews per listing

# Pricing in Preferred Locations



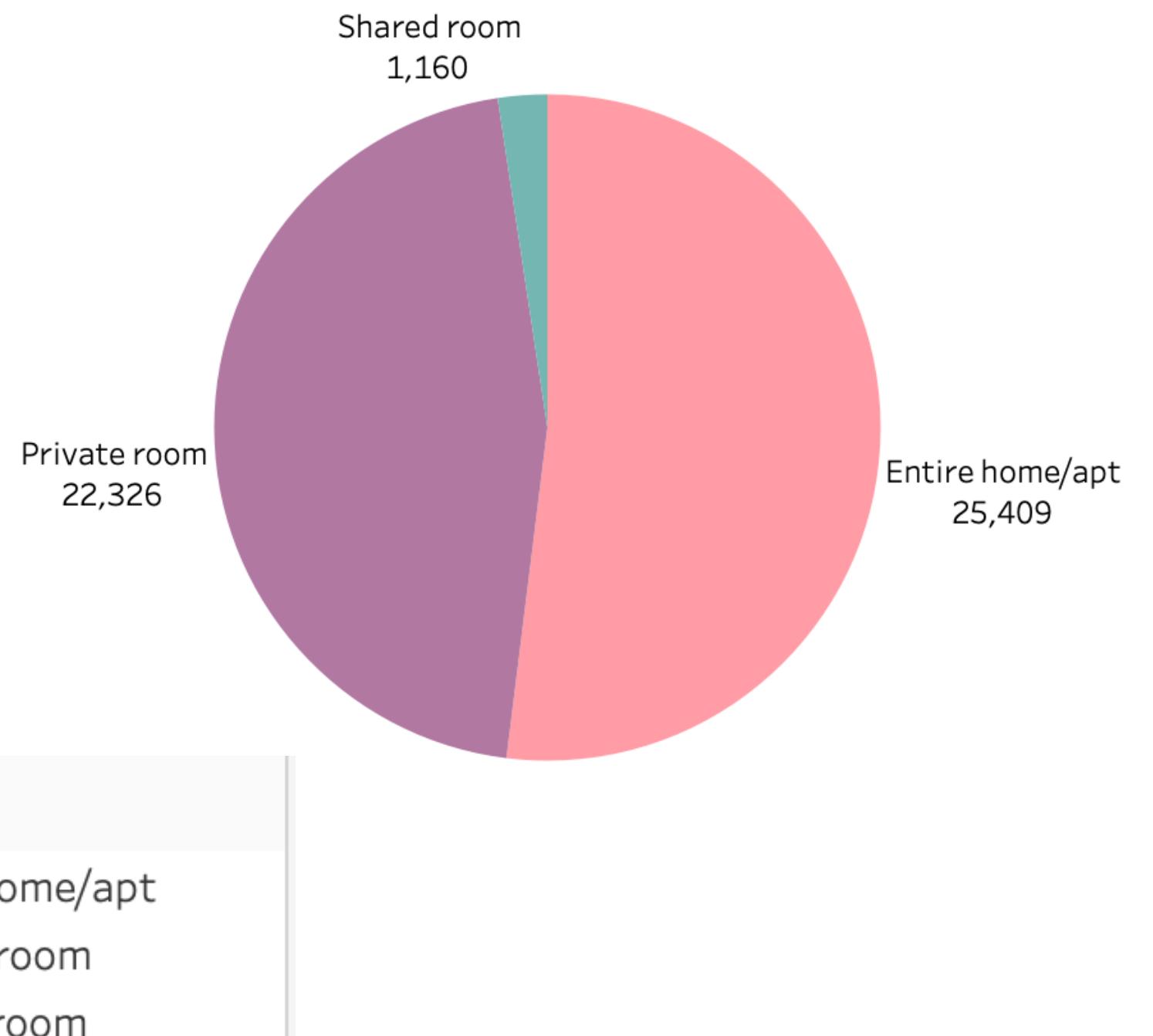
Price Brackets in Neighbourhood



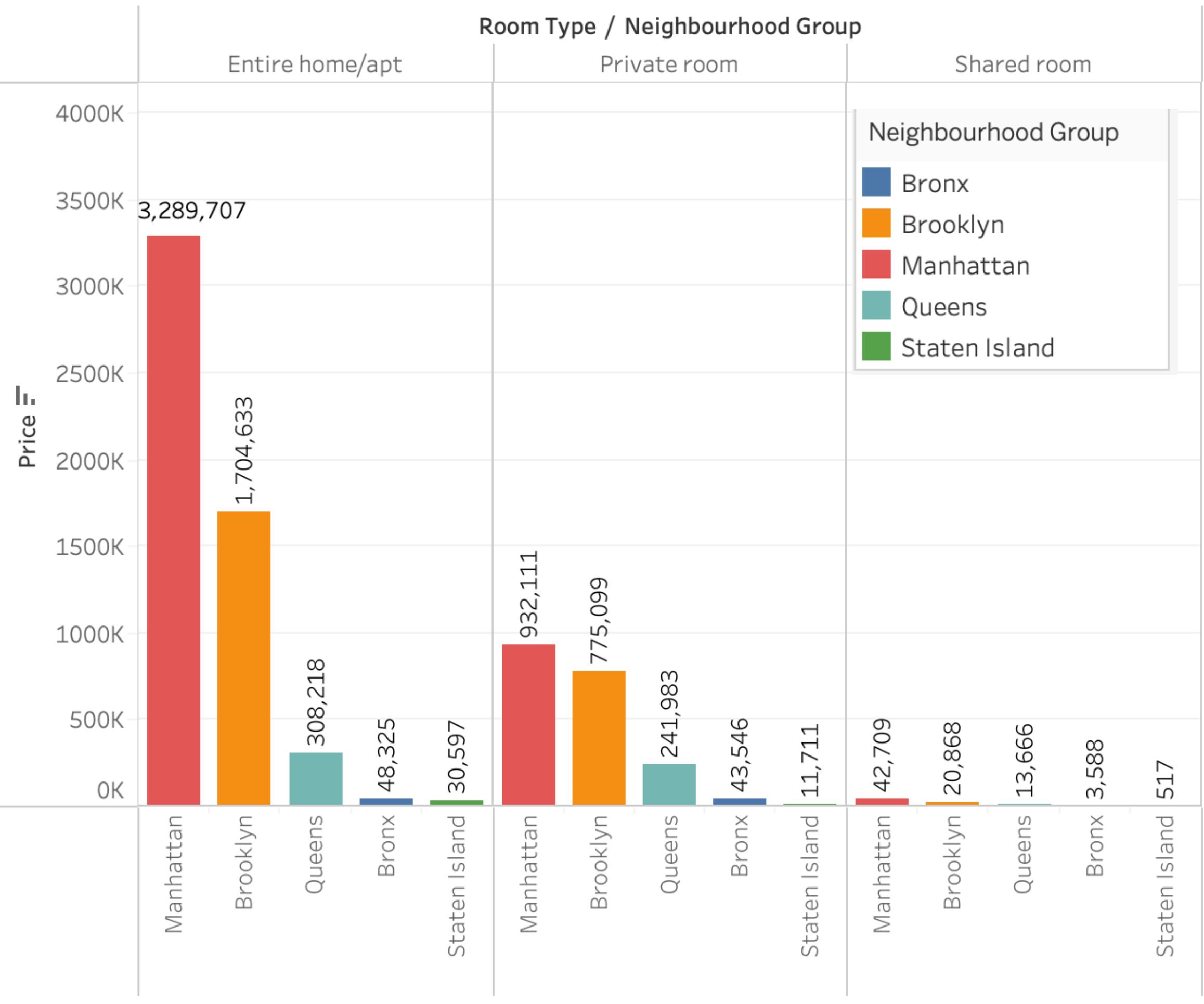
- The entire home/apt's price is ~100% more than private rooms except for Brooklyn and Staten Island with ~150%
- Private room's price is ~10% more than shared rooms except in Brooklyn and Manhattan with ~40%
- Manhattan is the costliest overall and the cheapest are:
  - Entire apt: Bronx
  - Private room: Staten Islands
  - Shared room: Brooklyn

# Host Listings per Room Type

Number of Host Listings Per Room Type



- 25,409 people preferred the Entire home/ apt stay.
- It means almost 72.07% of customers preferred the Entire home/ apt stay.

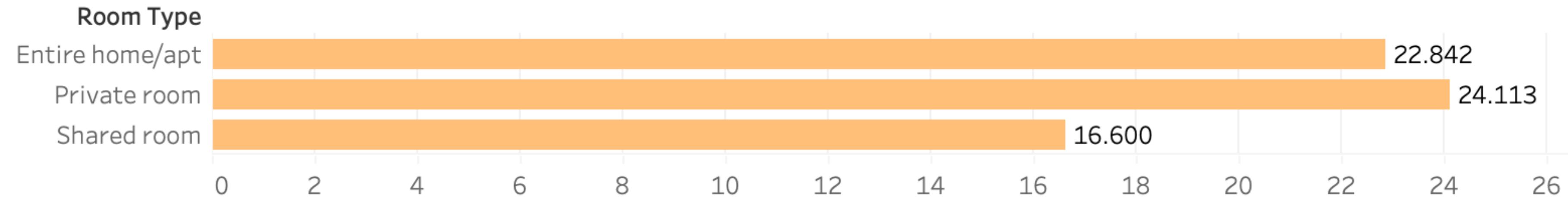


- Manhattan and Brooklyn are the top leading neighborhood groups in the room type listings.

- The majority of people like the Entire home or Private Room.

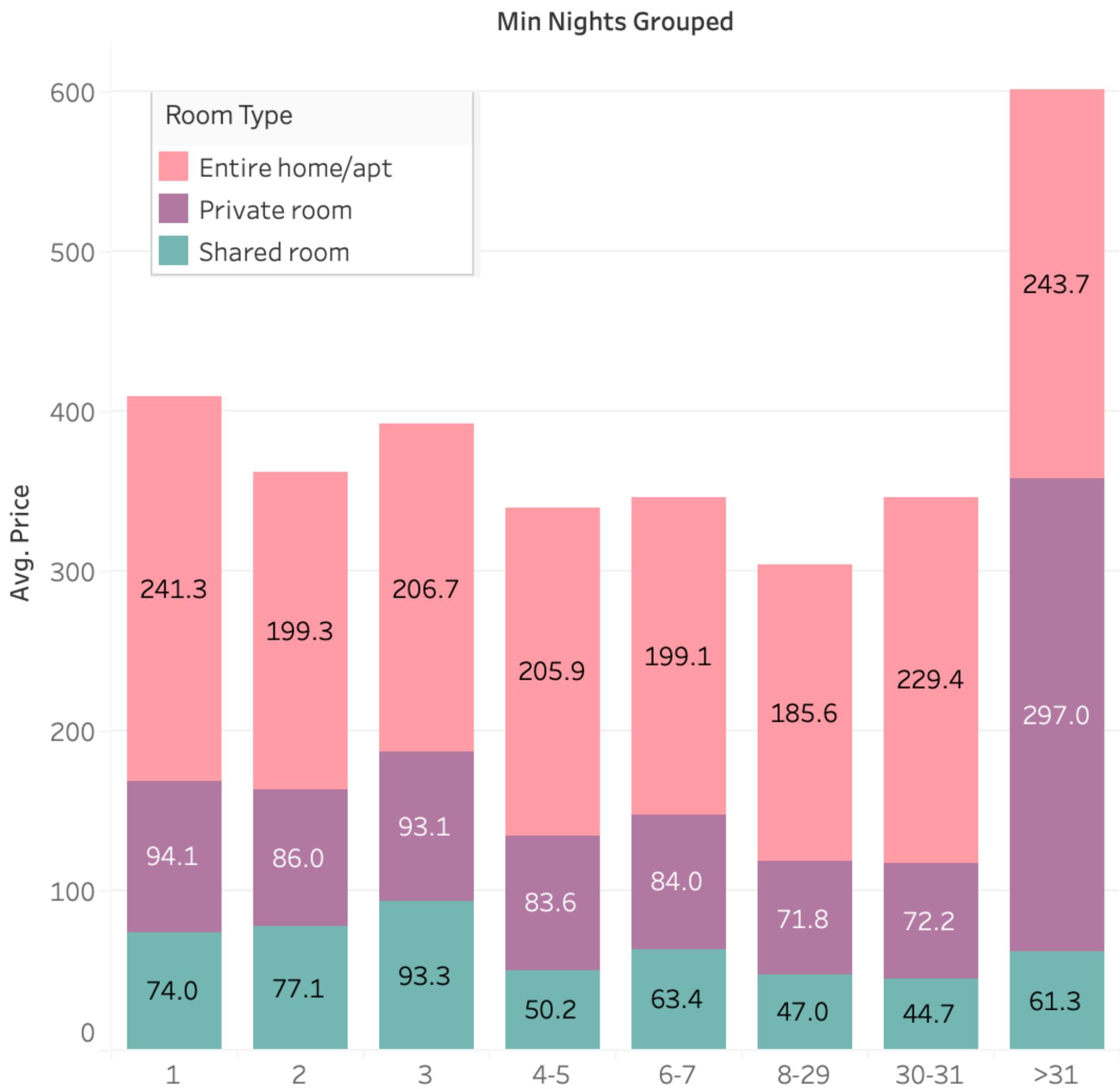
# Number Of Reviews per Listing

No. of Reviews Per Listing



- There are 3 types of Rooms – Entire home/apt, Private Room, and Shared Room.
- The majority of people preferred a Private room as per the analysis done.

## Price Analysis vs No.of Nights



- The entire home / apt is having the highest price as per the minimum number of nights grouped.

- The shared room average price is less compared to the remaining 2 types.

# Inference after Analysis

- We saw that people like to visit the center of New York from where they can see the beauty of the city.
- The number of listings of shared rooms is limited but their average price is placed and availability is high.
- The number of reviews and reviews per month is more at less price when compared to people going for a high price room.
- Manhattan and Brooklyn are very costly neighborhood groups.
- The minimum number of nights to stay reduces with a price increase.

# Methodology

- Used Tableau to visualize correctly to get insights
- Since outliers existed in the price field, used the median of price instead of mean for analysis purposes.
- Used Reviews per Listing as the popularity measure to gain information on customer preferences
- The number of reviews is assumed to be a base measure to find customer preferences
- Null values assumed to have no material impact on analysis.



# Recommendations

- Acquire private rooms and entire apartments, especially in Staten Islands since it is popular.
- Reducing the prices of entire apartments in Manhattan by at least 15% and increasing the price of private rooms in Queens by at least 10%.
- Listings most popular have a minimum number of nights requirement from 1-5 days and 30 days which should be showcased the most ordering them by properties which are available for the most number of days to least.

**Thank you**

