

# AIRBNB CASE STUDY

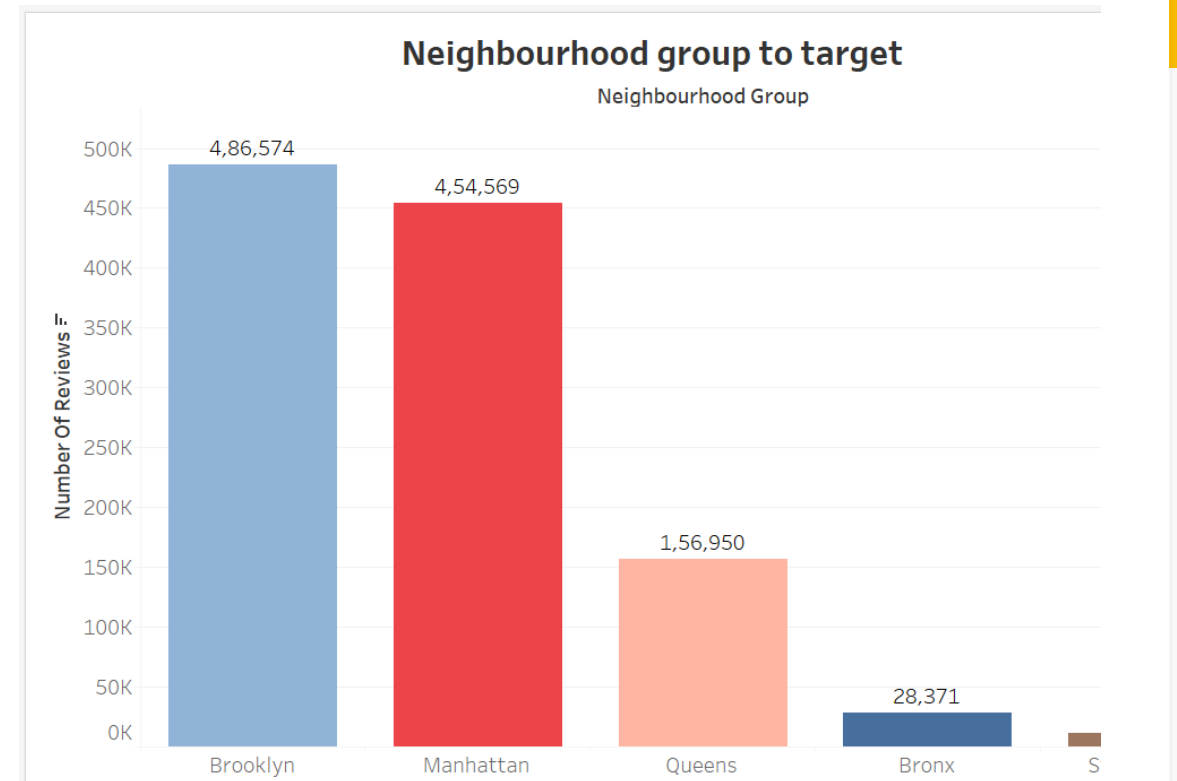


# Problem Statement

- 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

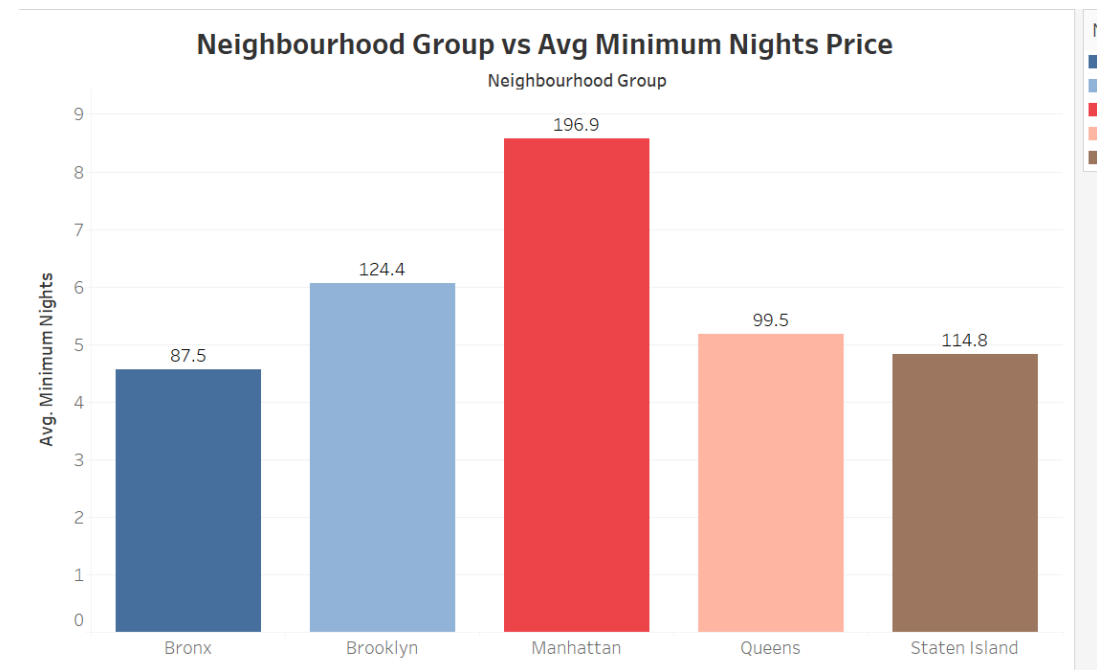
# Neighbourhood Group To Target

- Brooklyn & Manhattan are need to target as per number of reviews.
- Queens, Bronx and Staten Island received less number of reviews



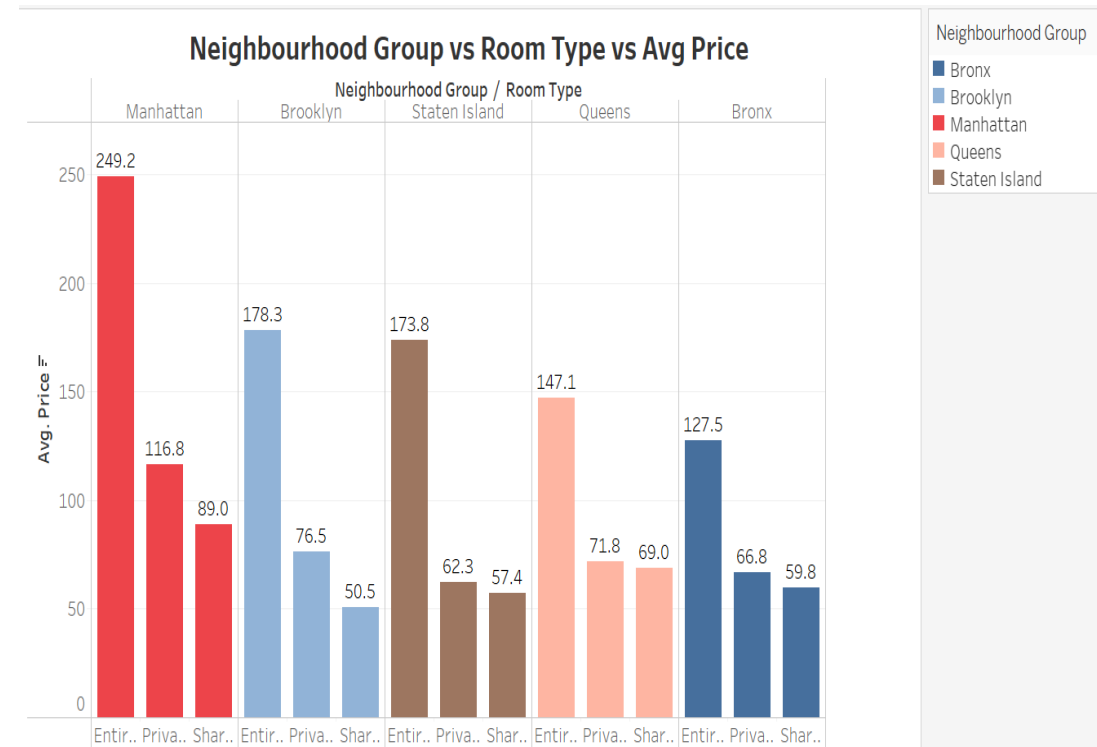
# Avg Price vs Neighbourhood Group

- Manhattan has the highest average price of all.
- This means customer spend more money in Manhattan 196.9 followed by Brooklyn 124.4



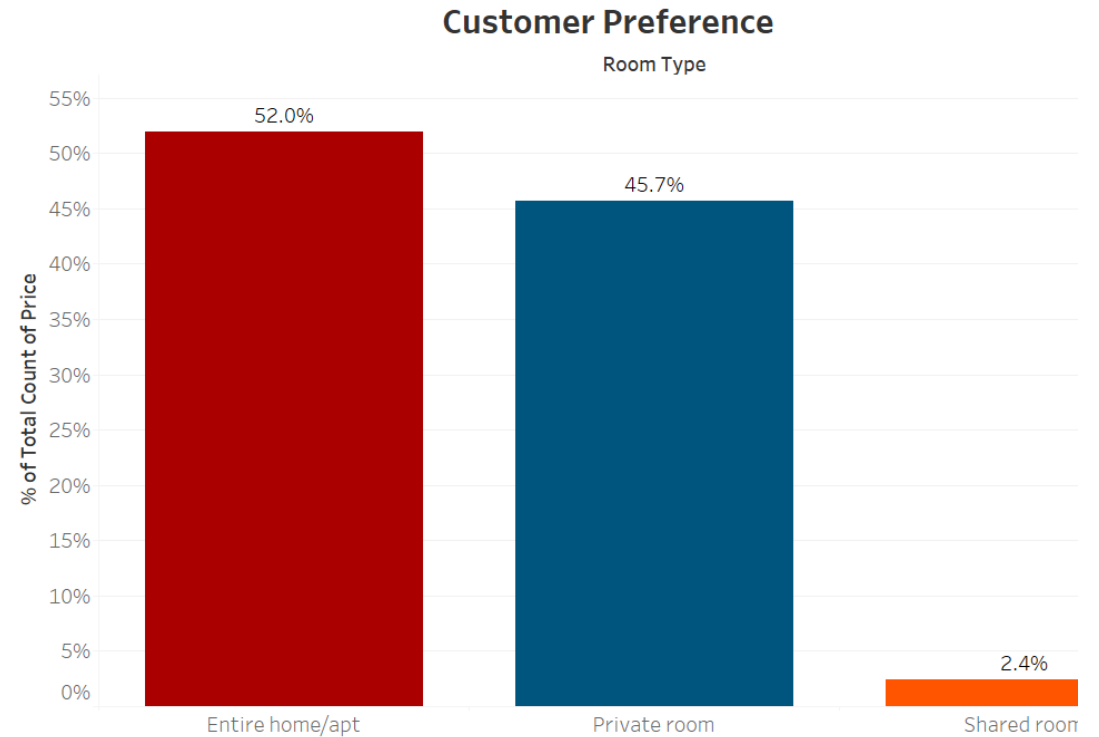
# Neighbourhood Group vs Room Type vs Avg Price

- In Manhattan average price for all room types is higher than the overall average, whereas other neighbourhood group are lesser than overall average.
- Brooklyn provides the cheaper shared rooms and comparatively less average prize for entire home/apt.
- Staten Island provides the cheaper private rooms.



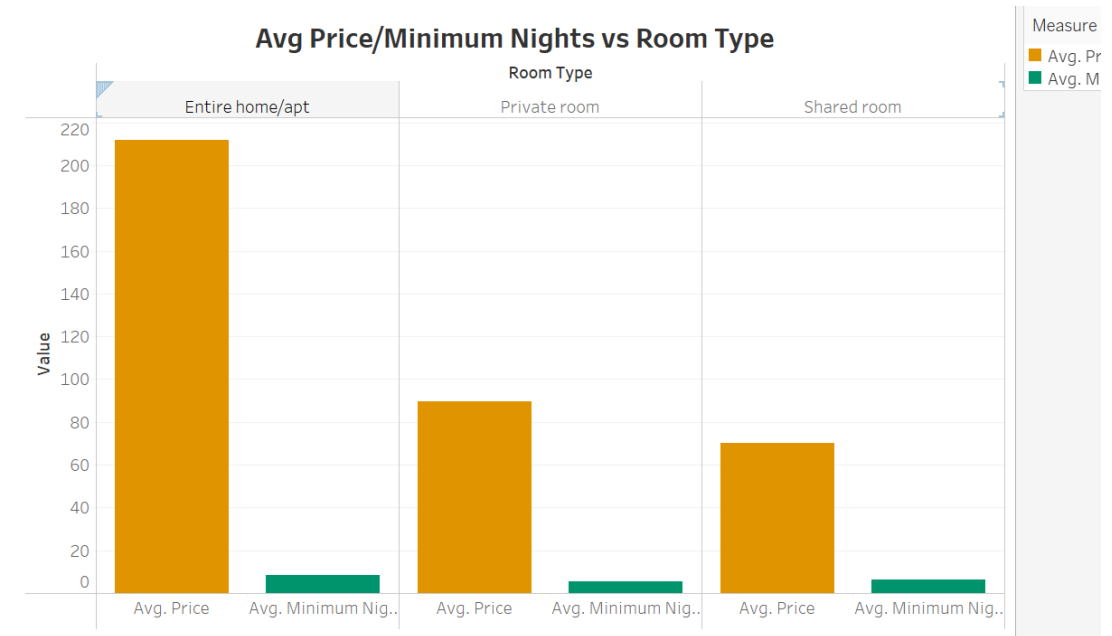
# Customer Preference

- Entire home/apt and Private room are preferred by customer most.
- Entire home/apt will give them extra room.
- Private room are referred for privacy purpose



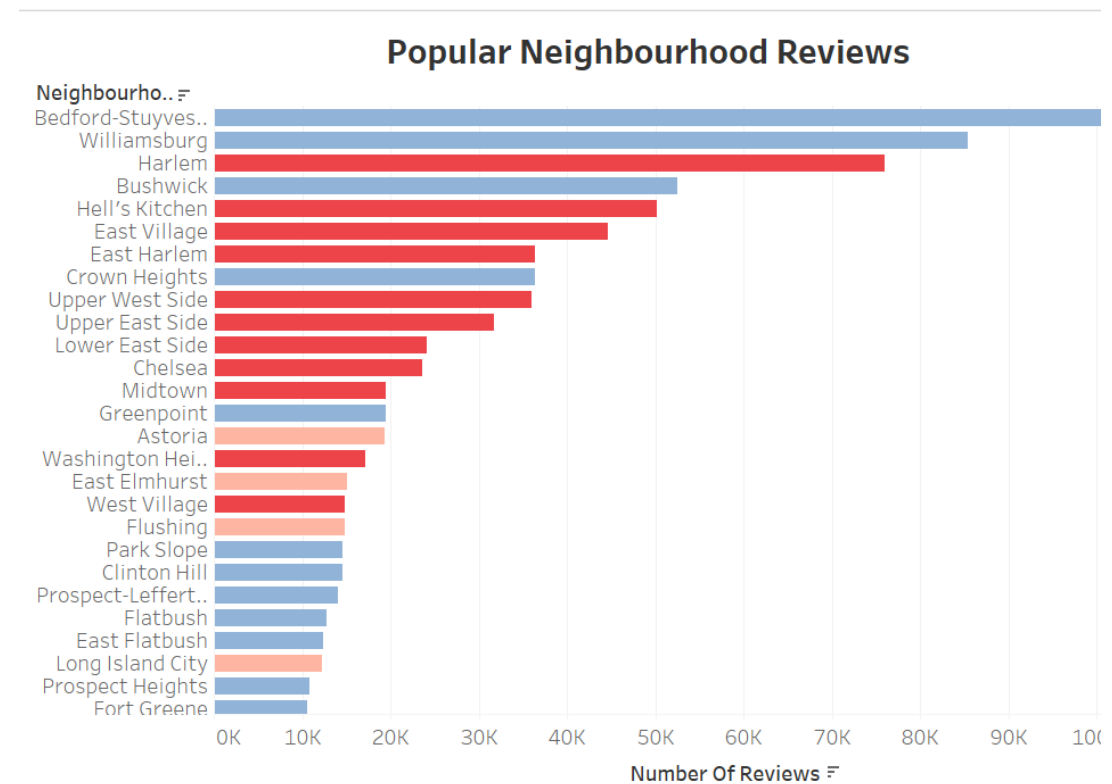
# Avg Price/Minimum Nights vs Room Type

- Entire Home/Apt has the highest Avg Price and Avg Min. Nights among other room types (211/8.5)



# Popular Neighbourhood As per Reviews

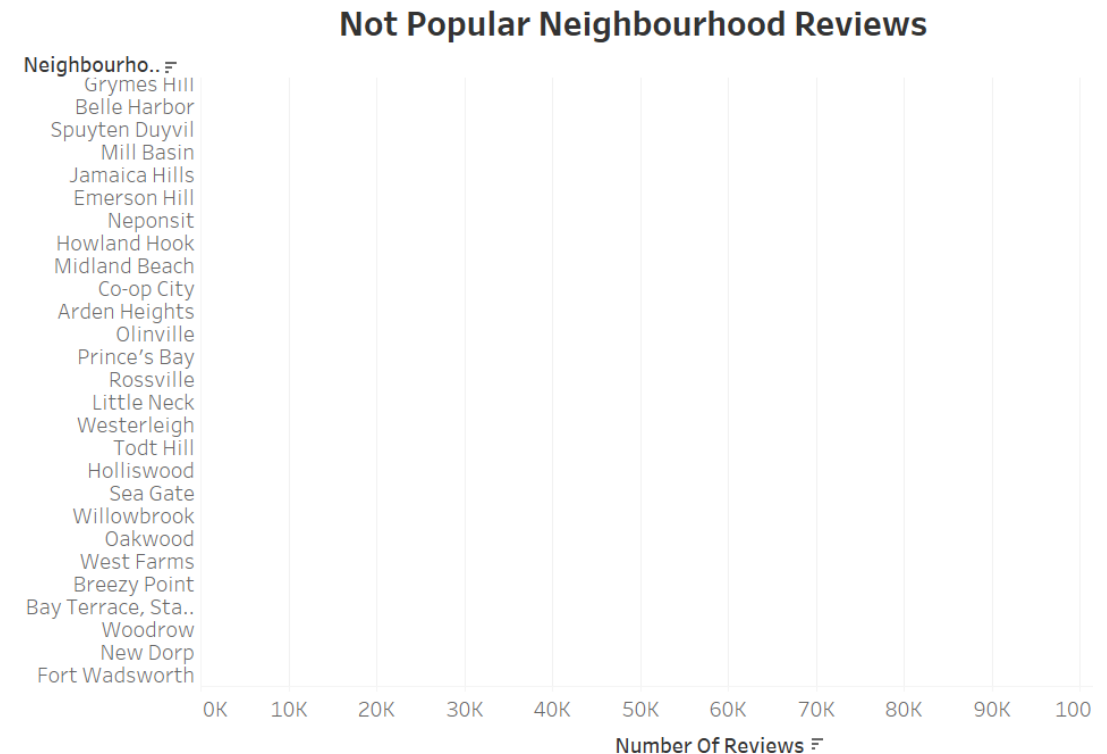
- Top 10 Neighbourhood as per reviews belongs to Neighbourhood Group of Brooklyn & Manhattan only.
- Bedford- Stuyvesant has the highest number of review Williamsburg is second and Harlem is third in terms of number of reviews received from customers.





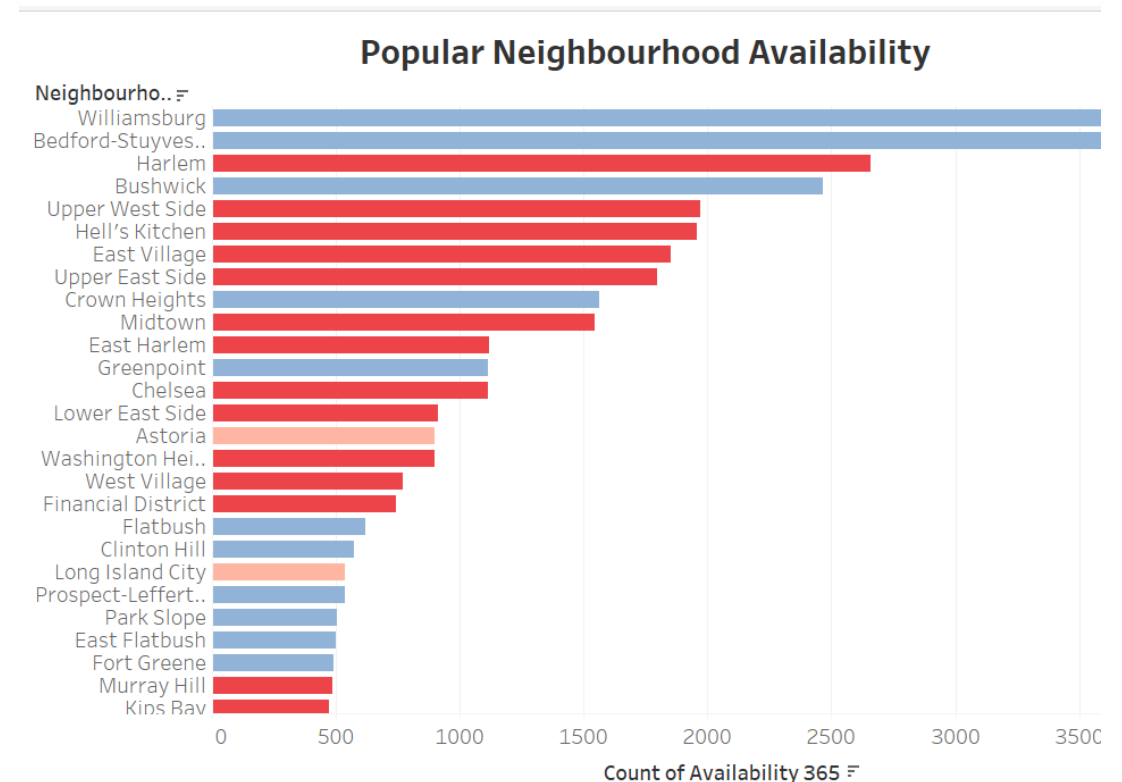
# Not Popular Neighbourhood Reviews

- Not so Popular Neighbourhood as per number of reviews is low from customers are for Fort Wadsworth, New Dorp & Woodrow are from Staten Island.
- We can tell that Staten Island in not preferred as per Number of Reviews is received is very low because most of the neighbourhood is not popular.



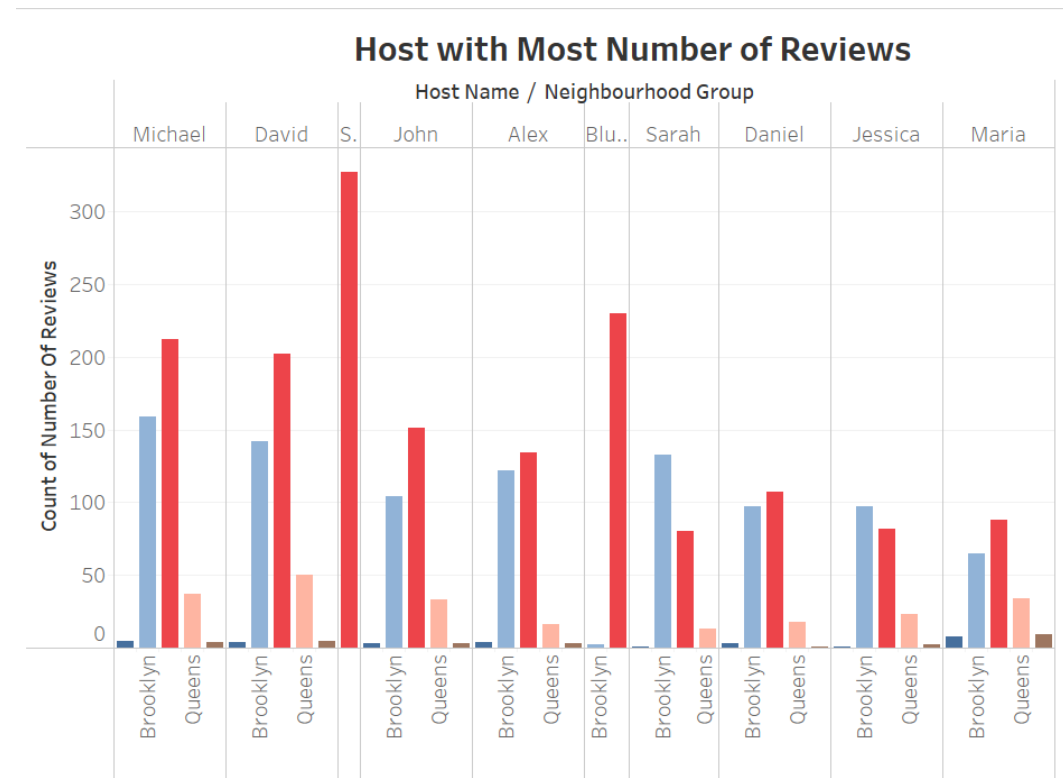
# Popular Neighbourhood As per Availability

- Top 10 Neighbourhood as per availability also belongs to Brooklyn and Manhattan.
- We can say that most big companies are in Brooklyn and Manhattan, so customer prefers this neighbourhood for stay. So, the availability also is more.



# Host with Most Number Of Reviews across all Neighbourhood Groups

- If we consider host with the greatest number of reviews, we can say that Michael (417), Sonder (NYC) 327 , Blueground 232 & David have received most number of reviews.
- Sonder (NYC) 327 is the best host in terms of reviews who operated only in Manhattan.
- Michael 417 is also the best host in terms of reviews who operate in Bronx, Brooklyn, Manhattan, Queens & Staten Island. Means all the Neighbourhood Group.

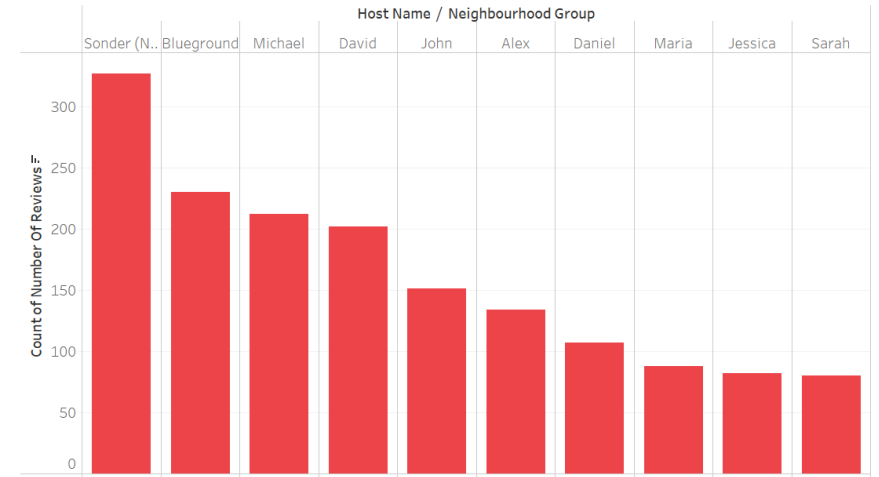


# Top 10 Host in Manhattan & Brooklyn

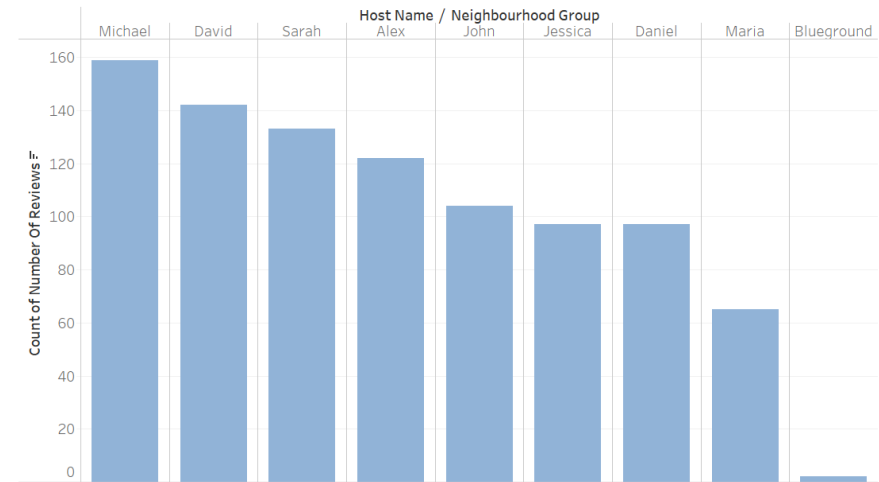
Top 10 Host in Manhattan in terms of Number of Reviews are Sonder (NYC)- (327), Blueground (230), Michael (212) & David (202).

Top 10 Host in Brooklyn in terms of Number of Reviews are Michael (159), David (142), Sarah (133) & Alex (122).

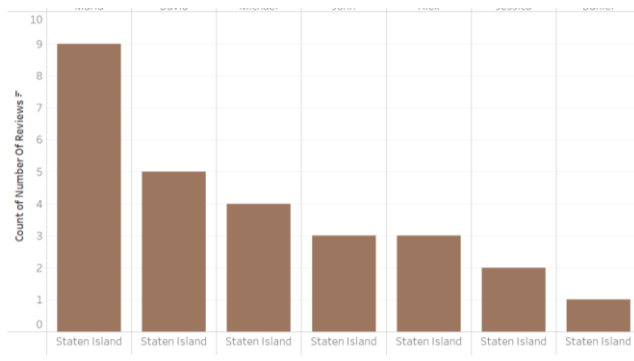
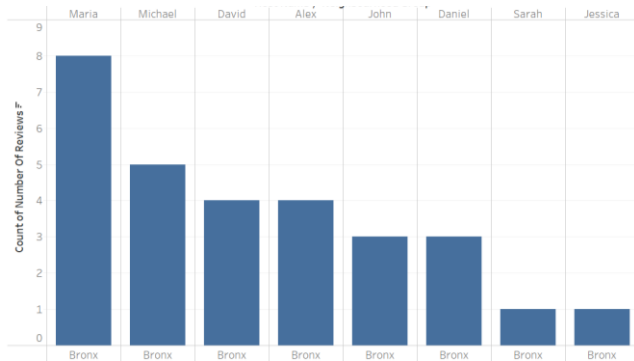
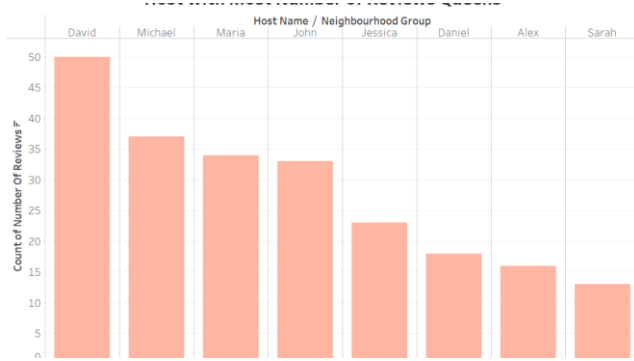
Host with Most Number of Reviews Manhattan



Host with Most Number of Reviews Brooklyn



# Top 10 Host Across Queens, Bronx & Staten Island



1

Top Host in Queens in terms of Number of Reviews are David (50), Michael (37) & Maria (34).

2

Top Host in Bronx in terms of Number of Reviews Maria(8), Michael(5) & David(4).

3

Top Host in Staten Island in terms of Number of Reviews are Maria(9), David(5) & Michael(4).

# Observation:

- Brooklyn & Manhattan are need to target as per number of reviews.
- Manhattan has the highest average price of all.
- In Manhattan average price for all room types, Brooklyn provides the cheaper shared rooms & Staten Island provides the cheaper private rooms.
- Entire home/apt and Private room are preferred by customer most.
- Entire Home/Apt has the highest Avg Price and Avg Min. Nights.
- Top 10 Neighbourhood as per reviews belongs to Neighbourhood Group of Brooklyn & Manhattan only.
- Top 10 Neighbourhood as per availability also belongs to Brooklyn and Manhattan.
- Sonder (NYC) 327 is the best host in terms of reviews who operated only in Manhattan & Michael 417 is also the best host in terms of reviews but operates in all Neighbourhood Group.