

AIRBNB CASE STUDY

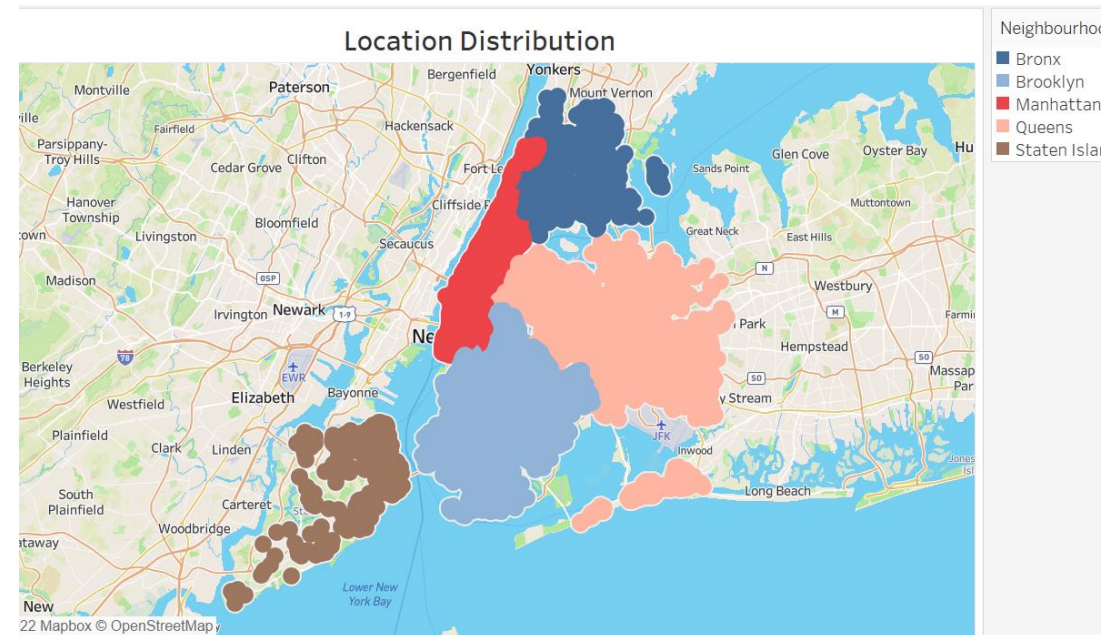


Problem Statement

- 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

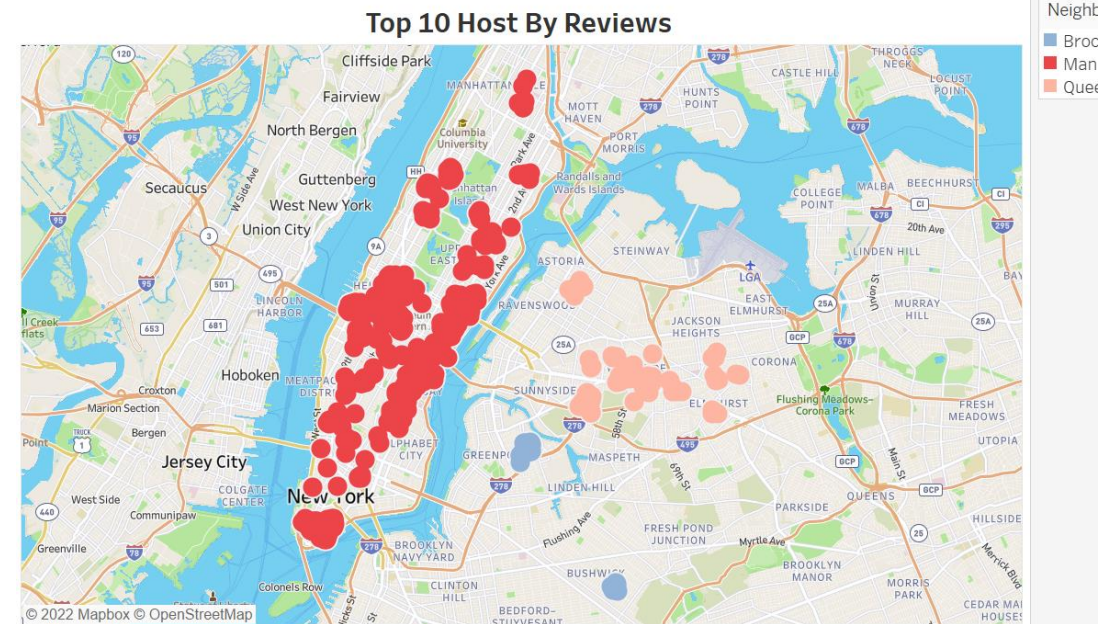
Location Distribution

- This is a map of New York . We can see Location Distribution of major cities of New York like Manhattan, Brooklyn, Queens, Bronx & Staten Island .
- Major Cities are near sea.
- Airbnb want to which location to target after lockdown period.



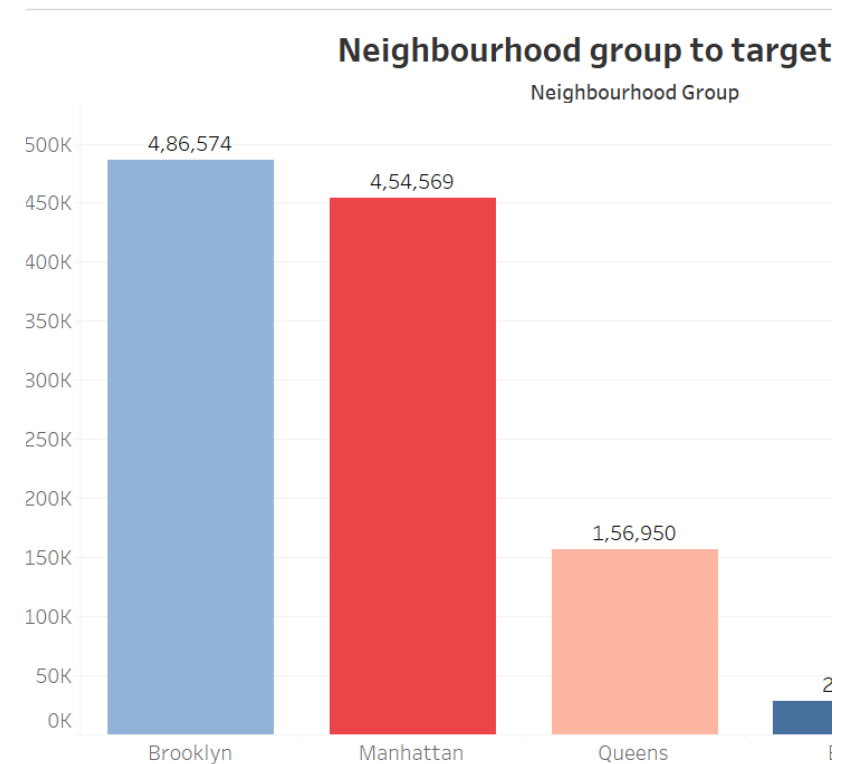
Top 10 Host By Reviews

We can see Top Host by Review . Most of them are in Manhattan.



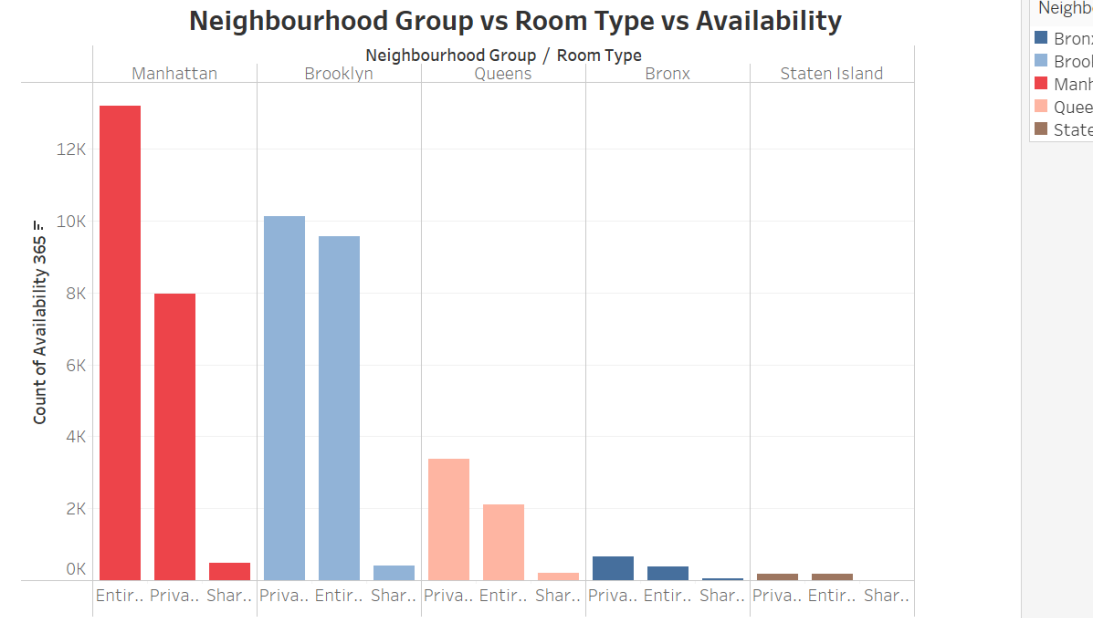
Neighbourhood Group To Target

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

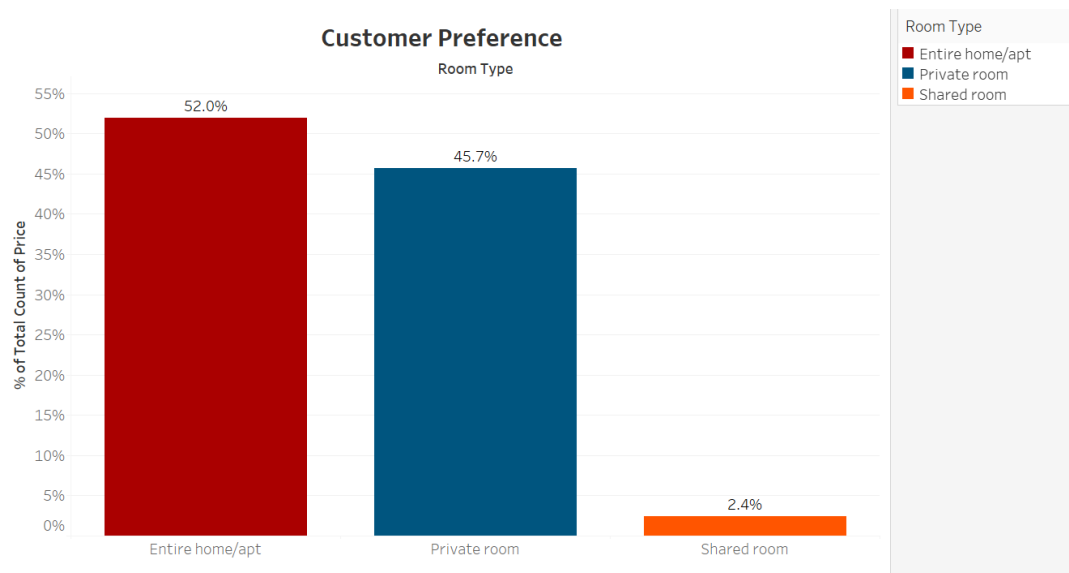


Neighbourhood Group vs Room Type vs Availability 365

- In Manhattan & Brooklyn we can see the Entire home/apt & private room have more availability then shared room.
- Queens, Bronx & Staten Island have very less availability of all.



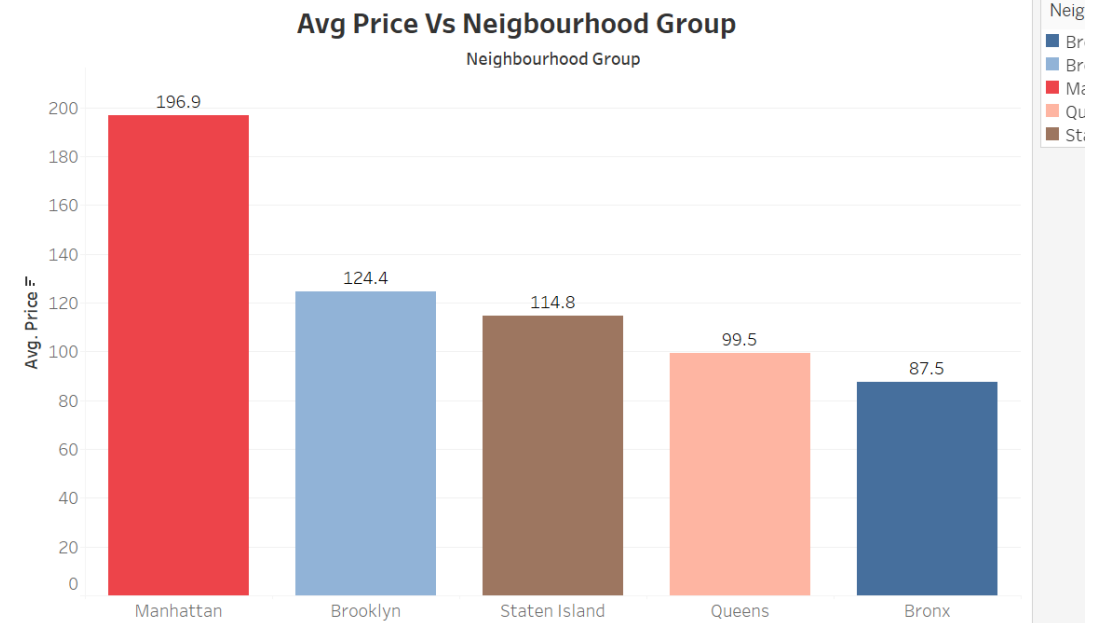
Customer Preference



- 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

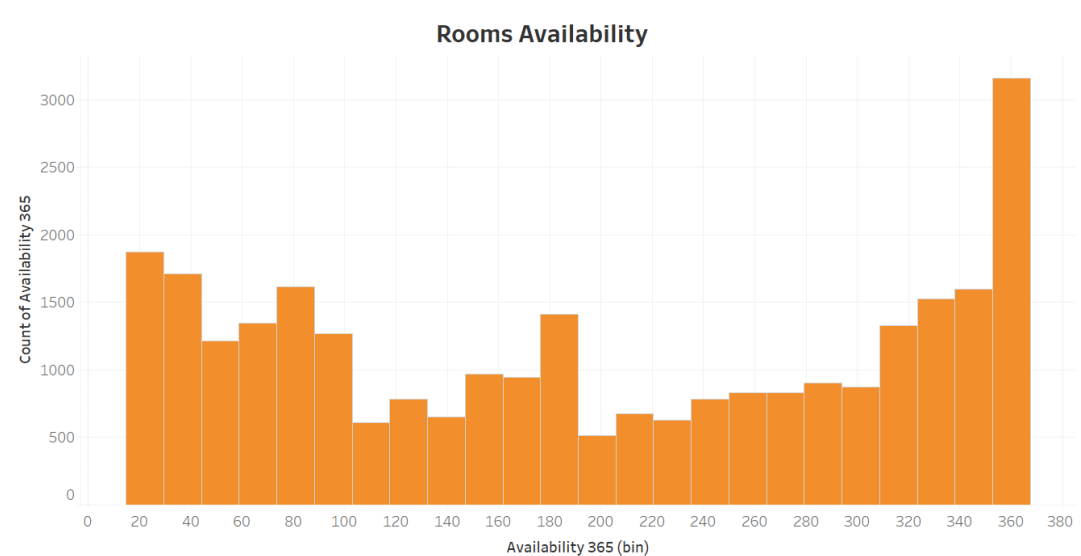
Avg Price Vs Neighbourhood Group

- Manhattan has the highest average price of all & its also got the second most number of reviews.
- This means customer spend more money in Manhattan 196.9 followed by Brooklyn 124.4



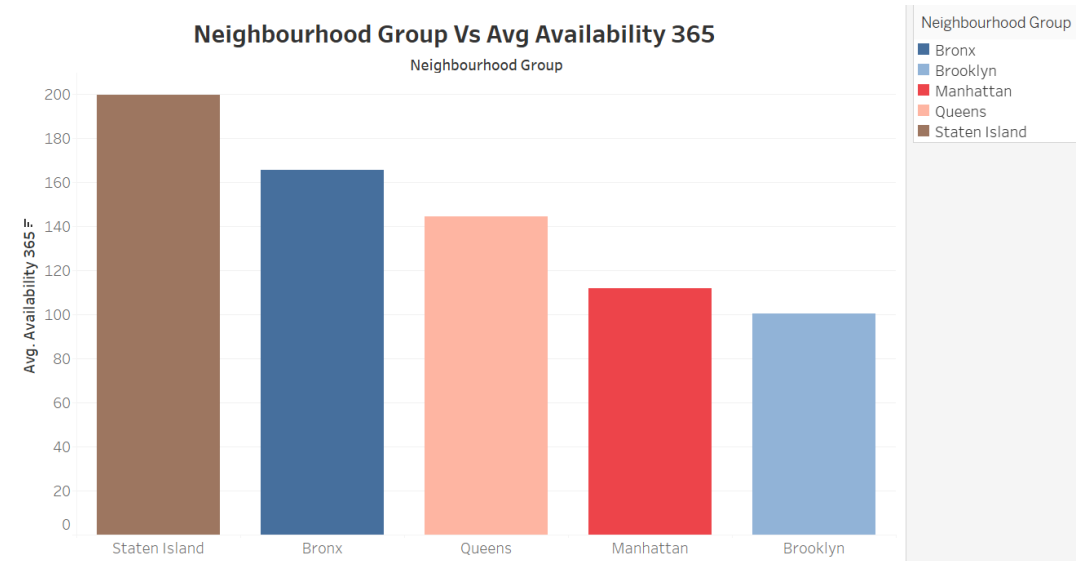
Rooms Availability

- Some Rooms are Available for more than 353 days which has the most availability count .



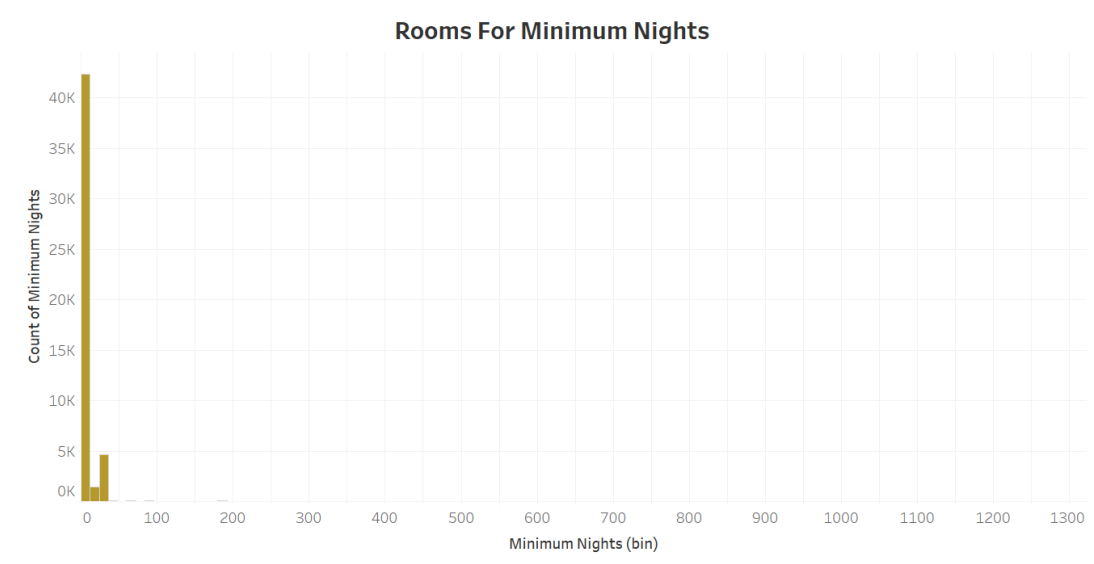
Neighbourhood Group Vs Avg Availability 365

- Staten island (200) provides room services exactly double the avg. days which Brooklyn provides.

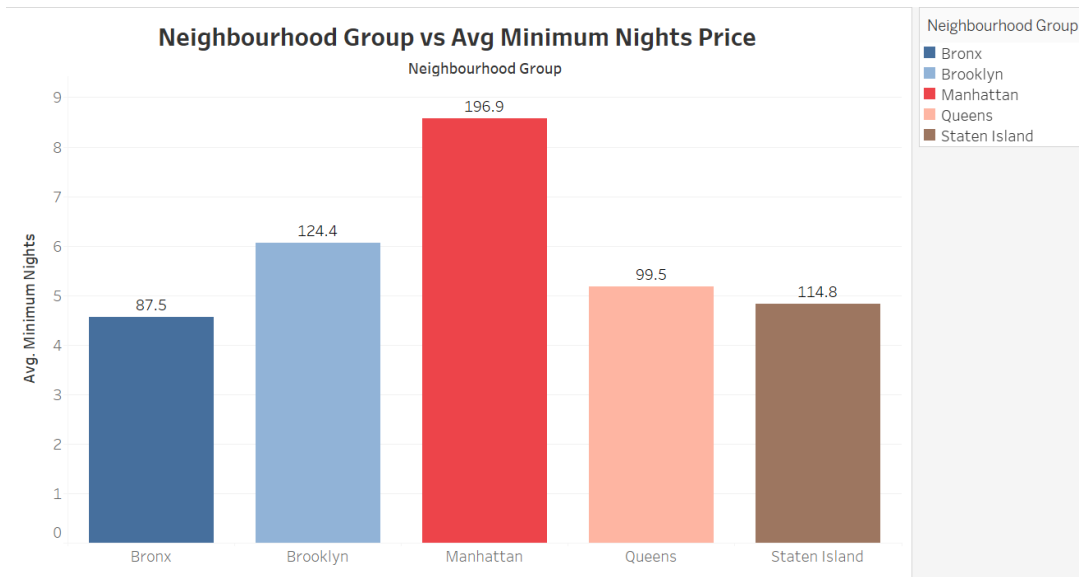


Rooms For Minimum Nights

- Most number of room are available for zero number of nights maybe because lockdown or covid period.
- After Lockdown or covid period most of the rooms/apt are available for monthly basis



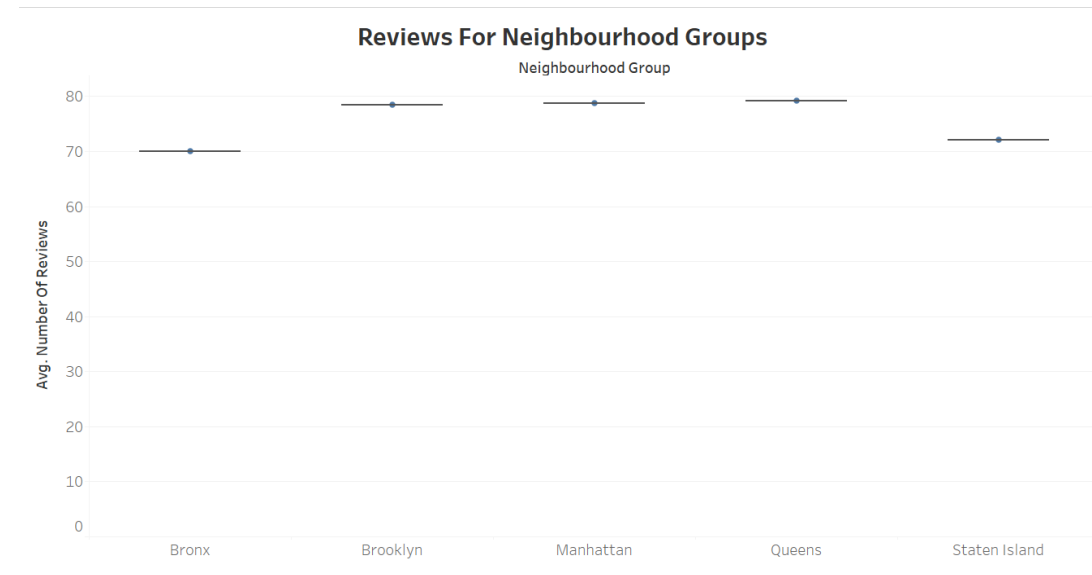
Neighbourhood Group vs Avg Minimum Night Price



- Avg Minimum Nights Price is Highest in Manhattan and Brooklyn.
- Bronx Avg. price is not even half of Manhattan, per night

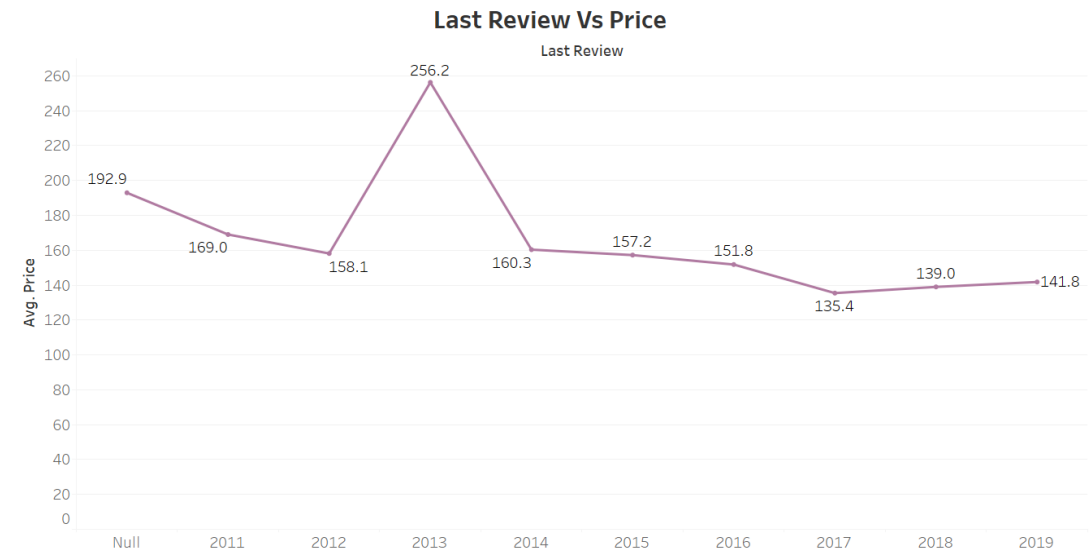
Review For Neighbourhood Groups

- According to Number of Reviews for Neighbourhood Groups we can say that Brooklyn , Manhattan & Queens have highest reviews



Last Review Vs Price

- As per Last review we can see avg price in 2013 was the highest of 256.2 & after 2013 there is a fall in average price.



Observation:

- We can see Top Host by Review . Most of them are in Manhattan.
- Brooklyn & Manhattan are need to target as per number of reviews.
- In Manhattan & Brooklyn we can see the Entire home/apt & private room have more availability then shared room.
- Entire home/apt and Private room are preferred by customer most.
- Manhattan has the highest average price of all.
- Some Rooms are Available for more than 353 days.
- Staten island (200) provides room services exactly double the avg. days which Brooklyn provides.
- Rooms/apt are available for monthly basis
- Avg Minimum Nights Price is Highest in Manhattan and Brooklyn.
- Brooklyn , Manhattan & Queens have highest reviews.
- We can see avg price in 2013 was the highest of 256.2 & after 2013 there is a fall in average price.