



Meeting Demand: Affordable Accommodations in Airbnb, NYC

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AGENDA

Objective

Background

Key findings

Recommendations

Appendix

- Data sources
- Data methodology

OBJECTIVE

- To provide insight into the current market situation.
- Enhance our understanding of property and host acquisitions, operations, and customer preferences.
- Provide early recommendations to our marketing and operations teams

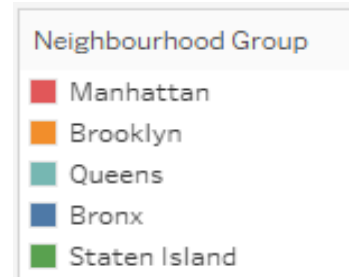
BACK GROUND

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.

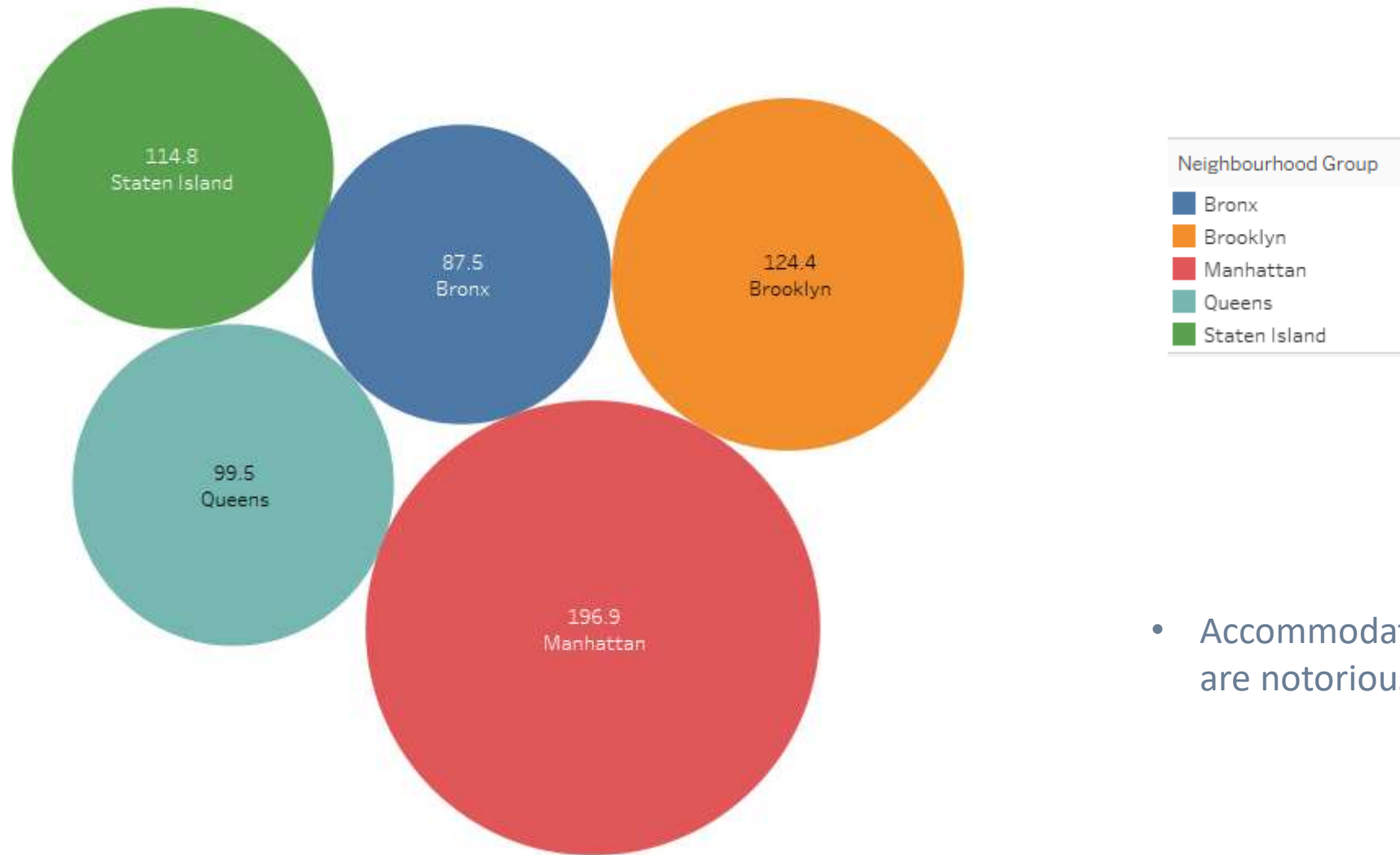
Airbnb wants to make sure that it is fully prepared for this change.

Most Contributing neighbourhood groups



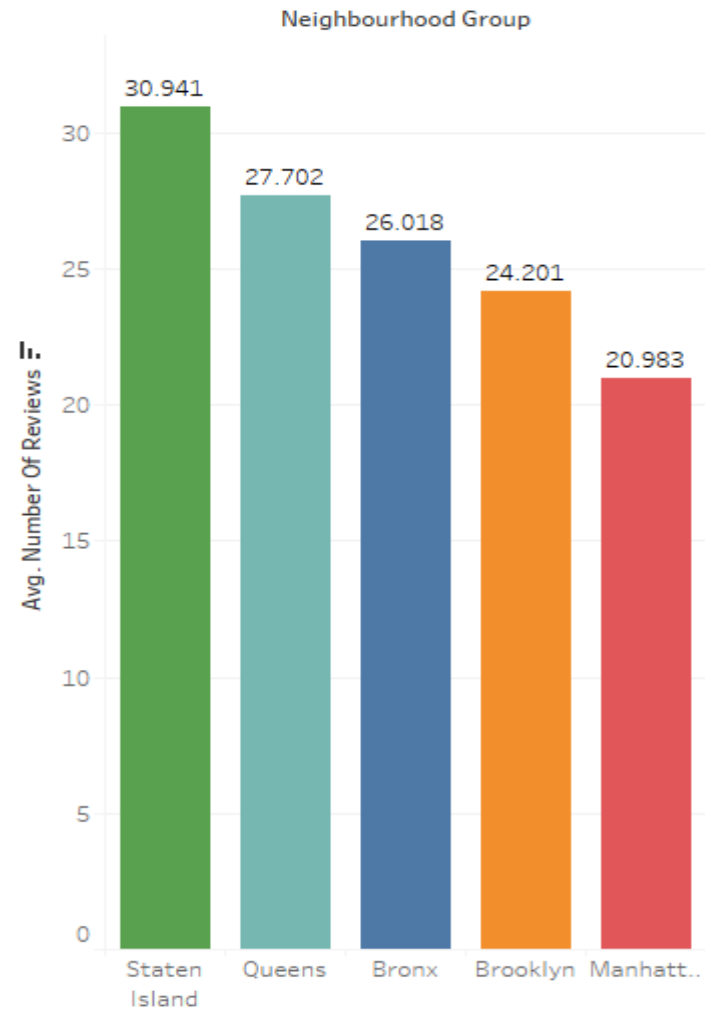
- 85% of the listing are *Manhattan* and *Brooklyn* neighbourhood groups and around 82% reviews are received by these groups.
- Staten Island has the lowest contribution

Price Distribution



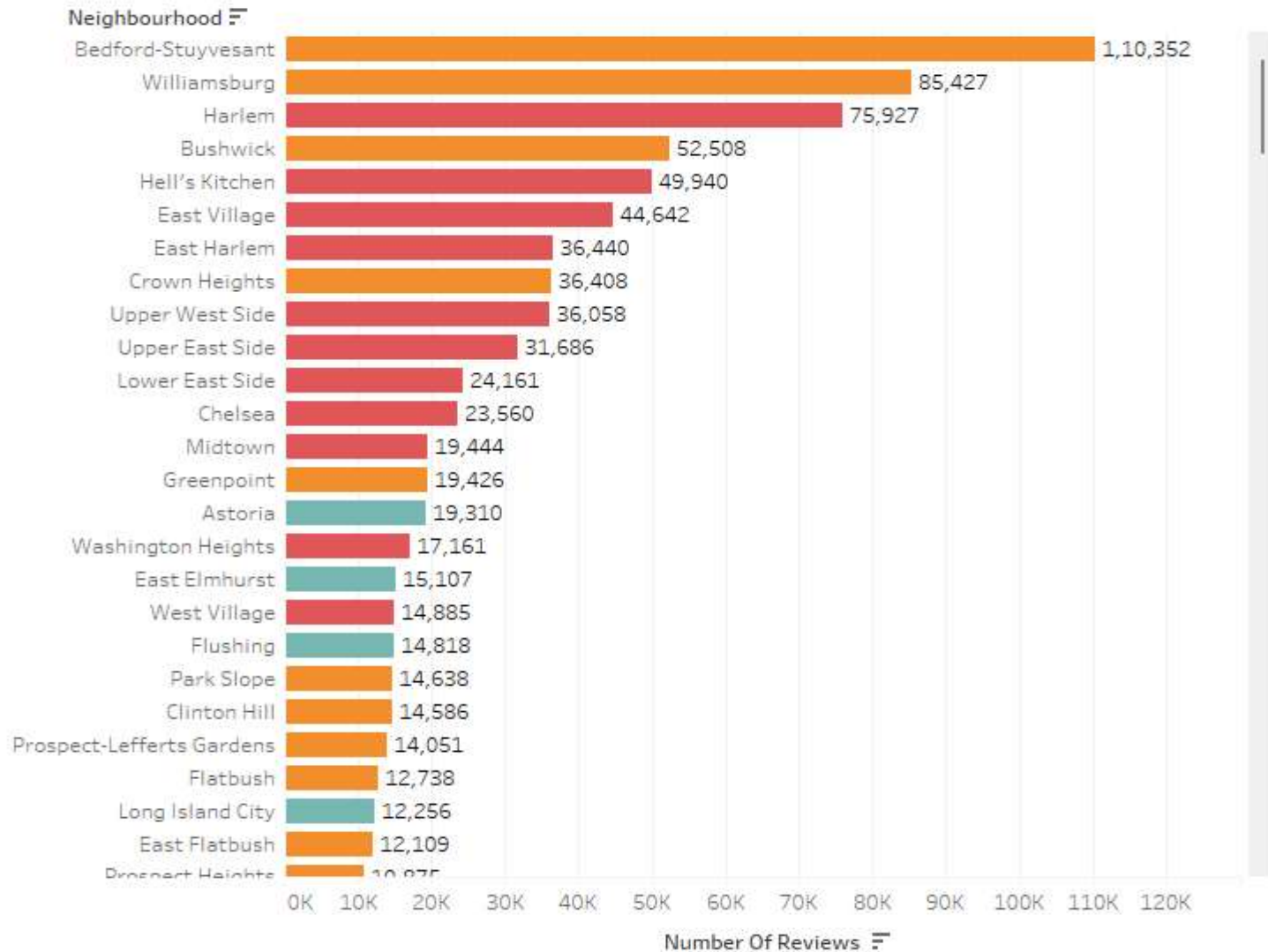
- Accommodation costs in **Manhattan** are notoriously high.

Average Reviews



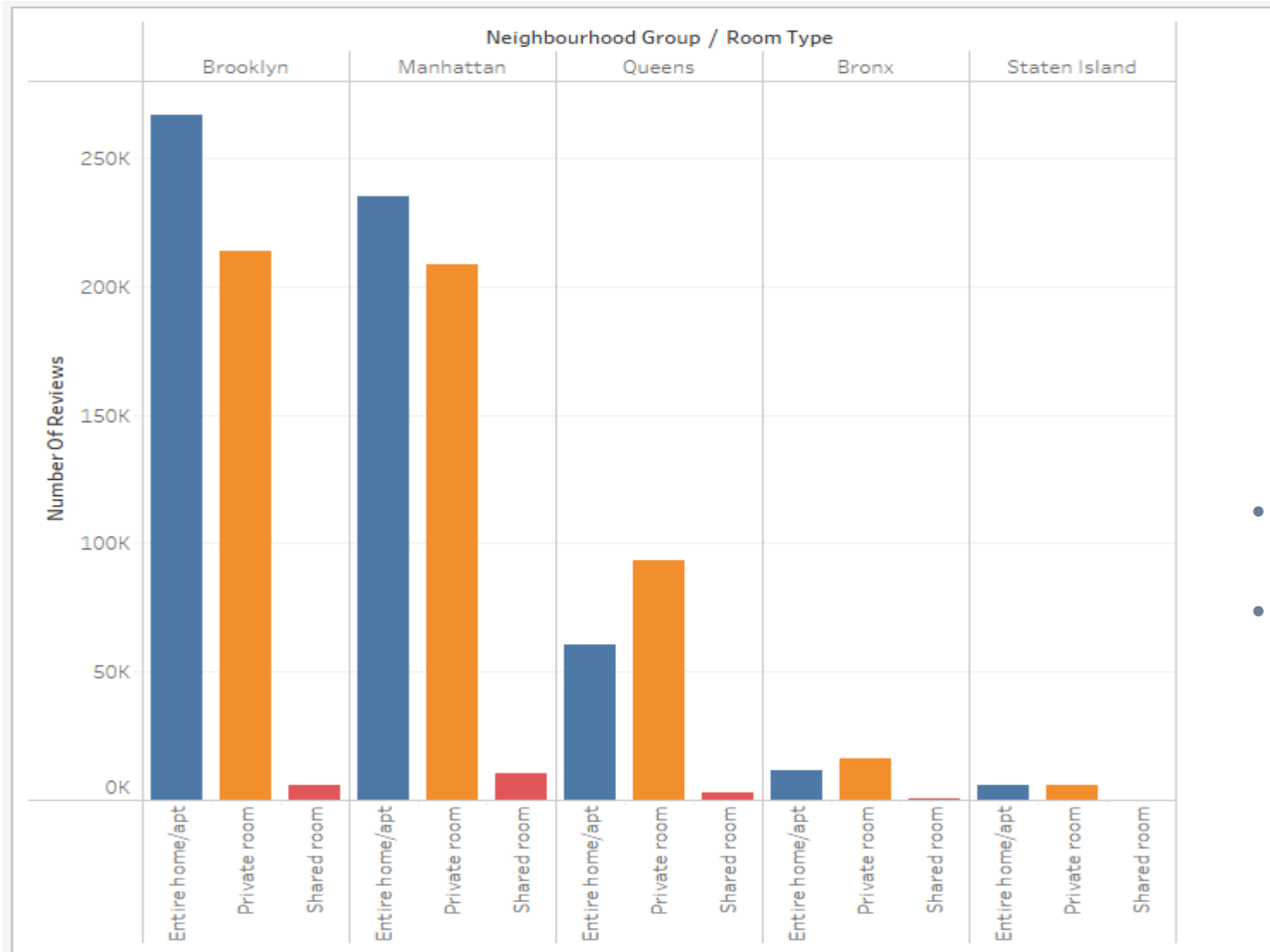
- *Staten Island* and *Queens* has lowest number of properties but has the highest average reviews among the neighbourhood groups their by Airbnb should acquire more property in these region

Top neighbourhood based on Reviews



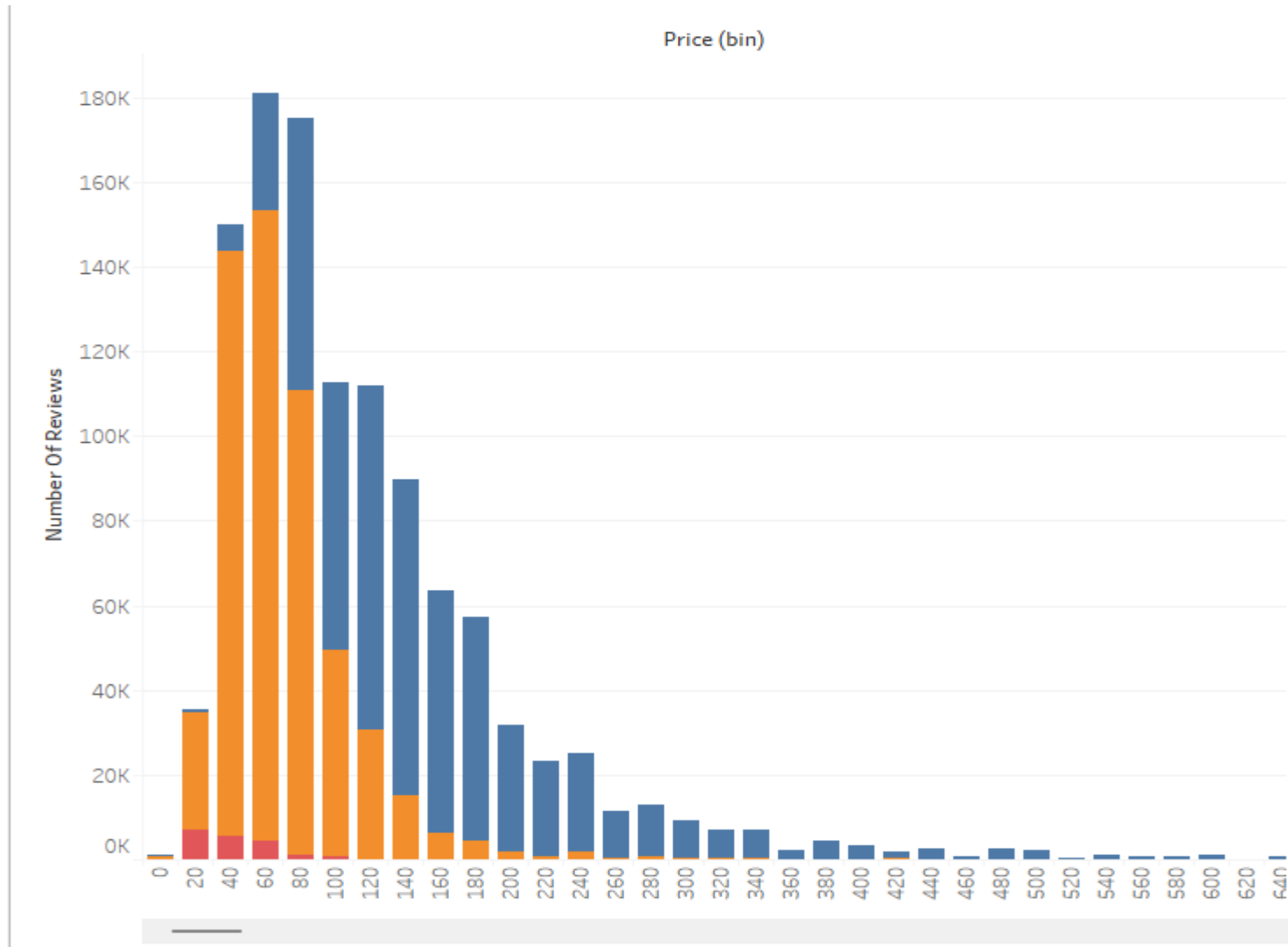
- According to reviews, *Bedford-Stuyvesant* is the highest-rated neighborhood, with *Williamsburg* following closely as the second top choice.

Problem with shared rooms



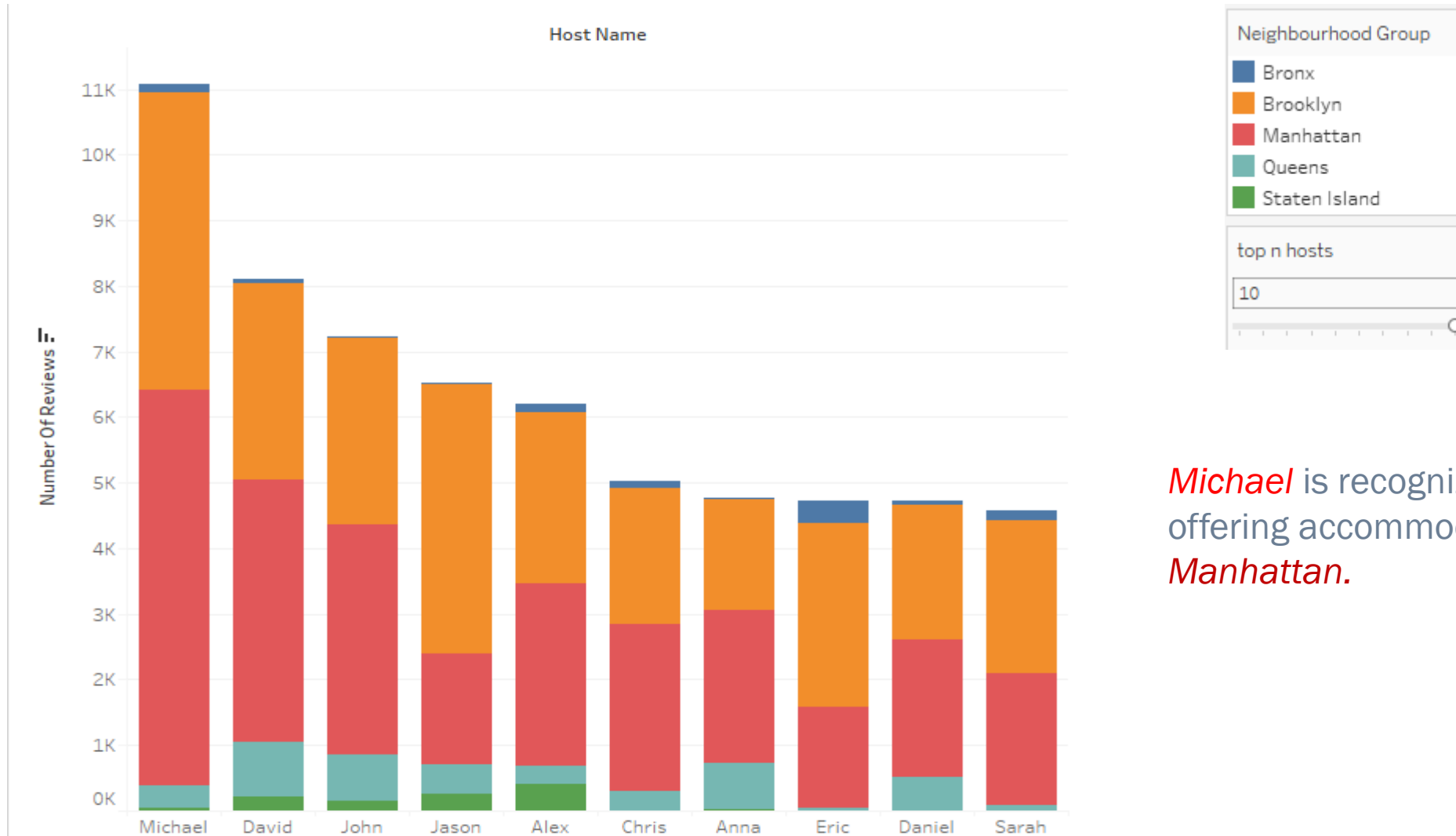
- Shared rooms only account for 2% of total types of rooms.
- They are less likely to be reviewed.

Price preference



- Many customers exhibit a preference for prices ranging from 20 to 240, regardless of room type.
- The price range for shared rooms is typically lower than that of private rooms, which in turn is usually less expensive than renting an entire home.

Top 10 hosts



Michael is recognized as a top host, offering accommodations primarily in *Manhattan*.

CONCLUSION & RECOMMENDATIONS

- *Shared rooms* need to be inspected upon.
- More than 80% of the listing are *Manhattan* and *Brooklyn* neighborhood group.
- Since a significant portion of customers prefer the price range between 20 and 240, it's essential to *expand the availability* of rooms within that range to meet their demand.
- *Staten Island* and *Queens* has lowest number of properties but has the highest average reviews among the neighbourhood groups their by Airbnb should acquire more property in these region

APPENDIX – DATA SOURCES

The columns in the dataset are self-explanatory. You can refer to the diagram given below to get a better idea of what each column signifies.

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking

Dataset Description

APPENDIX – DATA METHODOLOGY

- Conducted analysis of New York Airbnb's Dataset.
- Cleaned the data set using python
- Derived the necessary features
- Used group aggregation, pivot table and other statistical methods
- Created charts and visualizations using Tableau