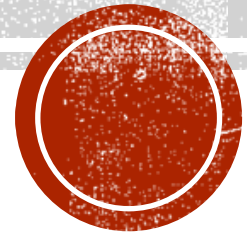


REVIVING BUSINESS REVENUE

By-

N V V KRISHNA PRIYA

BHUVANESH KUMAR



AGENDA

- OBJECTIVE
- BACKGROUND
- KEY FINDINGS
- RECOMMEDATIONS
- APENDIX:
 - Data Assumptions
 - Data Methodology



OBJECTIVE

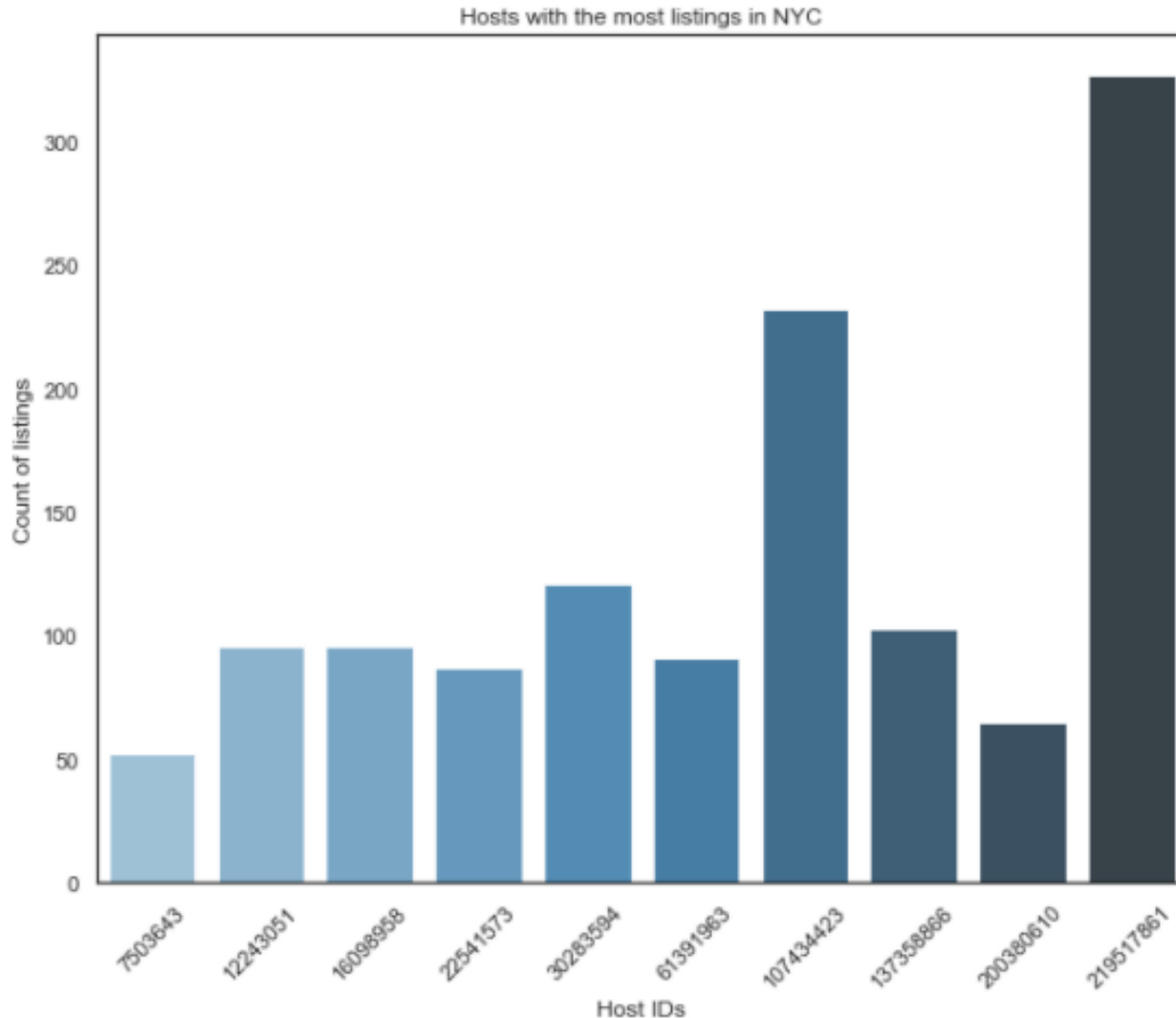
For the past few months, Airbnb has seen a major decline in revenue. Now that the restrictions have been lifted, Airbnb wants to make sure that it is fully prepared for the change.

To prepare for the next best steps that Airbnb needs to take as a business, we have to analyze a dataset consisting of various Airbnb listings in New York.

- Improving business strategies to have positive impact on the revenue
- Provide early recommendations for adjustments in the existing properties to make it more customer-oriented.
- Analyze the Customer Preferences with the pricing and the neighborhoods they need to target.



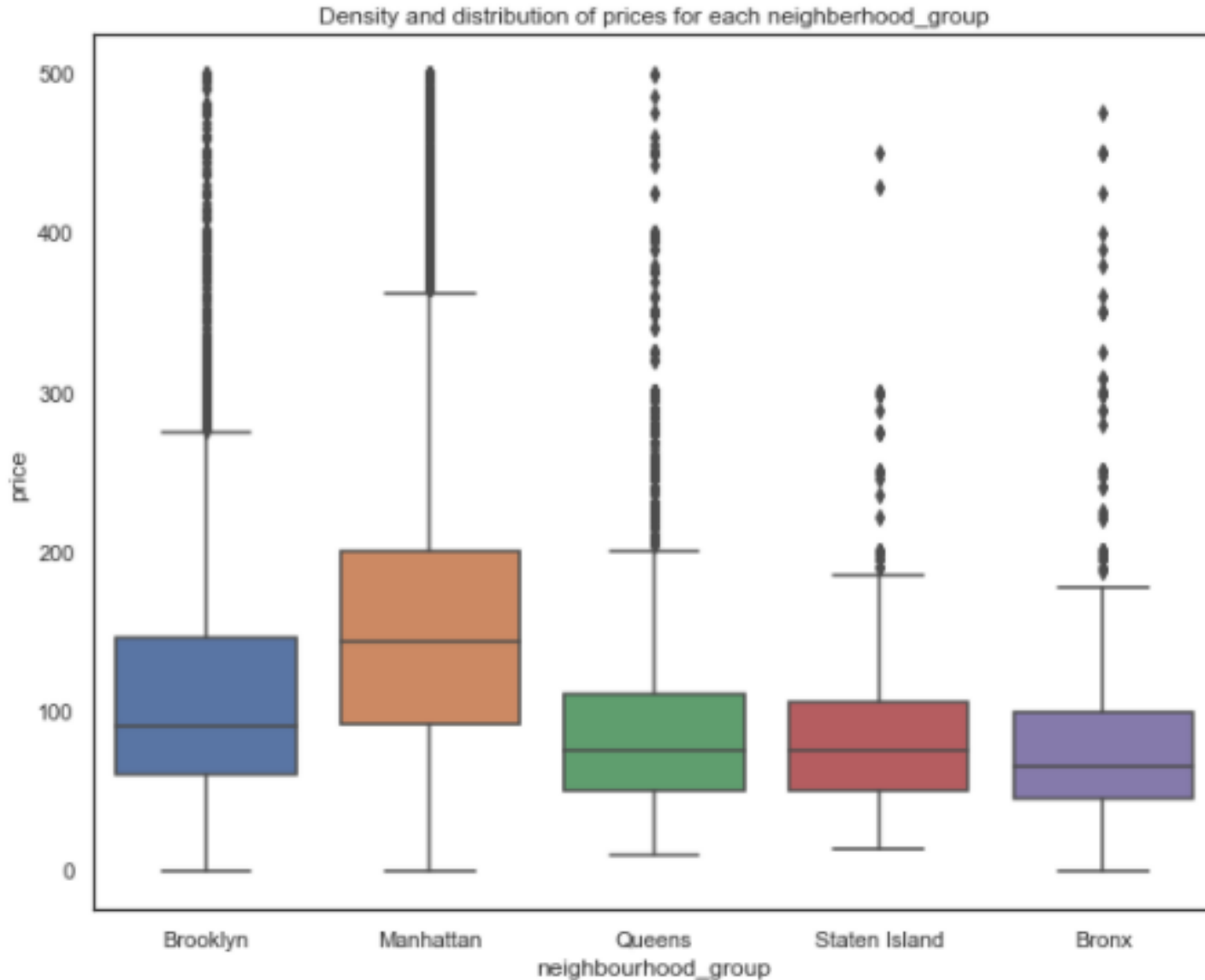
HOSTS WITH MOST LISTINGS



- From here we can observe there are 300+ listings with 219517861 ID.
- Whereas host with 7503643 ID has a minimum with 50 listings



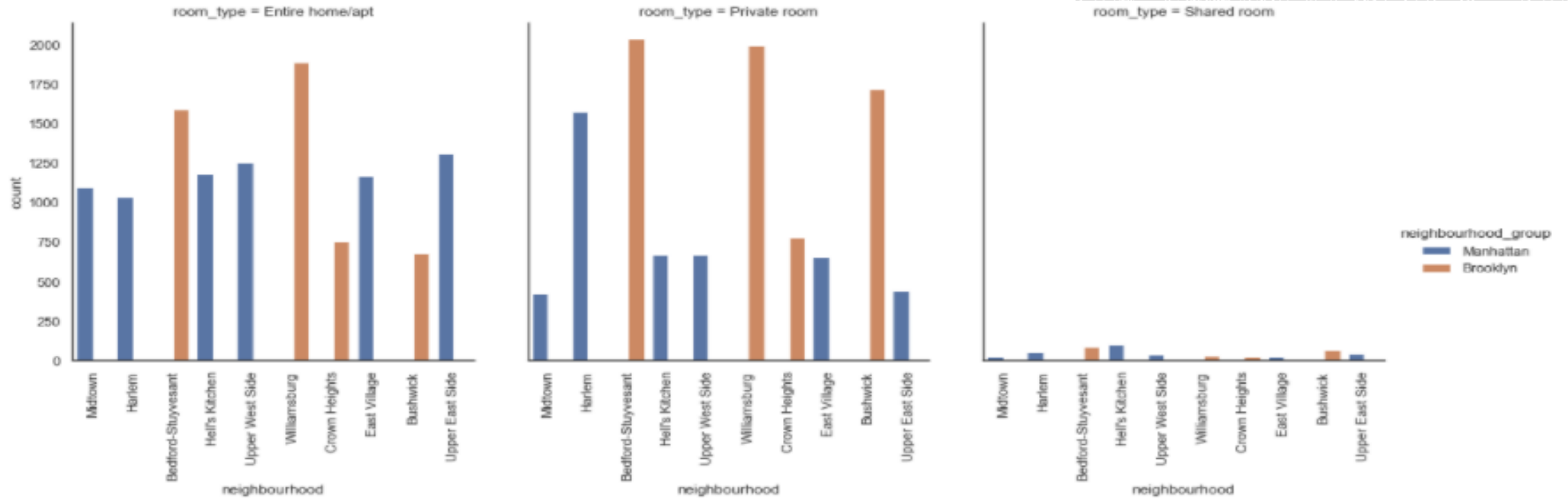
PRICE DISTRIBUTION OVER NEIGHBOURHOOD



- We can state that Manhattan has the highest range of prices for the listings with \$150 price as average observation, followed by Brooklyn with \$90 per night.
- Bronx is the cheapest of them all.
- Queens and Staten island have same means of \$80 per night.



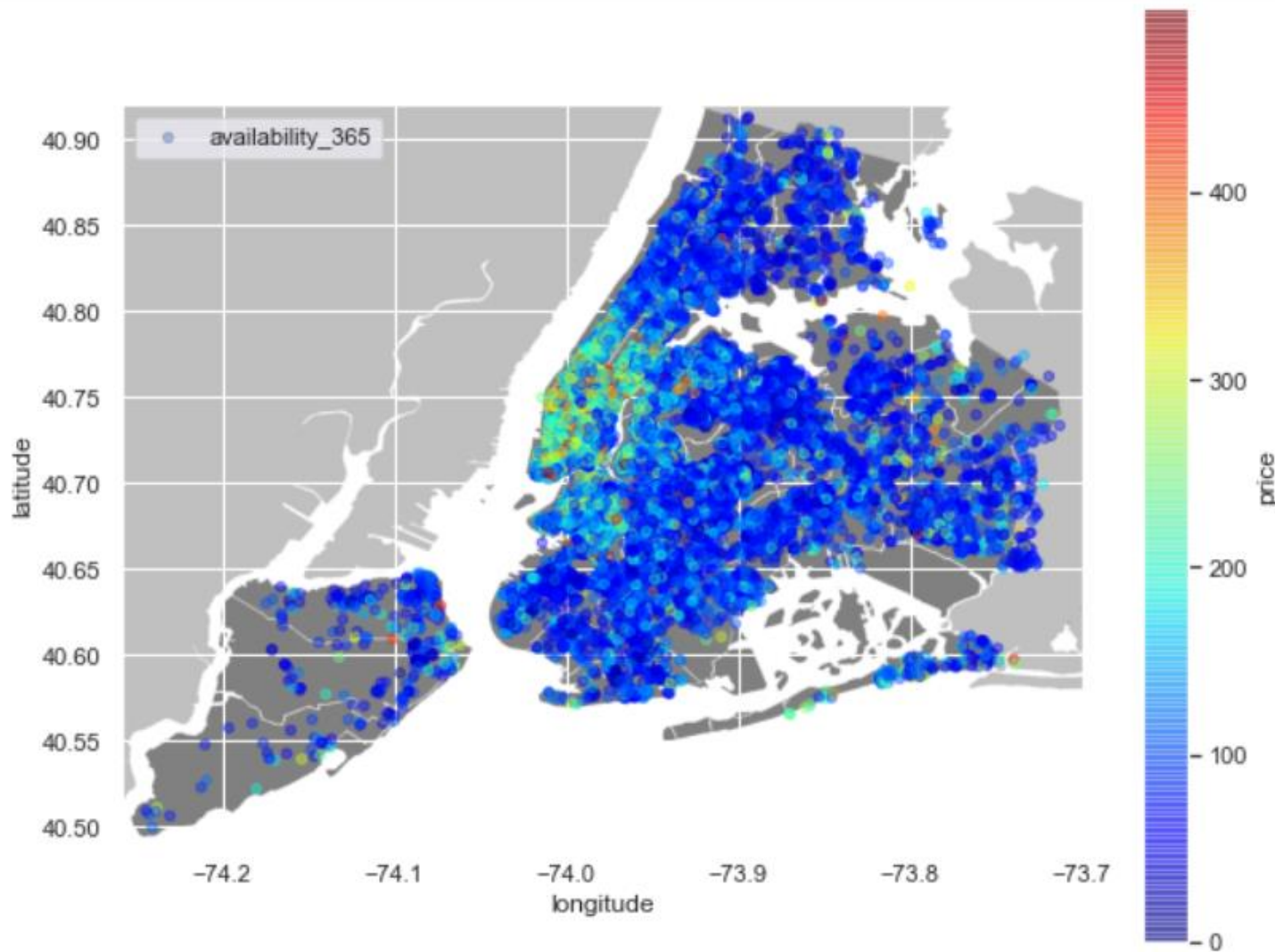
ROOM TYPES OVER NEIGHBOURHOOD



- As we can see there are three types of rooms available.
- From the above chart we can see how different types of rooms are occupies based on the neighborhood.



SCATTER PLOT OF AVAILABILITY



- This scatter plot is to depict the longitude and latitude of the areas with available rooms.
- We can observe the price range of 200 – 300, at the (-74, 40.75) geographic location.



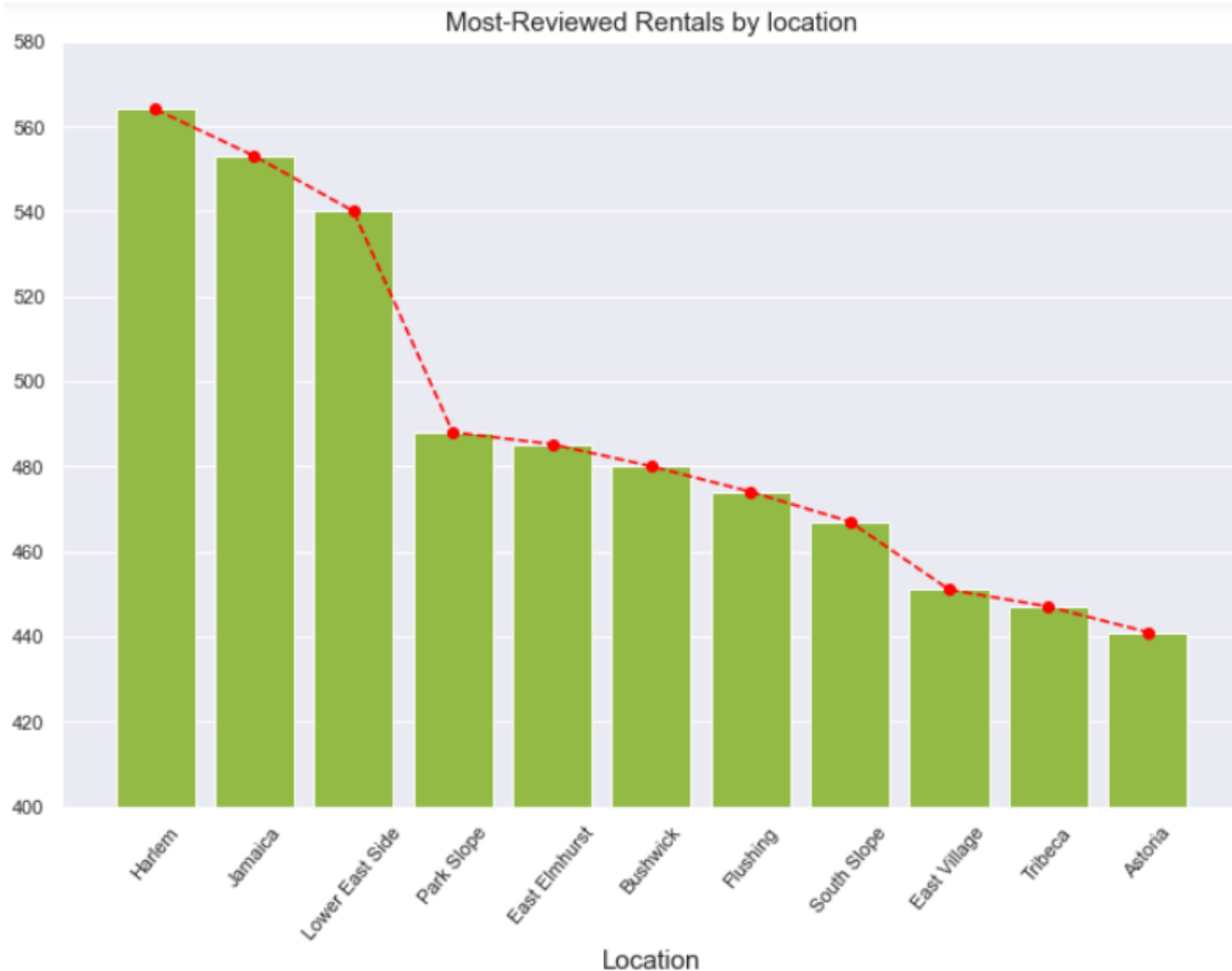
REVIEWS PROGRESS



- We can observe a tremendous growth in 2018 to receive reviews for various property



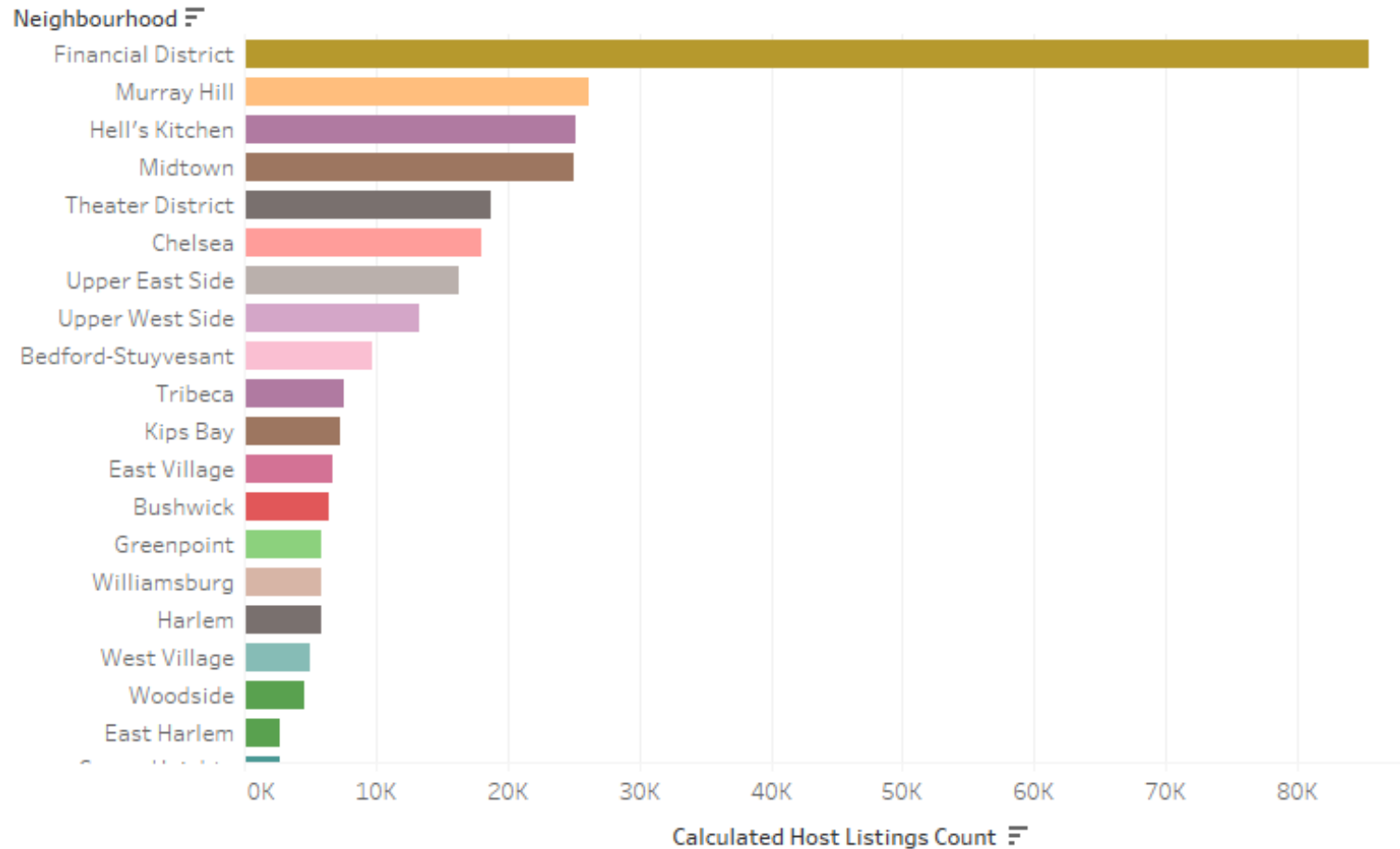
REVIEWS BY LOCATION



- From the graph, we can observe that the most reviewed locations involve less-demanded boroughs, where most popular rentals tend to average 550 reviews from users.



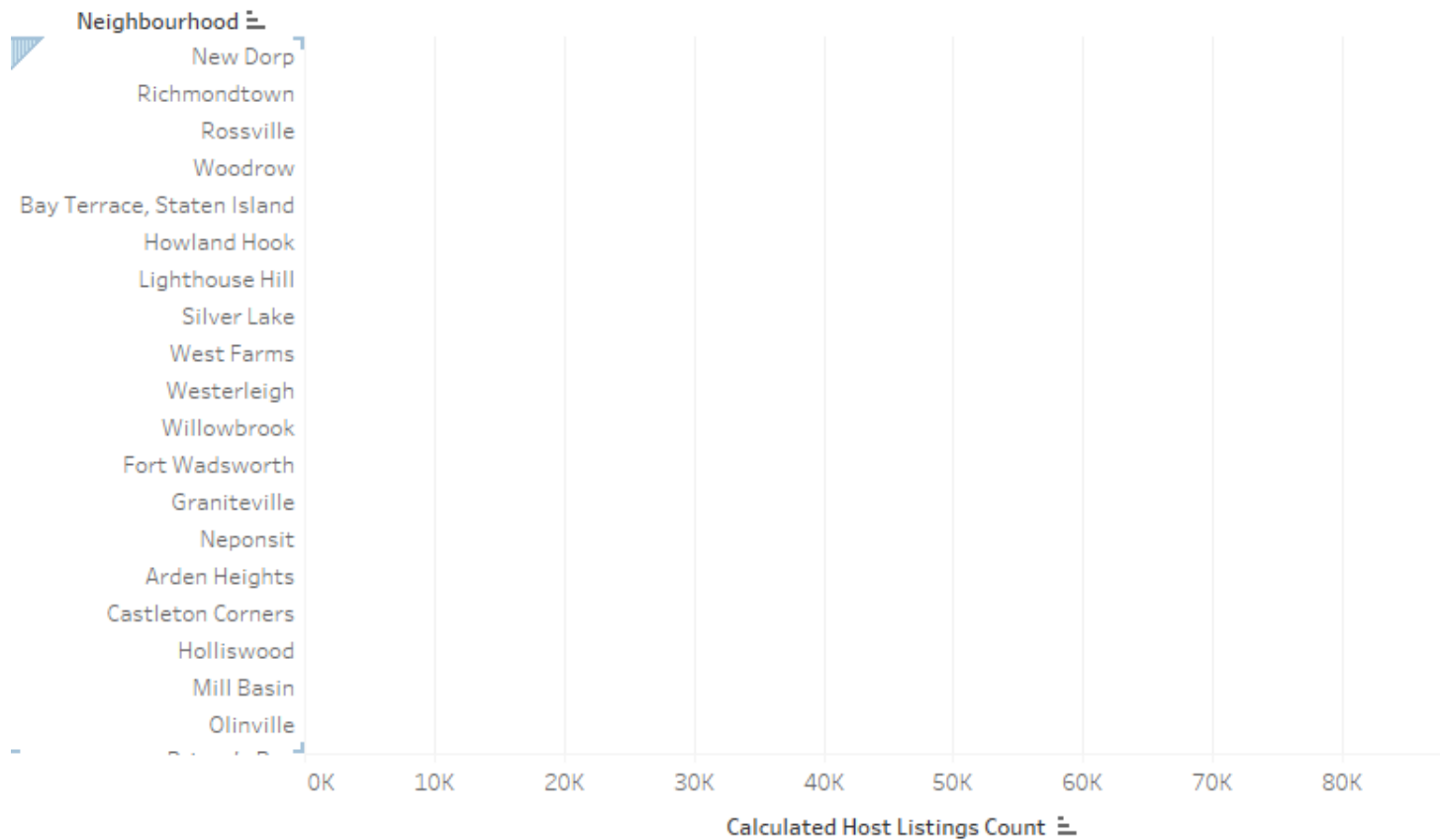
MOST POPULAR NEIGHBOURHOOD



- The most popular Neighbourhood can be located using the adjacent graphs.
- The Host Listing Count has surpassed 80K for Financial District followed by Murray Hill, Hell's Kitchen and Midtown by around 25K each.



MOST UNPOPULAR NEIGHBOURHOOD



- The most unpopular neighbourhood can be found in the graph with almost 0K listings count



CONCLUSION

- This dataset for the 2019 year appeared to be a very rich dataset with a variety of columns that allowed us to do deep data exploration on each significant column presented.
- We have found hosts that take good advantage of the Airbnb platform and provide the most listings, and that our top host has 327 listings.
- We proceeded with analysing the data and neighbourhood listing densities and which areas were more popular than other, and used latitude and longitude columns to create a geographical heat map color-coded by the price of listings.

