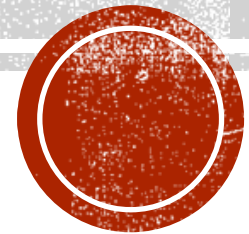


# **ANALYSIS OF AIR BNB BUSINESS**



BY-

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# 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.

- To Understand and Improve the Methods to Strengthen the Business
- Identify the key findings by Exploratory Data Analysis of Airbnb
- To Analyze the Customer Preferences to Improvise the Business and give insights about the data.



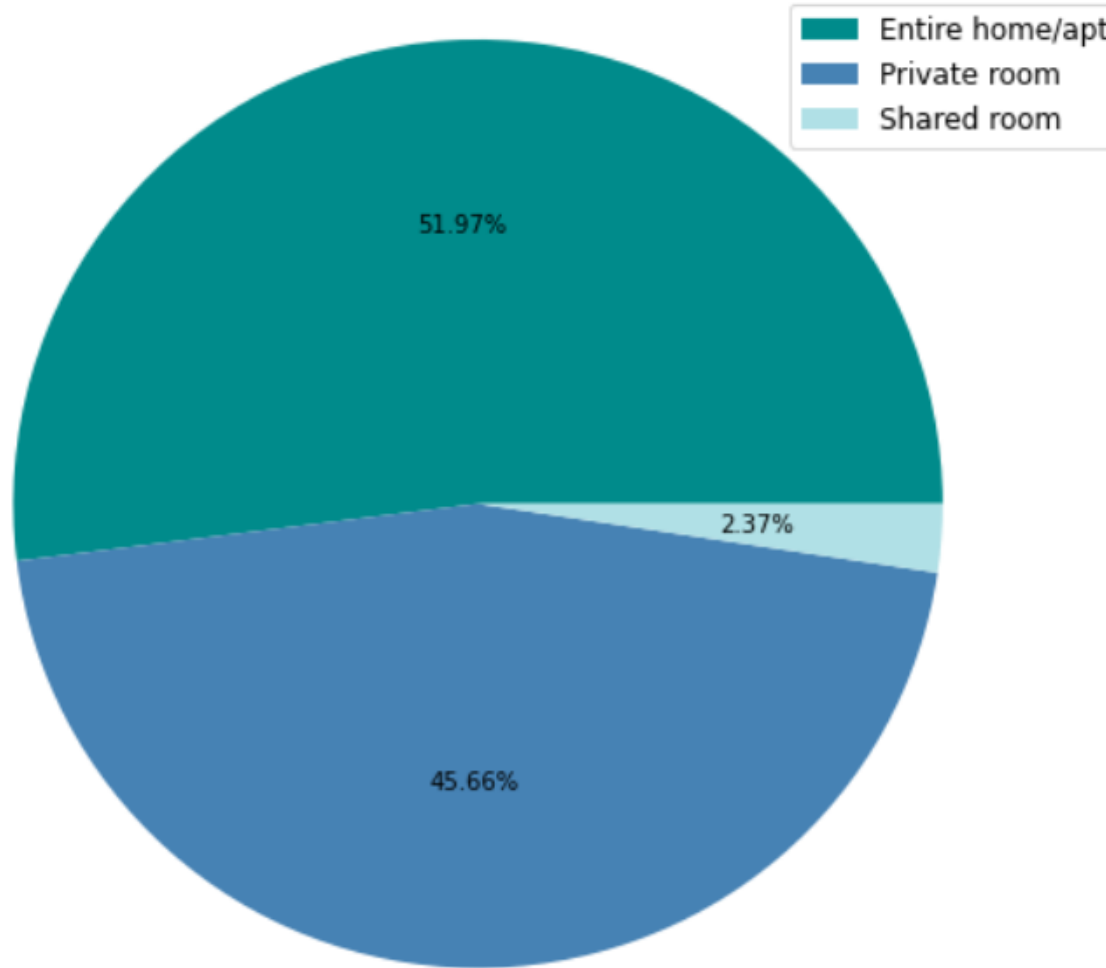
# BACKGROUND

- The COVID-19 pandemic has affected Airbnb business due to the travel restrictions.
- The revenue took the largest hit in NYC.
- Now that the travel restrictions are lifted, the business should be operated to recover the loss.



# CUSTOMER PREFERENCES ON ROOM TYPES

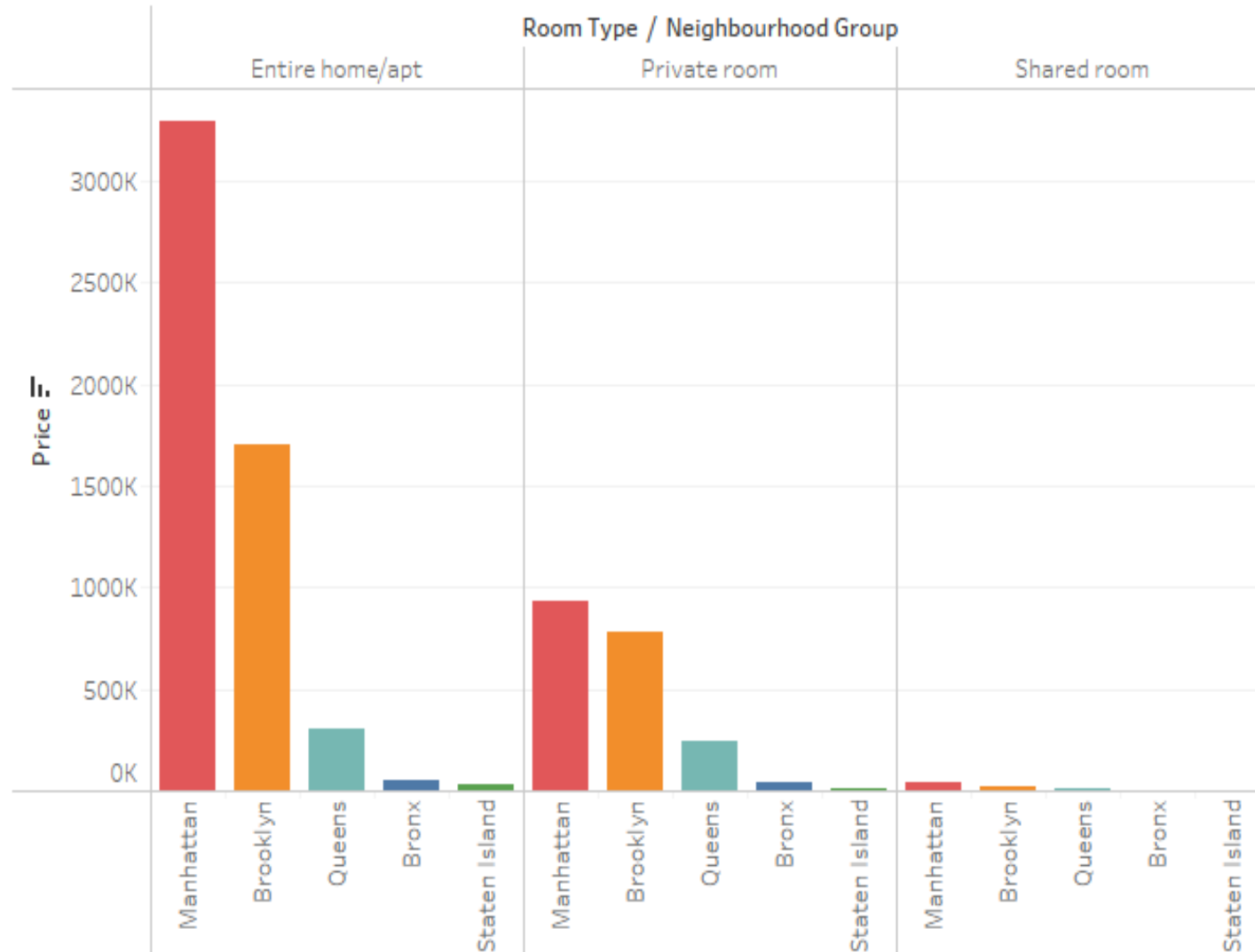
Room-type Rental Distribution



Across the Regions  
Customers Prefer Entire  
home/apartment and  
Private rooms rather than  
shared room.



# CUSTOMER PREFERENCES ON REGIONS

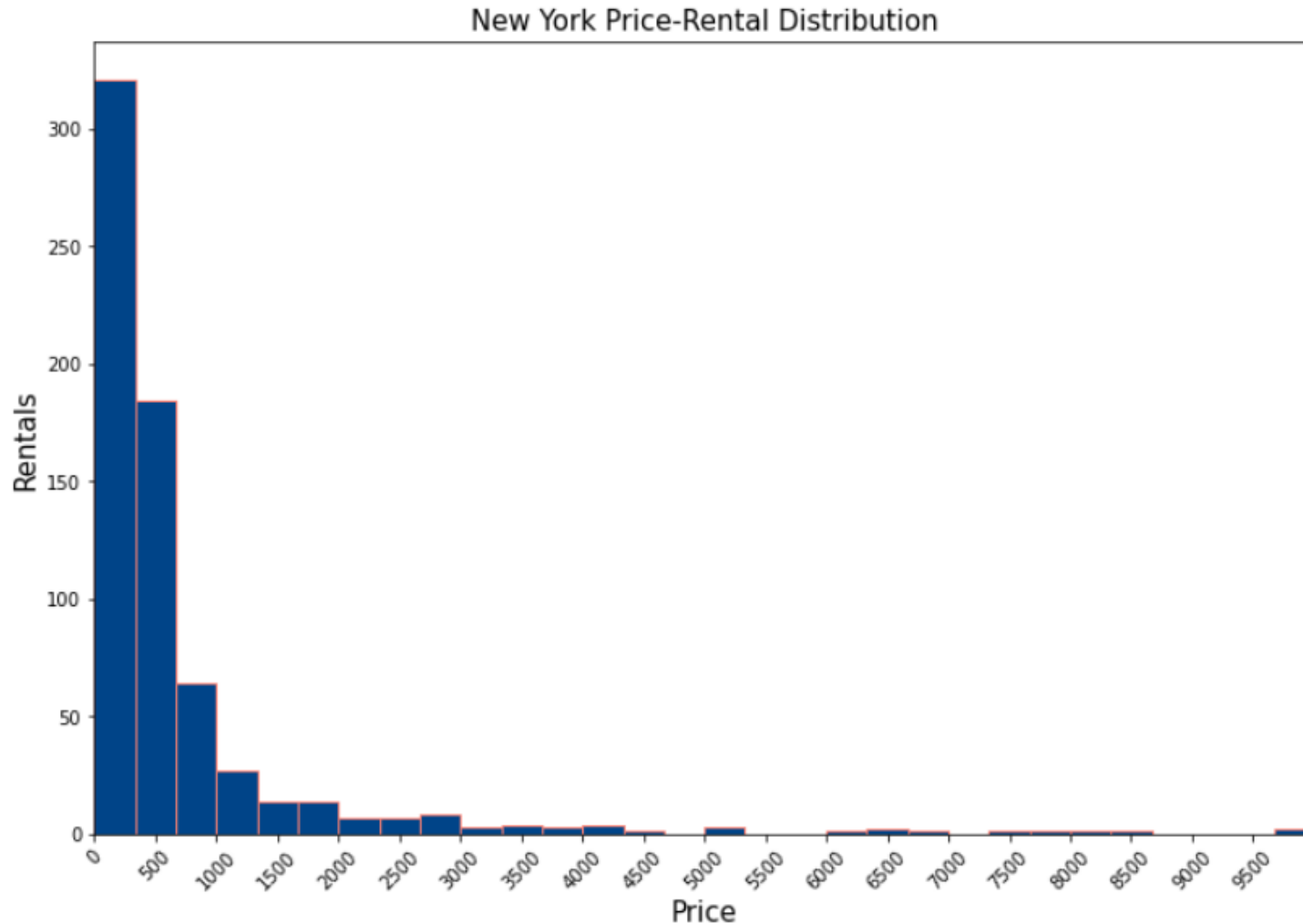


- In Manhattan Entire home/apt constitutes the highest Percentage i.e. 60.93%
- Queens and Bronx have high percentage of Private rooms i.e. 59.5%
- In Brooklyn and State Island the percentage of Entire home/apt and Private rooms are also similar.
- Brooklyn and Manhattan are the top leading in the neighbourhood groups in the rooms listings and the majority of people like the entire home or private room.





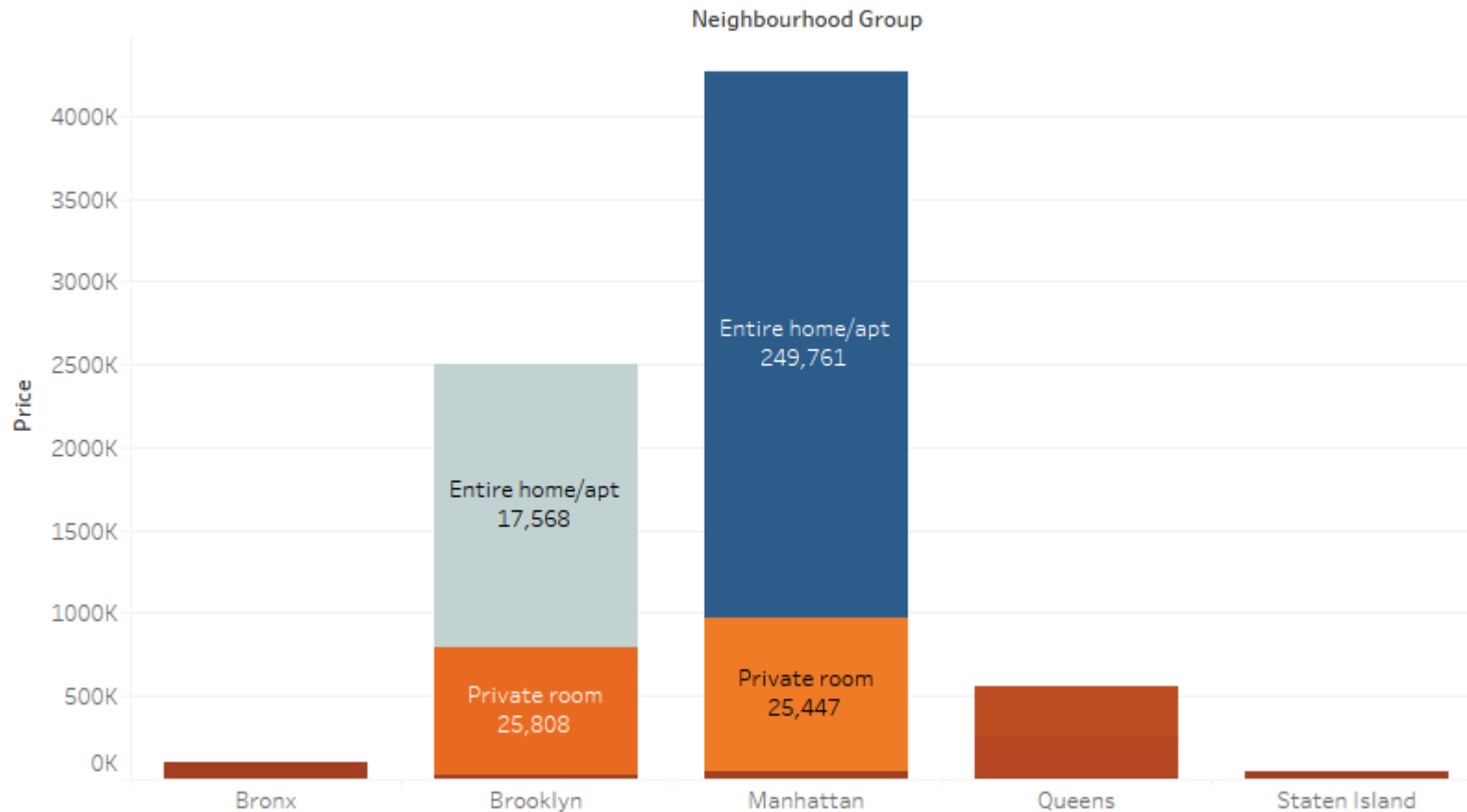
# PRICE-RENTAL DISTRIBUTION



- Distribution of Prices over the regions clearly Indicates that Customer Prefer Lower prices i.e. below 2000.



# MAJORITY OF CUSTOMERS PREFER LISTINGS OF LOWER PRICE

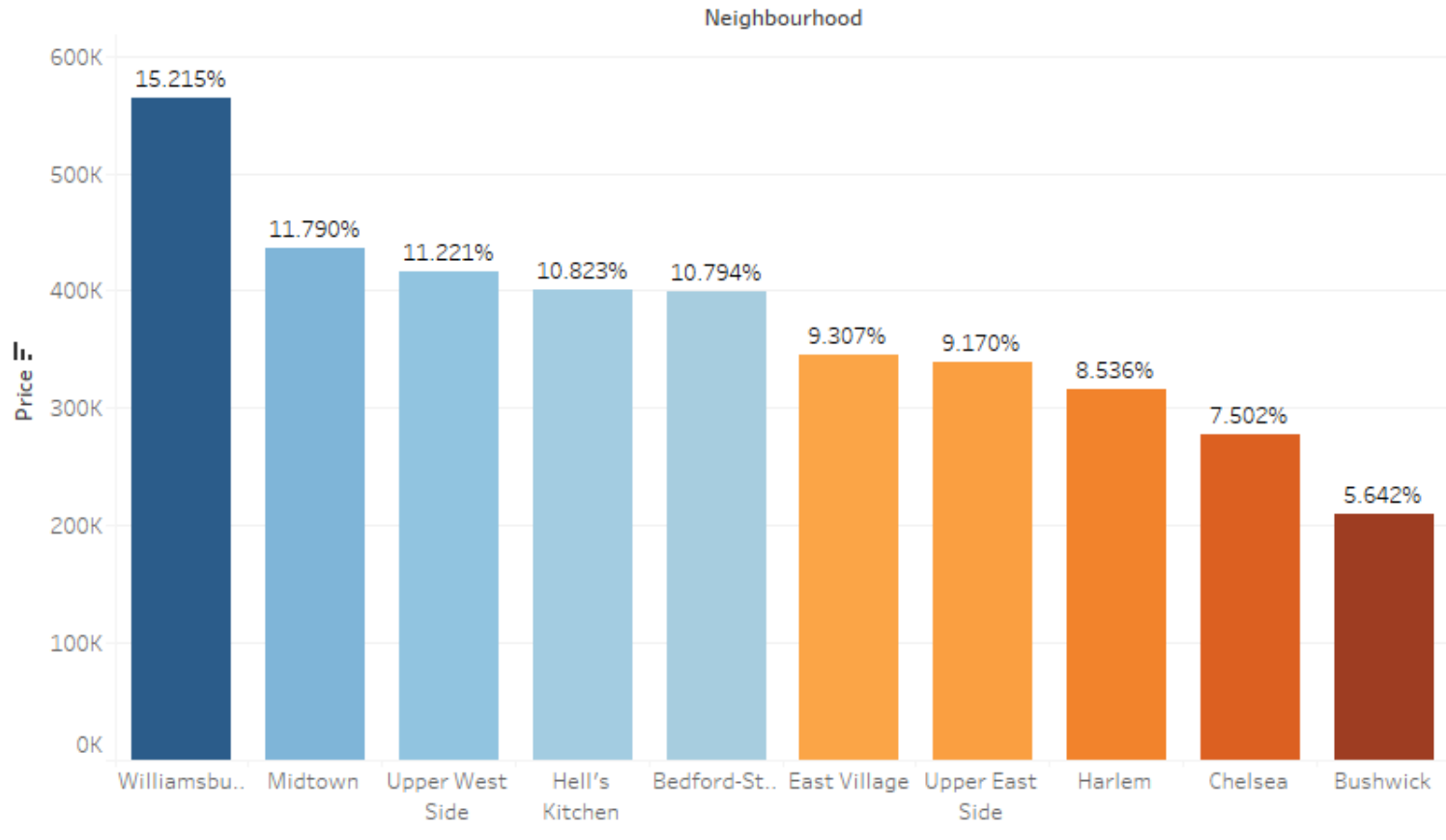


- Brooklyn and Manhattan boroughs concentrate the majority of the listed rentals on Airbnb, adding up more than 40,000 rentals between the two of them.
- We see that Manhattan and Brooklyn have high Price Listings, so except the Premium Properties, the others should be Targeted for those 2 regions
- Properties in Bronx and State Island are least expensive, so those should be Targeted.





# TOP LOCATIONS



These are the top 10 locations on the basis of price, even though the room price in Williamsburg is high, but the ambience attracts the people.



# RECOMMENDATIONS

- Hosting's of lesser Prices should be acquired as customers mostly prefer lower price
- Entire home/apt in Manhattan and Private rooms in Queens and Bronx should be Targeted as they have high ratings
- Hosting's offering minimum of nights should be targeted across all regions



# APPENDIX-DATA ASSUMPTIONS

- We assumed the data prior to the COVID – 19 period was achieving the desired revenue.
- The company's strategies are decided considering the travel will increased in the post COVID period.

