



# Airbnb analysis: For Head of Acquisitions & Operations and the Head of User Experience

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# Agenda

- Objective
- Background
- Key Findings
- Recommendations
- Appendix: Data Methodologies



# Objectives

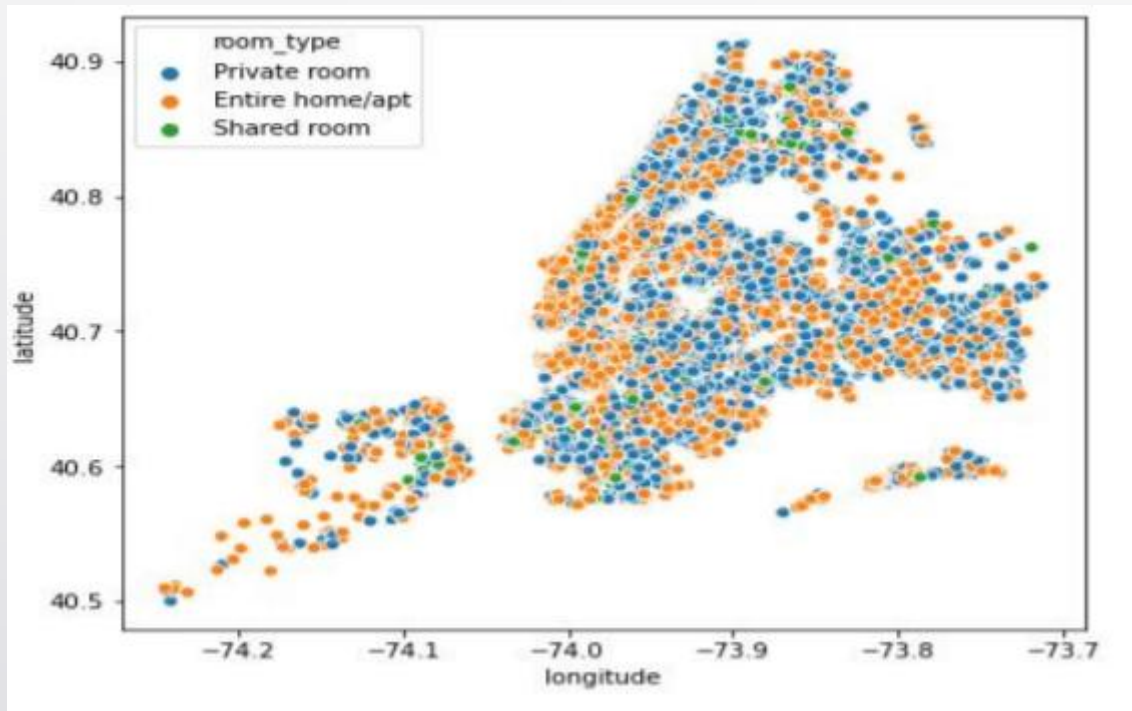
- To better understand customers needs at Airbnb
  - Measures to be taken to gain more traction
- To give accurate recommendations to the Top Management at Airbnb



# Background

- Airbnb is an American company that operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism
- The company has seen a major decline in revenue in the past few months
  - Due to lifting of travel restrictions, the company is expecting to be prepared to target the customers

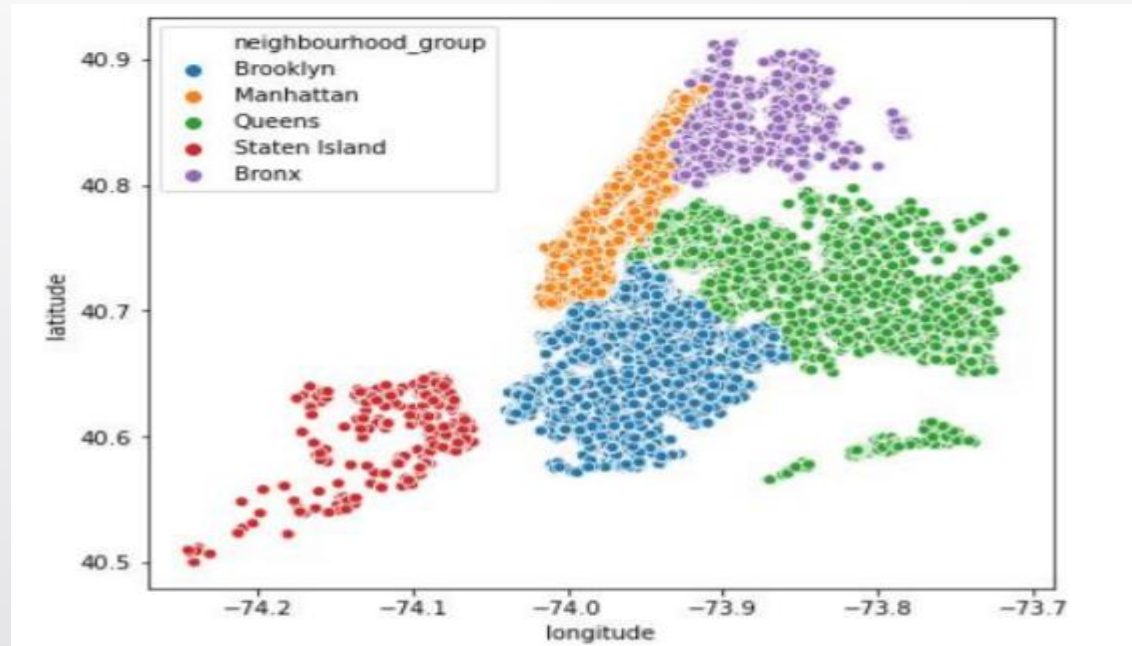
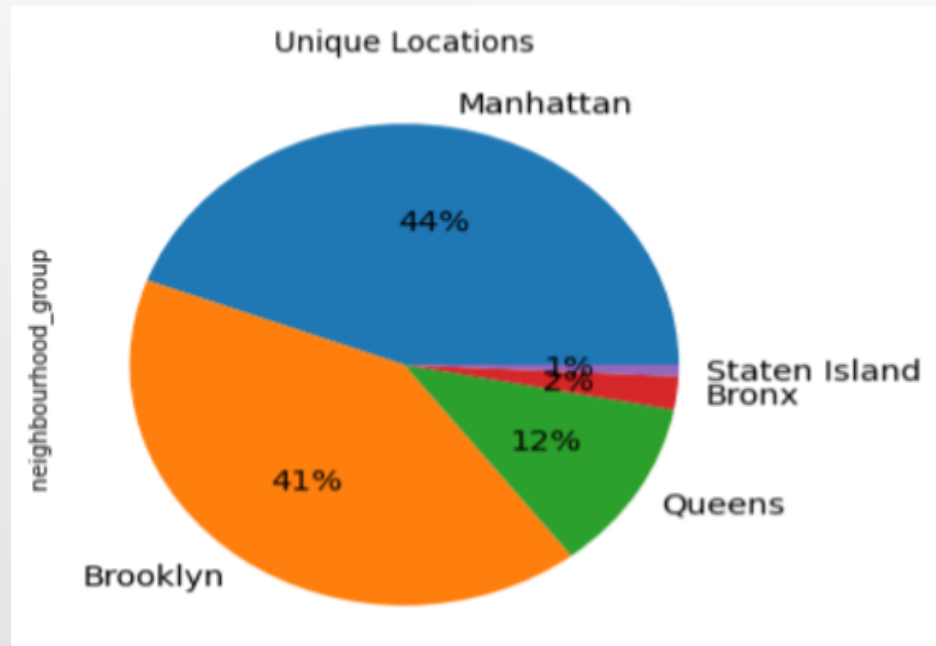
# Scatterplot analysis of the Neighborhood



- The most popular room type seems to be the Entire home/apt with 52% of the share, hence customers prefer larger spaces for vacationing
- Private Rooms account for a close second with 46% and 2% prefer Shared rooms
- Hence we can focus on these two types of rooms namely: Entire home/apt and Private Rooms since they are the most popular

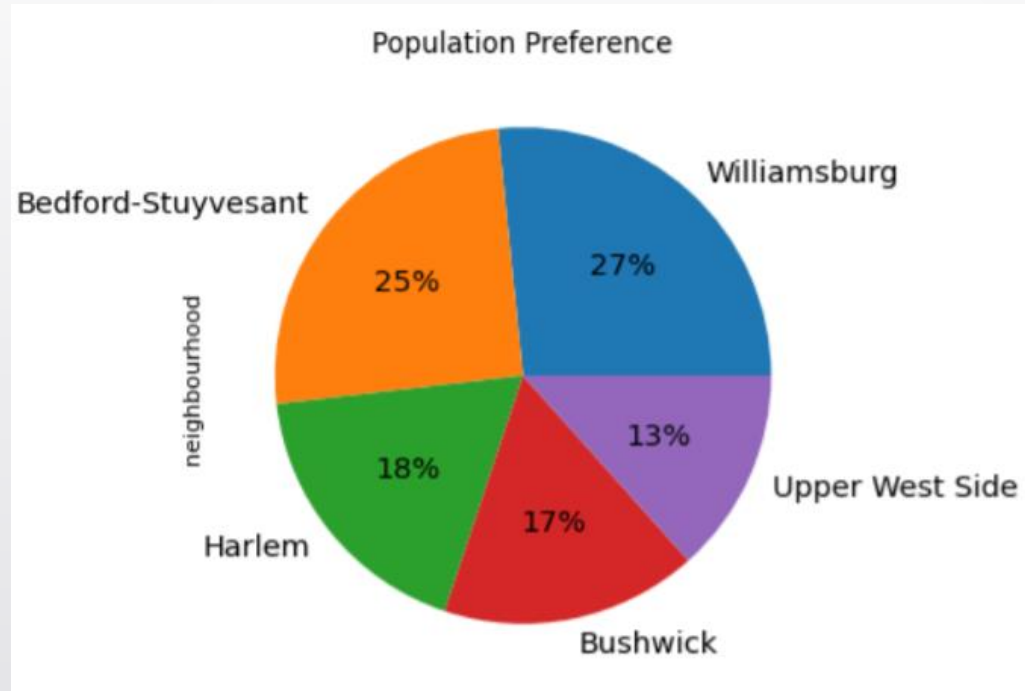


## Pie chart and Scatter plot analysis of the Neighborhoods



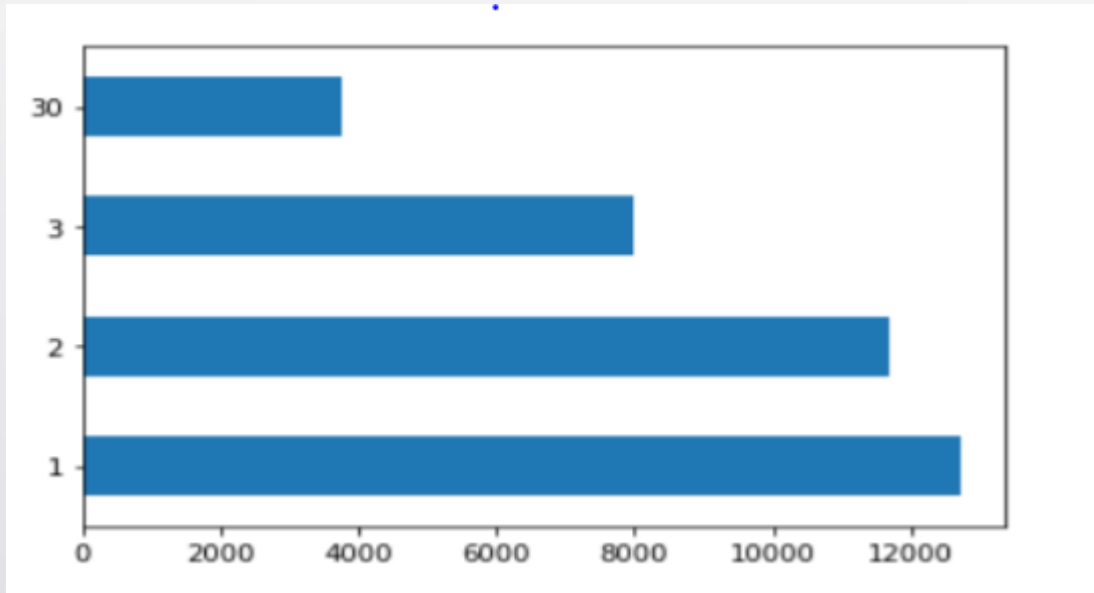
- Manhattan is the most popular neighborhood with 44% and following closely with Brooklyn at 41% of the share
- Queens accounts for 12% of the share and Bronx and Staten Island 2% and 1% respectively
- Therefore Manhattan and Brooklyn are the most popular places and Staten Island is the least popular

# Top 5 Neighborhoods



- It is clearly observed that Williamsburg is the most popular neighborhood amongst Airbnb customers
- Followed by Bedford-Stuyvesant with 25% of customers preferring this neighborhood
  - The pie chart clearly depicts the top 5 neighborhood in New York City

# How many Nights do customers prefer to stay for?



- The Vertical column measures the no. of nights
- Horizontal column measures the no. of customers
- It is clear that around 12,000 customers prefer staying for 1 night, and is the most popular option



# The Average price for Airbnb Services

```
data.price.describe()

count      48895.000000
mean       152.720687
std        240.154170
min         0.000000
25%        69.000000
50%       106.000000
75%       175.000000
max       10000.000000
Name: price, dtype: float64
```

- From the illustration given we can observe that the average price for an Airbnb is \$152.72
- The Standard deviation is 240.15, which means the prices vary significantly
- The maximum price for a stay is \$10,000



## Recommendations

- As observed the leaders at Airbnb must:
- Increase share of Entire home/ apt and Private rooms available
  - Target Manhattan city and Brooklyn as they are most popular among customers
  - Focus on the top neighborhoods for stays

## APPENDIX :DATA METHODOLOGY

- For better understanding we have attached the methodology document for your reference
- We have explained the rationale behind the steps taken for the data preparation and analysis
  - Methodology document:  
<C:\Users\User\Desktop\Methodology- Cassia, Pieyush.pdf>