

Airbnb Case Study

By :

Laltesh Choudhary

Problem Statement:

Suppose that you are working as a data analyst at Airbnb. 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.

The different leaders at Airbnb want to understand some important insights based on various attributes in the dataset so as to increase the revenue such as -

The categorization of customers based on their preferences.

- What are the neighborhoods they need to target?
- What is the pricing ranges preferred by customers?
- The various kinds of properties that exist w.r.t. customer preferences.
- Adjustments in the existing properties to make it more customer-oriented.
- What are the most popular localities and properties in New York currently?
- How to get unpopular properties more traction?

Objective:

- Understand client preferences and trends in user experience for AirBnb in New York City.
- Provide recommendation for fresh acquisitions and customer experience enhancement.

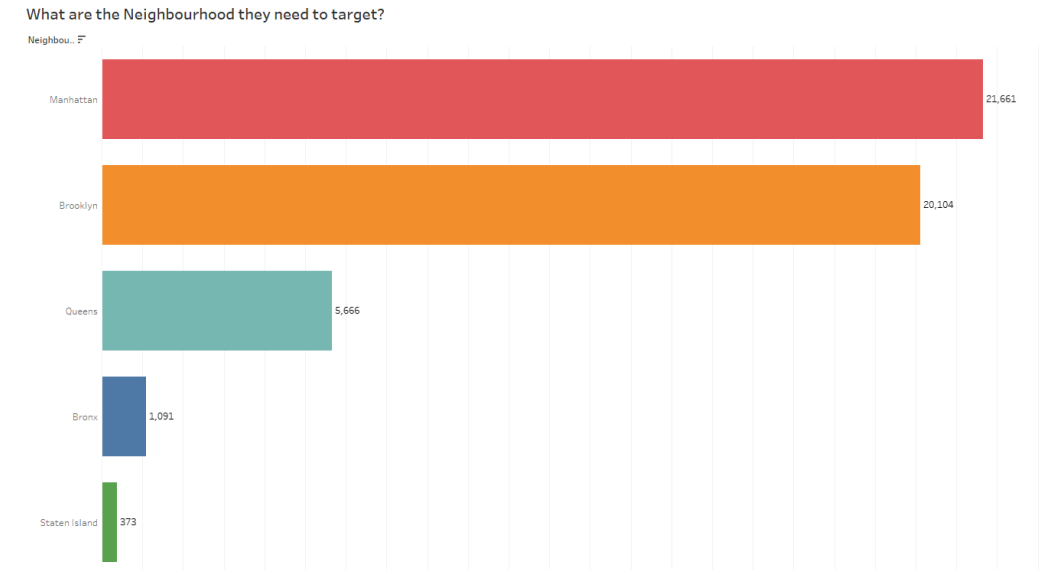
What are the Neighbourhood they need to Target?

Insights:

- The majority of listings are primarily located in the neighborhood groups of Manhattan and Brooklyn, and the price range in these two areas is noticeably different from the other three neighborhood groups.

Recommendation:

- Since the majority of listings come from Manhattan and Brooklyn neighborhood groups, it indicates higher demand in these areas. Consider allocating more resources and marketing efforts towards these locations to attract more guests and generate increased revenue.



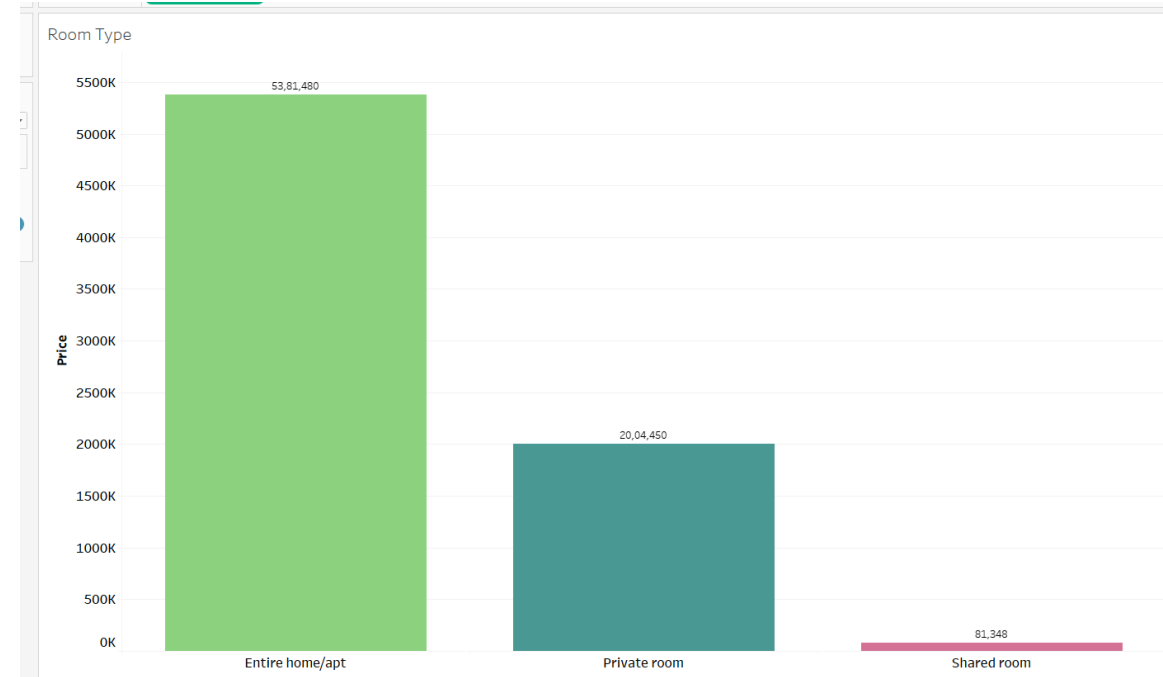
What is the price range preferred by Customers?

Insights:

- The price for Entire Home/apt rooms is significantly higher, almost twice as much, compared to the other two room types.

Recommendation:

- With higher prices for Entire Home/apt accommodations, focus on attracting customers who are willing to spend more for a premium and exclusive experience



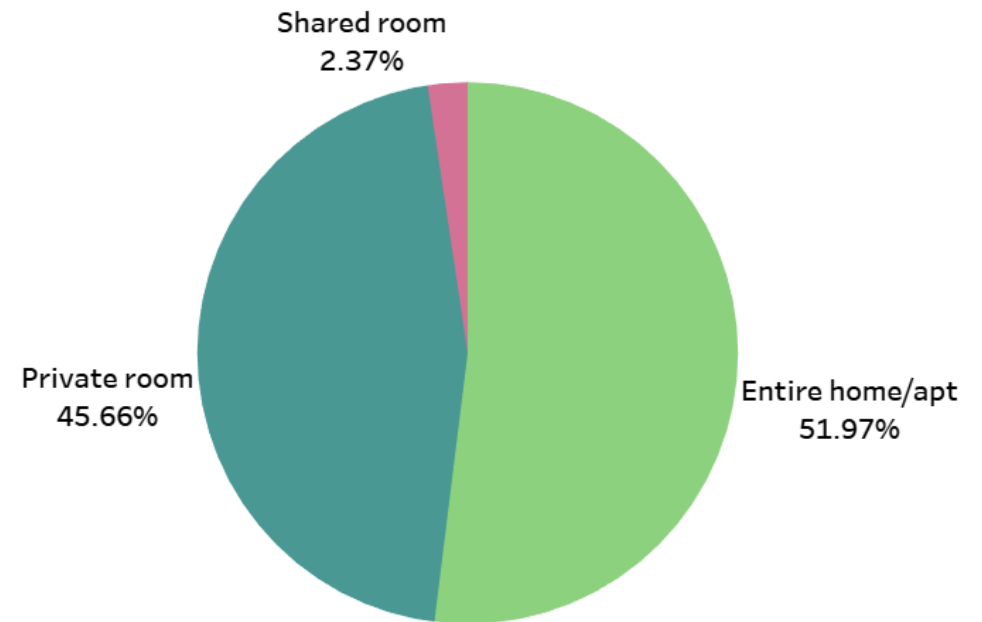
Customer preference of the Three property Types?

Insights:

- The price for Entire Home/apt rooms(51.97%) and Private room(45.66%) is high as compared to Shared room.
- Shared room has only 2.37 % of all listed properties

Recommendation:

- Focus on attracting customers who are willing to spend more for a premium and exclusive experience as the maximum room type



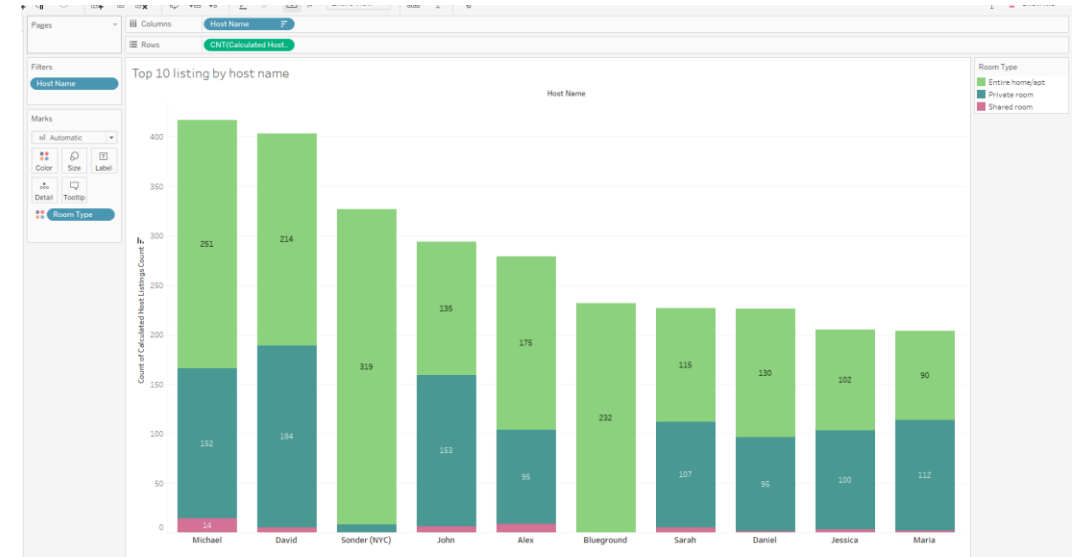
Top 10 Listing by Host Name

Insights:

- The top 10 hosts primarily offer Entire Home/apt and Private Room rentals, with their prices ranging from 140 to 300.

Recommendation:

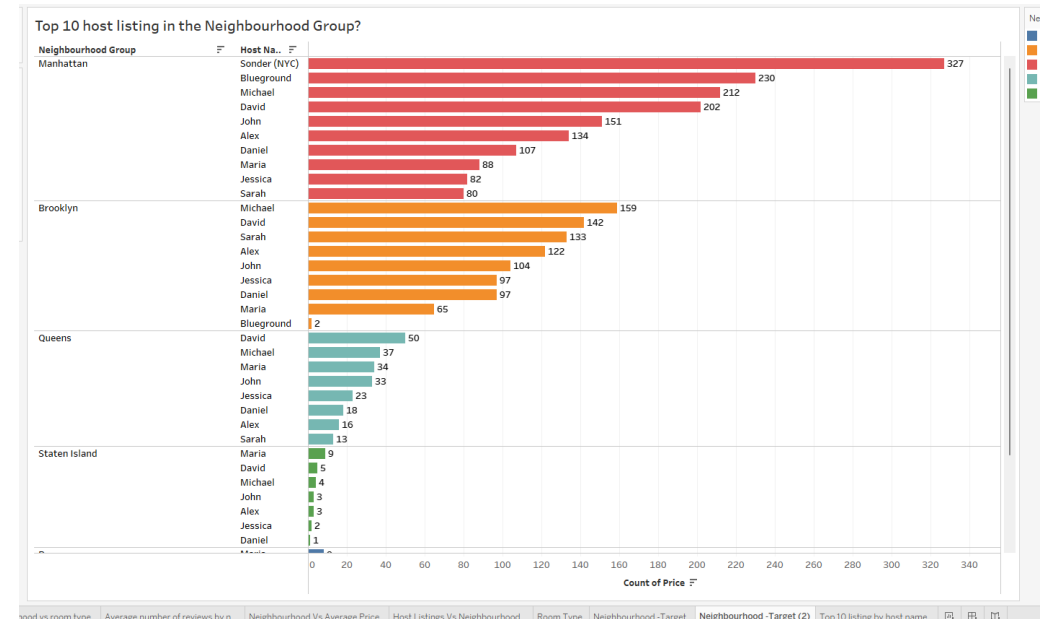
- AirBnb should acquire host that: Offering Entire Home/apt and Private Room rentals, Price range between range of 140 to 300 .



Top 10 host listing in the Neighbourhood Group:

Insights:

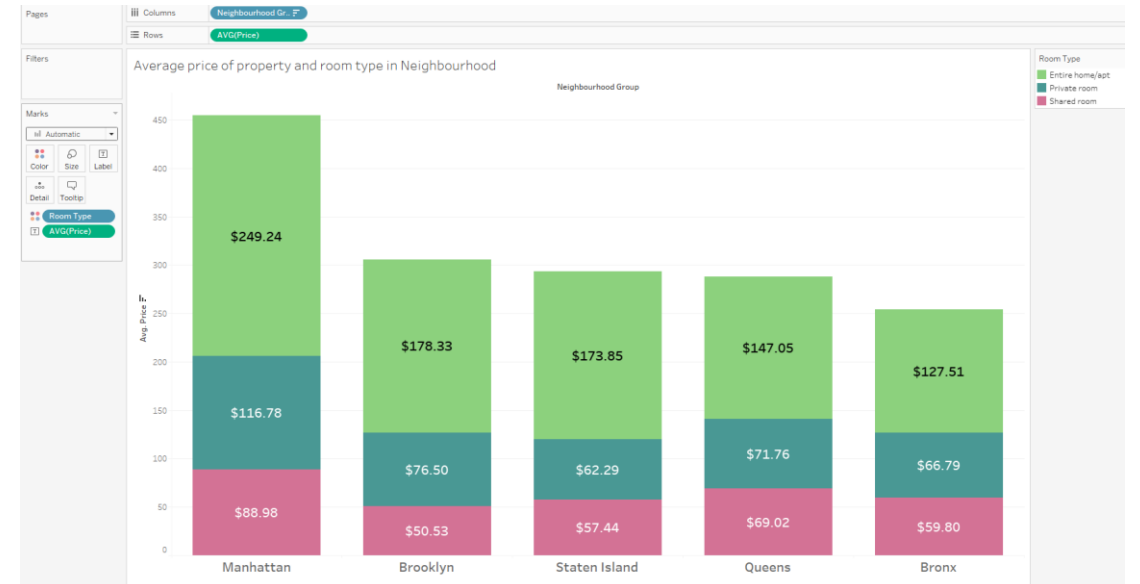
- Sonder lists the most rooms in Manhattan, followed by 327, Blue ground with 230 rooms.
- Manhattan is the most listed neighborhood group followed by Brooklyn and Queens.
- Bronx has very less listing



Average price of property and room type in Neighbourhood

Insights:

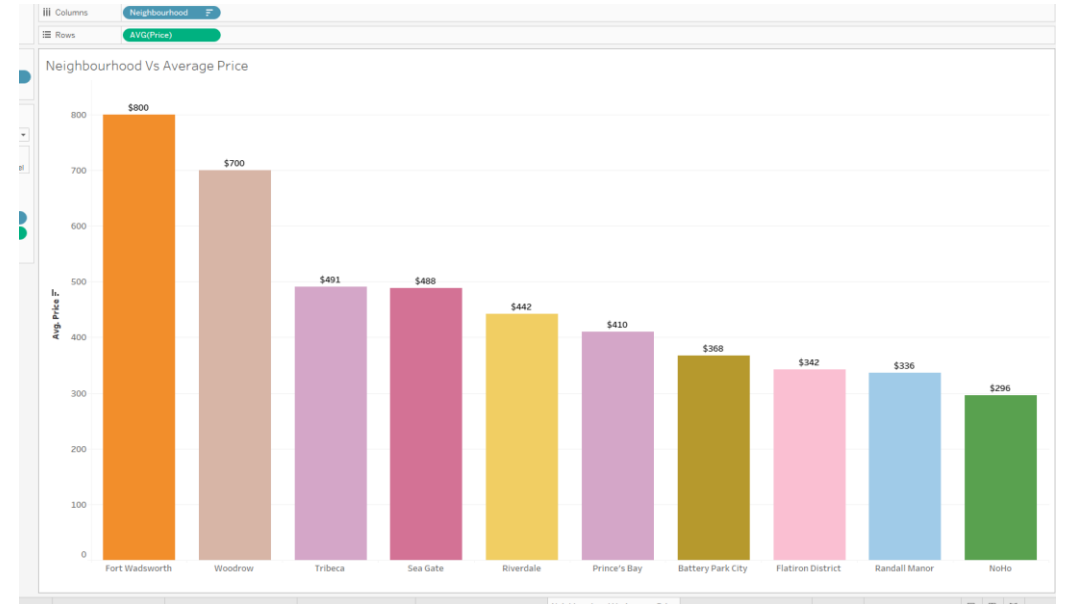
- Manhattan is the only country which has average price of listed neighborhood equal to \$200.
- Brooklyn and Staten Island has average price listing of \$178.33 & \$173.55
- Queens and Bronx has price listing of \$147 and \$127 respectively



Neighbourhood Vs Average price

Insights:

- Fort wads worth has the highest average \$800 followed by Woodrow , Tribeca



Key Insights & Recommendation:

- Entire home/Apartment and private rooms are favoured then shared rooms
- Manhattan has the most expensive properties followed by Brooklyn, while Bronx and Staten Island have the least expensive properties.
- The top 10 hosts primarily offer Entire Home/apt and Private Room rentals, with their prices ranging from 140 to 300.