



AIRBNB - NYC

SUBMITTED BY :
CHITRA MORWAL

AGENDA

- Objective
- Background
- Key Findings
- Recommendations
- Appendix:
 - Data Sources
 - Data methodology
 - Data Model Assumptions



OBJECTIVE

Improve

Improve our shared understanding about market conditions

Improve

Improve our shared understanding about our customer

Provide

Provide early recommendations to our marketing and operations teams

BACKGROUND

- Major decline in revenues due to pandemic in the last few months
- Restriction are lifting
- People are travelling more

PRICE & ROOM TYPE PREFERENCE TILL DATE

AIR BNB Listing - New York

Total Hosts

30K

All Time Guests

39K

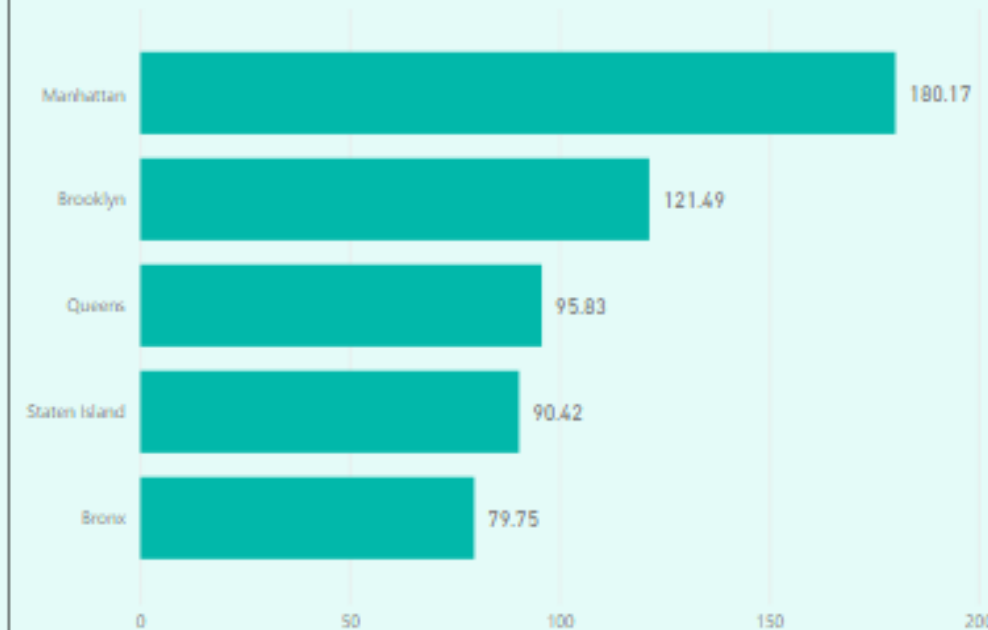
Total Available Listing

200K

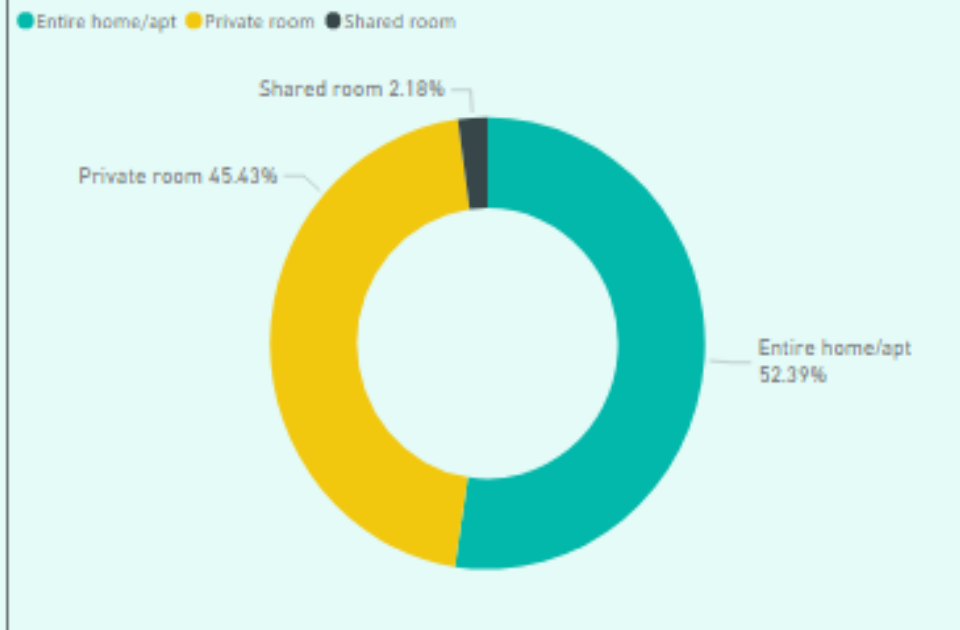
Average price (USD)

142

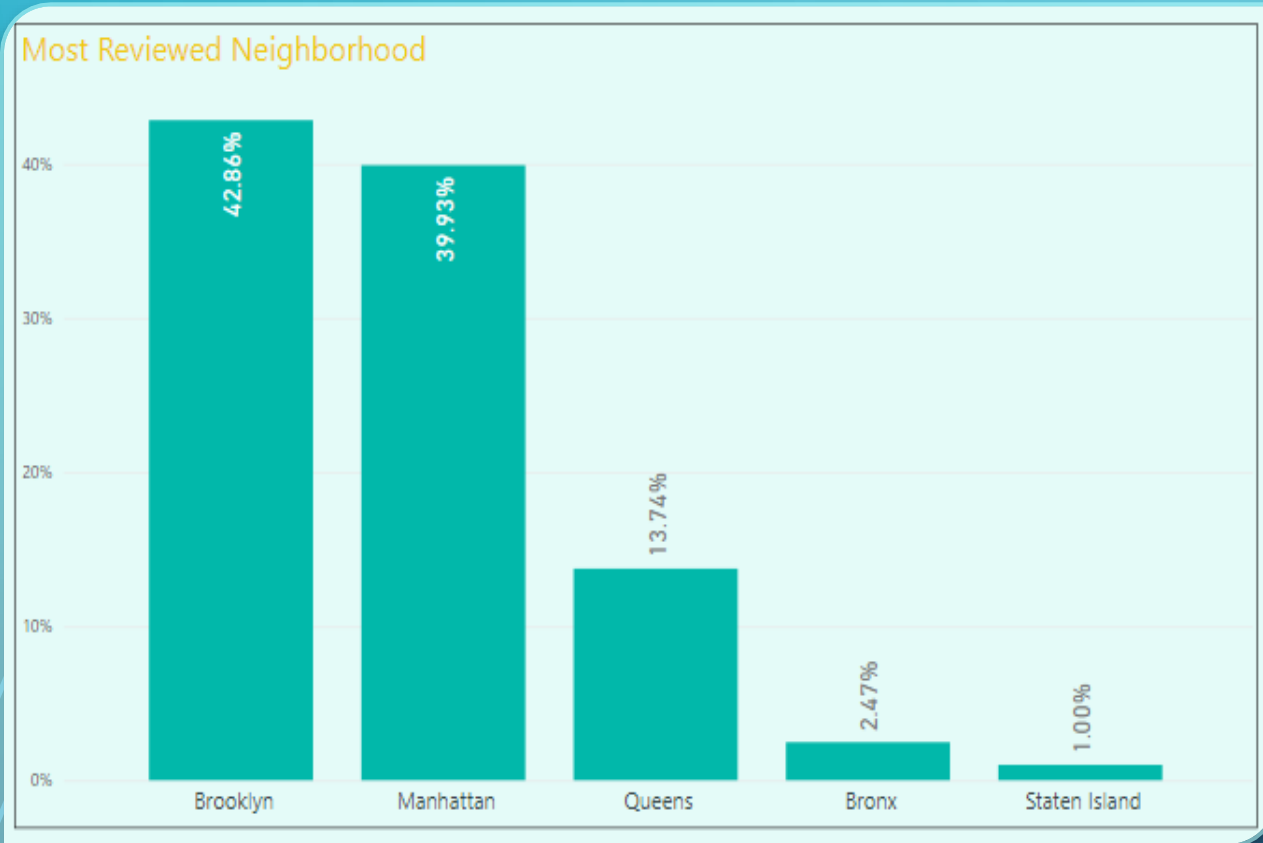
Average of price in USD



Preferred Room Types



NEIGHBORHOOD WISE MOST REVIEWED PLACES



Brooklyn is highly reviewed place



Manhattan is almost popular as Brooklyn



Bronx & Staten Island are least popular among customers

NEIGHBORHOOD WISE BUSINESS DISTRIBUTION



Private rooms are most popular throughout New York > 25 reviews per listing



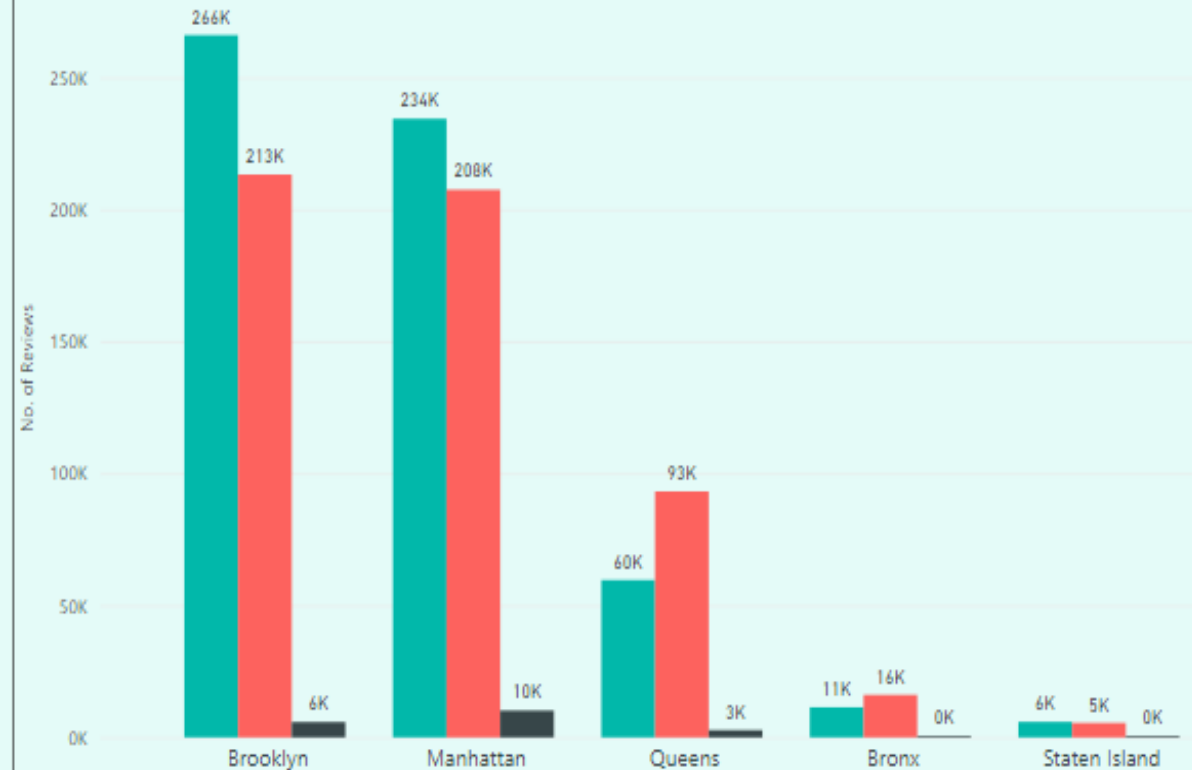
Entire home/apt are more popular in Manhattan & Brooklyn



Except Manhattan, all areas performed poorly in shared rooms with an average of 7.3 reviews per listing

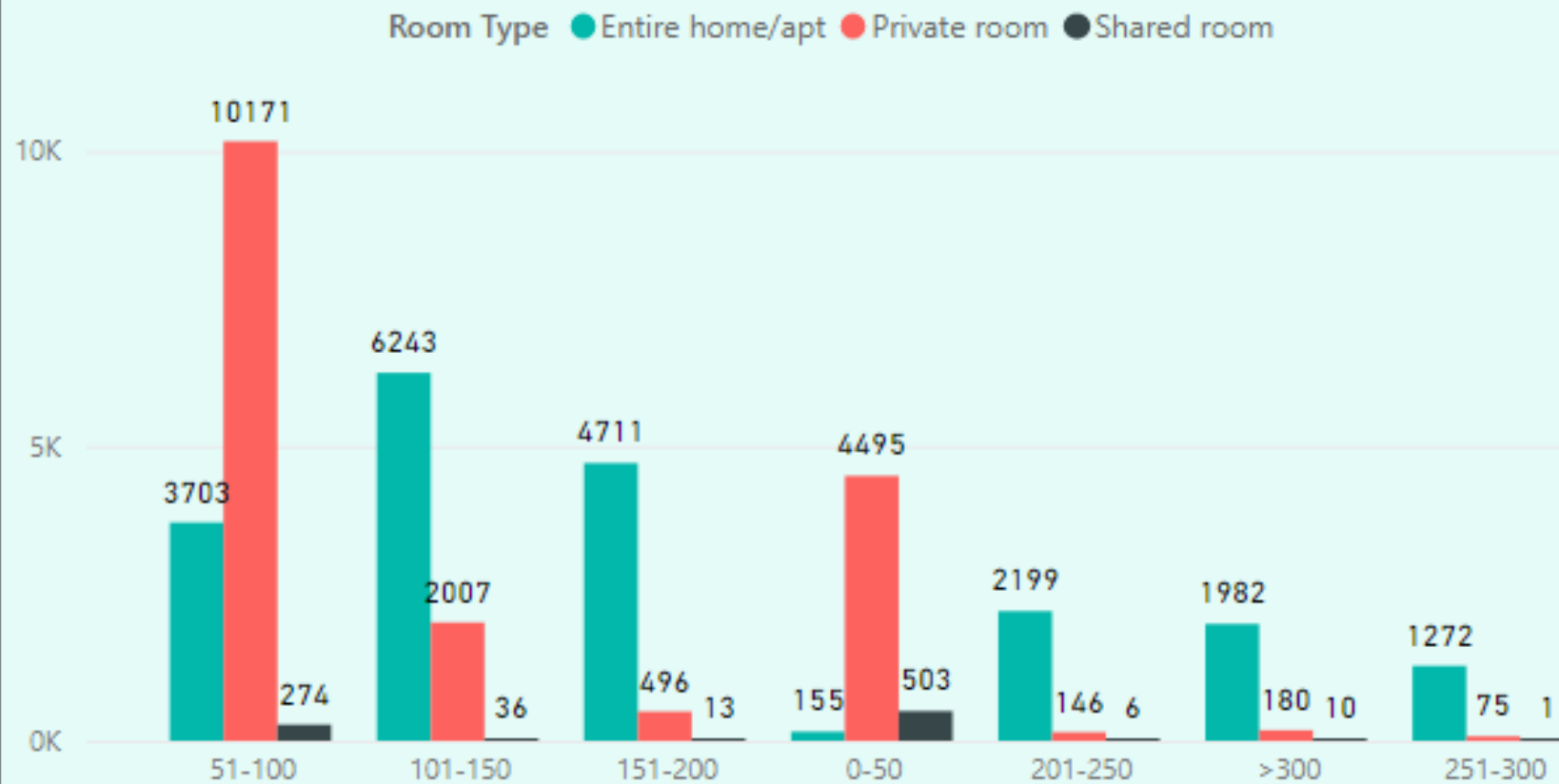
Neighborhood Wise Business Distribution

Room Type ● Entire home/apt ● Private room ● Shared room



PRICING FOR ROOM TYPES

Room Type & Preferred price range



- Entire home is most preferred in price range of \$101-\$150 per night
- Private room is preferred in price range of \$51-\$100
- Shared room are least preferred in price range higher than \$200

PRICING IN PREFERRED LOCATIONS

Pricing in Preferred Locations

Room Type ● Entire home/apt ● Private room ● Shared room



- Entire home/apt's price is ~100% more than private rooms except Brooklyn and Staten Island with ~150%
- Private room's price is ~10% more than shared rooms except Brooklyn and Manhattan with ~40%
- Manhattan is costliest overall and the cheapest are
 - Entire apt: Bronx
 - Private room: Staten Islands
 - Shared room: Brooklyn

RECOMMENDATIONS

- Acquire private rooms and entire apartments, especially in Staten Islands since it is popular
- Reducing the prices of entire apartments in Manhattan by at least 15% and increasing the price of private rooms in Queens by at least 10%
- Listings most popular have minimum number of nights requirement from 1-5 days and 30 days which should be showcased the most ordering them by properties which are available for most number of days to least

APPENDIX - DATA SOURCES:

Here is a snapshot of the data:

- Host listing information like host name, neighborhood, latitude and longitude
- Customer preference information like number of reviews and number of reviews per month

APPENDIX - DATA METHODOLOGY

- Used Power BI to visualize correctly to get insights
- Since outliers existed in price field, used median of price instead of mean for analysis purposes
- Find detailed methodology document below : [Data Methodology.pdf](#)

APPENDIX - DATA ASSUMPTIONS

- Used Reviews per Listing as the popularity measure to gain information on customer preferences
- Number of reviews assumed to be a base measure to find customer preferences
- Null values assumed to have no material impact on analysis



THANK YOU!!

