

Storytelling case study on Airbnb

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Agenda

- Objectives
- Backgrounds
- Key findings
- Recommendations
- Appendix:
 - Data sources
 - Data Methodology
 - Data model assumptions

Objective

- Improve understanding about important insights on various attribute in the data set to increase the revenue.
- Improve understanding about customer preferences
- Provide recommendation to Airbnb operations teams

Background

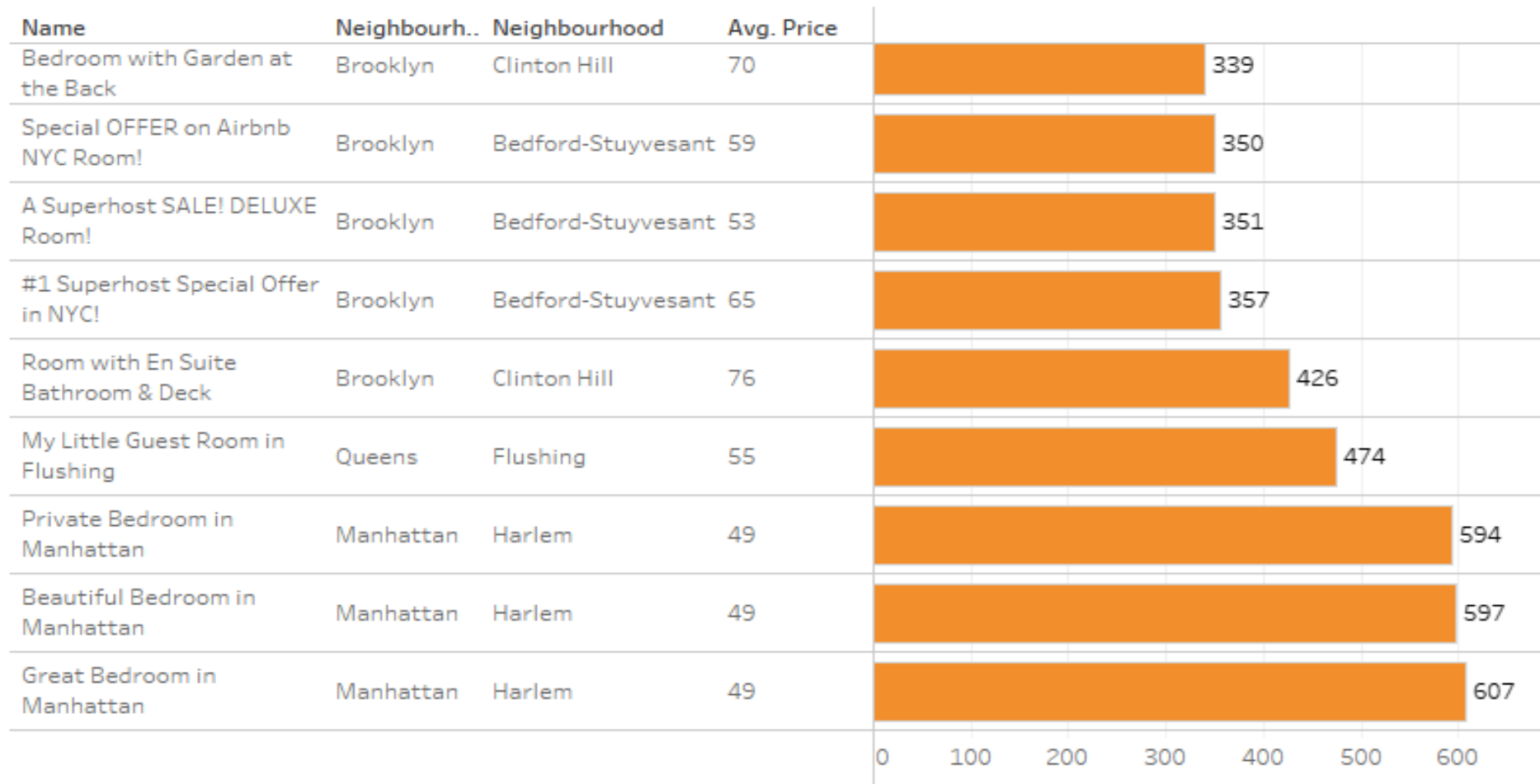
- For the past few months, Airbnb has seen a major decline in revenue.
- Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
- So, analysis has been done on a dataset consisting of various Airbnb listings in New York.

Key Findings

- Availability of Bedford is highest and its price is on the lower side. It is a good choice for customers.
- Graph depicts that Bronx has highest review per month for entire home apartment among all others
- Great bedroom host having the highest review having average price of 49\$
- Manhattan has highest number of home/apt properties.
- We see that, Airbnb has good presence in Manhattan, Brooklyn & Queens

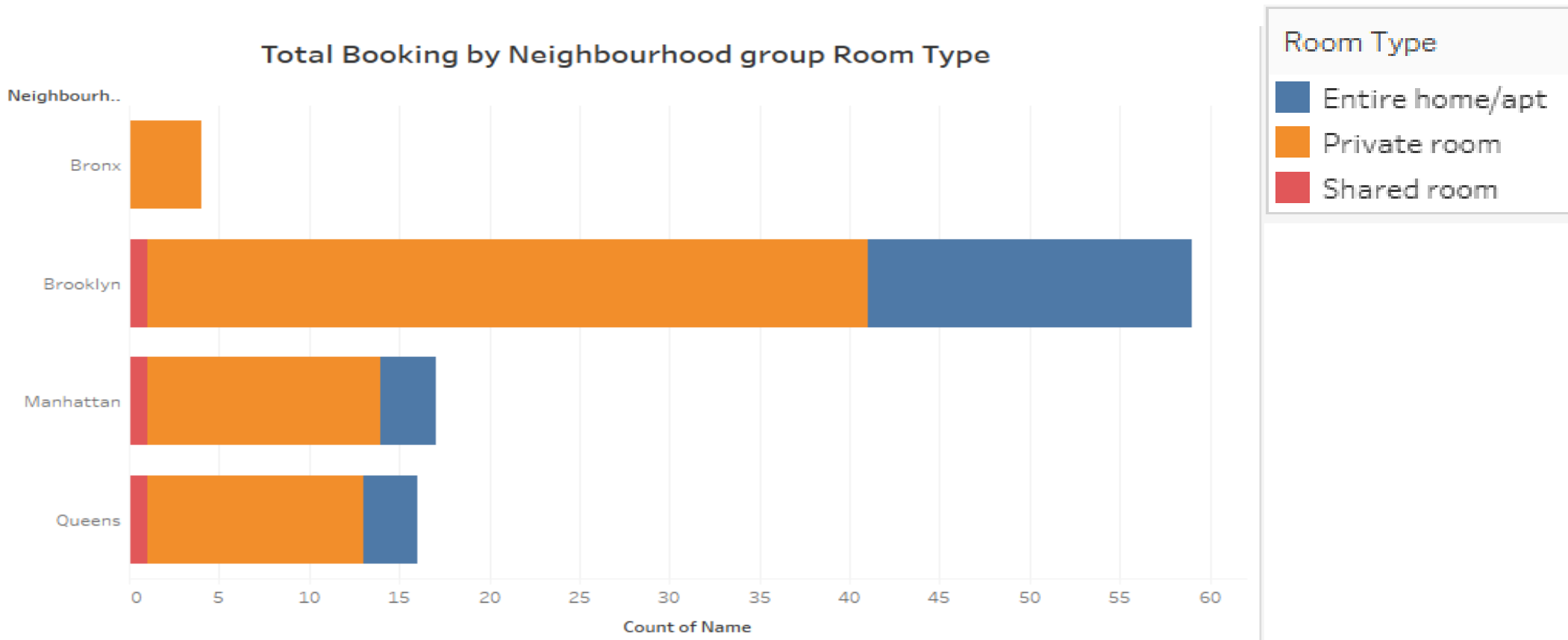
Top 10 Host by total reviews

Top 10 Host by Total Reviews



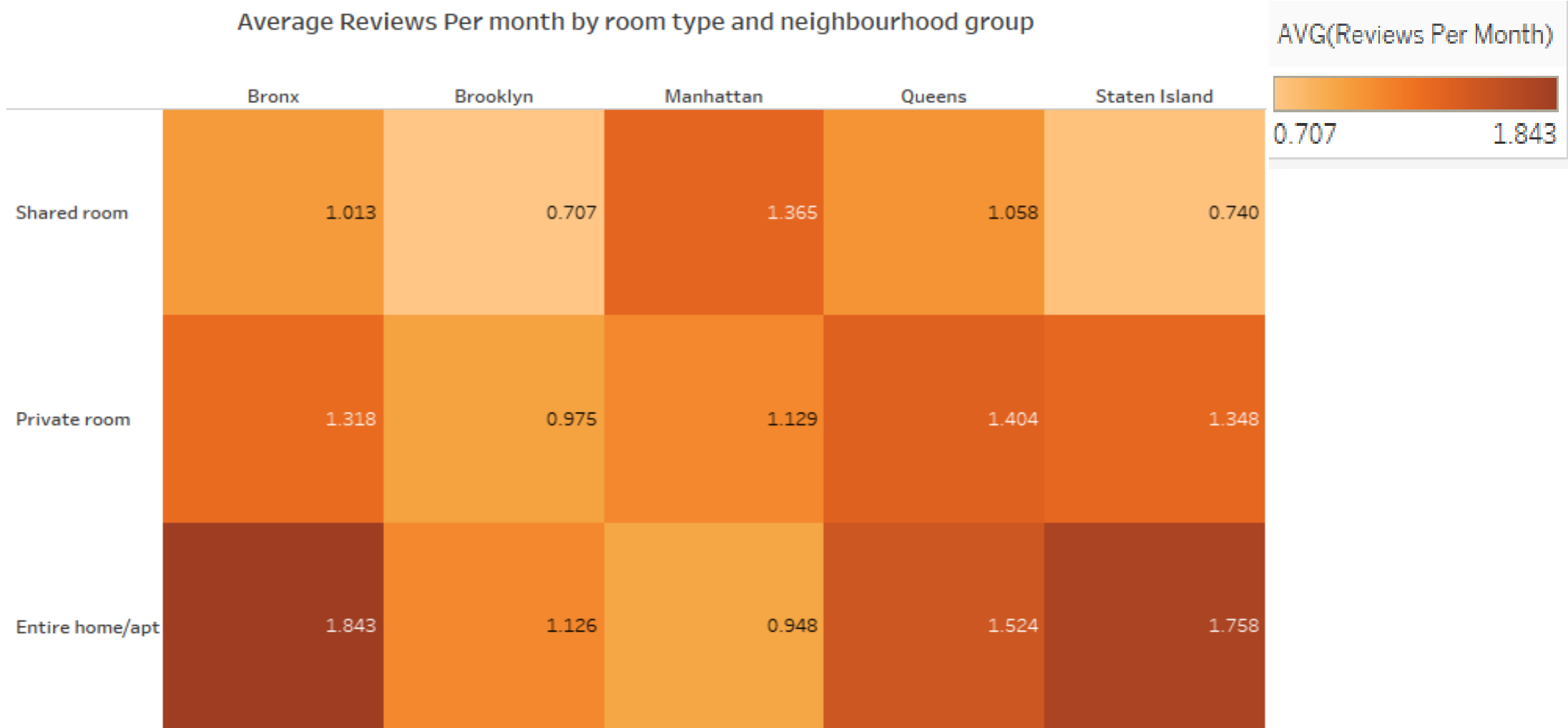
Total Booking Neighborhood Room type

- Clearly depicts from the graph most popular neighborhood group for booking wise is Brooklyn.
- Here customers prefer private room among all three types.



Average reviews per month by Room type and neighborhood group

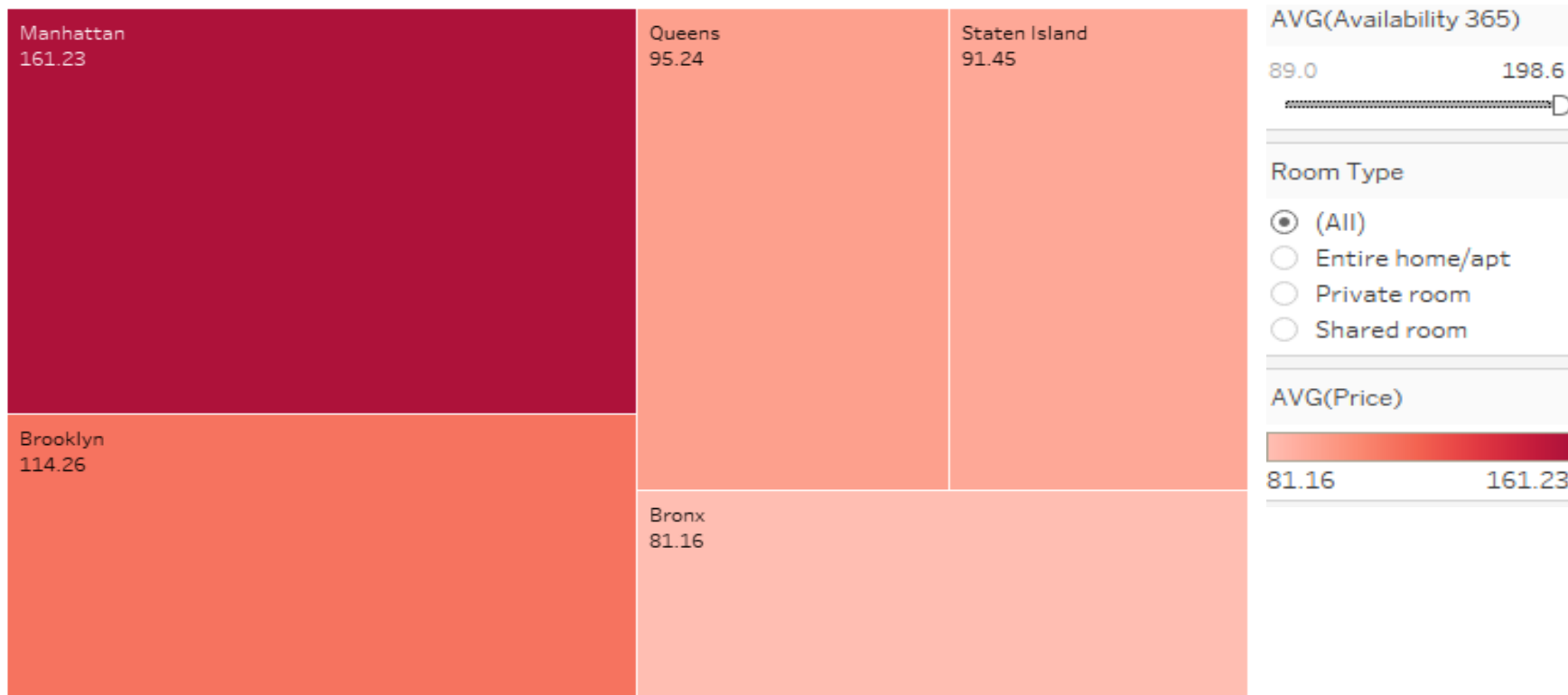
Graph depicts that Bronx has highest review per month for entire home apartment among all others



Average price of neighborhoods groups

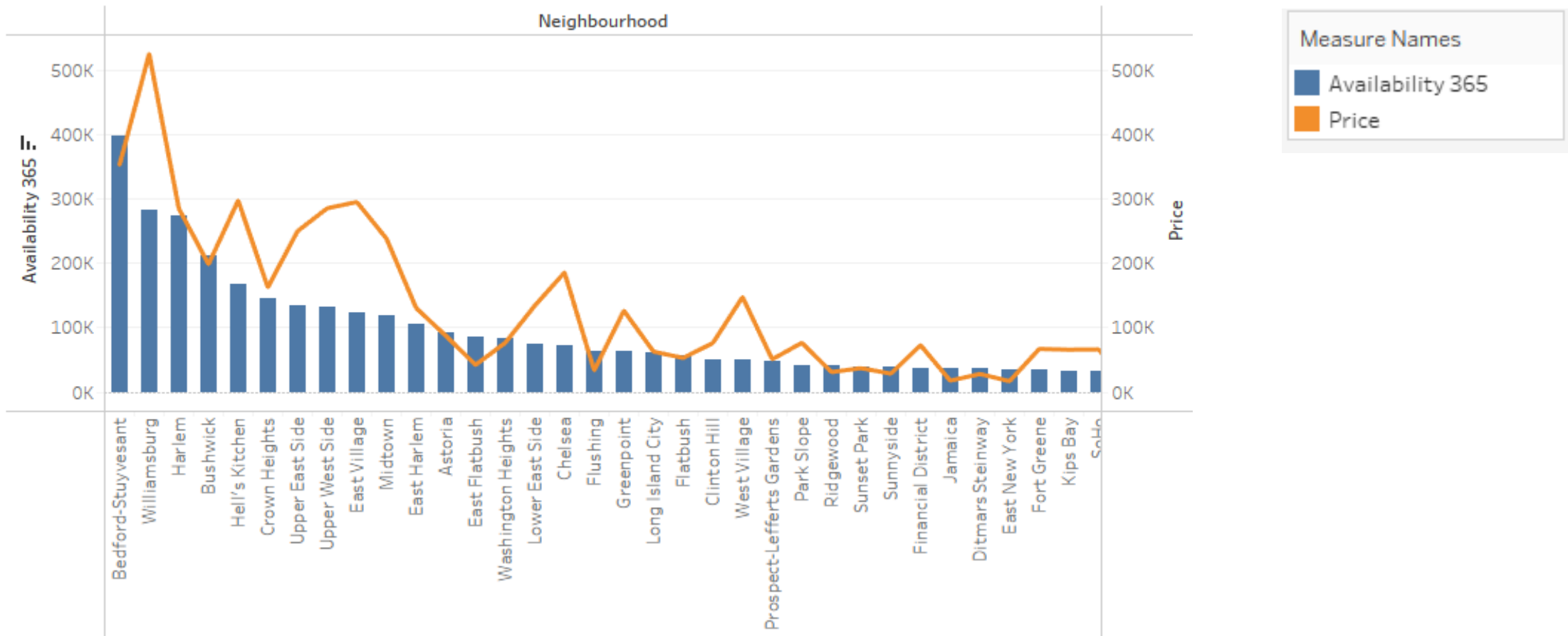
- The average price of listed properties in manhattan is 161.23, which is highest among all neighborhoods.
- Average price for Brooklyn is second highest i.e 114.26.
- Bronx appears to be an affordable neighborhood.

Average price by neighbourhood group- room type -All



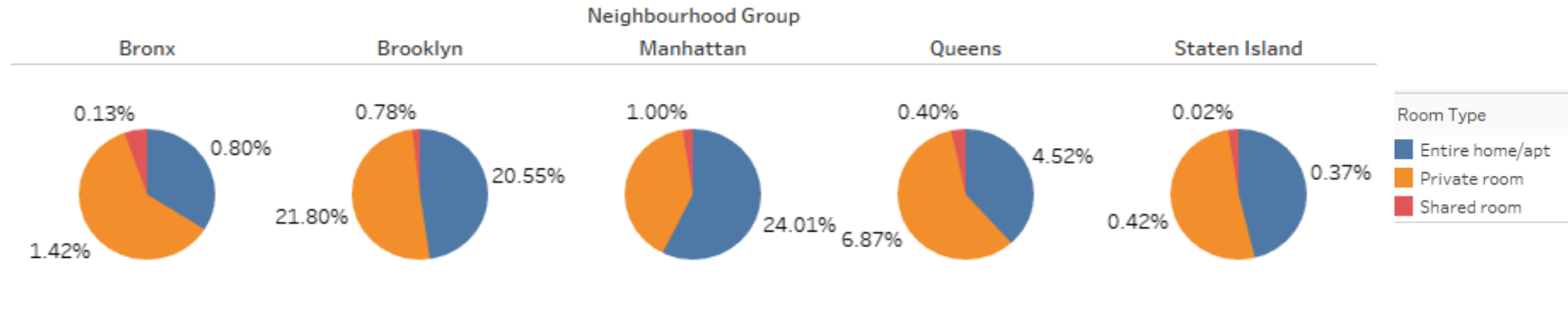
Neighborhood verses availability

- Availability of Bedford is highest and its price is on lower side. it is a good choice for customers
- After Bedfords, Harlem follow the same trend.
- On the other hand, William's price is high and has average availability.



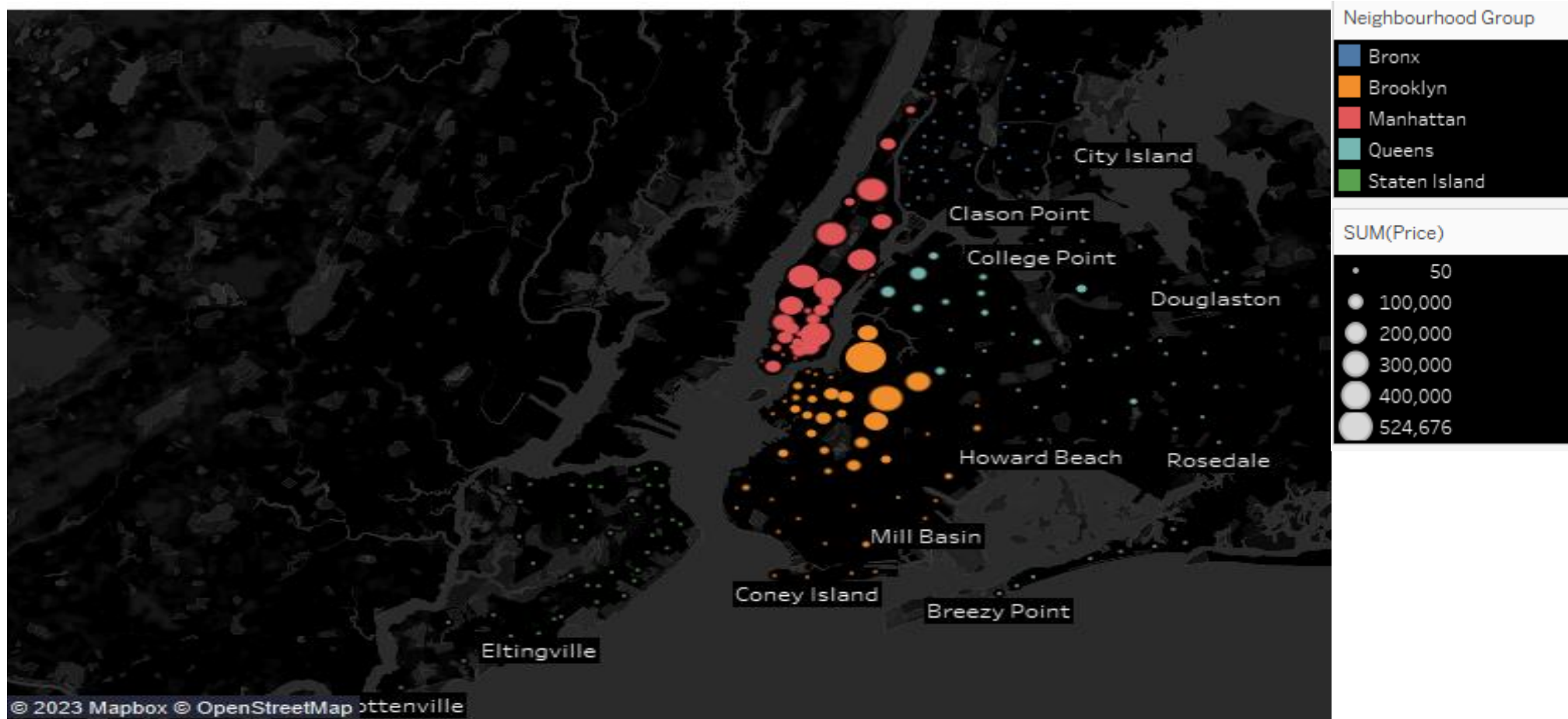
Room type wrt to neighborhood group

- Manhattan and Brooklyn are top neighbourhood groups and mostly people prefer to book the entire home or private room.
- Manhattan has highest number of home/apt properties.



Price variation in wrt to geographic location

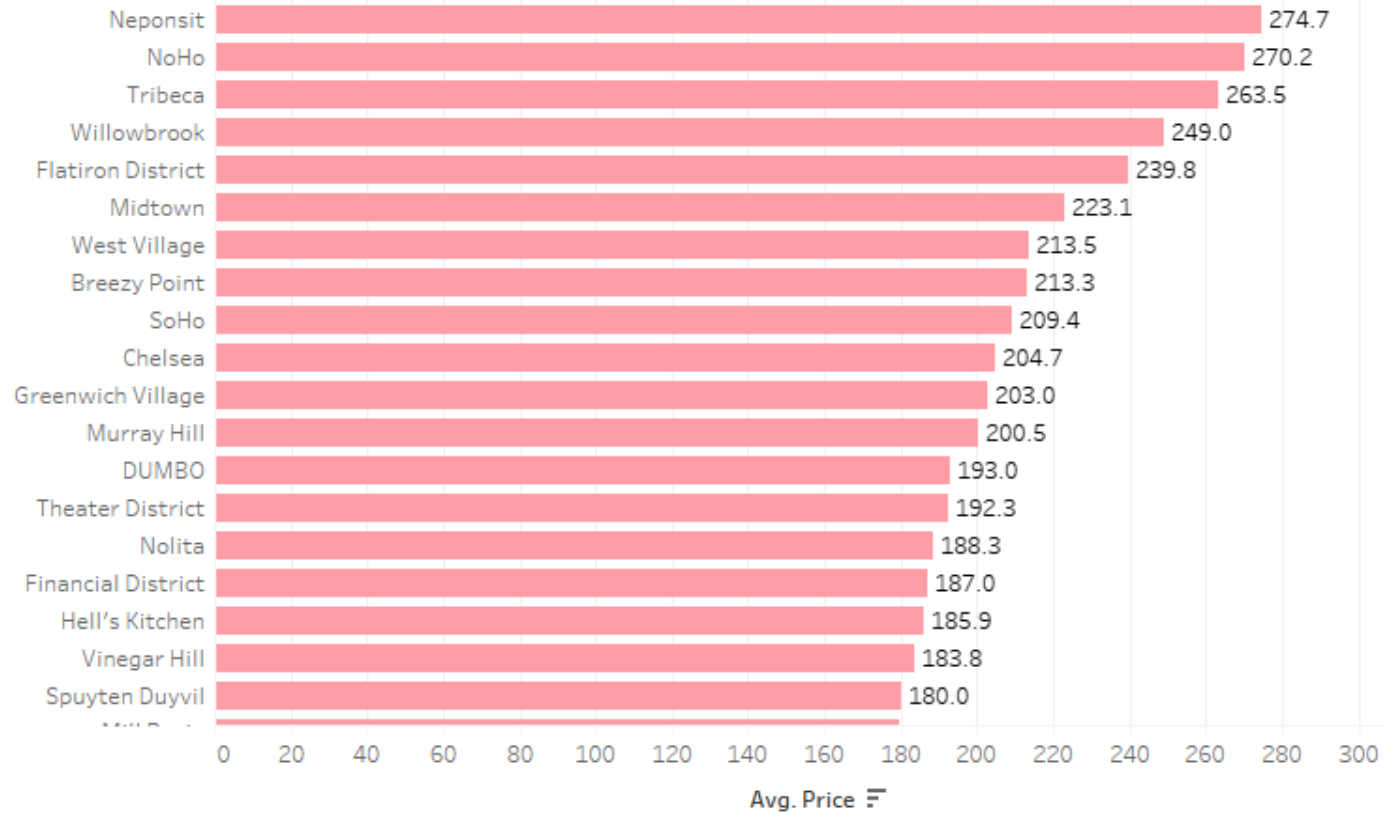
- We see that, Airbnb has good presence in Manhattan, Brooklyn & Queens.
- Listings are maximum in Manhattan & Brooklyn owing to the high population density and it being the financial and tourism hub of NYC. Staten Island has the least number of listings, due to its low population density and very few tourism destinations.



Average price in Neighbourhood

Average price in the neighbourhoods -neighbourhood groupAll

Neighbourhood



Neighbourhood Group

- ☒ (All)
- ☐ Bronx
- ☐ Brooklyn
- ☐ Manhattan
- ☐ Queens
- ☐ Staten Island

Recommendations

- With the exception of Manhattan and Brooklyn, every other city needs to alter its marketing plan to boost sales.
- Most customers prefer to invest their money in the \$40 to \$160 range. Try a fresh marketing tactic to draw customers, such as offering deals and discounts.
- Every unpopular locality needs to improve their current strategy in order to increase revenue, such as by creating a tourism reviews and services required for customers.
- Increase the customer's purchasing ability, etc.

Thank You