

Airbnb Booking Analysis Dashboard

room type

All

Neighbourhood group

All

availability 365

1

365

Avg Reviews

31.85

Sum of listings

324K

Sum of revenue

5M

Total reviews

999K

Reviews per month

47.34K

Total Neighbourhood

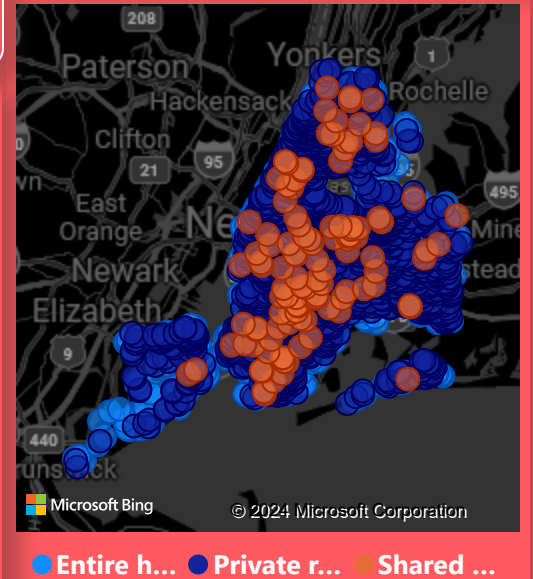
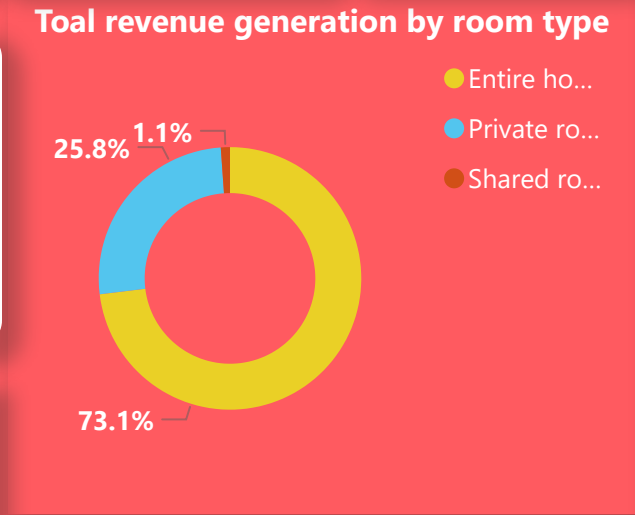
31.36K

Sum of host

31.36K

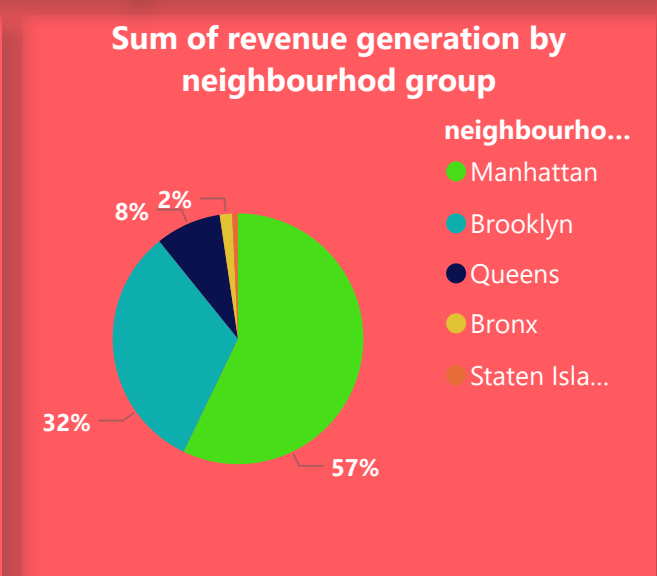
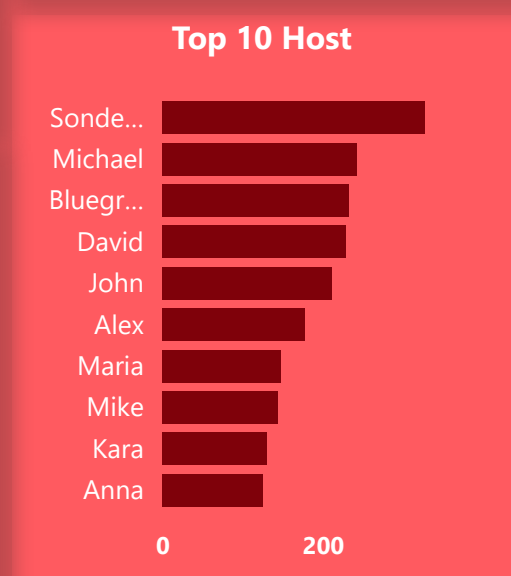
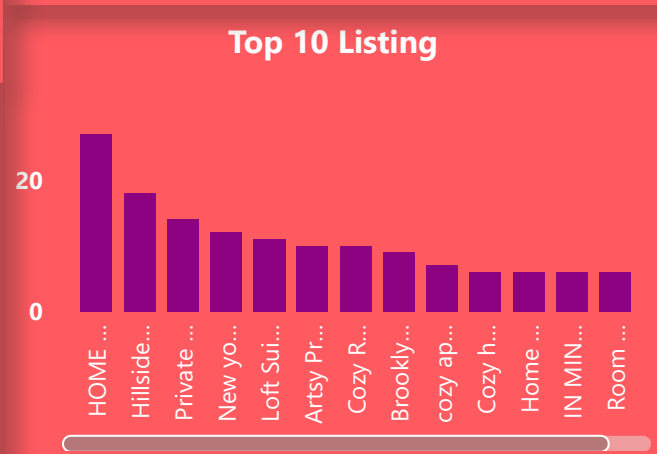
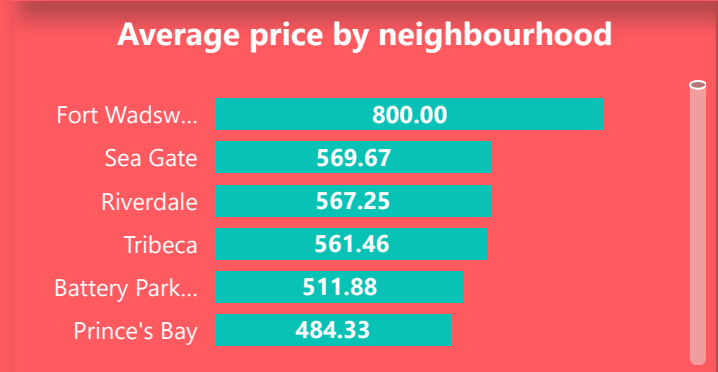
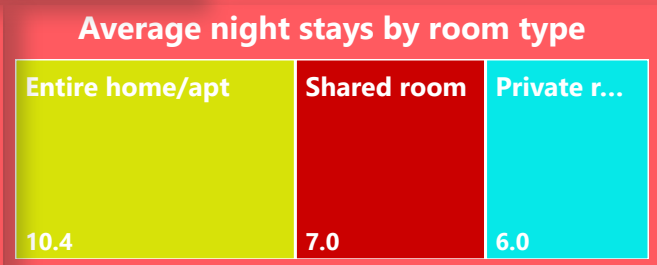
Average price by neighbourhood group and room type

neighbourhood_group	Entire home/apt	Private room	Shared room
Bronx	131.68	66.70	61.20
Brooklyn	187.71	80.70	46.96
Manhattan	268.22	127.97	84.52
Queens	155.34	69.04	65.42
Staten Island	176.78	61.07	62.13



Total listings by Neighbourhood group

neighbourhood_group	Sum of host_listings_count
Bronx	2160
Brooklyn	35591
Manhattan	265798
Queens	19747
Staten Island	801



Insights & Findings

1. About 73.1 % of total revenue is generated by the entire/ home apt.
2. Manhattan is dominating in terms of revenue generation with 57 %.
3. Manhattan has highest no of avg night stays among all the neighborhood group.
4. Staten Island has a lowest no of Listings this will lead to the unavailability of the rooms which intern reduces the customers and revenue generation.
5. The number of reviews for Bronx and Staten Island is notably low, suggesting that hosts in these areas are not receiving sufficient feedback from guests.
6. Staten island has lowest revenue generation around 11k.

Solution to Business Objective

By performing EDA and Visualization tool (Dashboard) on Airbnb datasets some of the business Objective that i want to suggest to the client those are as follows:

1. Entire/Home Apt, private room is more preferred as compare to the shared rooms the properties owners and the marketing team should influence the customers for shared rooms as it will increase the number of bookings for shared rooms.
2. The percentage of bookings is highest in Manhattan, Brooklyn and queens neighborhood group and the Bronx and Staten island has lowest bookings. According to these insights the business management team for booking has to take certain steps in order to grab the customers.
3. Increase the availability of the rooms in various neighborhood group. the availability should be as high as possible but in case of Queens, Bronx, and Staten island has lower availability which in turn it

