Recommendations as Per Requirement

1. Which Type of Hosts to Acquire More and Where?

Insight:

- **Individual and small hosts** show **higher bookings**, **better reviews**, and **lower availability**, indicating strong guest engagement and demand.

- Manhattan and Brooklyn have a high concentration of individual hosts with strong performance.

Recommendation:

- Focus on **onboarding more individual and small hosts**, particularly in **Manhattan, Brooklyn, and Queens**, where demand and reviews are high.

- Encourage underperforming enterprise/large hosts to improve service quality or convert some listings to more personalized formats.

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2. Categorisation of Customers Based on Their Preferences

Insight:

- Majority of customers **prefer mid-range prices ($50–$400)** and **short stays (1–3 nights)**.

- There's a **strong preference for entire apartments** in Manhattan and **private rooms** in outer boroughs.

- Shared rooms are the least preferred across all groups.

Customer Segments:

- **Budget travelers**: prefer Bronx/Staten Island, private rooms, short stays.

- **Mid-range vacationers**: prefer Manhattan/Brooklyn, entire homes, 1–3 nights.

- **Business travelers**: prefer centrally located listings, short stays, clean and private spaces.

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3. What Are the Neighbourhoods Airbnb Needs to Target?

High-Potential Focus Areas:

- **Brooklyn** (Williamsburg, Bedford-Stuyvesant): High bookings, reviews, mid-range properties.

- **Queens** (Astoria & Long Island City): Balanced pricing and untapped demand.

- **Manhattan** (Harlem & Upper West Side): High-priced, luxury demand.

- **Staten Island** (St. George & Tompkinsville) **& Bronx**(Kingsbridge and Fordham) have the highest listings and bookings

Improvement Zones:

- **Staten Island** (Roseville, Richmond) & **Bronx** (Co-op City, West Farms): Very low listings and reviews — opportunity to reposition or divest underperforming units.

Recommendation:

- **Double down** on Manhattan and Brooklyn for demand.

- **Experiment with pricing and service quality** in Bronx and Staten Island to drive visibility.

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4. What Is the Pricing Range Preferred by Customers?

Insight:

- **82% of listings** fall in the **mid-range ($50–$400)** which also generate **most bookings**.

- As price increases above $5000, **booking rates drop sharply**.

- Overpriced properties (>$1800) receive **almost no engagement or reviews**.

Recommendation:

- Align more listings in the **$100–$300 range**.

- Flag and review **overpriced properties** with zero reviews for corrective actions (price cuts, marketing, delisting).

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5. What Types of Properties Exist and How Do They Align With Customer Preferences?

Insight:

- **Mid-range entire homes** with **short stays** are the most popular.

- **Luxury listings are rare** and less booked.

- Overpriced properties mostly offer entire homes but have **0 reviews**, **short availability**, and **no bookings**.

Recommendation:

- Encourage listings that offer **entire home/apartments** with **1–3 minimum nights**, especially in mid-range pricing.

- Reduce or revamp **overpriced listings** — consider **incentives or conversions** to attract guests.

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6. Adjustments to Make Properties More Customer-Oriented

Actions to Take:

- **Reduce minimum night stays** on high-quality properties to attract more short-term bookings.

- **Increase availability** of high-performing properties (individual hosts) — offer dynamic calendar management tools.

- **Standardize quality** (cleanliness, photos, descriptions) for listings with low reviews.

7. What Are the Most Popular Localities and Properties in New York?

Top Neighbourhoods (based on bookings, availability, and reviews):

- **Williamsburg**, **Bedford-Stuyvesant** (Brooklyn) -

- **Upper West Side**, **Harlem** (Manhattan)

- **Astoria & Long Island City** (Queens)

Top Properties:

- **Harlem Gem** and **New York Apartment** of Manhattan
- **Brooklyn Apartment** & **Loft Suite @ The Box House Hostel** of Brooklyn
- **Hillside Hotel** & **Home Away from Home** of Queens
- **Prolonged Travellers Dream** & **Bronx Apartment** of Bronx
- **New York Ferry Ride from Manhattan** & **Private cozy, large, comfortable bedroom** of Staten Island

Recommendation:

- Prioritize marketing and partnerships in these localities.

- Increase visibility of high-review properties through Airbnb's algorithm and promos.

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8. How to Get Unpopular Properties More Traction?

Problem Areas:

- Staten Island & Bronx listings have **low visibility, have decent reviews, and high prices** despite low popularity.

Tactics:

- **Price optimization** using local benchmarks.

- Offer **promotions, discounts**, and **review incentives**.

- Run **"Featured Local Stays" campaigns** for lesser-known neighborhoods.

- Convert some underperforming listings into **mid-range short-stay options**.

Overall Strategic Recommendations

1. **Double Down on Mid-Range, Short-Stay Listings** — This is the most active and revenue-generating segment.

2. **Acquire and Support Individual Hosts** — Especially in high-demand areas.

3. **Fix Overpriced Listings** — Adjust pricing or de-list properties that underperform.

4. **Re-engage Bronx and Staten Island** — Test better pricing, visibility, and reviews strategies.

5. **Use Dynamic Pricing** — Based on demand, seasonality, and competitor listings.

6. **Improve Listing Quality** — Invest in host education and property standards to build trust.

7. **Run Regional Campaigns** — Highlight unique experiences and properties in lesser-known but safe and scenic areas.