

# Insights from Analysis of Airbnb Pre-Covid phase

# AGENDA

- ❑ Objective
- ❑ Background
- ❑ Key Findings
- ❑ Recommendations
- ❑ Appendix:
  - Data sources
  - Data methodology
  - Data model assumptions

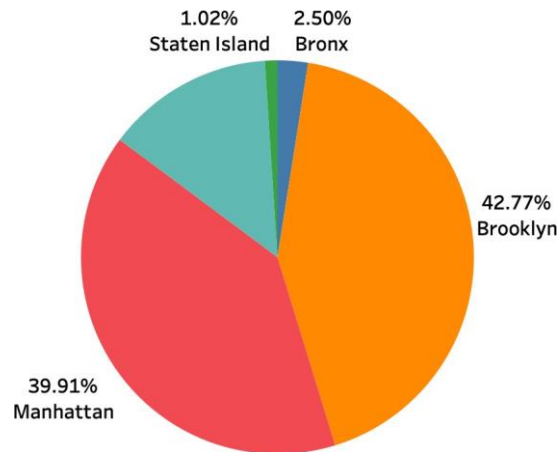
# OBJECTIVE

- Improve our strategies to reboot the business in the post-COVID period.
- Understand key insights from Airbnb NYC business in pre-COVID period.
- Understand customer preferences for the post-COVID period travel.

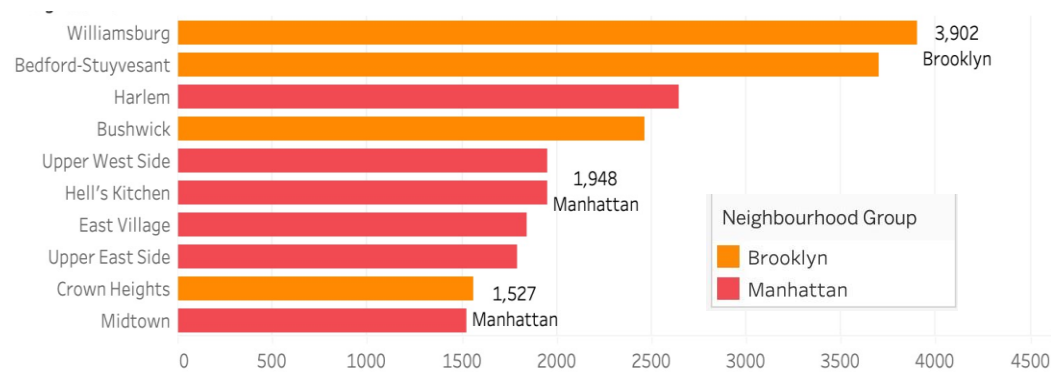
## BACKGROUND

- The COVID-19 pandemic affected Airbnb business due to travel restrictions.
- The revenue took the largest hit in NYC in the Q2 of 2020.
- Now that the travel restrictions are lifted, the business should be operated to recover the loss.

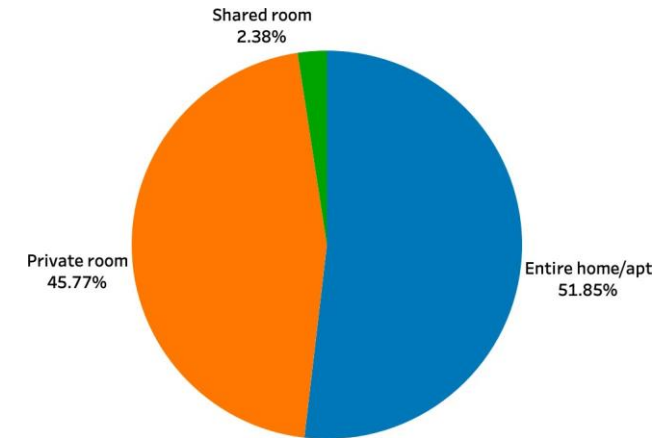
# CUSTOMER PERSPECTIVES



Brooklyn is the most preferred neighbourhood group with 42.77% of total reviews followed by Manhattan.

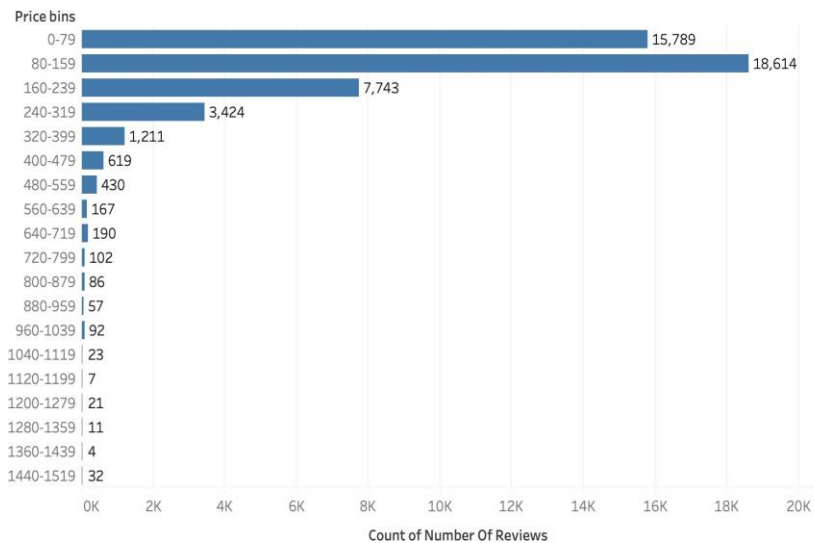


Williamsburg of the Brooklyn borough is the most preferred location. Also, we see the Manhattan and Brooklyn tops the preferred borough.

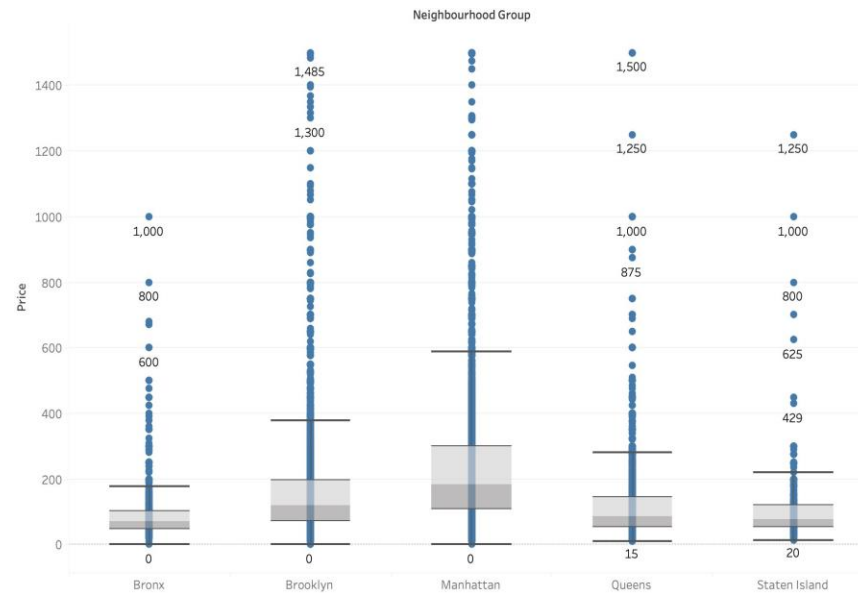


The highest number of bookings for Airbnb in NYC come from listings which are of Entire home/apartment followed by Private room.

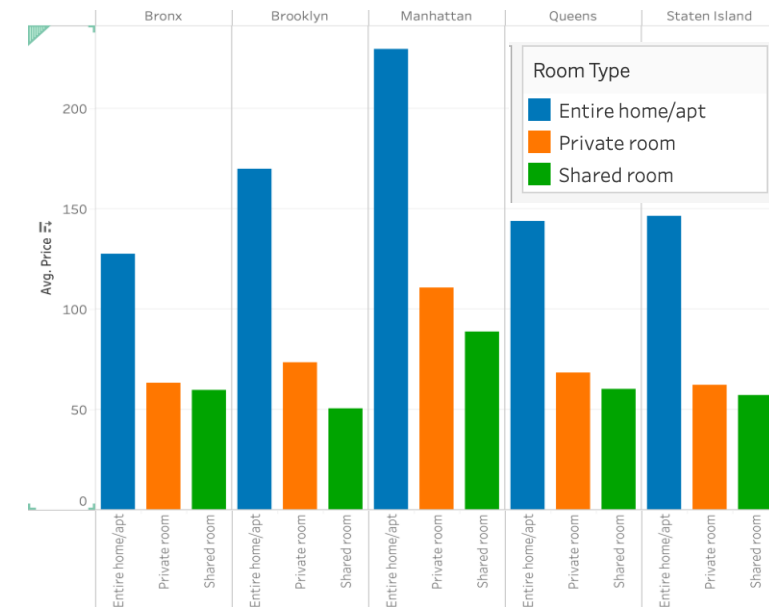
# PRICING PERSPECTIVES



The preferred price by customers across NYC is clearly between 0 to 159 USD.

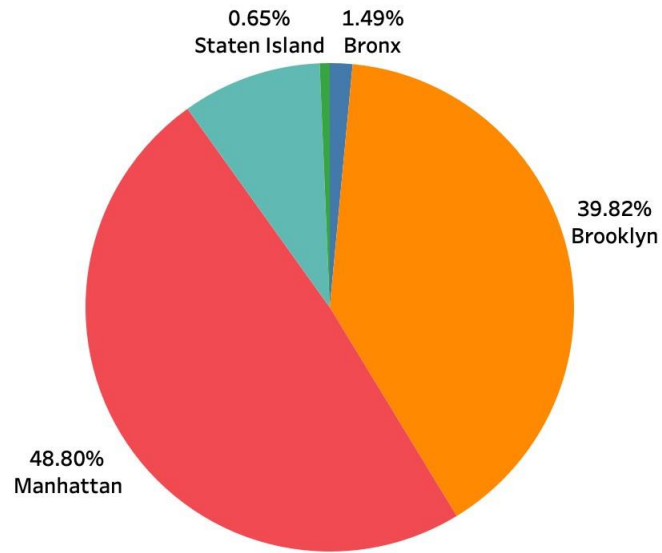


Manhattan is the most expensive borough with a median price of 184 USD while Bronx is the least expensive at 70 USD.

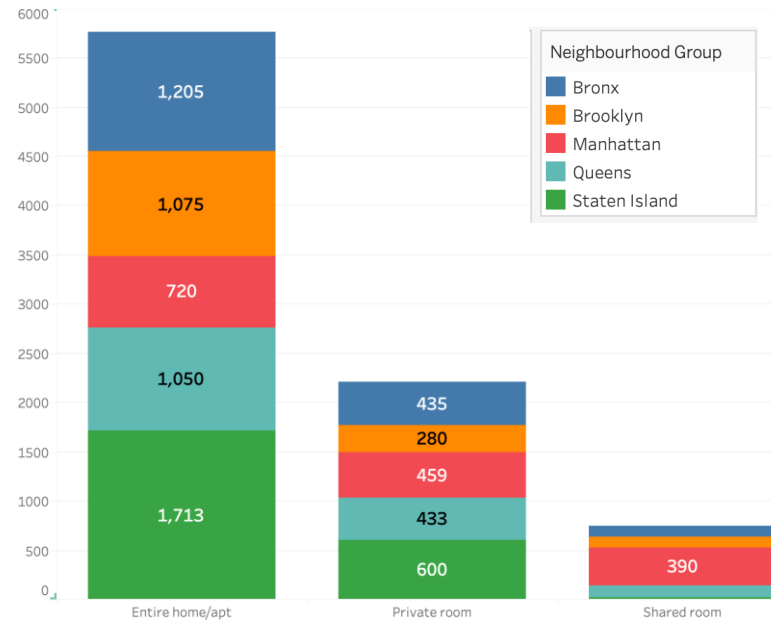


The preferred room types are Entire home or apartment and private room irrespective of the borough.

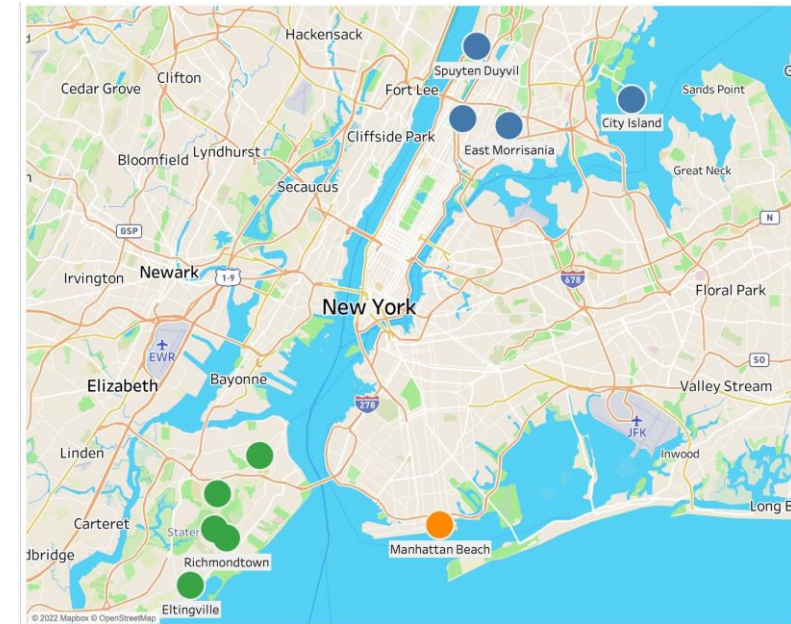
# REVENUE GENERATIONS



Manhattan generates around 48.8% of the total revenue followed by Brooklyn with 39.82%.



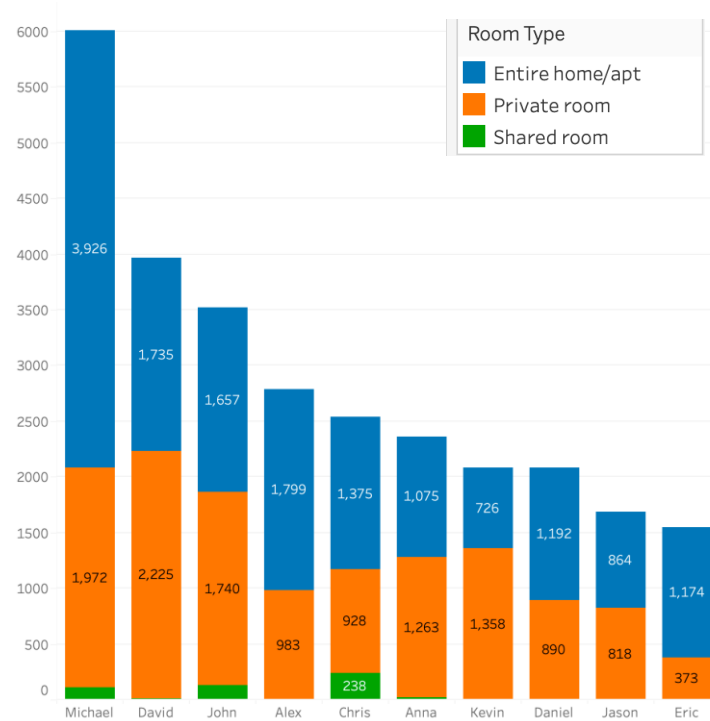
Entire room/ Apt. gives the highest revenue. Though Manhattan has the highest revenue, customers prefer Shared rooms there due to its high pricing.



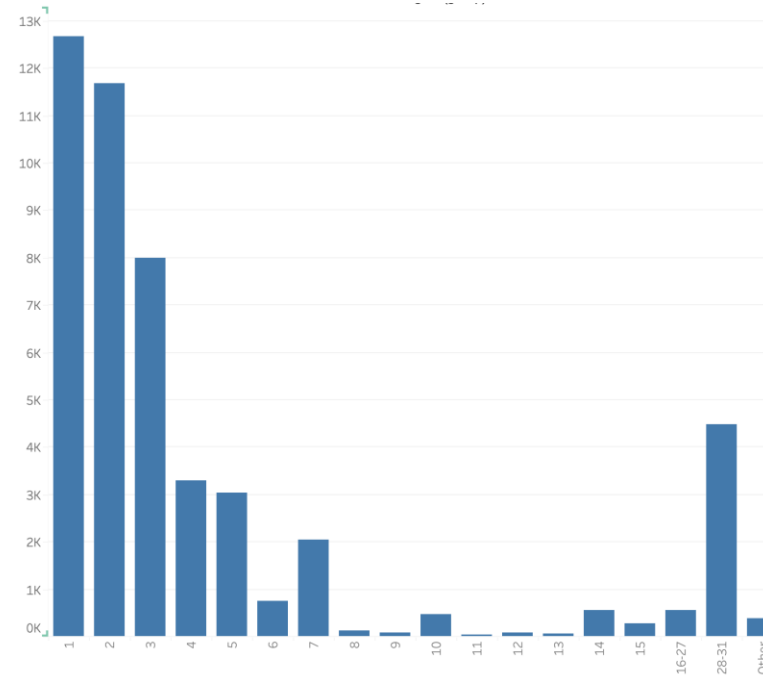
The top revenue generating neighbourhoods are closer to any form of a water body.



# REVIEWS INSIGHTS



Michael is the most popular host overall who provides all the room types and is based out of Manhattan and with highest number of listings.



The number of reviews is as high as 12k for min nights stay below 5 nights and decreases until a spike is observed at 28-31 min nights.



## RECOMMENDATIONS

**Prime Location:** Increase shared room types in Manhattan and Brooklyn as it attracts more customers due to lower price of shared rooms and the scenic view of the borough.

**Market Traction:** Increasing the number of listings in Queens and Bronx (Entire home/apartment and private room) helps to attract more customers as it is closer to the prime location

**Pricing:** Preferred minimum night stay up to a week (7 nights) and a month (28-31 nights). Hence, introducing offers for such customers can increase traction.

**Increase Listings:** Staten Island should be given extra attention by increasing the number of listings especially the sea-side and supporting the hosts to improve the facilities.

# DATA SOURCE



New York Airbnb  
dataset

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking

Data Dictionary

## DATA METHODOLOGY

- The data was cleaned from any missing values and outliers.
- The data was analysed using simple statistical tools in Jupyter.
- The visualizations were derived using the Tableau tool to understand key insights from the analysis.
- The methodology document is attached for your reference:



Methodology\_Air  
bnb

## MODEL ASSUMPTIONS

- We assumed the data prior to the COVID – 19 period was achieving the desired revenue.
- We assumed the company does not want to expand yet to new territories in NYC.
- The company's strategies are decided considering the travel will increased in the post COVID period.