



airbnb

PROPERTY MANAGEMENT OPTIMIZATION

BY : Kalpita Hazra



INTRODUCTION

Airbnb is a global online marketplace that connects travelers with property owners offering unique accommodations, ranging from entire homes and apartments to private rooms and shared spaces.

Since its founding in 2008, Airbnb has transformed the travel industry by providing more personalized, flexible, and diverse lodging options across 220+ countries.

With 60% of bookings for entire homes or apartments, Airbnb caters to a wide spectrum of travelers, from solo adventurers to families and business professionals. By offering both short-term stays and long-term rentals, the platform enables hosts to maximize their rental potential while giving guests more choices beyond traditional hotels.



PROBLEM STATEMENT

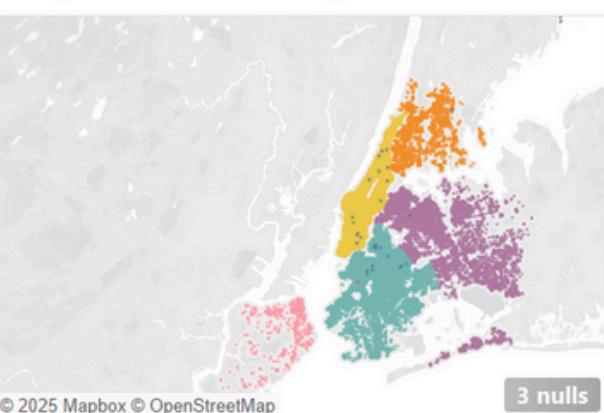
As a Data Analyst at Airbnb, your primary objective is to optimize rental strategies, enhance customer satisfaction, and maximize revenue for property owners. Airbnb aims to leverage data-driven insights by developing a Tableau dashboard that provides a comprehensive view of various factors affecting its property management system. The dashboard should help hosts make informed decisions about pricing, property types, and seasonal trends to improve their business outcomes.



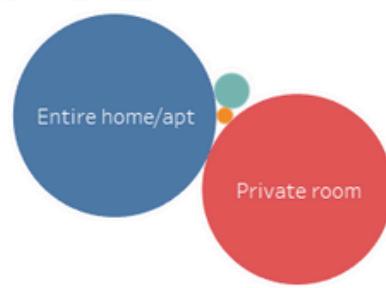
DASHBOARD

Airbnb Property Management Optimization

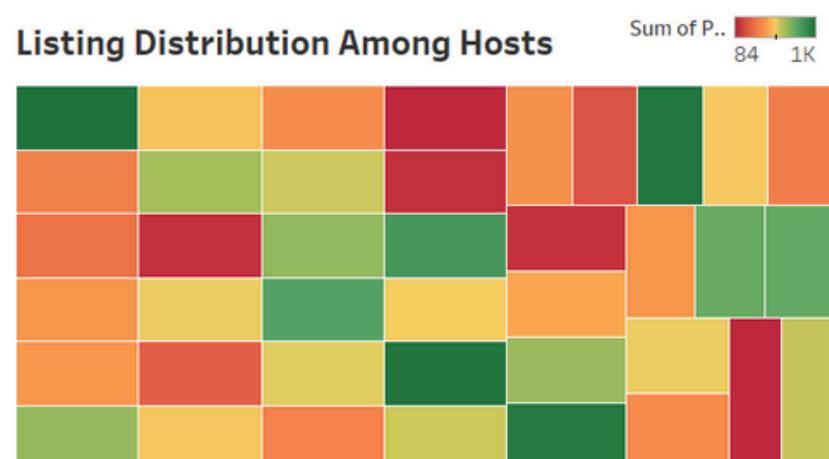
Neighborhood Pricing



Property Types



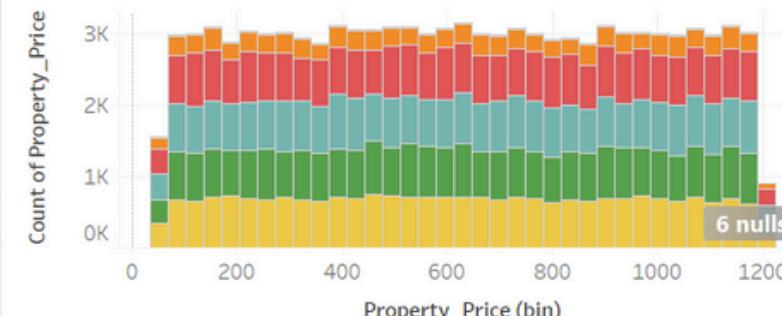
Listing Distribution Among Hosts



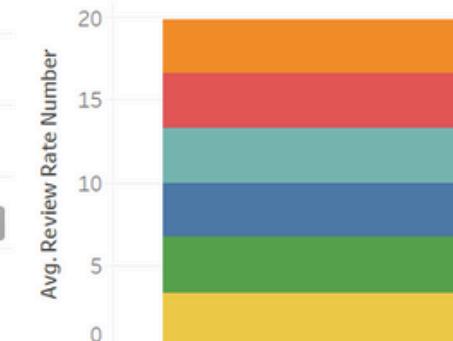
Neighborhood Popularity



Property Price Distribution



Average Ratings by Area



Neighbourhood Group
 Null
 Bronx
 brookln
 Brooklyn
 manhattan
 Manhattan

Calculated Host Li..
 1
 2,000
 4,000
 5,766

Count of Property...
 0
 10
 20
 31

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

Review Rate Number
 Null
 1
 2
 3
 4
 5

Host Id
 Top 40 by
 SUM([Calculated Ho...
 Listings Count])

Limit



KALPITA HAZRA

INSIGHT

1. Neighborhood Pricing

- Manhattan has the highest-priced listings, while Brooklyn and Bronx offer more affordable options.
- Pricing varies by neighborhood, indicating opportunities for strategic pricing.

2. Property Types

- Entire homes/apartments dominate, followed by private rooms.
- Shared and hotel rooms have minimal market share.

3. Listing Distribution Among Hosts

- Some hosts manage multiple listings, while most have only one or two.
- Larger hosts may benefit from economies of scale, making competition tougher for single-property owners

4. Neighborhood Popularity

- High listing density in certain areas indicates strong demand.
- Investing in popular locations can lead to better occupancy rates.



5. Property Price Distribution

- Most properties fall in the mid-price range, with fewer high-end listings.
- Private rooms are usually cheaper, while entire homes span mid-to-high price ranges.

6. Average Ratings by Area

- Most properties have high ratings (4-5 stars).
- Lower-rated areas may indicate service or competition challenges.



CONCLUSION

The Airbnb property market in New York is highly dynamic, with pricing, popularity, and ratings varying by neighborhood. Manhattan leads in pricing, while Brooklyn and the Bronx offer budget-friendly options. Entire homes dominate the market, making them the best choice for investment. Hosts managing multiple listings have a competitive edge, while high-rated properties attract more bookings. Strategic pricing, location-based investment, and maintaining high guest satisfaction are key to maximizing success in Airbnb property management.

