Insights from Analysis of Airbnb Dataset

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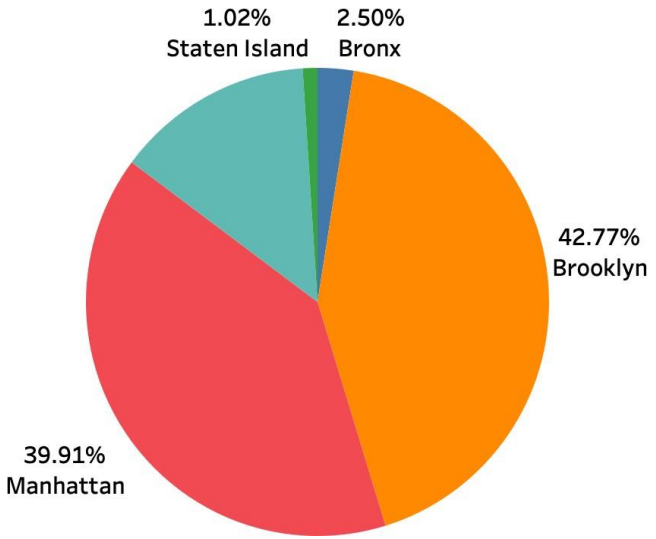
Agenda

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

OBJECTIVE

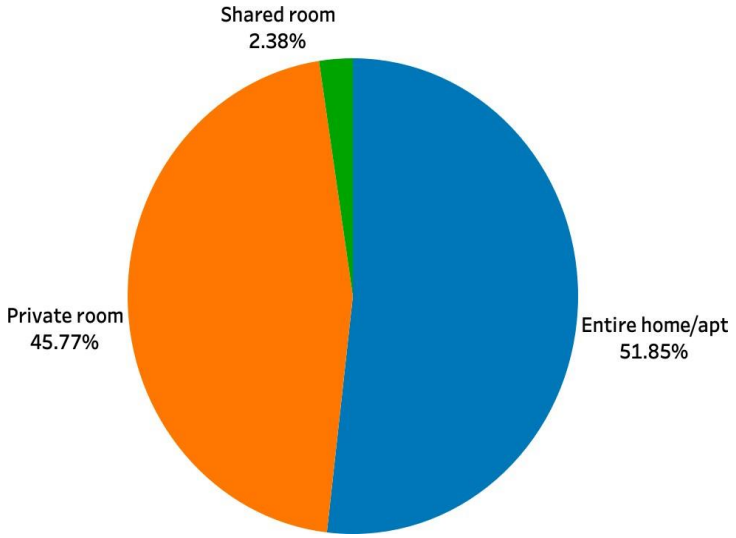
- Since restrictions have been started lifting, Airbnb want to be ready for the change
- This Presentation is focused to provide necessary insights to **Data Analysis Managers and Lead Data Analysis**.
- This presentation will provide insights to help Airbnb increase its revenue.

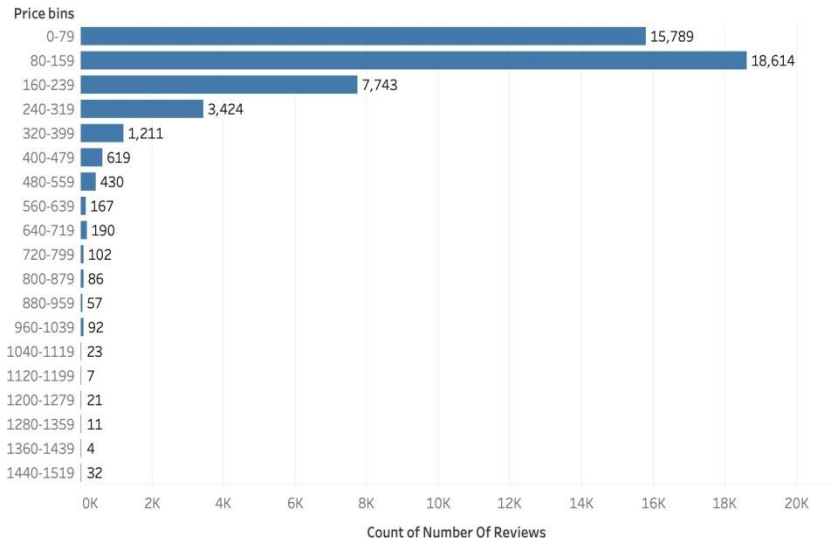
Key Findings



Top 2 most preferred neighbourhood group Brooklyn and Manhattan with Brooklyn having 42.77 total reviews

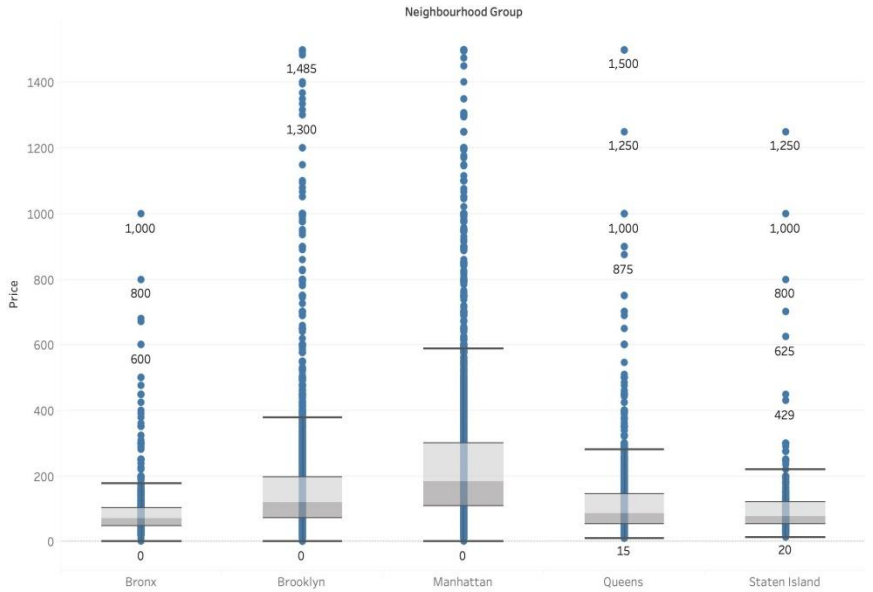
The highest number of property booked is Entire home/apt followed by Private room

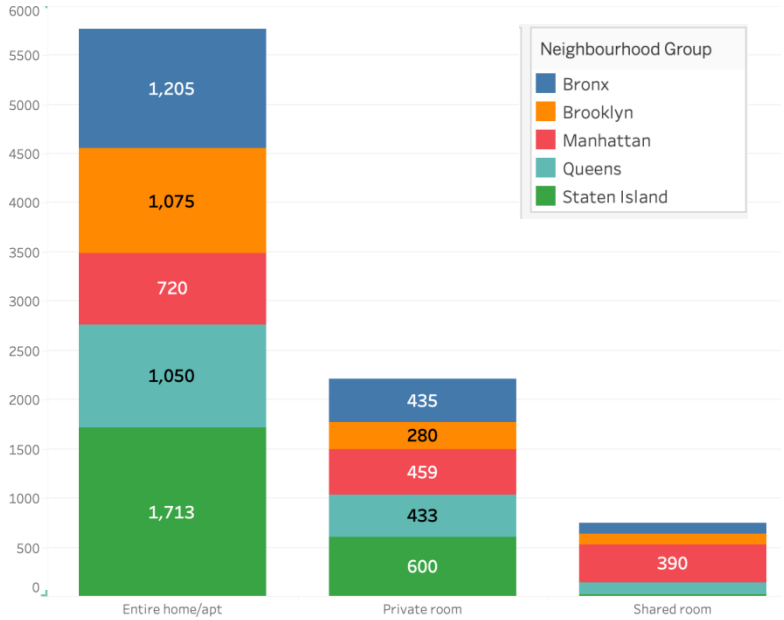




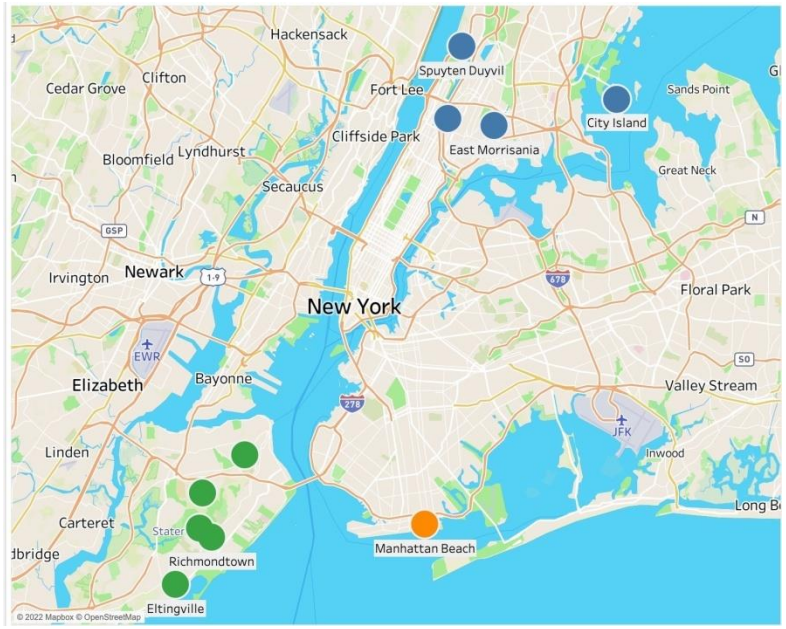
Customers prefer stays that comes in range of 80-159 USD across NYC, followed by 0-79 USD.

Most and least expensive borough is Manhattan and Bronx with 184 and 70 USD median.

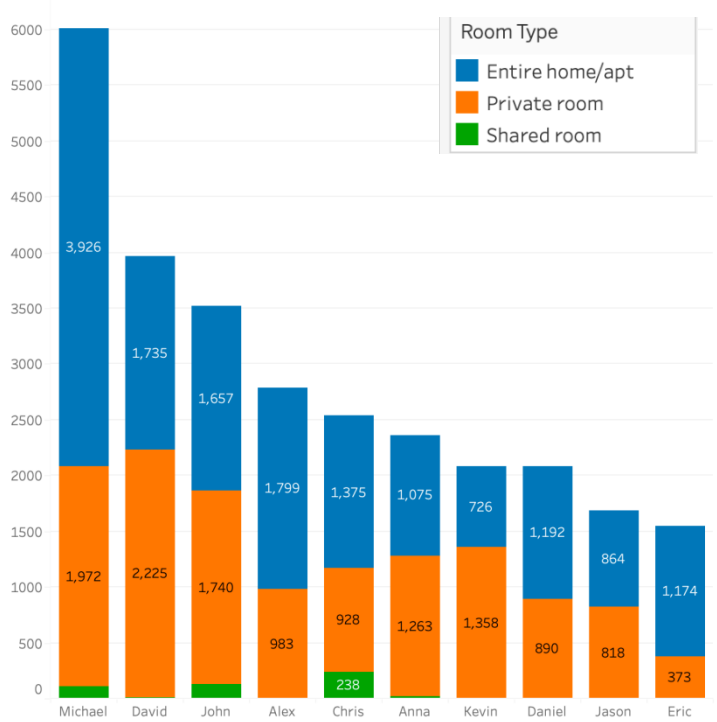




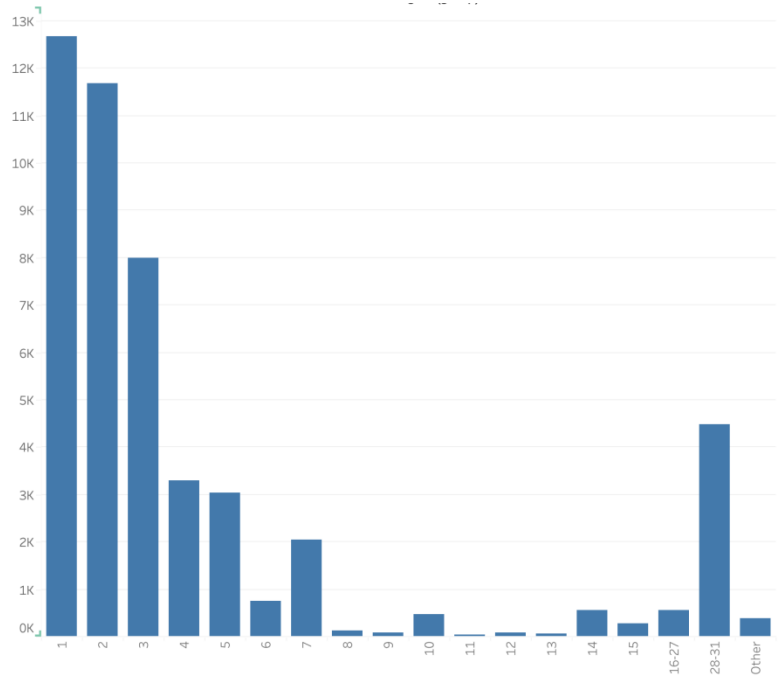
Entire room/ Apt. are the highest revenue generator.



The neighbourhood that generate highest revenue are near to some water body



Most popular overall host is Michael which is in Manhattan



The highest number of reviews is given by 1 night stays and a spike was seen in reviews for stay of 28-31 days

Recommendations

Prime Location: In Manhattan and Brooklyn shared room type should be increased as it has lower price, scenic view and would attract more customers.

Market Traction: Increasing the number of Entire home/apartment and private room in Queens and Bronx will helps to attract more customers as it is closer to Manhattan.

Listings should be increased in Staten Island especially the sea-side view

Pricing: Preferred number of night stay is up to a 7 nights and 28-31 nights. Therefore, introducing offers for such customers can help in increasing the revenue.

Data Source

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

- Null values and outliers were handled in the dataset
- Jupiter was used for statistical analysis
- Tableau was used to derive visualization and key insights
- The detailed methodology document is added in the folder.

THANK-YOU