

Insights from Analysis of Airbnb Dataset

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Agenda

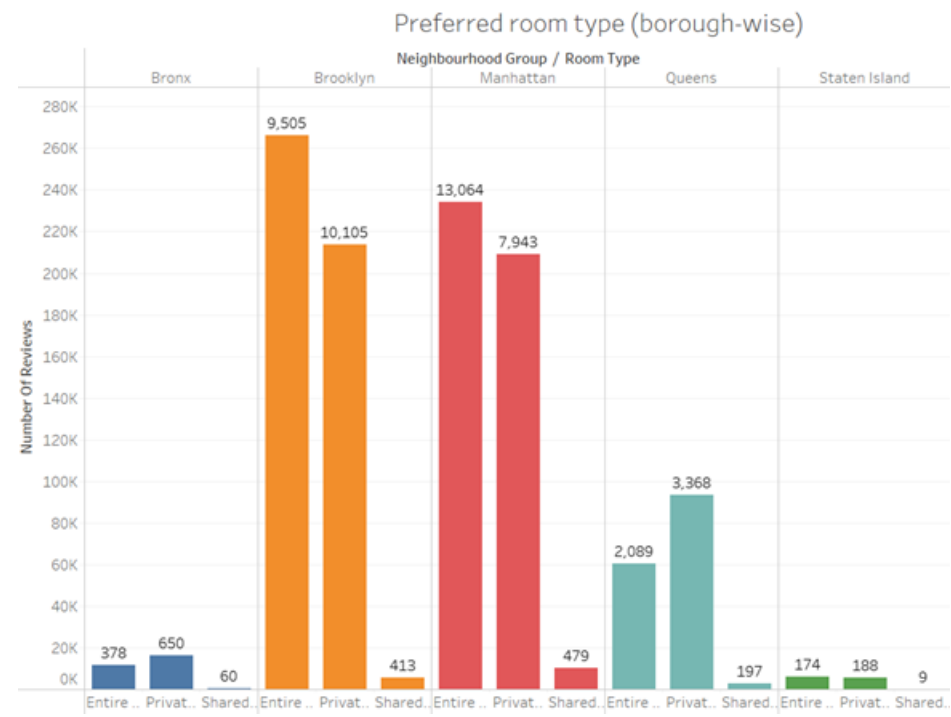
- Objective
- Key Findings
- Recommendations
- Data sources
- Data methodology

OBJECTIVE

- Since restrictions have been started lifting, Airbnb want to be ready for the change
- This Presentation is focused to provide necessary insights to **Head of Acquisitions and Operations, NYC and Head of User Experience, NYC**
- This presentation will provide insights to help Airbnb increase its revenue.

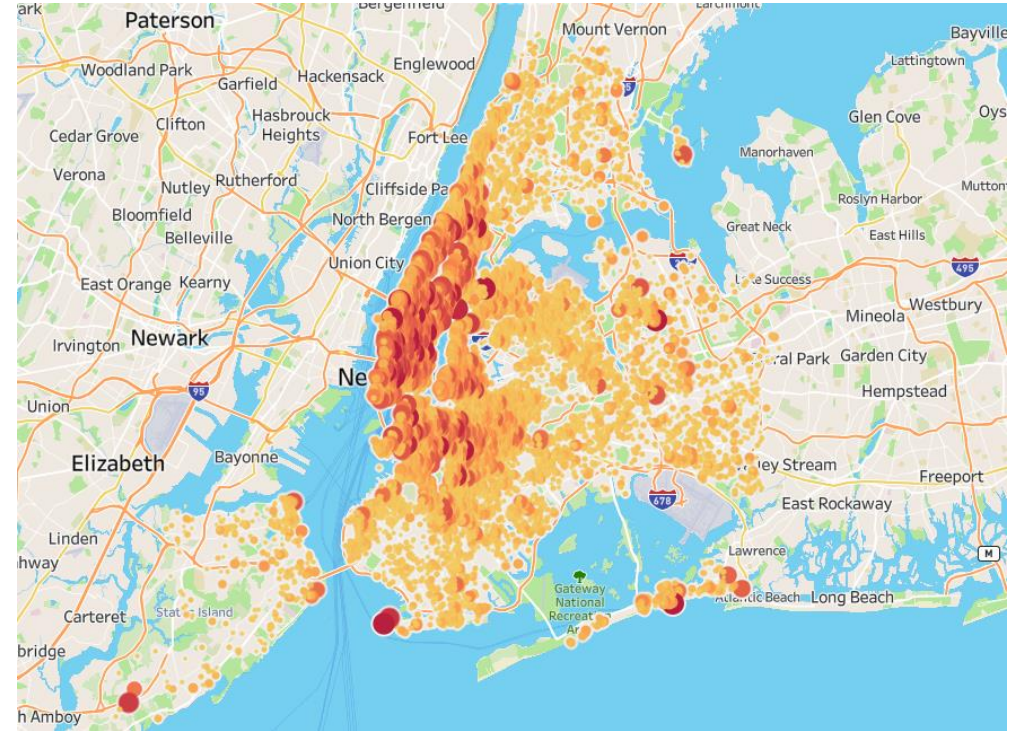
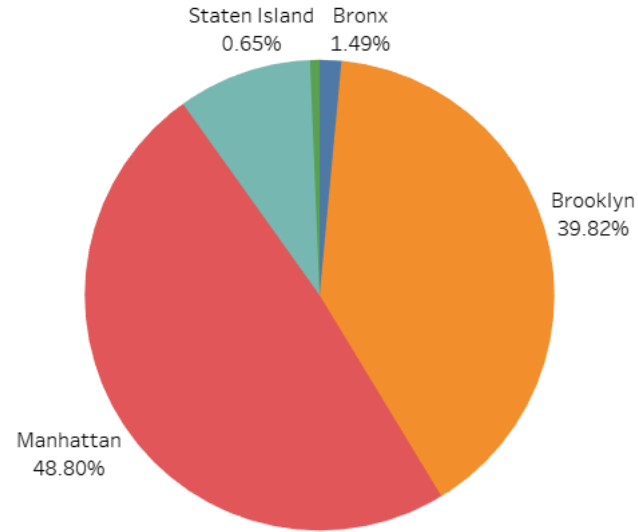
FOCUSED LOCATIONS

Key Findings



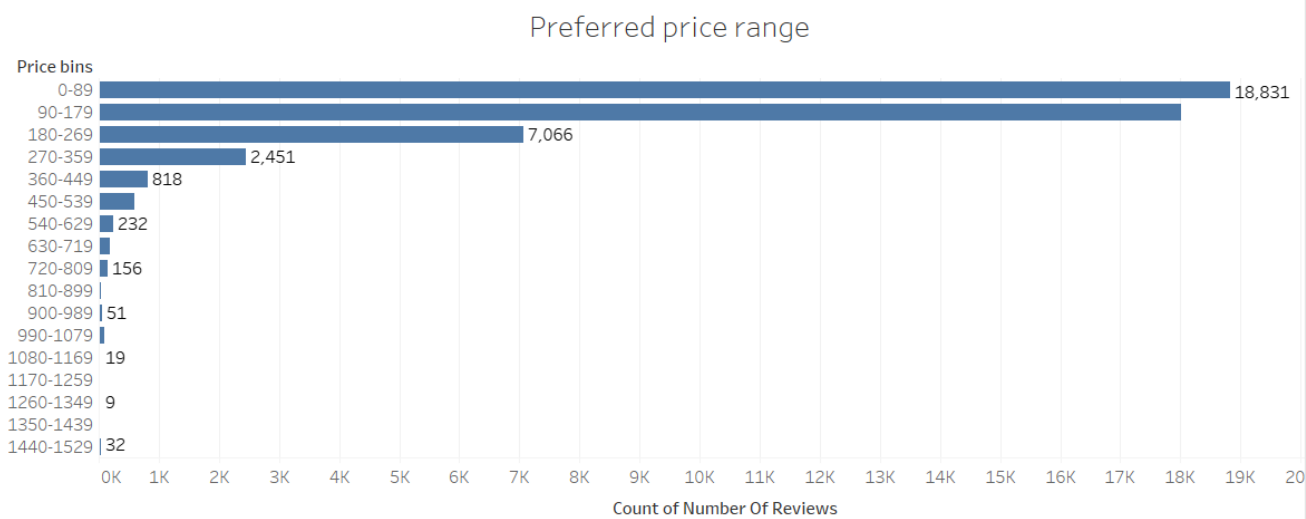
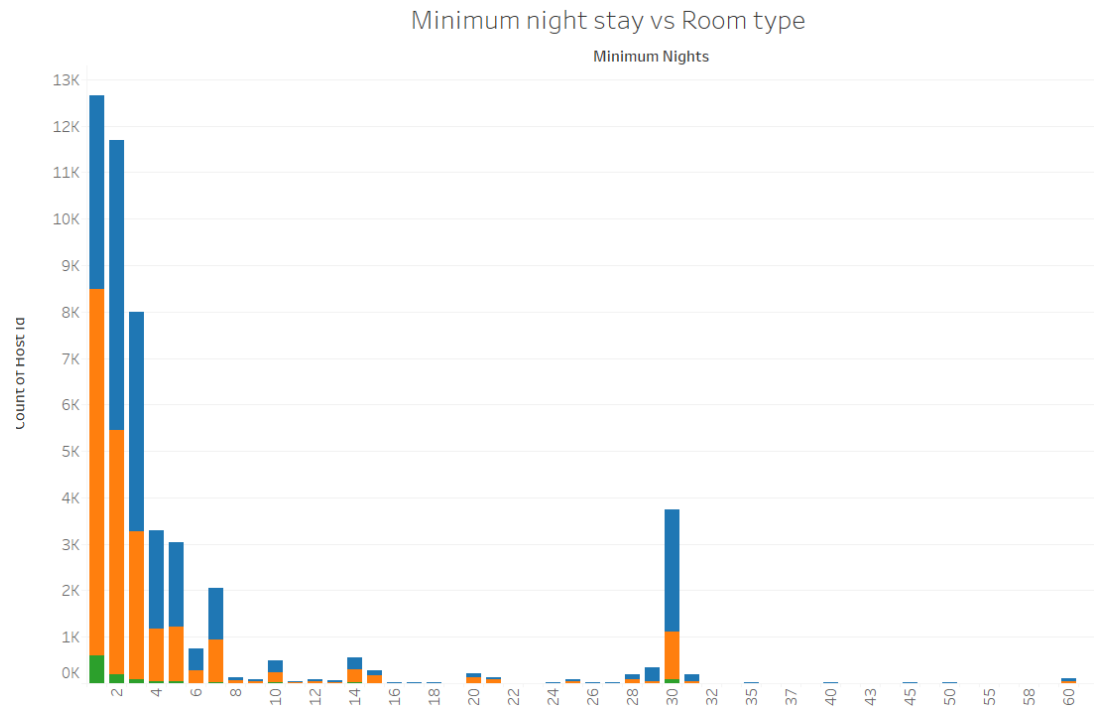
Increasing the number of Entire home/apartment and private room in Queens and Bronx will help to attract more customers as it is closer to Manhattan.

Revenue against neighbourhood groups



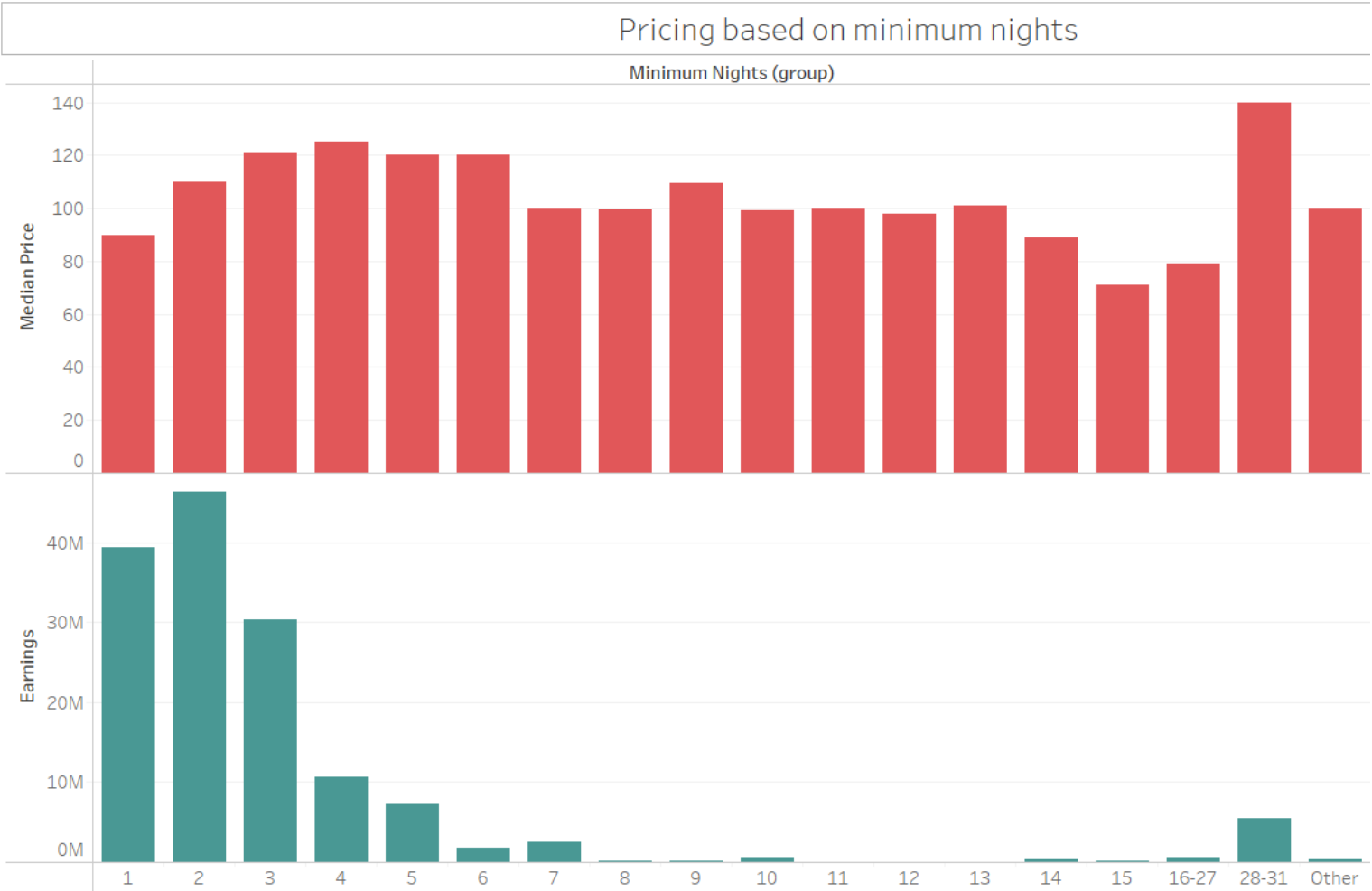
- ❑ Listings should be increased in Staten Island especially the sea-side view
- ❑ In Manhattan and Brooklyn shared room type should be increased as it has lower price, scenic view and would attract more customers.

CUSTOMER'S REQUIERMMENT



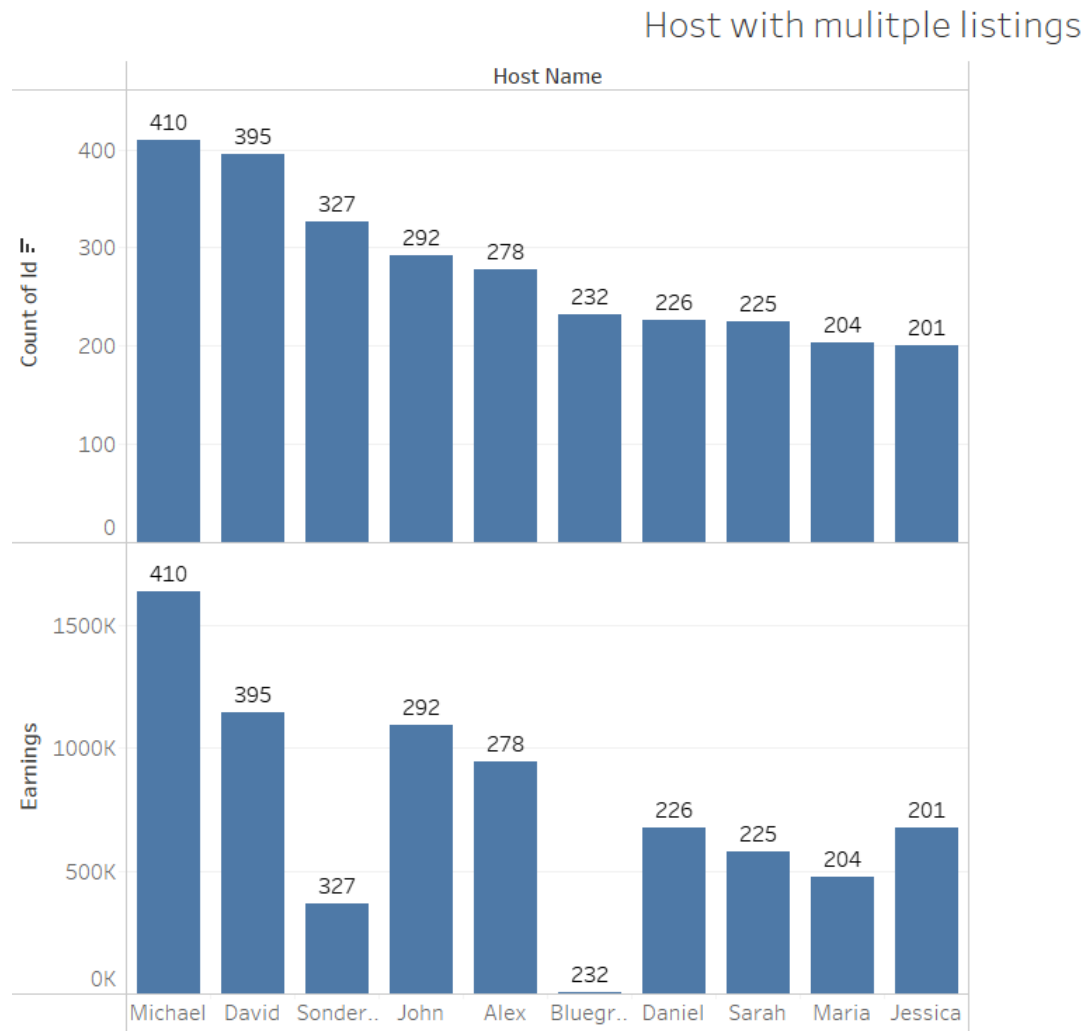
❑ The median price is almost the same for night stays under 7 days which might discourage customers to book Entire home/apt or private room type in Manhattan and Brooklyn

CUSTOMER’S REQUIERMMENT



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

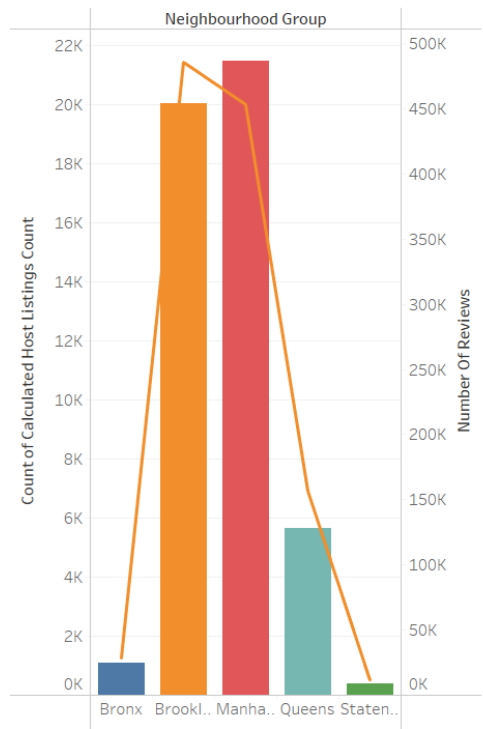
PROPERTIES AND HOSTS



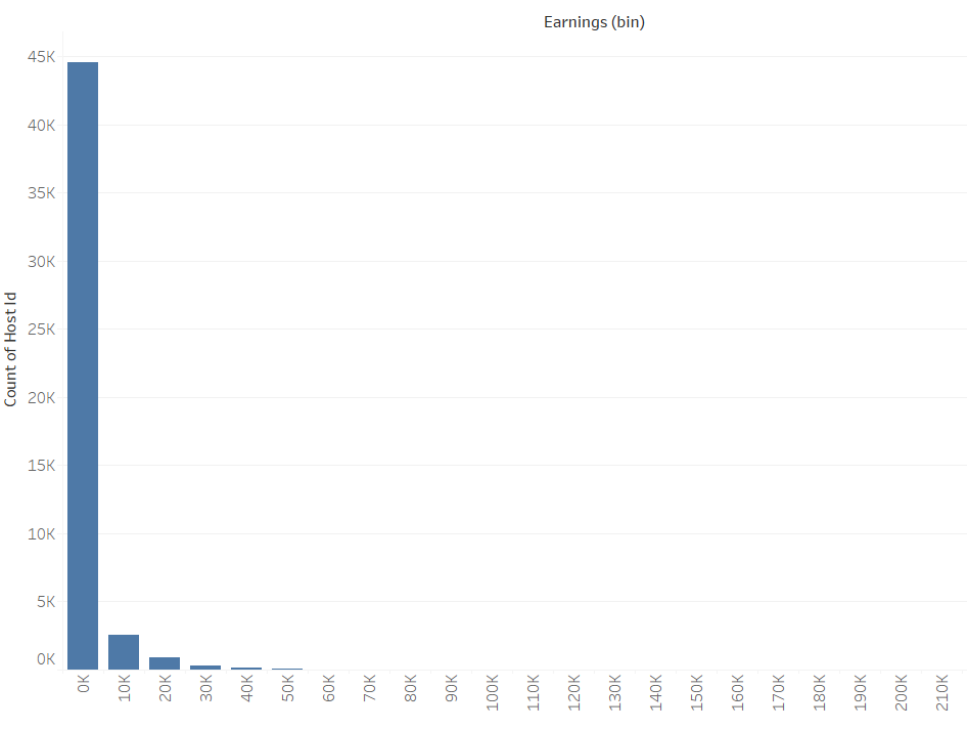
Higher number of properties does not promise higher earning.

PROPERTIES AND HOSTS

No. of listings vs popularity



Host Earnings



Bronx and Staten Island are gaining popularity very rapidly.

With the above findings we can declutter the host earning.

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 help 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.

Encourage Host : Hosts should work on improving the quality of Entire home / apt and Private rooms to improve the property's review.

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