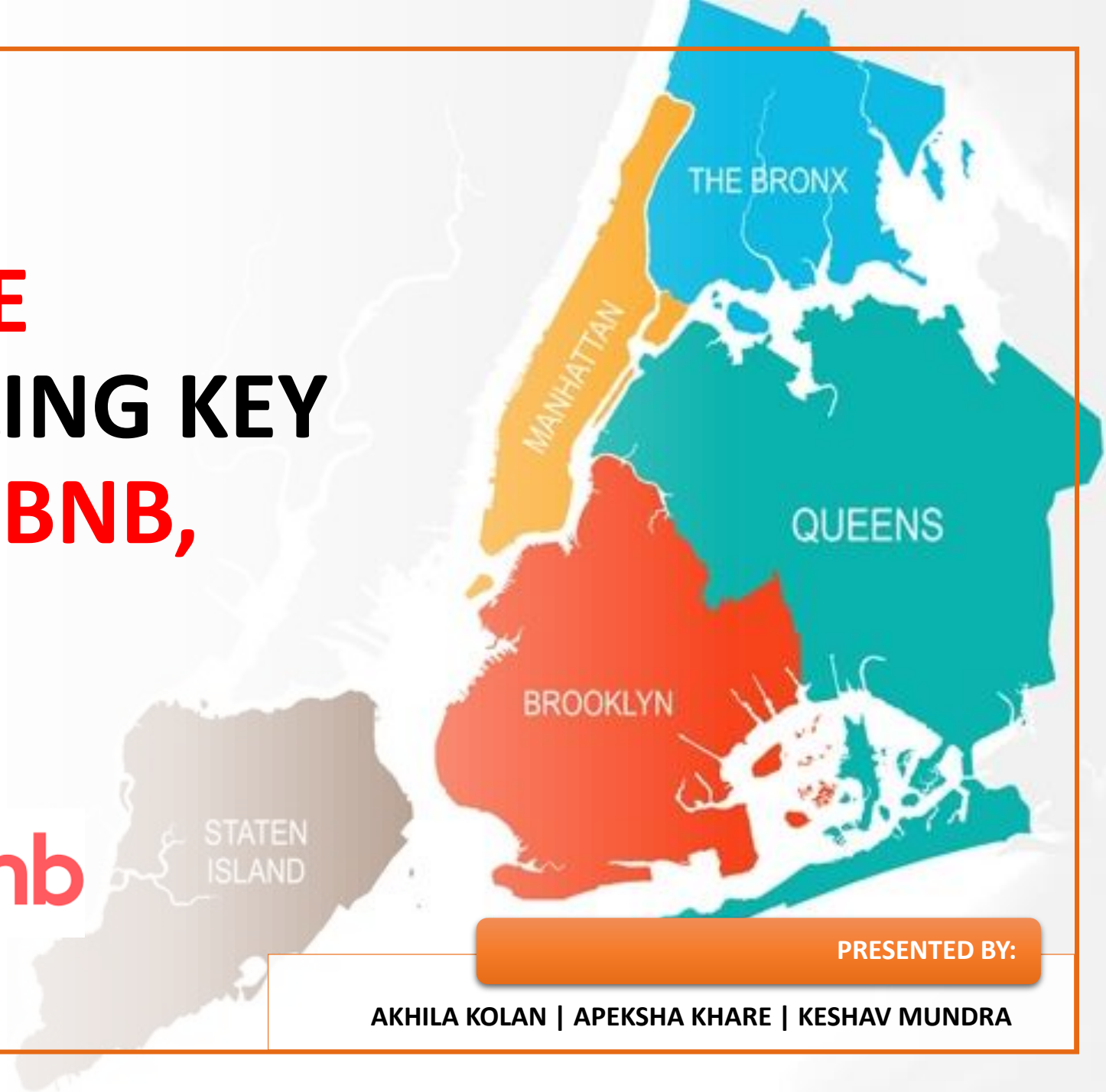


# DRIVING REVENUE GROWTH: UNVEILING KEY INSIGHTS FOR AIRBNB, NYC'S SUCCESS



airbnb



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# AGENDA

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**OBJECTIVE**

**BACKGROUND AND PROBLEM STATEMENT**

**KEY INSIGHTS**

**RECOMMENDATIONS**

**APENDDIX**

# OBJECTIVE



## SEGMENT

- Segment customers based on average price and tailor marketing strategies accordingly.

## ENHANCE

- Enhance user experience by optimizing property listing order in targeted neighborhoods for increased traction.

## STRATEGIZE

- Strategize host acquisitions and operations for optimal property selection and negotiation.

# BACKGROUND AND PROBLEM STATEMENT



## BACKGROUND

- The COVID-19 pandemic has significantly impacted the travel industry, leading to a major decline in revenue for Airbnb. As travel restrictions are gradually lifted and people regain confidence in traveling, Airbnb aims to rebound and maximize revenue opportunities.

## PROBLEM STATEMENT

- Address the revenue decline faced by Airbnb during the pandemic by leveraging data insights to identify key areas of improvement and revenue growth opportunities.
- Airbnb wants to gain a deeper understanding of customer preferences, including room types, pricing ranges, and neighborhood preferences, to tailor its offerings and optimize the order of property listings for maximum traction and customer satisfaction.



# KEY FINDINGS AND INSIGHTS

## Insight 1

- Customer Segmentation Insights: Room Type Preferences

## Insight 2

- Preferred Neighborhoods (TOP 10): Booking Insights

## Insight 3

- Host Distribution Across Neighborhoods

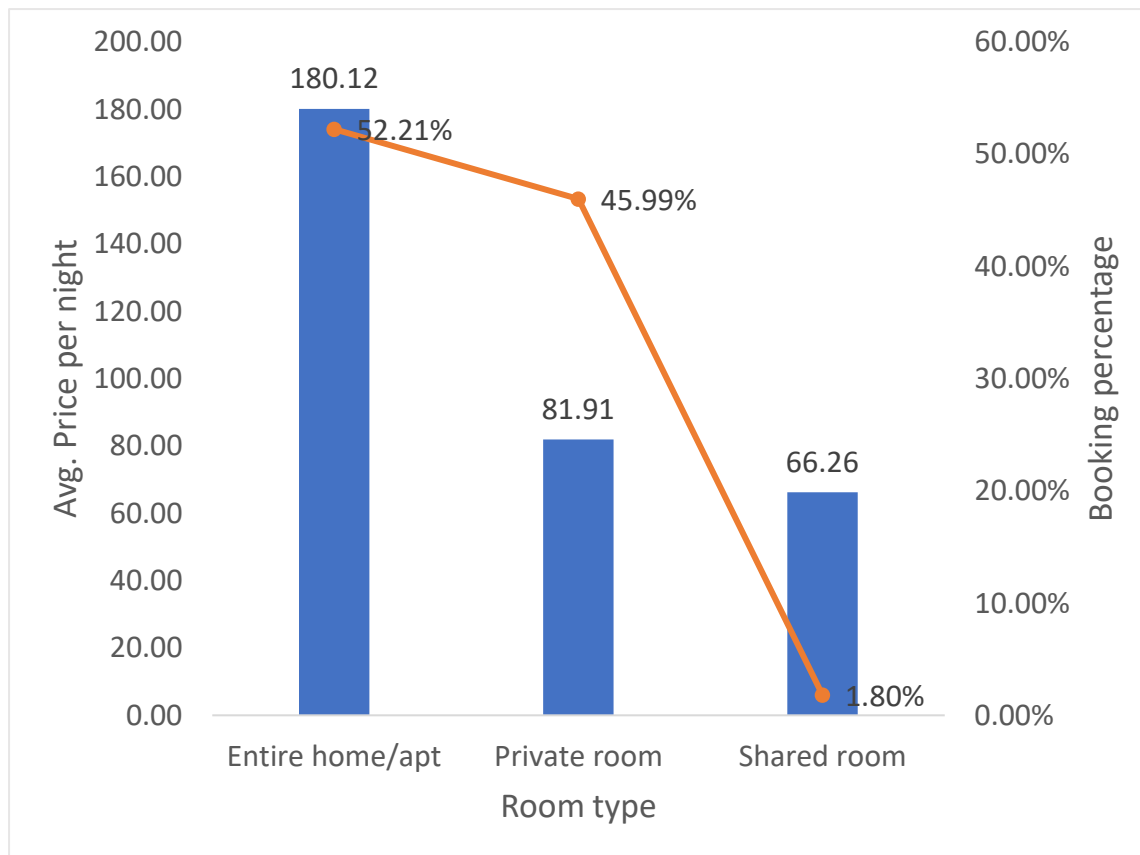
## Insight 4

- Seasonal Variation in Availability and Bookings

## Insight 5

- Booking Distribution and Price Analysis

# CUSTOMER SEGMENTATION INSIGHTS: ROOM TYPE PREFERENCES



## Dominant Segments

- "Entire home/apt" and "Private room" account for 98% of bookings, indicating their popularity.

## Price Sensitivity

- Despite higher average prices, these segments attract significant bookings, suggesting customers' willingness to pay more.

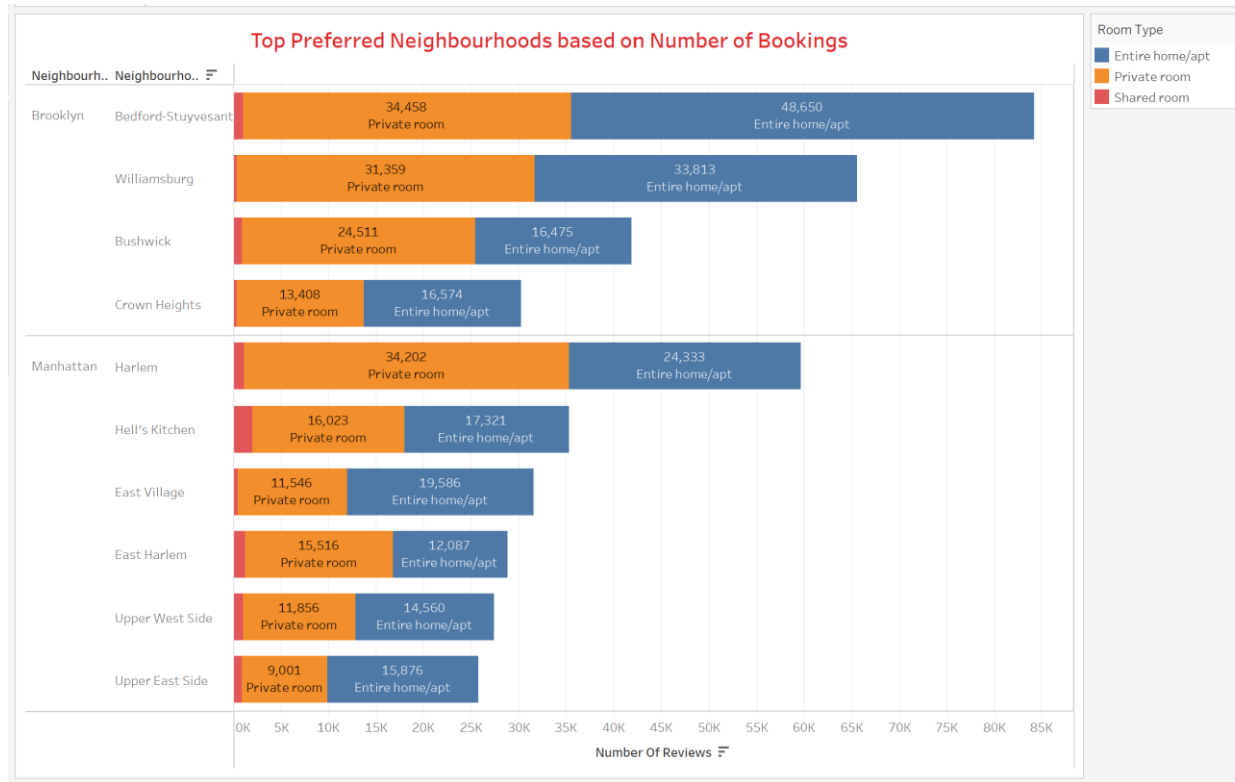
## Limited Demand for Shared Rooms

- "Shared room" segment represents only 1.8% of bookings, indicating a preference for private accommodations.

## Segment Naming

- Segment 1: Premium Accommodation Seekers
- Segment 2: Mid-range Comfort Seekers
- Segment 3: Budget-conscious Travelers

# PREFERRED NEIGHBORHOODS (TOP 10): BOOKING INSIGHTS



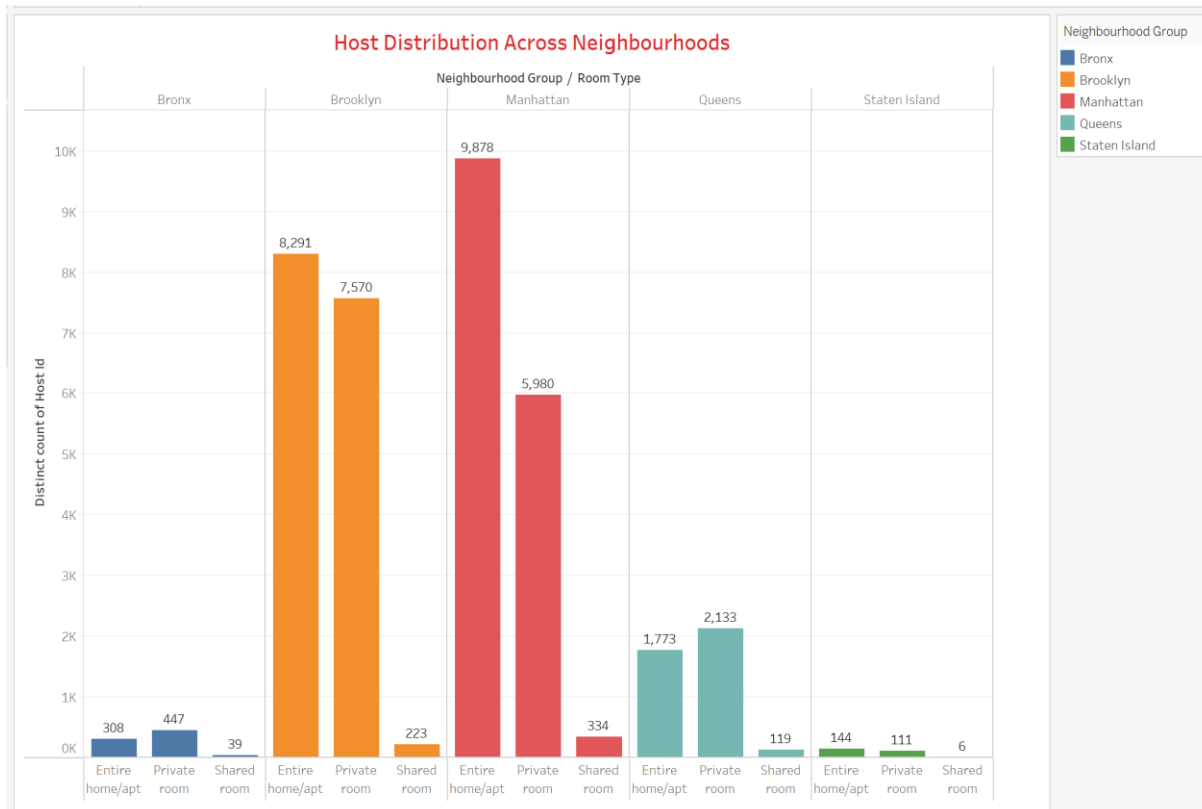
## Brooklyn Buzz & Manhattan Magnet

- Brooklyn and Manhattan emerge as highly preferred neighbourhoods, attracting a significant number of reviews and bookings.

## Dominant Room Types

- "Entire home/apt" and "Private room" are the most popular choices among the top preferred neighborhoods, indicating a preference for private accommodations.

# HOST DISTRIBUTION ACROSS NEIGHBORHOODS



## Target Manhattan and Brooklyn

- Acquire more hosts in these neighborhoods with a high number of hosts. Capitalize on existing demand and increase revenue by expanding in these popular areas.

## Explore Opportunities in Queens

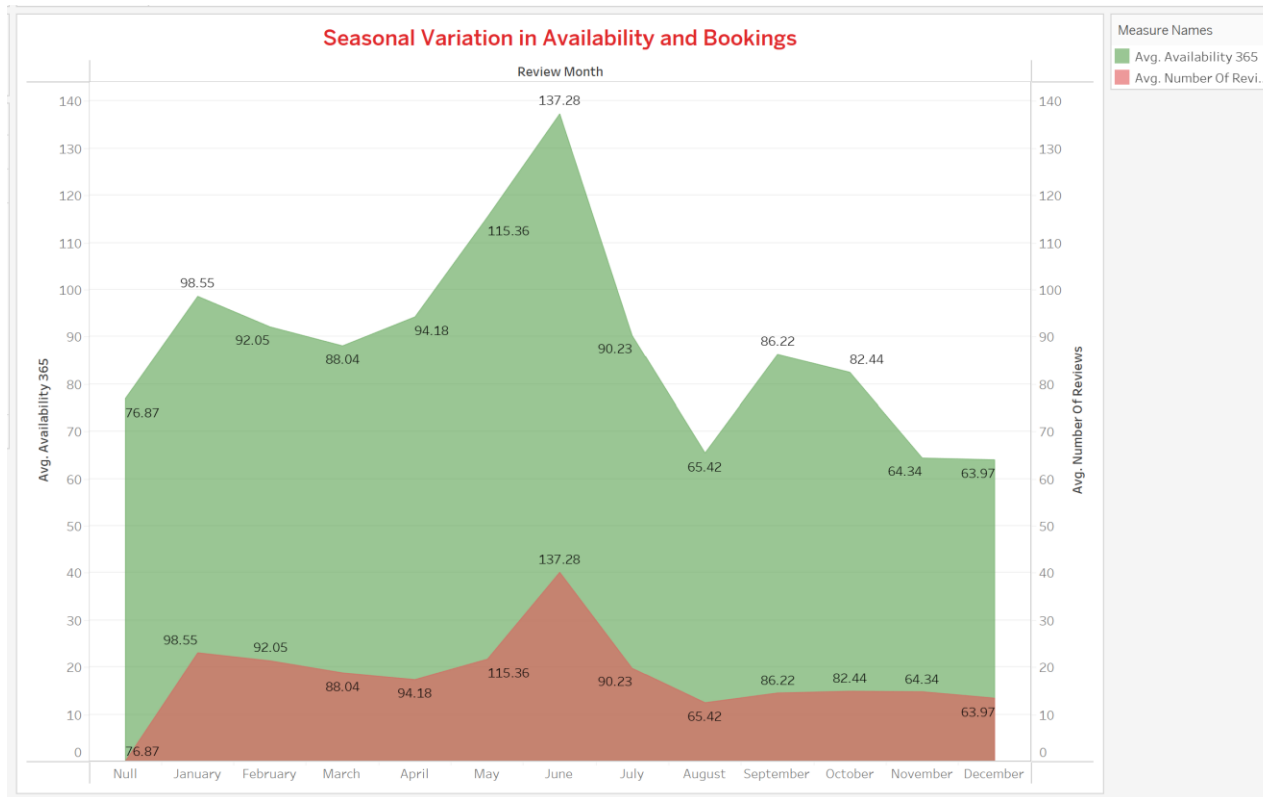
- Tap into an underserved market by acquiring more hosts in Queens. Expand Airbnb's presence and attract guests seeking accommodations in this neighbourhood.

## Emphasize Entire Home/Apartment Rentals

- Focus on acquiring more hosts offering entire homes/apartments. Cater to the preferences of Airbnb users and meet the demand for private and spacious accommodations.



# SEASONAL VARIATION IN AVAILABILITY AND BOOKINGS



## Seasonal Patterns

- Clear seasonal variation observed in availability and bookings.

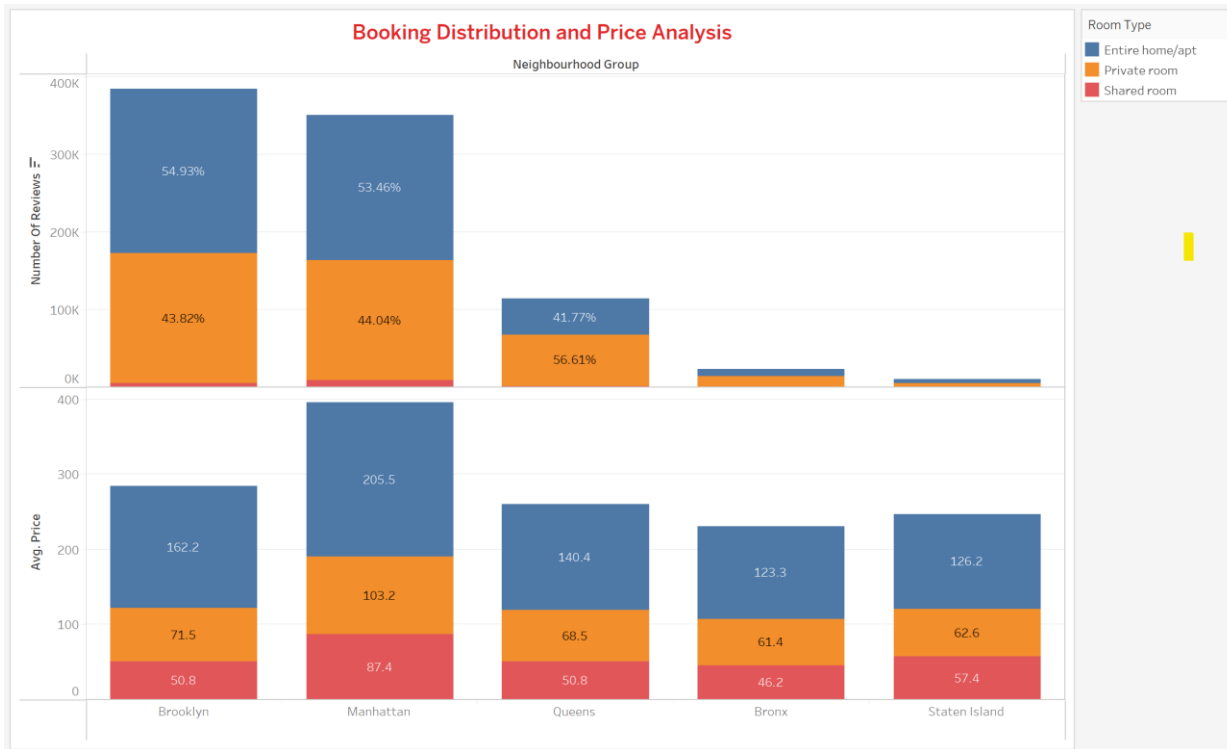
## Peak Travel Periods

- Summer months (June, July, August) show highest availability and bookings.

## Off-Peak Periods

- Winter months (December, January, February) indicate lower availability and decreased bookings.

# BOOKING DISTRIBUTION AND PRICE ANALYSIS



## Booking Distribution

- Dominant Room Types: "Entire home/apt" and "Private room" are the most reviewed room types in Manhattan and Brooklyn.
- Limited Demand for Shared Rooms: "Shared room" has lower reviews compared to other room types.

## Price Analysis

- Premium Accommodations: "Entire home/apt" in Manhattan has higher average prices.
- Mid-range Comfort: "Private room" offers moderate average prices.
- Budget-friendly Options: "Shared room" has lower average prices.

# APPENDIX



## Original Data Source

- Provides information on the sources of the data used in the analysis.

## Data Preprocessing Workflow

- Python code that outlines the steps taken to clean, transform, and prepare the raw data for analysis.

## Data Exploration in Excel

- Includes various calculations, charts, and insights derived from the data for further exploration and decision-making.

## Tableau Analysis

- Interactive visualizations and dashboards created in Tableau for data exploration and presentation purposes.

## Methodology Document

- Outlines the analytical approach, sequence and methodology used.

# THANK YOU FOR YOUR ATTENTION



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