

# Overcoming Airbnb NYC Business in the Post- Covid Period

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# AGENDA

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

## OBJECTIVE

- Improve our strategies to revive the business in the post-COVID period.
- Understand customer preferences and user experience trends for Airbnb NYC business.
- Provide early recommendations for new acquisitions and improving customer experience.

## 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.

## Properties with Least Min Nights to Stay offer Maximum Bookings

- Acquiring premium properties should **not be prioritized** as of now, due to high price.
- As the number of nights to stay increases, the price increases and the bookings naturally go down.
- It has been observed, that the hosts offering min nights to stay have received the highest booking in the past.

# Popular Accommodations across NYC

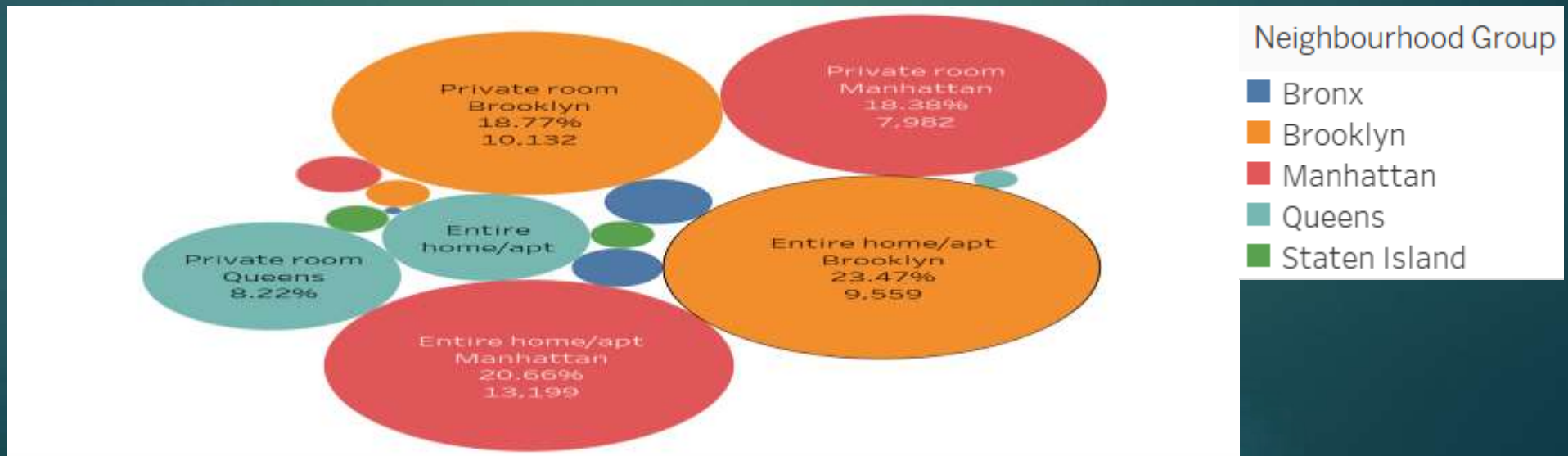
Neighbourhood contributing to higher income

Neighbou..	Neighbourhood	Fixed LOD	Price	Percent of Income Contribution
Brooklyn	Bedford-Stuyves...	2,500,600	399,917	11.82%
	Bushwick	2,500,600	209,033	6.18%
	Williamsburg	2,500,600	563,707	16.66%
Manhattan	Hell's Kitchen	4,264,527	400,987	6.95%
	Midtown	4,264,527	436,801	7.57%
	Upper West Side	4,264,527	415,720	7.21%
Queens	Astoria	563,867	105,469	13.83%
	Long Island City	563,867	68,449	8.97%
Staten Island	Randall Manor	42,825	6,384	11.02%
	St. George	42,825	5,671	9.79%

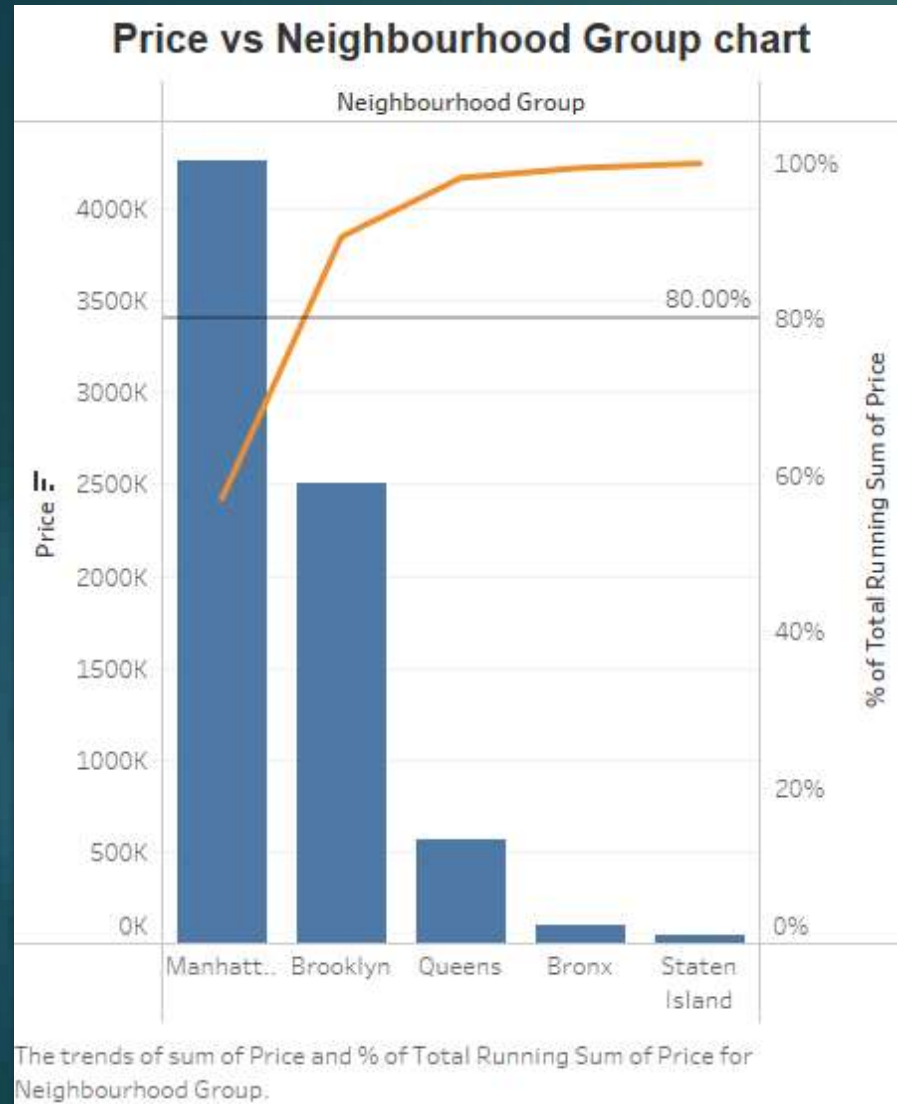
- ▶ The following are popular places in each of the Neighborhood group and contributes to higher income and hence target these places more for revenue generation.
- ▶ Brooklyn –Williamsburg
- ▶ Manhattan-Midtown
- ▶ Queens-Astoria
- ▶ Staten Island-Randall Manor

## Neighborhood Wise Business Distribution

- **Private Rooms & Entire home/apt** should be targeted in Brooklyn & Manhattan as they seem to be popular.
- **Shared Rooms** should be targeted as the rates already cheap and a reasonable approach will get more customers.
- The properties in Manhattan & Brooklyn are the most expensive than any other area.



# Insights on the price based on Neighbourhood Group



- Focus on increasing the listings in Queens, Bronx, Staten Island to increase their revenue.
- Manhattan contributes to 90% of revenue
- As Manhattan leads the list and is quite popular, hosts can reduce the price to attract customers.




## RECOMMENDATIONS

- Increase count of the number of hosts in Staten Islands. And increase low/medium rent hosts in Manhattan.
- Target on increasing the host listings of Entire home/apt and Private rooms as they are popular.
- Target more on providing monthly rental at the properties in NYC

## APPENDIX - DATA SOURCES

- Here is a snapshot of our data dictionary.
  - Host details such as Id, name, host name & host id
  - Property Listings information such as latitude, longitude, price, room type.
- The team used the following data sources:
  - Data provided by Upgrad Team
  - Airbnb listings data from NYC
  - Survey conducted in 2019

## APPENDIX - DATA METHODOLOGY

- ❖ We conducted a thorough analysis of the Airbnb dataset. The process included
  - Cleaning the dataset by treating the missing values. Refer  Methodology Document 2
  - Creating new calculated fields 'Min Nights Binned' & 'No. of Reviews Per Listing' in Tableau. Refer the Tableau Workbook.
  - Deriving visualization using the Tableau tool to understand key inferences from the analysis.

## APPENDIX - DATA 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.