



Key recommendations for Data Analysis Managers and Lead Data Analyst

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Agenda

- Objective
- Problem statement
- Visualization and inferences
- Recommendations
- Appendix



Objective

- Thorough analysis will help in knowing better opportunities and threats for Airbnb on bringing the business back to its track.
- Analysis is done based on NYC dataset of Airbnb for better adaption to the present situation while focusing on the revenue.
- Insights and recommendations are shared based on the analysis .The base of study of patterns and methods to get those insights are discussed as well.



Background

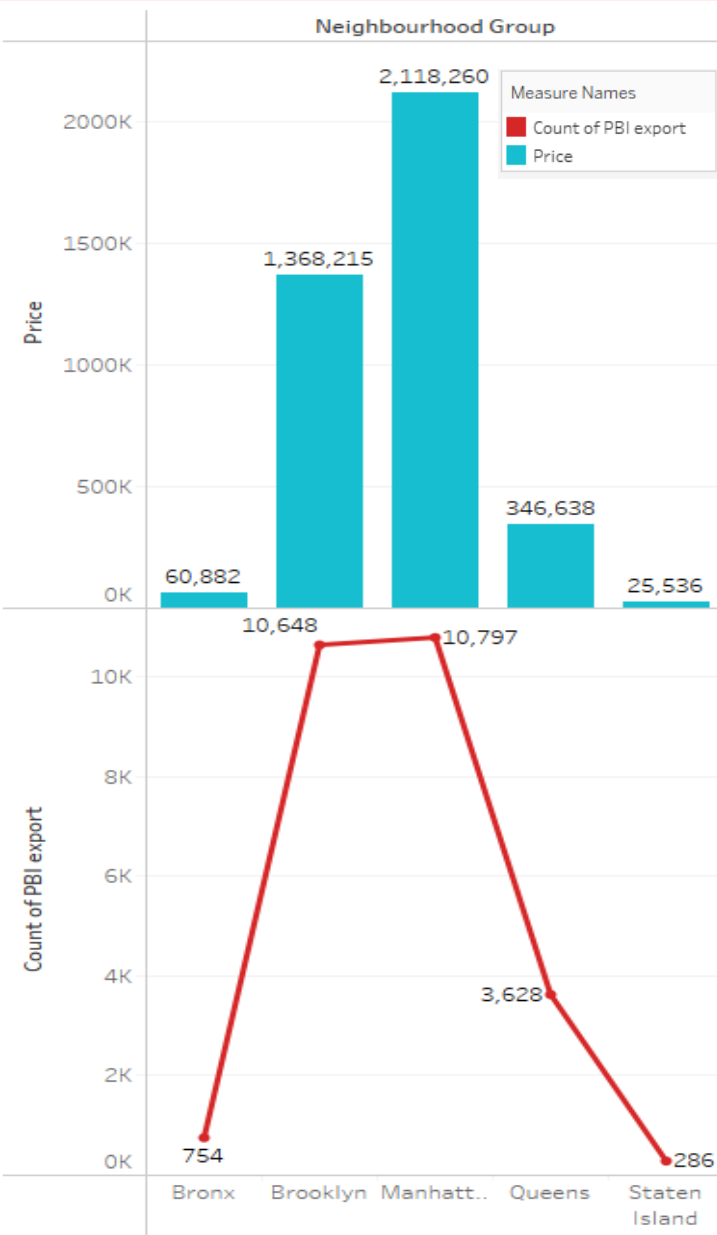
- Airbnb's revenue was affected because the quarantine curbs. Now that the restrictions are being lifted after the past scenes of uncertainty, Airbnb wants to be fully prepared for the reopening.
- The management needs to know the underlying insights to use opportunities effectively.
- Analysis based on different segments gives eye-openers and better realization.



Visualizations and inferences



center bring broad visitors to the island



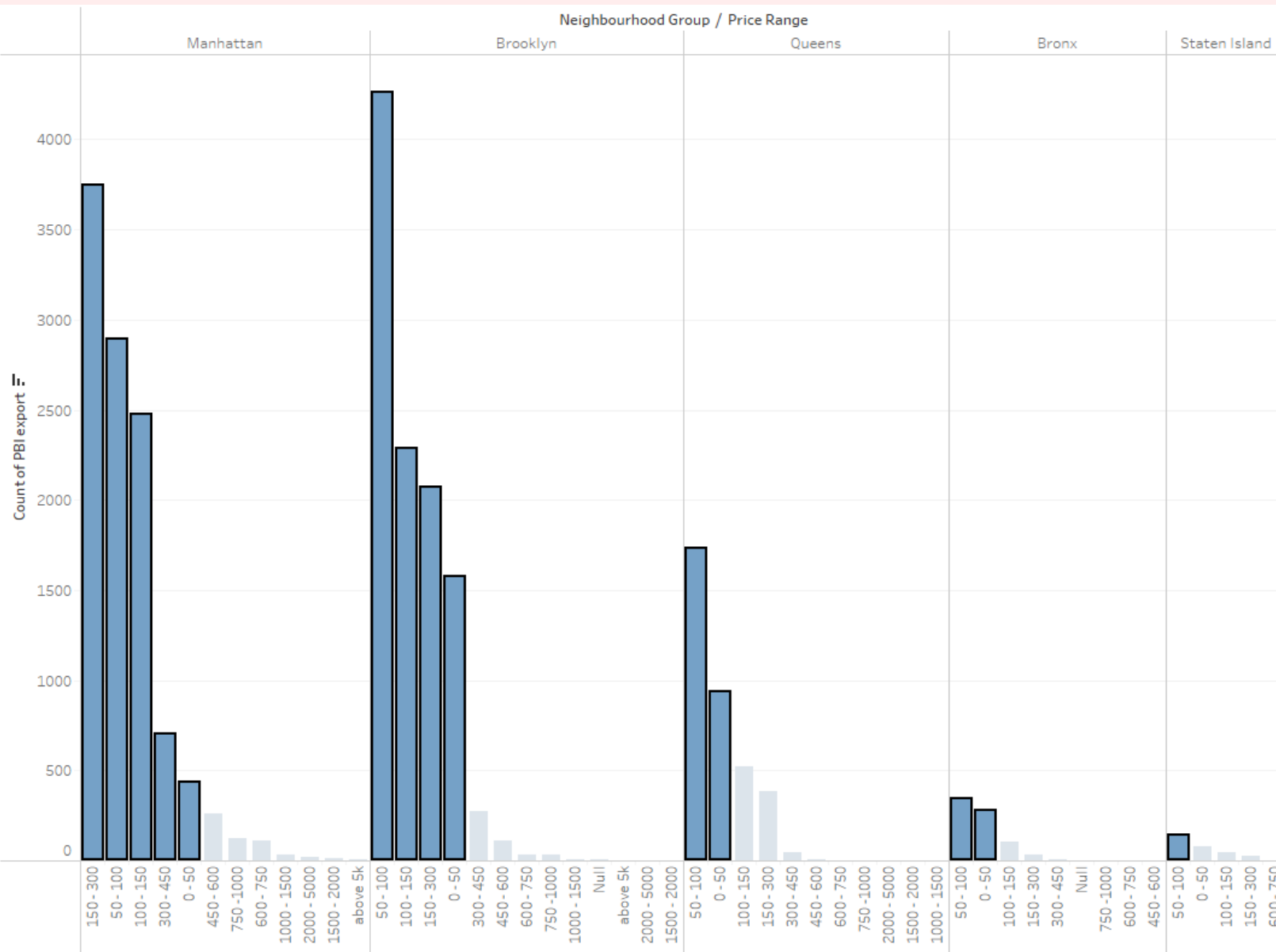
- Manhattan the expensive borough to stay also has a lot of visitors.
- Bronx is the least expensive borough yet has more customers than Staten Island.
- Staten Island known for its natural spaces has availability of rooms mostly in all seasons and is less populated but has comparatively a less no. of visitors.

Williamsburg and Bedford among the almost always busy



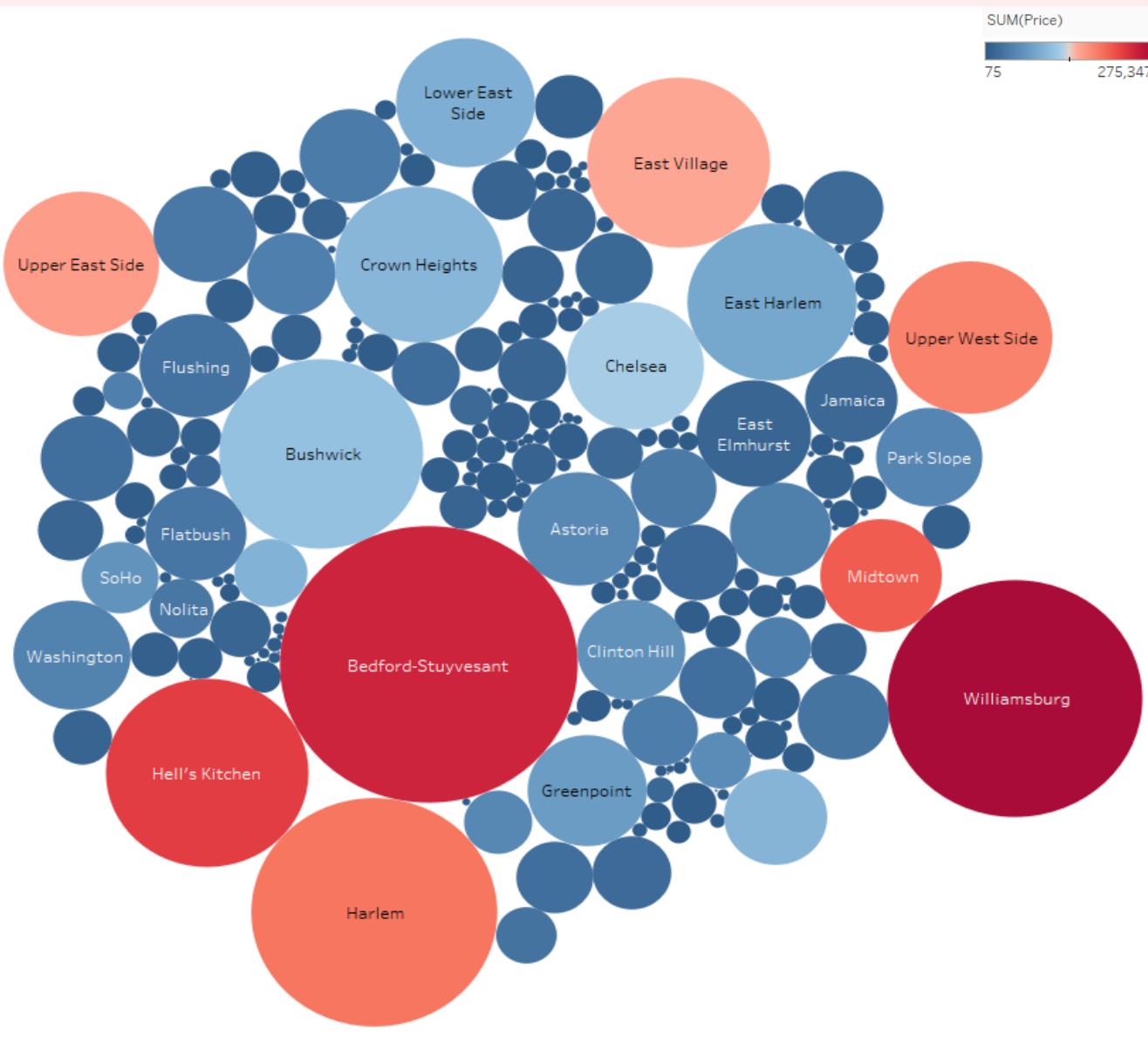
- There is a high availability of properties in Bedford , Williamsburg, Harlem, hell's kitchen.
- These places are usually busy as there is a high revenue inflow.
- Visitors prefer to be near the city center because of its vast exposure to various topics.

Economical price range serves the best of options



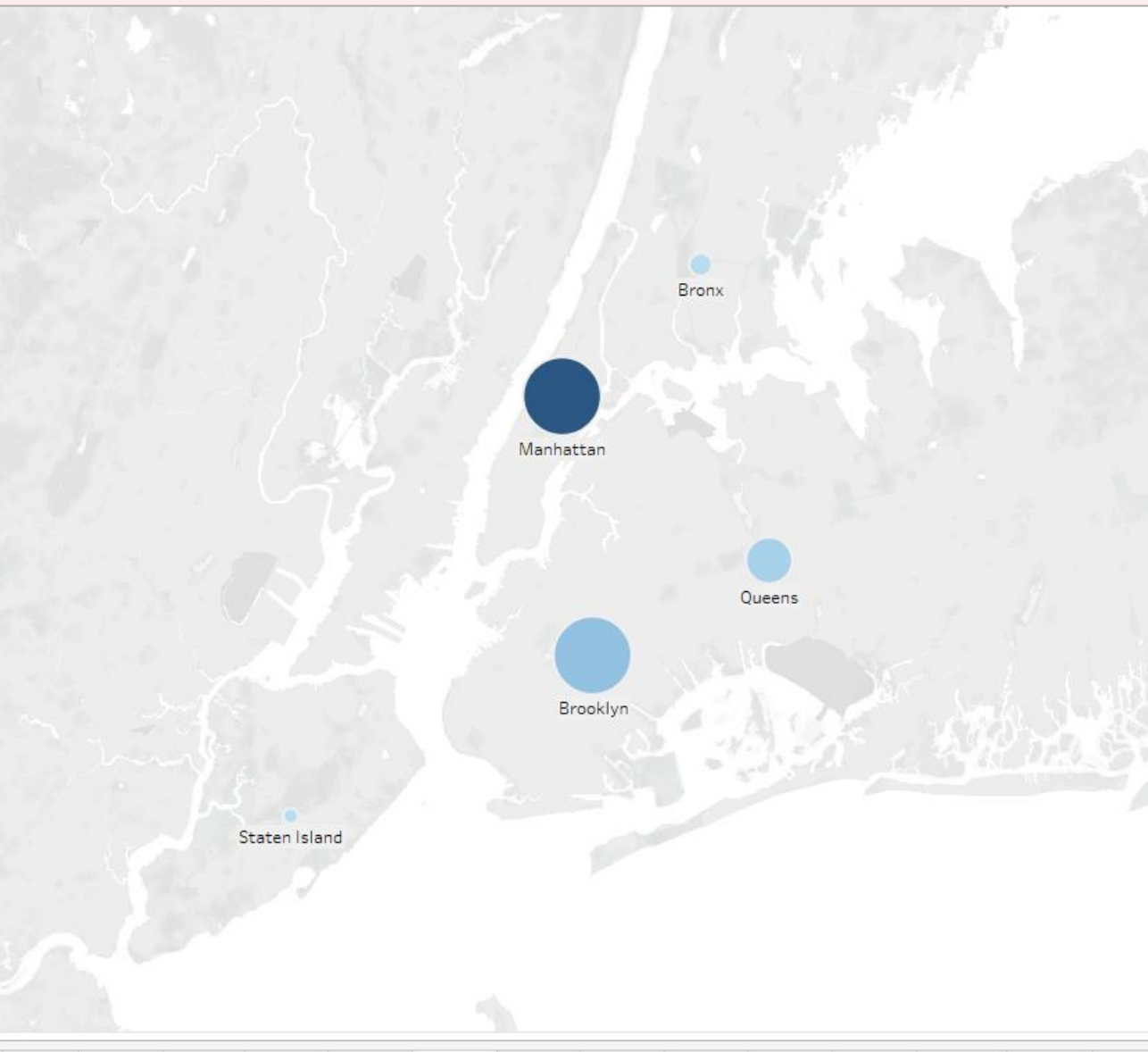
- Brooklyn and Manhattan have broad range of visitors.
- Mid-price range is preferred in Manhattan and is also the case that the place has more no. of costly properties for stay compared to others in the group.
- On common \$50-\$300 is the preferred price range for the lavish boroughs. While least priced-\$150 is preferred for stays in Queens, Bronx, Staten Island.

Bedford, Williamsburg are in the top of the talk



- Popular neighborhoods have more reviews than the rest.
- These neighborhoods are recommended for an affordable stay and are indicating good revenue inflow.
- Bedford, Williamsburg, Harlem hold the highest in the list of no. of visitors.

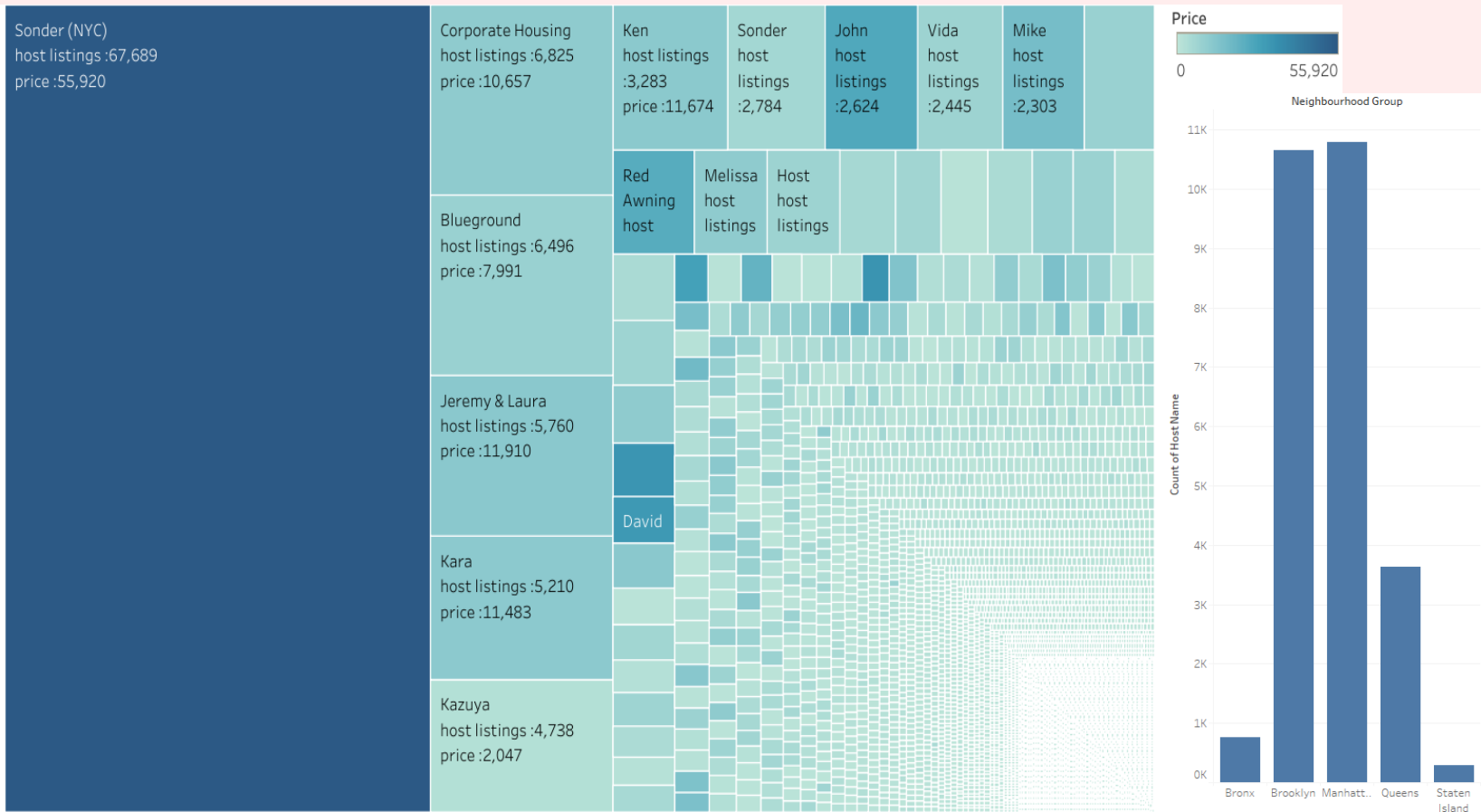
Manhattan markets are a center of opportunity



- Manhattan more homestay hosting than the rest of the boroughs.
- Brooklyn and Queens follow the list while Manhattan still has more visitors.

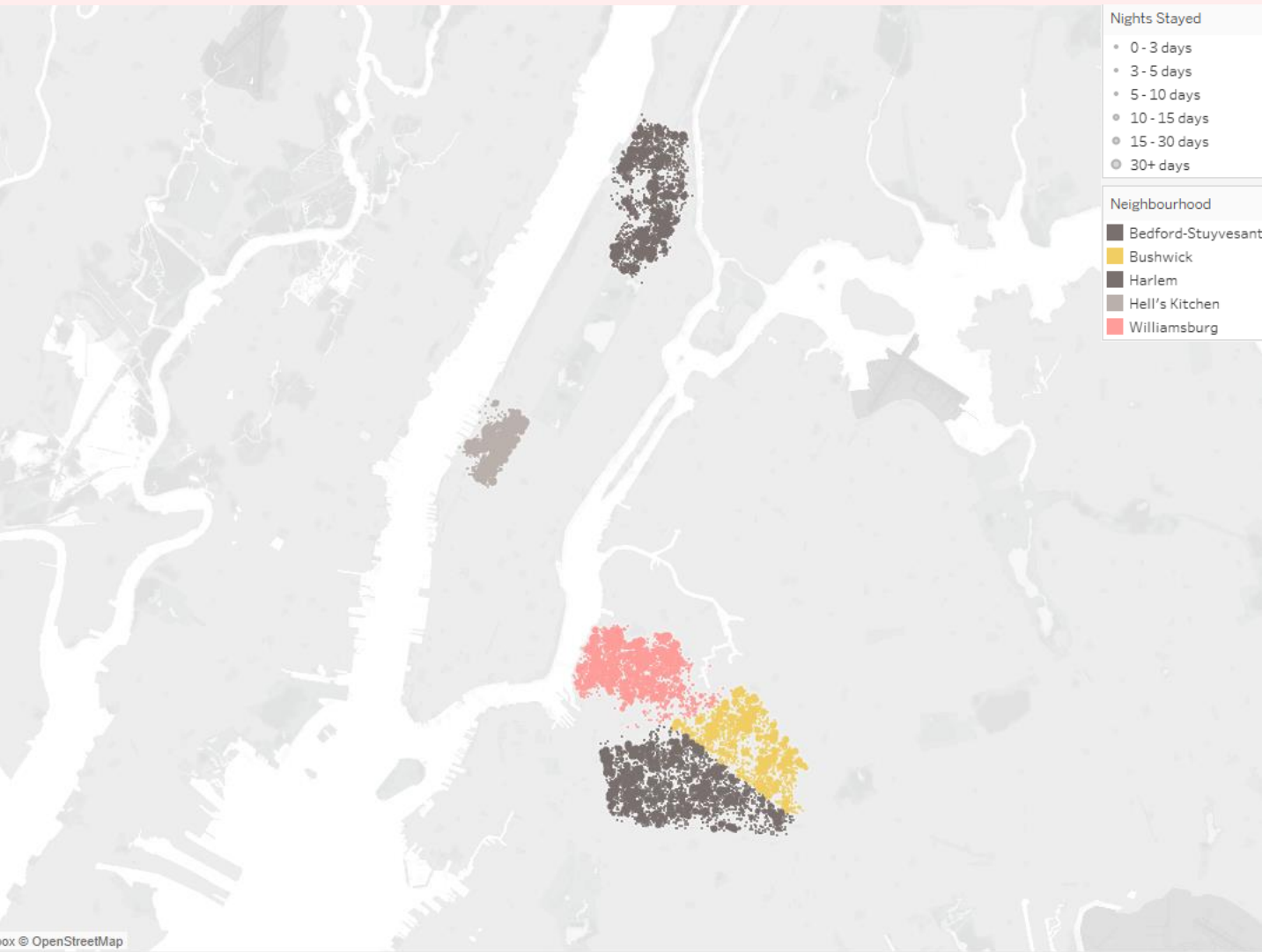


Corporates concentrate on markets of Manhattan



- Sonder(NYC) undertakes broad range of properties only Manhattan.
- Most of the properties are hosted by housing corporations/Realtors and are hosted in Manhattan and as the price is comparatively high, the inflow of revenue is high as well from here.
 - This is also because Manhattan has high no. of properties hosted (Derived from the previous slide)

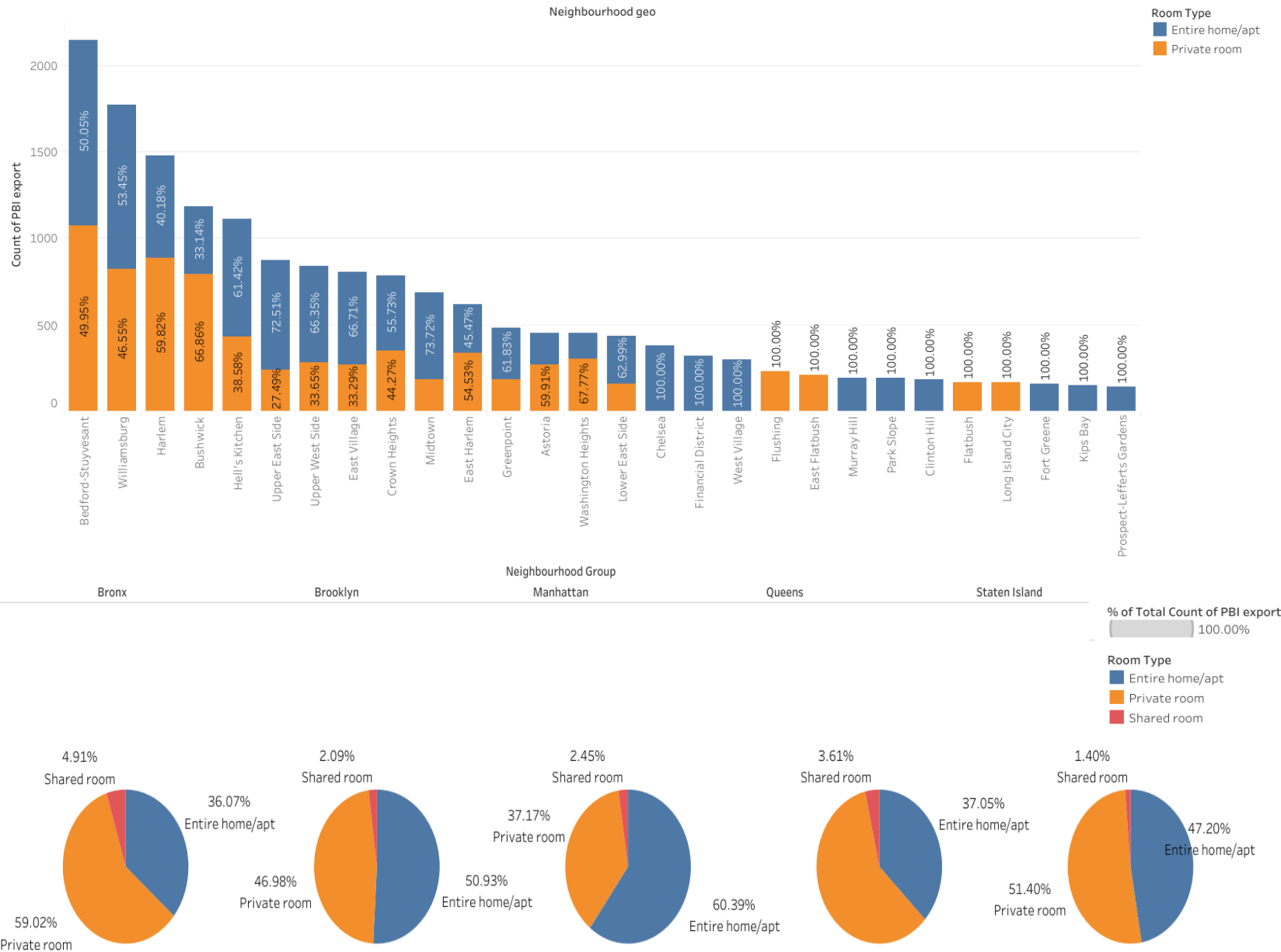
More nights of stay near city centers



- Bedford, Bushwick, Harlem have the most of longer stays in the list.
- They are near to Manhattan, ease of commute can contribute towards this preference of visitors to stay in Brooklyn neighborhoods near to Manhattan.
- As known from the previous slides- these places also have lot of reviews about the homestay properties.

Privacy preferred by broad range of visitors

sheet 18



- Entire home/Apt is most preferred in all the neighborhoods. Bedford, Williamsburg, Harlem having more hosting have more visitors as well.
- Manhattan being the costliest, has a high preference on Entire Home/Apt.
 - Shared rooms are the least preferred in common.
- Brooklyn having a lesser no. of shared rooms also is the least expensive among all the boroughs.



Recommendations

- Manhattan has high cost of living which means high income. Targeting high income groups and their preferences would help in increase in revenue.
 - Bronx is least expensive but attracts reasonably more crowd.
 - Target the busy neighborhoods like Bedford, Williamsburg, Harlem
- Entire home/apt, private rooms are in huge demand.
- Specifically \$50- \$300 are preferred price ranges in Brooklyn and Manhattan and the least priced-\$150 in the rest of the boroughs.
- Look for possible ventures with housing corporates/Realtors(Sonder, Bluegrounds) in and around Manhattan, Brooklyn.
- More reviews means more attention – initiatives to increase genuine reviews helps more visitors.
- Shorter stays are preferred more.
- No. of nights stayed are decreasing with increase in price, so special discounts or offers for longer stays can be helpful in the objective.



Appendix

- Cleaning and transforming data was done with PowerBI tool.
- Exploratory data analysis done in Tableau after importing the dataset from PowerBI
- Methodology followed in this analysis has been attached separately in a file with detailed explanation of data cleaning, data preparation and insight generation through data analysis.

Thank you

