

# OVERCOMING AIR-BNB NYC BUSINESS IN THE POST - COVID PERIOD

FOR HEAD OF ACQUISITION & OPERATIONS  
AND HEAD OF USER EXPERIENCE



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# AGENDA

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

# OBJECTIVE

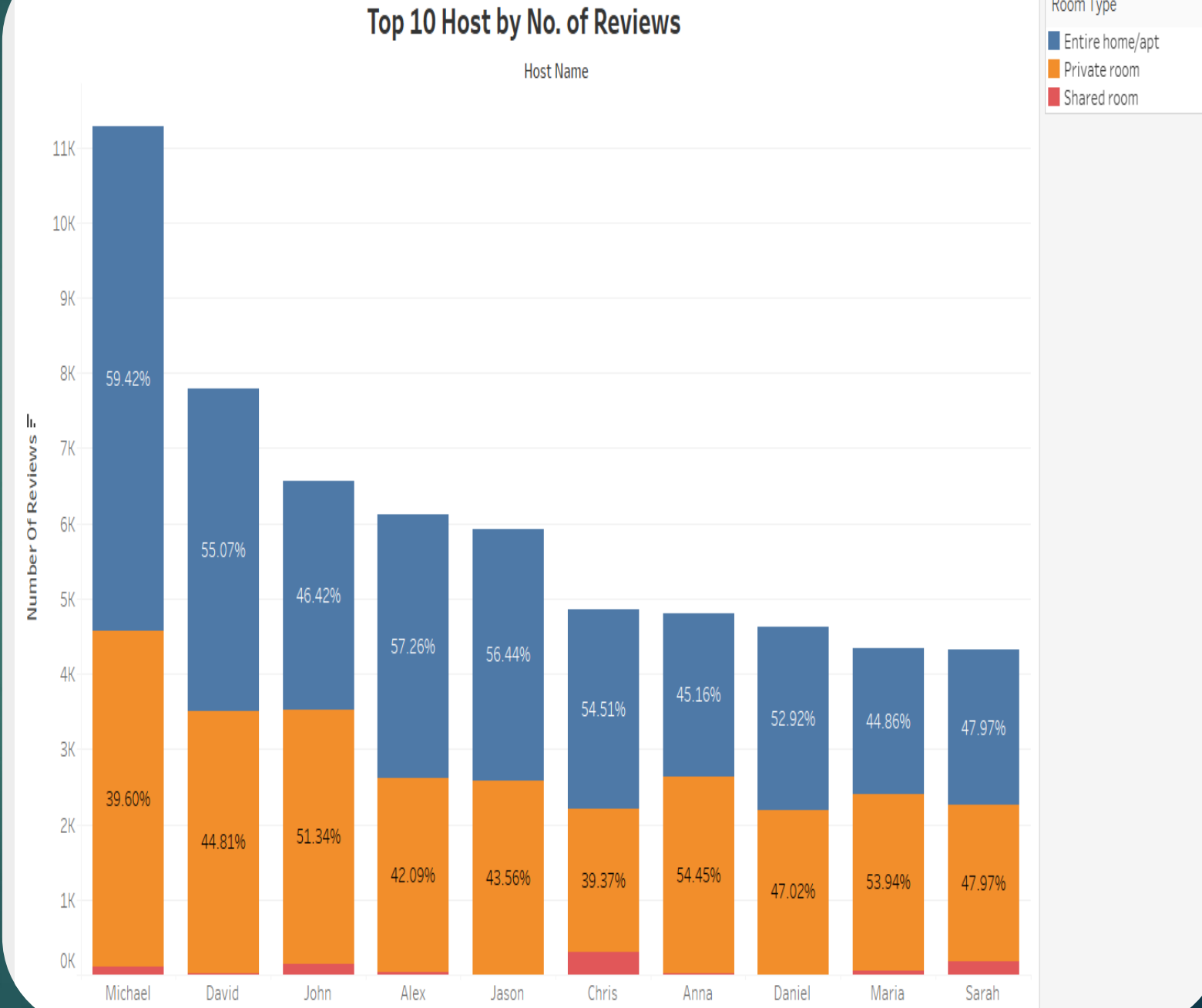
- ▶ IMPROVE OUR SHARED UNDERSTANDING ABOUT THE MARKET CONDITION OF AIRBNB COMMUNITY.
- ▶ IMPROVE OUR SHARED UNDERSTANDING ABOUT OUR END CONSUMER EXPERIENCE AND PREFERENCES.
- ▶ PROVIDE EARLY RECOMMENDATIONS TO HEAD OF ACQUISITION & OPERATIONS AND HEAD OF USER EXPERIENCE.

# BACKGROUND

- ▶ FOR THE PAST FEW MONTHS, AIRBNB HAS SEEN A MAJOR DECLINE IN REVENUE.
- ▶ THE COVID – 19 PANDEMIC AFFECTED AIR-BNB BUSINESS DUE TO TRAVLE RESTRICTIONS.
- ▶ RESTRICTIONS HAVE STARTED LIFTING AND PEOPLE HAVE STARTED TO TRAVEL MORE AND THUS A THOROUGH ANALYSIS WAS NEEDED TO RECOVER THE LOSSES INCURRED.

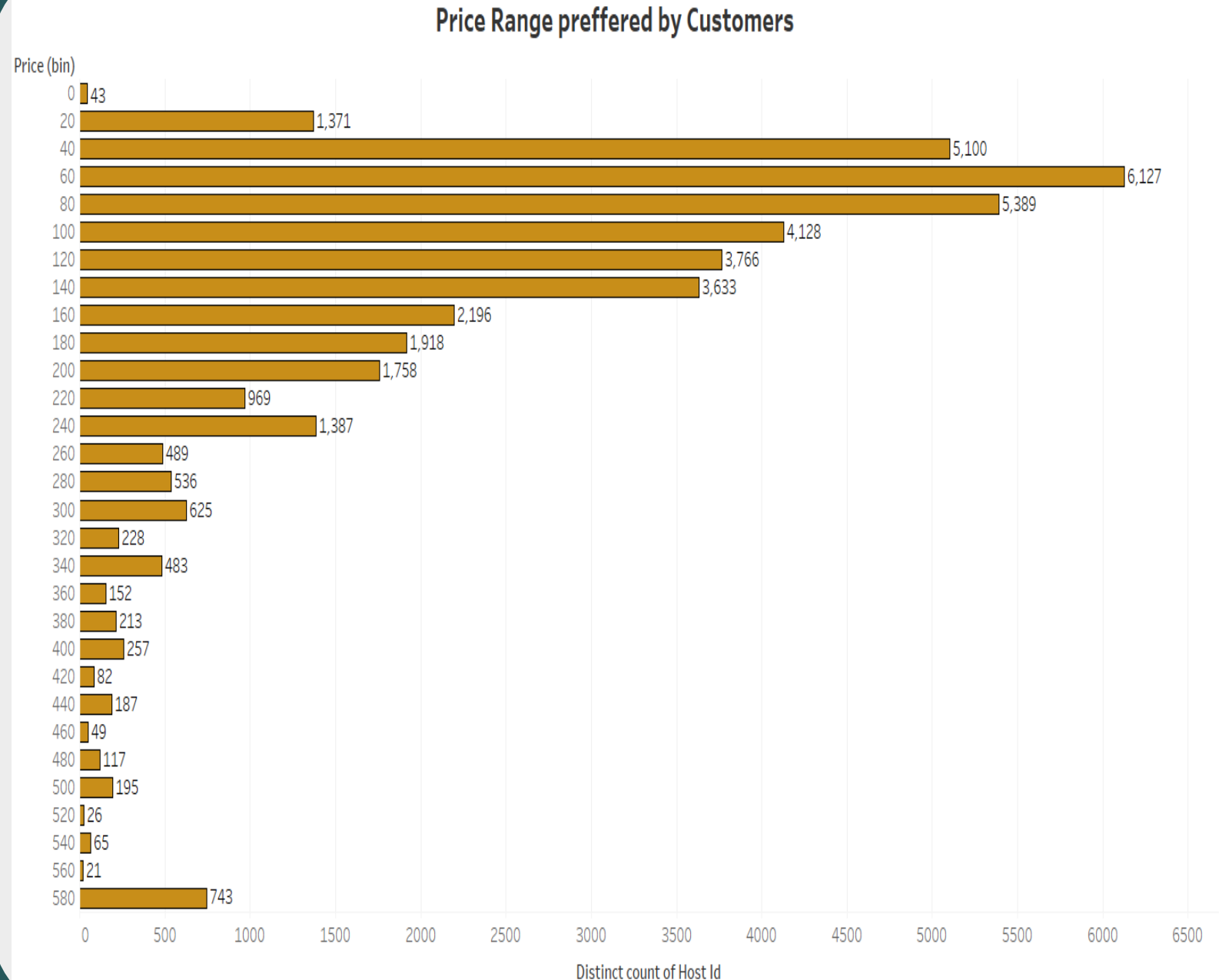
# TOP 10 HOSTS BY NO. OF REVIEWS

- People prefer renting out entire home/apt for stay and if that is not an option than they prefer to rent private rooms.
- Shared rooms accounts the least number of reviews of total listed properties.
- More than 90% of people wants to rents either entire home/apt or private rooms for there stay.



# PRICE RANGE PREFERRED BY CUSTOMERS

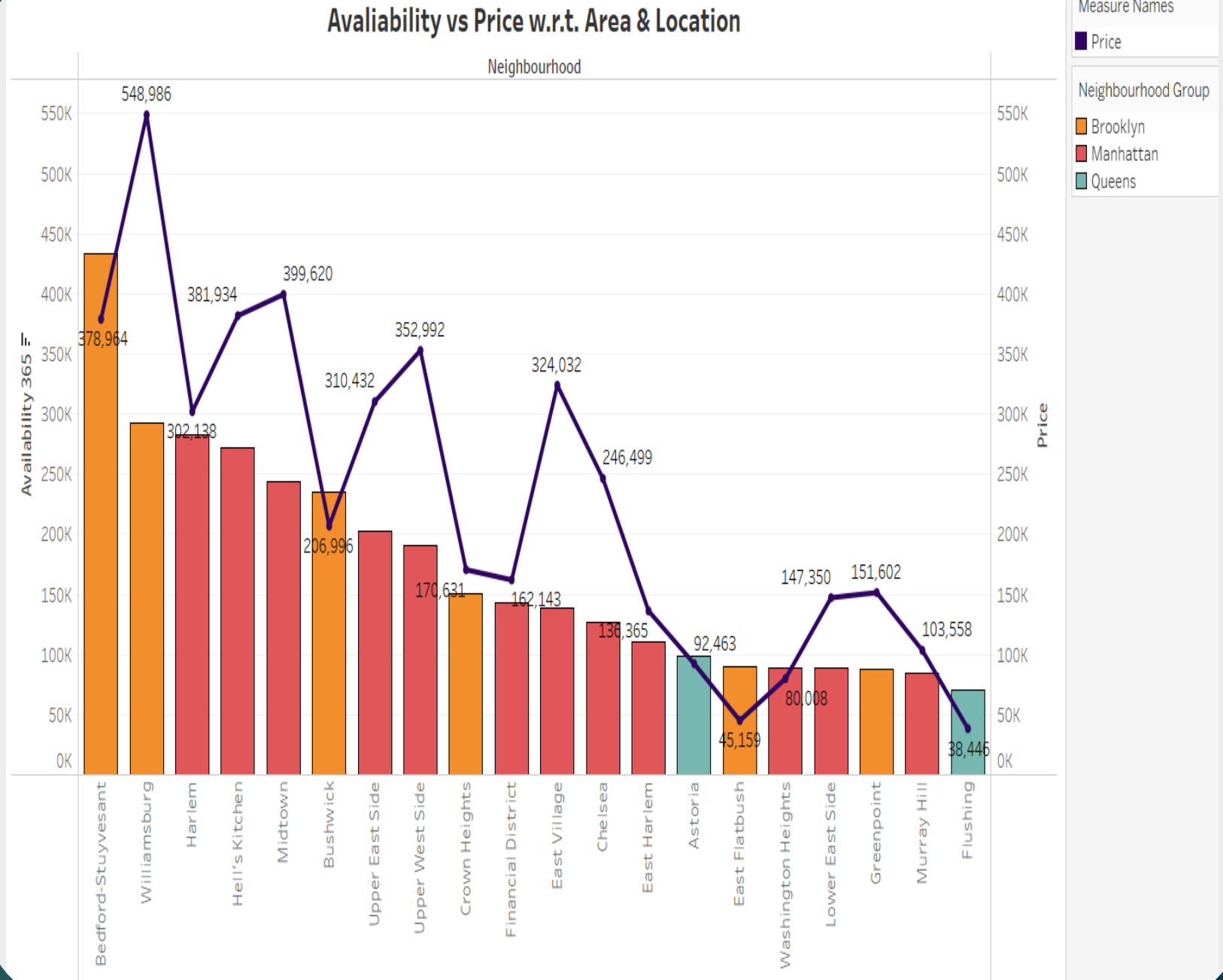
- We have taken pricing preference based on volume of bookings done in a price range.
- The favourable price range is from \$20 - \$240. This is the price range preferred by most customers.
- The least favourable price range is from \$320 - \$560. This price range is preferred by less customers.





# AVAILABILITY VS PRICE

- Availability of Bedford-Stuyvesant is highest and its price is on the lower side. It is a good choice for customers.
- Williamsburg availability is low as compared to its price. It's availability is 292,913 and it's price is 548,986 which is double of it's availability.
- Brooklyn & Manhattan have the highest availability.



# POPULAR ACCOMMODATION ACROSS NYC

- These are the top 20 most popular accommodation across New York City and how much they contribute to the total Income contribution.
- Williamsburg in Brooklyn has the highest contribution in total income which is expected as it's price is highest among all the other accommodations.
- Bronx has only one area Longwood which is in top 20 popular accommodation.

Top 20 Popular Accommodation across NYC

Neig..	Neighbourhood	Fixed LOD	Price	% of Total Percentage of Income Contributi..
Manhatt..	Midtown	3,867,583	399,620	5.16%
	Hell's Kitchen	3,867,583	381,934	4.93%
	Upper West Side	3,867,583	352,992	4.56%
	East Village	3,867,583	324,032	4.18%
	Upper East Side	3,867,583	310,432	4.01%
	Harlem	3,867,583	302,138	3.90%
	Chelsea	3,867,583	246,499	3.18%
Brooklyn	Williamsburg	2,374,577	548,986	11.54%
	Bedford-Stuyvesant	2,374,577	378,964	7.97%
	Bushwick	2,374,577	206,996	4.35%
	Crown Heights	2,374,577	170,631	3.59%
	Greenpoint	2,374,577	151,602	3.19%
Queens	Astoria	540,627	92,463	8.54%
	Long Island City	540,627	66,345	6.13%
	Flushing	540,627	38,446	3.55%
Bronx	Longwood	92,908	5,618	3.02%
Staten Island	St. George	37,044	5,270	7.10%
	Tompkinsville	37,044	3,200	4.31%
	Stapleton	37,044	2,672	3.60%
	Arrochar	37,044	2,389	3.22%



# RECOMMENDATIONS

- ▶ More than 90% people prefer renting out either entire home/apt or private rooms so we should acquire more of these room types to generate more revenue.
- ▶ We should concentrate on increasing our listings in Staten Island and Bronx because we have very less listings on this locations.
- ▶ The favourable price range is from \$20 - \$240 so we should keep the accommodations price in this range or list some more accommodations within this price range to acquire more customers and generate more revenue.

# APPENDIX – DATA SOURCES

- ▶ DATA SOURCE : NYC AIR-BNB data-set provided.
- ▶ The data-set columns are self-explanatory.
- ▶ Here is a snapshot of our data dictionary.

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

# APPENDIX – DATA METHODOLOGY

- ▶ Data understanding, preparation and pre-processing :
  - Reading and Understanding data.
  - Treating missing values.
  - Treating outliers.

We used python jupyter notebook to perform this steps.

- ▶ Used Tableau for data visualization for deeper analysis.
- ▶ The methodology document file has been attached with it which has the overall process and snapshot of our whole analysis.

# APPENDIX – DATA MODEL

## ASSUMPTIONS

- ▶ We assumed the data prior to the COVID - 19 period was achieving the desired revenue.
- ▶ The company's strategies are decided considering the travel will increased in the post COVID period.
- ▶ The company is not now seeking to expand to additional cities around New York City.

THANK YOU