

# Improving Airbnb Business in NYC

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# Introduction:

Airbnb, Inc. an American company operates an [online marketplace](#) for [lodging](#), primarily [homestays](#) for [vacation rentals](#), and [tourism](#) activities. Based in [San Francisco, California](#), the platform is accessible via [website](#) and [mobile app](#). Airbnb does not own any of the listed properties; instead, it profits by receiving [commission](#) from each booking. Airbnb is a shortened version of its original name, AirBedandBreakfast.com.

Situated on [one of the world's largest natural harbors](#), New York City is composed of five [boroughs](#), each of which is coextensive with a respective [county of the State of New York](#). The five boroughs—[Brooklyn](#) (Kings County), [Queens](#) (Queens County), [Manhattan](#) (New York County), [the Bronx](#) (Bronx County), and [Staten Island](#) (Richmond County)

# Objective:

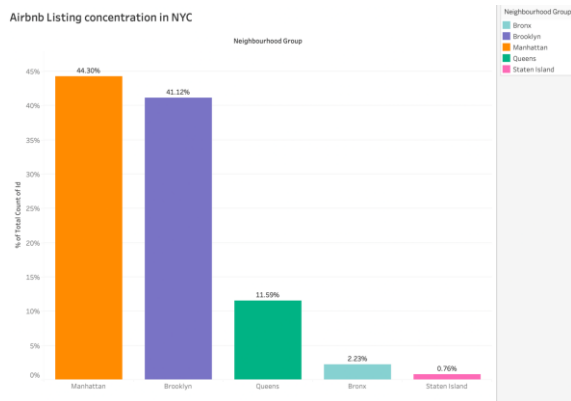
For the past few months, Airbnb has seen a major decline in revenue.

Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.

To do so, we will focus on understanding the Airbnb listings across various parameters like customer preferences, booking trends, accommodations reviews and so on

# Customer preference on Neighborhood and Room Type

Airbnb Listing concentration in NYC

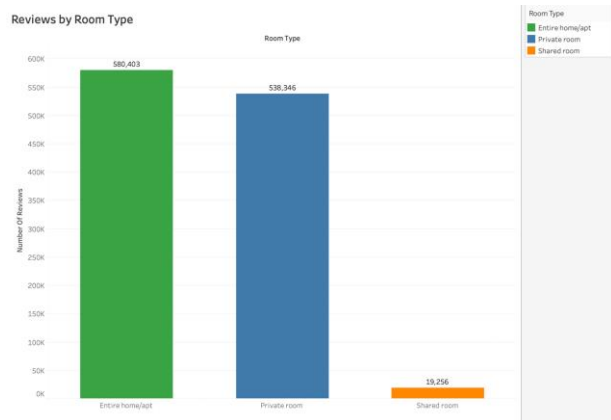


We have 3 room types : entire home/apartment, private and shared rooms and we can see by the reviews that the preference is either an entire home or private rooms

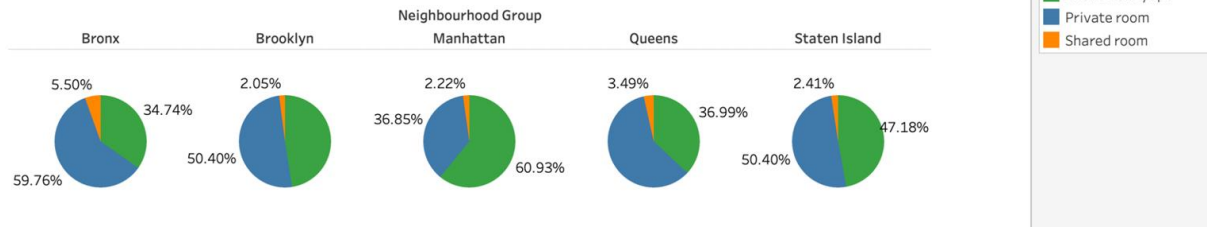
Recommendations:

- We should focus on promoting shared rooms with relevant discounts where we see certain affinity
- We should also look acquiring new listings across Manhattan and Brooklyn where customer look for an entire home or private rooms

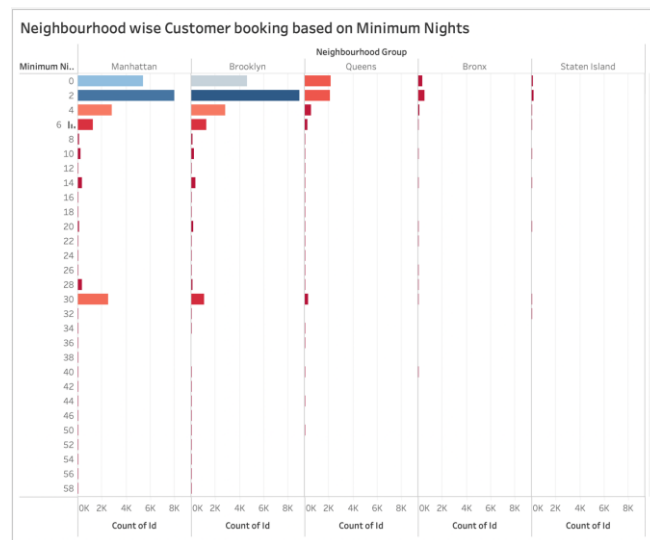
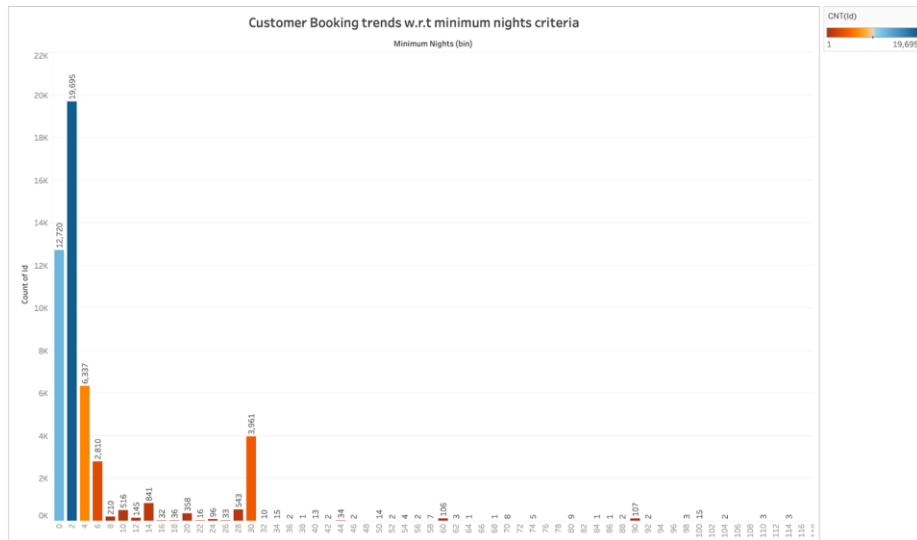
Reviews by Room Type



Room Type w.r.t Neighbourhood



# Customer preference on minimum nights



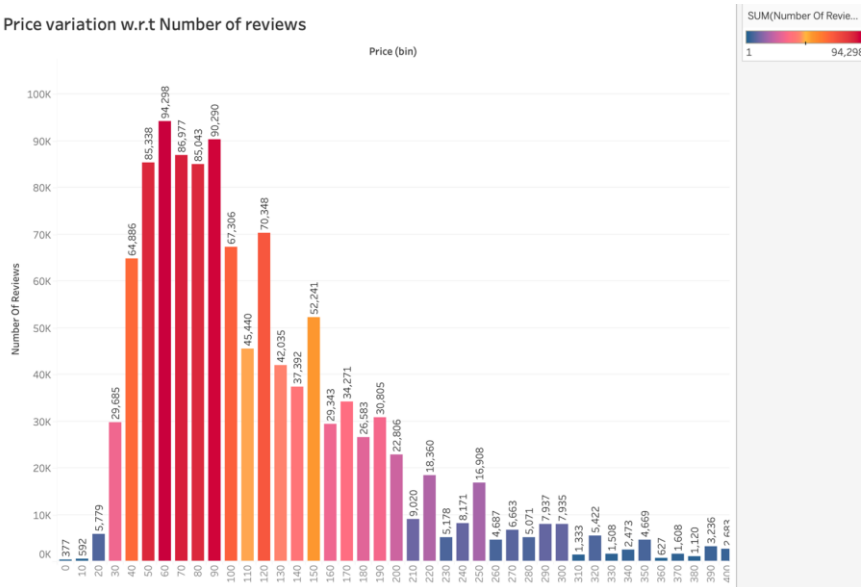
- Customers are likely to book an accommodation for 2 nights and also good number till 6 days. We also see good number of customers prefer 30 days stay as well

## Recommendation:

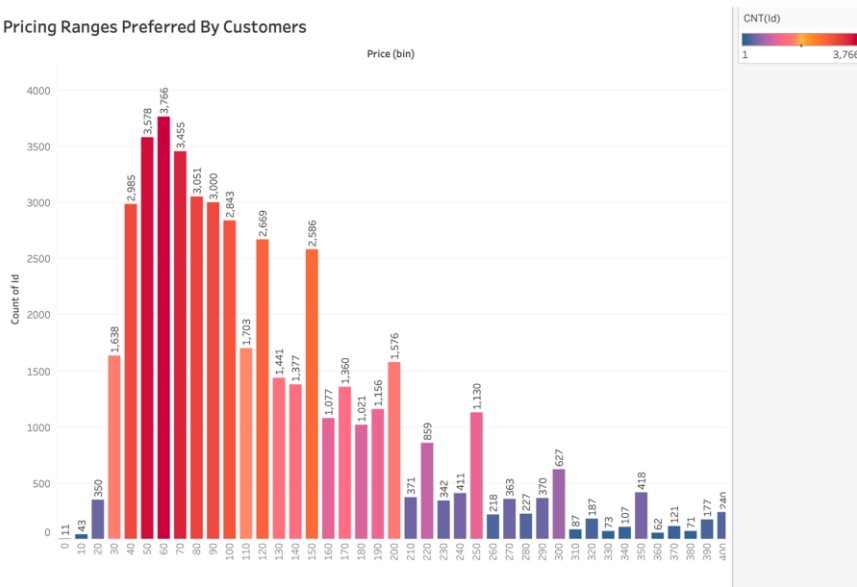
- Promote longer stays ( 30 days - 90 days)with appropriate discounts and also for those who booking is less than 2 days across Manhattan and Brooklyn

# Customer preference by Price

Price variation w.r.t Number of reviews



Pricing Ranges Preferred By Customers



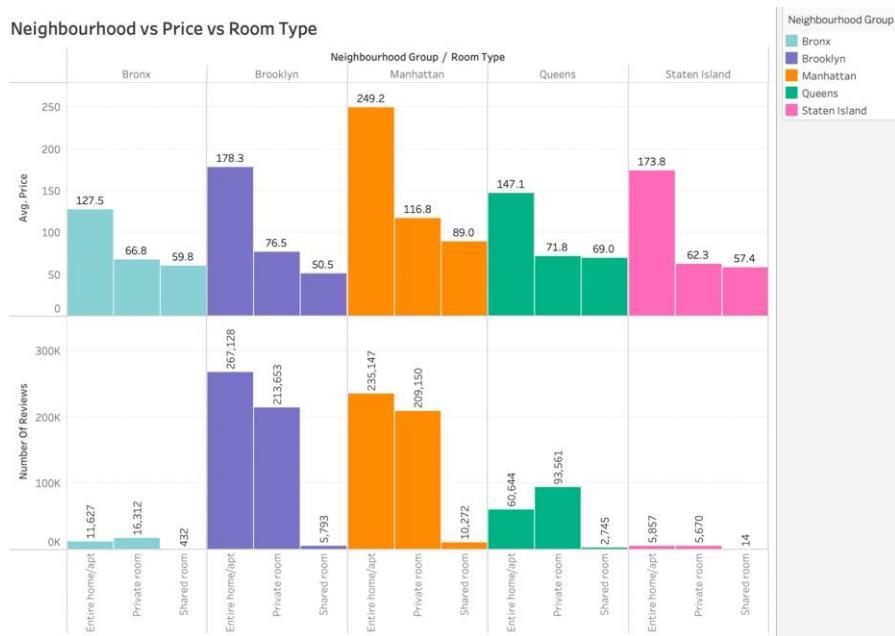
- We see that the price ranges between \$40 - \$160 having the most preference based on the reviews as well

## Recommendation:

- Acquire more listings in this price range and also have discounts on higher priced listings based on the number of customer bookings which will promote higher user traction across all properties

# Price Variation across Room Types

Neighbourhood vs Price vs Room Type



- While the average price range in Manhattan is \$196.9 the cost of entire home is high compared to Brooklyn which has \$124

## Recommendation:

- As mentioned in the previous slide Brooklyn falls under the customer preferred range of \$40-\$160 across all rooms sections and we need to look at having similar price range in Manhattan as well



# Overall Recommendations

- Acquire more properties for listings across Manhattan and Brooklyn
- Promotions and discounts to increase less than 2 days stay into 2 days and for 30-90 days as well
- Listings to be priced between \$40-\$160 for new acquisitions which promotes both bookings and customer satisfaction
- Promote shared rooms with relevant discounts to increase bookings
- Acquisitions across Bronx and Queens for private rooms with the range of \$60-\$100 can attract more bookings
- Start weekly and bi-weekly rentals as there are certain group of customers who looks for these kind of accommodations