Analysis of Airbnb Listings in New York

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Introduction

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

Problem Statement

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.

Objective

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
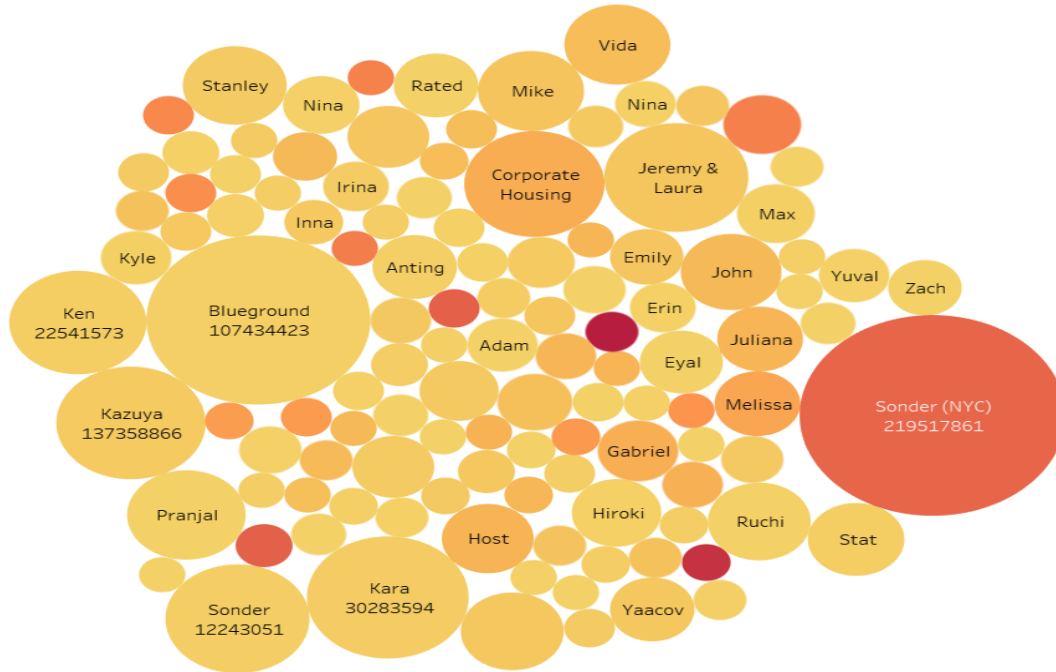
Key Insights

Let us first see how Airbnb listings are spread across in NYC
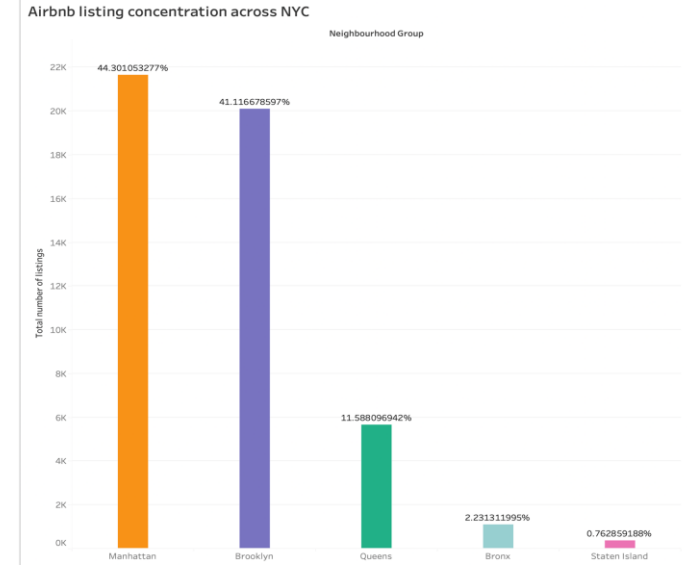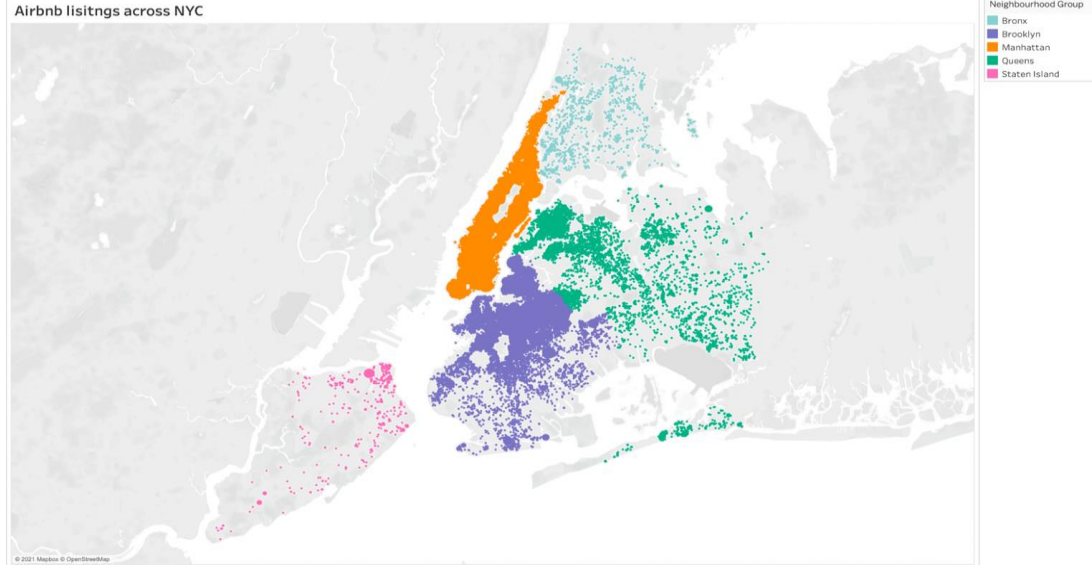
We see that 44% of listings are across Manhattan and less than 1% of the listings across Staten island

Hosts with the most listings in NYC
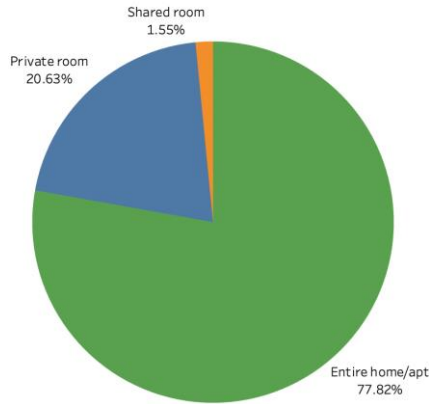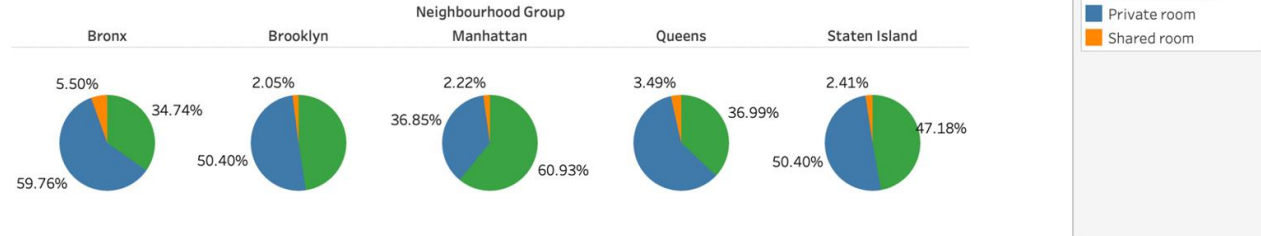

Host with the Most Listing in NYC

- Host Sonder (id 219517861), has been booked most number of times i.e. 327.
- Host Blueground is the second popular host.
- Then there are other hosts like Kara, Ken, Pranjal, Jeremy and Mike that fall under top 10 hosts

Customer Preference : Room Type

Type of Rooms preferred by Customers

Shared room 1.55%
Private room 20.63%
Entire home/apt 77.82%

Room Type w.r.t Neighbourhood

Room Type
- Entire home/apt
- Private room
- Shared room

Neighbourhood Group

| Bronx | Brooklyn | Manhattan | Queens | Staten Island |

Bronx: 5.50%, 34.74%, 59.76%
Brooklyn: 2.05%, 50.40%
Manhattan: 2.22%, 36.85%, 60.93%
Queens: 3.49%, 36.99%, 50.40%
Staten Island: 2.41%, 47.18%

- We clearly see that approximately 78% of the customers prefer an entire home/apartment whereas less than 2% of the customers preferred shared rooms
- We can see that Manhattan has higher concentration of customers preferring an entire apartment whereas the preference in Bronx is a private room
- Customer are likely to choose a shared room in Bronx and less likely in Brooklyn
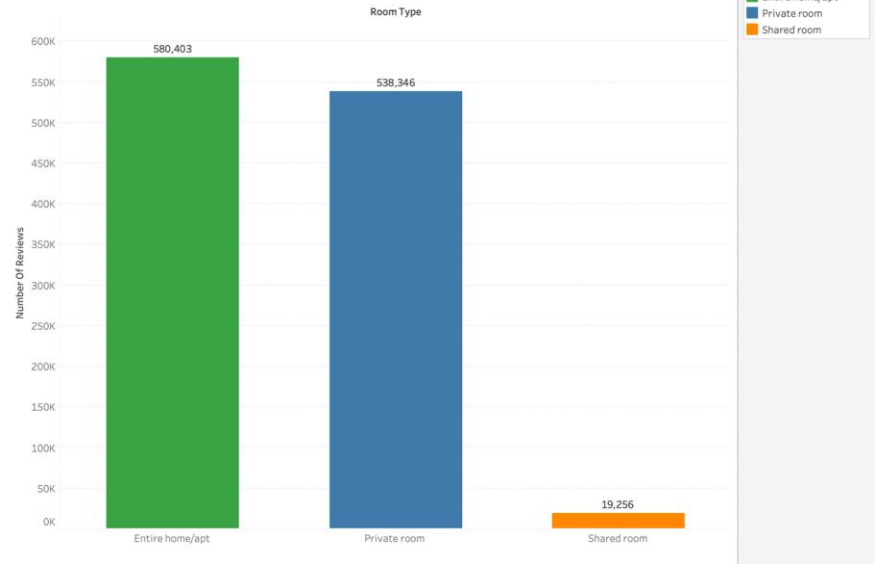
Customer Preference : Number of Nights
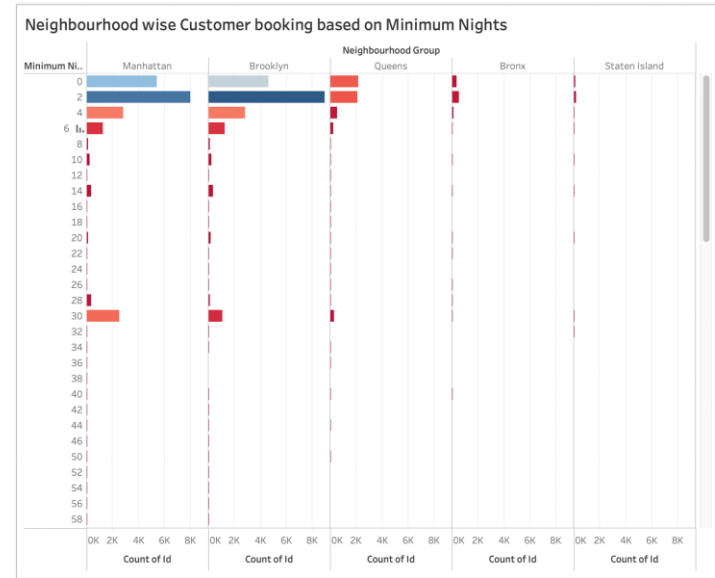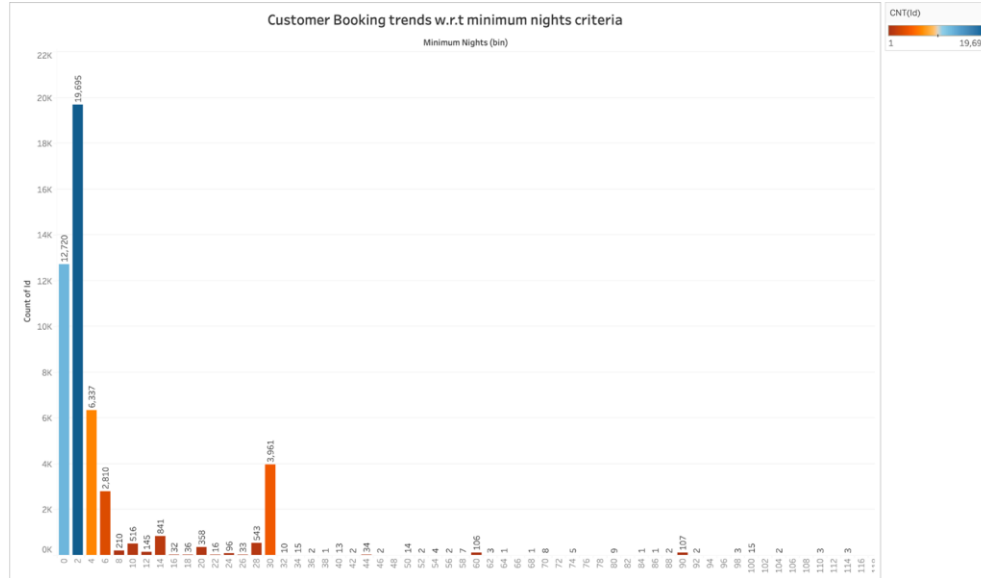
- We see large group of the customers prefer to a 2 nights booking while a small group prefers a 30 day stay as well
- Here we see Brooklyn taking a lead on a 2 day stay over Manhattan, however, it is less likely that customers choose a 30 day stay in Brooklyn

Customer Preference : Reviews

- We see most reviews across Brooklyn and Manhattan which also indicates that most of bookings happen in these regions
- We also observe that customers provide rating when they book an entire home/apartment or a private room compared to shared room, which indicates shared rooms are not much preferred