

# Data Analysis Project

By Salawu Oke Queen



# Project Description

- *To get underlying information and insights on the NYC Airbnb market and the customer preferences.*
- *This will help us to:*
  - *Improve the companies business model.*
  - *Help Airbnb make data-driven decisions about pricing, marketing and customer experience*
  - *Create targeted strategies to increase the company revenue*

# Key Questions

1. What is the average price of Airbnb listings in each neighbourhood and how does it vary by room type.
2. Which neighbourhood has the highest and lowest average prices for Airbnb listings.
3. How many listings are there per room type and how does the price and availability vary by room type.
4. Are there any trends in the popularity of Airbnb listings in different neighbourhoods over time
5. What are the top hosts and neighbourhoods in terms of customer satisfaction based on customer ratings.

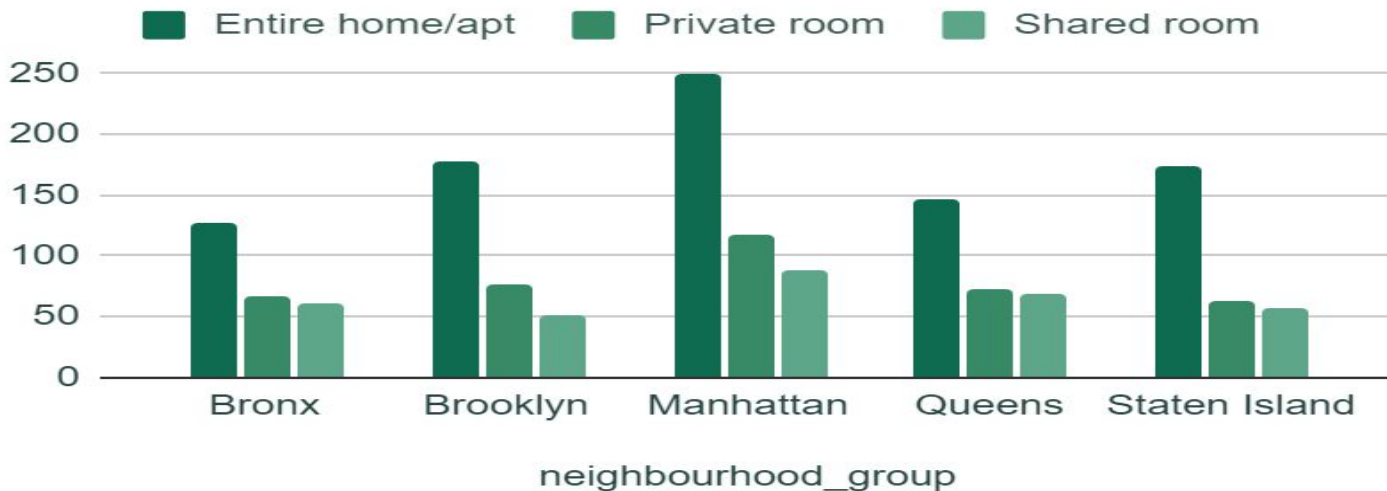
# Findings And Insights



## What is the average price of Airbnb listings in each neighbourhood and how does it vary by room type.

From the chart, we see that entire home/apartment had the highest average price in each neighbourhood and shared room had the lowest average price in each neighbourhood.

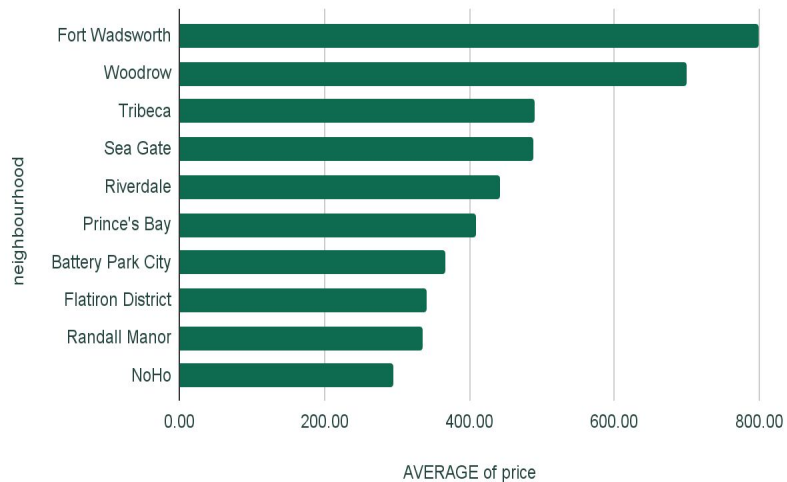
### Entire home/apt, Private room and Share...



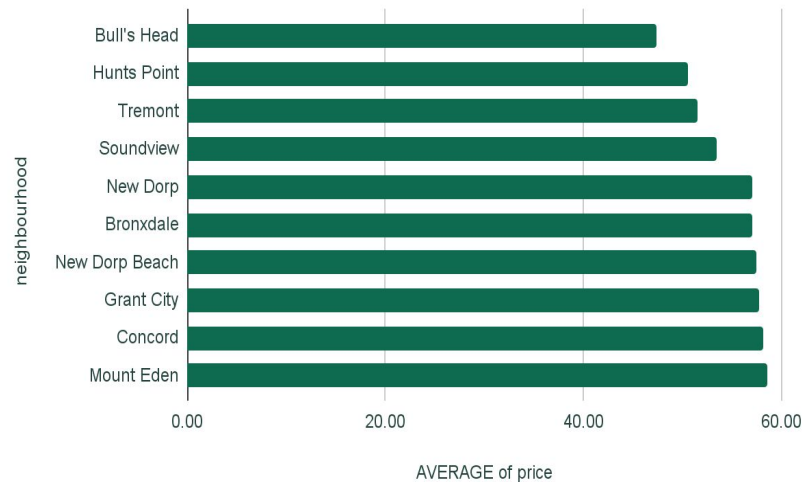


## Which neighbourhood has the highest and lowest average prices for Airbnb listings.

Highest Average Pricing by Neighbourhood



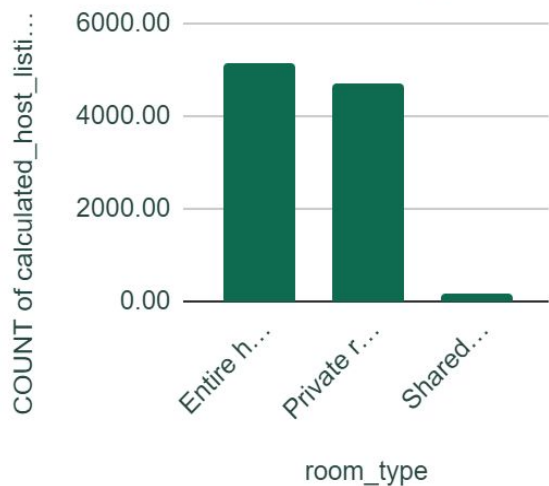
Lowest Average Pricing by neighbourhood



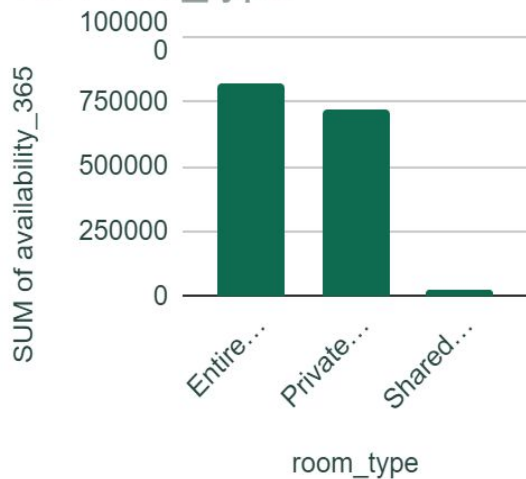
## How many listings are there per room type and how does the price and availability vary by room type.

Here, we see that Entire house/ apartment had the highest number of listings, was most available, and had the highest average price, followed by private room, then shared room.

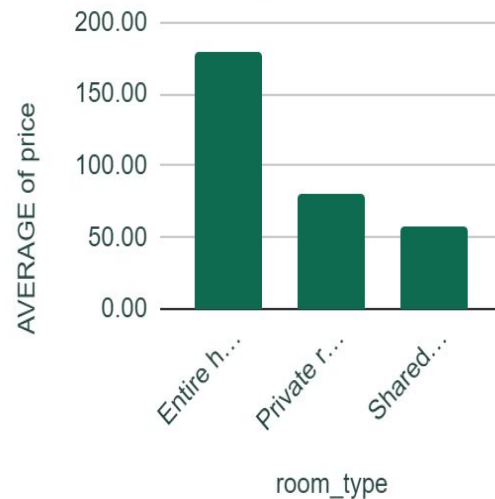
COUNT of calculated\_host\_listings



SUM of availability\_365 vs. room\_type



AVERAGE of price vs. room\_type

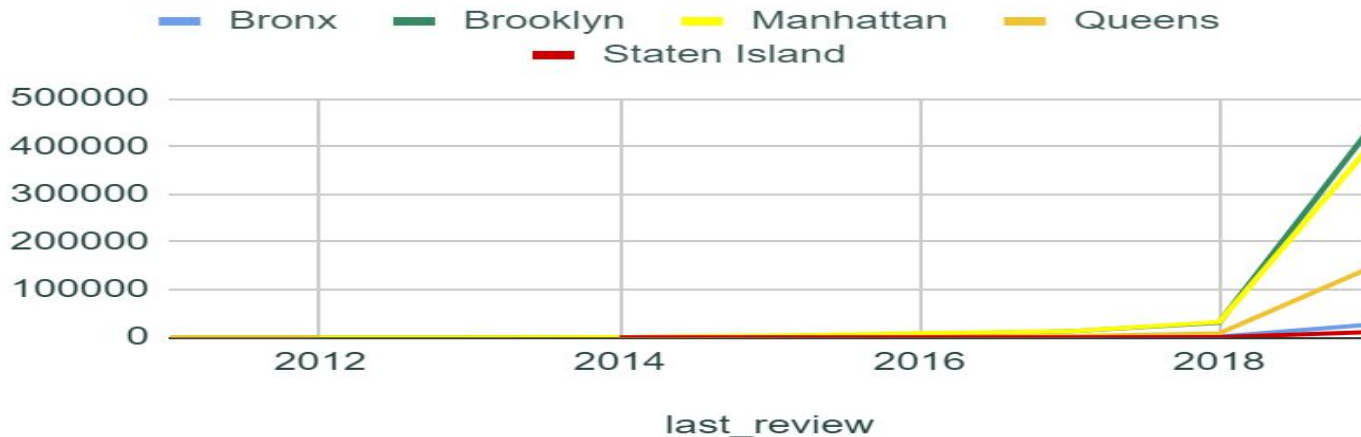




## Are there any trends in the popularity of Airbnb listings in different neighbourhoods over time?

Here, we can see that from 2018, there was an surge in the popularity of Airbnb listings with Brooklyn experiencing the most surge and Staten Island experiencing the least surge.

### Bronx, Brooklyn, Manhattan, Queens and...

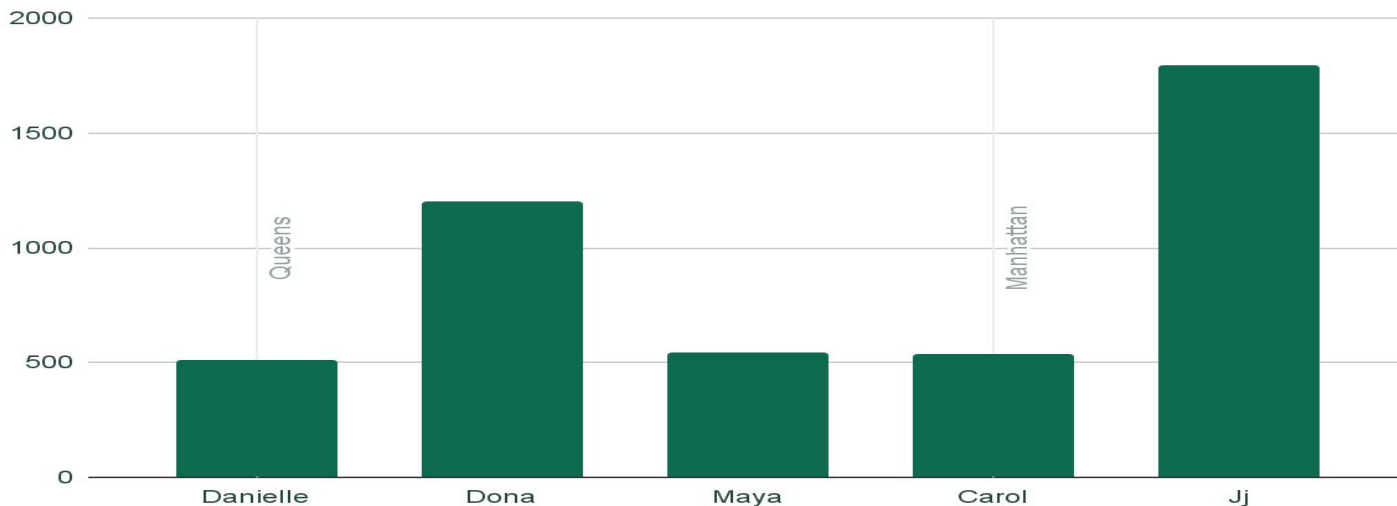






## What are the top hosts and neighbourhoods in terms of customer satisfaction based on customer ratings.

From this chart, Danielle and Dona are the top hosts based on customer ratings (above 500) in Queens. Maya, Carol and Jj, in Manhattan.



# Summary



# Summary of Findings

- **Most expensive neighbourhood**
  - *Manhattan had the most expensive Airbnbs. Also, the most rated Airbnb is in Manhattan. This is shown by number of customer reviews.*
- **Room Type**
  - *Entire home/apartments had the highest average price, highest availability rates and highest number of listings. Shared rooms had the least patronage.*
- **Airbnb Trend:**
  - *Airbnbs are becoming more popular by the day and it has a fast growing market.*

# **Actions And Recommendations**



# Recommended Actions

Marketing Recommendation:

Our data tells us that Entire house/Apartments are the most profitable type of Airbnb. They are also the most sought after, by customers.

Also Manhattan and Brooklyn areas have the most expensive and highly sought-after Airbnbs. Company should focus on establishing an Airbnb business in these areas and Entire house/Apartments Airbnb type are highly recommended.





**Thank You!**