

# Storytelling Case Study: Airbnb, NYC

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# 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.

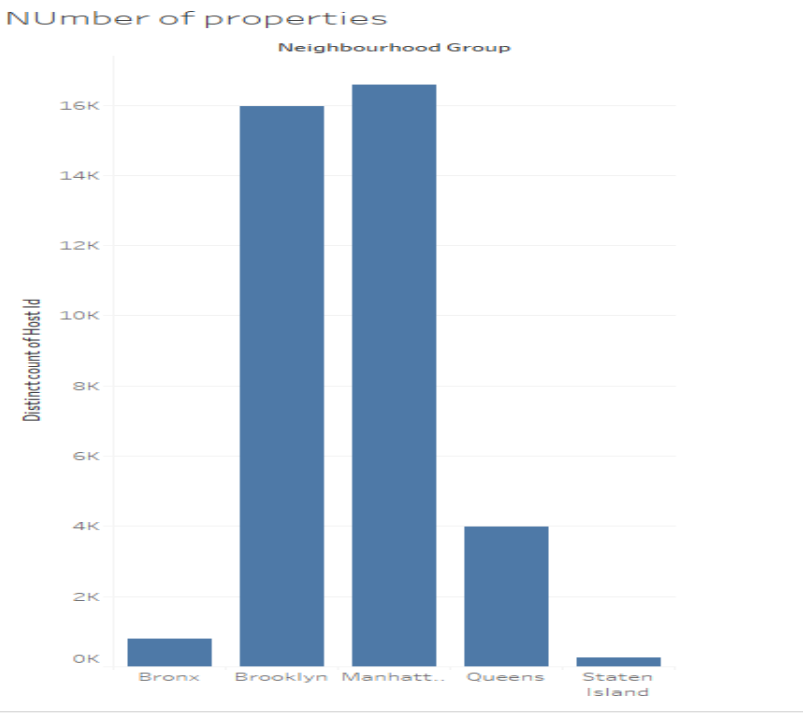
The different leaders at Airbnb want to understand some important insights based on various attributes in the dataset so as to increase the revenue.

As a data analyst at Airbnb, we would need to understand the past business (provided in a dataset) and provide suggestion to :

- Head of Acquisitions and Operations, NYC
- Head of User Experience, NYC

# Analysis & suggestion for Acquisitions :

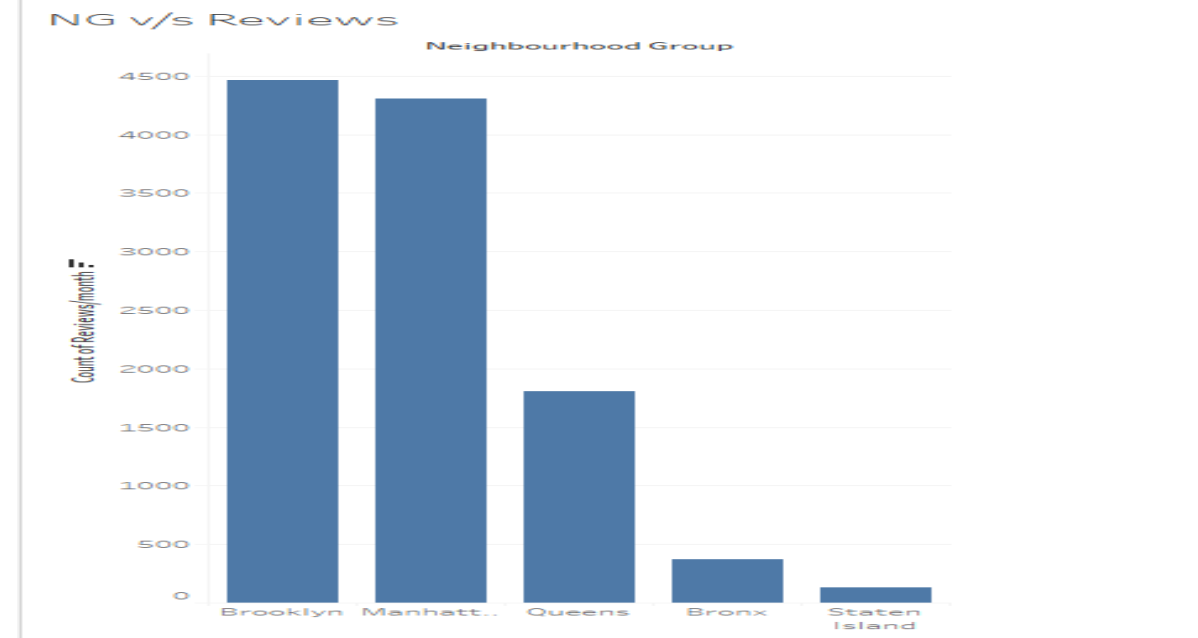
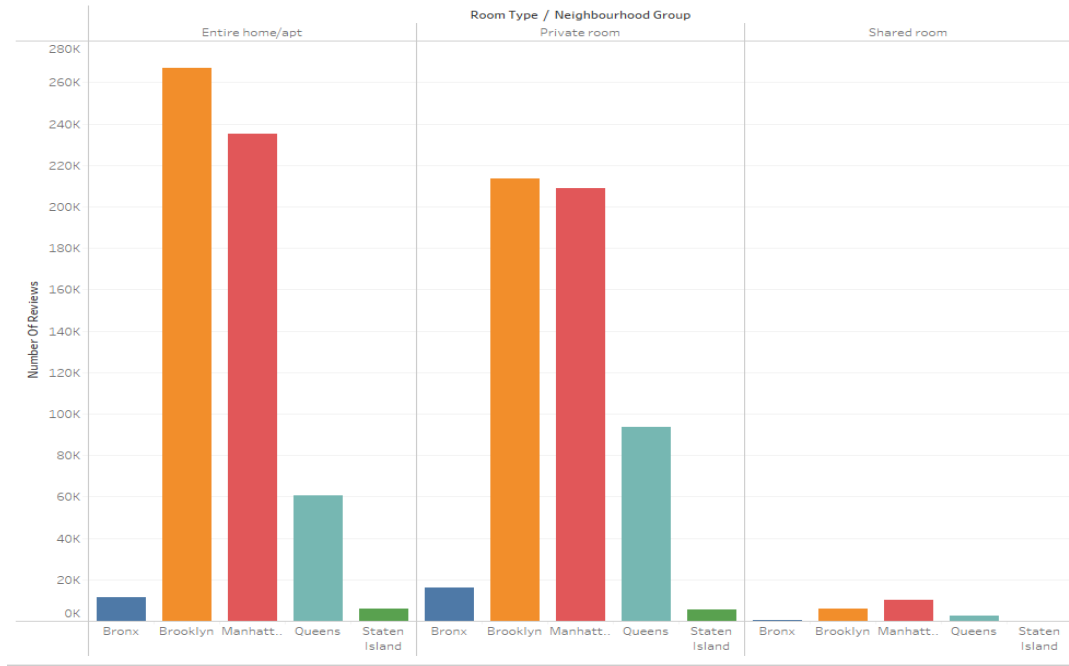
- ❑ Properties count in Bronx and Staten Island is much lesser as compared to other neighbourhood group. Considering the property average price (usually much lesser than other neighbourhood groups), we can think of acquiring more properties in those areas and plan to attract more customers.



- ❑ Acquisition with minimum nights availability close to 75 or 150 may be planned.  
Based on the current trend, customer like to book more with properties having availability of minimum nights of 75 or 150 nights

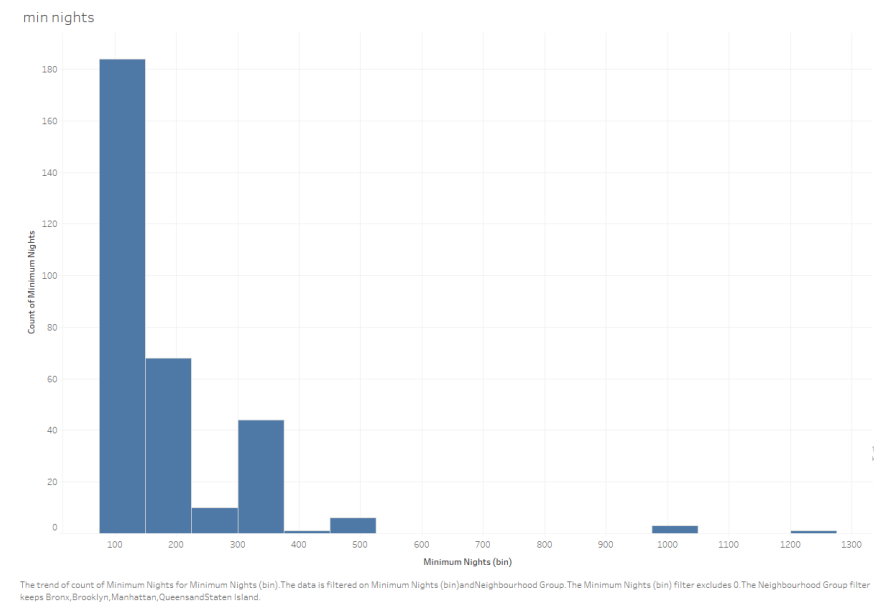
# Analysis & suggestion for Acquisitions (contd ...):

room type v/s area v/s reviews

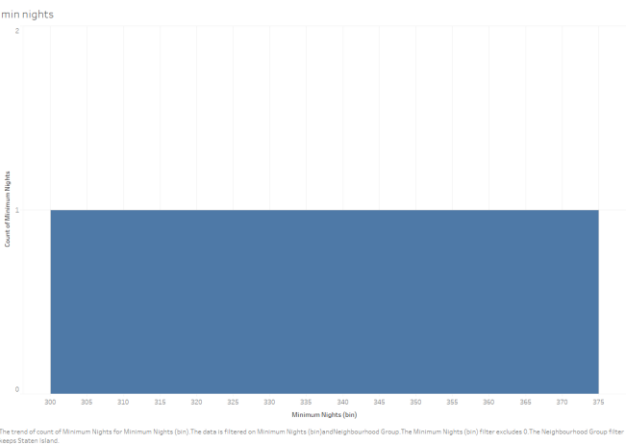


- ❑ Considering each review as positive reviews, we can see that customers are more like to visit Brooklyn and Manhattan in NYC as compared to other areas.
- ❑ And the current acquisition for “shared room” is much lesser than “Entire home/apt” and “Private room”. Hence we can plan to increase listing/acquiring the shared room more in Manhattan and Brooklyn.

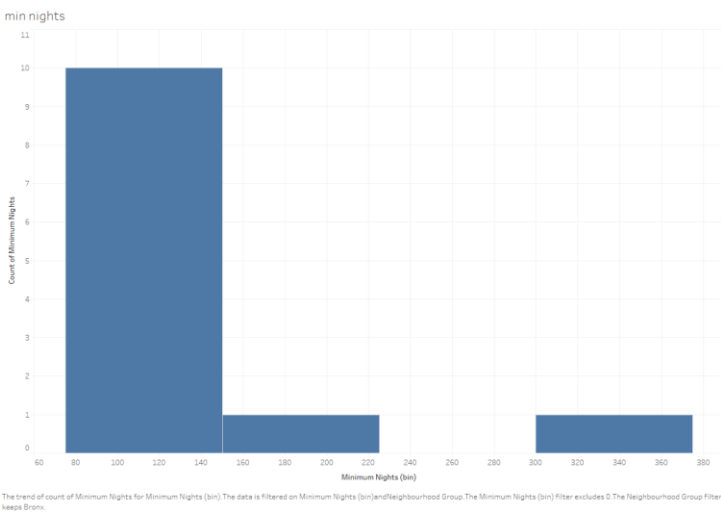
# Analysis & Suggestion on Operation:



Minimum nights availability for All areas



Staten Islands



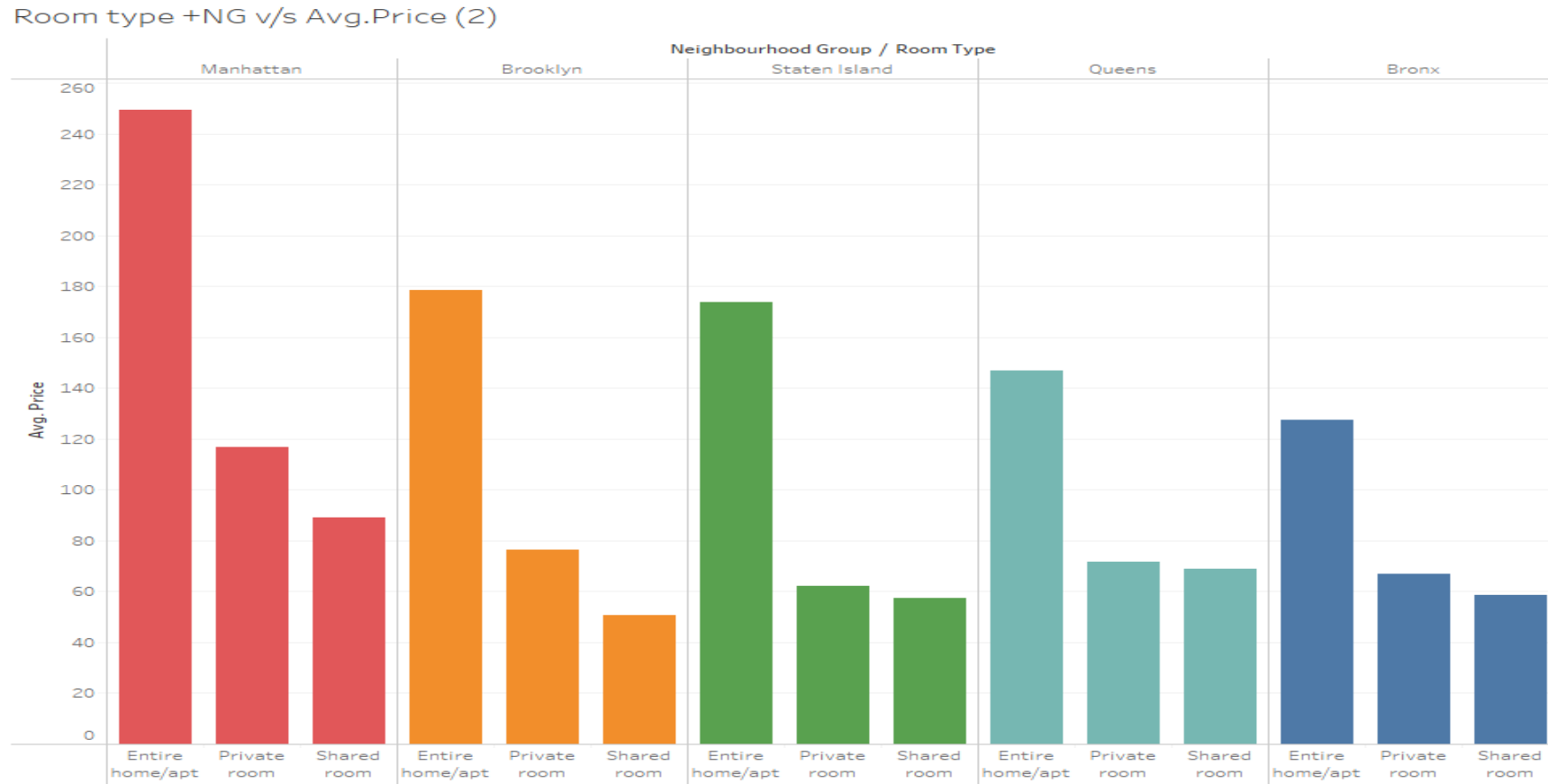
Bronx

❑ The global trend shows that customer prefer to book the properties which has minimum nights with 75 or 150 and to some extent 300 nights

But in Staten Island doesn't seems to have much of choice to customer. This may be a focus point for operation team.

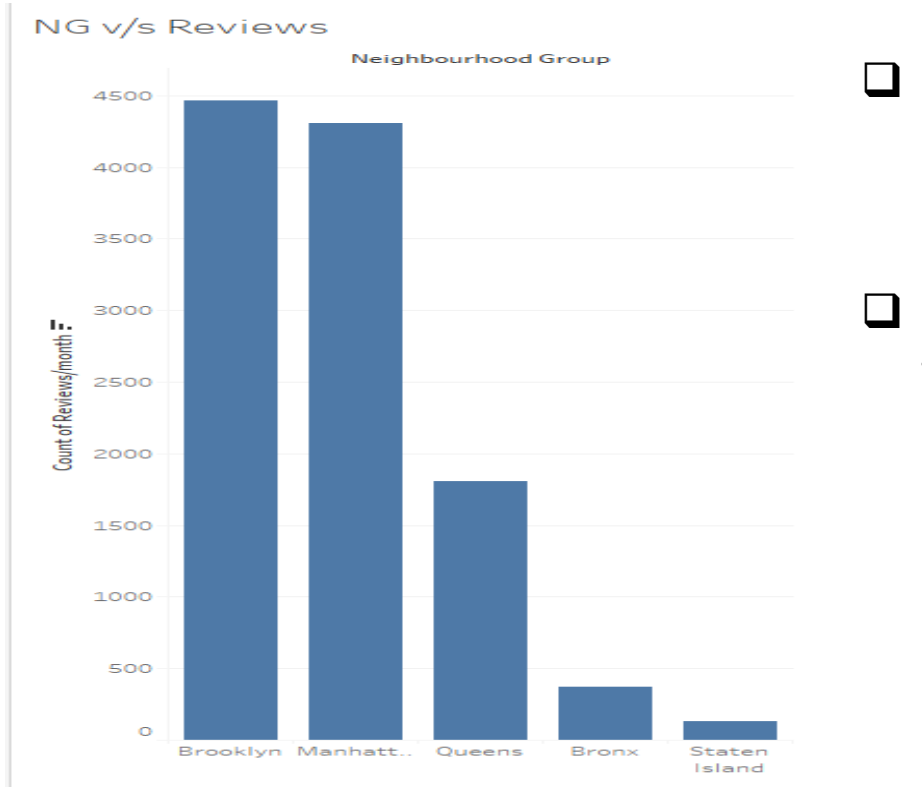
Similarly, the availability of minimum nights is not as par with the global trend in Bronx. This may also be considered for improvement.

# Analysis & Suggestion on Operation:



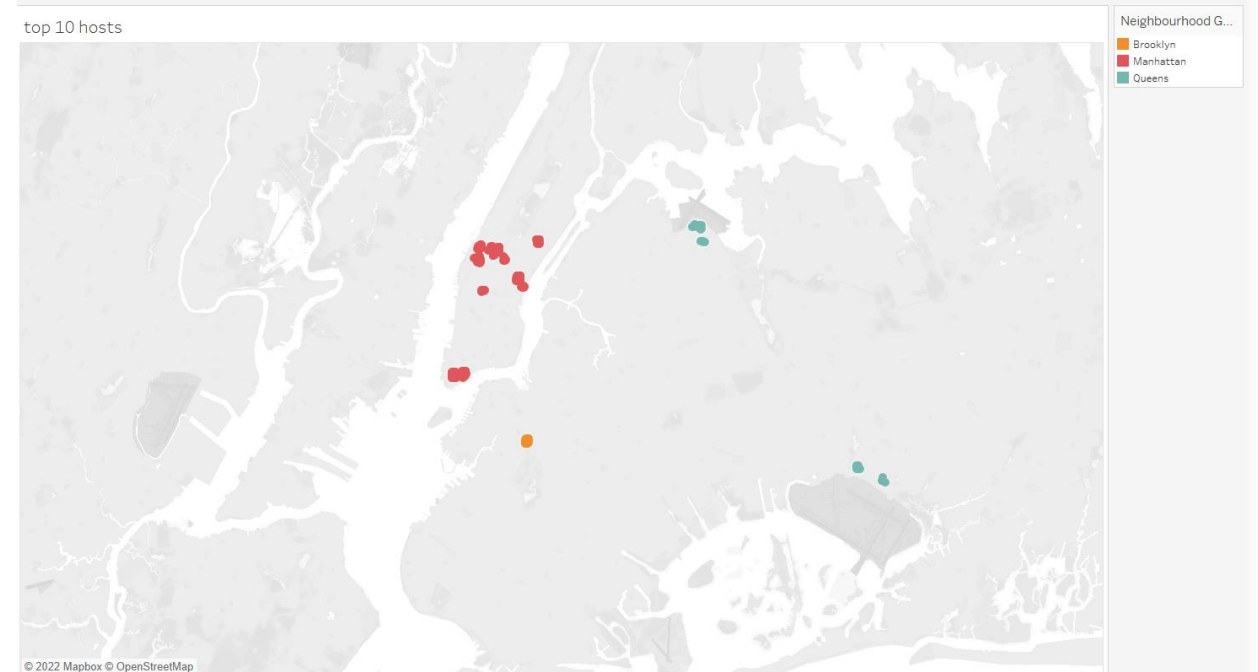
- ❑ Based on the analysis of room type , neighbourhood group and average price, we could see that the average price of Private room and shared rooms are almost same in Staten Island and Queens even though the facilities are quite different.
- This may lead to customers opting less for shared rooms in those areas. Hence there needs a regulation of price for the shared rooms so that people would start preferring more.

# Analysis & Suggestion on User Experience:



- ❑ Customer feedback/reviews are much less for Bronx and Staten Island. Hence user experience teams might think of rewards or points to be introduced to encourage customers to give more reviews.
- ❑ Queens also has less reviews by customers. Hence this can also be some focus area for the user experience team.

- ❑ Taking top 10 hosts based on reviews, we see that most of the hosts are from Manhattan. Hence we can introduce some reward system for hosts so that they increase the customer experience which would be a win-win situation for both hosts and customers.



**Appendix :**

The document attached below showcase the process undertaken to arrive the final data and the analysis done for various cases.



Process  
Document



**THANK YOU !!**