AGENDA :

1. Recommendations
2. Objectives
3. Background Summary
4. Important Findings
5. Appendix - Data Methodology
6. Team Background and Details

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RECOMMENDATIONS :

• One-to-one dealings with some belongings owners in Staten Island, Queens and Bronx to determine their challenges for being fully functional for the maximum number of days in a year and allow a booking of more than TEN days of minimum night stay.

• Create some sort of interchange between the Top 5 hosts to share their experience with the rest of the community for better improvement and value-generating ideas.

• Deliver discounted charge rates to property landlords on keeping the minimum night stay booking window for more than TEN days and property functional for the highest number of days in a year.

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OBJECTIVES :

• Enhance our shared understanding of our end consumer experience and preferences.

• Improve our shared understanding of the challenges and gaps faced by the customers hosting their personal space on the platform.

• Deliver early suggestions to our Head of Acquisitions and Operations to exemplify the smooth equation between both the clients in the Airbnb community.

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BACKGROUND SUMMARY :

• In the last few months, Airbnb has seen a major decline in revenue due to lockdown imposed during pandemic.

• All the five neighborhood's borough (New York City) – the Bronx, Brooklyn, Manhattan, Queens and Staten Island – have contributed around $105 million in economic activity and supported 950 jobs in the outer boroughs past year1.

• Hence provided the report in hand based on previous data caught, we need to analyze the patterns for declining profits and recommend certain recommendations to overcome.

CAUSE FOR DECLINE IN REVENUE:

• An moderate price range preferred by a customer is between $120 to $130 whereas the most attraction-generating neighborhoods like Manhattan and Brooklyn offer a higher price range which might discourage customers to reserve.

• Residencies do not allow a maximum number of minimum night stay booking windows to the end user.

• Properties are not available for more days in a year.

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Neighbourhood Avg Price

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

AVG(Price)
- 85.16
- 100.00
- 120.00
- 140.00
- 169.81

Bronx
AVG.PRICE: $ 85.16

Manhattan
AVG.PRICE: $ 169.81

Queens
AVG.PRICE: $ 94.47

Brooklyn
AVG.PRICE: $ 115.64

Staten Island
AVG.PRICE: $ 97.59

Caption

Map based on average of Longitude and average of Latitude. Color shows details about Neighbourhood Group. Size shows average of Price. The marks are labeled by average of Price and Neighbourhood Group.

Average number of days available in the year impact on increasing average price:

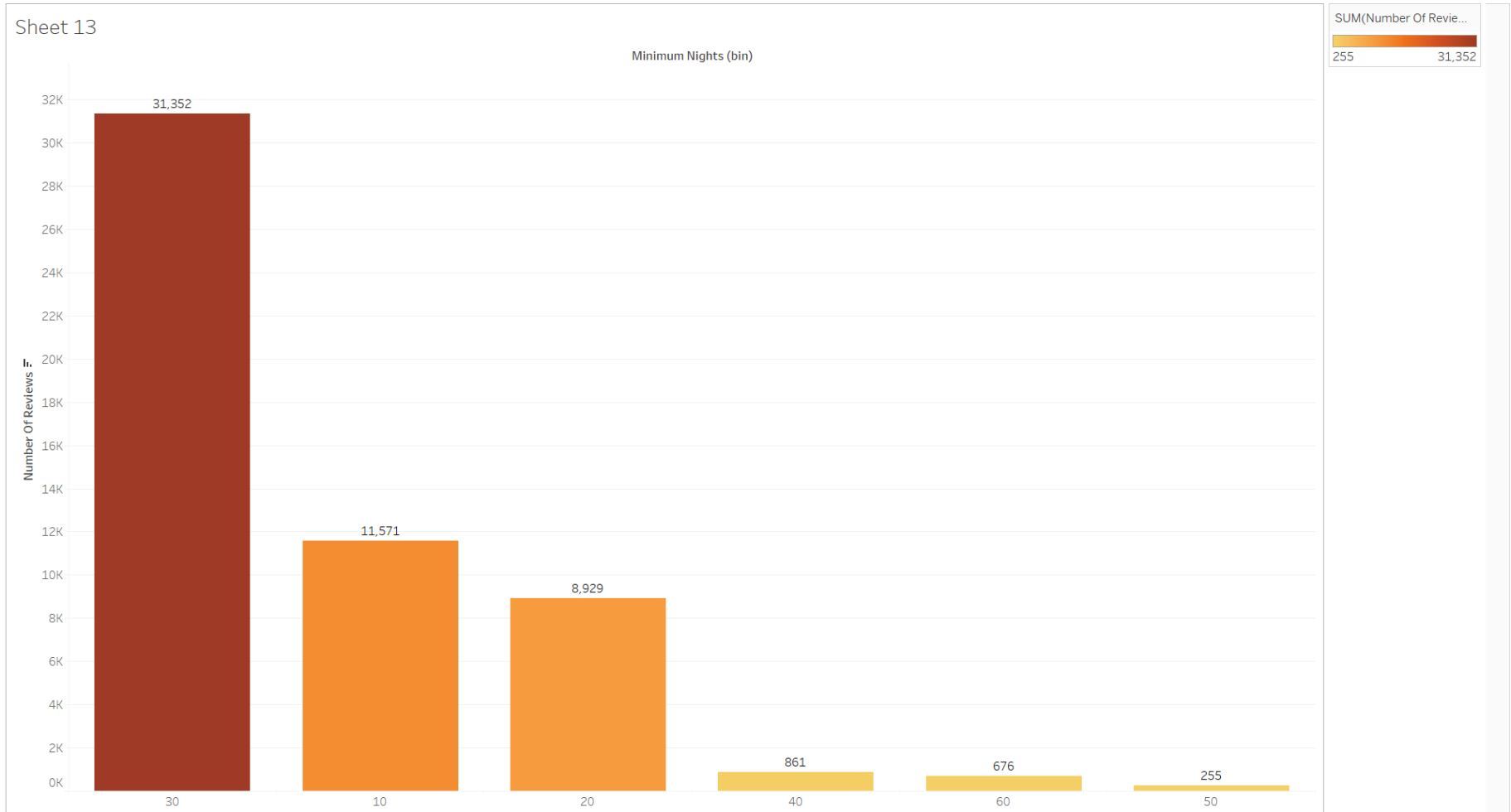**Availability Vs Avg Reviews**

Availability 365 (bin)
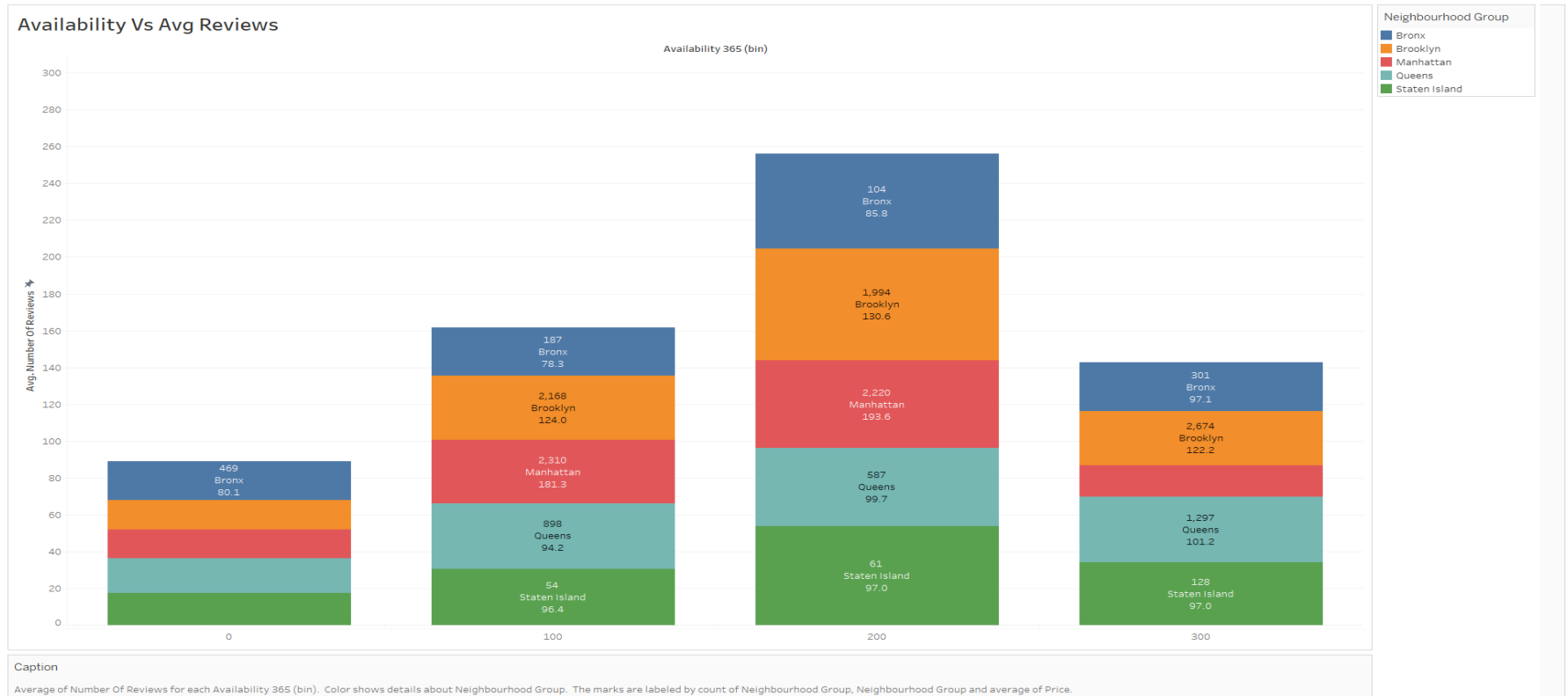
- ❑ open for more than 200 days in a year.
- ❑ there are some locations in Staten Island which are not available for a single day at all and therefore it could be the reason they have got the less reviews from the customers
- ❑ Based on the average number of days not available in a year can cause the popularity so that receiving fewer Reviews,

Impact of Average number of days not available in the year on reviews :

Availability365 Vs Avg.Price

Availability 365 (bin)

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Bin	Bronx	Brooklyn	Manhattan	Queens	Staten Island
0	80.1	110.6	156.2	90.4	99.0
100	78.3	124.0	181.3	94.2	96.4
200	85.8	130.6	193.6	99.7	97.0
300	97.1	122.2	198.2	101.2	97.0

Caption

Average of Price for each Availability 365 (bin). Color shows details about Neighbourhood Group. The marks are labeled by Neighbourhood Group and average of Price. The view is filtered on Availability 365 (bin), which keeps 0, 100, 200 and 300.
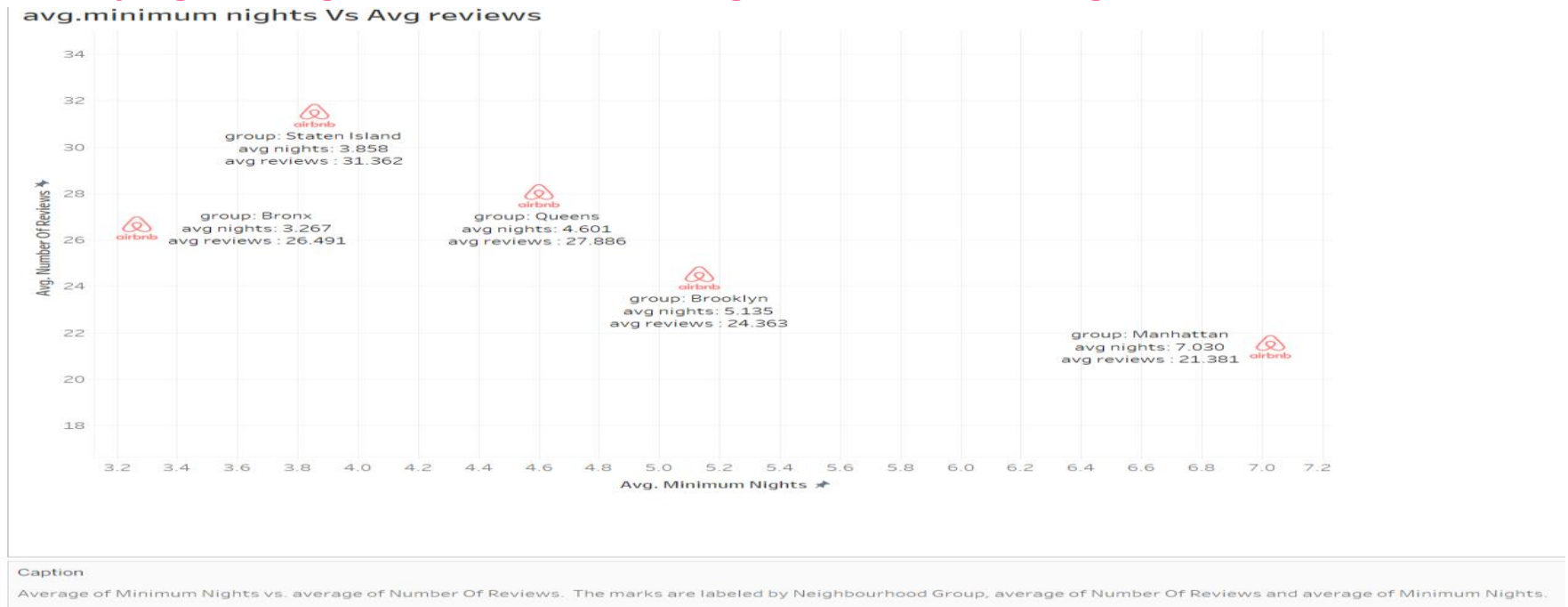
- ❑ Brooklyn has the highest average of price across all the seasons
- ❑ The average price is increasing of all neighborhoods as Increase in number days availability which can impact on generating revenue
- ❑ Availability across the years will make impact on generating Revenue

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can staying the highest of Minimum nights receive the highest number of reviews?

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avg.minimum nights Vs Avg reviews

group: Staten Island
avg nights: 3.858
avg reviews : 31.362

group: Bronx
avg nights: 3.267
avg reviews : 26.491

group: Queens
avg nights: 4.601
avg reviews : 27.886

group: Brooklyn
avg nights: 5.135
avg reviews : 24.363

group: Manhattan
avg nights: 7.030
avg reviews : 21.381

Avg. Number Of Reviews

Avg. Minimum Nights

Caption
Average of Minimum Nights vs. average of Number Of Reviews. The marks are labeled by Neighbourhood Group, average of Number Of Reviews and average of Minimum Nights.

From above Two Graphs we can Conclude that as Follows:

❑ • "Brooklyn-Williamsburg", "Brooklyn-Bedford Stuyvesant", "Manhattan-Harlem", "Brooklyn-Bushwick" and "Manhattan-Upper West Side" are some places providing the highest number of minimum nights window to bookmaking Manhattan and Brooklyn the top neighbourhoods in offering maximum minimum nights stay.

❑ On average Entire home/apt types are preferred more by the customers followed by Private rooms and then Shared Rooms. Mostly because they are also available for a higher number of minimum nights stay window booking as compared to Private and Shared rooms.

❑ We can ensure that the greatest parameter for any customer to prefer a property and provide a review is having a maximum or minimum night stay window booking and their probability of being open for more days in a year to some extent.

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APENDIX:

DATA METHODOLOGY

1. Methodology Approach
   I. Research Problem
   II. Business Understanding
   III. Type of Data Require
   IV. Data Source
   V. Whom are we presenting?
   VI. Analysis Done
   VII. Recommendations

2. Method of Analysis along with code
   I Data Understanding and Preparation
   II. Variables overview –
   III. Handling missing values and outliers –
   IV. Feature selection / engineering –
   V. Analysing methods –
   VI. Matrix used Analysis –

   VII. Evaluation of Methods

3. Finding and Insights

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THANK YOU

CASE STUDY DONE BY

PARAMESH E