

Insights of Customer Preferences on Airbnb Homes



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Agenda

- Objective
- Background
- Key Findings
- Recommendations
- Appendix:
 1. Data sources
 2. Data Methodology
 3. Data model assumptions

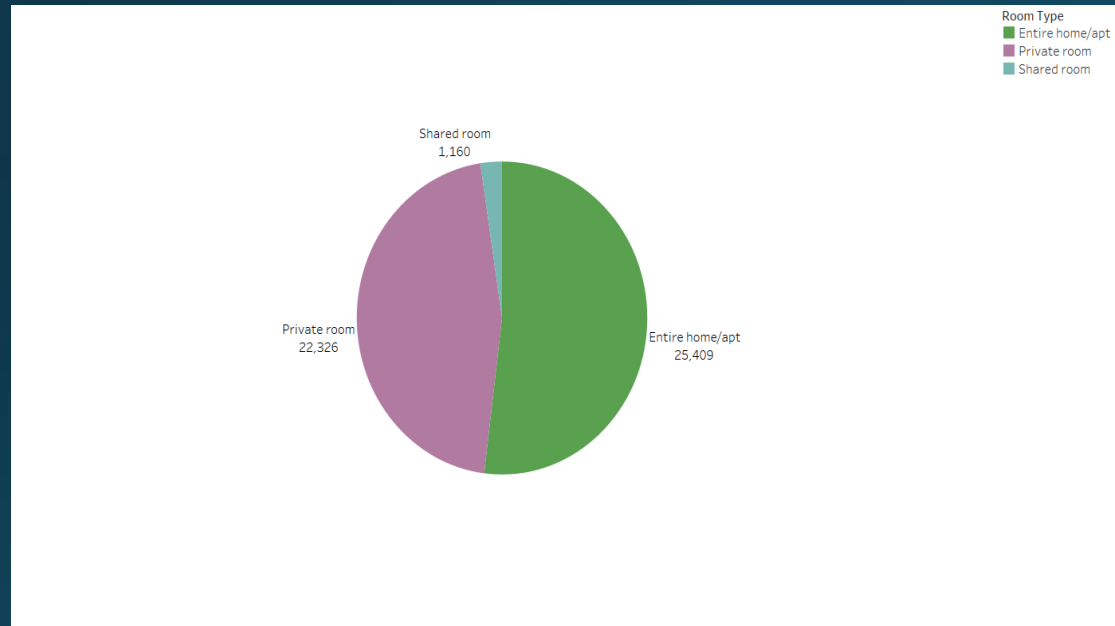
Objective

- Improve our understanding about the market conditions.
- Improve our understanding about our customers.
- Provide recommendations to our acquisition and operations team to be prepared for the changes post pandemic.

Background

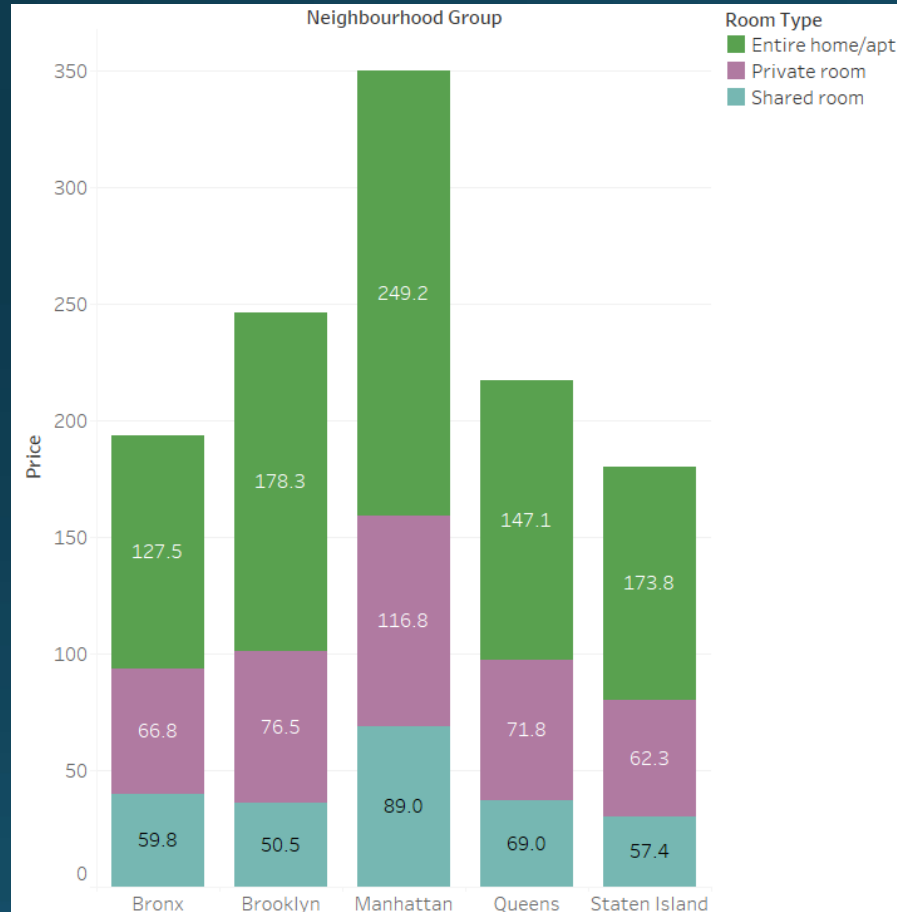
- Major decline in revenue for the past few months due to the pandemic.
- Restrictions have started lifting around the country and world.
- People are travelling more as a result.

Host Listings per room type



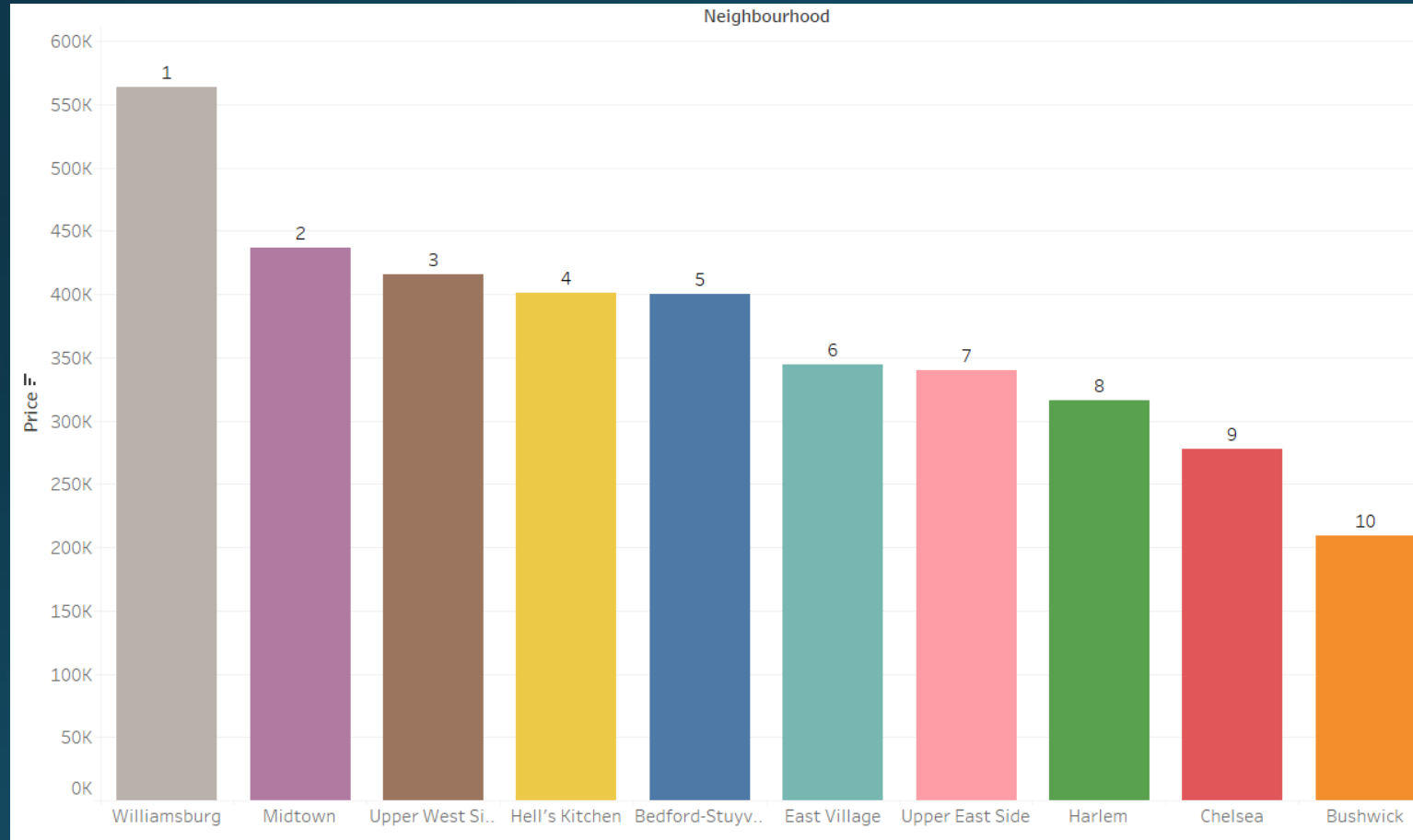
- There is more preference for Entire Home/Apartment and Private room among the three types.
- More than 25,000 listings are available in Entire home/apt category and around 22,000 listings in the Private room category.
- The listings of shared room are very low since people do not prefer this category.

Price per room type in Neighbourhood groups



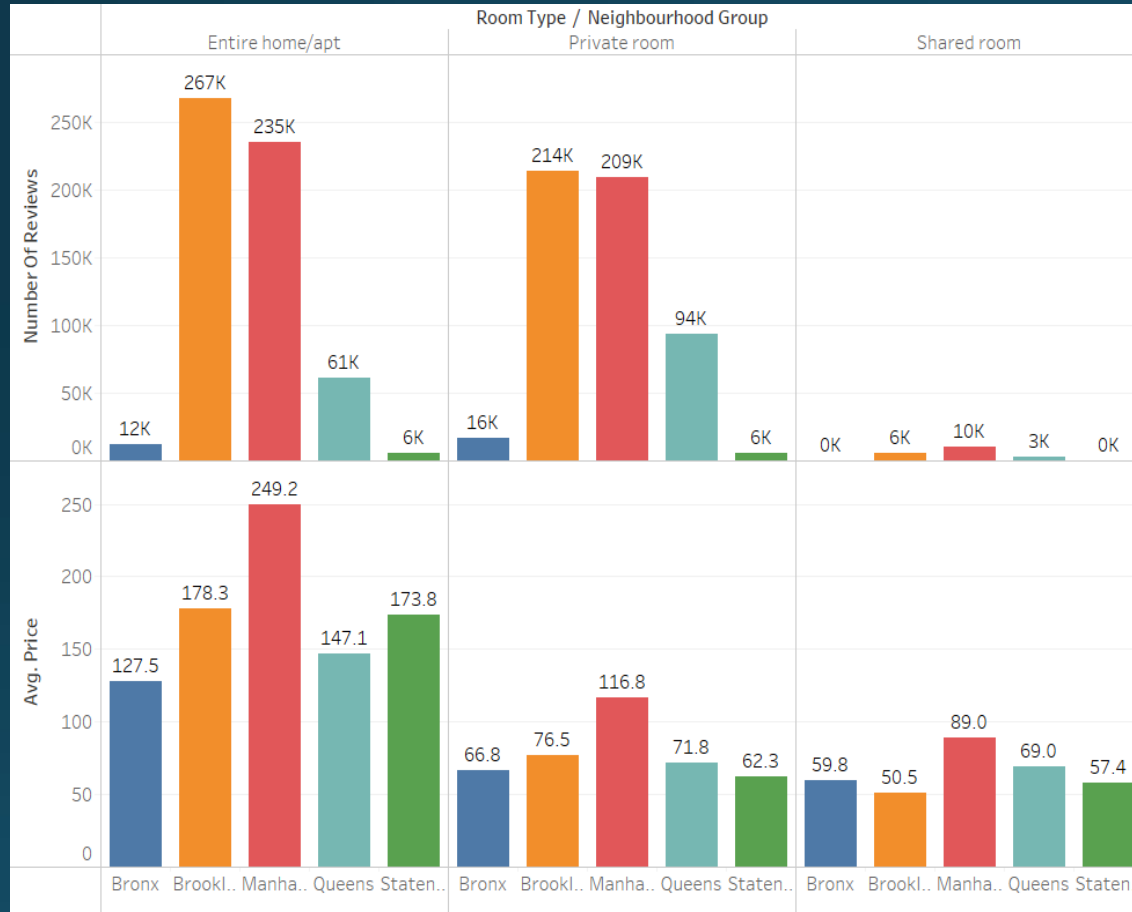
- The entire home/apartments prices are more compared to other types.
- Private room prices is more compared to shared rooms.
- The overall costliest rooms are available in Manhattan while the lowest priced entire homes are in Bronx, Private rooms are in Staten Island and shared rooms are in Brooklyn.

Ranking neighbourhoods by their overall prices



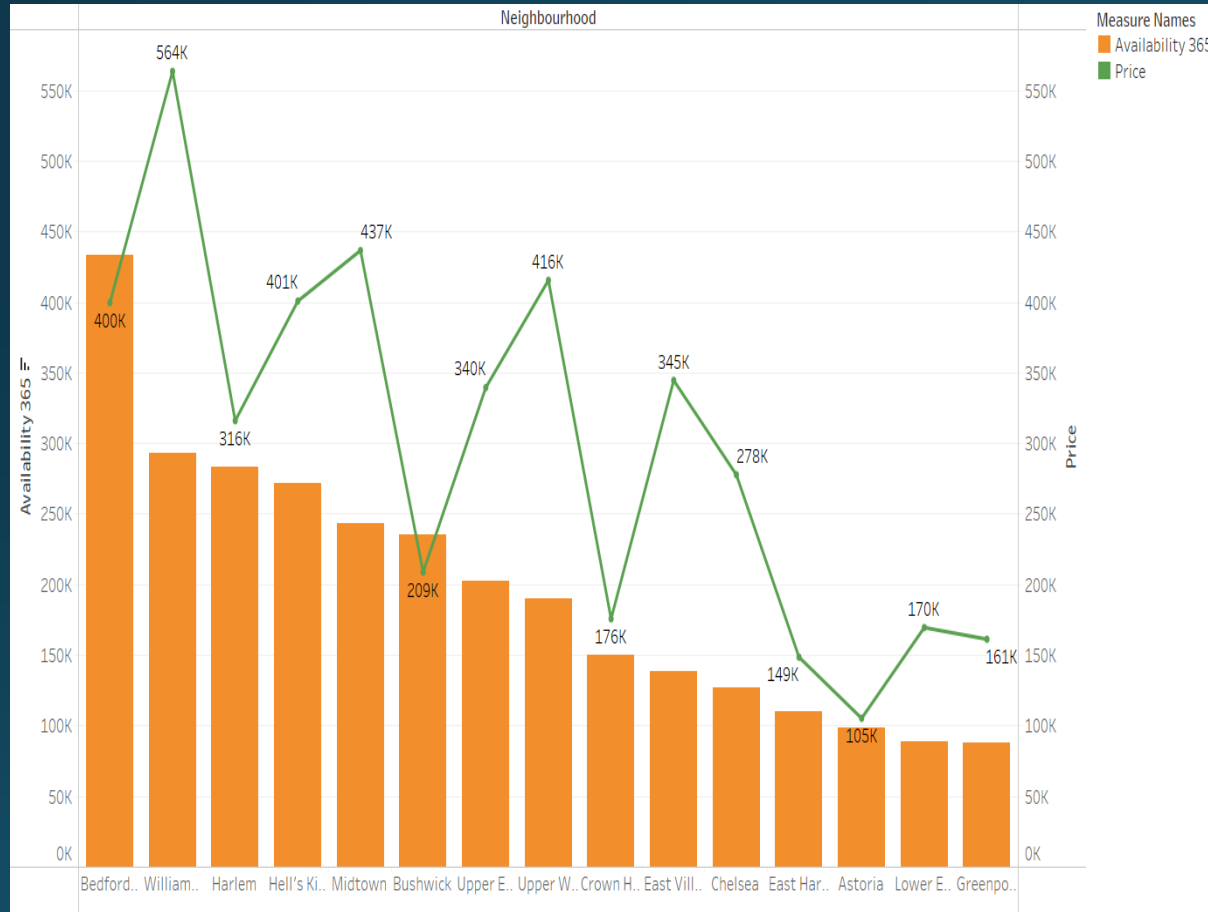
- These are the top 10 neighbourhoods according to overall price.
- Williamsburg is the costliest neighbourhood and is ranked top among them.
- People prefer Williamsburg and Midtown due to its ethnic communities and important landmarks even though the prices are high

Preferences of people from reviews on room types in various neighbourhood groups



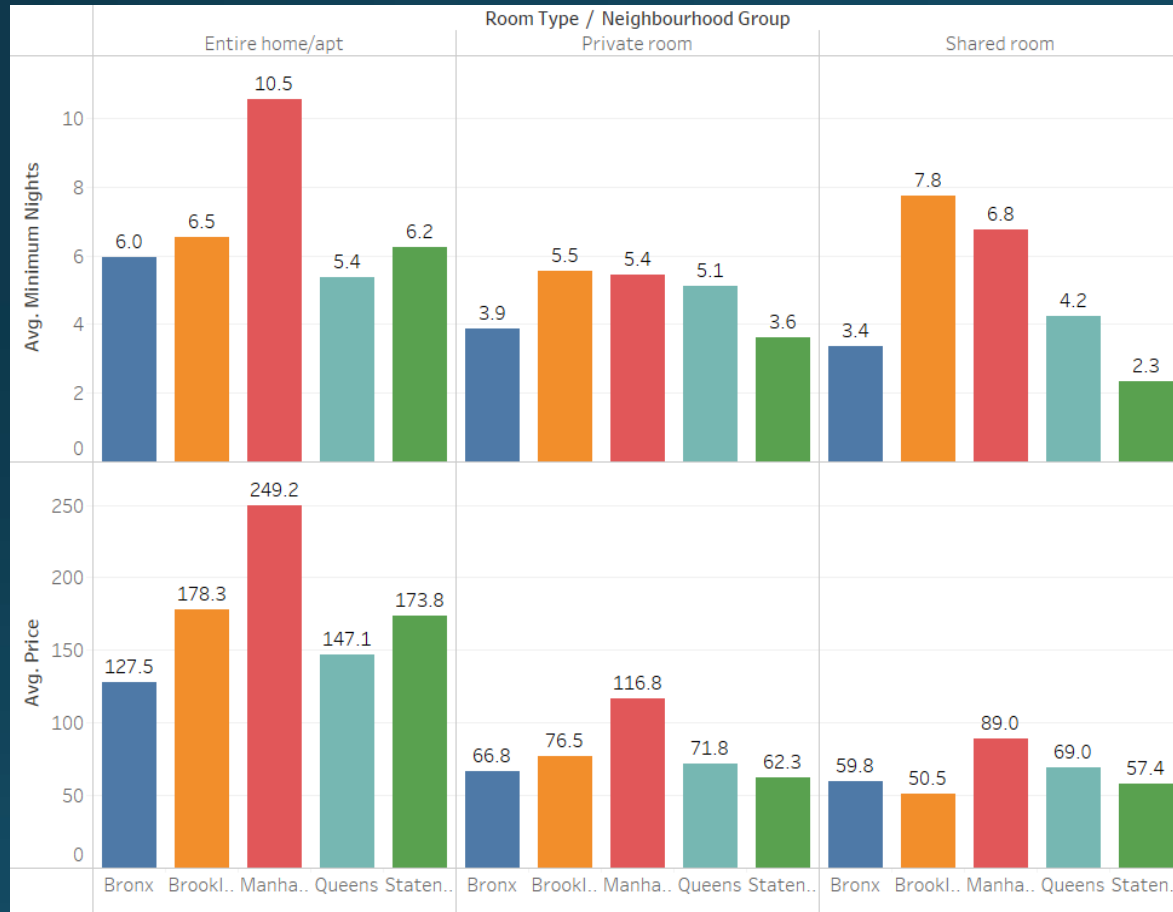
- More people prefer to stay in Manhattan and Brooklyn even though the prices are high since the ambience and city culture attracts them.
- People prefer to stay in Entire home/apt more in Brooklyn and Manhattan.
- Private rooms are also preferred more in the same locations while shared rooms is relatively of low importance across the five neighbourhood groups.

Neighbourhood availability by price



- In terms of availability there are more rooms available in Bedford-Stuyvesant but is costly as well.
- Bushwick also has a good number of available rooms and in the affordable price range.
- People who need cheap rooms can prefer to stay in Bushwick and can also visit many parks and recreational centres.

Minimum Nights spent by customers



- People prefer to stay longer in Entire homes on an average followed by shared rooms.
- People stay longer in Manhattan in the entire homes category and in Brooklyn in the shared rooms category.
- The stay of people is around 5 days on an average scale in private rooms across neighbourhood groups.

Recommendations

- Reducing the prices of Entire homes in Brooklyn and Staten Islands to attract more people.
- Acquire more rooms in Queens neighbourhood group to attract more people since there are a considerable amount of reviews.
- Increase availability of rooms in Bedford and Williamsburg since more people visit these neighbourhoods too often.

Appendix: Data Sources

- Here is the snapshot of our data dictionary:
- Categorical variables like room_type, neighbourhood, etc.
- Numerical variables like price, availability_365, minimum_nights, etc.
- This data was taken using CRM tool of the Airbnb site.

Appendix: Data Methodology

- Used Tableau Desktop to visualize the data and obtain correct insights. Found outliers in the dataset but it did not have much impact on the insights.
- Used average of price and minimum nights wherever necessary for analysis purposes.
- Analysed the data using different columns based on price, minimum nights, availability_365, number of reviews, etc.
- Detailed methodology: Methodology.pdf

Appendix: Data Assumptions

- Used Number of Reviews to measure the popularity of the locations assuming them to be positive since there was no mention of positive or negative reviews.
- Used the average of minimum nights to find out how on an average people stayed in a particular location in a particular room type.
- Assumed that null values and outliers does not cause a noticeable impact in the analysis.

Thank You.