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Information Technology Department

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Course	Big Data Analytics
Lab	1

Objective : Big Data Case study

Case Study: Airbnb

Airbnb is a leading online marketplace that connects travelers with local hosts who rent out their homes, apartments, or other unique spaces for short-term stays. With over 7 million listings and 150 million users, Airbnb has revolutionized the traditional hospitality industry by offering travelers a wide range of properties and experiences to choose from. The platform operates in over 220 countries, making it possible for travelers to book unique and personalized accommodation experiences that traditional hotels cannot provide.

Airbnb was founded in 2008 and has experienced tremendous growth in just a few short years. In 2021, the company generated \$5.9 billion in revenue, a 73% year-on-year increase, and saw 300 million bookings, a 55% increase from the previous year. The growth of Airbnb can be attributed to its innovative business model, which has disrupted the traditional hotel industry and created a new way for people to travel and experience the world.

The large volume of data generated by Airbnb has allowed the company to gain valuable insights into traveler preferences and behavior, helping to improve its offerings and services. The platform has built a reputation for reliability and trust, both for its guests and hosts, by implementing several security measures such as verified identity checks and a secure payment system. This has helped to establish Airbnb's reputation as a reliable and trustworthy platform for travelers and hosts alike.

For hosts, Airbnb has created a lot of financial value by allowing them to make extra money by renting out their homes or rooms on the platform. For guests, Airbnb offers unique and personalized accommodation experiences that traditional hotels cannot provide, providing value to the traveler in the form of a one-of-a-kind travel experience.

Despite its success, Airbnb has faced several challenges and obstacles, including changing regulations and legal challenges in different locations and jurisdictions. The company has had to adapt to different laws and regulations, which can vary from one location to another, in order to continue its operations. This variability has made it a challenge for Airbnb to maintain its reputation and growth, but the company has been able to overcome these challenges by innovating and adapting to changing market conditions.

In recent years, Airbnb has consolidated its position in the market through strategic acquisitions such as Luxury Retreats in 2017 and HotelTonight in 2019. However, even with these acquisitions, Airbnb is still considered a relatively “light” asset company compared to its main rivals, Expedia and Bookings.com.

In conclusion, Airbnb has been a game-changer in the traditional hospitality industry, offering travelers a wide range of properties and experiences to choose from. The platform has established a reputation for reliability and trust, and its innovative business model has driven its rapid growth. Despite challenges and obstacles, Airbnb has proven to be a resilient and adaptive company, and is poised to continue its growth and success in the future.