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Host Listings Location-wise

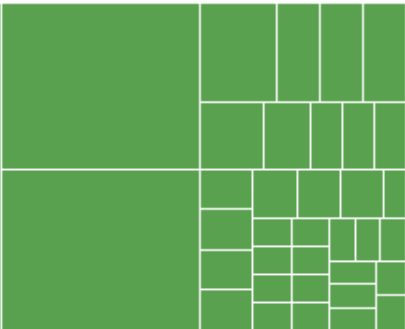


Cancellation Policy


Cancellation Poli..	Neighbourhood Howard Beach
Flexible	
Moderate	
Strict	

Minimum Number of Nights Stay Allowed



36670575212
Howard Beach



Average Rating of the Neighbourhood

Avg. Review Rate Number	Neighbourhood Howard Beach
3.31	

Type of Availability of Rooms

Room Type	Neighbourhood
Entire home/apt	
Private room	
	Howard Beach

We have created Dashboard using Tableau. Here, in this dashboard we have used the Map as a driving tool to analyze various data points for different Neighbourhood. The Data Visualization here enables us to compare the following:

1. The cancellation policy which is followed by Hosts listed with our company in different regions.
2. The minimum number of nights stay that has to be fulfilled by the customer is also visible in different areas. The Tree-map tells the distribution of the Number of minimum nights to stay allowed at different listings in that particular region. From here we can decipher how many listings are there with what number of minimum stays.
3. The type of rooms available is very vital in decision-making for a consumer. This visualization shows us which area entails what kind of privacy in their listings. This helps us to know where to send our consumers depending on their needs.

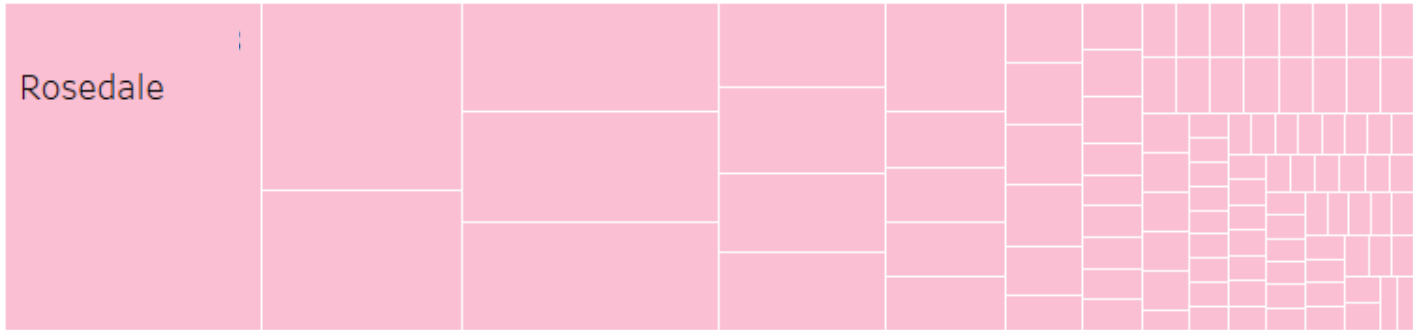
Host Listings Location-wise



Cancellation Policy

Cancellation Poli..	Neighbourhood Rosedale
Flexible	
Moderate	
Strict	

Minimum Number of Nights Stay Allowed



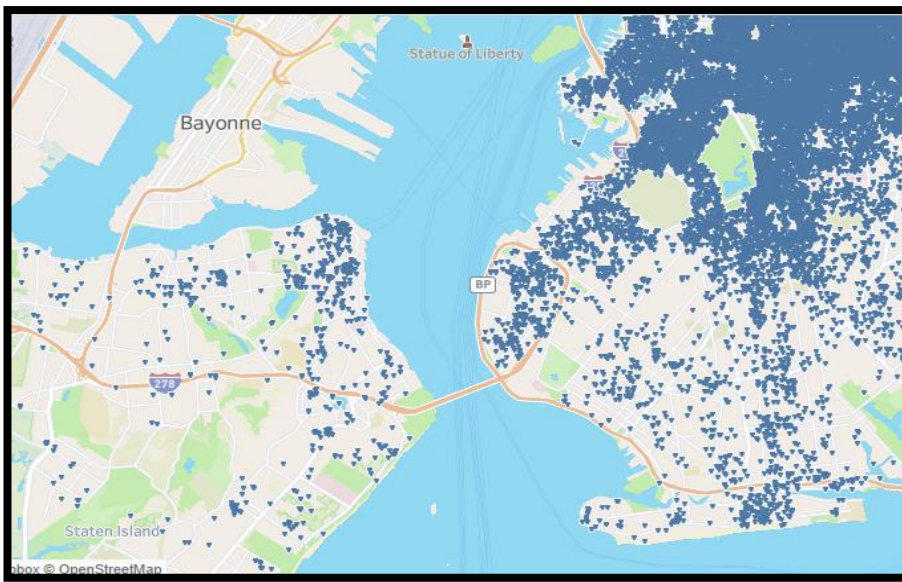
Average Rating of the Neighbourhood

Avg. Review Rate Number	Neighbourhood Rosedale
3.66	

Type of Availability of Rooms

Room Type	Neighbourhood
Entire home/apt	
Private room	
	Rosedale

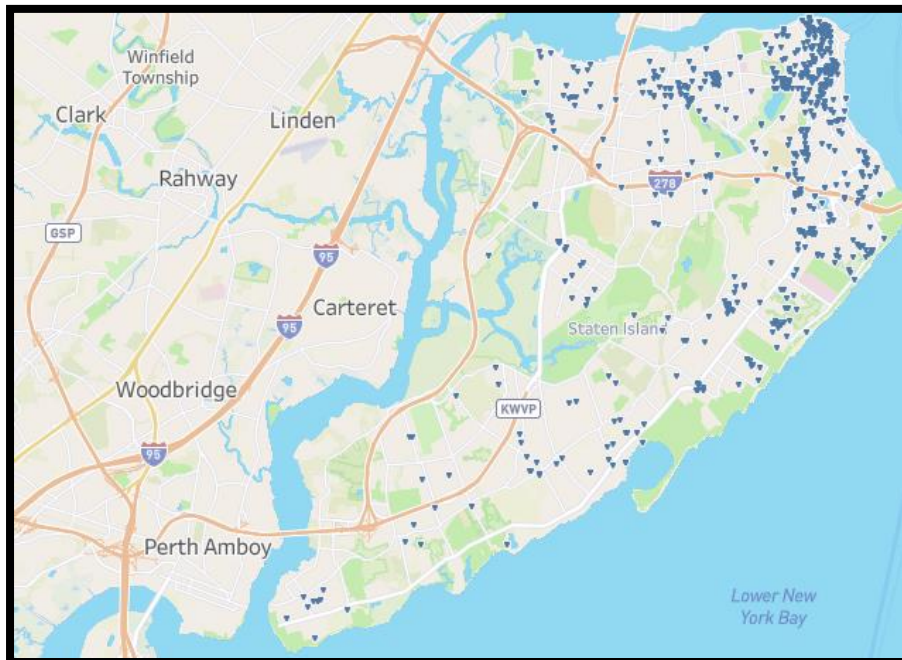
- It was generally observed that the cancellation policy was strict in most cases hence it might be a reason why most of our listings had only ratings in the range of 3 and 3.50.
- Also the listings in the neighbourhood where different kinds of minimum stay period option were there they performed better because consumers were in vicinity of good number of options and that might be a reason of a slightly higher rating in these areas.



(1)



(2)



(3)

Close ups of the view at the following points:

1. Verrazzano - Narrows Bridge - Emphasise on increasing the hospitality count near this region which is well connected to Manhattan.
2. Jamaica Bay – It is evident that hospitality at the coast is a hit. Company should bank on that opportunity and extend its market at this spot.
3. New York and New Jersey border - Outerbridge Crossing and Goethals Bridge are the two ways that connect these two states. Hospitality at these points will be beneficial to commute easily.

Understanding Host Expectation



Our next challenge was to extract actionable insights from unstructured data of host rules. This typically included analyzing massive amounts of information in a short time. So we chose to do text mining.

- Deriving insights from qualitative data using quantitative methods is typically tricky considering the algorithm may bring incorrect portrayal of data.
- So although we have tons of algorithms available to do so domain knowledge was necessary to set the context right.
- To visualize our findings we have made a word cloud.