

NEW YORK CITY-AIRBNB REPORT

-Submitted by
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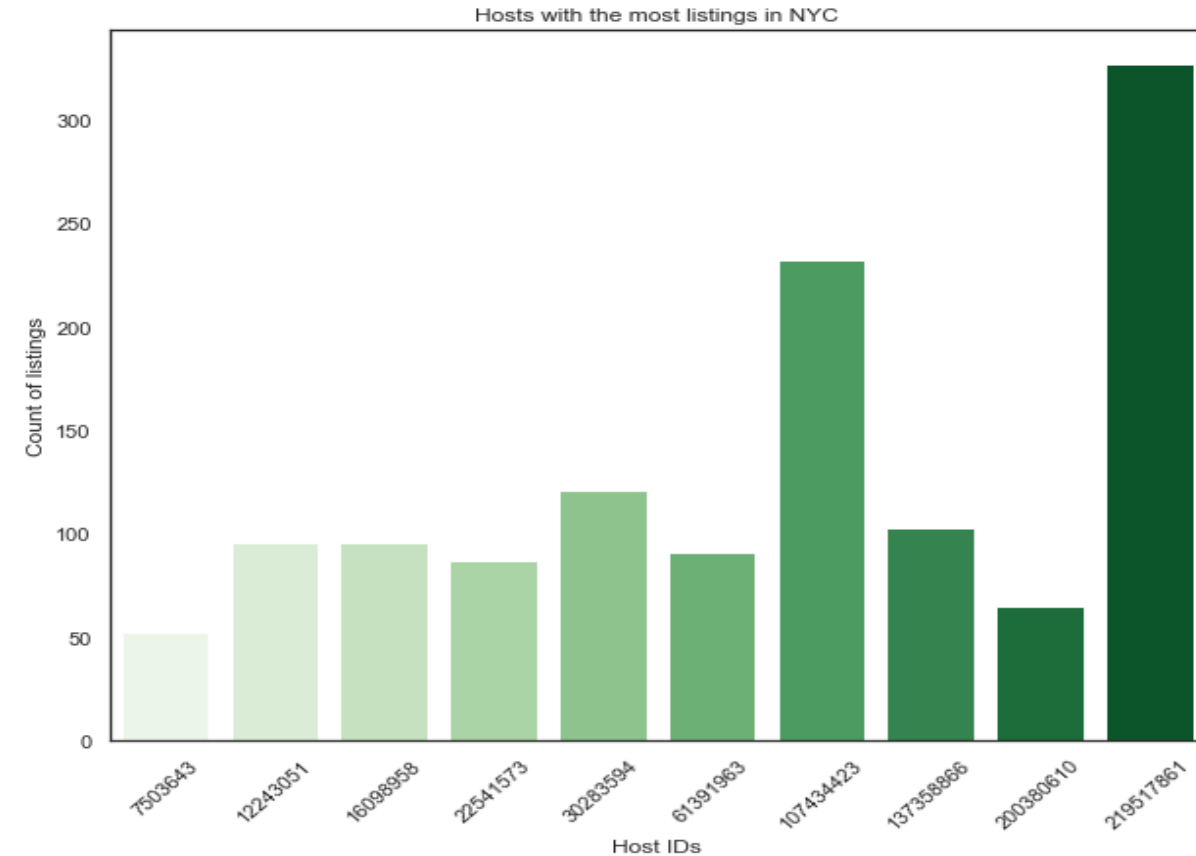
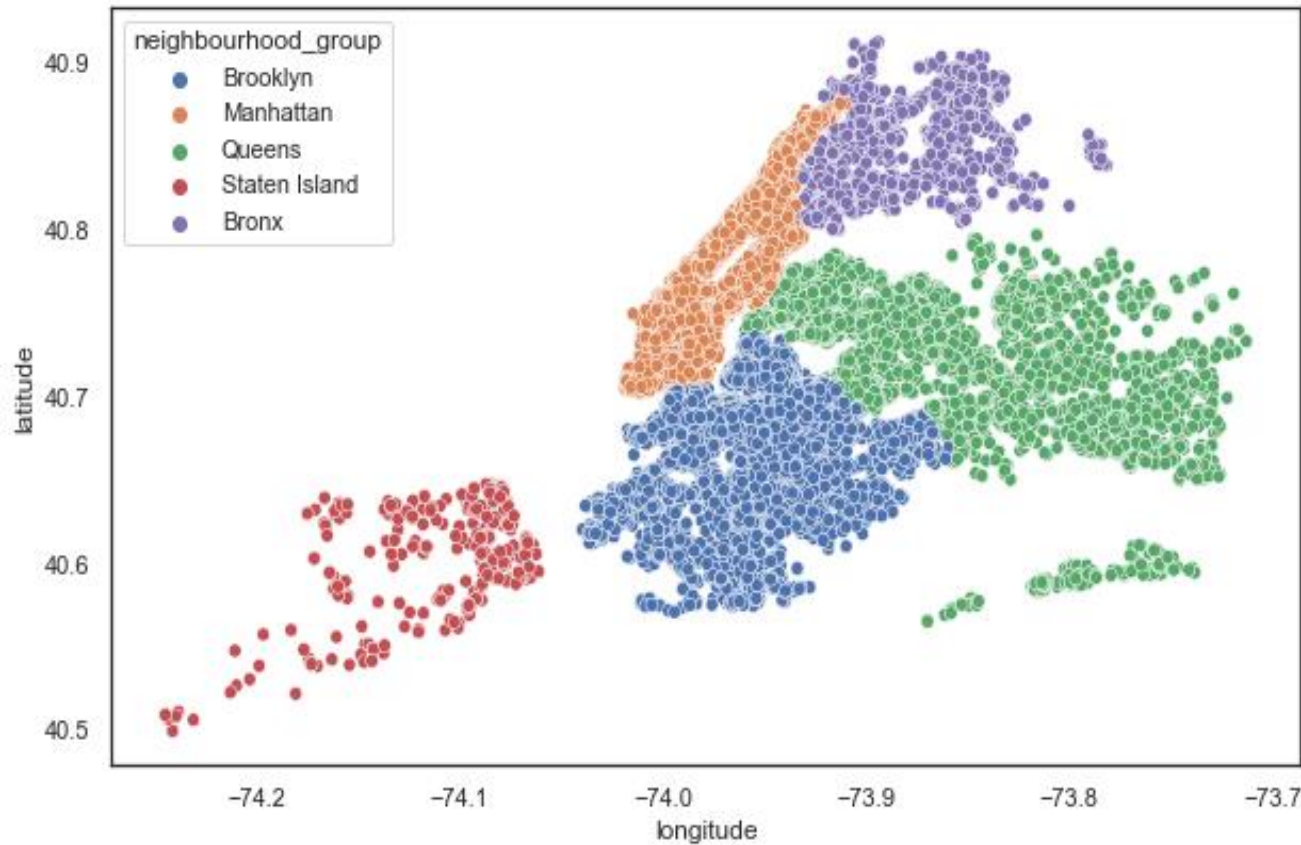
Agenda

- Objective
- Host Acquisition and Locality
- Neighborhood we can target
- Pricing ranges
- How price affects various localities
- Properties preferred by customers
- Holding types across various locations

Objective

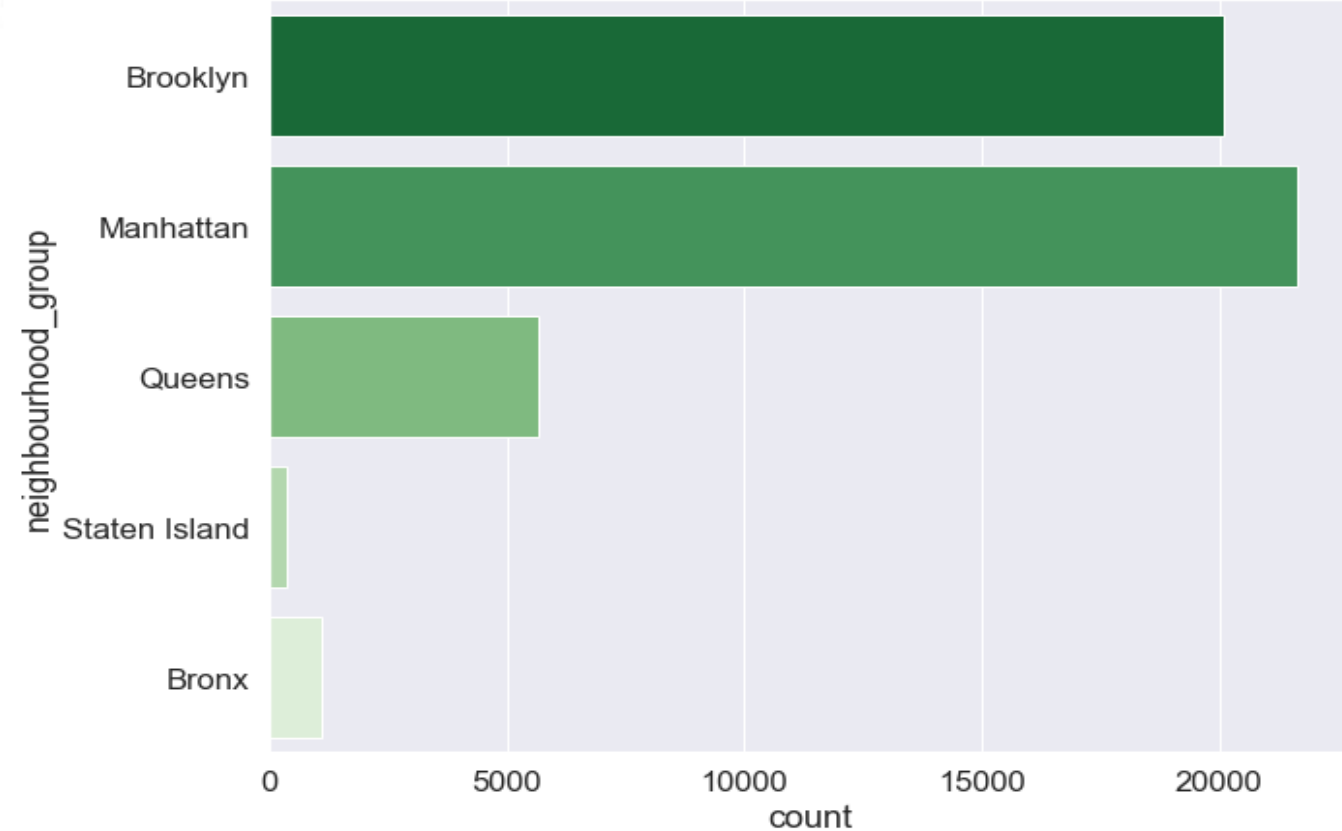
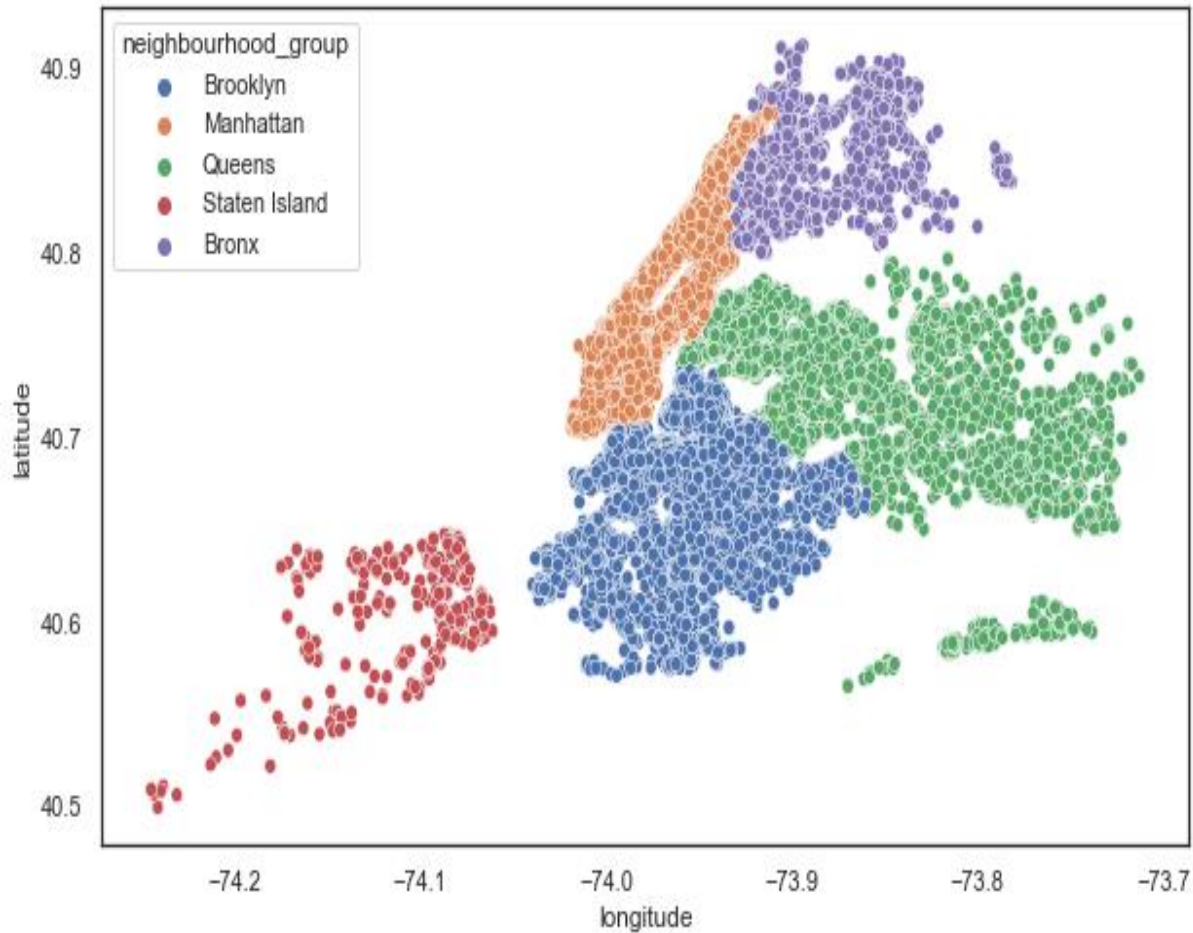
- Improve our shared understanding about the market conditions.
- Improve shared understanding about our customers.
- Provide recommendations to various departments to be prepared for business expansion.

Host Acquisition and Locality



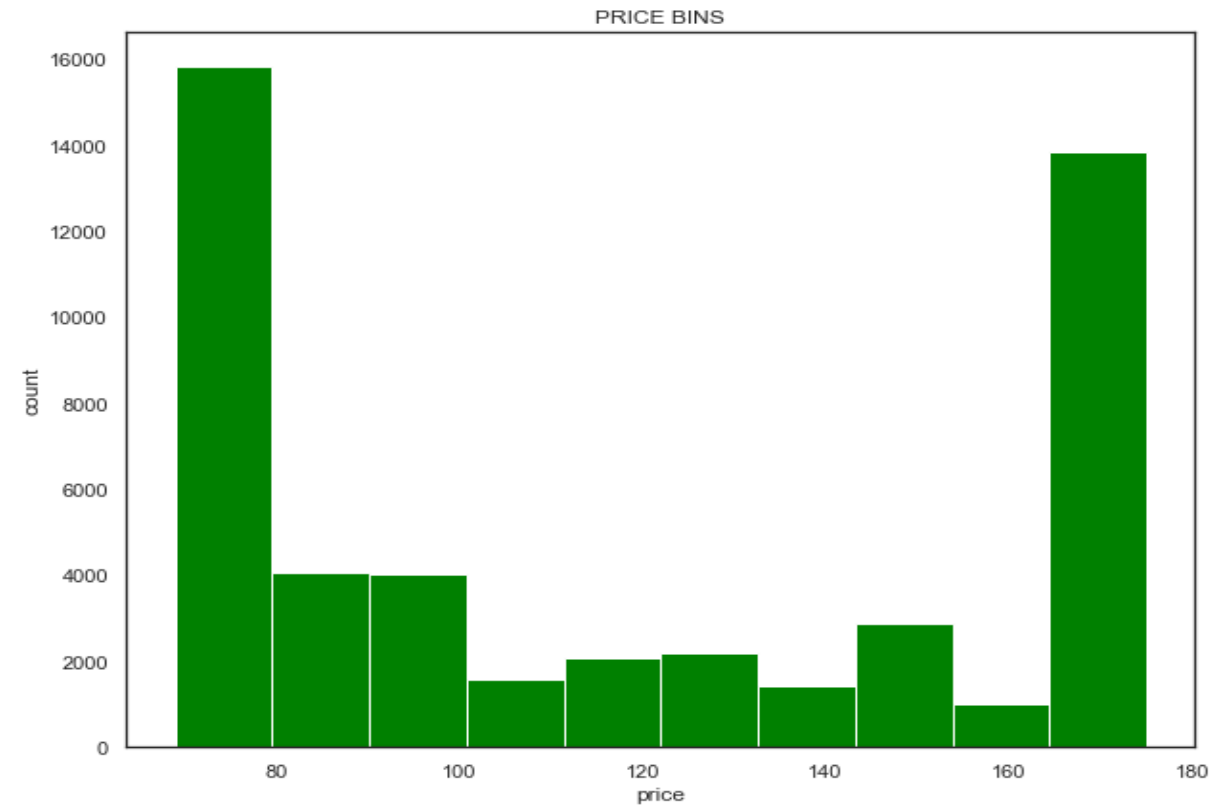
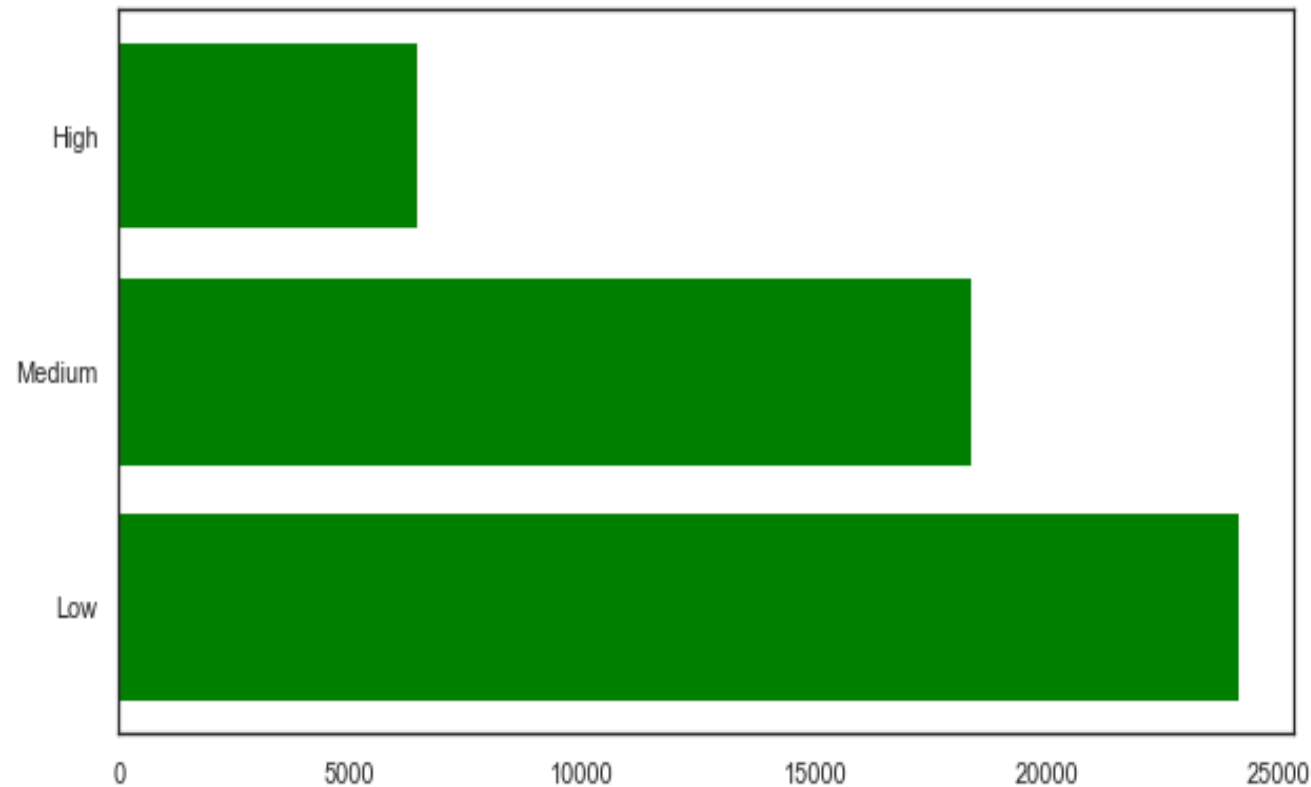
As per our analysis, we infer that Host id: **219517861** and Host id: **107434423** are having most properties in Manhattan, so we can try to acquire more properties there.

Neighborhood we can target



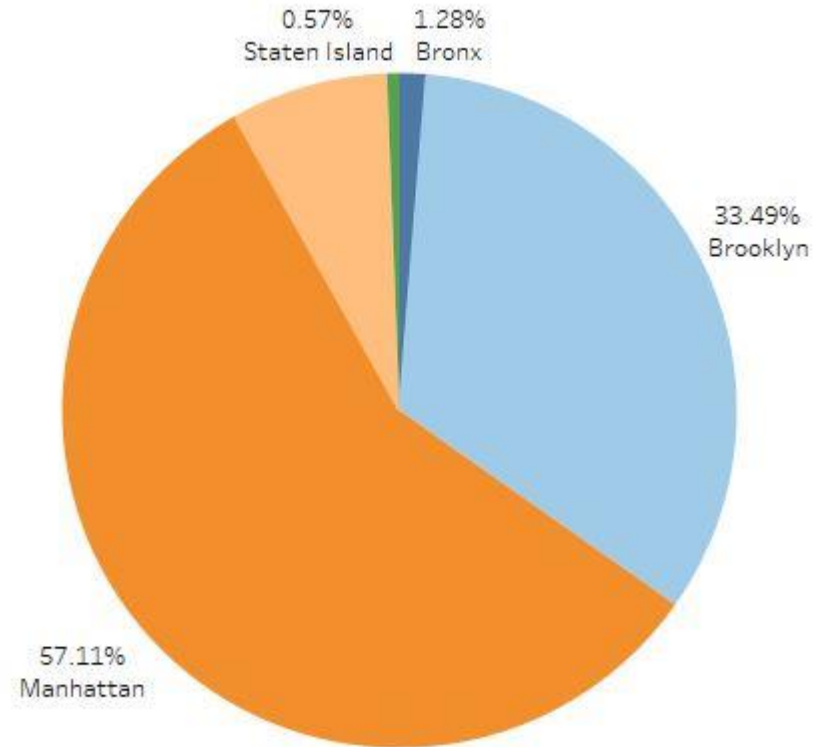
We infer from the scatter plot that Manhattan is not the largest parts of New York by area but it has the highest number of Airbnb holdings suggesting that it is a popular tourist place and has huge number of visitors round the year. So directors can try to acquire properties .

Pricing ranges



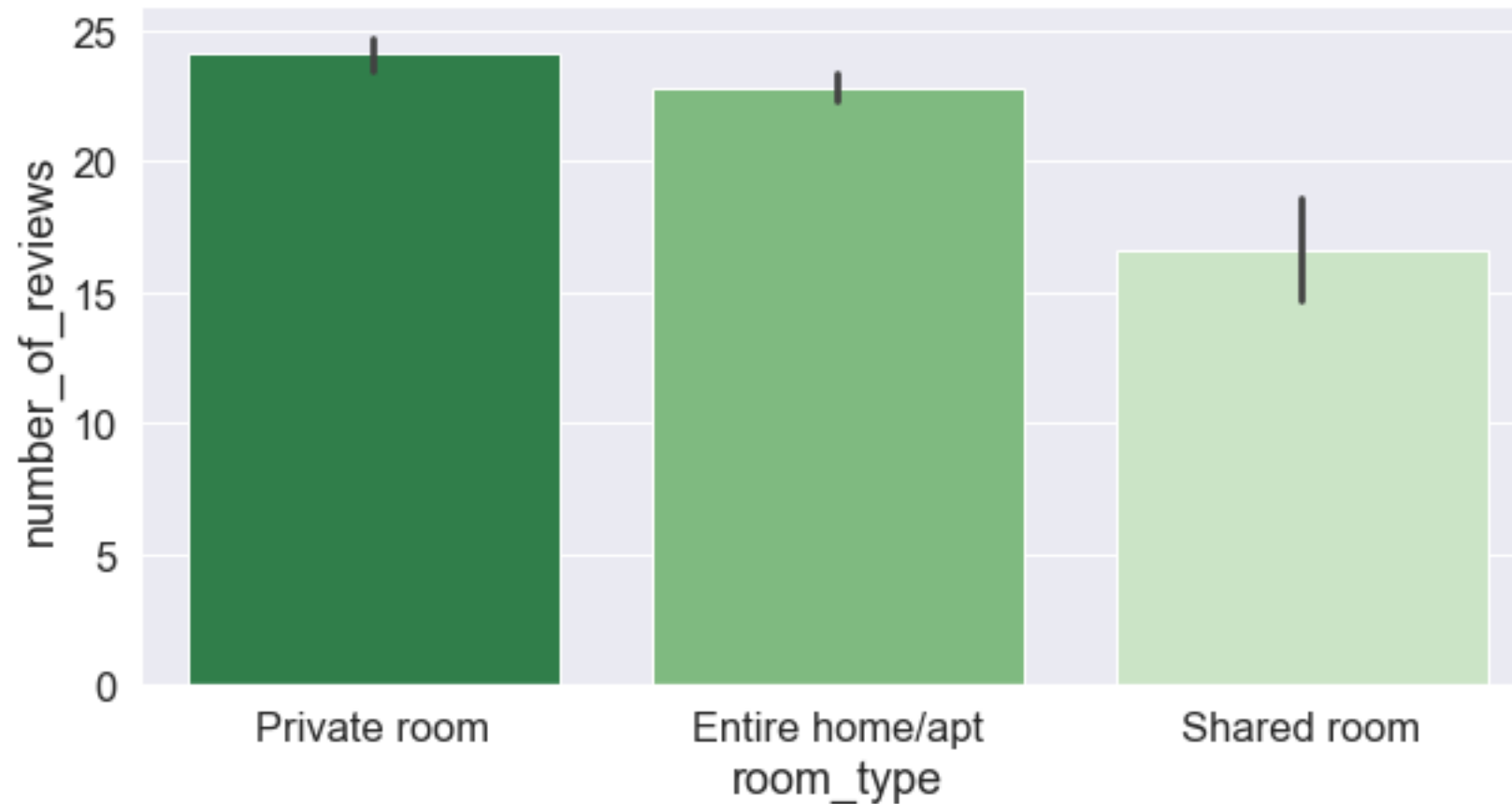
Here are the price ranges: \$(70-105) comprises of **Lower Pricing Range**, \$(105-140) comprises of **Medium Pricing Range** and above \$140 comprise the **higher pricing ranges**. Customers prefer lower price rooms over any other pricing ranges.

How price affects various localities



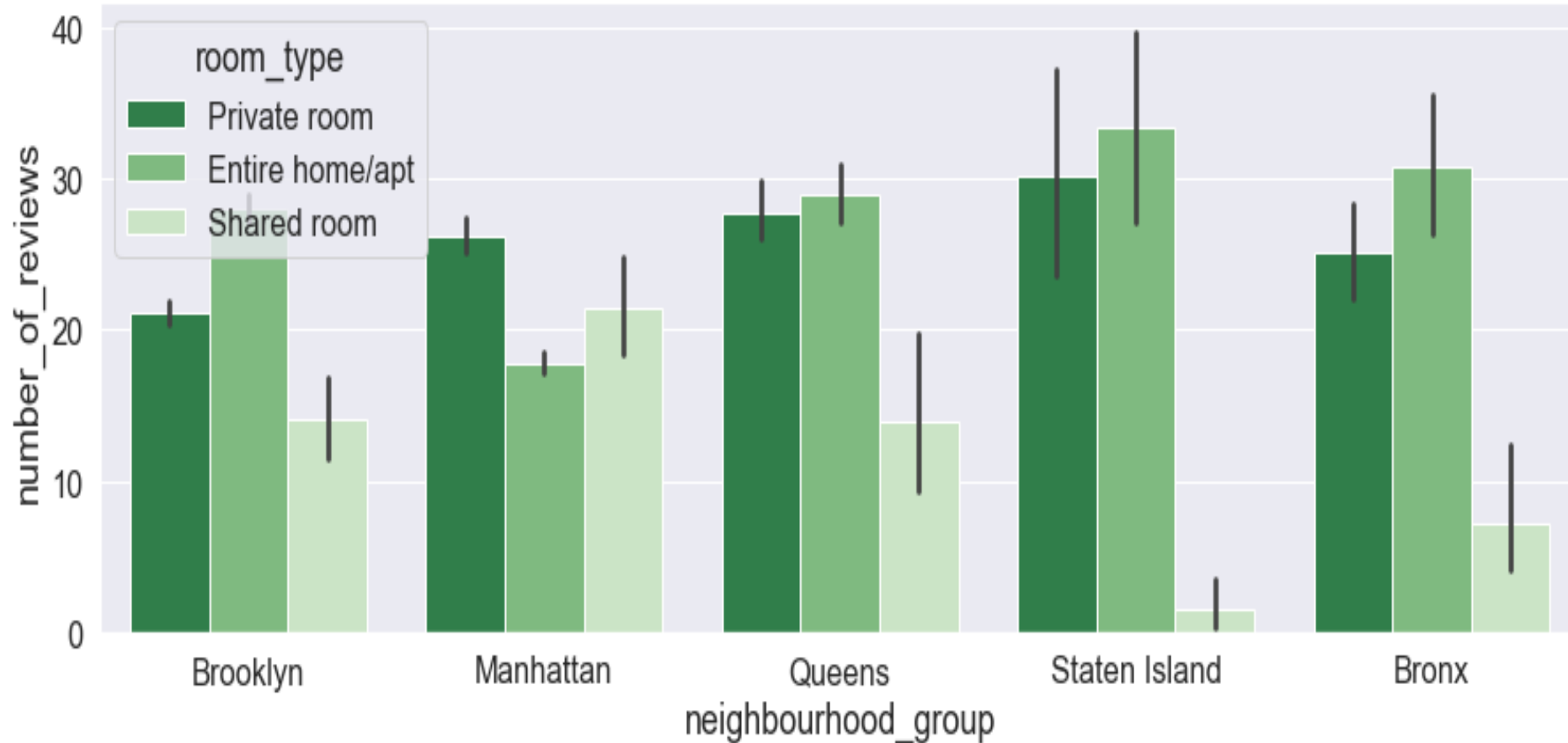
From our analysis we presented the price changes across various parts of New York city for AirBnb holdings.

Properties preferred by customers



We infer from the above charts that customers mostly prefers **Private rooms** over **Entire home** and **Shared room**.

Holding types across various locations



As per our analysis, these are various Airbnb holdings across various parts of New York city based on customer preferences.

Recommendations

- We should try to acquire more properties in Manhattan.
- From our analysis, customers prefer Private rooms with a lower price range(\$70-\$105).
- We should offer great discounts in Station Island as there are less bookings compare to other localities.

The background features abstract, overlapping green geometric shapes, primarily triangles and polygons, in various shades of green, creating a modern and dynamic visual effect. The shapes are layered, with some appearing more prominent than others, and they extend towards the corners of the frame.

Thank You