



airbnb

INSIGHTS

Agenda

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OBJECTIVE

For the past few months, Airbnb has seen a major decline in revenue. Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.

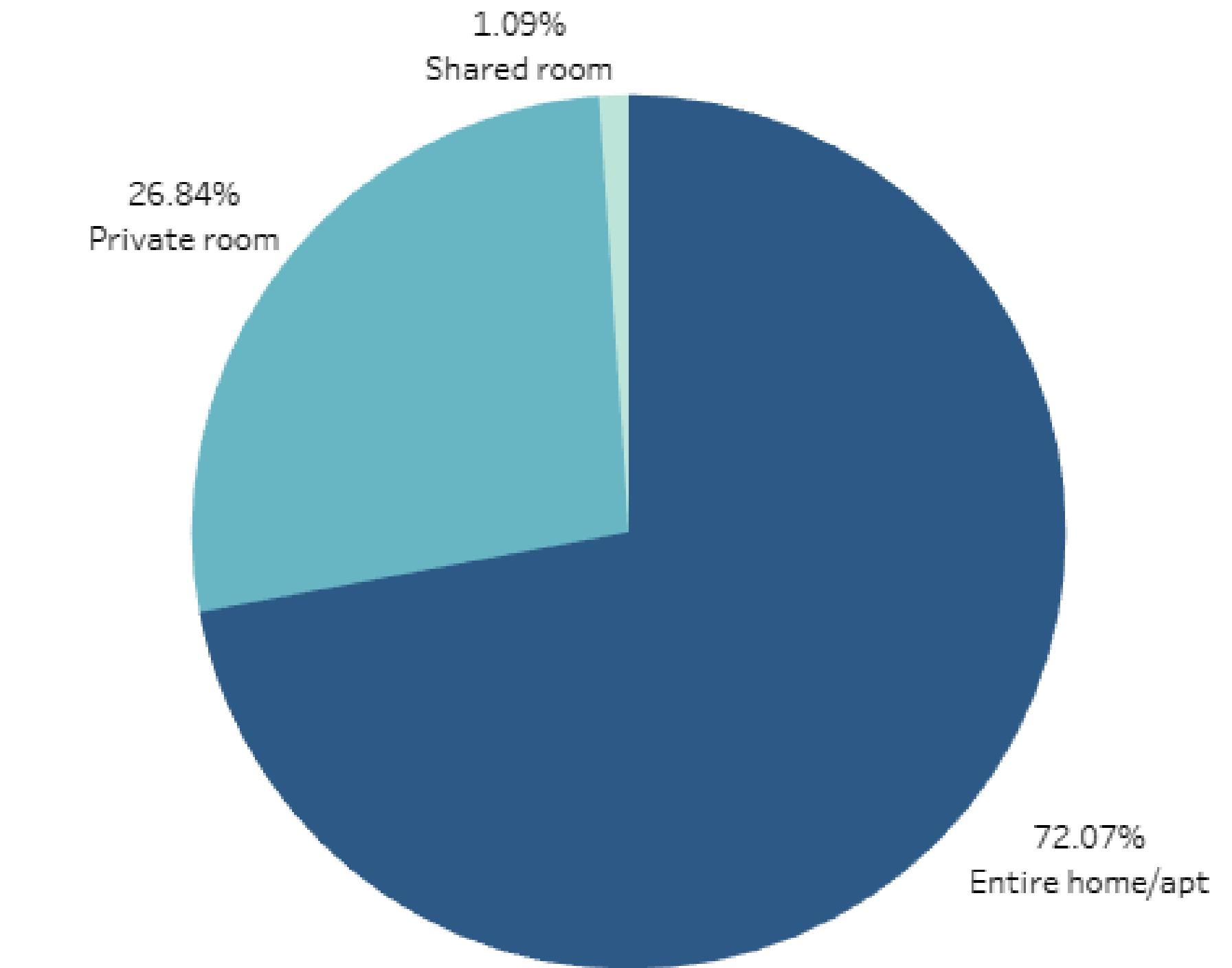
So, analysis has been done on a dataset consisting of various Airbnb listings in New York.

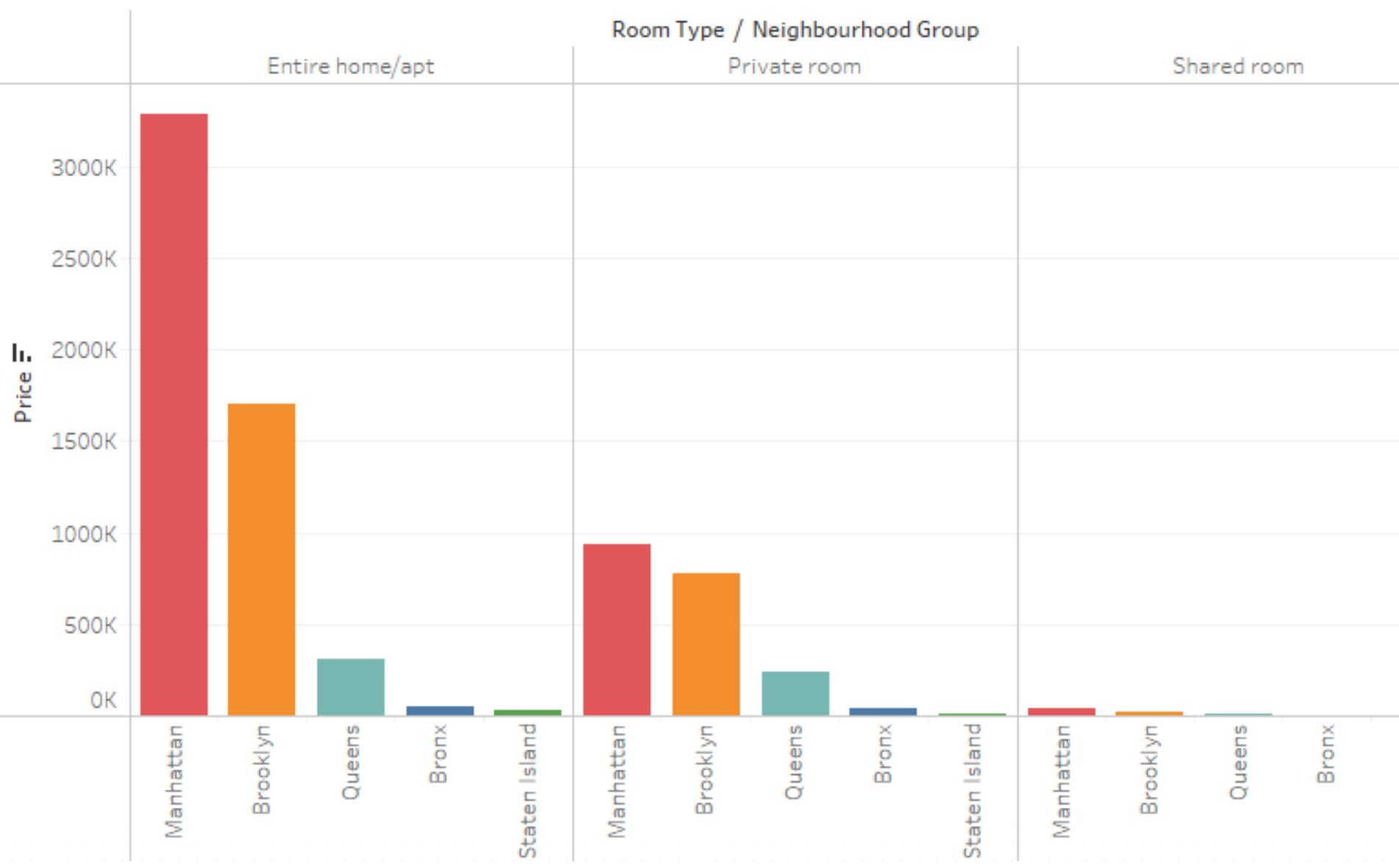


VISUALIZATION AND INFERENCE

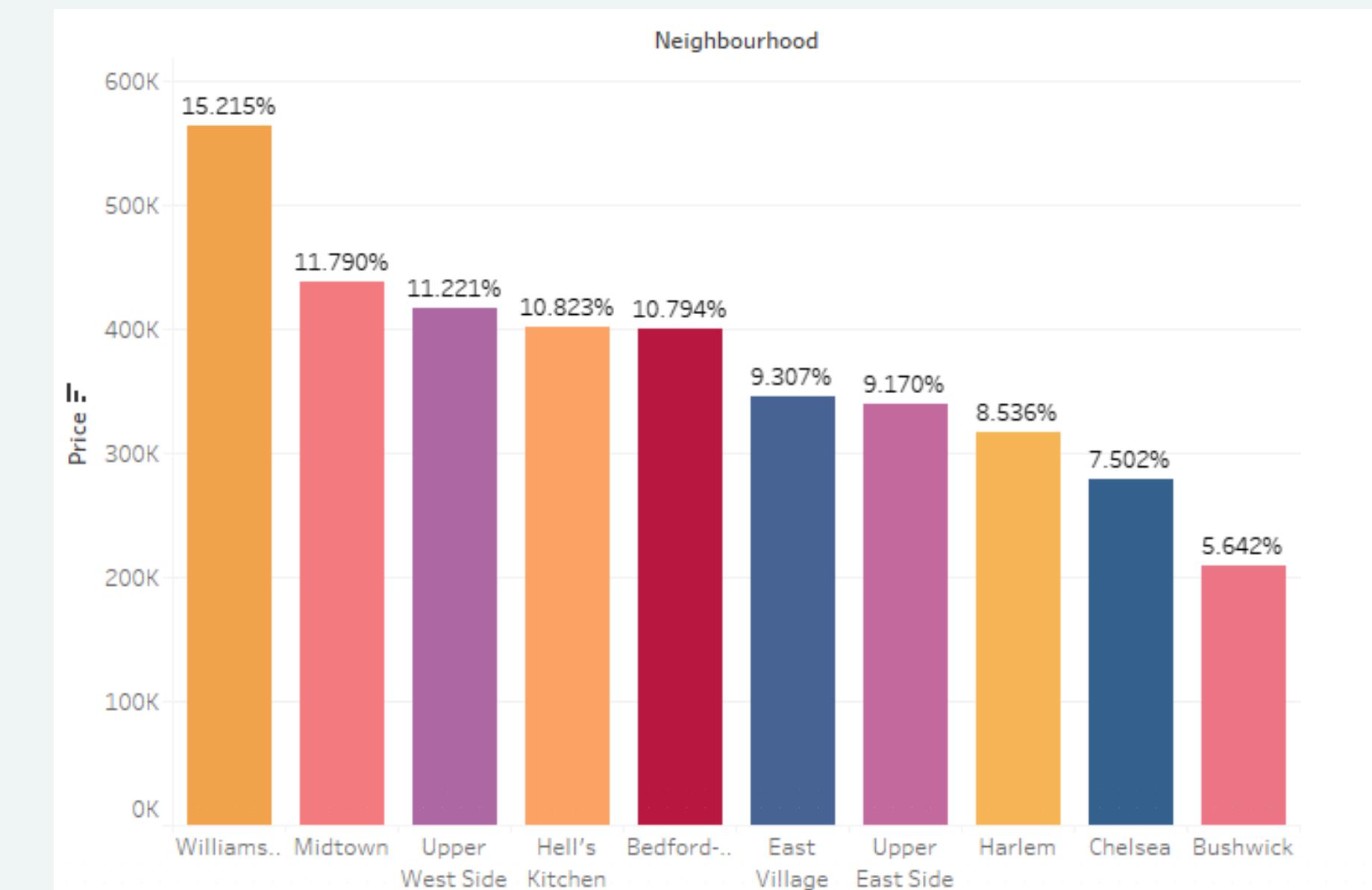


**72.07 % of customers
prefer an Entire home/
apartment for their stay.**





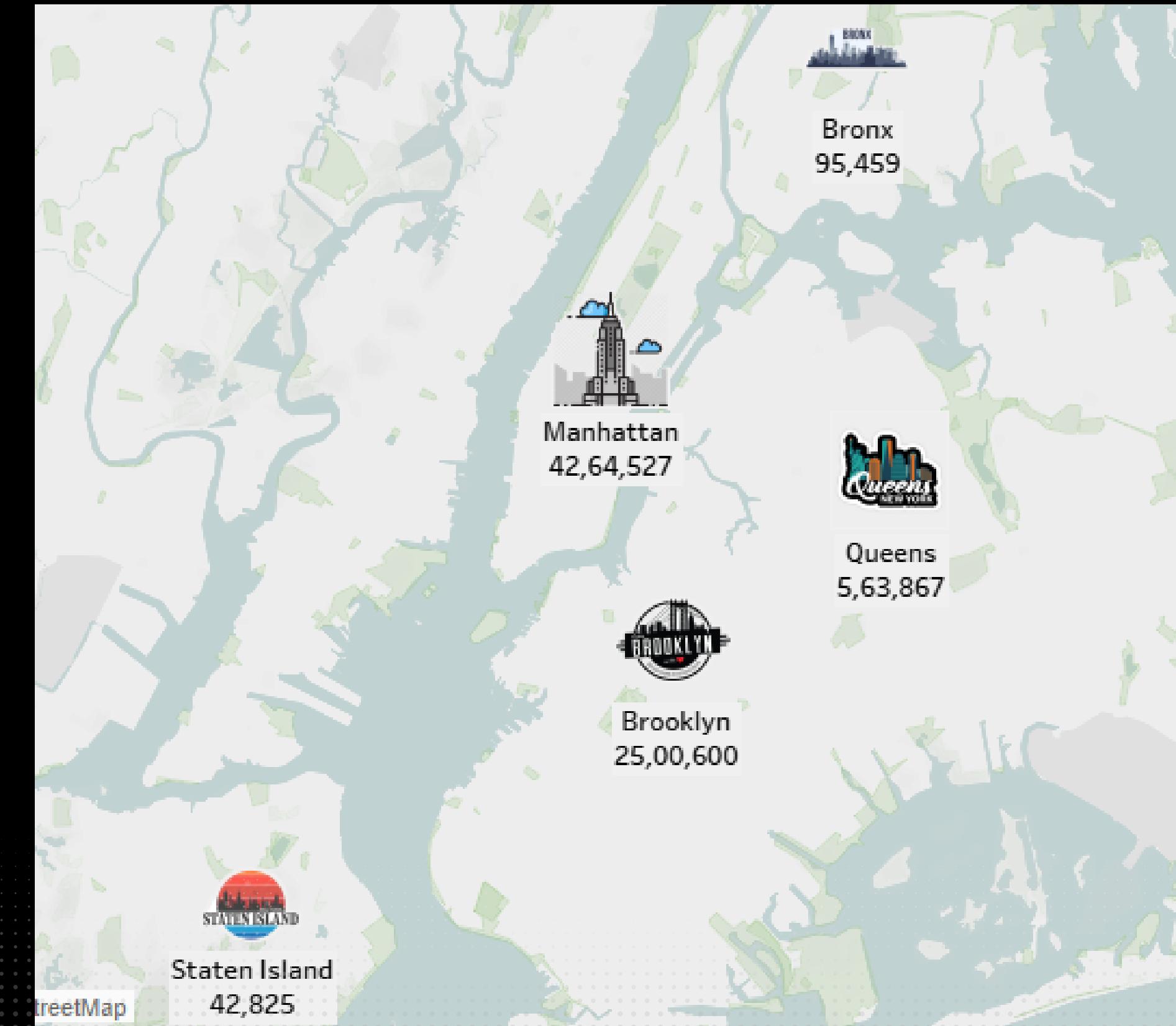
Brooklyn and Manhattan are the top leading neighborhood groups in the rooms listings and the majority of people like the entire home or private room.

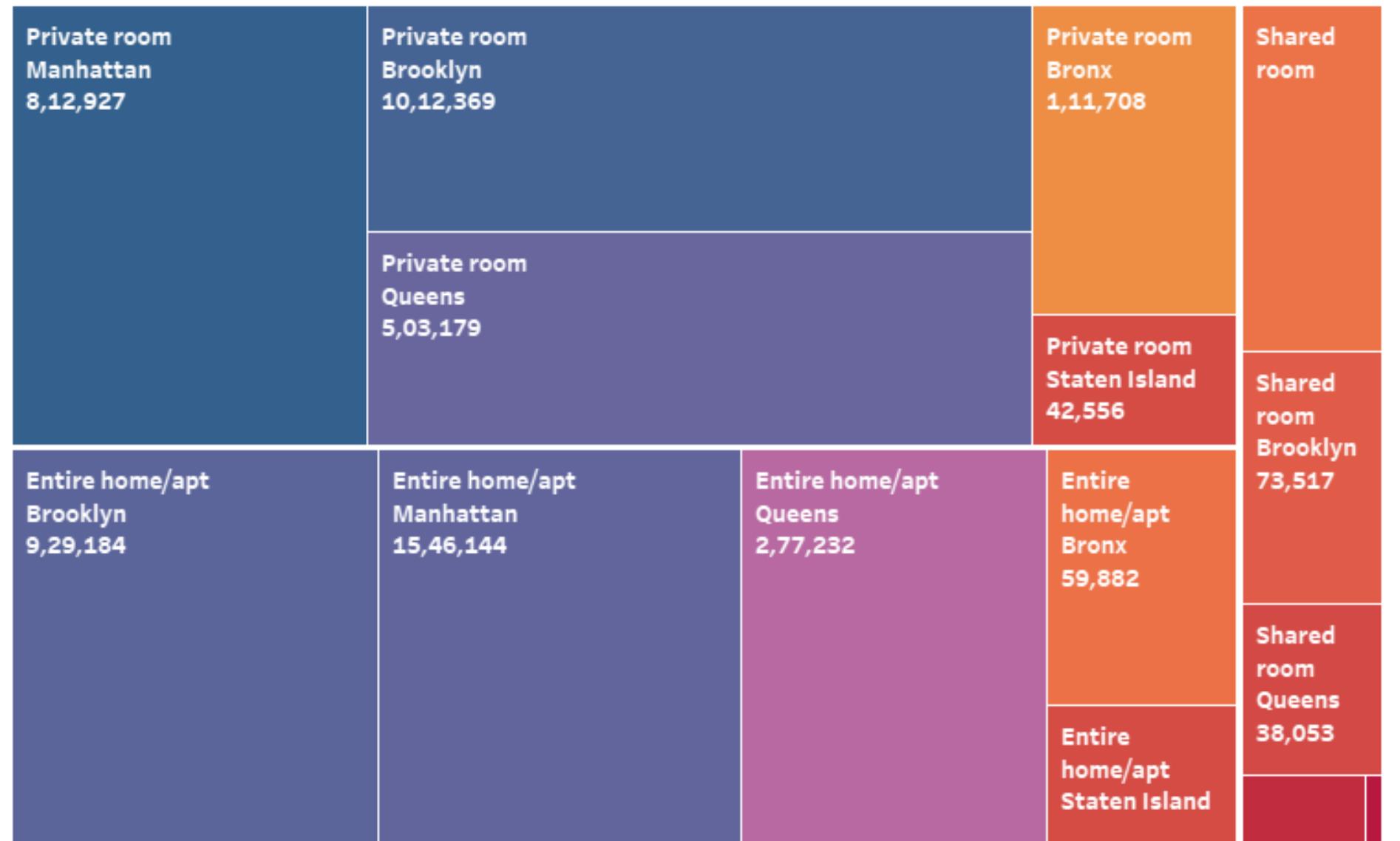


These are the top 10 locations on the basis of price, even though the room price in Williamsburg is high, but the ambience attracts the people.

Price of accomodation in Manhattan is pretty higher and affordable for high class people.

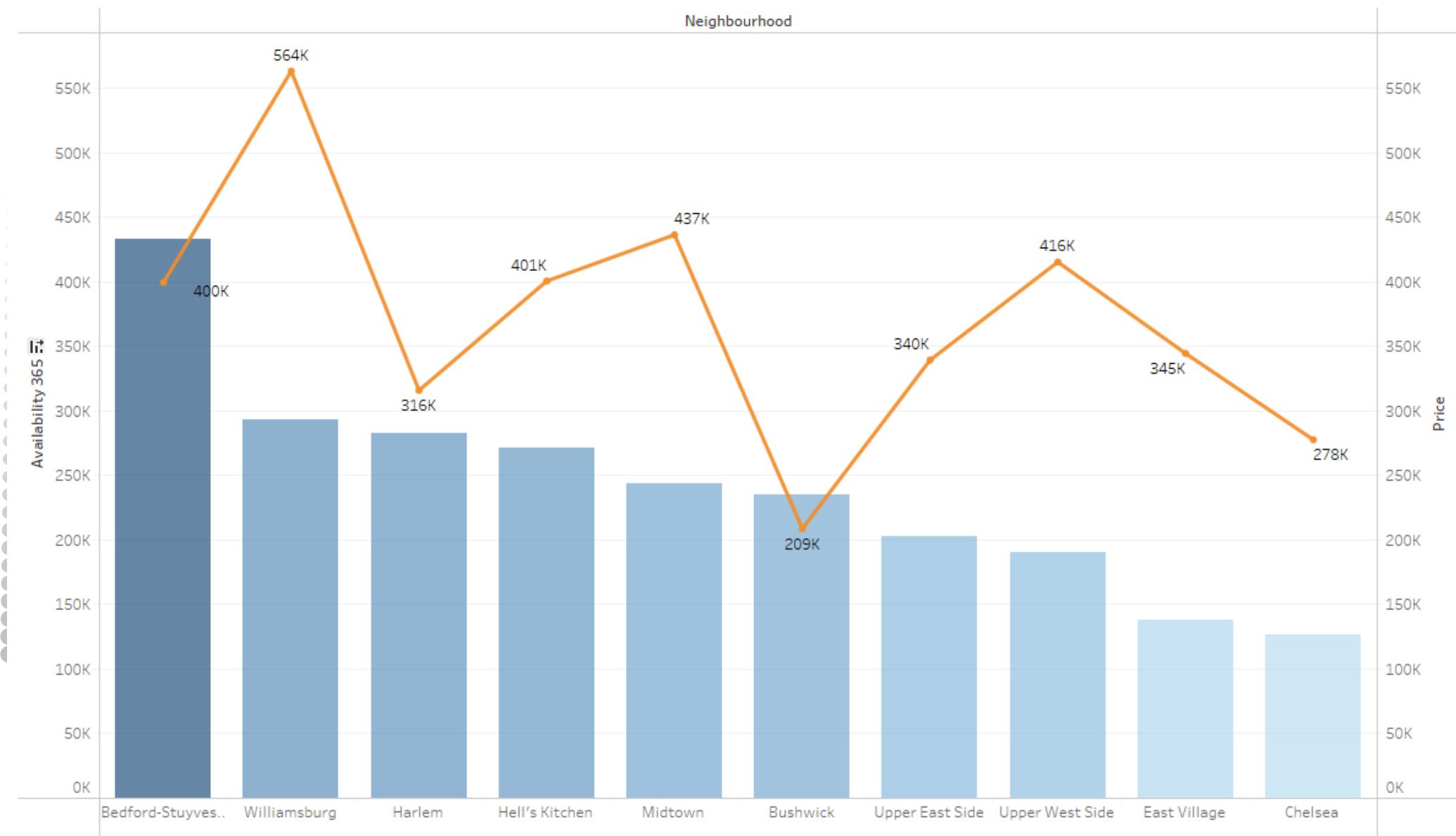
Undoubtedly, its scenic views is enough to attract anyone.





With the help of this chart, we can comprehend

There are three types of the room onto which people preferred the private rooms in Manhattan because it is the centre of New York and we can enjoy the view from this location.



Manhattan and Brooklyn are costlier locations in New York. But those who can not afford to stay in a prime location can visit this place which is close to the prime location like Brooklyn, Williamsburg, and Queens. And Bushwick is an evolving, industrial area marked by imaginative street art and converted warehouses. people love to see such art works.

**Top 15 prime locations
where people stays
longer.
The majority of locations
are in Manhattan.**





METHODOLOGY





Exploratory Data Analysis:

- Checked the Null values in the dataset. Found some columns with the null values i.e. names, host_name, last_review, and review_per_month.
- Checked the outliers in the dataset.

Data Analysis:

- Try to analyze the data using different columns based on their price, availability_365, minimum_nights, and the reviews of the customers we received.

Inference after analyzing the data:

- We saw that people like to visit the center of New York from where they can see the beauty of the city.
- The number of listings of shared rooms is limited but their average price is placed less and availability is high.
- A number of reviews and reviews per month are more at less price than the higher price as there is less chance of people going for a high price room.
- Manhattan and Brooklyn are very costly neighbourhood_groups.
- People show interest in the host Blueground and spend more nights here.
- The minimum number of nights to stay reduces with a price increase.
- Focus on prime locations like Manhattan and Brooklyn where people show interest.



Thank You