

A group of four people (three men and one woman) are seated around a table in a meeting. The man on the right is gesturing with his hands while speaking. The woman on the left is looking towards him. The man in the center is looking down at a laptop. The man on the far left is looking towards the center. The background is a large window with a grid pattern. A teal rectangular overlay is positioned in the center of the image, containing the text 'upGrad', 'Airbnb', and 'Case Study'.

upGrad

Airbnb

Case Study

Problem Statement

Airbnb has seen a major decline in revenue. Now that the restrictions have started lifting and people have started to travel more. Find the different insights to take decision better way.

Agenda

- Objective
- Background
- Key findings
- Appendix:

Data sources

Data methodology

Data model assumptions

OBJECTIVE

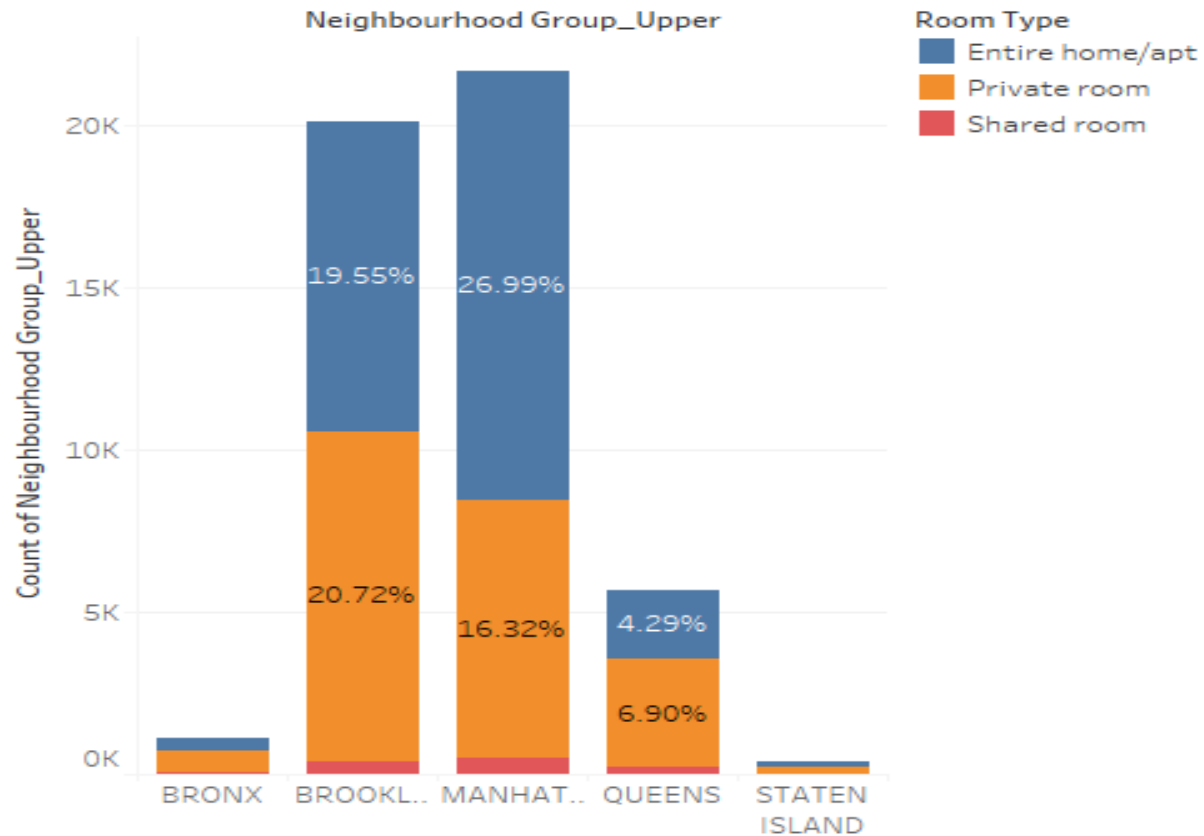
- Which type of hosts to acquire more and where ?
- Understanding customers preference
- Most popular localities
- Most unpopular popular localities

Background

- The pandemic was major concern for declining the business for Airbnb but after the restrictions are now ease and people starts travelling Airbnb wants to make most of this opportunity.

PROFITABLE NEIGHBOURHOOD GROUP

Most Preferable Neighbourhood

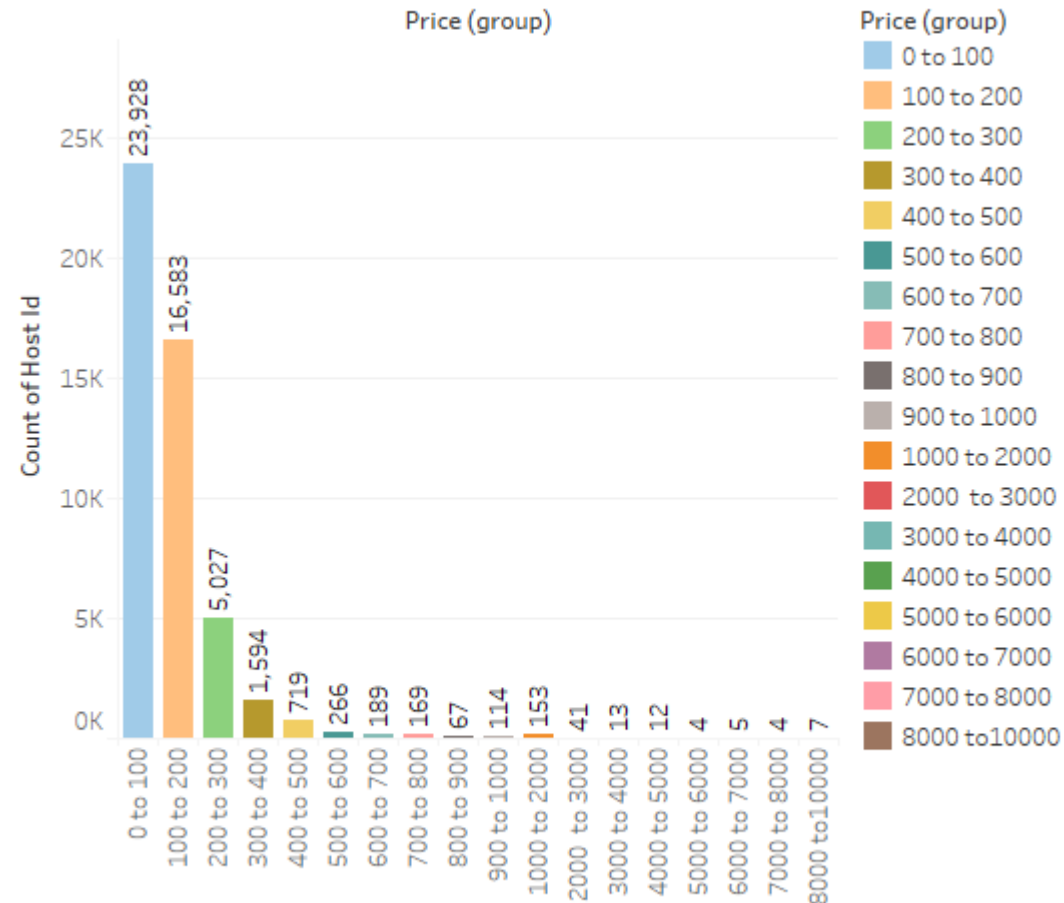


Customer's preference over the localities and their choice of room type.

Count of Neighbourhood Group_Upper for each Neighbourhood Group_Upper. Color shows details about Room Type. The marks are labeled by % of Total Count of Neighbourhood Group_Upper.

CUSTOMER VS PRICE RANGE

Price Range vs Customers

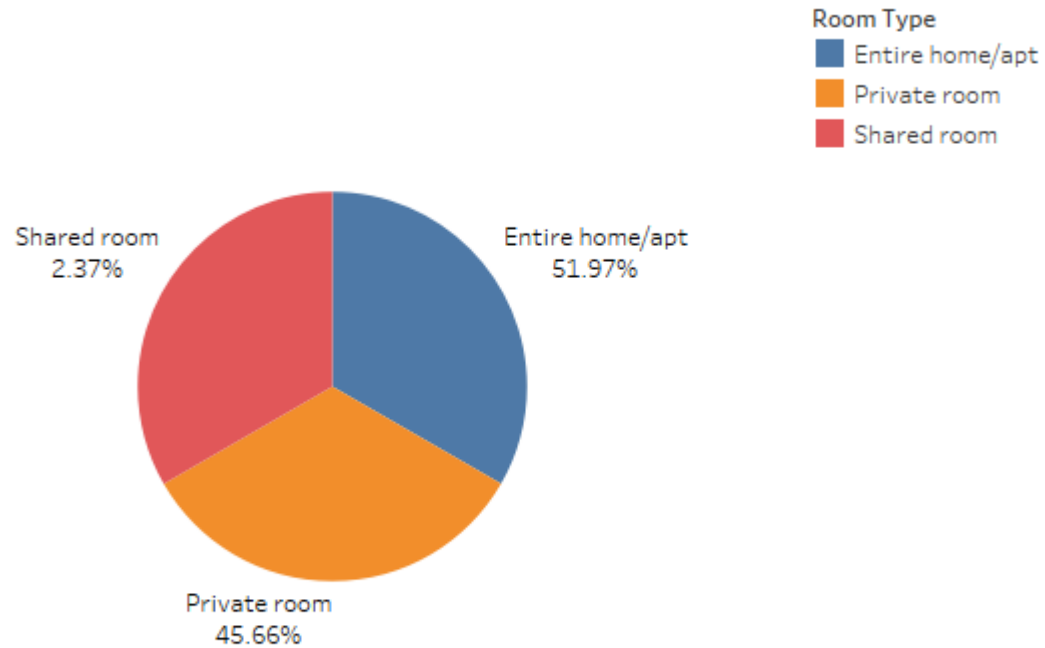


Count of Host Id for each Price (group). Color shows details about Price (group). The marks are labeled by count of Id.

We have grouped the price among the booking and find out that most of the customers prefer price below 100 USD

CUSTOMER VS PROPERTY TYPE

Property Type vs Customers

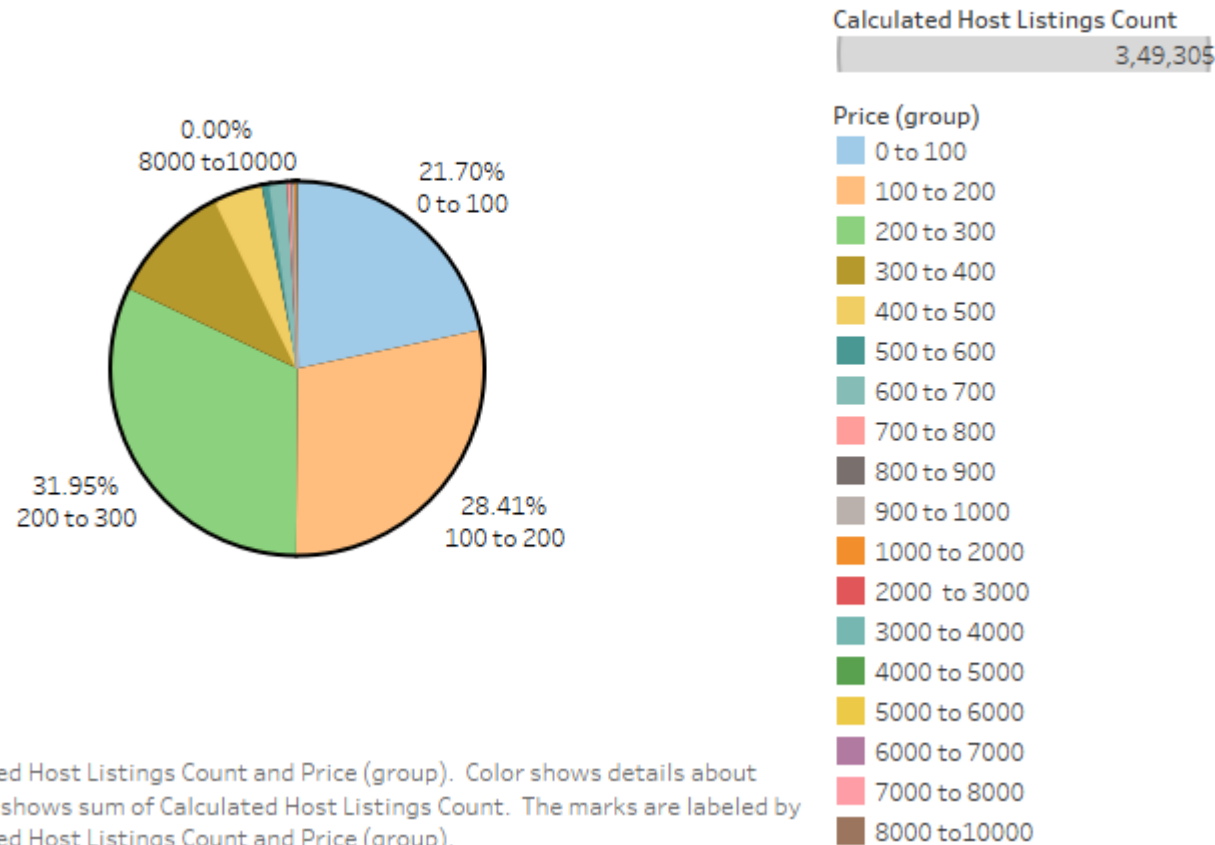


Most of the customers don't prefer shared rooms compare to others

Room Type and % of Total Count of Id. Color shows details about Room Type.
The marks are labeled by Room Type and % of Total Count of Id.

REVIEWS VS PROPERTY TYPE

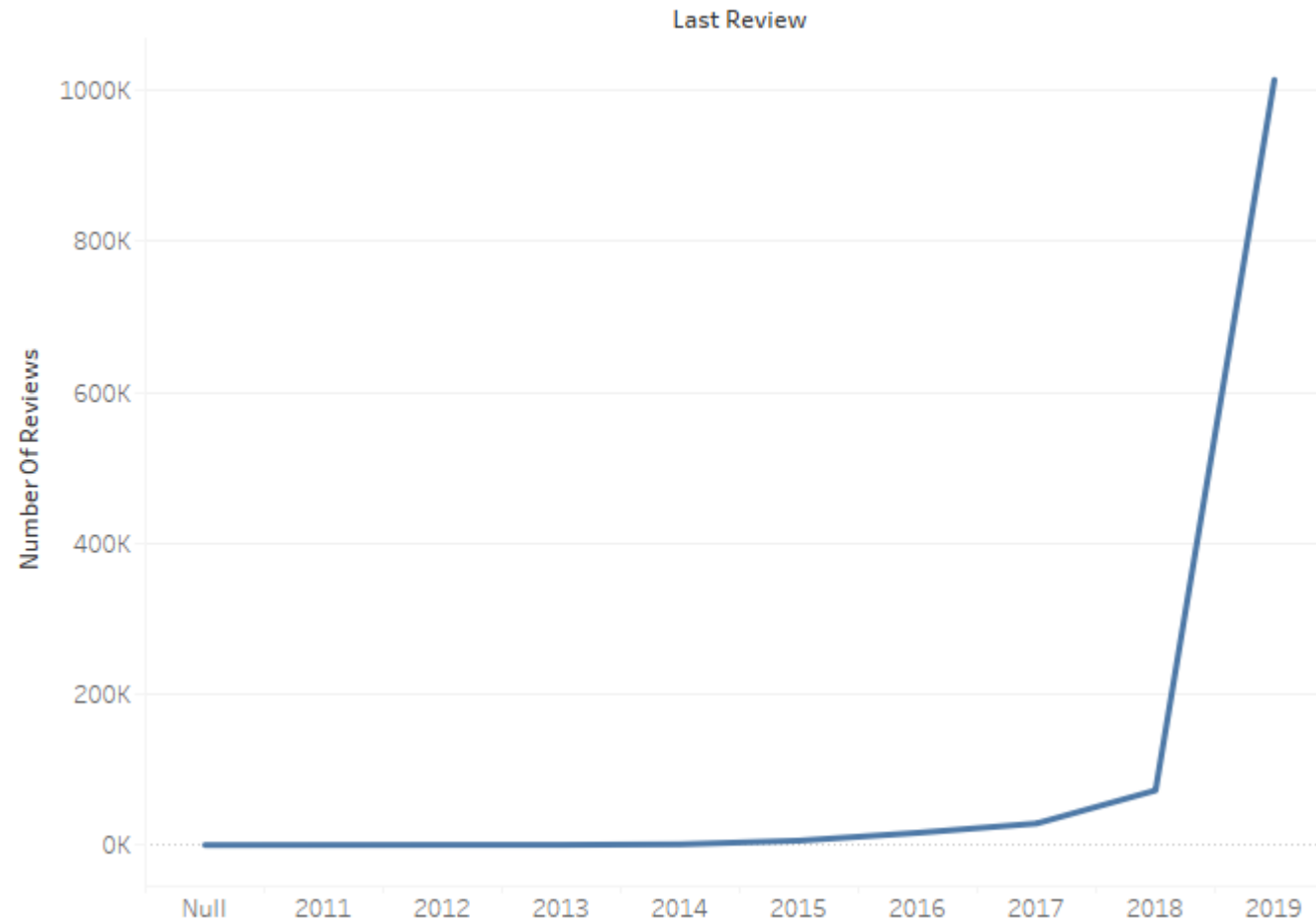
Reviews vs Property Price



Mostly the review received for property of price range 200 to 300

REVIEWS PROGRESS

Reviews Progress

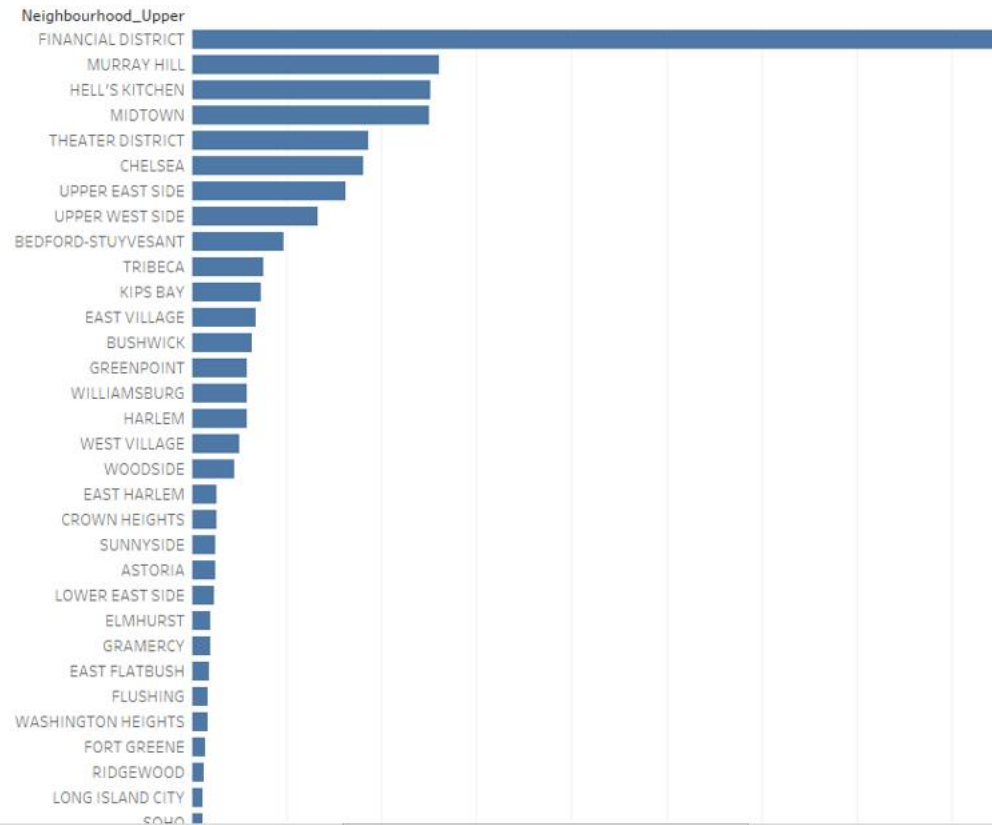


We saw tremendous growth in 2018 to receive reviews for various property

The trend of sum of Number Of Reviews for Last Review Year.

MOST POPULAR NEIGHBOURHOOD

Popular Neighbourhood



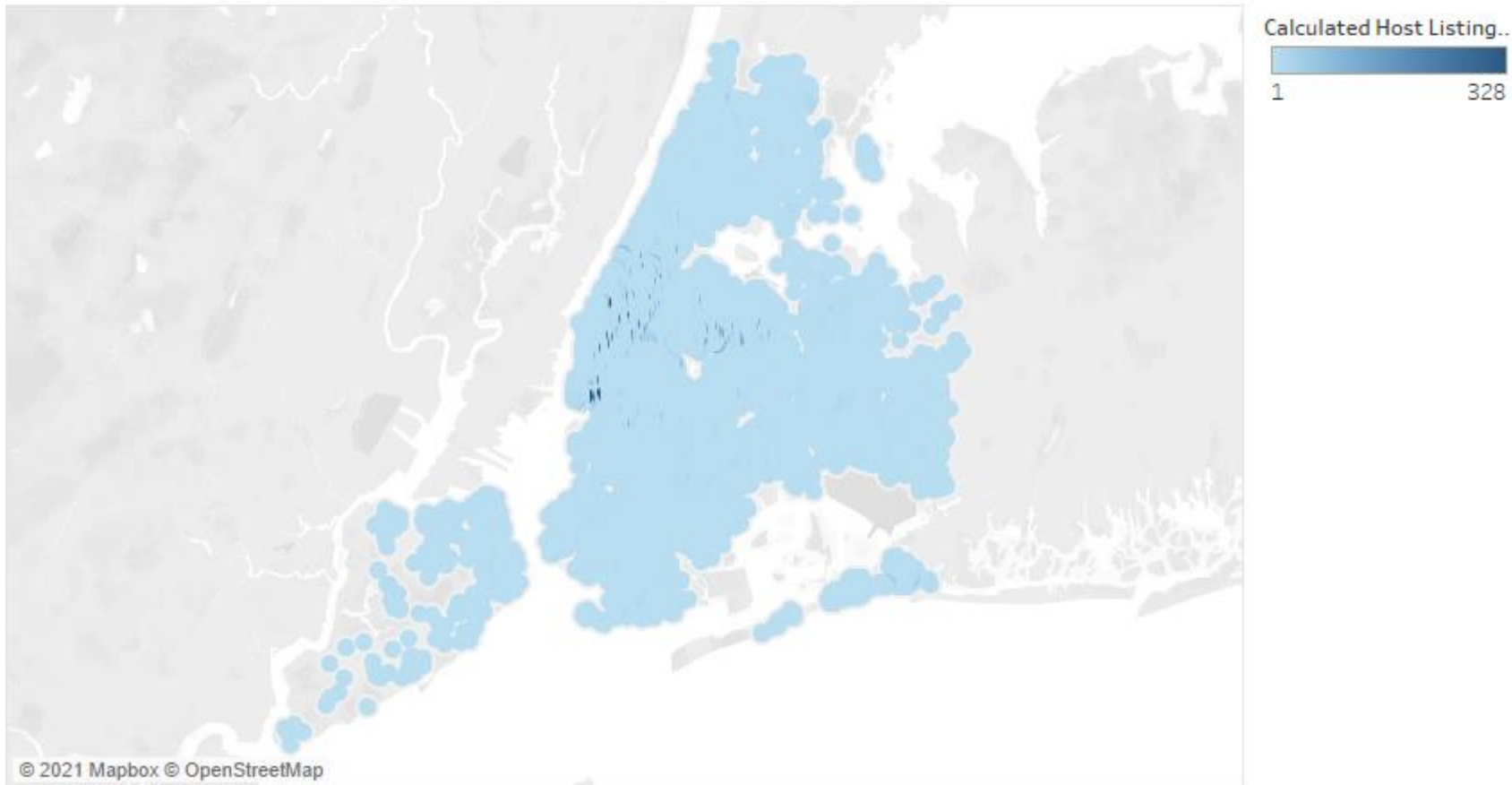
MOST UNPOPULAR NEIGHBOURHOOD

Unpopular Neighbourhood

Neighbourhood_Upper					
FORT WADSWORTH					
NEW DORP					
RICHMONDTOWN					
ROSSVILLE					
WILLOWBROOK					
WOODROW					
BAY TERRACE, STATEN IS..					
CO-OP CITY					
HOWLAND HOOK					
LIGHTHOUSE HILL					
SILVER LAKE					
WEST FARMS					
WESTERLEIGH					
BREEZY POINT					
ELTINGVILLE					
GRANITEVILLE					
HUGUENOT					
NEPONSIT					
ARDEN HEIGHTS					
CASTLETON CORNERS					
HOLLISWOOD					
MILL BASIN					
OLINVILLE					
PRINCE'S BAY					
SPUYTEN DUYVIL					
TODT HILL					
EMERSON HILL					
LITTLE NECK					
NEW BRIGHTON					
NEW DORP BEACH					
OAKWOOD					
BAY TERRACE					

DISTRIBUTION OF LISTING

Listing Distribution

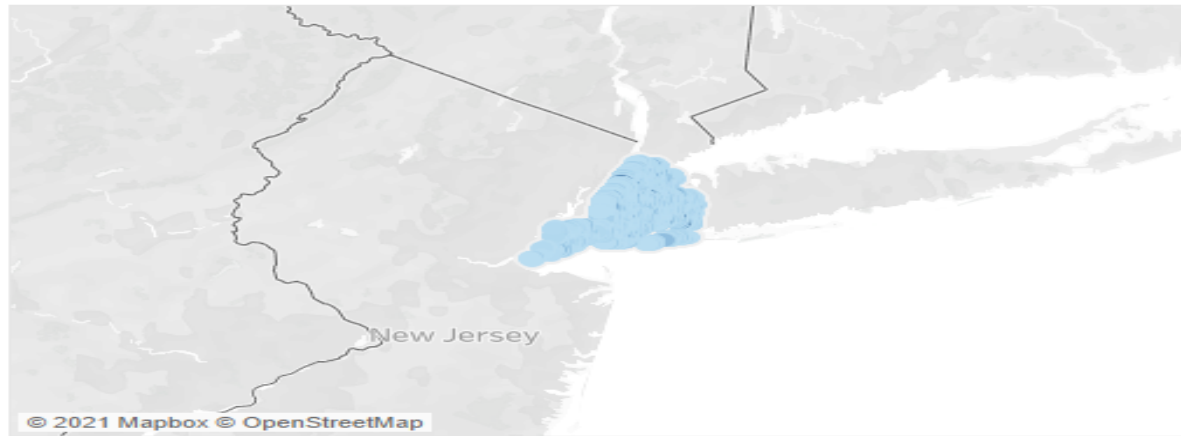


Map based on Longitude and Latitude. Color shows sum of Calculated Host Listings Count.

ANALYTICS

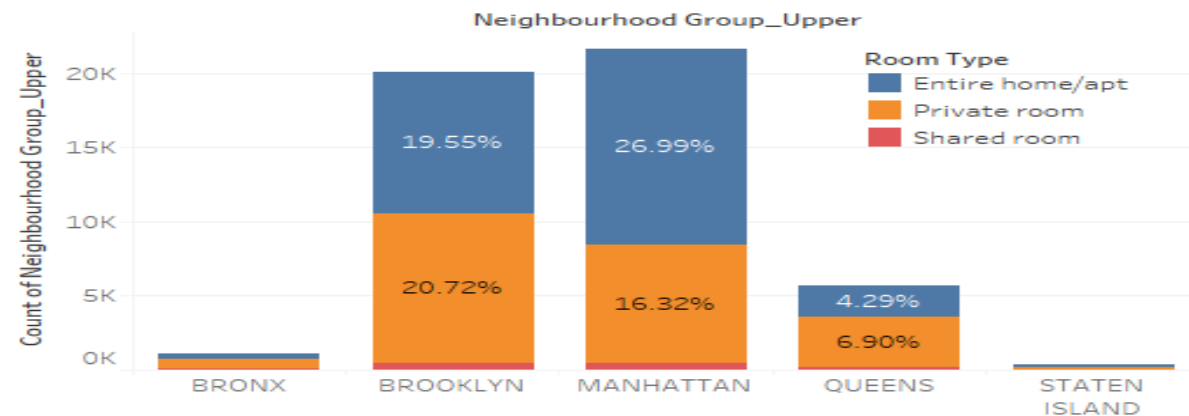
Airbnb Analytics

Reviews Distribution

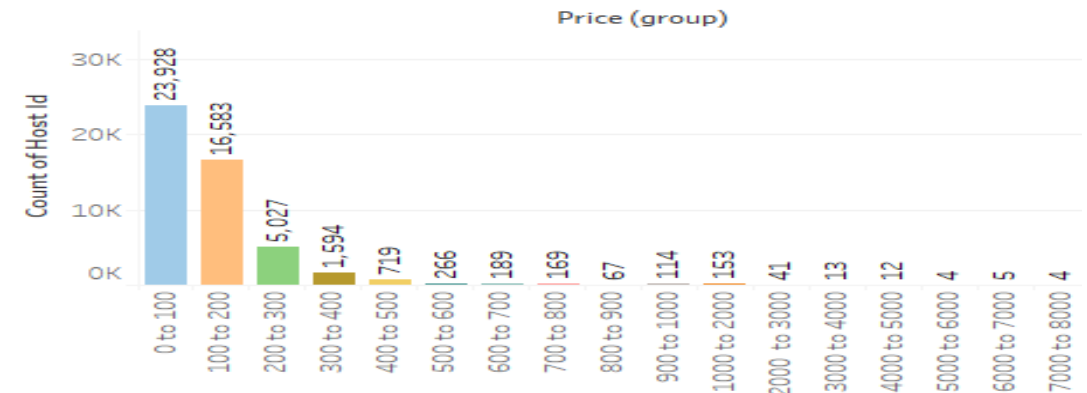


Number Of ... 0 629

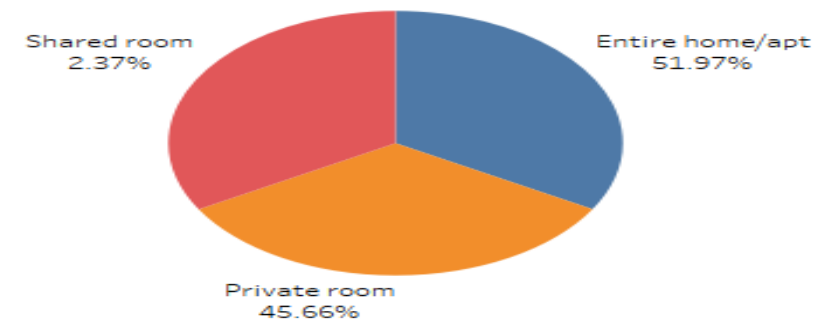
Most Preferable Neighbourhood



Price Range vs Customers



Property Type vs Customers



MAJOR FINDINGS

- Most customers prefer private room & entire room in Brooklyn and Manhattan localities.
- 70% Listings are Apartments.
- Max reviews for price range 0- 100 USD
- Most of the listings are price range of 200 to 300

THANK YOU!

 *Devidutta Pradhan*

 *Sandeep Singh*

