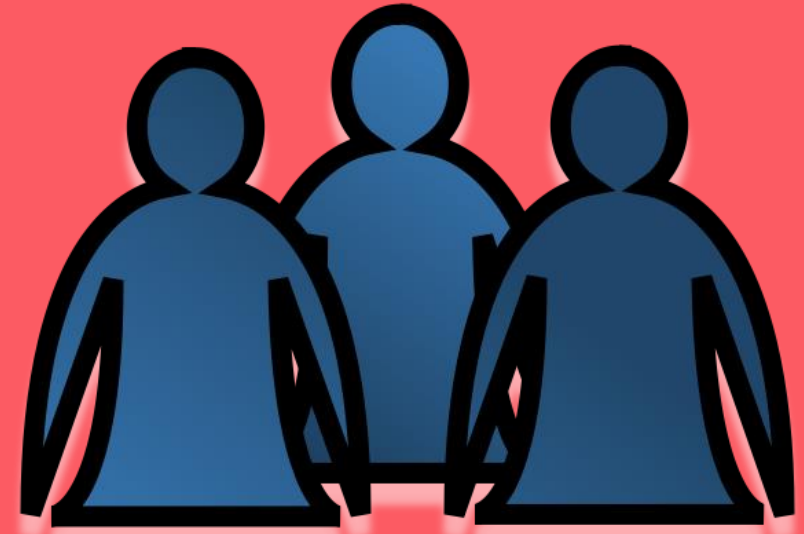




CASE STUDY

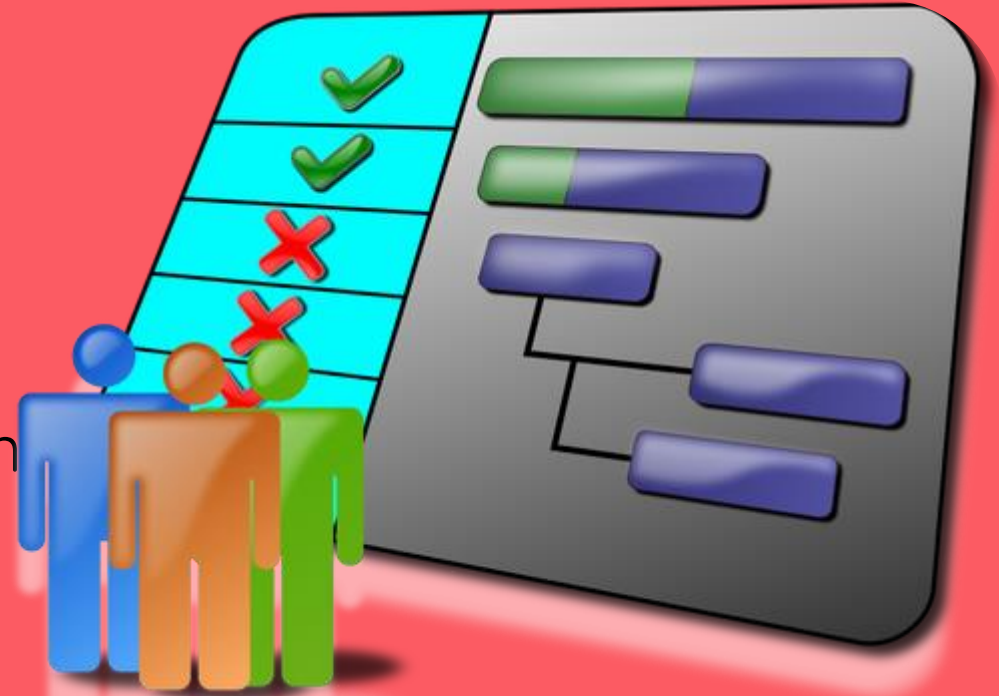
Team work

- ★ Sudhanshu Raj
- ★ Jagadeesan
- ★ Riya Chetwani



AGENDA

- Objective
- Background
- Recommendation
- Appendix :
 - Data source
 - Data methodology



OBJECTIVE



- Airbnb has seen a major decline in revenue
- The restrictions have started lifting and people have started to travel , so Airbnb wants to make sure that it is fully prepared for this change
- Airbnb want to understand some important insights based on various attributes to increase the revenue

Background

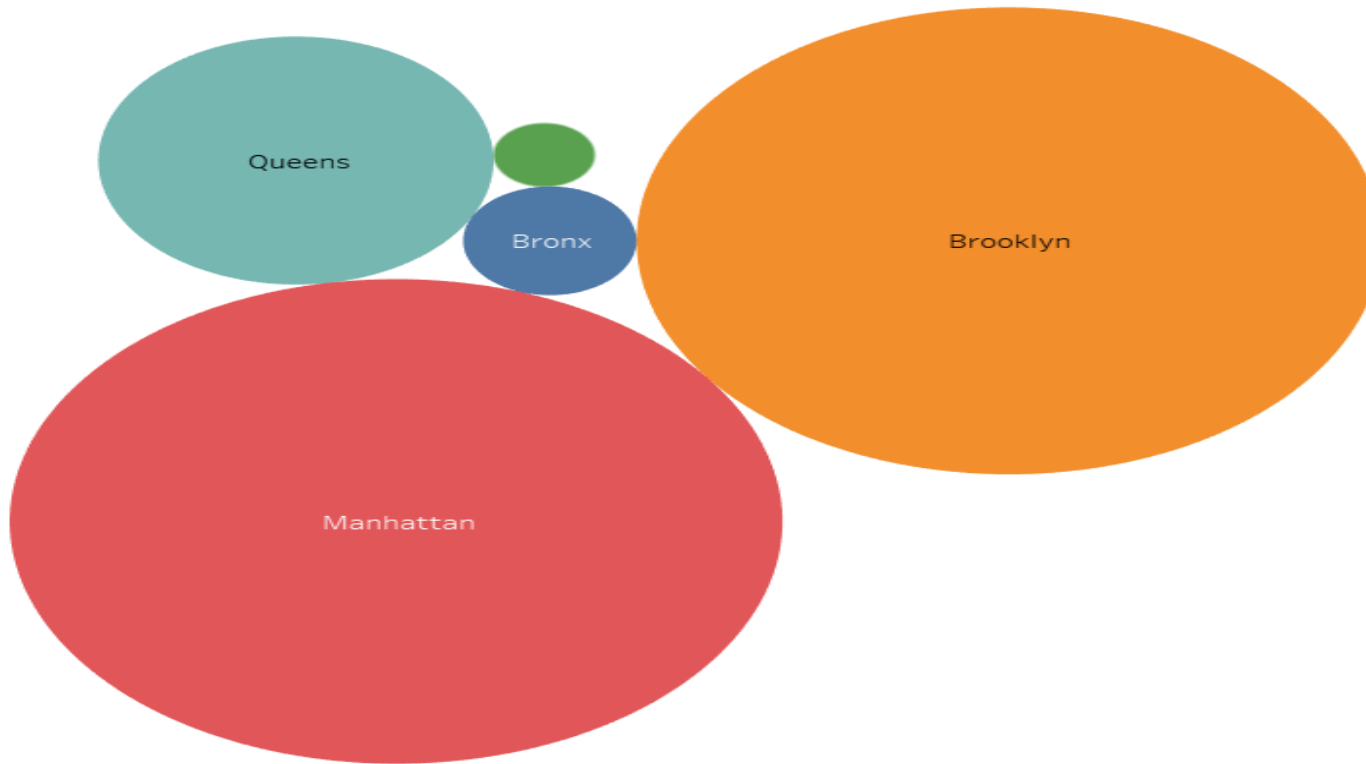


- Airbnb in NYC has facing a decline due to restriction in travelling
- Some states are performing good **Manhattan** and **Brooklyn**
- Similarly **Staten Island** has reported decline growth rates

Most preferred tourist state in NYC



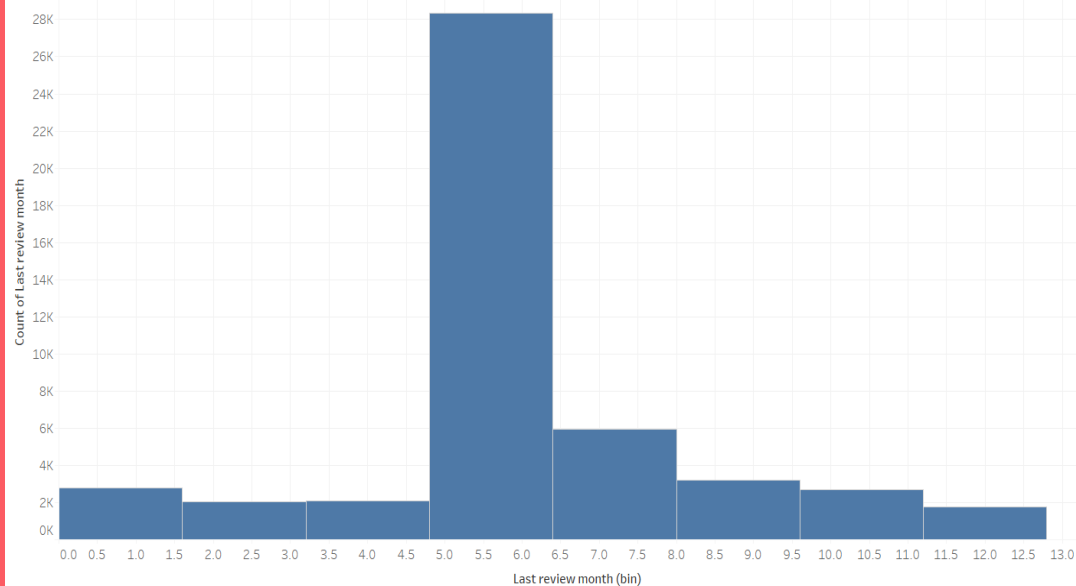
Most Preferred States in NYC



Key Findings

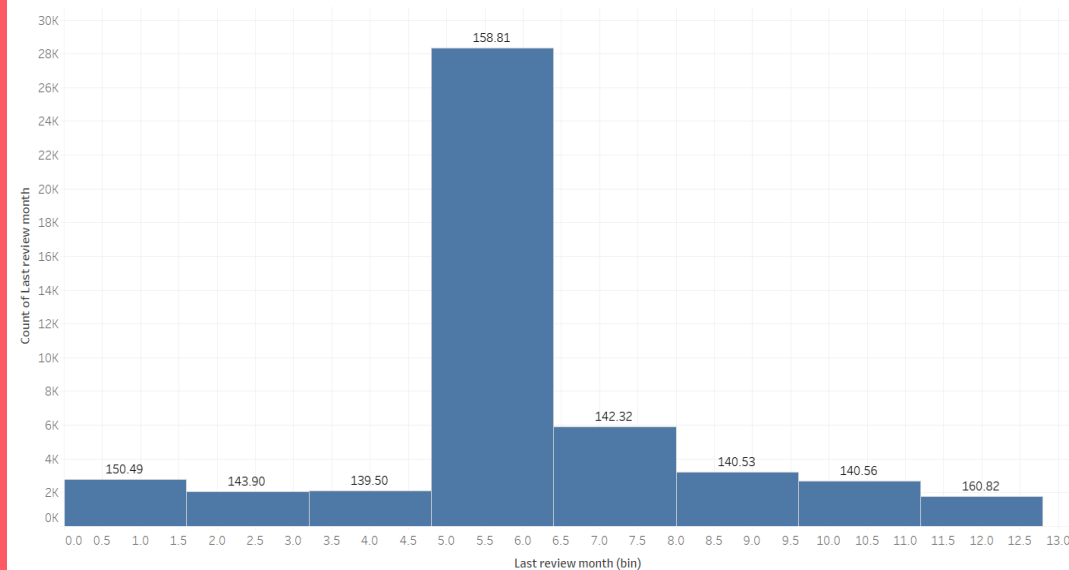


Most preferred tour month in NYC



Months 5 & 6 are the peak for business

AVG price in the month



In the peak season avg price is \$ 150

Manhattan has been preferred more.



neighbourhood_group	Number of listings	neighbourhood_group	Number of properties	neighbourhood_group	Availability	neighbourhood_group	PRICE	neighbourhood_group	No of Reviews
Manhattan	44.17%	Manhattan	21595	Manhattan	44.02%	Manhattan	125.63%	Brooklyn	43.16%
Brooklyn	41.02%	Brooklyn	20055	Brooklyn	36.60%	Brooklyn	83.96%	Manhattan	40.01%
Queens	11.51%	Queens	5627	Queens	14.79%	Staten Island	70.47%	Queens	13.27%
Bronx	2.21%	Bronx	1080	Bronx	3.26%	Queens	68.22%	Bronx	2.52%
Staten Island	0.75%	Staten Island	369	Staten Island	1.33%	Bronx	61.04%	Staten Island	1.03%
Total	100.00%	Total	48896	Total	100.00%	Total	100.00%	Total	100.00%

Reasons

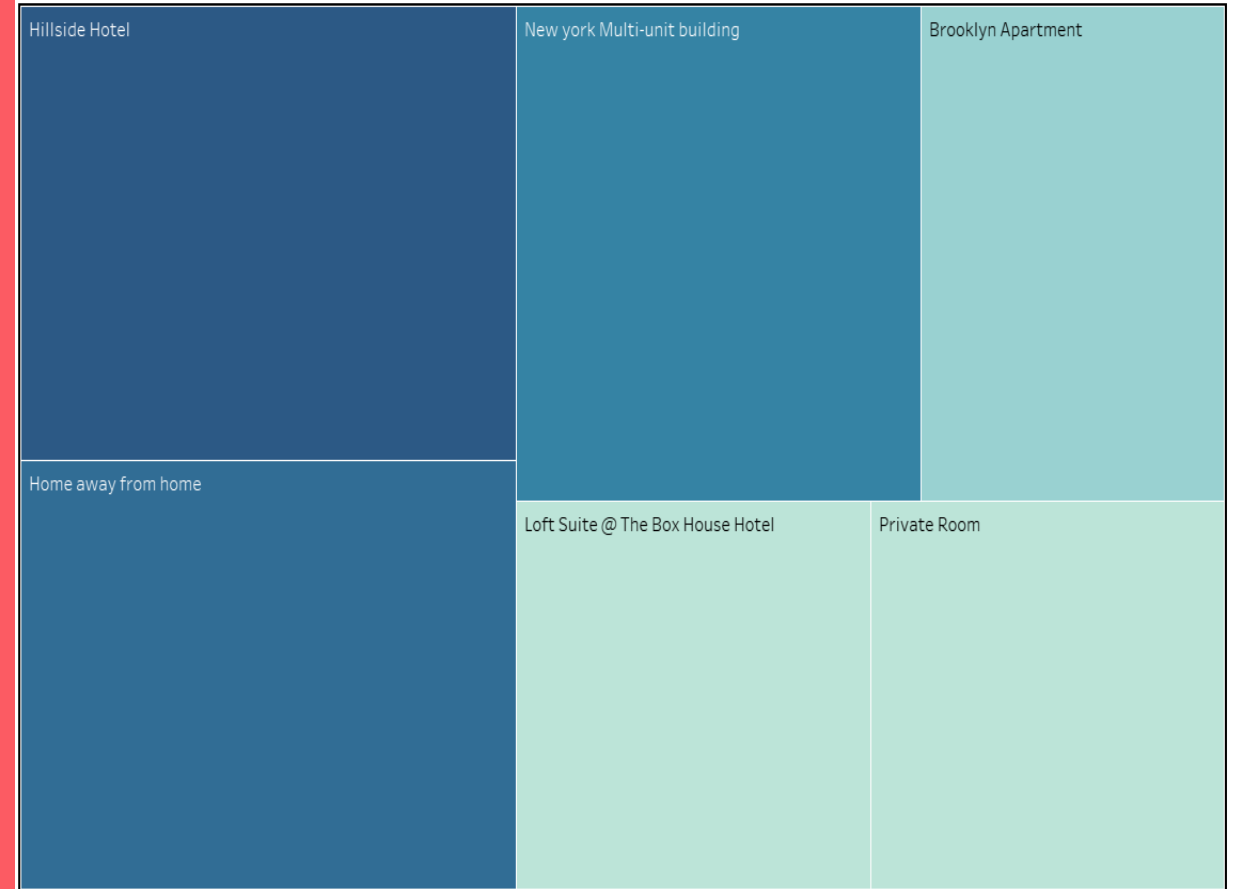


- Manhattan has high number of availability in year because manhattan has high number of listing.
- In NYC around 44% of listing came from Manhattan.
- In a year manhattan is available for around 44% of time
- Despite having highest avg price of (\$175) Manhattan was the most popular neighbourhood.

TOP 5 LISTING THAT PEOPLE PREFERRED ACCORDING TO REVIEW

- Hillside Hotel
- Home away from home
- New York multi unit building
- Brooklyn Apartment
- The Box House Hotel

TOP Listing with high num of review per year



Hot Assets



Important host asset on the basis of review's and listing

- Michael
- David
- Sonder (NYC)
- John
- Alex

Michael		
10154		416
Number of Reviews		No of listings
David		
7618		402
Number of Reviews		No of listings
Sonder (NYC)		
1281		327
Number of Reviews		No of listings
John		
6486		294
Number of Reviews		No of listings
Alex		
6103		279
Number of Reviews		No of listings

Recommendation



- If the company has to increase its revenue then it should focus more on neighbourhoods like Manhattan and Brooklyn.
- Also the company should focus more on customer experience for their top 5 listings so that it can create more return customers + new customers.
- Company should strengthen their relations with the top hosts and encourage them also to provide a good customer experience.
- If Airbnb wants to expand then they should consider then localities with high popularity and a decent price.
- The Company should offer some extra perks to the customer who have given low & medium to gain the trust.

Appendix



- Data Source was provided by Upgrad
- The Data Methodology is submitted as Doc File named **METHODOLOGY.**

Thank You