



CASE STUDY

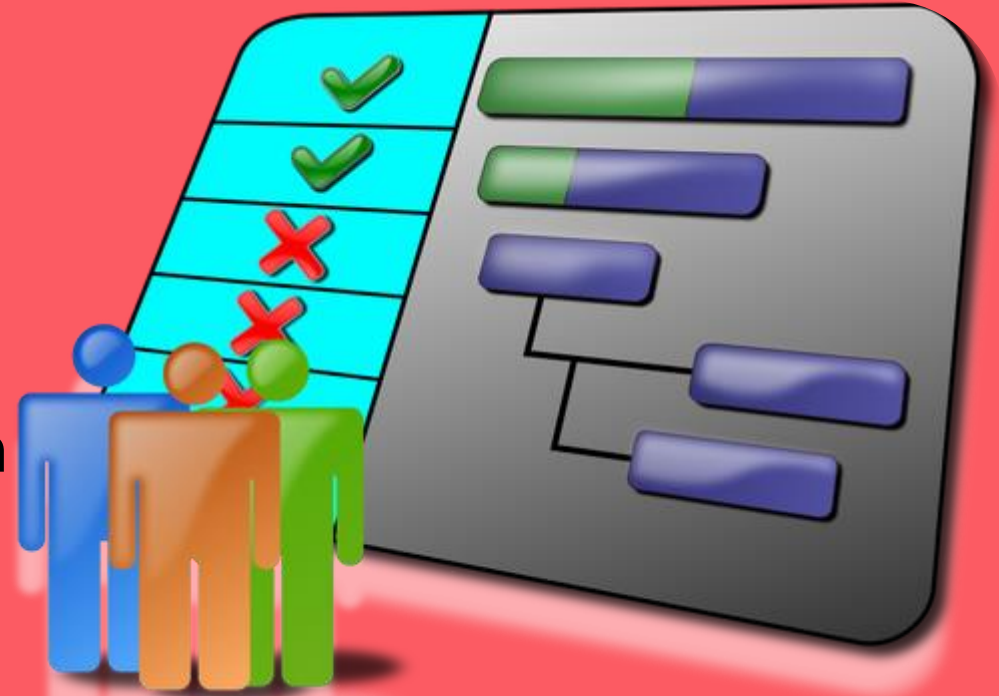
Team work

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AGENDA

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



OBJECTIVE



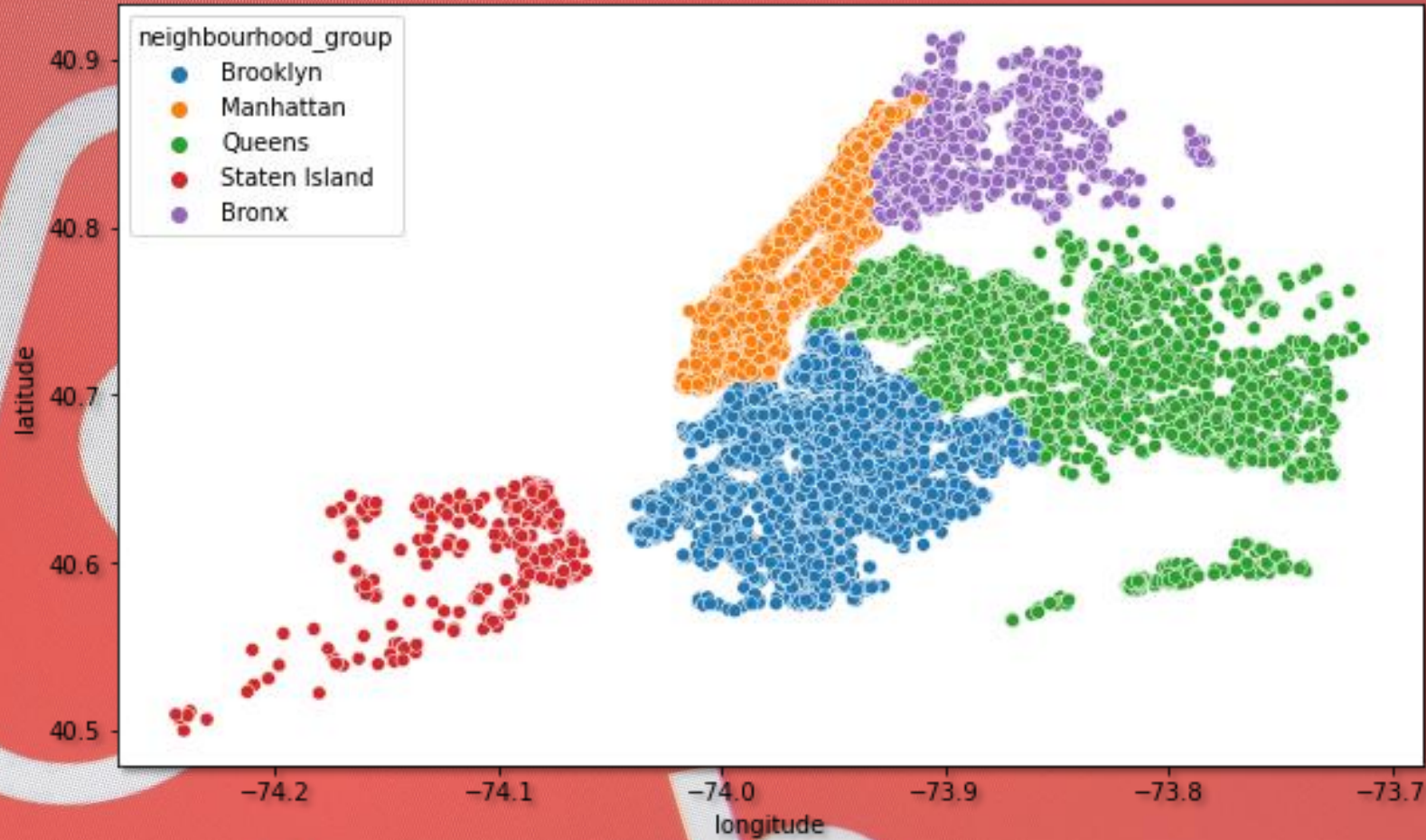
- Airbnb has seen a major decline in revenue
- The restrictions have started lifting and people have started to travel , so Airbnb wants to make sure that it is fully prepared for this change
- Airbnb want to understand some important insights based on various attributes to increase the revenue

Background

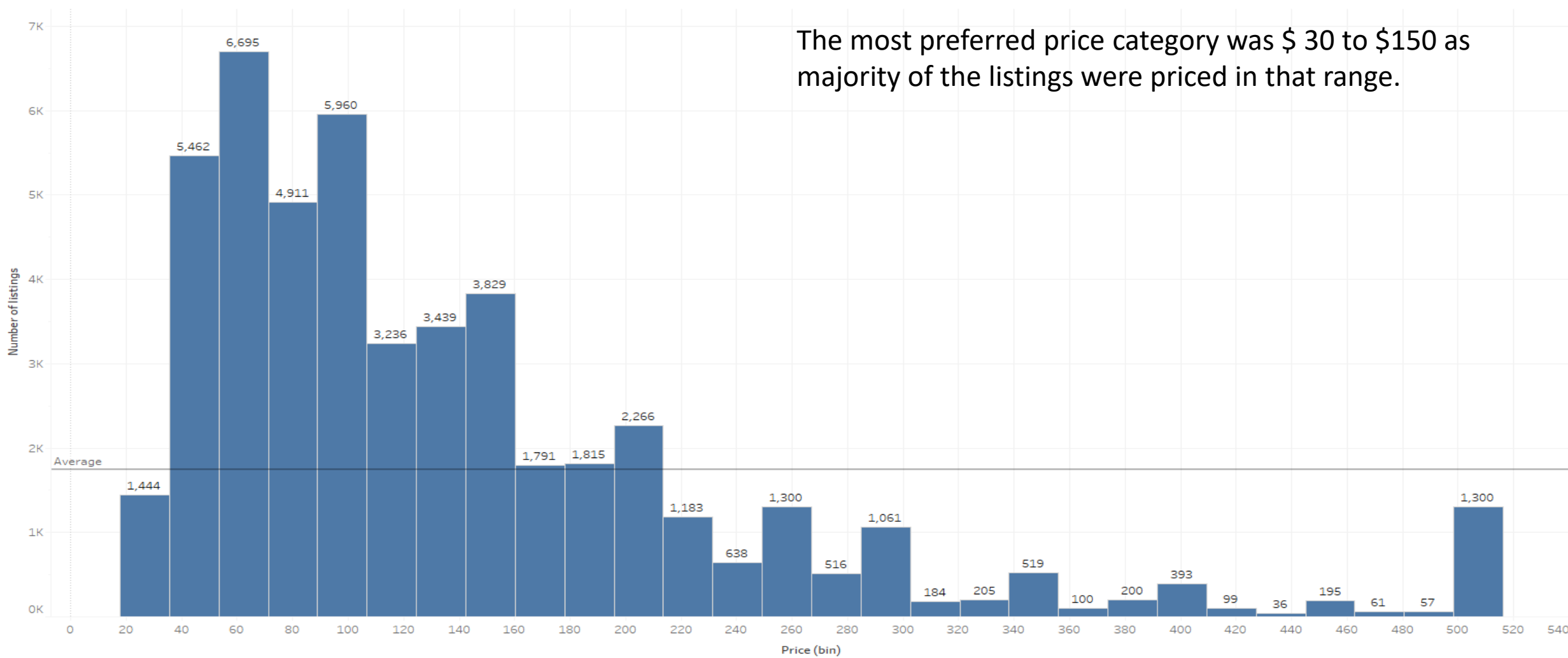


- Airbnb in NYC has facing a decline due to restriction in travelling
- Some states are performing good **Manhattan** and **Brooklyn**
- Similarly **Staten Island and Bronx** has reported decline growth rates

As we can see Manhattan has the highest number of properties listed (44.17%), followed by Brooklyn (41.02%) which is evident in the orange and blue cluster shown in the map.



Price per Number of airbnb listing

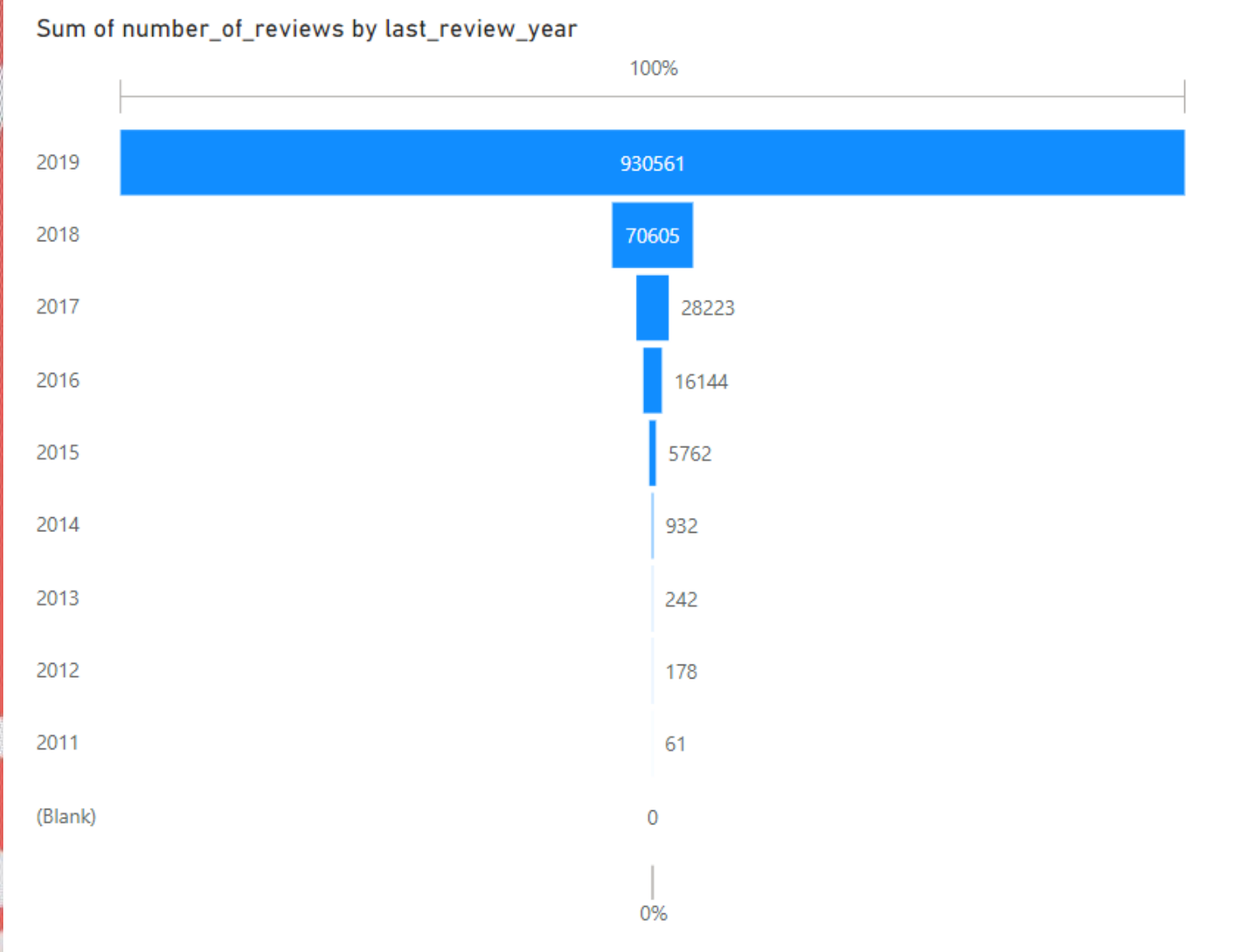


The trend of count of Price for Price (bin).

The listed properties received a huge number of reviews in year 2019 as compared to the previous years.

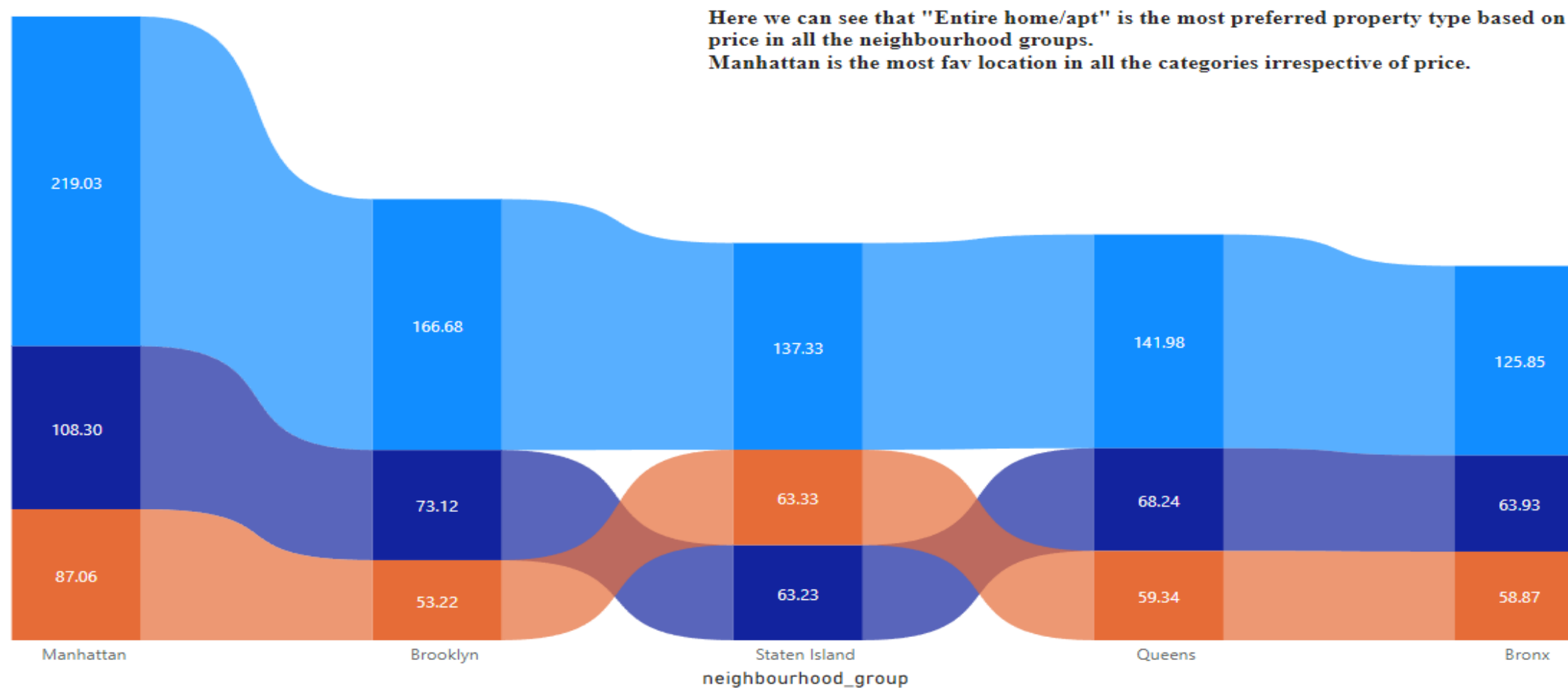
So this indicates the increasing trend of people going out on vacation an thereby increase in company’s revenue.

So the company should be more inclined on being ready for much more increase in the number of customer and be ready to sever them better in order to gain a good business in future.



Average price by neighbourhood_group and property type

room_type ● Entire home/apt ● Private room ● Shared room



Manhattan has the highest avg price of \$175.37 followed by Brooklyn with \$117.21. Bronx has the lowest avg pricing at \$85.21.

Michael

10154

Number of Reviews

416

No of listings

David

7618

Number of Reviews

402

No of listings

Sonder (NYC)

1281

Number of Reviews

327

No of listings

John

6486

Number of Reviews

294

No of listings

Alex

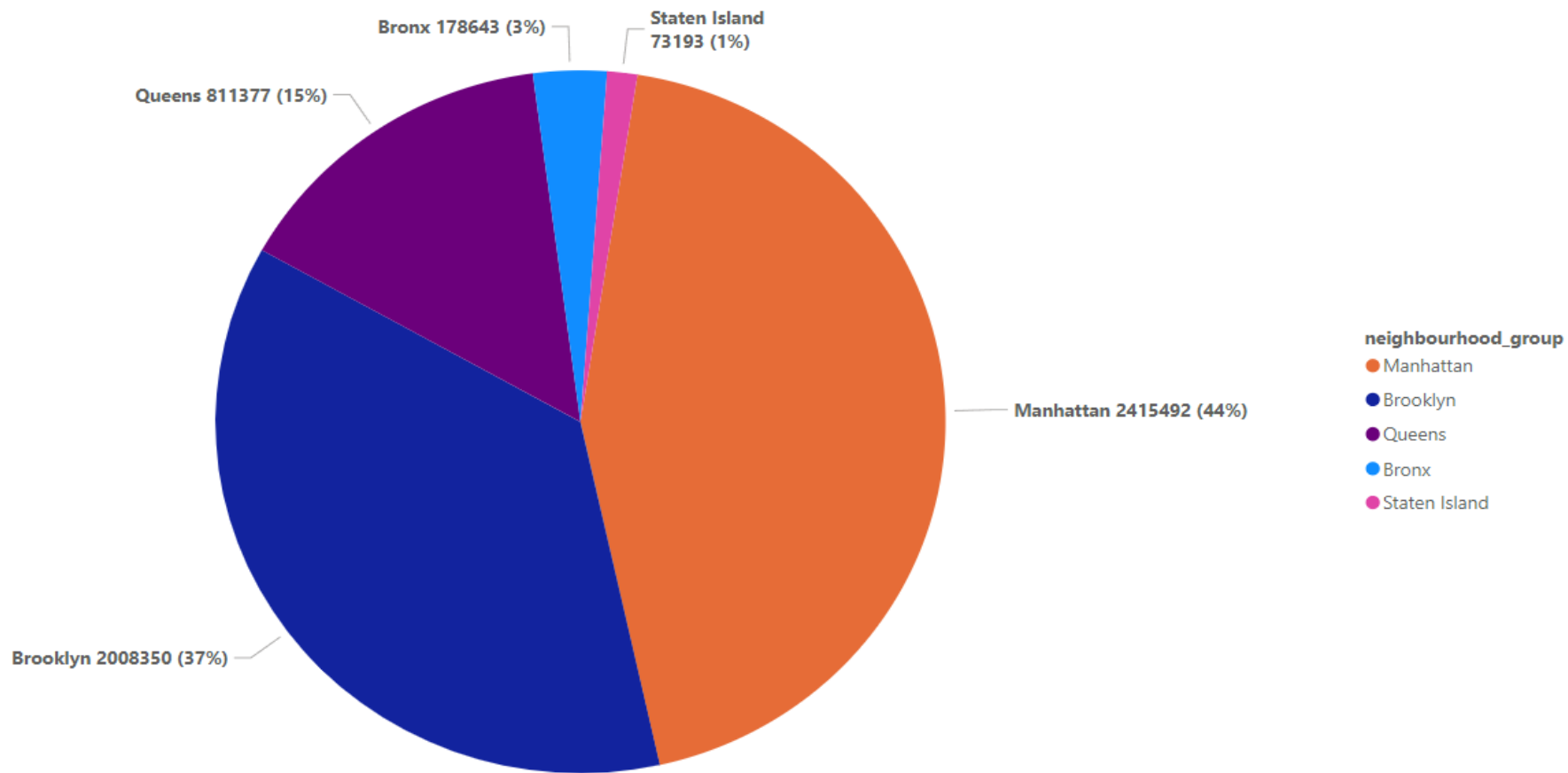
6103

Number of Reviews

279

No of listings

As shown these were the top 5 hosts with most number of reviews and also most number of properties listed on the platform.



This pie chart shows the availability of the property throughout the year.

Manhattan has the highest availability with being available for 44% of the total days.

Staten Island was least available with only 1% availability.



Bedford-Stuyvesant is the most friendly neighborhood with the highest number of reviews followed by Williamsburg and Harlem.

If company wants to expand its business it can prefer these neighborhood, and also focus in strengthening/maintaining the existing properties to aim for more good returns from these localities.

These are the top 10 neighborhood WRT the total number of properties present there and also the avg price in that neighborhood.

Midtown has the highest avg price whereas Bushwick is the lowest.

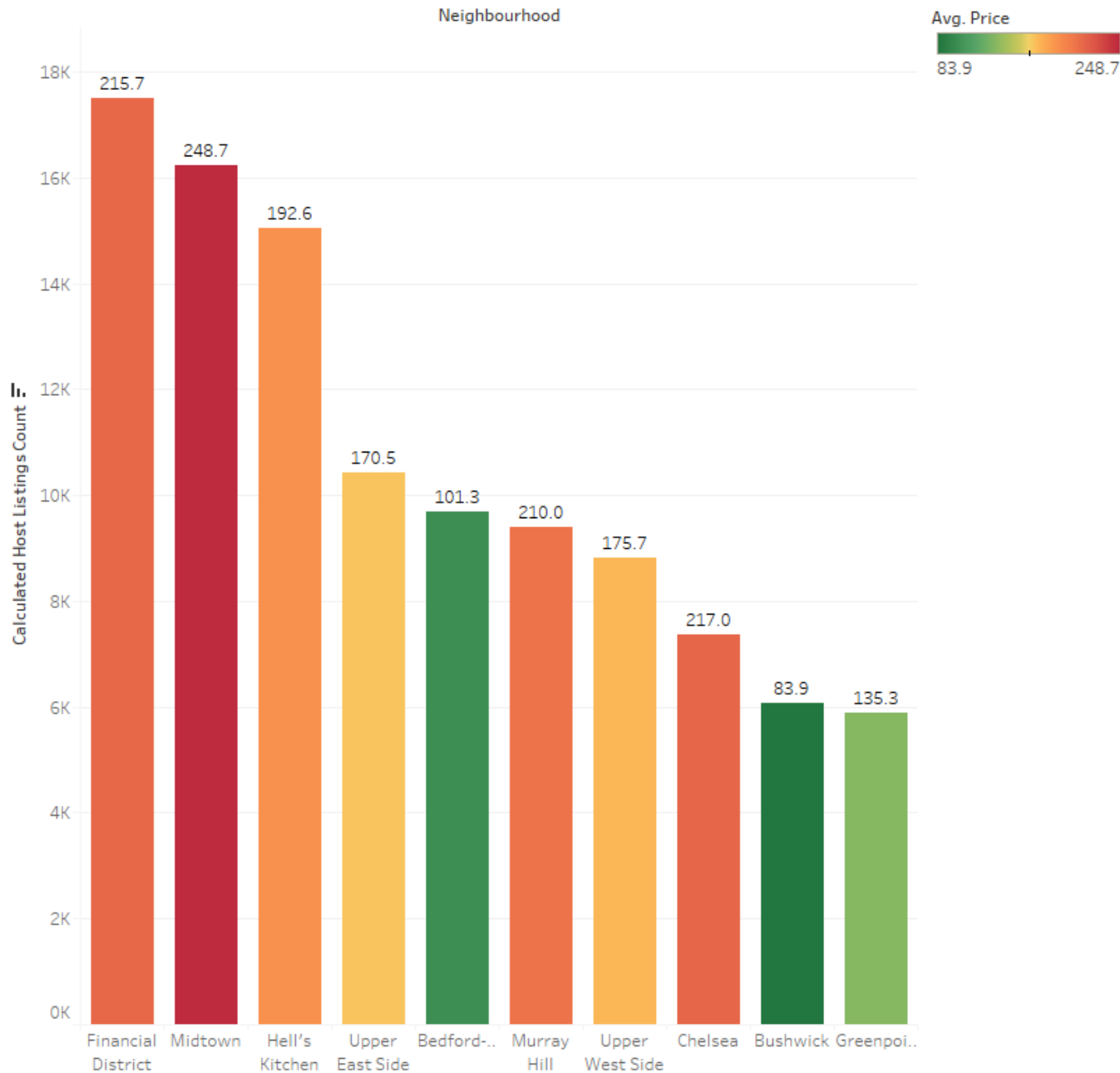
Financial district has the highest number of listings

Based on the company’s requirement we can consider the localities, if the company is looking to expand then Financial District should not be the choice as it is already very crowded an might cause troubles in future.

Greenpoint can be a choice for expansion but it does not has good reviews and also the avg price is also high.

Based on our earlier visualization Bedford-Stuyvesant will be a good choice for expansion as it has all the favorable stats, number of reviews is also high, avg price is also decent at \$101.3 and also it is not very much crowded

Top 10 neighbourhood with Number of listings and avg price



Sum of Calculated Host Listings Count for each Neighbourhood. Color shows average of Price. The marks are labeled by average of Price. The view is filtered on Neighbourhood, which keeps 10 of 221 members.

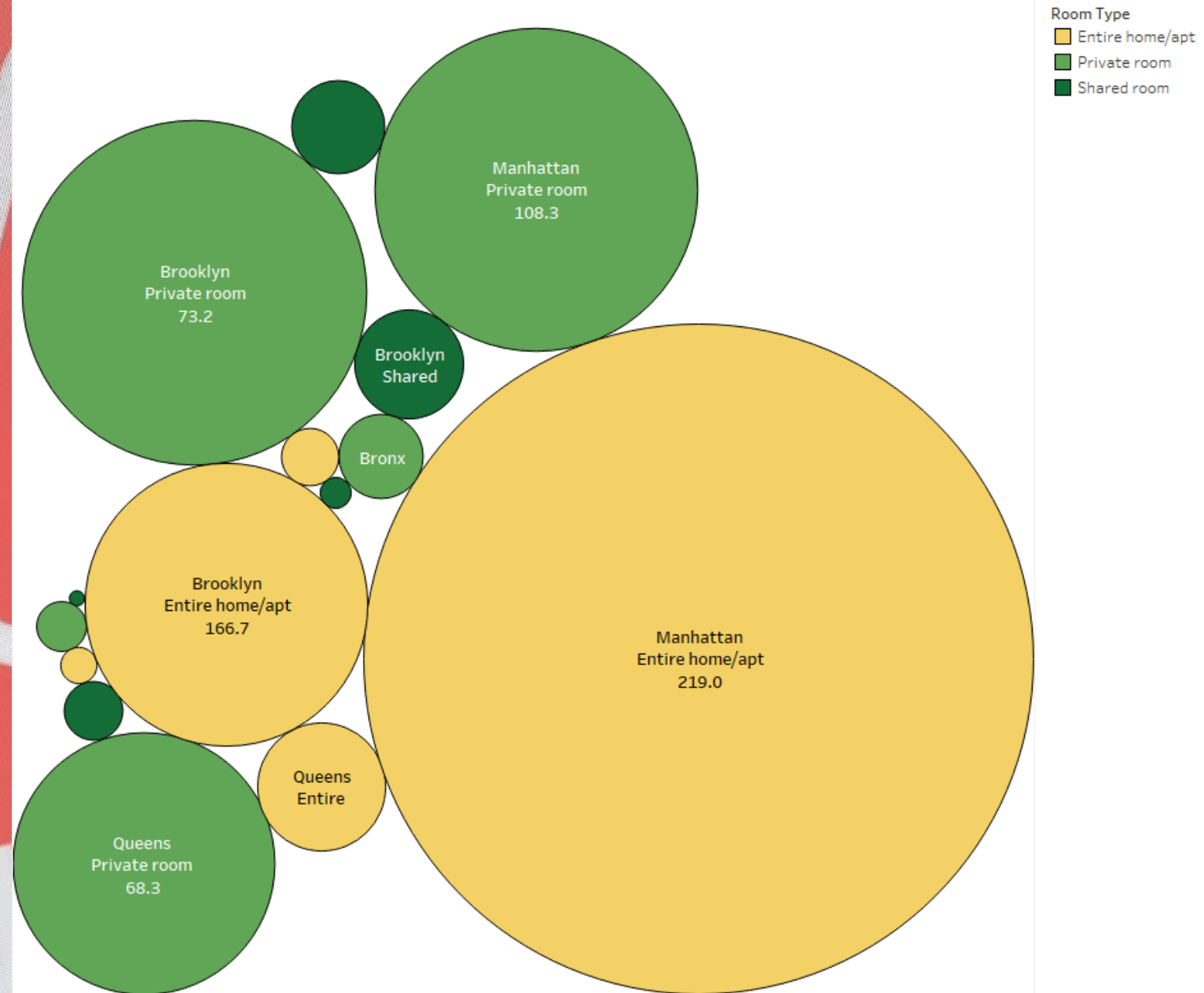
“Entire home/apt” followed by ‘Private Room’ is the most preferred property type and also Manhattan is the popular location.

However in Brooklyn Private rooms are the first preference for the customers.

“Shared Rooms” category is not much popular among the customers in any locations.

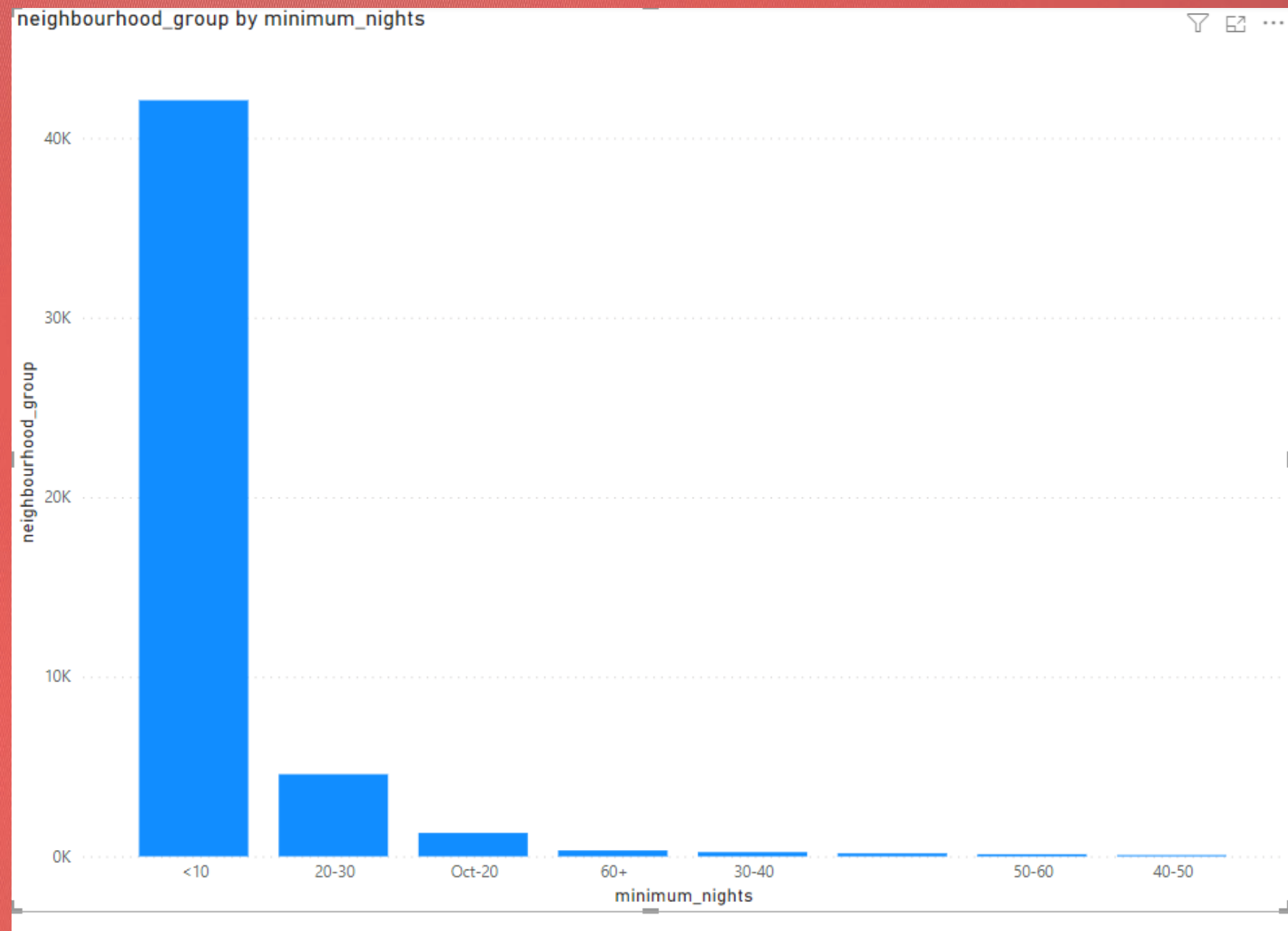
So in order to increase revenue, if the company expands then it should focus more on “Entire Home/Apt” and “Private Room” category.

Most preferred type of property with avg price based on neighbourhood group



Neighbourhood Group, Room Type and average of Price. Color shows details about Room Type. Size shows sum of Calculated Host Listings Count. The marks are labeled by Neighbourhood Group, Room Type and average of Price.

Majorly customers preferred to spend less than 10 nights in most of the neighborhoods



RECOMMENDATIONS:

- **Airbnb should keep their pricing between the sweet spot i.e. somewhere around \$100.**
- **Company should look into Manhattan for targeting their high end clients as it is the costliest locality.**
- **Company should also focus on the less popular localities such as Bronx and Staten Island, by giving extra discounts on the listings present there. Or by expansion of property accompanied by very good discounts for these areas.**
- **Company can add special tariffs for customer spending more than 10 nights which will increase the company's revenue in pro rata basis.**
- **Company should also try to increase the overall availability of listings in the different neighborhoods, as currently Manhattan alone accounts for 44% of the total availability.**
- **If company is looking to expand new properties then they should be more focused on "Entire home/apt" type of property.**
- **For expansion Airbnb should look into the areas where there are less listings but high reviews like "Bedford-Stuyvesant"**

APPENDIX:

- **The data set was provided by Upgrad.**
- **The methodology document is submitted named as METHODOLOGY**

The Airbnb logo, consisting of a stylized 'A' made of three interlocking loops, is positioned in the upper right quadrant of the slide. Below it, the word 'airbnb' is written in its characteristic lowercase, rounded font, tilted at an angle. The entire logo is rendered in a light gray color against the red background.