airbnb

INSIGHTS

By-

Abhishek Thilakan

AGENDA

1. Objective
2. Analysis
3. Inference

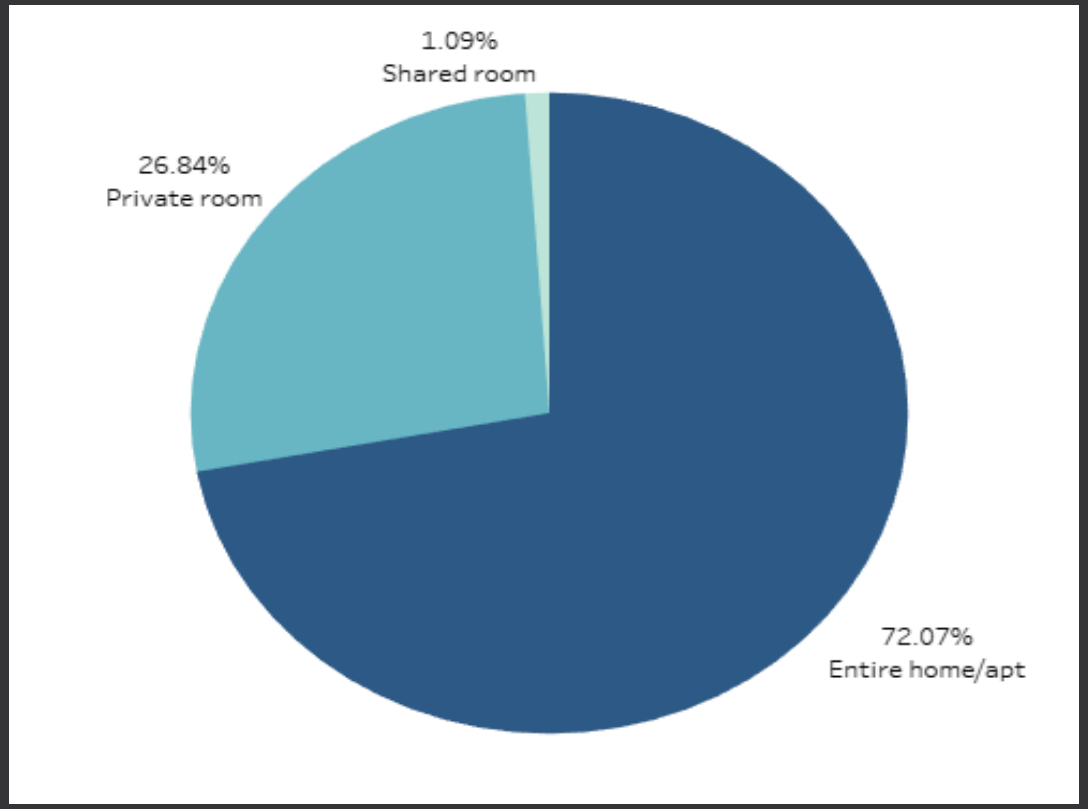
OBJECTIVE

For the past few months. Airbnb has seen a major decline in revenue.

Now that restrictions have started lifting and people have started to travel again, Airbnb wants to makes sure they are completely prepared and take utmost advantage of this opportunity.

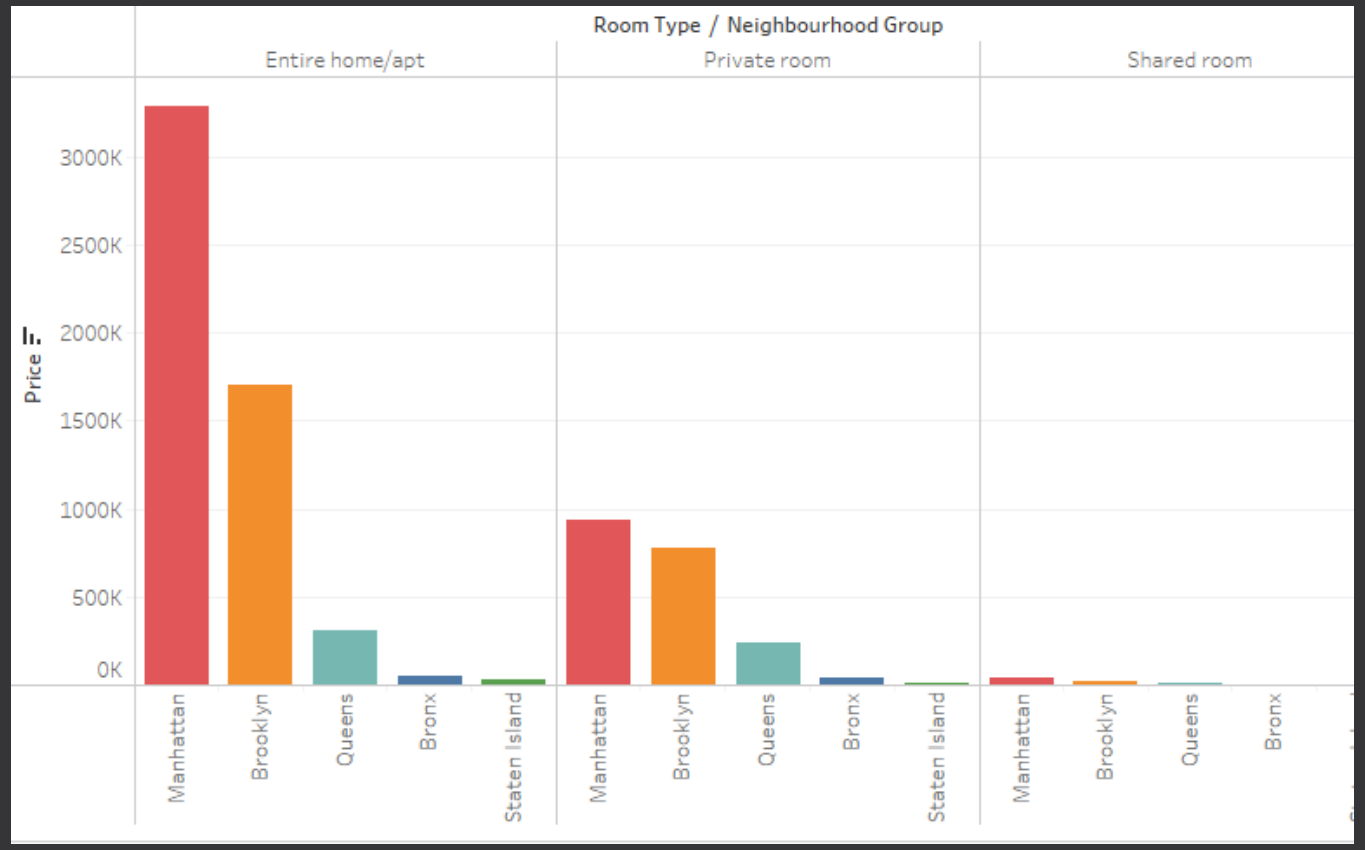
Hence, analysis have been done on a dataset consisting of various Airbnb listing in New York.

ANALYSIS



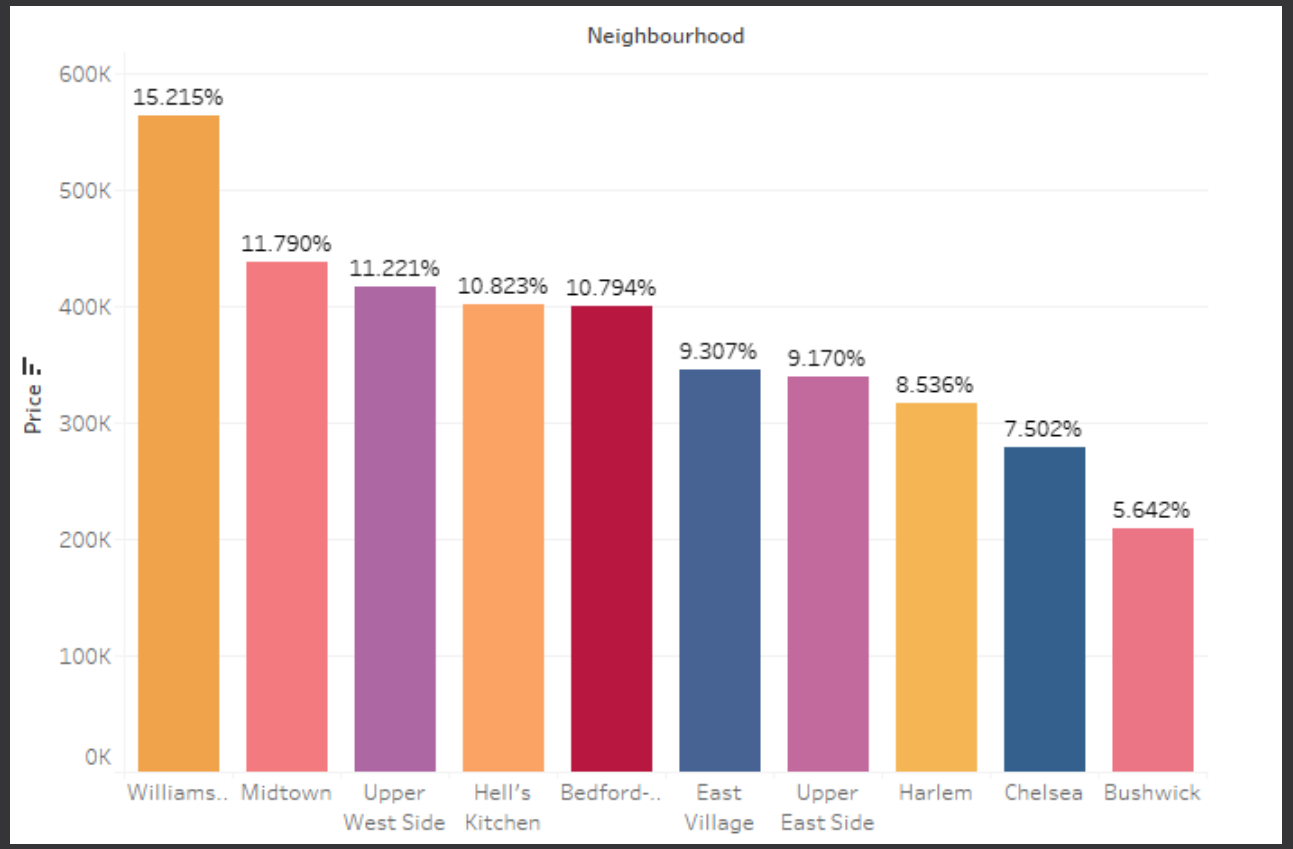
72.07 % of customers prefer an Entire home/ apartment for their stay

ANALYSIS



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

ANALYSIS

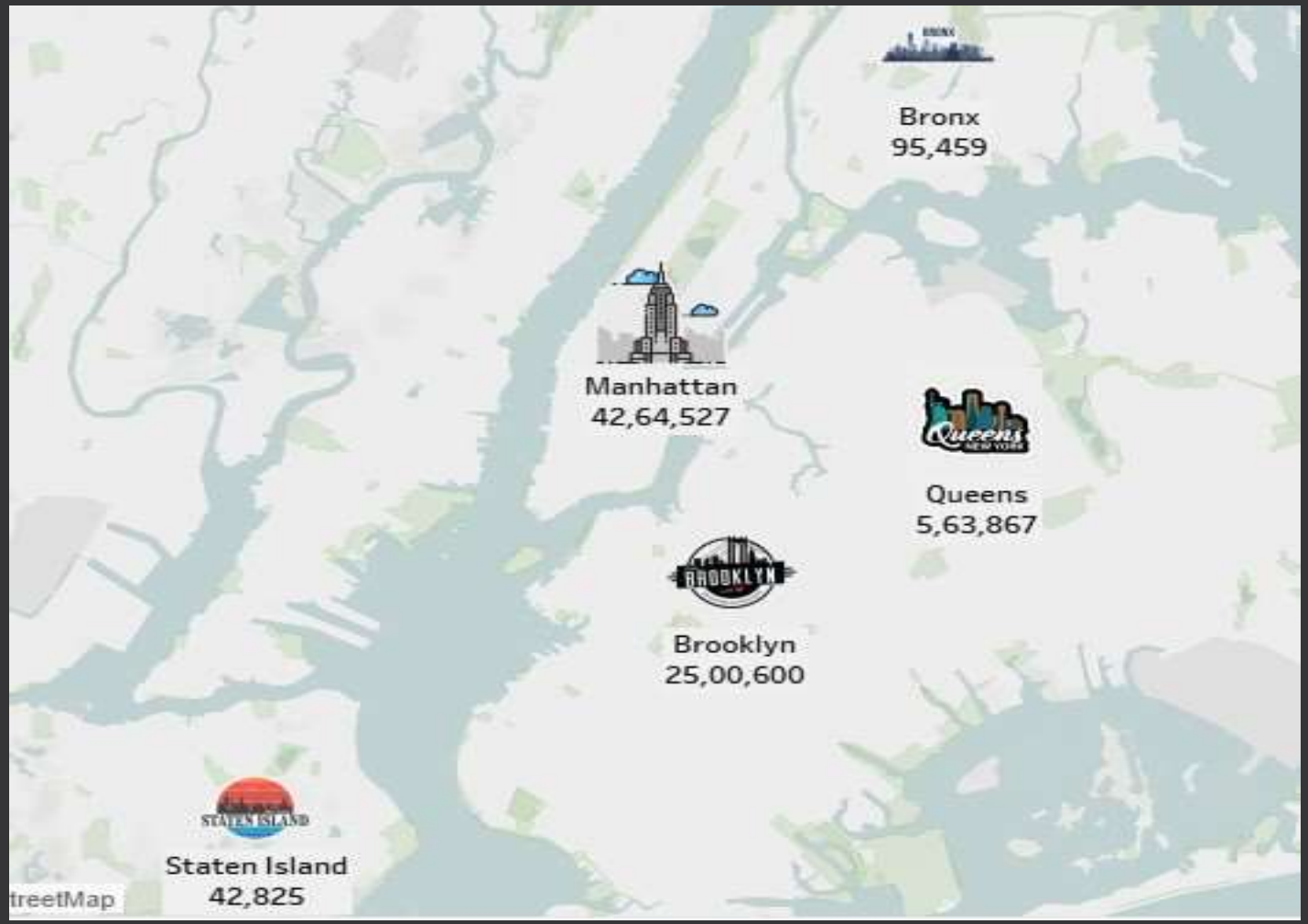


These are the top 10 locations on the basis of price. Williams tops this list capturing 15.26% of the travelers, followed by Midtown and Upper west Side capturing 11.79% and 11.22% respectively.

ANALYSIS

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

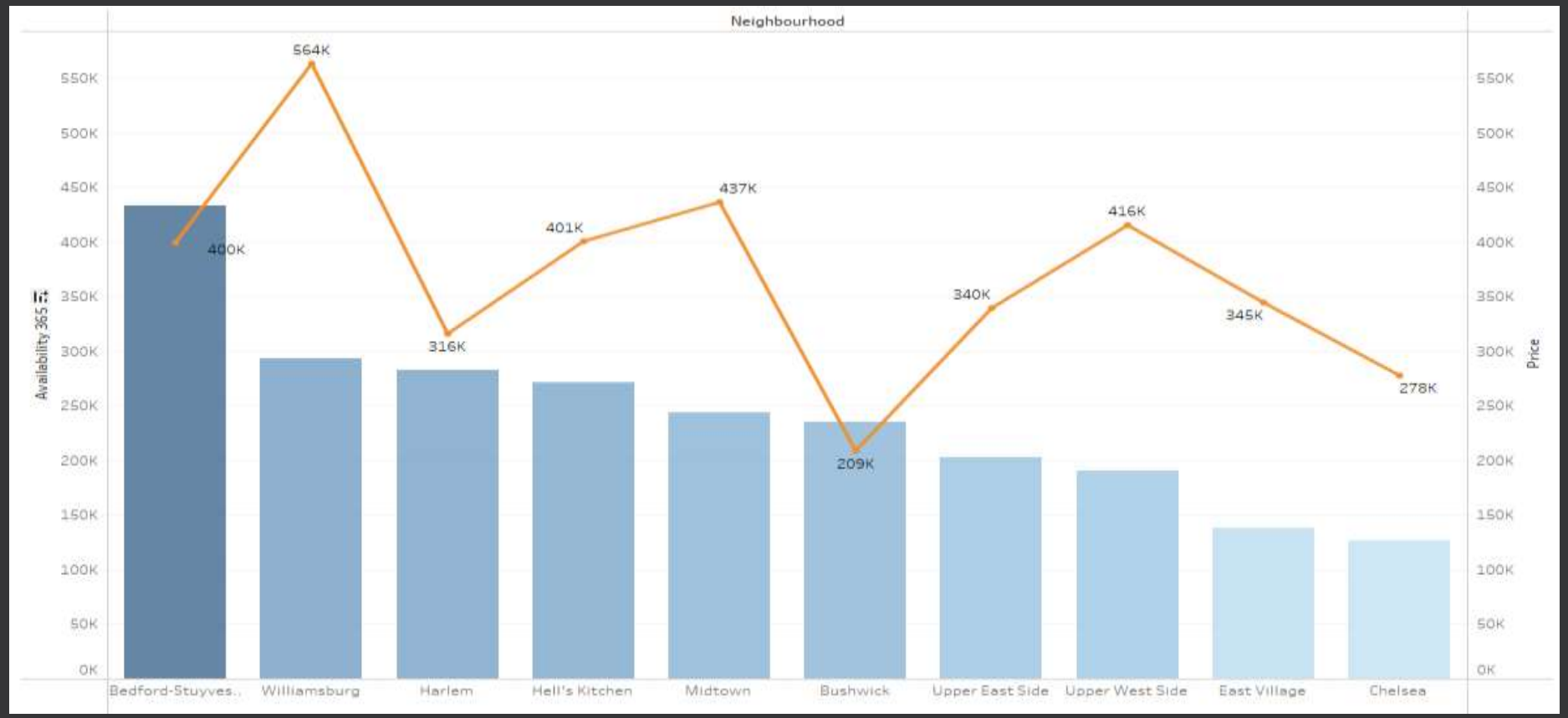
Undoubtedly, its scenic views is enough to attract anyone.



ANALYSIS

There are three types of rooms – Private room, Entire home/ apt and Shared rooms. Out of which people preferred the private rooms in Manhattan because it is the centre of New York and can enjoy the view from this location.

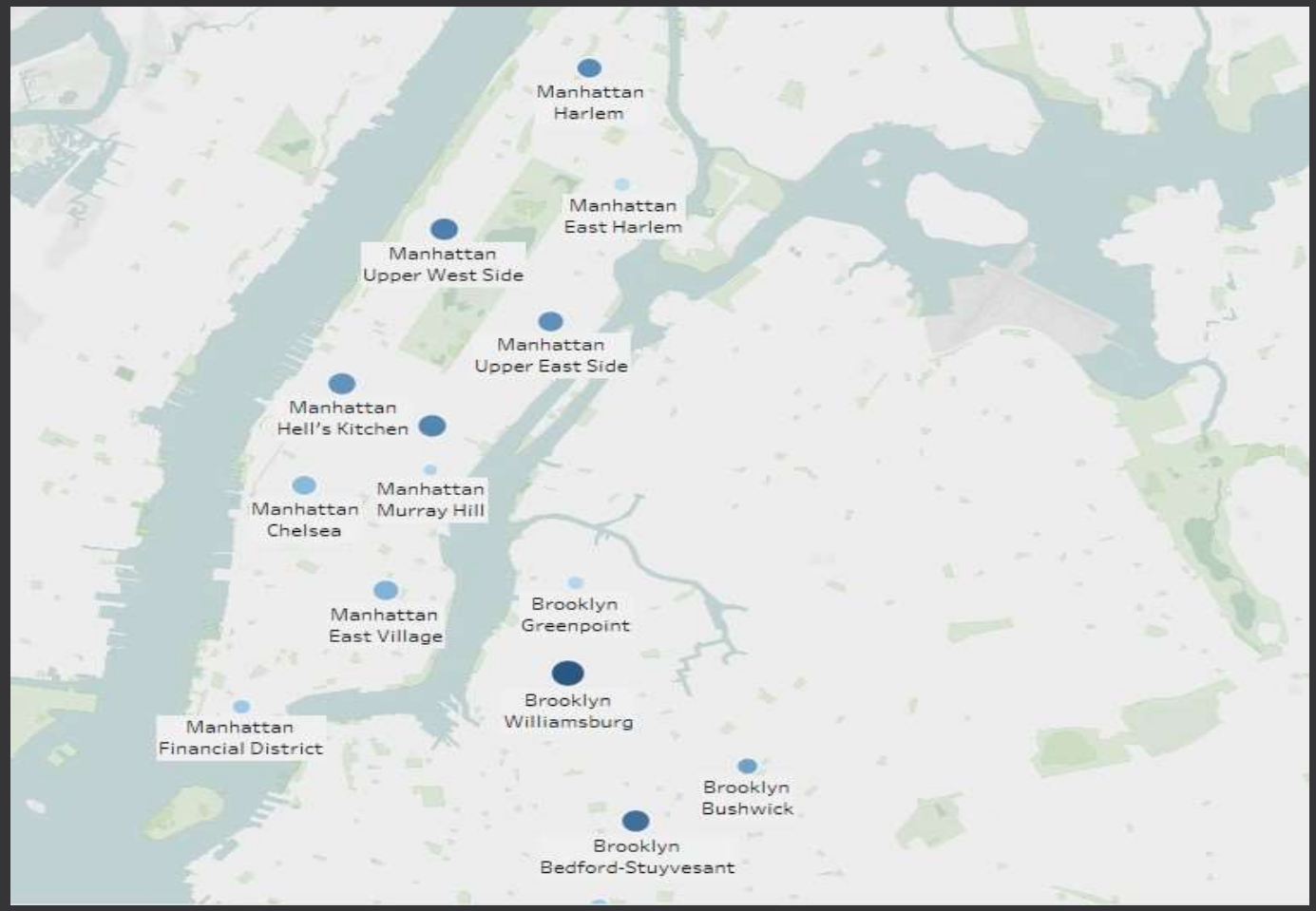
ANALYSIS



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. Bushwick is an evolving, industrial area marked by imaginative street art and converted warehouses. People love to see such artworks. Moreover, the price is affordable and available for stay.

ANALYSIS

Out of the top 15 prime locations where people tend to stay longer, the majority of locations are in Manhattan.



INFERENCE

- 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 neighborhood 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 entire home/apt stays in prime locations like Manhattan and Brooklyn where people show interest.

THANK YOU!