

# Getting Through the Post-Covid Period in the Airbnb NYC Business

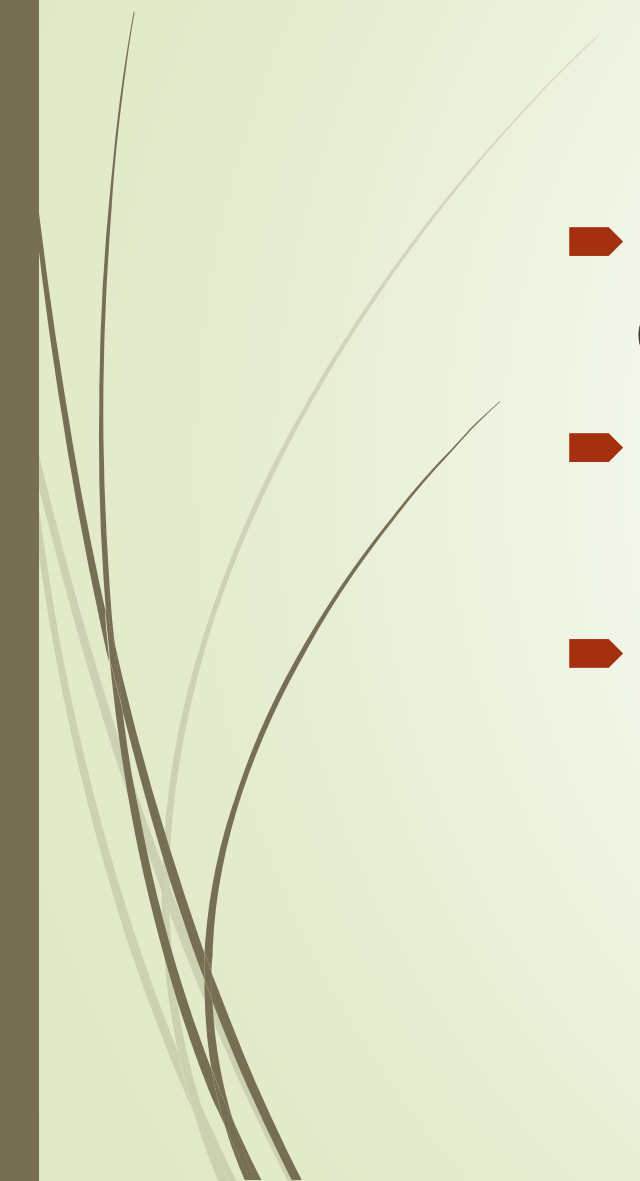


# Agenda

- ❖ Objective
- ❖ Background
- ❖ Key Findings
- ❖ Recommendations
- ❖ Appendix:
  - Data sources
  - Data methodology
  - Data model assumptions




# Objective

- Improve our strategy for reviving the business after COVID.
  - Understand critical insights from the Airbnb NYC business before COVID.
  - Estimate customer travel preferences for the post-COVID period.
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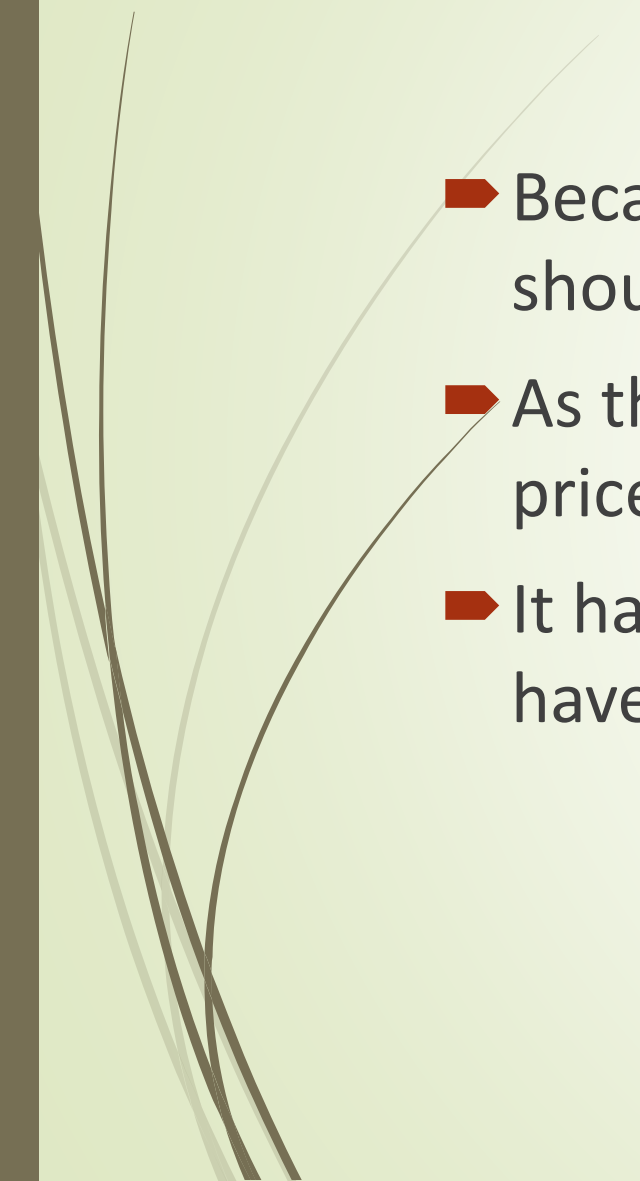


# Background

- Because of travel limitations caused by the COVID-19 epidemic.
  - Airbnb revenue fell the most in NYC in the second quarter of 2020.
  - Now that the travel restrictions have been eased, the company should be run to recover the damage.
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# Key Findings

- Because of the high cost, acquiring premium homes should not be emphasized right now.
  - As the number of nights to stay increases, so does the price, and bookings automatically decrease.
  - It has been found that hosts offering short-term stays have received the most bookings in the past.
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## Popular Accommodations across NYC Areas

- The following are popular areas in each Neighborhood group that contribute to higher income, hence these places should be targeted more for revenue creation.

**Manhattan-Midtown**

**Brooklyn-Williamsburg**

**Queens-Astoria**

**Staten Island-Randall Manor**

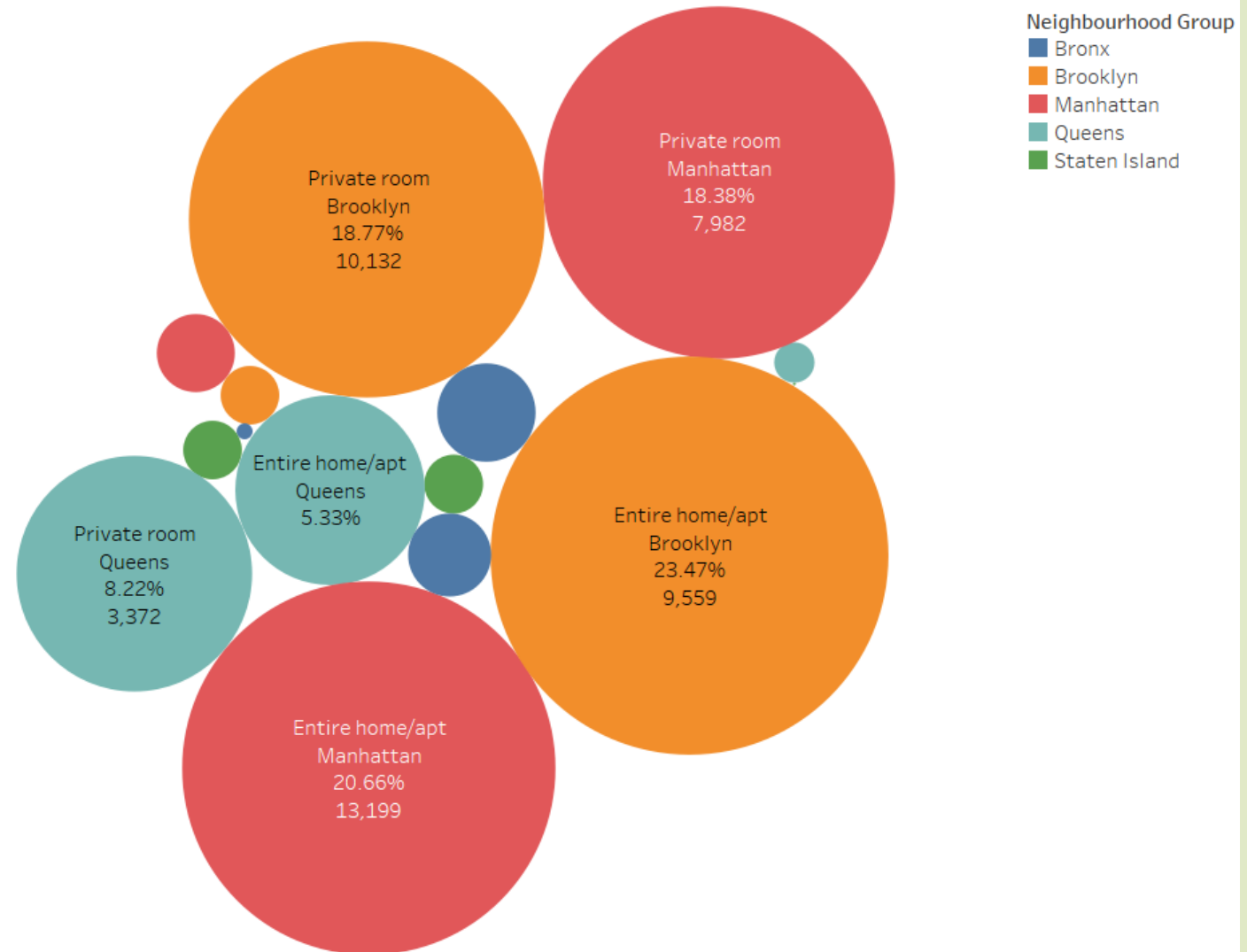
### Neighbourhood contributing to higher income

| Neighbourh..  | Neighbourhood      | Fixed LOD | Price   | Percent of Income Contr.. |
|---------------|--------------------|-----------|---------|---------------------------|
| Brooklyn      | Bedford-Stuyvesant | 2,500,600 | 399,917 | 11.82%                    |
|               | Bushwick           | 2,500,600 | 209,033 | 6.18%                     |
|               | Williamsburg       | 2,500,600 | 563,707 | 16.66%                    |
| Manhattan     | Hell's Kitchen     | 4,264,527 | 400,987 | 6.95%                     |
|               | Midtown            | 4,264,527 | 436,801 | 7.57%                     |
|               | Upper West Side    | 4,264,527 | 415,720 | 7.21%                     |
| Queens        | Astoria            | 563,867   | 105,469 | 13.83%                    |
|               | Long Island City   | 563,867   | 68,449  | 8.97%                     |
| Staten Island | Randall Manor      | 42,825    | 6,384   | 11.02%                    |
|               | St. George         | 42,825    | 5,671   | 9.79%                     |

# Top 10 Hosts By Reviews

- Private rooms and entire homes/apartments should be targeted in Brooklyn and Manhattan because they appear to be popular.
- Shared Rooms should be targeted because the prices are already low, and a sensible approach will bring in more clients.
- Property in Manhattan and Brooklyn is the most costly of any area.

Neighbourhood Wise Business Distribution

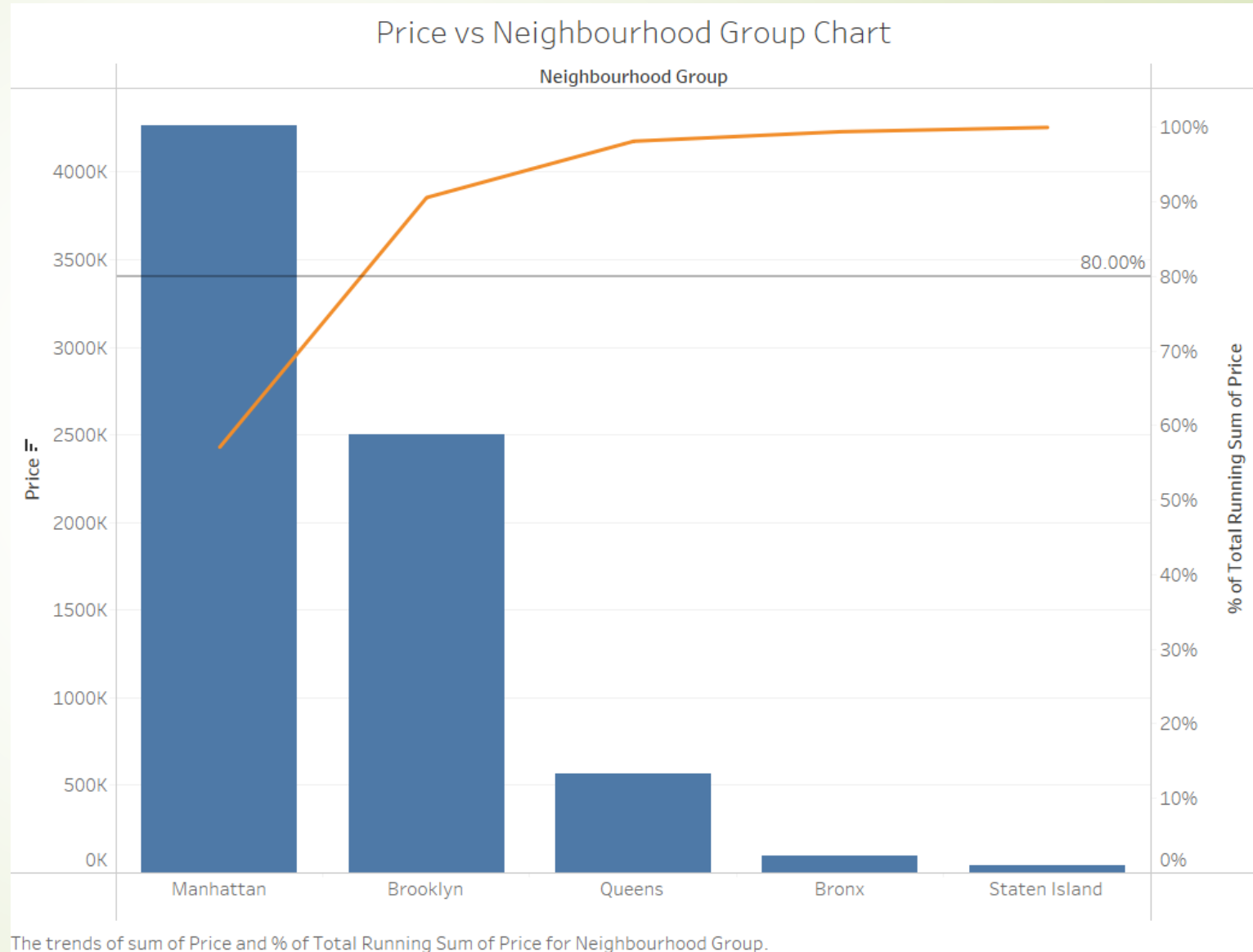


Room Type, Neighbourhood Group, % of Total Number Of Reviews and count of Calculated Host Listings Count. Color shows details about Neighbourhood Group. Size shows % of Total Number Of Reviews. The marks are labeled by Room Type, Neighbourhood Group, % of Total Number Of Reviews and count of Calculated Host Listings Count.



# Price insights based on Neighbourhood Group

- Focus on boosting listings in Queens, Bronx, and Staten Island to improve revenue.
- Manhattan produces 90% of revenue.
- Because Manhattan is at the top of the list and is extremely popular, hosts can lower the price to entice clients.





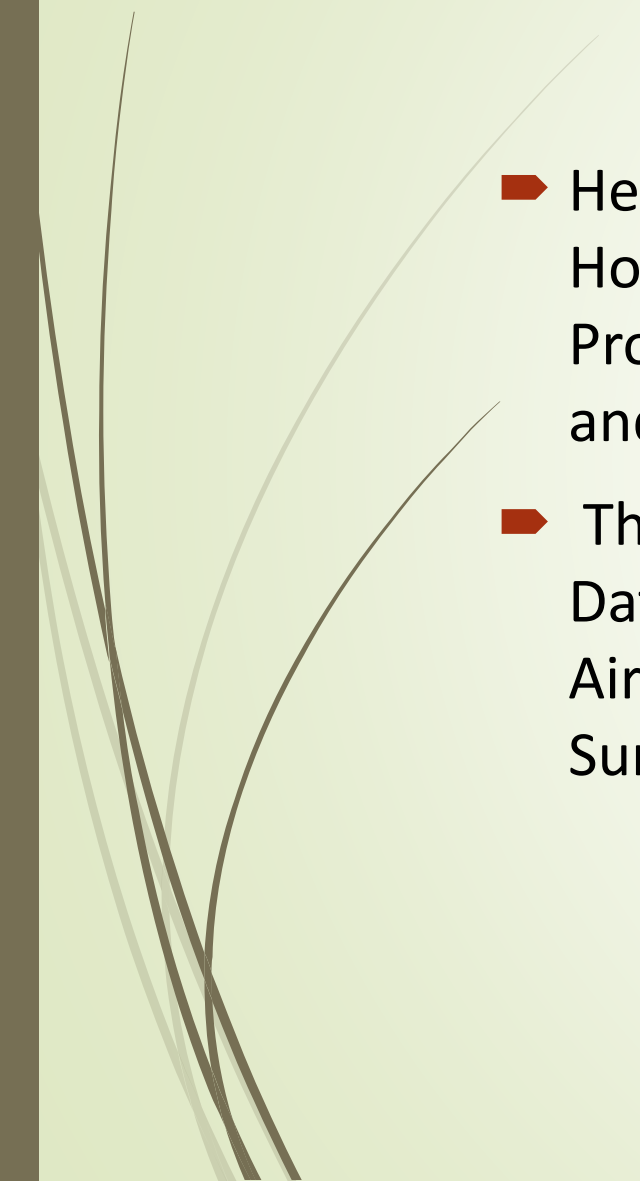


## Recommendations

- Increase the number of hosts in the Staten Islands. And boost the number of low/medium-rent hosts in Manhattan.
- Increase the number of host postings for Entire home/apt and Private rooms, as these are popular.
- Invest more in providing monthly rentals at NYC properties.




## APPENDIX – DATA SOURCES

- Here's a look at our data dictionary.  
Host information such as Id, name, host name, and host id.  
Property Listings information such as latitude, longitude, price, and room type.
  - The following data sources were used by the team:  
Data given by the Upgrade Team  
Airbnb listings data from NYC  
Survey done in 2019
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## APPENDIX – DATA METHODOLOGY

- The Airbnb dataset was thoroughly examined by us. Cleaning the dataset by addressing missing values was part of the process.
  - In Tableau, create new calculated fields 'Min Nights Binned' and 'No. reviews Per Listing' in Tableau.
  - Creating visualizations with the Tableau tool to help you comprehend significant findings from the analysis.
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## **APPENDIX – Data Model Assumptions**

- ▶ We assumed the data before to the COVID - 19 era was reaching the required income.
  - ▶ We assumed the company does not wish to expand to new territories in NYC just yet.
  - ▶ The company's strategies are determined with the assumption that travel will increase in the post COVID time.
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