

Insights from Airbnb Analysisfrom Pre-COVID Period

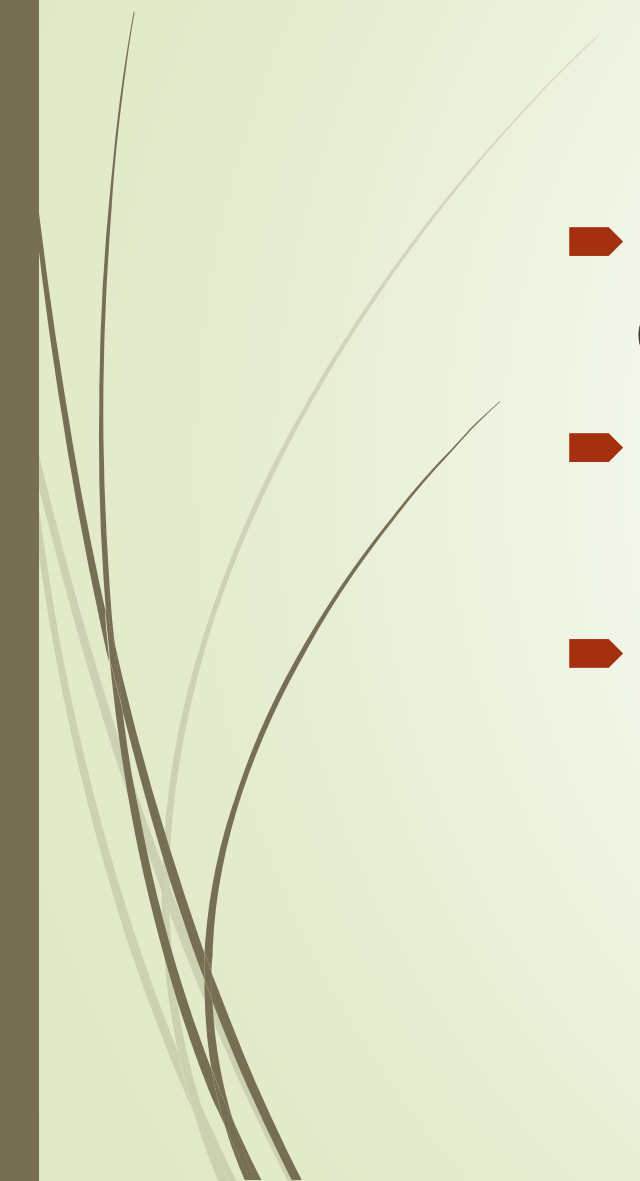


Agenda

- ❖ 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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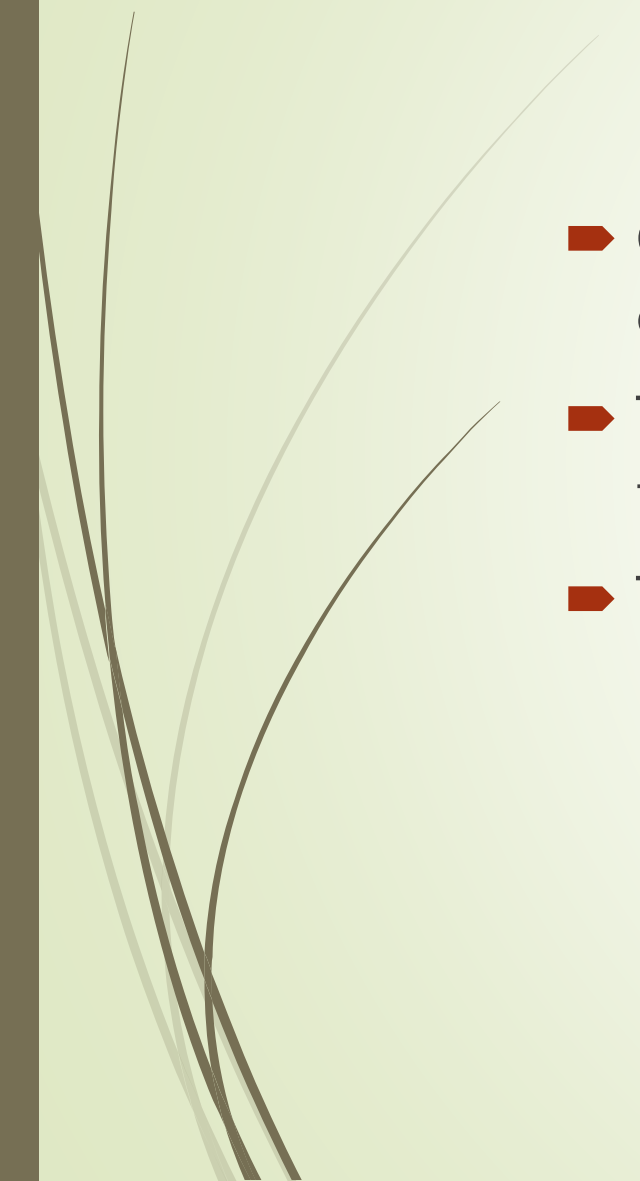


Background

- 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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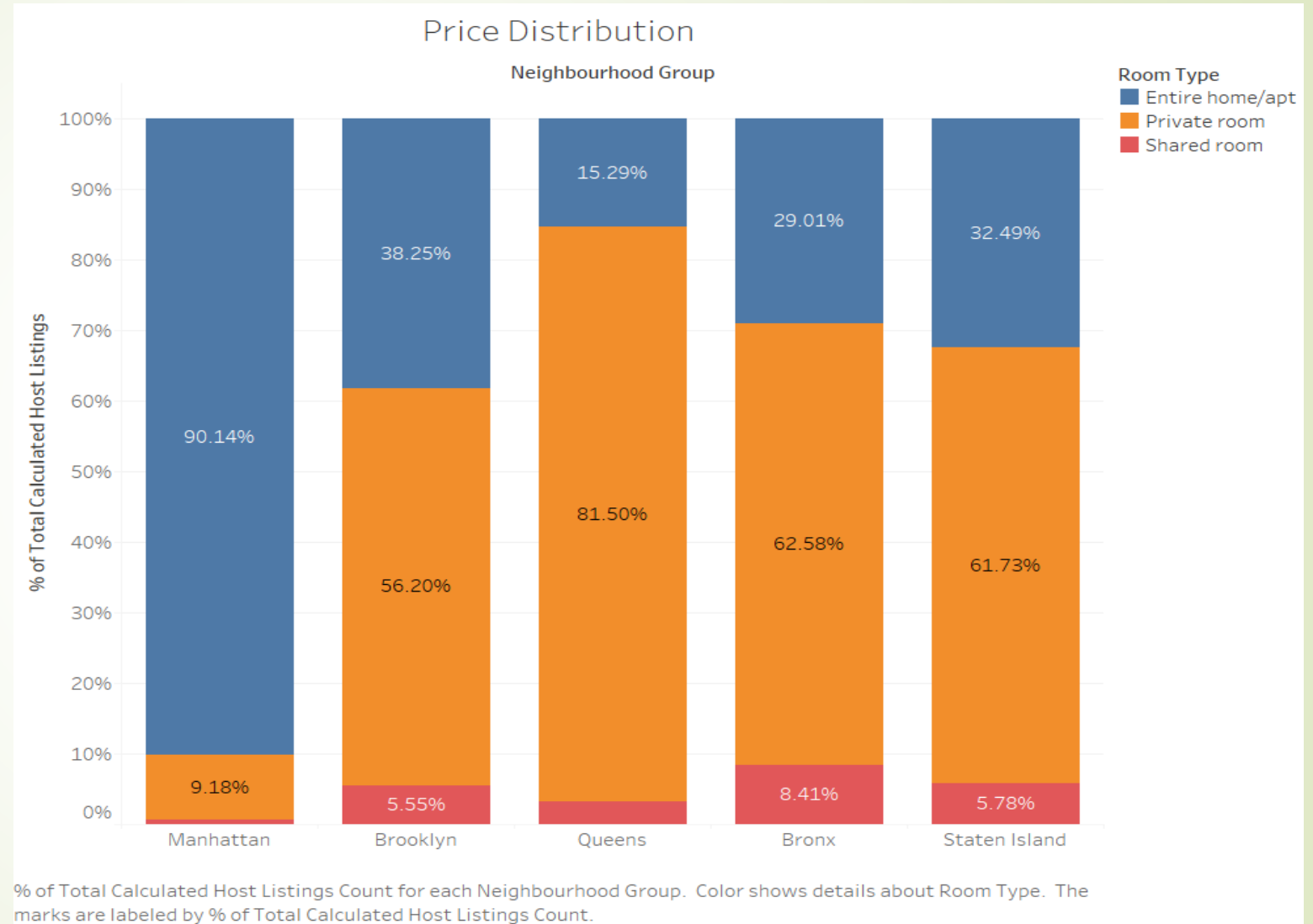


Key Findings

- Customer preferences and evaluations, as well as the average price of different Airbnb hosts, were examined.
 - The data was studied to glean significant information from the Pre-COVID era.
 - The insights will be utilized to make judgments for the NYC Airbnb business regarding travel after COVID.
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Preferences of customers for Properties in NYC Areas

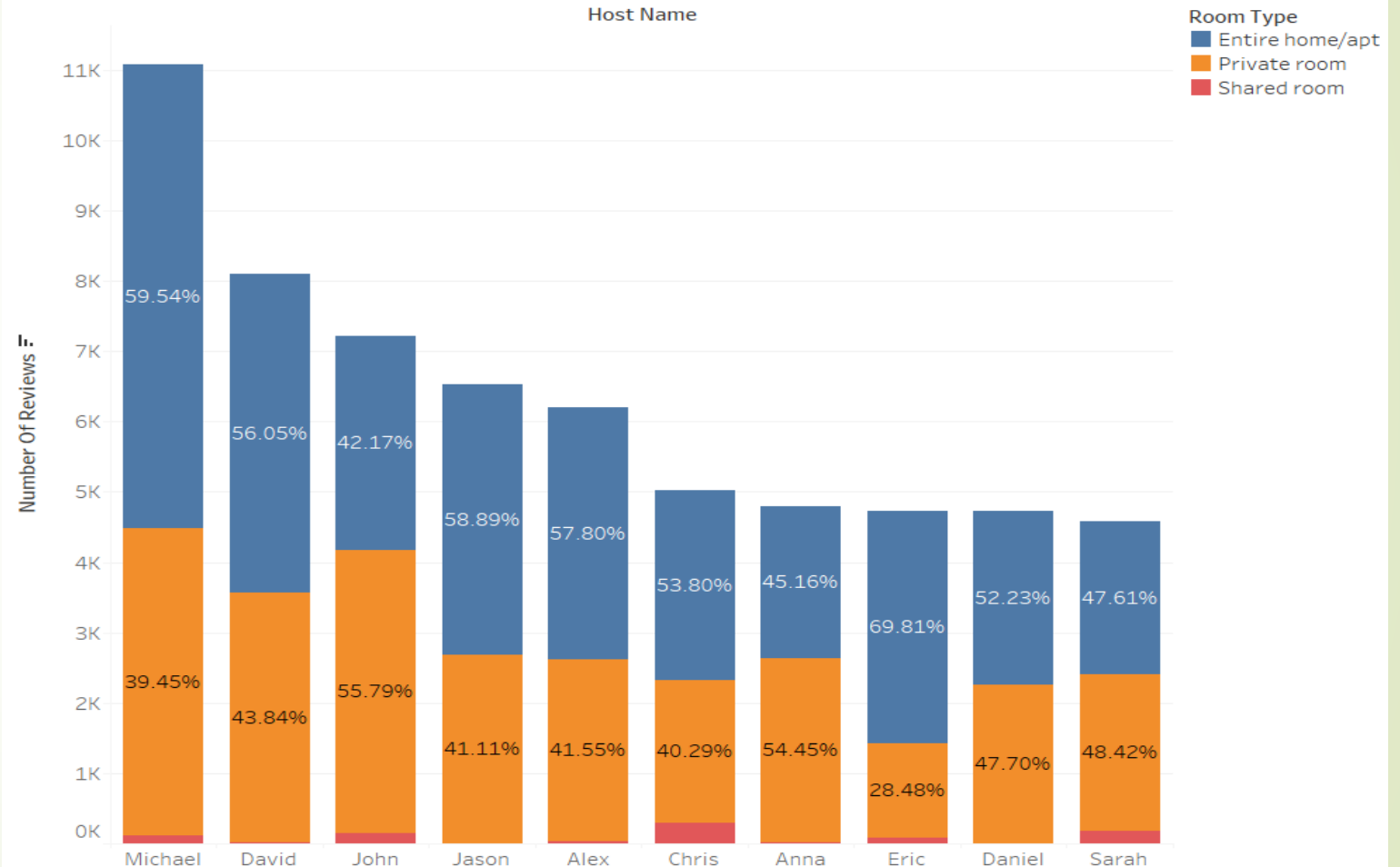
- Manhattan has the most expensive real estate in the world.
- When compared to the total contribution of 'Entire home/apt,' Manhattan has the highest contribution of 'Entire home/apt'.
- When compared to the overall contribution of 'Private room,' Queens has a higher contribution of 'Private room'.



Top 10 Hosts By Reviews

- Shared rooms have the fewest reviews of all the listed properties
- More than half of the hosts prefer renting out the entire home/apartment
- Private room & Entire home/apartment appear to be popular (more than 90% reviews)

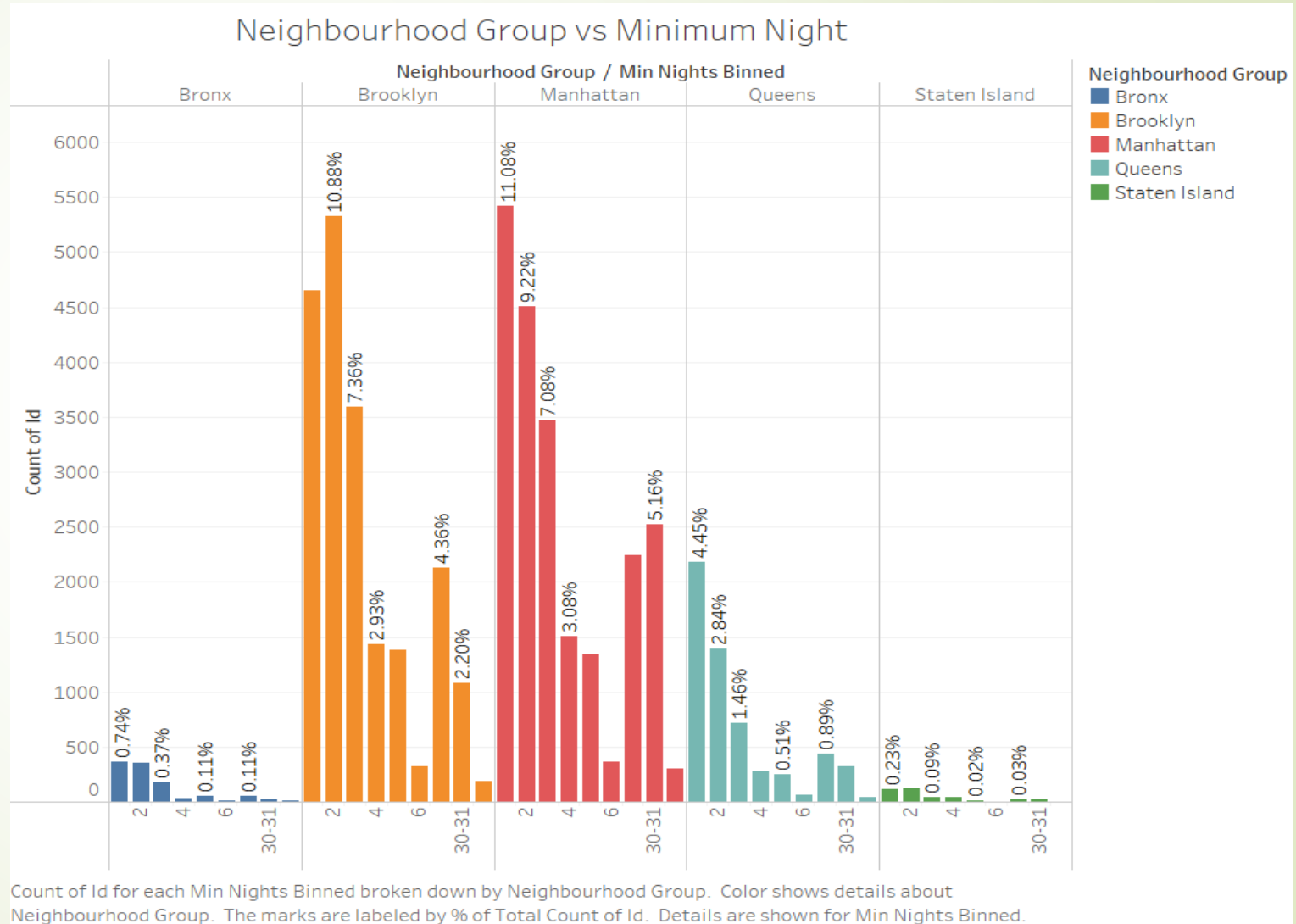
Top 10 Hosts By Reviews



Sum of Number Of Reviews for each Host Name. Color shows details about Room Type. The marks are labeled by % of Total Number Of Reviews. The view is filtered on Host Name, which keeps 10 of 11,453 members.

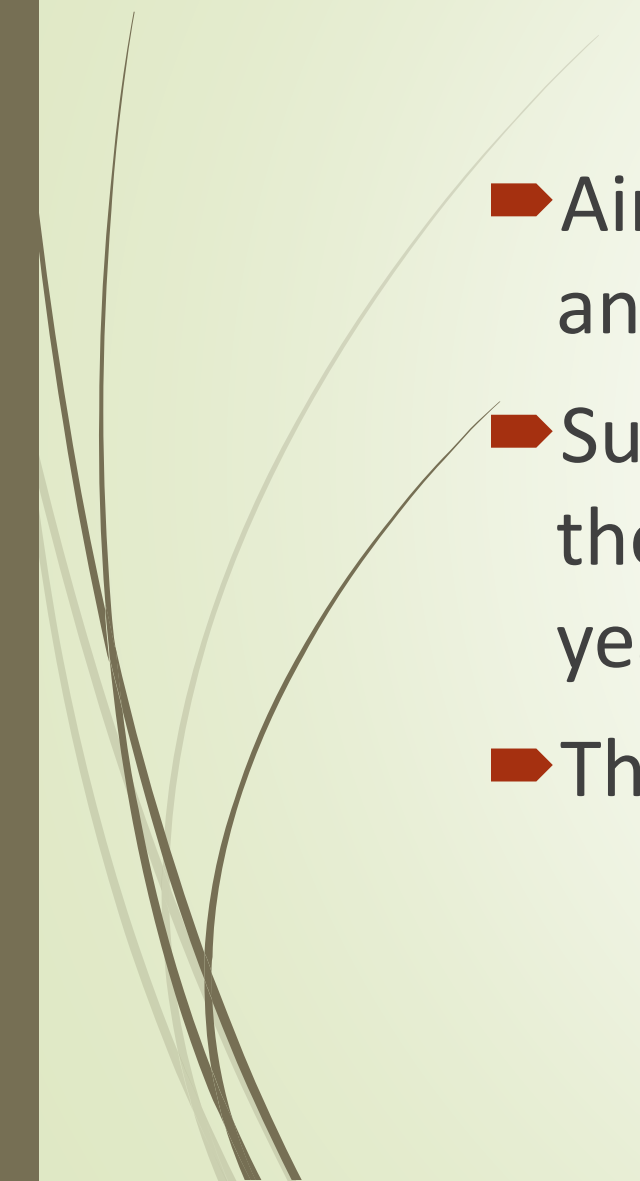
Neighborhood Group Preferences Regarding Minimum Nights

- 20% of bookings are made in Manhattan or Brooklyn.
- Because Manhattan and Brooklyn are expensive places, most guests prefer to stay for less than three nights.
- Staten Island is still in development, whereas the Bronx is the poorest borough, with only 10% of residents preferring to rent.



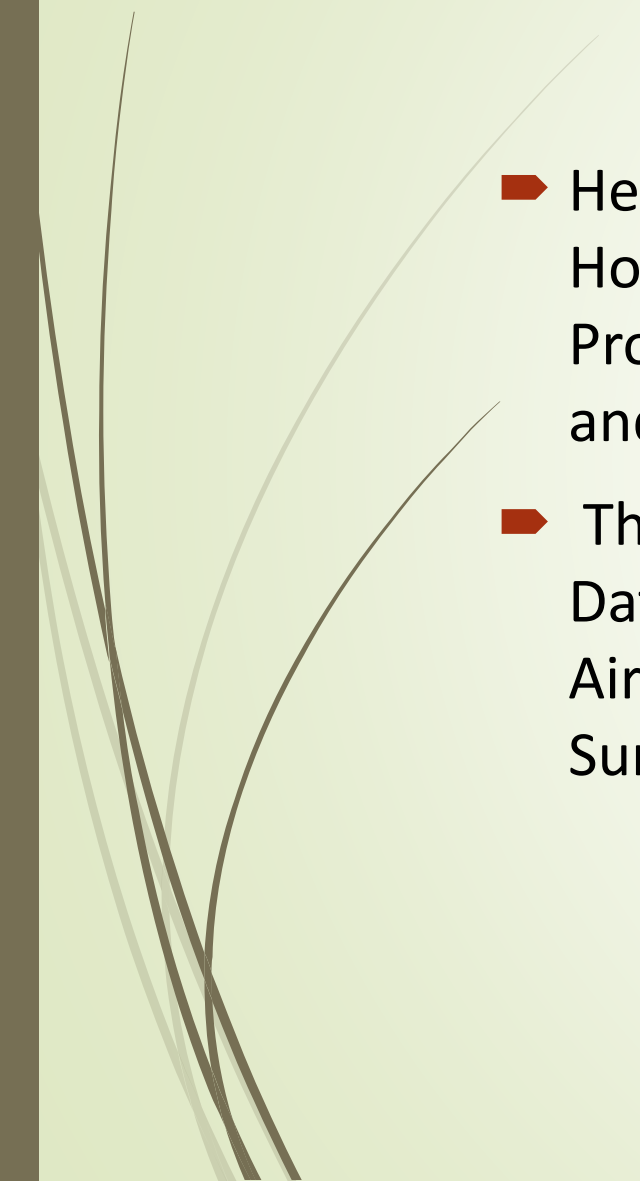


Recommendations

- Airbnb hosts are classified into two types: Regular and Super Hosts
 - Super Hosts are those that have more than 80% of their reviews and provide at least 10 stays every year.
 - The rest are considered regular hosts.
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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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