

Airbnb Case Study

Presented To –
Head of Acquisition & Operations and Head of
User Experience

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Recommendations

- One to one interaction with some property owners in Staten Island, Queens and Bronx to identify their challenges for being fully functional for maximum number of days in a year and allow a booking of more than 10 days of minimum night stay.
- Create some sort of interaction between the Top 5 host to share their experience with rest of the community for better improvement and value generating ideas.
- With the exception of Manhattan and Brooklyn, every other city needs to alter its marketing plan to boost sales.

Objectives

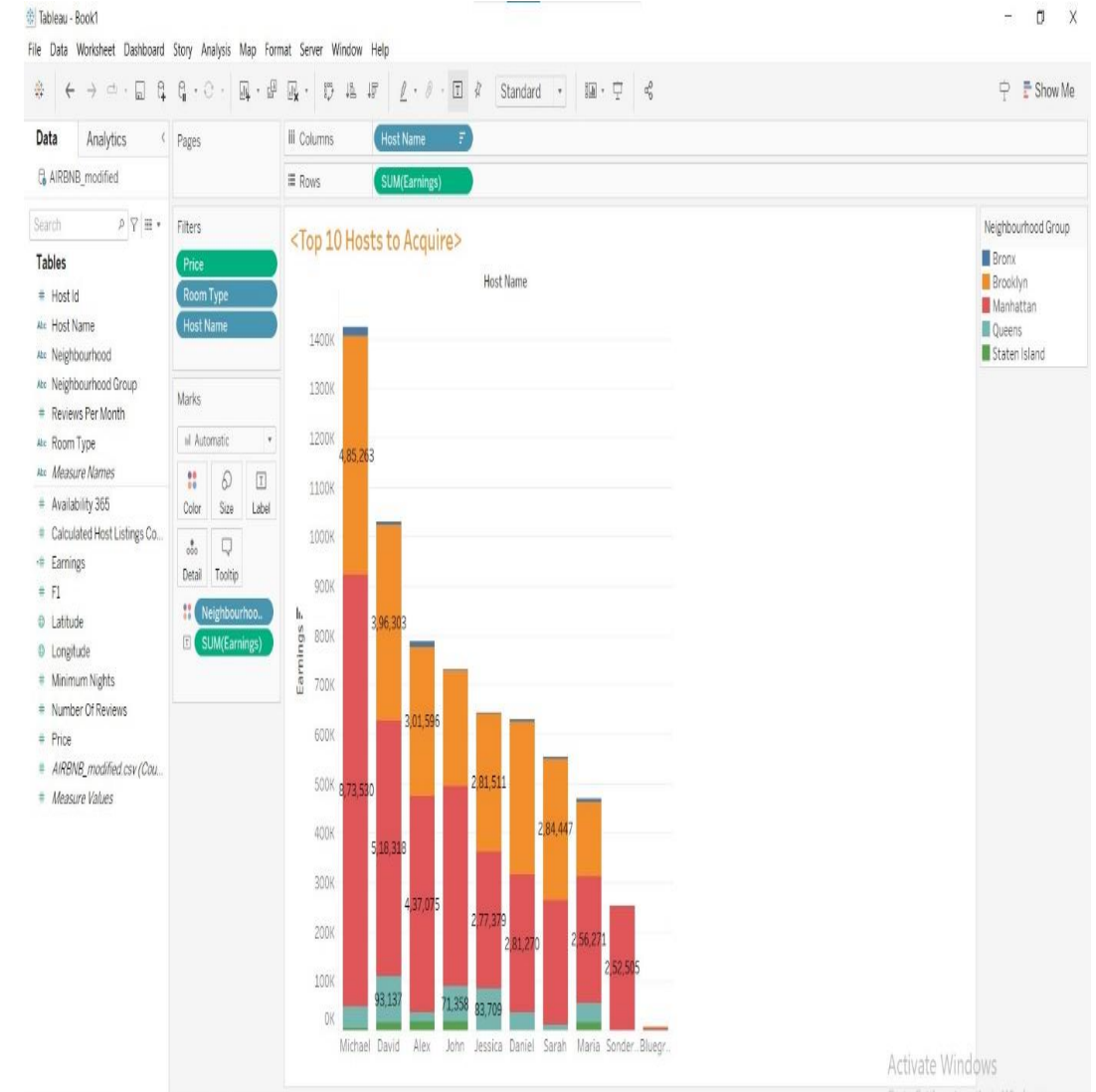
- Improve our shared understanding about our end consumer experience and preferences.
- Improve the shared understanding about the challenges and gap faced by the customers hosting their personal space on the platform.
- Provide early recommendations to the Head of Acquisitions and Operations to understand some important insights based on various attributes in the dataset so as to increase the revenue.

Background Summary

- In the last few months, Airbnb has seen a major decline in revenue due to lockdown imposed during pandemic.
- Hence provided the information in hand based on previous data captured, we need to analyze the patterns for declining profits and recommend certain suggestions to overcome.
- All the five neighbourhood's borough (New York City) – the Bronx, Brooklyn, Manhattan, Queens and Staten Island – have contributed around \$105 million in economic activity

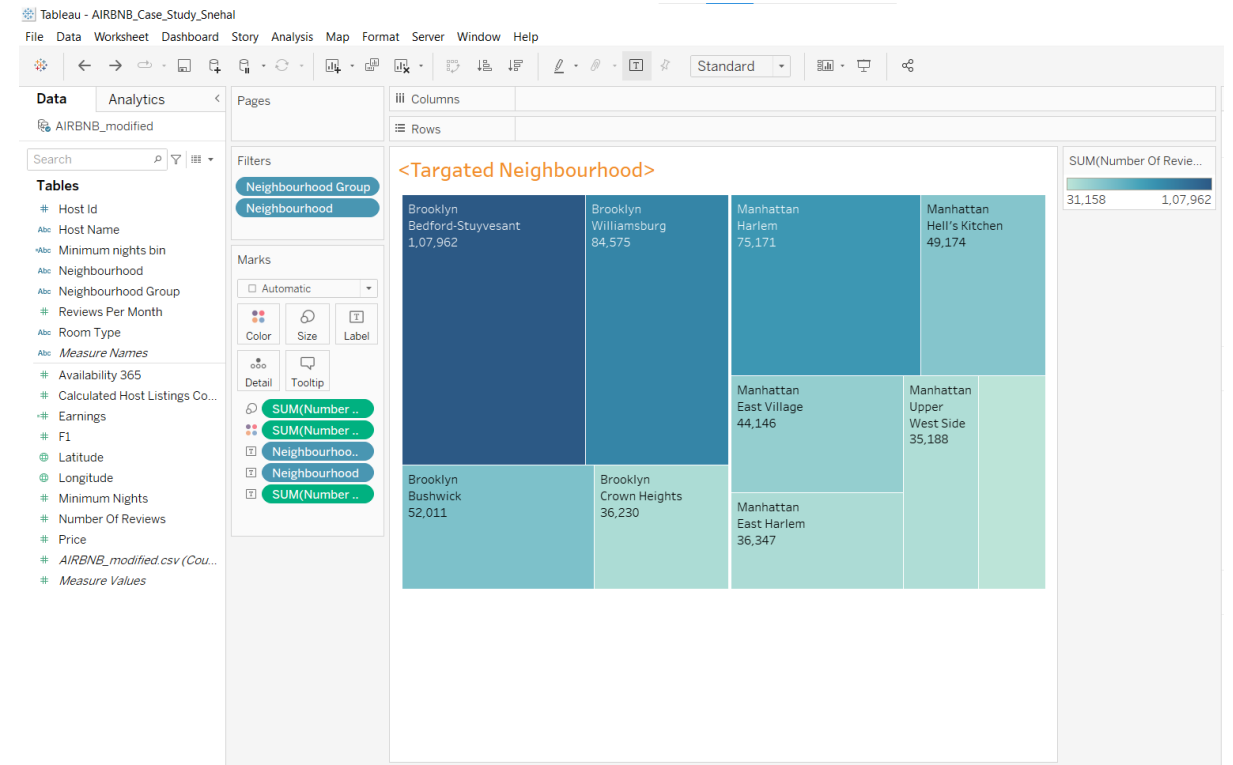
List of Top 10 Host to Acquire

- The graphs depicts the top 10 host who are earning more.
- Michael is the top earner who is earning more and he belongs to Manhattan.
- Then there are other hosts like David, Alex and John that fall under top 10 hosts



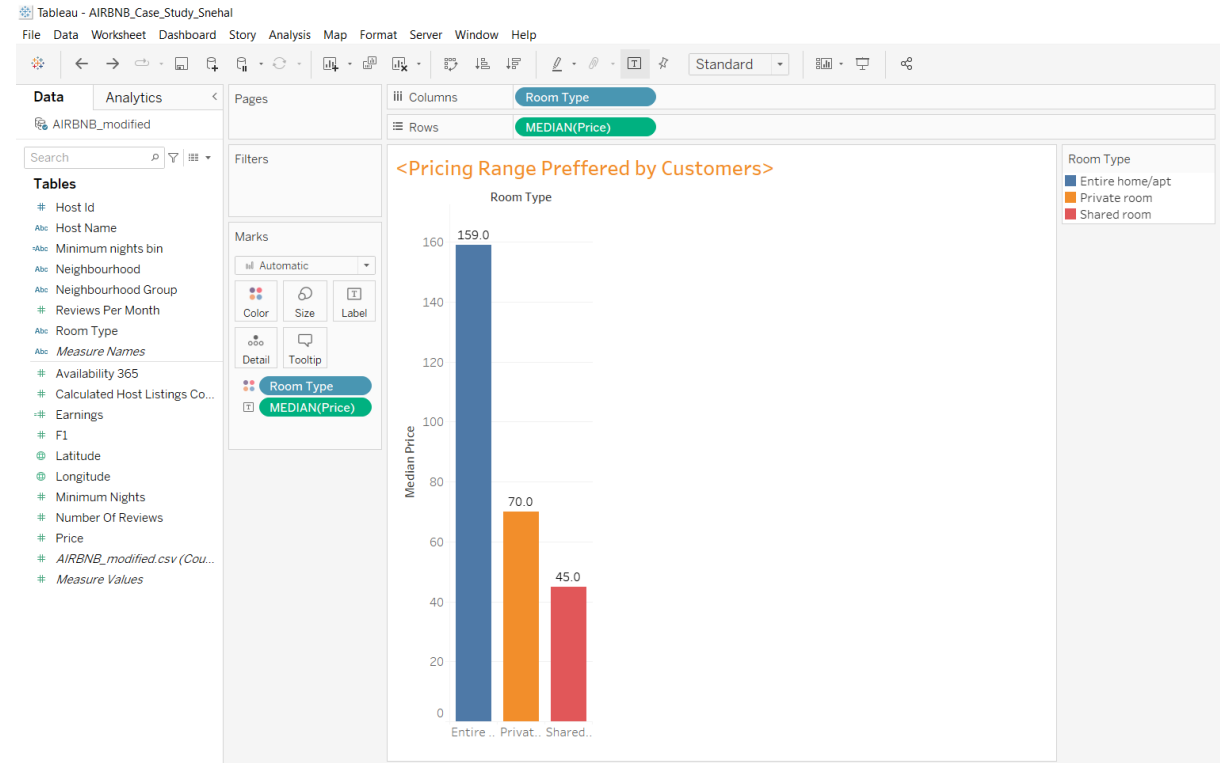
Targeted Neighborhood

- We can clearly comprehend that most the people would prefer to go these location / area only.
- Bedford-Stuyvesant from Brooklyn is the highest popular with 1,07,962 no. of reviews in total followed by Williamsburg.
- Reason: The location is nearby beach or services are better than the rest location.



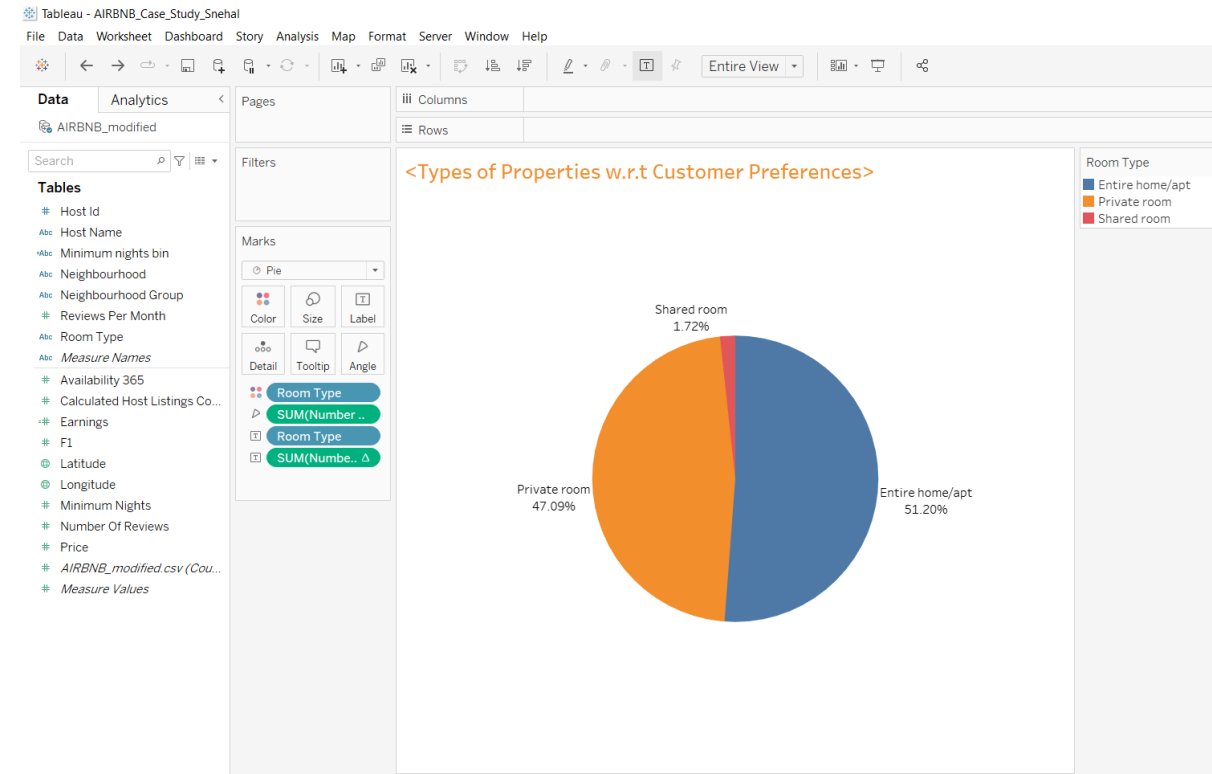
Average Price Prefer by People

- On the basis of room type the average price preferred by customer for Entire Room is 159.
- For Private Room is 70
- Shared Room is 45



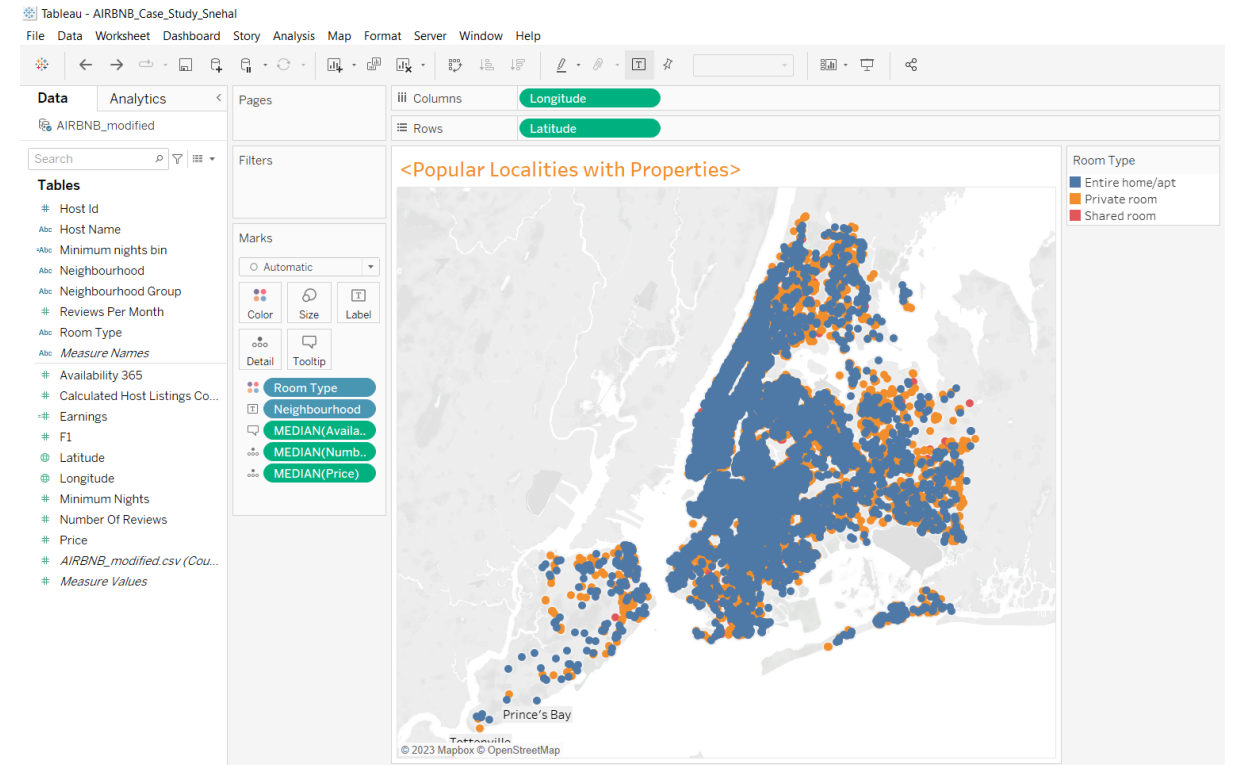
Types of Properties by Customer Preferences

- There are three types of rooms – Entire Home/Apartment, Private Room & Shared Room
- Overall customers appear to prefer Entire Home (51.20%) & Private Room (47.09%) in comparison to the shared room (1.72%).
- Airbnb can focus on promoting shared rooms with discount offers to increase booking of a shared room with discounts.



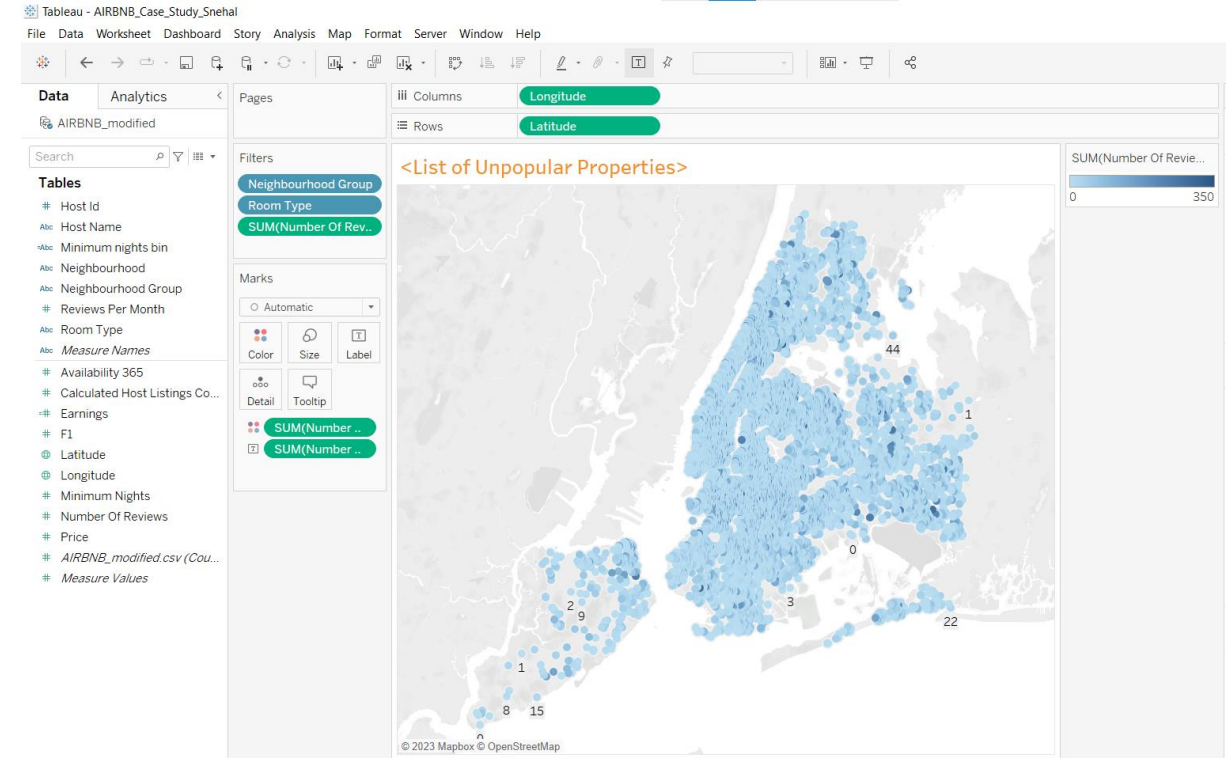
Most Popular Localities and Properties in New York

- According to this map more the darker side represents the most popular localities and the lighter side represents the least popular.
- It can be concluded that Manhattan, Brooklyn & Queens are much popular than Bronx and Staten Island.
- Entire Home Apartment is the most accepted property



Unpopular Properties

- Top 10 unpopular locations where people do not opt for stay
- Because the location of all unpopular localities is at the corner of the city or are far from city where people do not wish to visit
- This map shows the top 10 unpopular properties as they and didn't have any tourist spots.



Appendix – Data Methodology

- **Methodology Approach**
- Research Problem
- Business Understanding
- Type of Data Require
- Data Source
- Whom are we presenting?
- Analysis Done
- Recommendations
- **Method of Analysis along with code**
- Data Understanding and Preparation
- Variables overview
- Handling missing values and outliers
- Analyzing methods
- Evaluation of Methods
- Finding and Insights
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