Airbnb Case Study

Presented To –
Lead Data Analyst & Data Analysis Manager

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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 Lead Data Analyst & Data Analysis Manager to understand some important insights based on various attributes in the dataset so as to increase the revenue.

Initial Understanding & Assumptions about the Data

- There could be two reasons for the decline in the Airbnb's revenue: – Firstly, the sites hosted on the platform are not providing better user experience to the end consumers – Secondly, there could be another competitor capturing the market share

- We first try to work on the first reason as it is internal to the company and can have access to that Data for analysis

- The provided data is captured from the CRM tool used by Airbnb to manage their customers that are hosting sites on their platform.

- The reviews provided in the data frame are assumed to be positive as it is not mentioned whether they are negative or positive reviews.
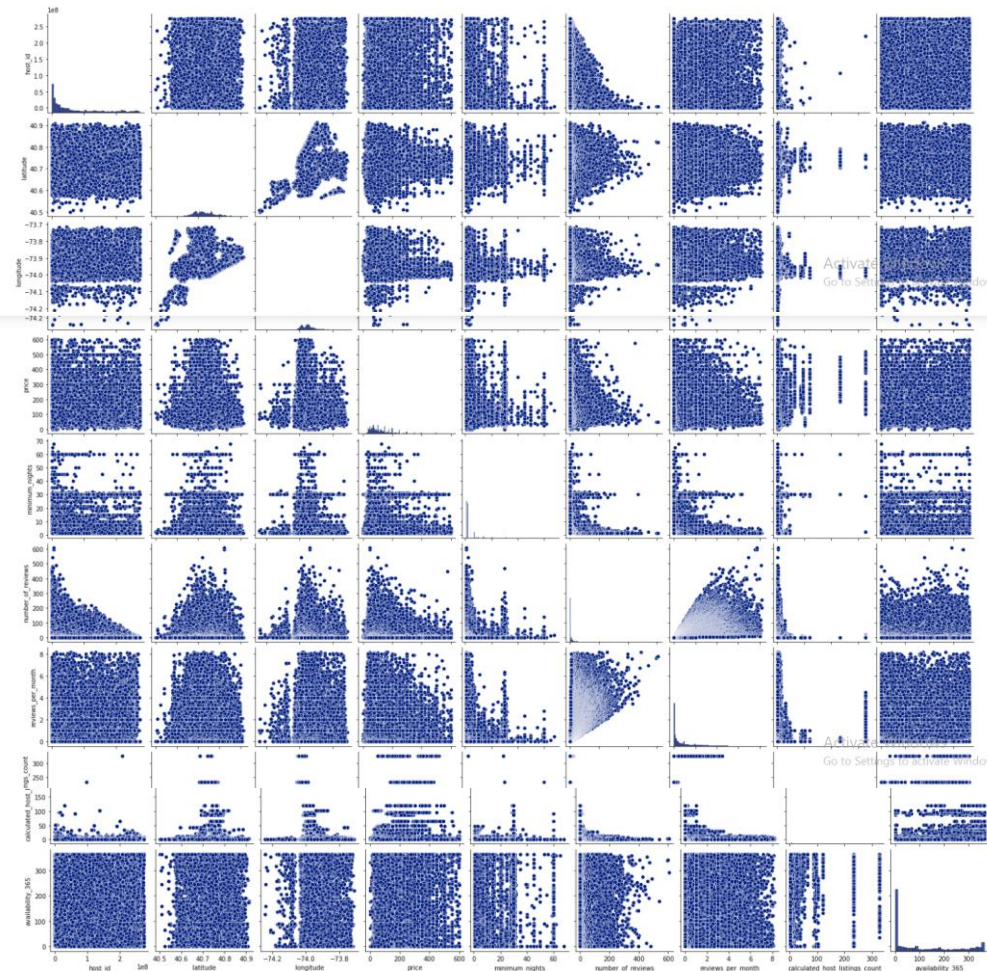
Background Summary

- 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

Bi-Multivariate Analysis:

- **It seems to be no correlation between the numerical variables.**
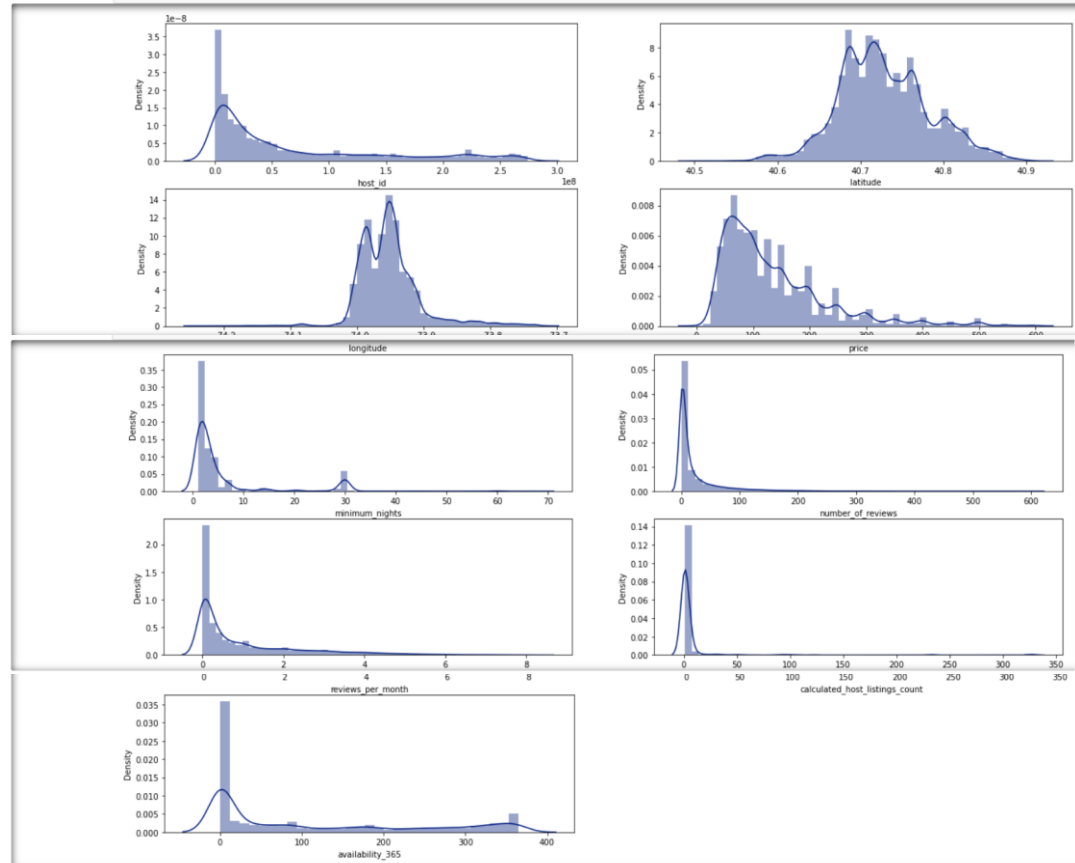
- The Highest price range seems to be between 30 dollars to 150 dollars per day stay for most of the sites hosted.

- Still we can see there are many sites which cost more than 200 dollars per day and can even go upto 500 dollars.

Average earning and price:

- According to this graph, the majority of individuals would have spent between $40 and $250. A typical host makes between $6000 and $7000 per year.
- The hosts who charge 170 or more as the standard fee make around 10,000.
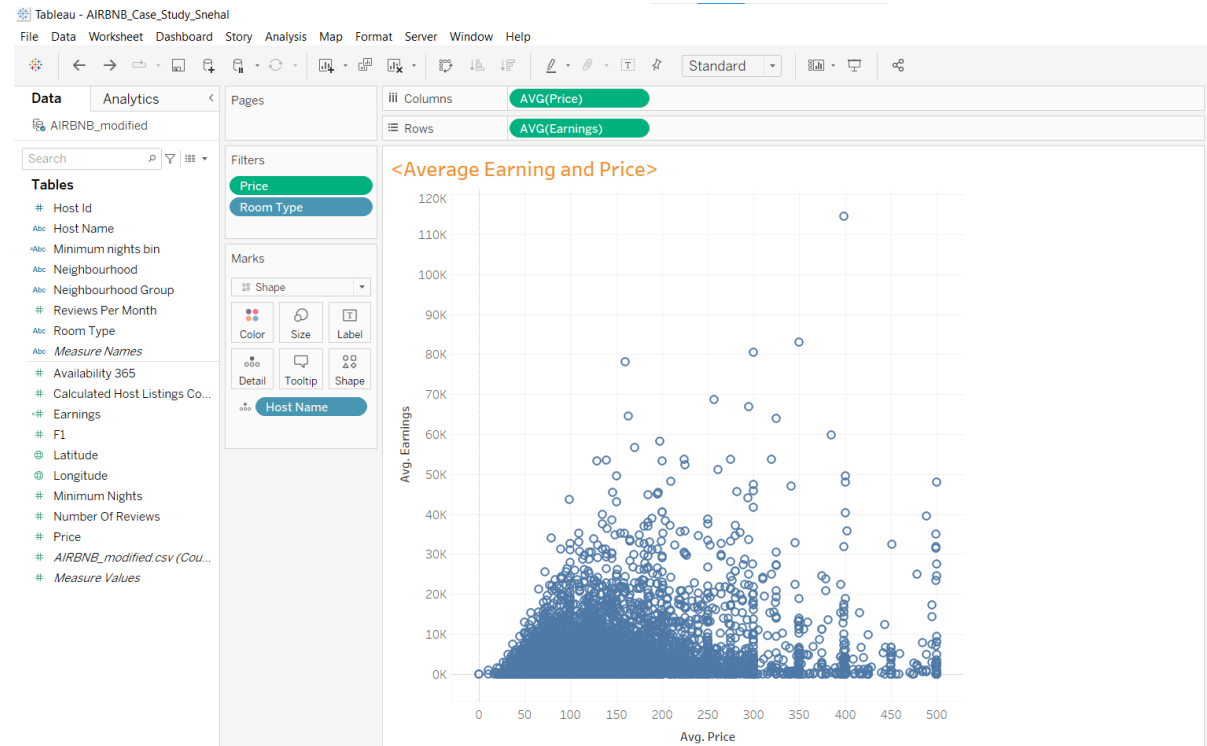
Neighbourhood group listing:.

- The map shows that Manhattan is higher and affordable for high class people for its tourist spots.
- Then Brooklyn is preferred by customers compare to Bronx and Queens.
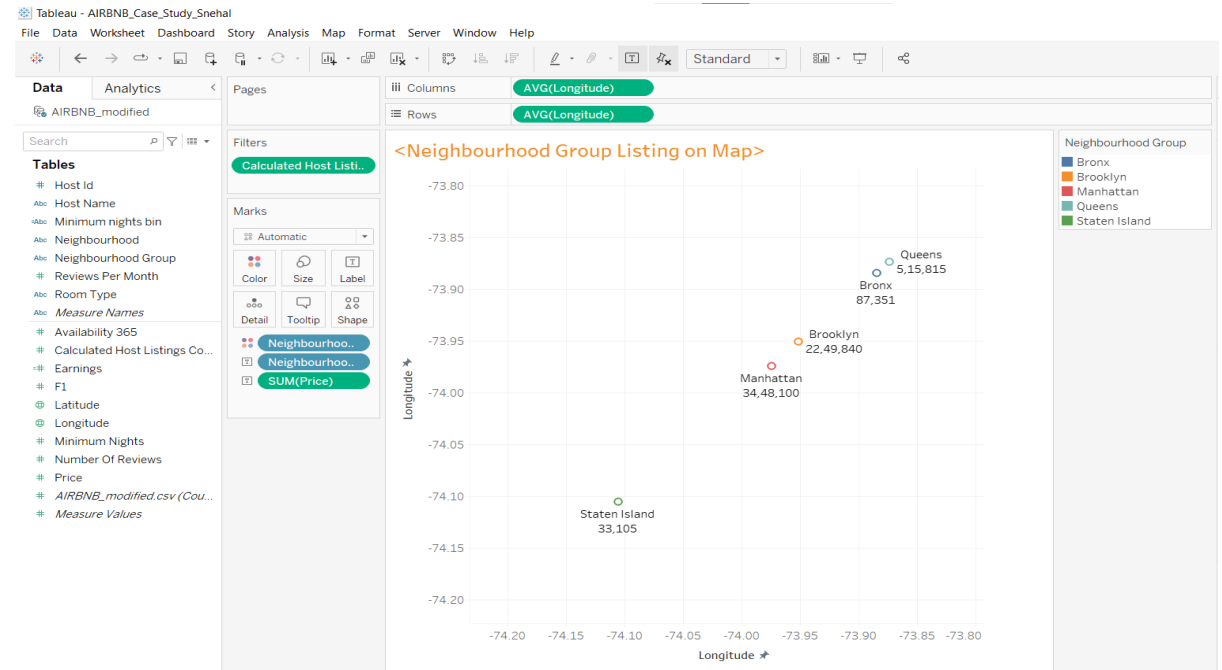
Type of room type preferred by customer's w.r.t Neighbourhood group

- This graph shows that in Manhattan, Brooklyn, Staten Island entire home is preferred by customers whereas in Bronx and Queens private rooms are preferred.
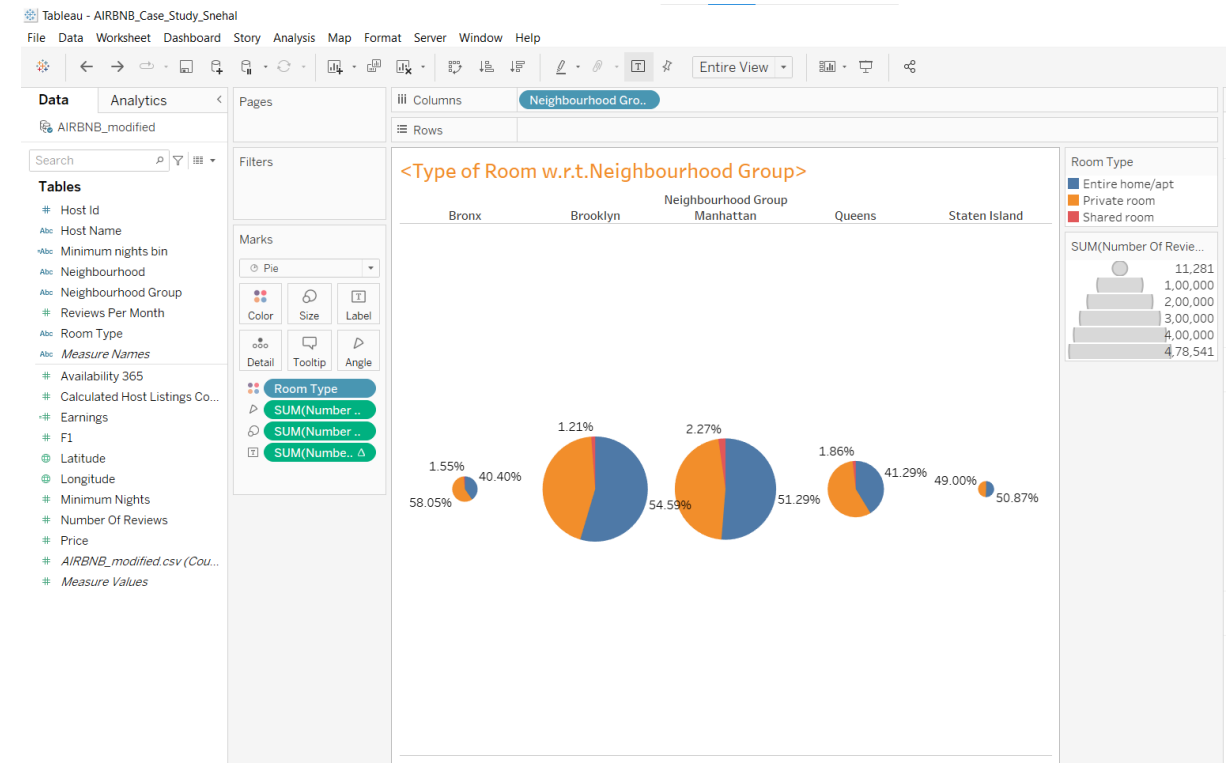
Appendix – Data Methodology

- **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

- **Training Methods**
- Python used for Data Understanding, Pre-processing and general Univariate and Multivariate Analysis. –
- Tableau is used for in-depth Bi-Multivariate Analysis.
- Finding and Insights

- C:\Users\Lenovo\Desktop\AirBNB\Snehal\AIRBNB_Methodology_Snehal_Final.pdf

Thank You