AIR BNB CASE STUDY

SOUVIK GHOSH

Agenda

- Objective
- Background
- Key Findings
- Recommendations
- Appendix:
  - Data Attributes
  - Data Methodology
  - Data Assumptions

# Objective

- Improve our shared understanding about the market conditions

- Improve shared understanding about our customers

- Provide recommendation to various departments to be prepared for the changes post pandemic

Background

- Major decline in revenues due to pandemic in the last few months
- Restriction are lifting
- People are travelling more

- Almost 2k+ airbnb's has a price of 100 dollars and 150 dollars each respectively.

- 1.5k airbnb's have around 50 dollars price.

- We can observe that most of almost 12k people used 1 night stay in airbnb.

- 11k people choose 2 night stay while 7k choose 3 night stay.

- Almost 3.7k stayed upto a month.
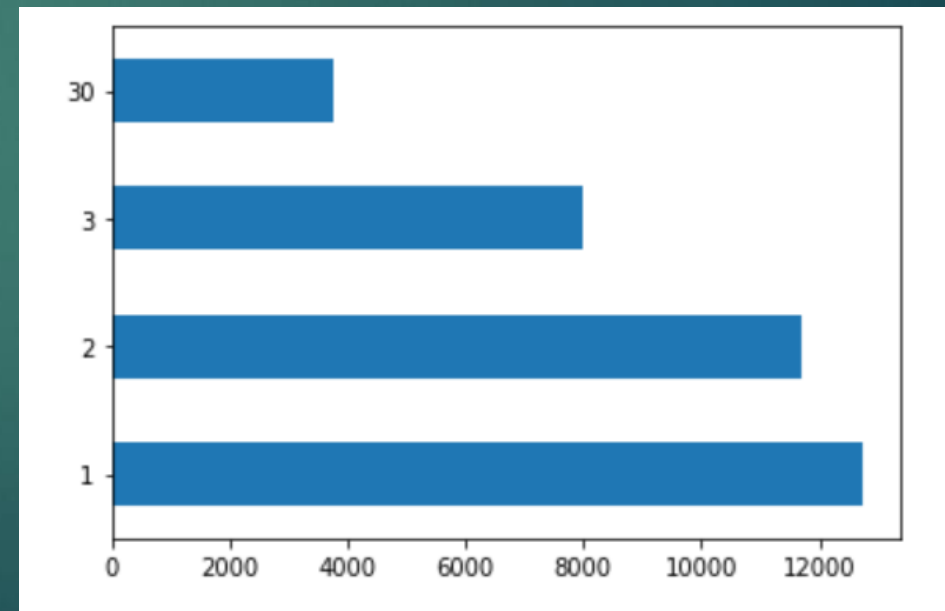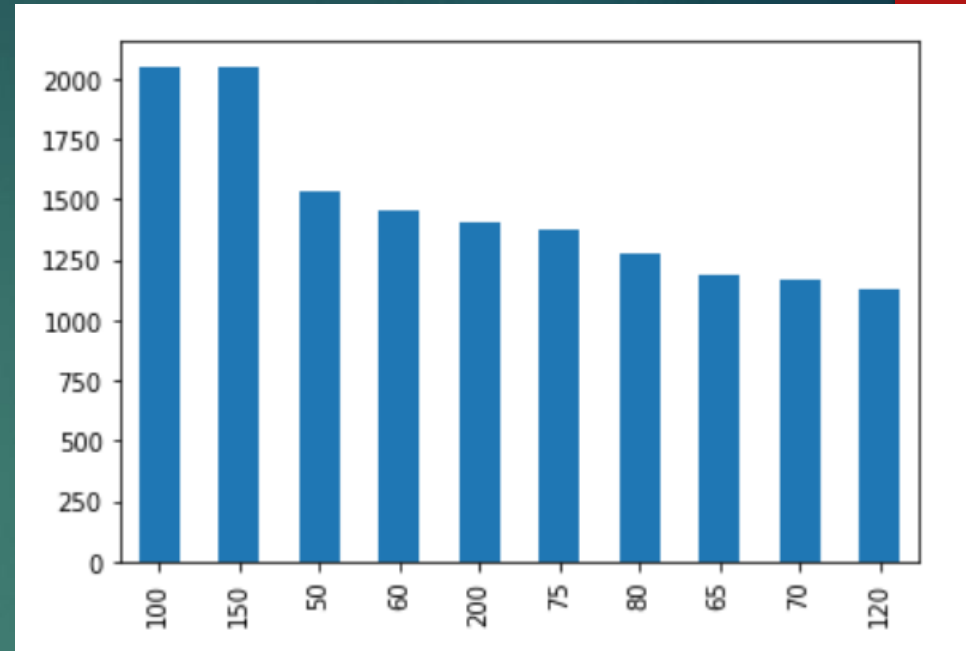
▶ Manhattan has the highest prices for any listing of private room, private room and shared room.
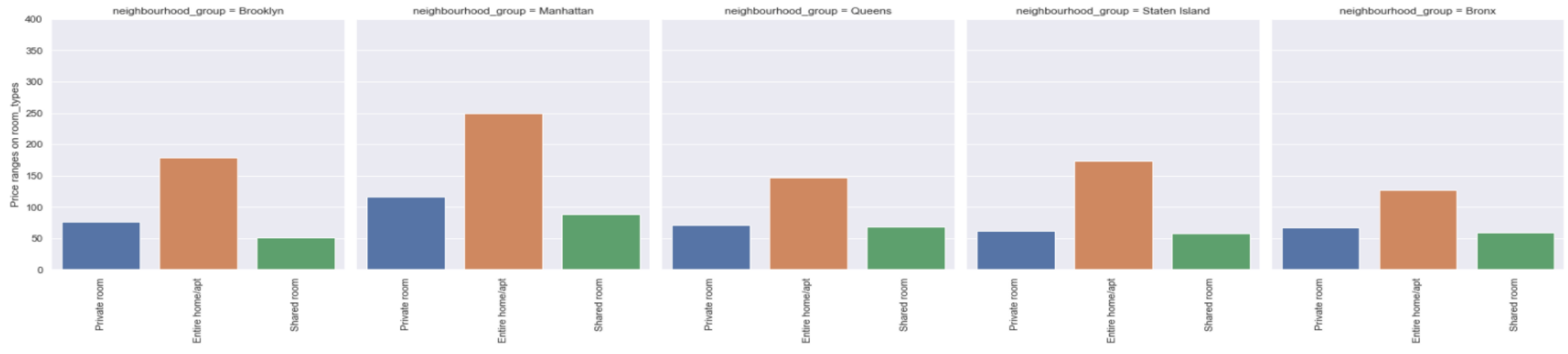
- By the two scatterplots of latitude vs longitude we can infer there's is very less shared room throughout NYC as compared to private and Entire home/apt.
- 95% of the listings on Airbnb are either Private room or Entire/home apt. Very few guests had opted for shared rooms on Airbnb.
- Also, guests mostly prefer this room types when they are looking for a rent on Airbnb as we found out previously in our analysis.
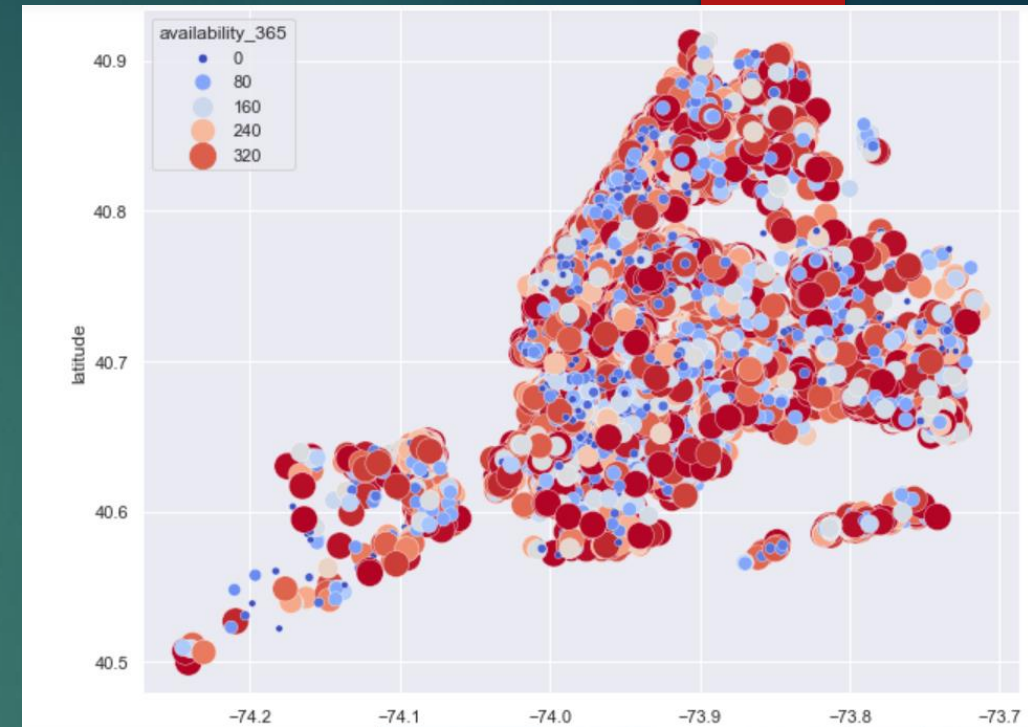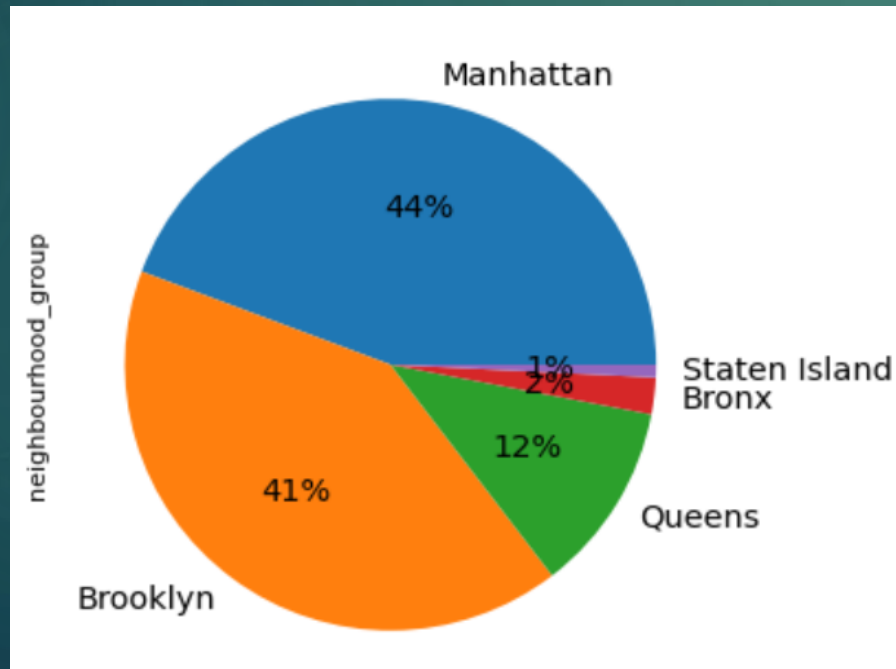
- Manhattan has the highest neighborhood group where as Staten Island has the least.
- Brooklyn has 41% of the entire neighborhood group

Appendix: Data Attributes

Here is a snapshot of the data:

- ▶ Host listing information like host name, neighborhood, latitude and longitude

- ▶ Customer preference information like number of reviews and number of reviews per month.

Appendix: Data Methodology

1. Used Python to visualize correctly to get insights
2. Find detailed methodology document below: Methodology Document

Appendix: Data Assumptions

 Null values assumed to have no material impact on analysis

 Number of reviews assumed to be a base measure to find customer preferences

 Plotted price of the Airbnb rooms or apartments to see the customer preference on how much they are willing to pay

 Plotted nights spend in Airbnb to understand the duration customers are staying.

Thank You!!