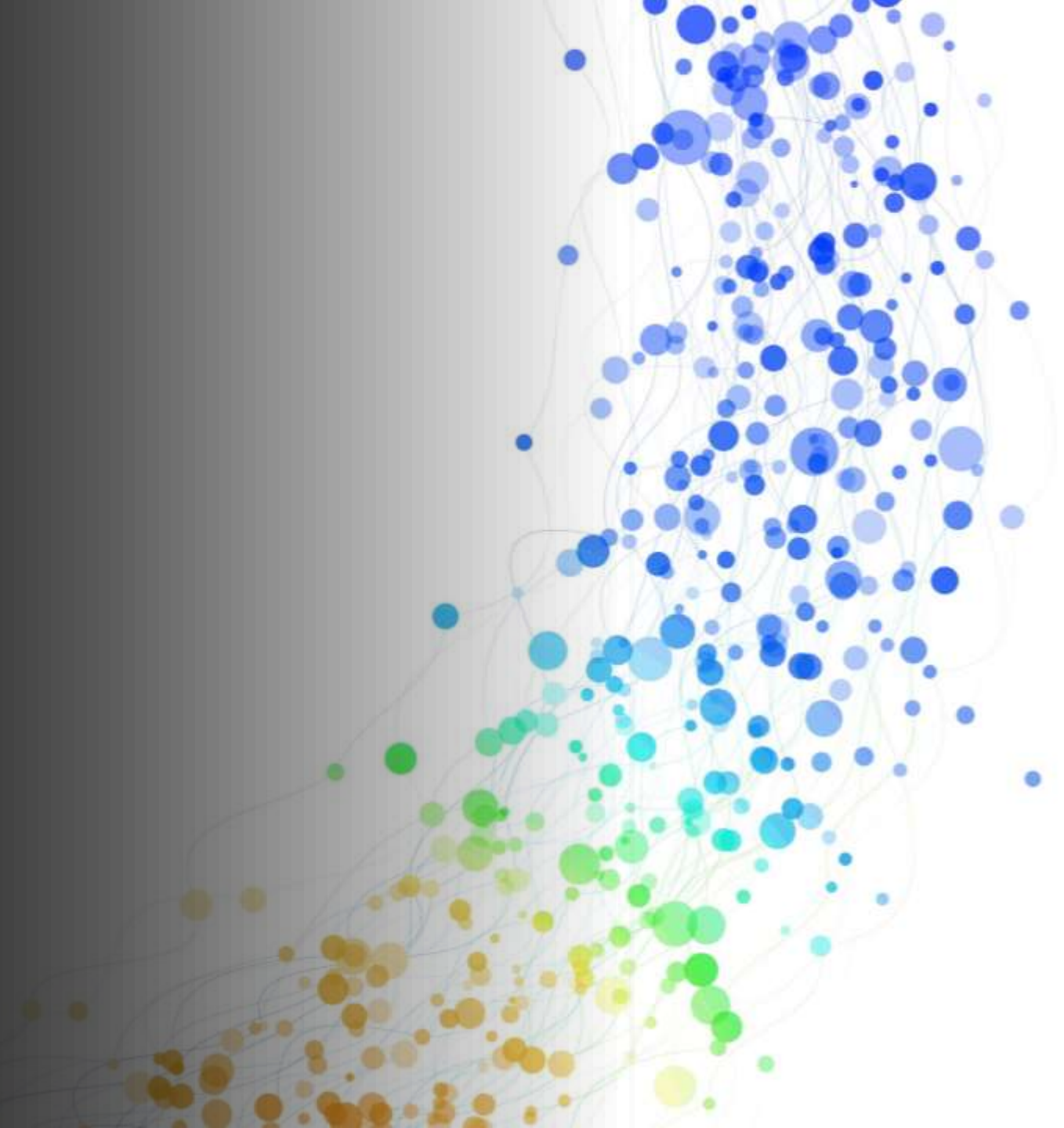




Airbnb Insights

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Agenda

- Objective
- Background
- Visualization and Inference
- Recommendations
- Appendix
 - ✓ Data Sources
 - ✓ Data Methodology
 - ✓ Data Assumptions



Objective

- Improve our strategy to minimize the economic and commercial effects of Covid-19 on Airbnb, New York City.
- Understand client preferences and trends in user experience for Airbnb in New York City.
- Provide recommendations for fresh acquisitions and customer experience enhancement.





Background

For the past few months, Airbnb has seen a major decline in revenue. Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.

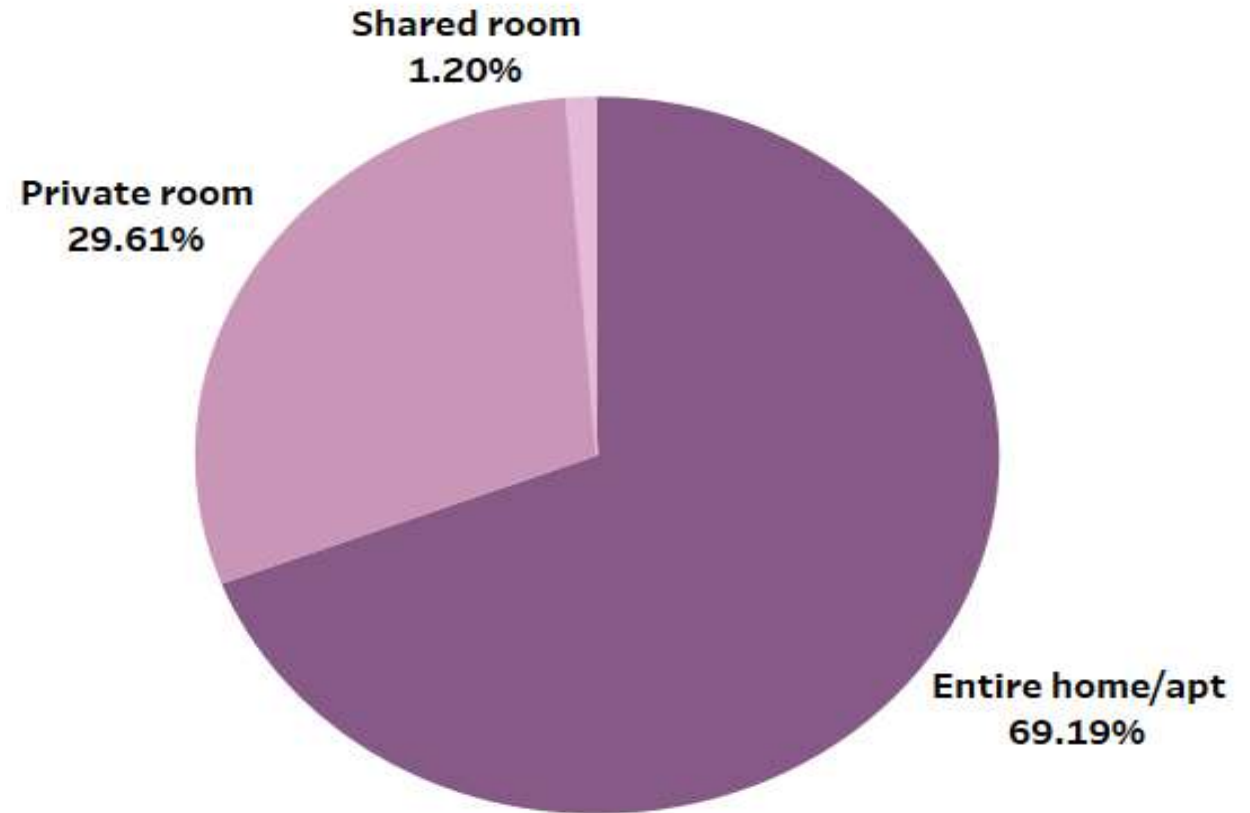
So, analysis has been done on a dataset consisting of various Airbnb listings in New York.



Visualization and Inference

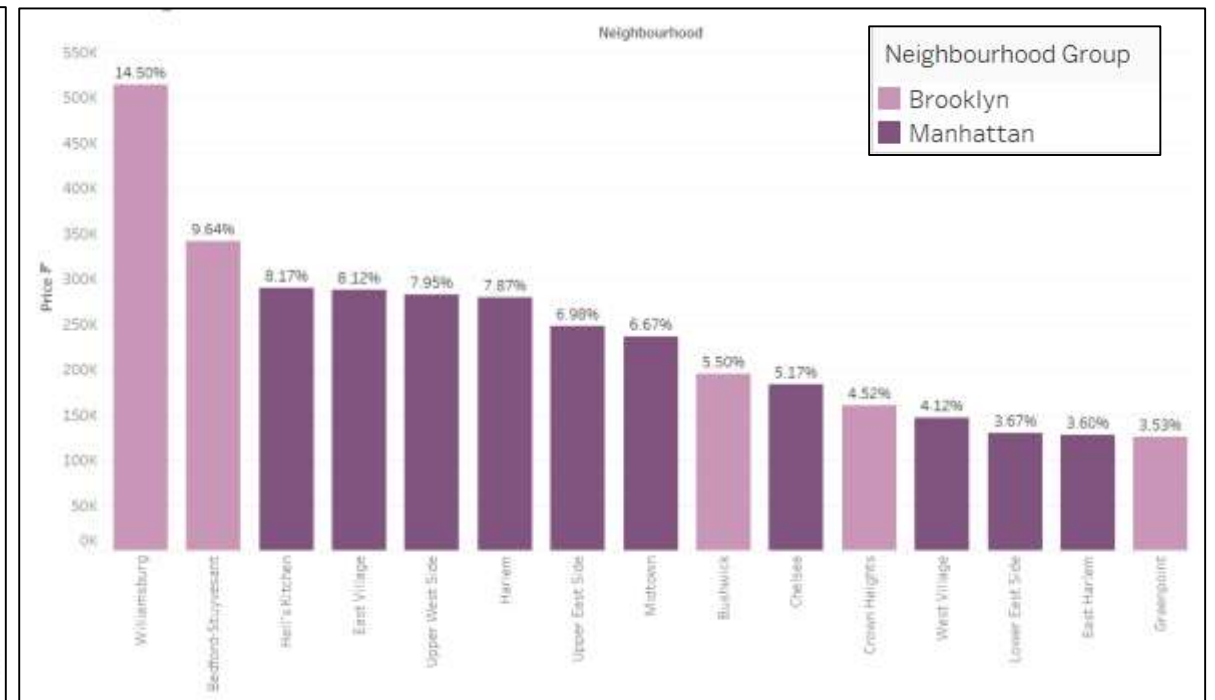
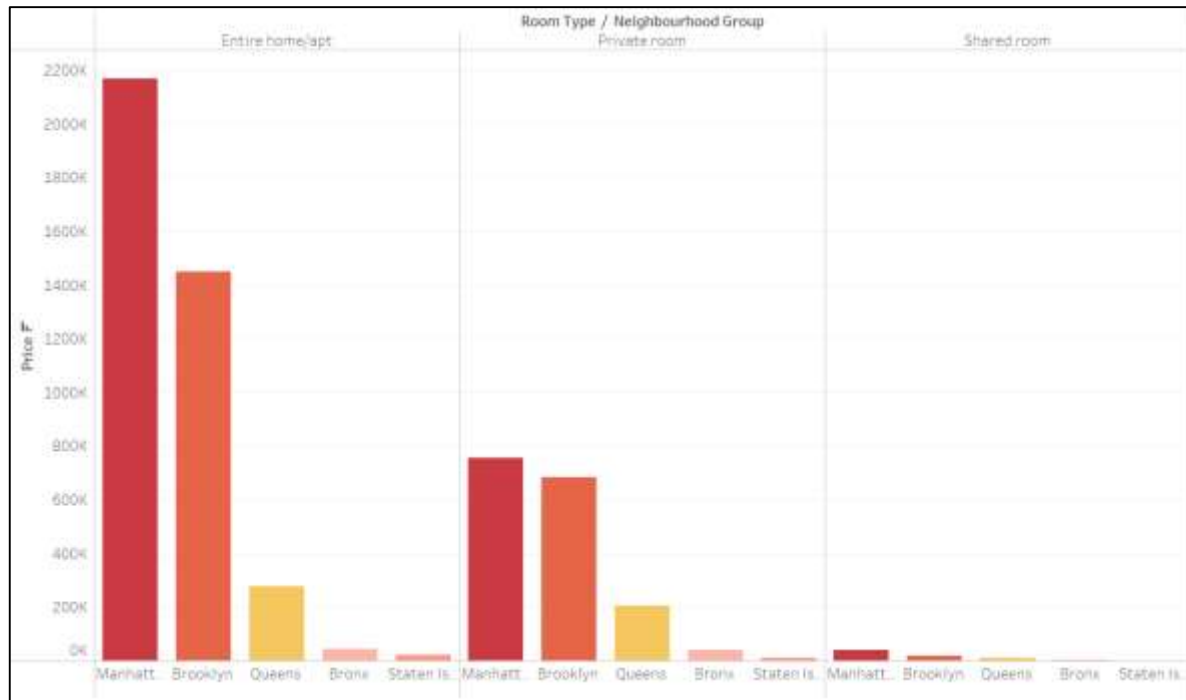
Customer Preferences of the Room Types

- Airbnb hosts favors Entire home/apartment and Private room.
- 69% of customers prefer an Entire home / Apartment for their stay.
- Only 1.2 % of all listed properties have shared rooms.

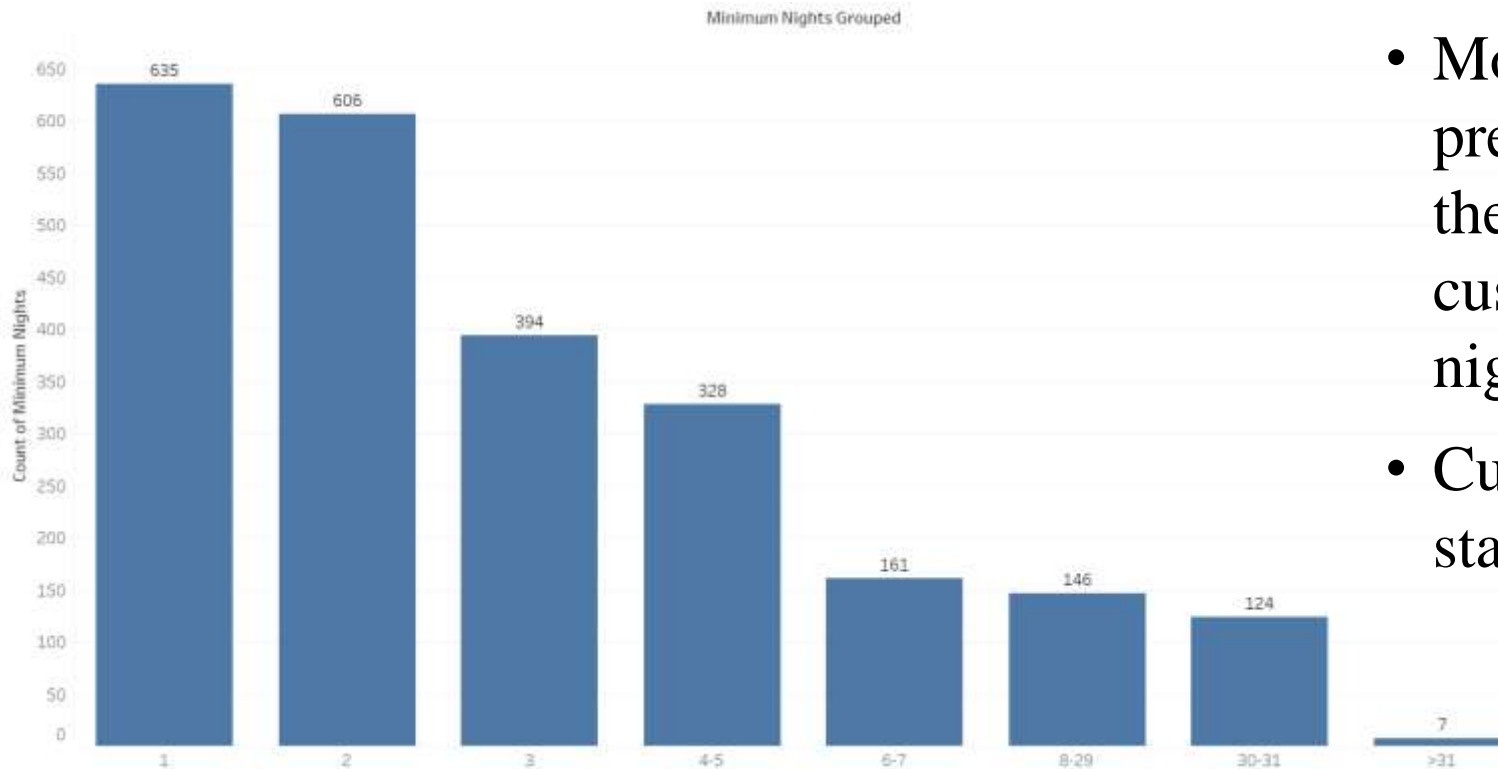


Prices of Properties based on Room Type & Neighbourhood

- Manhattan and Brooklyn are the top leading neighborhood groups and majority of people like either entire home or private room.
- Top two neighbourhood with highest price of properties - Williamsburg & Bedford Stuyvesant are in Brooklyn. Even though the room price in Williamsburg is high, but the ambience attracts the people.



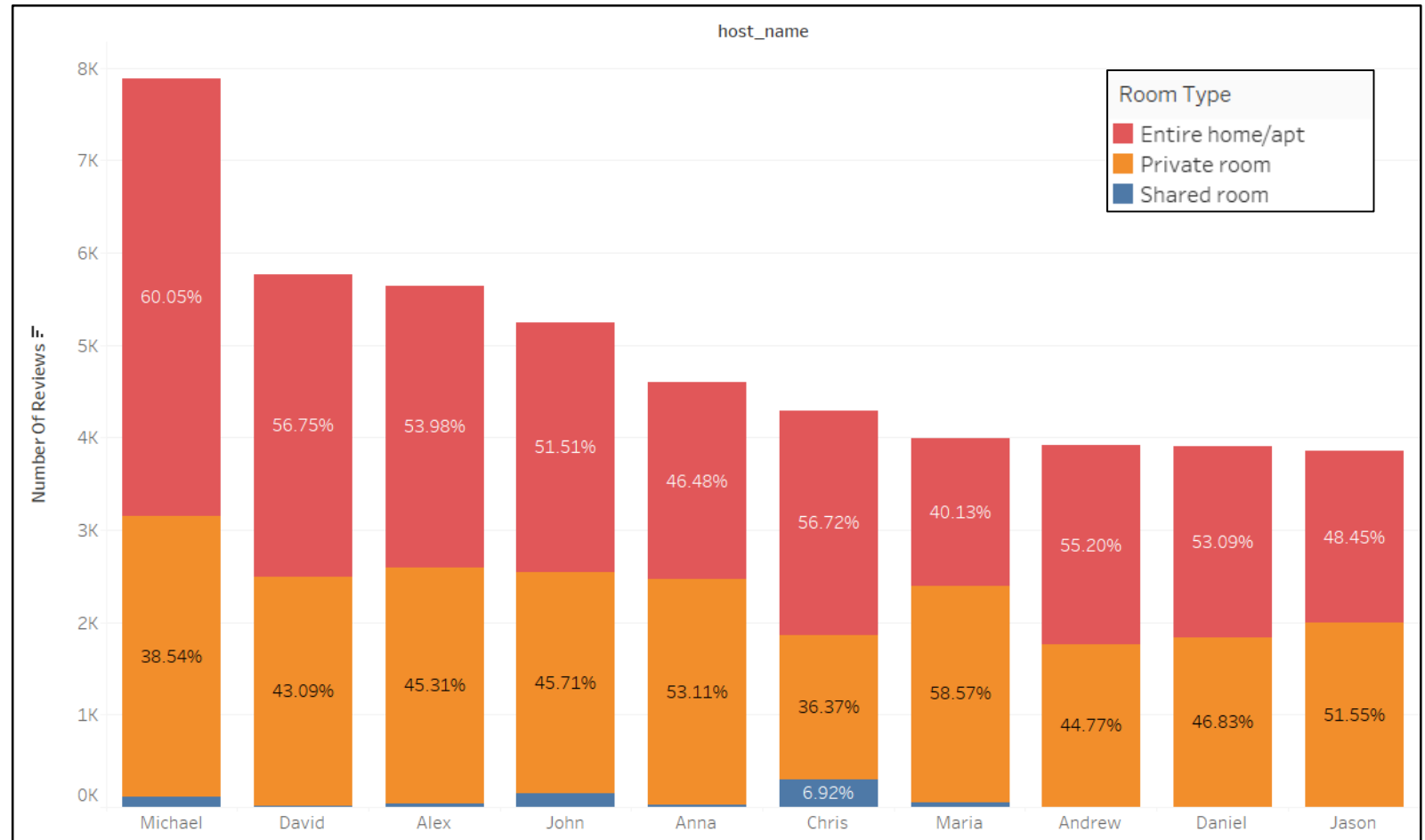
Customer Preferences of Minimum Nights Per Stay



- Most of the customers prefer to stay for a day on their visit followed by customers who stay for 2 nights.
- Customers also prefer to stay for 3-7 nights.

Top 10 Hosts by Reviews

- More than 50% of the hosts prefer renting out the entire home/apartment.
- Private room & Entire home/apartment seems to be popular (more than 90% reviews).
- Shared rooms accounts the least number of reviews of the total listed properties.





Recommendations

- Airbnb hosts favors Entire home/apartment and Private room over shared rooms.
- Manhattan and Brooklyn are the top leading neighborhood groups and majority of people like either entire home or private room.
- More than 50% of the hosts prefer renting out the entire home/apartment.
- Most of the customers prefers to stay for a day on their visit followed by customers who stay for 2 nights.

Appendix - Data Sources

- The New York Airbnb Dataset includes information on various Airbnb listings, including their hosts, locations, pricing, and other characteristics. The dataset's columns are self-explanatory.
- We reviewed the dataset description on the right to gain a better understanding of what each column represents.

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
related_host_listings_count	amount of listing per host
availability_365	number of days when listing is available
Dataset Description	

Appendix - Data Methodology

- A thorough analysis of the Airbnb Data was conducted. This process included
 - i. Cleaning the data set for missing values and outliers.
 - ii. Using exploratory data analysis to identify customer preferences based on :
 - ✓ Locality/ Neighbourhood
 - ✓ price
 - ✓ No. of Reviews
 - ✓ Minimum nights stay
 - ✓ Room Type
 - ✓ Host ID/Name
 - iii. Deriving visualization using the Tableau tool to understand key inferences from the analysis.
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Appendix - Data Assumptions

- We assumed the data prior to the COVID – 19 period was achieving the desired revenue.
 - We assumed the company does not want to expand yet to new territories in NYC.
 - The company's strategies are decided considering the travel will increase in the post COVID period.
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Thank you