

Storytelling Case Study: Airbnb, NYC

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Objective

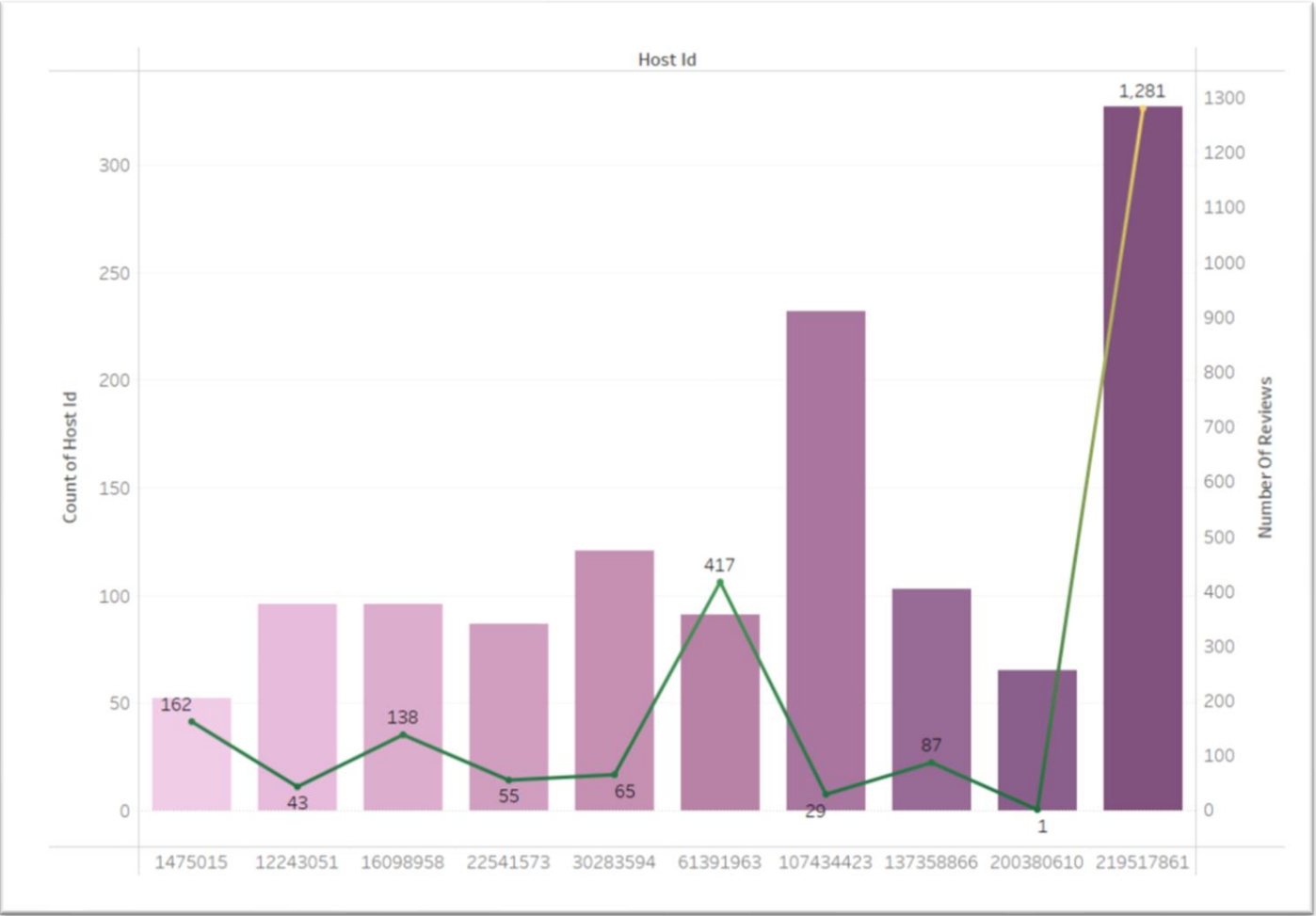
- Airbnb is aiming to recover the losses and improve the business plan post covid-19.
- Estimating post Covid customer choices/preferences.
- Important insights we can draw after analysis of Airbnb data.

Data preparation

- Cleaned data to remove any missing values and duplicates.
- Dropped insignificant columns.
- Identified outliers.

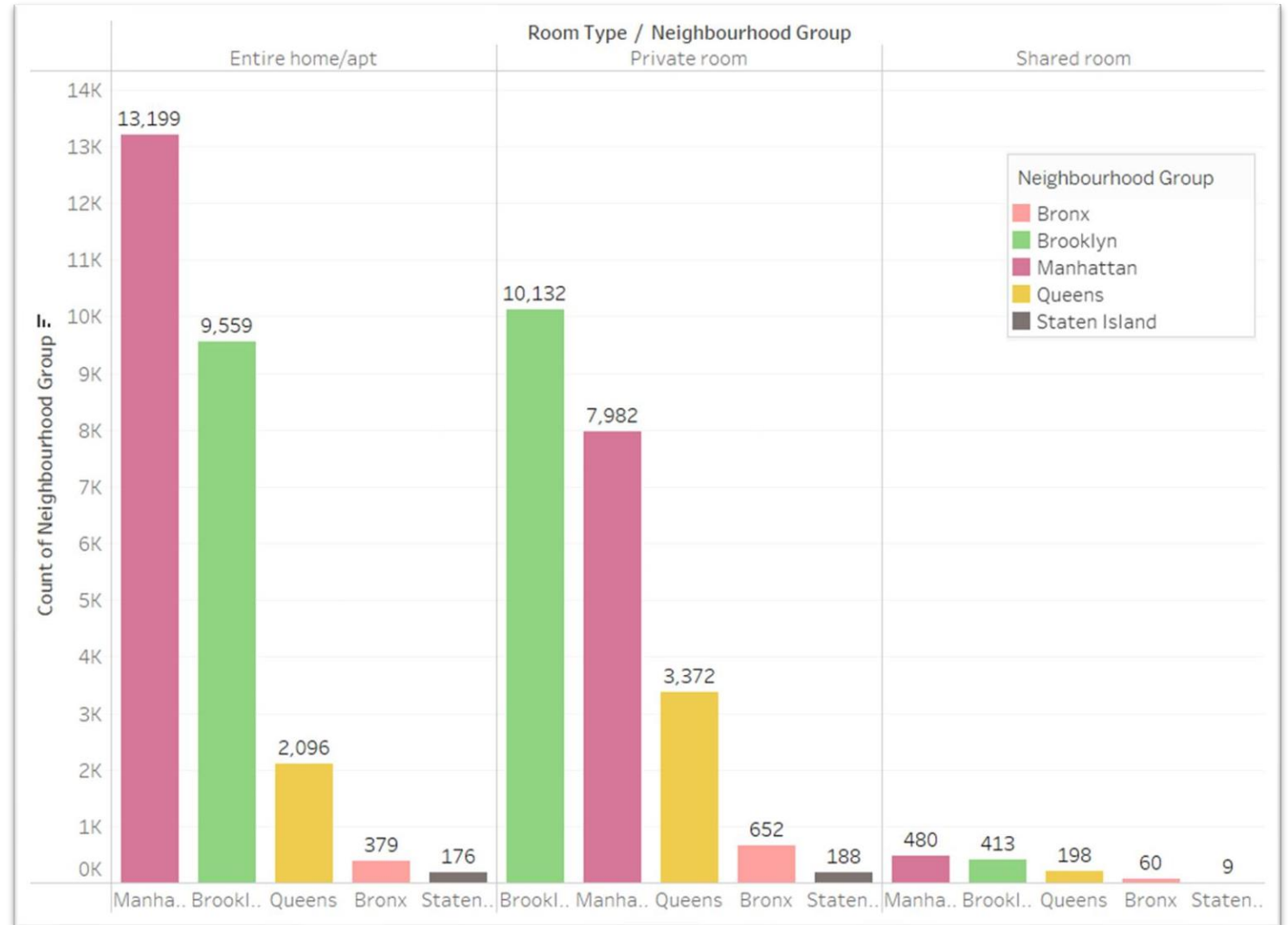
Most popular Host ID

Airbnb should recommend **Host_id 219517861** , **Host_id 61391963** and **Host_id 16098958** as top host with most booking and maximum number of reviews.



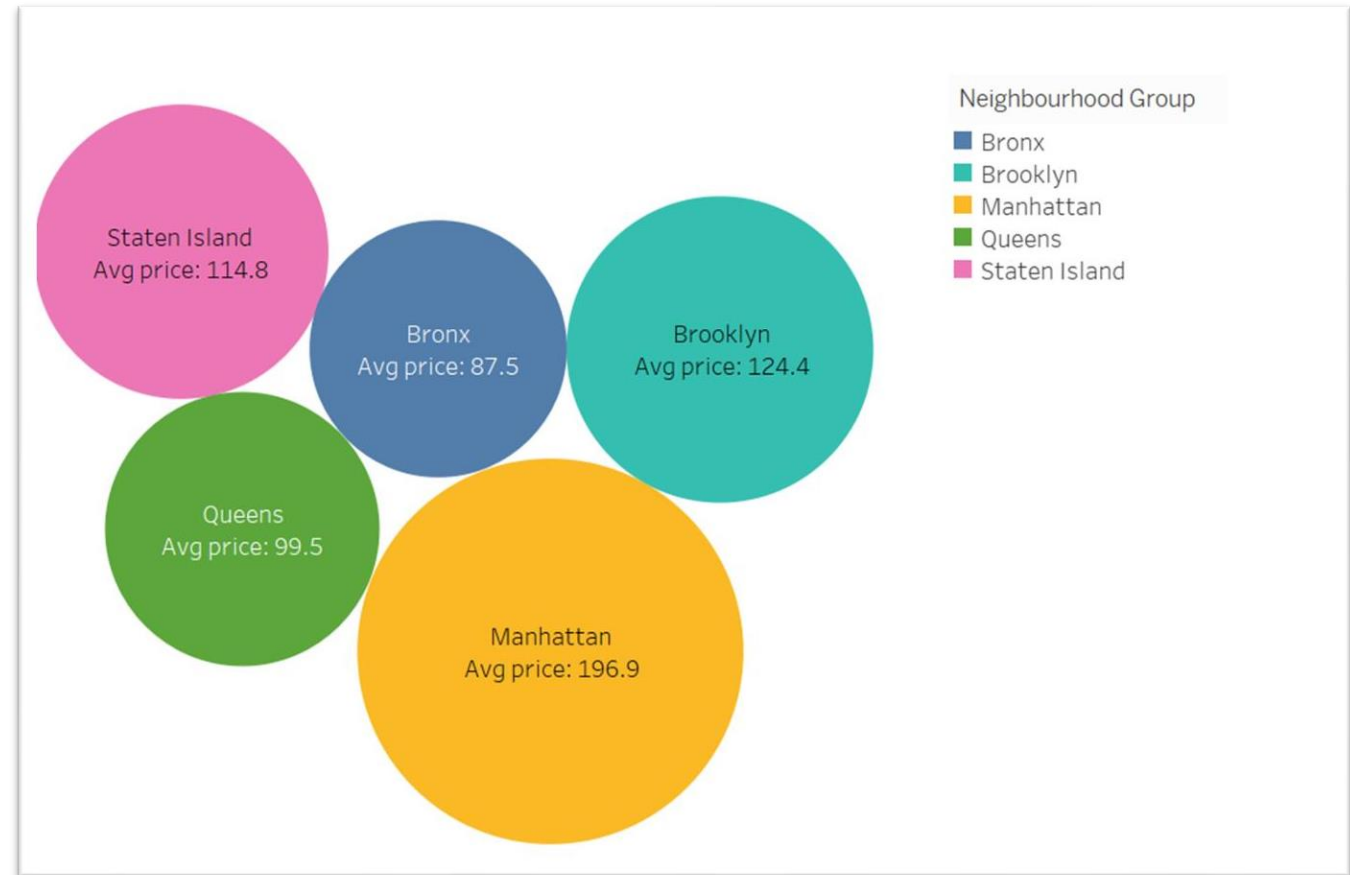
Preferred Room type wrt Neighbourhood group.

- Customer looking for Entire home/apt and Shared room should consider Manhattan and Brooklyn as their choice of preference.
- Customer looking for Private room should consider Brooklyn and Manhattan as their go to options.
- Customer who wants to prefer Queens, Bronx and Staten Island as their neighbourhood group should opt Private room.



Preferred Neighbourhood group on basis of Average pricing.

- Manhattan and Brooklyn are the top leading neighborhood groups in terms of average prices and customers with high range of budget should prefer these location.
- Customers with average budget can opt for Staten Island
- Customers with lesser budget should consider Queens and Bronx as their neighborhood group.



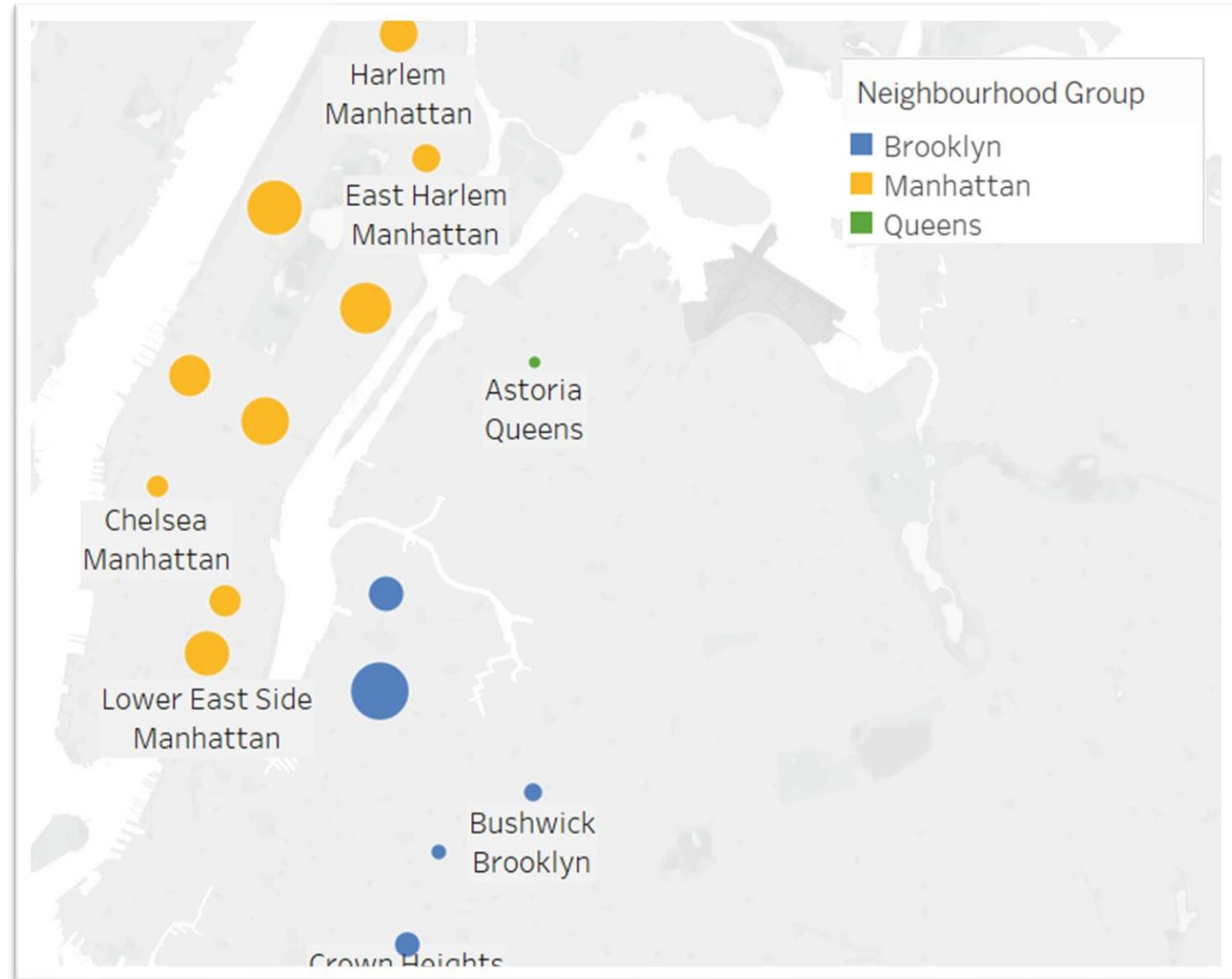
Preferred Neighbourhood group on basis of Reviews, Room type and Average Price.

- Keeping in mind **the number of reviews** and **average price** customer should choose Private room or Entire home/apartment in Brooklyn over Manhattan.
- Customers should re-consider before choosing shared property in Staten Island and Bronx as they have no or very less reviews.
- Queens have decent number of reviews and average price and could be considered as a good option.



Prime locations w.r.t to Latitude and Longitude

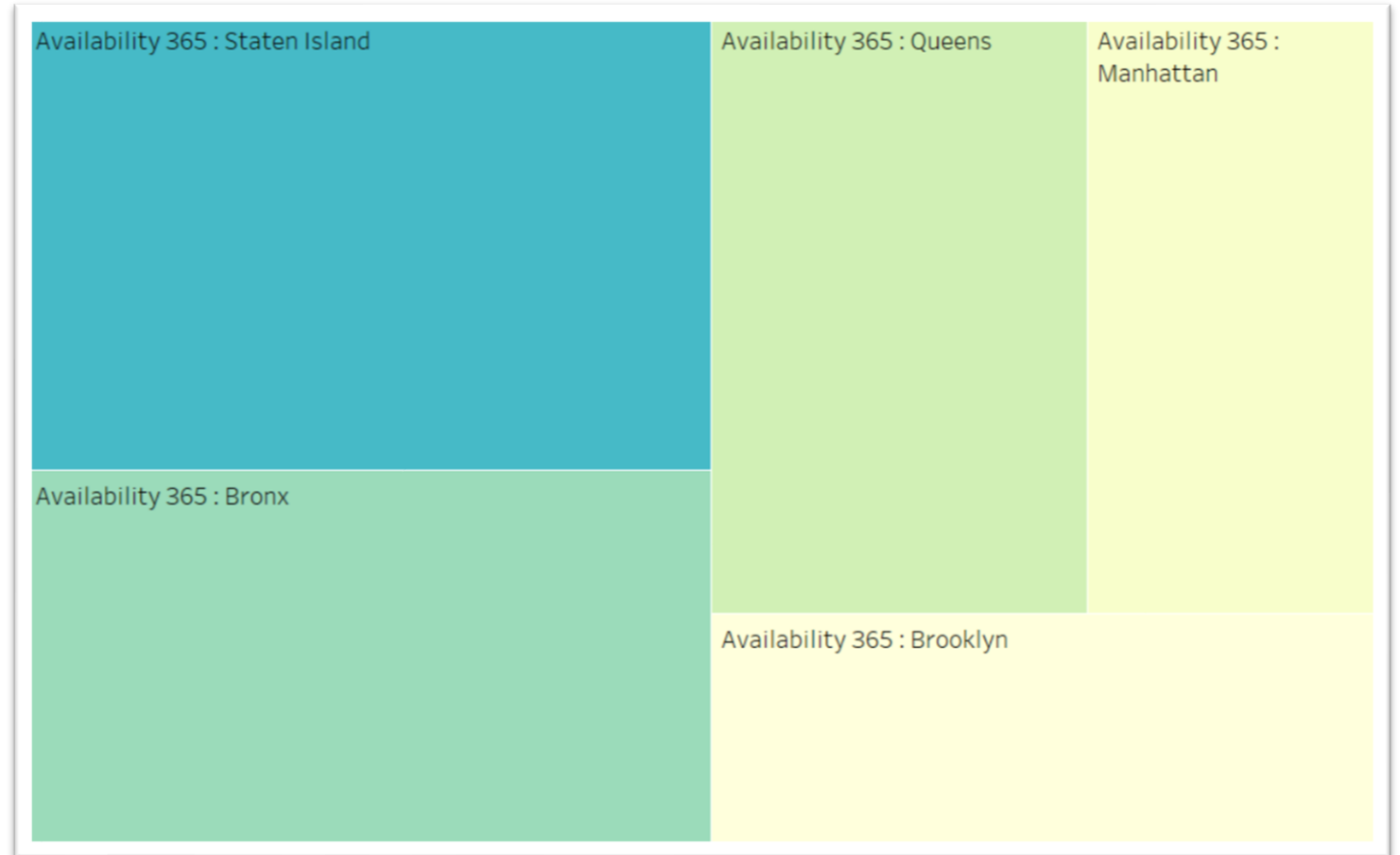
- Most of the prime locations falls under Manhattan. People can consider these locations in NYC.
- Brooklyn is yet another good option when it comes to prime location.
- Staten Island and Bronx have least prime locations. Customers should re-think for these locations if they want to opt for prime ones.



Preferred Neighbourhood group on basis of Availability 365

- On basis of Availability, Staten Island has the highest available days followed by Bronx.
- Brooklyn is difficult to book followed by Manhattan in terms of Availability.
- Queens is manageable when it comes to availability.

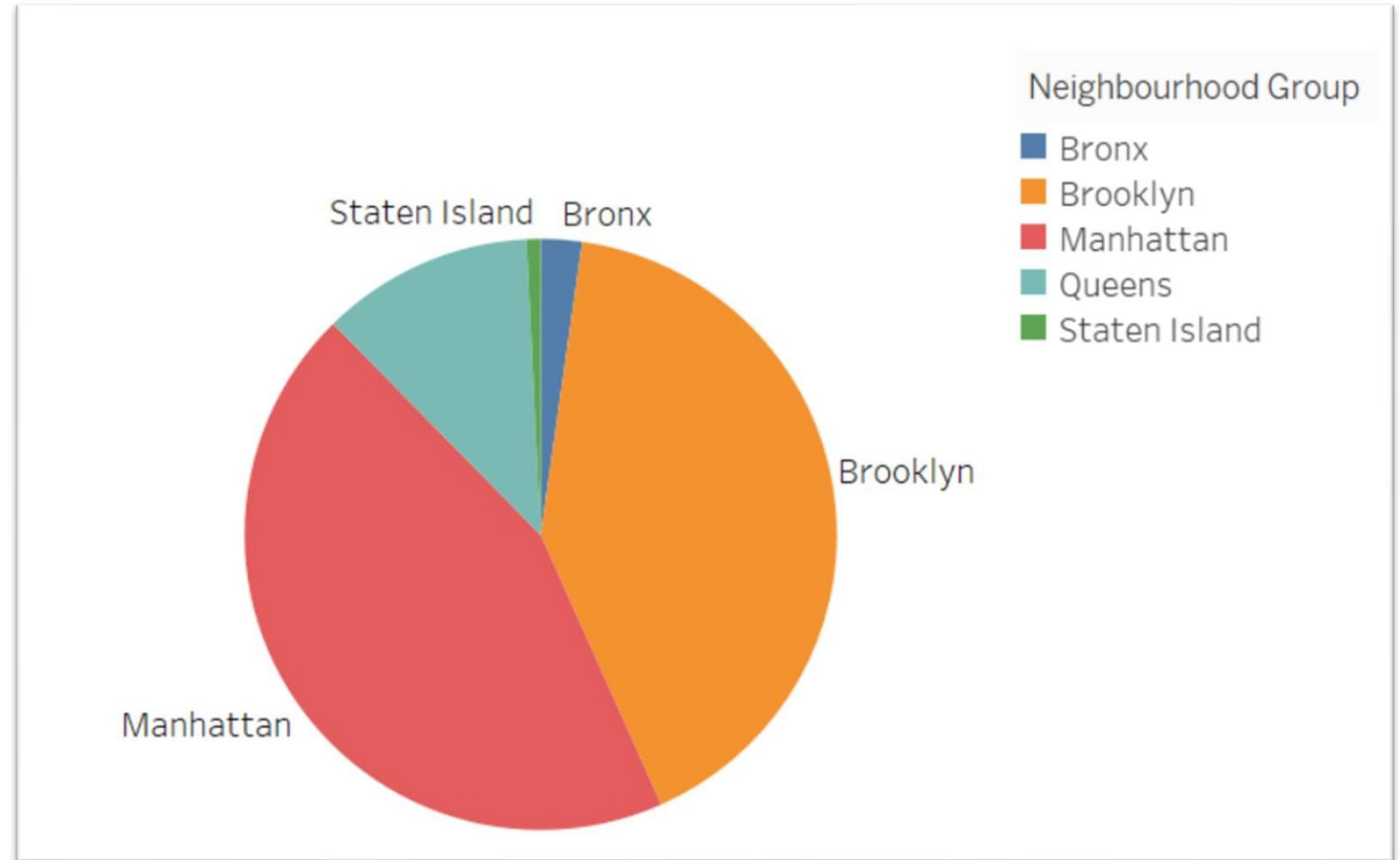
People can keep above scenarios in mind before making any booking.



Property in each Neighbourhood Group

Manhattan and Brooklyn, though difficult to book in terms of availability still have maximum number of properties followed by Queens, Bronx and Staten Island respectively.

People should focus more on Manhattan and Brooklyn as they have majority of prime locations and people show more interest in these area.



Data Methodology

We performed detailed analysis on data using below steps:

- Data cleaning
- Exploratory analysis to identify preferred Host, Room type, Neighbourhood etc.
- Derived insights from data using Tableau tool.