AIRBNB ANALYSIS

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AGENDA

- Objective
- Background
- Analysis
- Appendix : Data sources, data methodology, data assumptions.

Objective

- Project the steps needed to be taken to amplify business

- Analyse the dataset of AIRBNB consisting the various Ney York listings

- Show the useful insights that can be an optimum knowledge booster.

Background

- AIRBNB sees a major decline in revenue due to covid

- Restrictions are lifted and travelling is back in business

- Need to be prepared and recover the loss

Analysis

Manhattan has highest customer fall

➤ Manhattan has highest foot fall approximately.

➤ We can see it has been reviewed a total of 21k times, also in Manhattan the entire home/ apartment has been reviewed the most meaning that it is the most demanding type of property.

➤ However looking at the sum of reviews, shows Brooklyn on top possibly meaning it has better amenities overall. Also in Brooklyn private home is the most demanding.
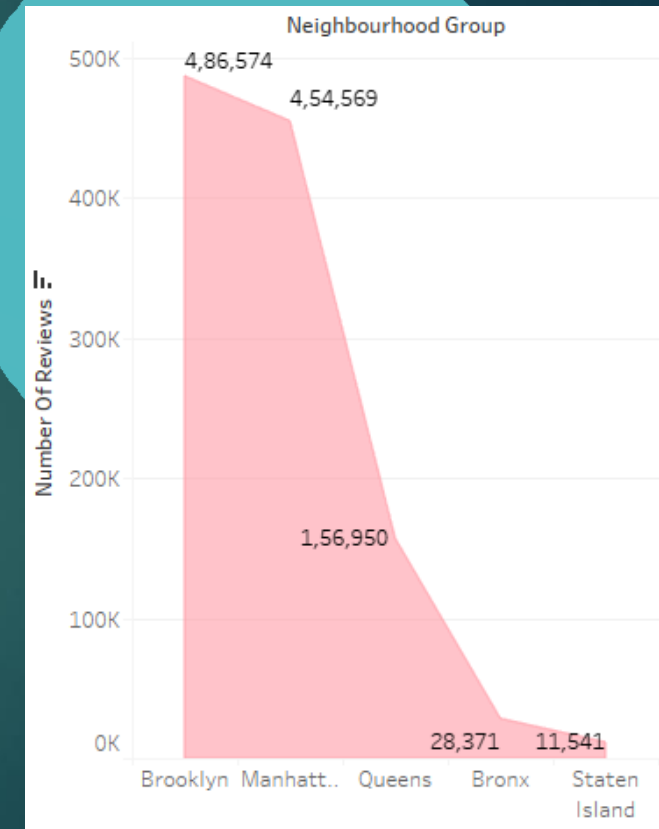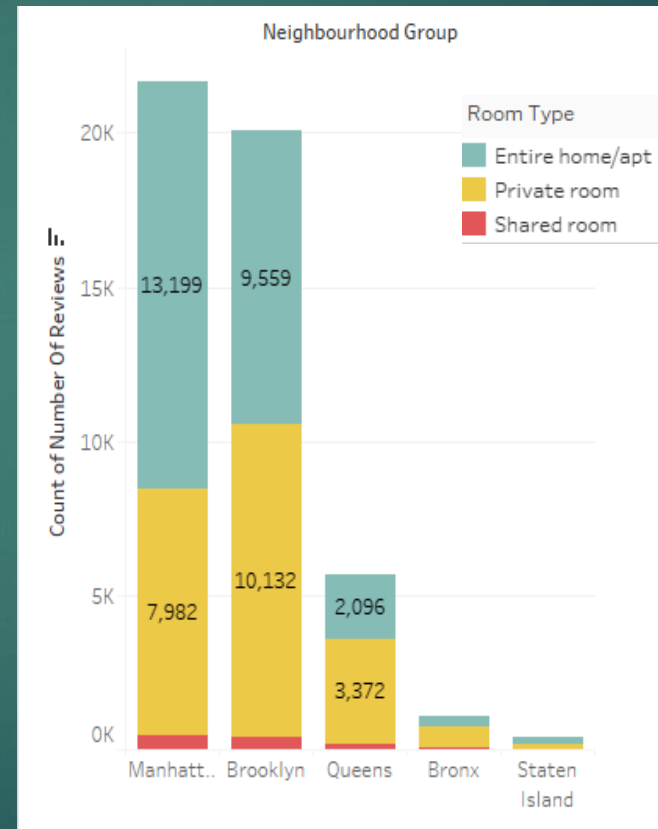
Entire home is mostly preferred

➢ Entire home has the highest share meaning that is preferred most by the people. i.e. 60%

➢ Private room trails with a margin of 14%. i.e. 46% people prefer private room.

➢ We can also see the average price of each room type and although entire home has highest share it has a higher average price could possibly be due to high demand.
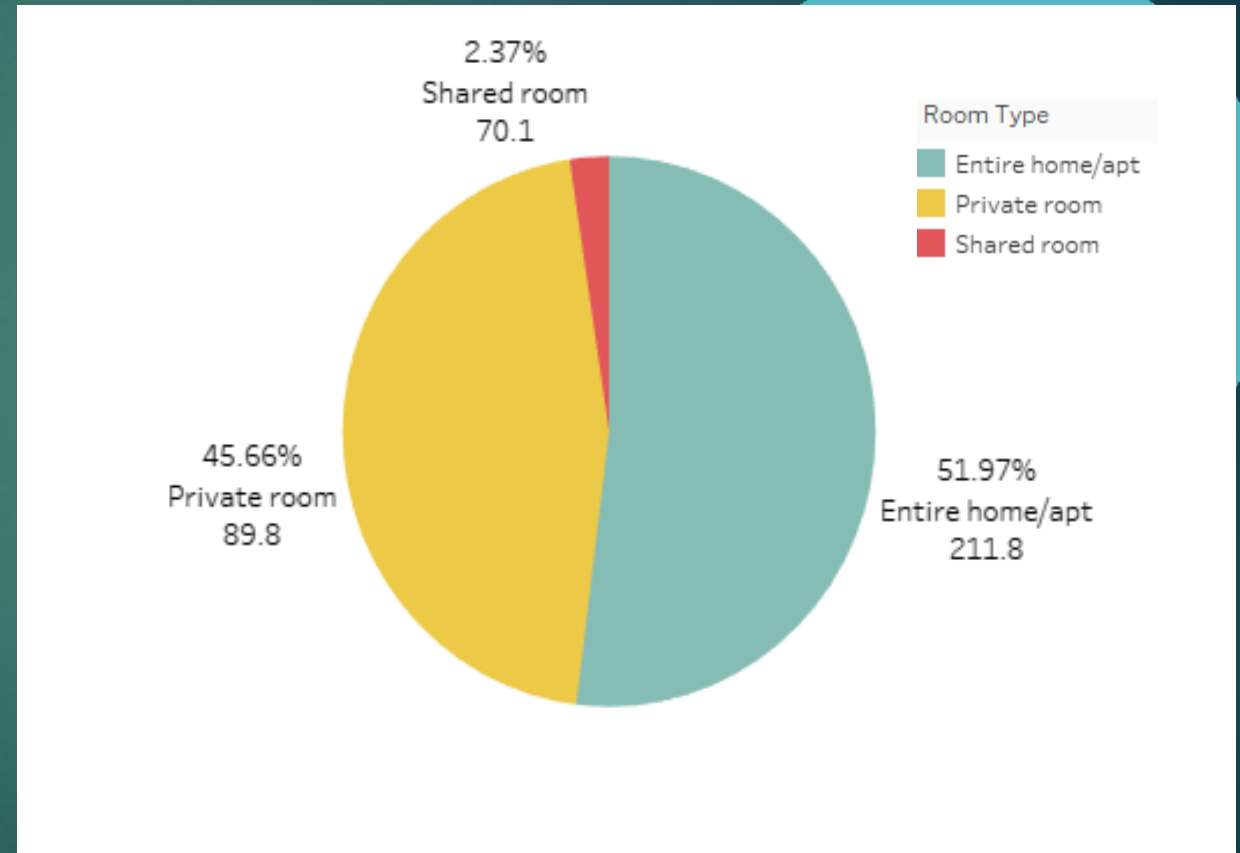
Manhattan has the most expensive properties

Manhattan 196.9 21,661		Queens 99.5 5,666
Brooklyn 124.4 20,104		
	Bronx 87.5 1,091	
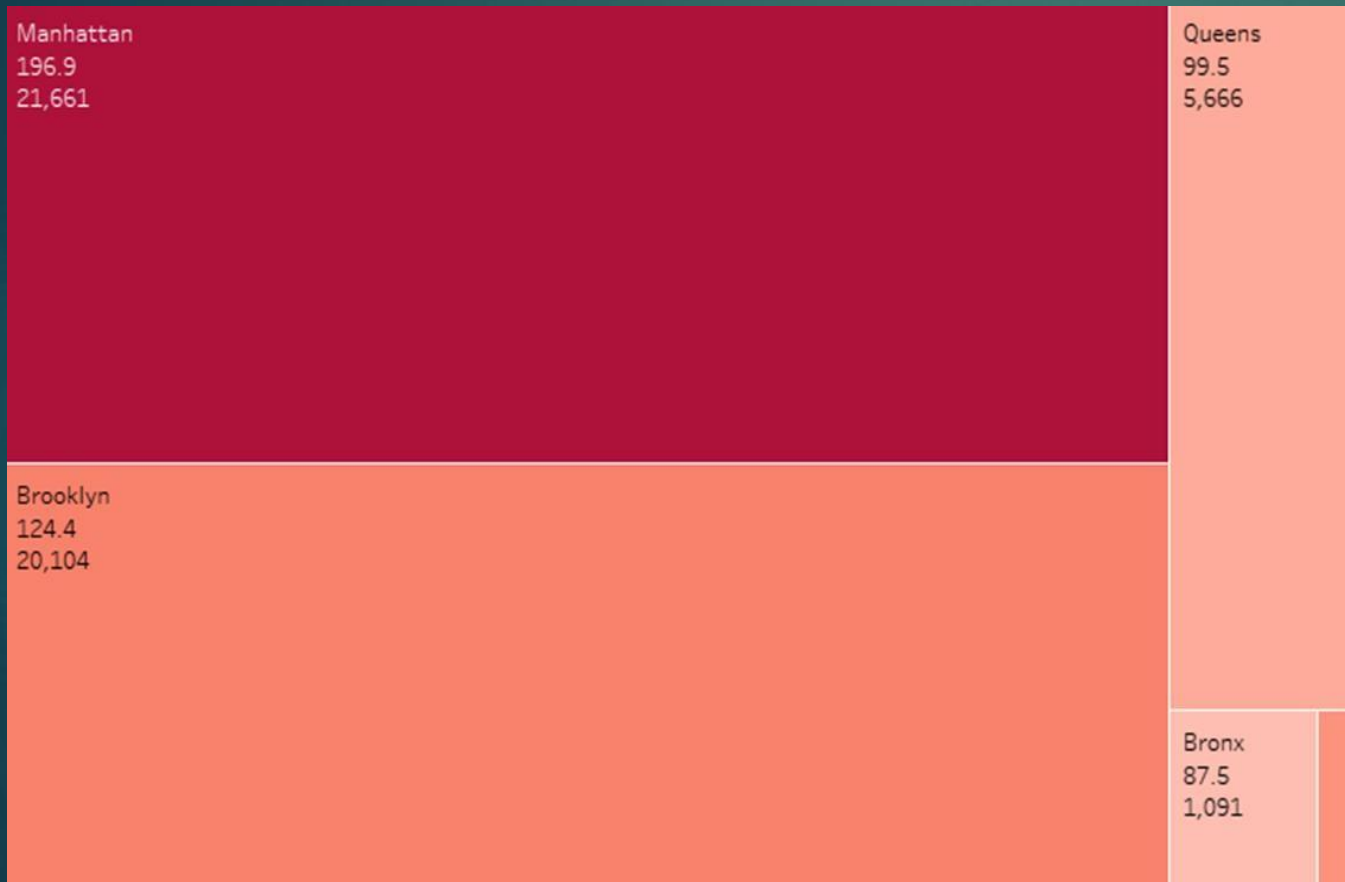
- Manhattan has the highest average price of $197 .

- Manhattan also the most go to place despite high price, perhaps the area is good attraction scenic wise.

- Brooklyn the second most preferred with a lesser average price of $124, perhaps a close competitor.

Michael is the preferred host

➢ Michael has been given most reviews(417) possibly meaning he is the best host to choose.

➢ Entire home is the most taken from Michael that is around 251 out 417.

➢ David can also be preferred if Michael seems booked.

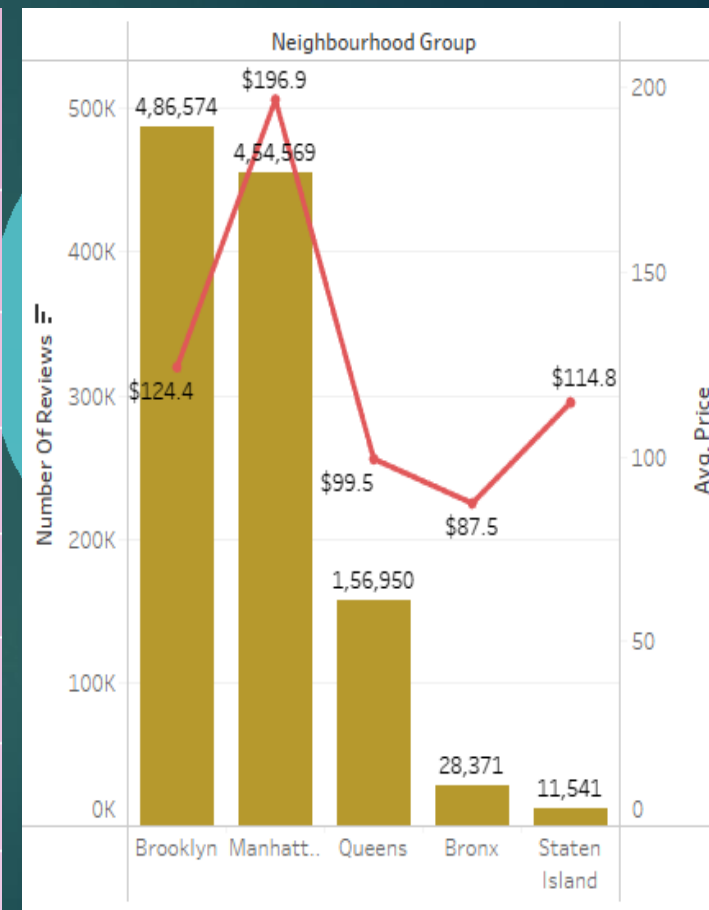| Host Name	total revie..	Room Type		
		Entire home/apt	Private room	Shared room
Michael	417	251	152	14
David	403	214	184	5
John	294	135	153	6
Alex	279	175	95	9
Daniel	226	130	95	1
Sarah	227	115	107	5
Maria	204	90	112	2
Jessica	205	102	100	3
Sonder (NYC)	327	319	8	
Blueground	232	232		

Manhattan has the most areas
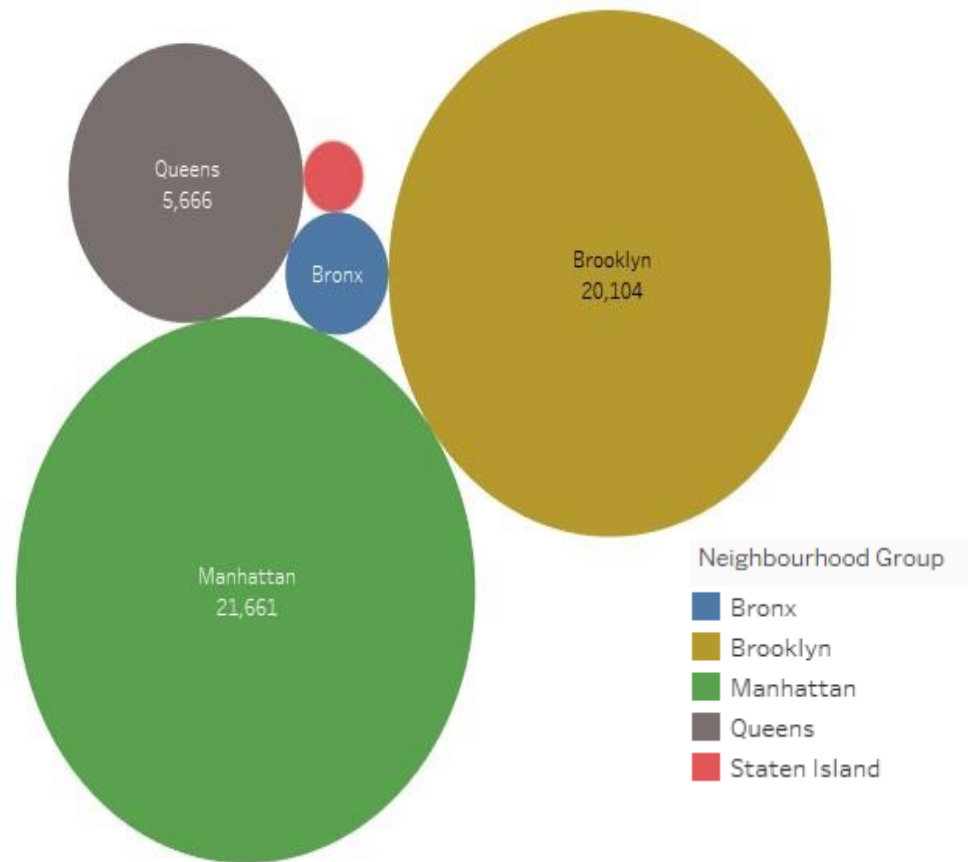
- Manhattan has the most number of areas i.e. 21,661 approximately that provide AIRBNB services.

- Brooklyn not far behind with 20,104 areas.

- Bronx and Staten Island are the ones with the most least areas i.e. 1091 and 373 only.

Fort Wadsworth of Staten Island most expensive

- Fort Wadsworth and Woodrow are the most expensive areas of all the areas in the neighbourhood group, i.e. $800 and $700.

- Tribeca and Sea Gate are the most expensive areas of Manhattan and Brooklyn. i.e. $491 and $488.

- Inwood and Borough Park are the cheapest areas in Manhattan and Brooklyn. i.e. $89 and $63.

properties in Staten Island priced very high

☐ Staten Island is unpopular and the areas are also priced very high. i.e. $800 .

☐ The average price of Staten Island is also high compare to the amenities it provides.

☐ Queens price lower although it provides better amenities compare to other unpopular properties.

Appendix

Data sources

- We have the New York's AIRBNB data.

- The data contains the various listings by the AIRBNB.

- We have related information such as their locations, hosts, prices, and various other attributes.

Data Methodology

- We did basic data cleaning using the tableau data interpreter.

- We excluded the null values where possible.

- We performed analysis on data using various attributes.

Data Assumptions

- We assumed the data provided is accurate.

- We assumed they need analysis of data to improve existing sales and not open any new AIRBNBs.

- We assumed the locations demand based on the number of reviews. i.e. higher the revies more the demand.

Methodology doc link: methodology_document_AIRBNB_upgrad.docx

THE END