



AIRBNB ANALYSIS

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AGENDA

- OBJECTIVE
- BACKGROUND
- INSIGHTS
- 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

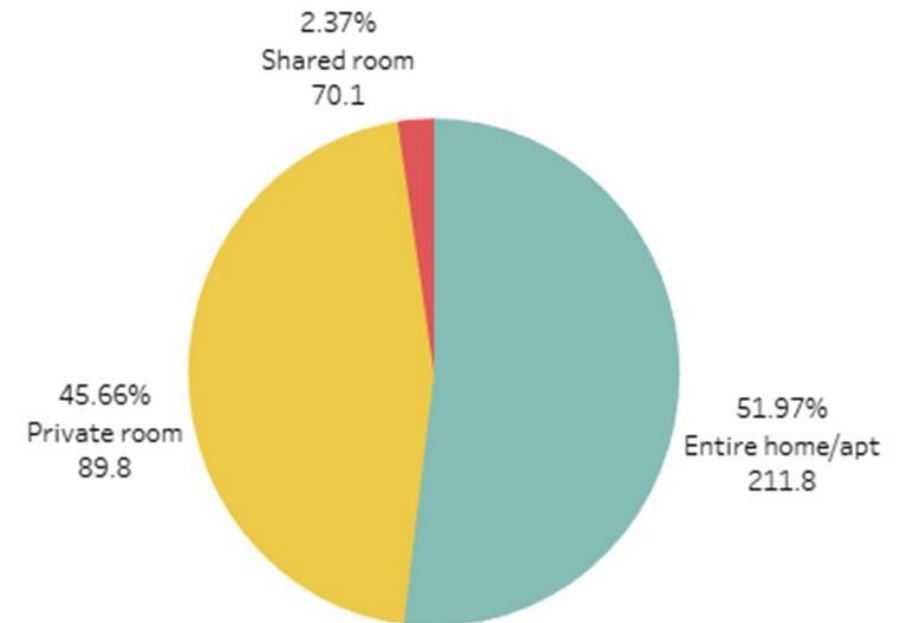
- AIRBNB SEES A MAJOR DECLINE IN REVENUE DUE TO COVID
- RESTRICTIONS ARE LIFTED AND TRAVELLING IS BACK IN BUSINESS
- NEED TO BE PREPARED AND RECOVER THE LOSS



INSIGHTS

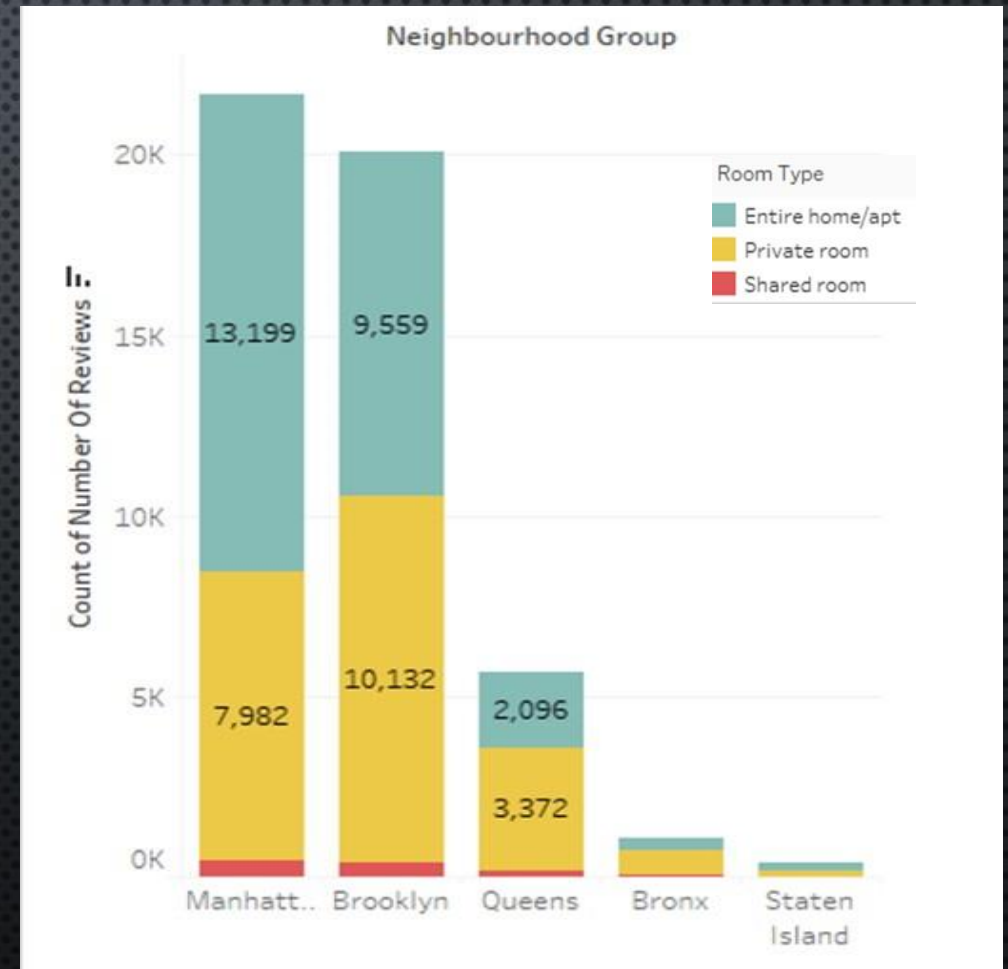
ENTIRE HOME AND PRIVATE ROOM ARE SUGGESTED

- ENTIRE HOME TO BE THE BEST CHOICE TO LOOK FOR WHEN IN NEW YORK.
- PRIVATE ROOM THE NEXT LEAP IF ENTIRE HOME OCCUPIED.
- PRICE WISE PRIVATE ROOM A PREMIUM SAVER. HOWEVER, FOR LUXURY ENTIRE HOME TO BE PREFERRED.

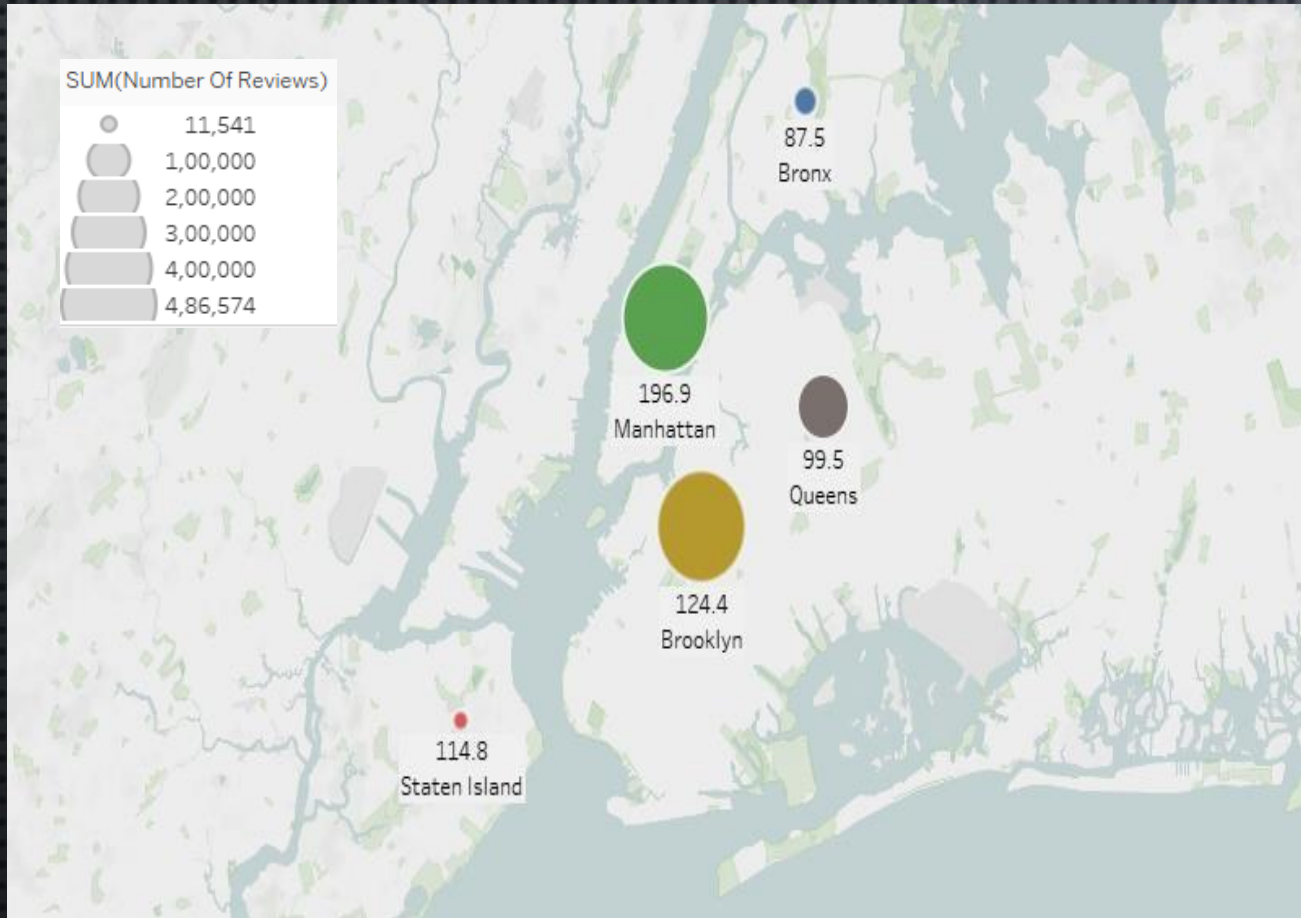


MANHATTAN THE NO.1 LOCATION TO CHOOSE

- MANHATTAN IS THE BEST LOCATION TO CHOOSE AS IT HAS THE MOST REVIEWS HENCE, ATTRACTS THE MOST VISITORS.
- BROOKLYN TO BE CHOSEN AS TRAILER AFTER MANHATTAN.
- ENTIRE HOME AND PRIVATE ROOM TO BE THE BEST CHOICE IN MANHATTAN AND BROOKLYN RESPECTIVELY.



BROOKLYN HAS BETTER AMENITIES



- BROOKLYN PROVIDES BETTER AMENITIES FOR LESSER AVERAGE PRICE .
- MANHATTAN HAS THE HIGHEST AVERAGE PRICE BUT TRAILING AMENITIES TO BROOKLYN.
- STATEN ISLAND HAS THE LEAST AMENITIES YET THE AVERAGE PRICE IS HIGH. HENCE CAN BE THE LAST CHOICE TO GO TO.

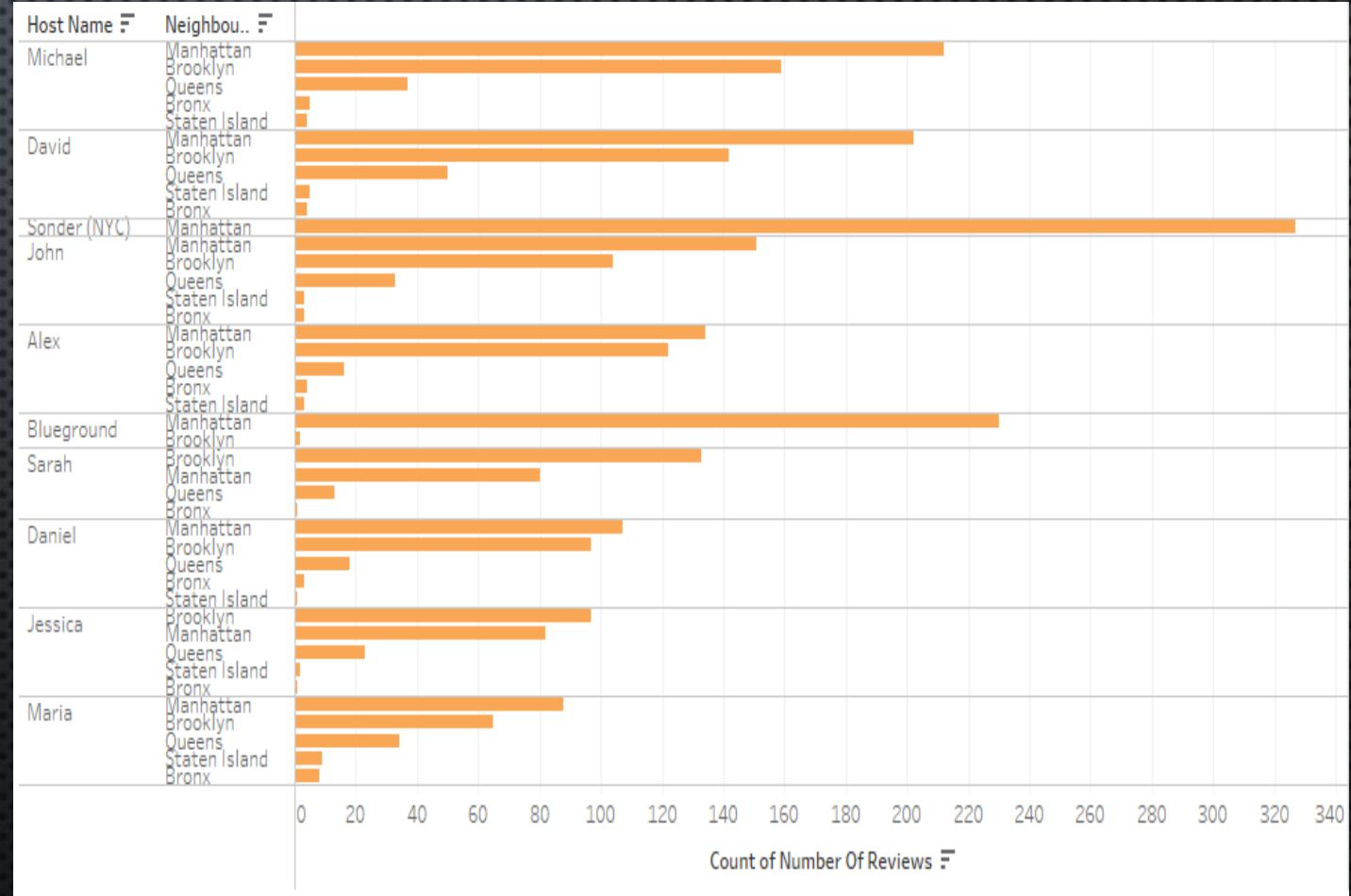
FORT WADSWORTH OF STATEN ISLAND TO BE AVOIDED

- ❑ FORT WADSWORTH TO BE THE LAST CHOICE TO GO AS WE ALREADY KNOW STATEN ISLAND HAS THE LEAST AMENITIES. ALSO, IS THE MOST EXPENSIVE.
- ❑ BOROUGH PARK OF BROOKLYN CAN BE A PREFERRED LOCATION TO GO AS WE KNOW BROOKLYN HAS MOST AMENITIES. ALSO, THE SAID LOCATION IS THE CHEAPEST IN BROOKLYN.
- ❑ INWOOD IN MANHATTAN THE OPTIMUM LOCATION AS WE KNOW MANHATTAN HAS THE BEST SCENIC EFFECT HENCE THE HIGHEST FOOT FALL.

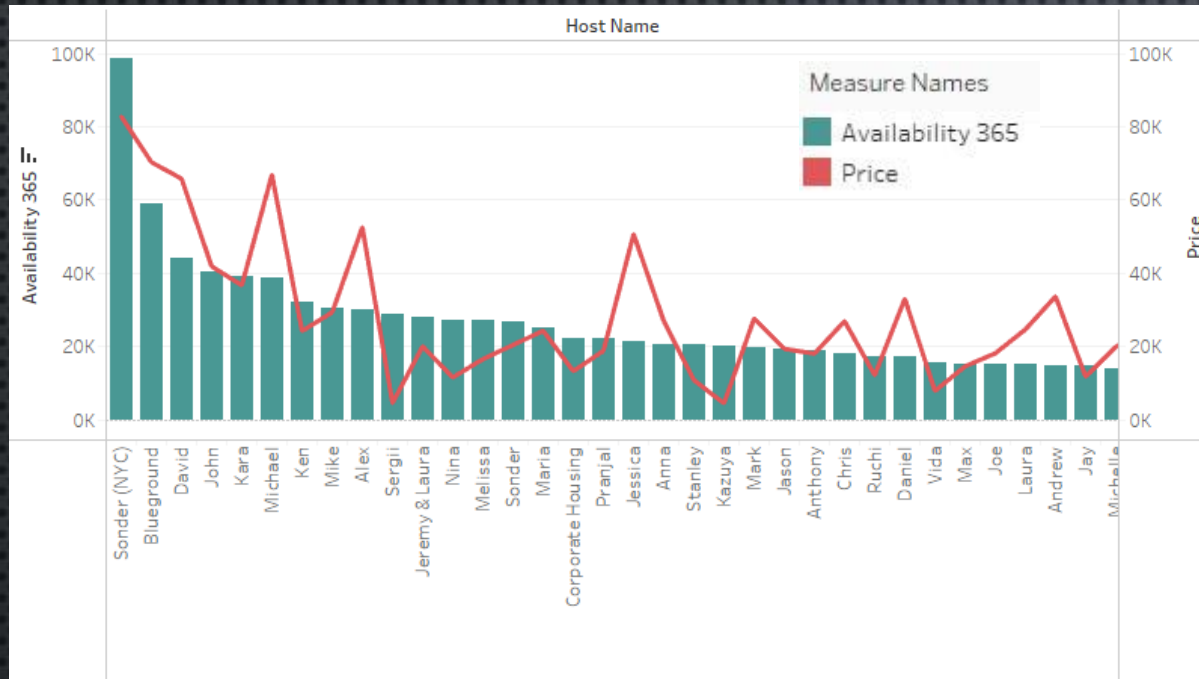


MICHAEL IS THE GO TO HOST FOR BEST EXPERIENCE

- MICHAEL OF ALL THE HOST HAS THE MOST FOOT FALL HENCE SHOULD BE A GOOD CHOICE TO BE AS FIRST. ALSO, HE HAS HIS ROOTS IN ALL THE POSSIBLE LOCATIONS.
- DAVID THE NEXT GO TO HOST AND MARIA THE LAST CHOICE.
- HOWEVER CHOOSE SONDER IF MANHATTAN IS THE LOCATION AS HE IS THE MOST DEMANDING IN THAT LOCATION.



PRICE DOES NOT DEPEND ON AVAILABILITY OF EACH HOST



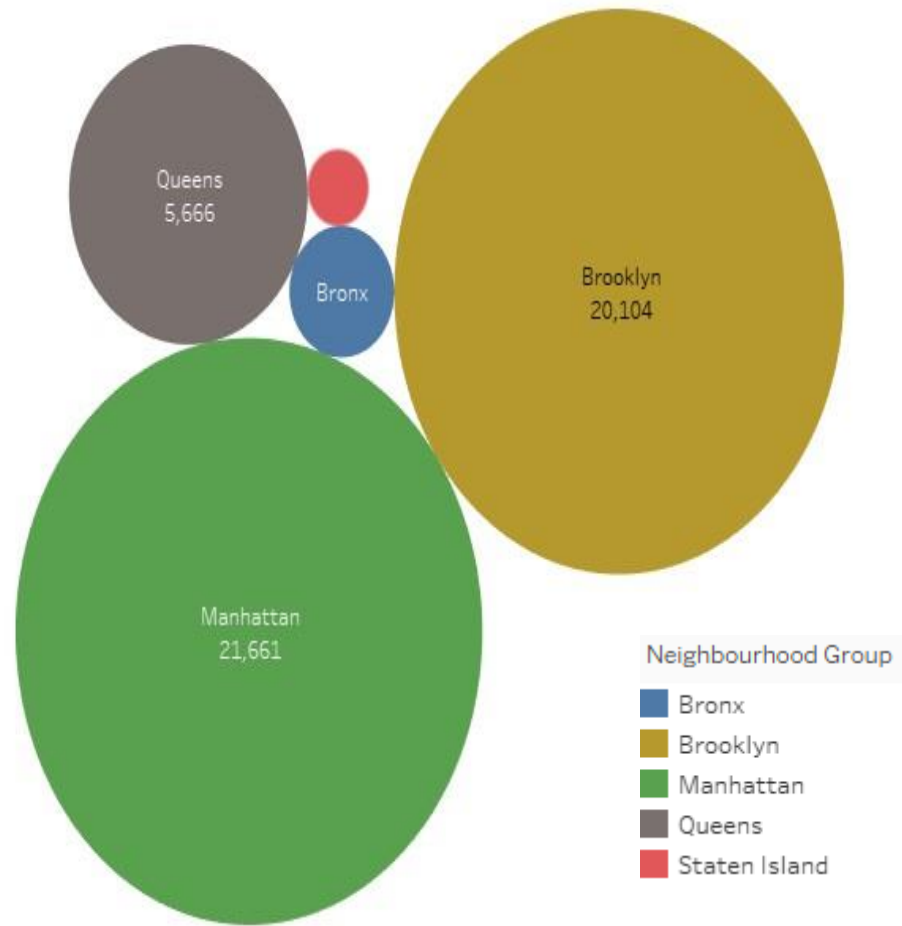
- Price does not depend on availability of the host as clearly seen from the graph above.
- Sonder has the highest availability and his price is the highest.
- We can see Jessica has pretty low availability however the price is high so this is an indicator that availability is not in sync with the price.

PRICE DOES NOT DEPEND ON THE MIN. NIGHTS BOOKING



- Price does not depend on the min nights booking as visible from the above graph.
- We can see each location has its own variation of price w.r.t min nights booking, however 365 nights and 70 nights the cheapest in Manhattan and Brooklyn respectively.
- The following min nights booking to be avoided as they have extreme pricing. i.e. 100 – Queens, 99 – Manhattan, 114 – Brooklyn.

MANHATTAN TO BE PREFERRED DURING HIGH DEMAND

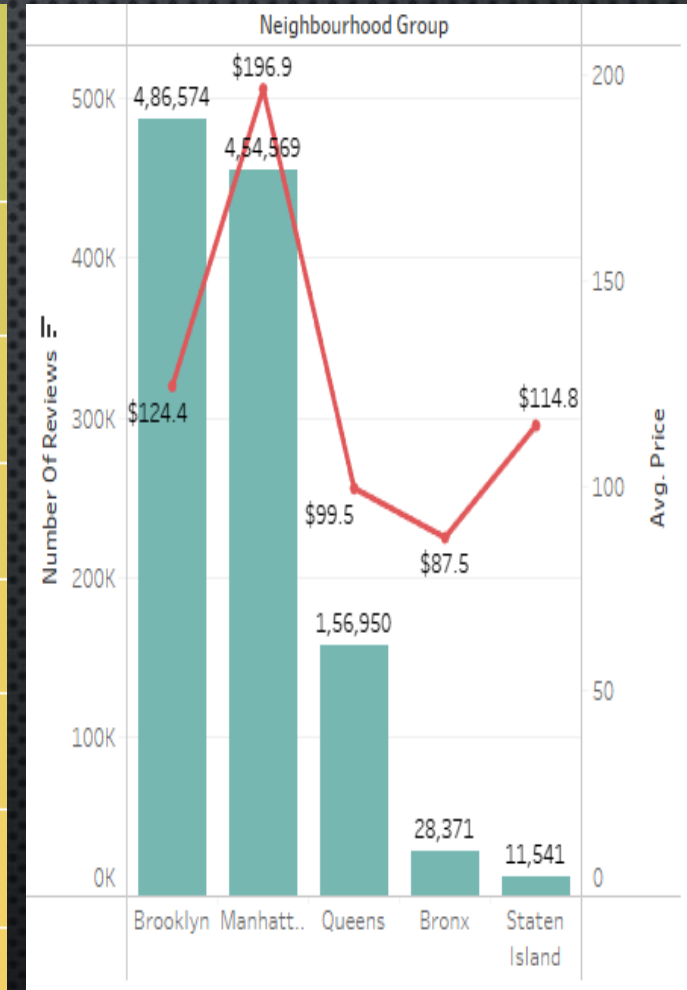
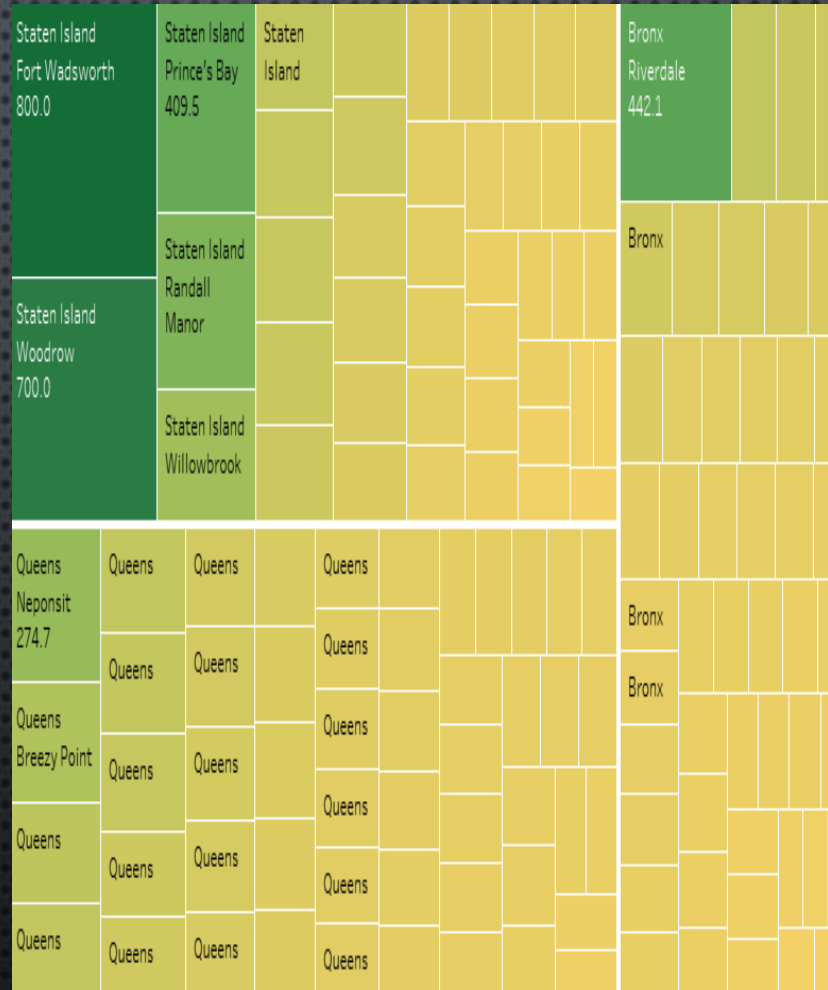


- DURING HIGH DEMAND MANHATTAN CAN BE PREFERRED AS IT HAS THE MOST AIRBNB LINKED AREAS.
- BROOKLYN ALSO A VERY OPTIMUM CHOICE AS IT ALSO HAS MANY AIRBNB LINKED AREAS AFTER MANHATTAN. I.E. NEGLIGIBLE DIFFERENCE.
- STATEN ISLAND TO BE THE LAST CHOICE AS IT HAS THE LEAST AIRBNB LINKED AREAS.

PROPERTIES IN STATEN ISLAND

SHOULD REDUCE PRICE

- AREAS IN STATEN ISLAND ARE HIGHLY OVER PRICED FOR THE EXPERIENCE IT PROVIDES HENCE UNPOPULAR AMONG TOURISTS. HENCE, REDUCING THE PRICE SHOULD BE LOOKED INTO POSITIVELY.
- WE CAN SEE STATEN ISLAND, BRONX AND QUEENS HAVE SUCH LOW REVIEWS MEANING THESE LOCATIONS NEED TO IMPROVE THEIR AMENITIES TO ATTRACT MORE TOURISTS.
- SOME SPECIAL OFFERS, DISCOUNTS AND INCENTIVES SHOULD BE IMPLIED TO GAIN POPULARITY.



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 reviews more the demand.

Methodology doc link: [methodology document AIRBNB upgrad.docx](#)



THE END