

Insights From Airbnb Data Analysis



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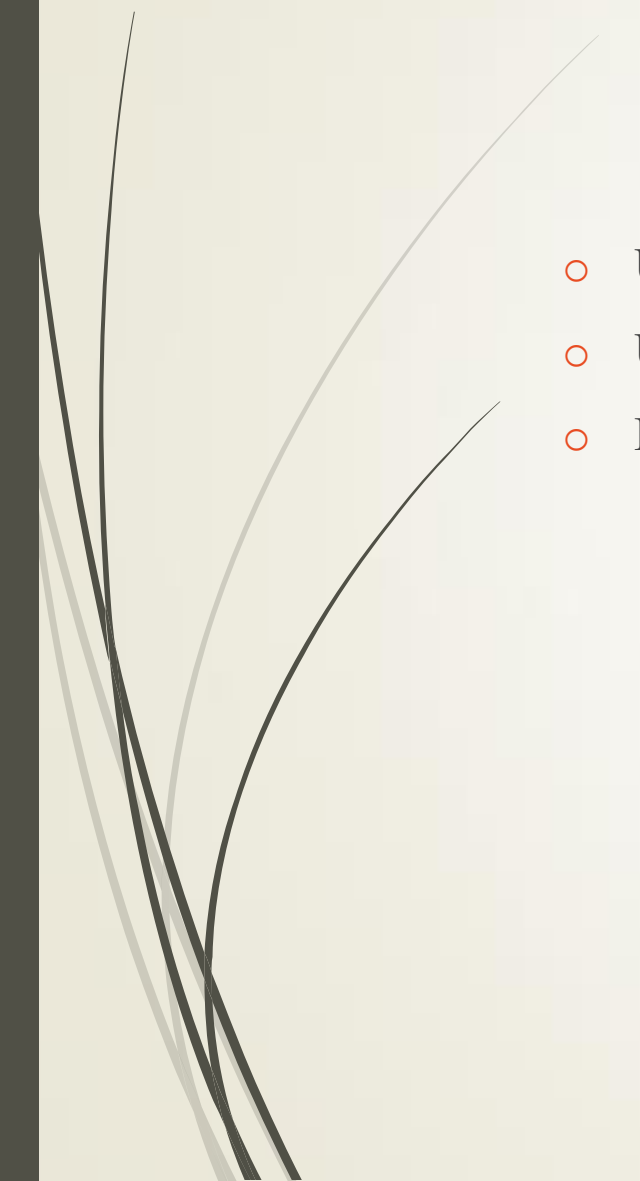


AGENDA

- **Objective**
 - **Background**
 - **Key Findings**
 - **Appendix :**
 - **Data Methodology**
 - **Data Assumptions**
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OBJECTIVE

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- Understand key Insights from Airbnb NYC dataset analysis.
 - Understand the customer preferences and user experience trends.
 - Influence strategies to revive the business once restrictions are removed.




BACKGROUND

- ❑ In the Covid-19 pandemic period , the Airbnb business suffered a lot due to travel restrictions.
 - ❑ Airbnb suffered a major decline in revenue.
 - ❑ With restrictions being lifted , the business should be ready for the change and revive.
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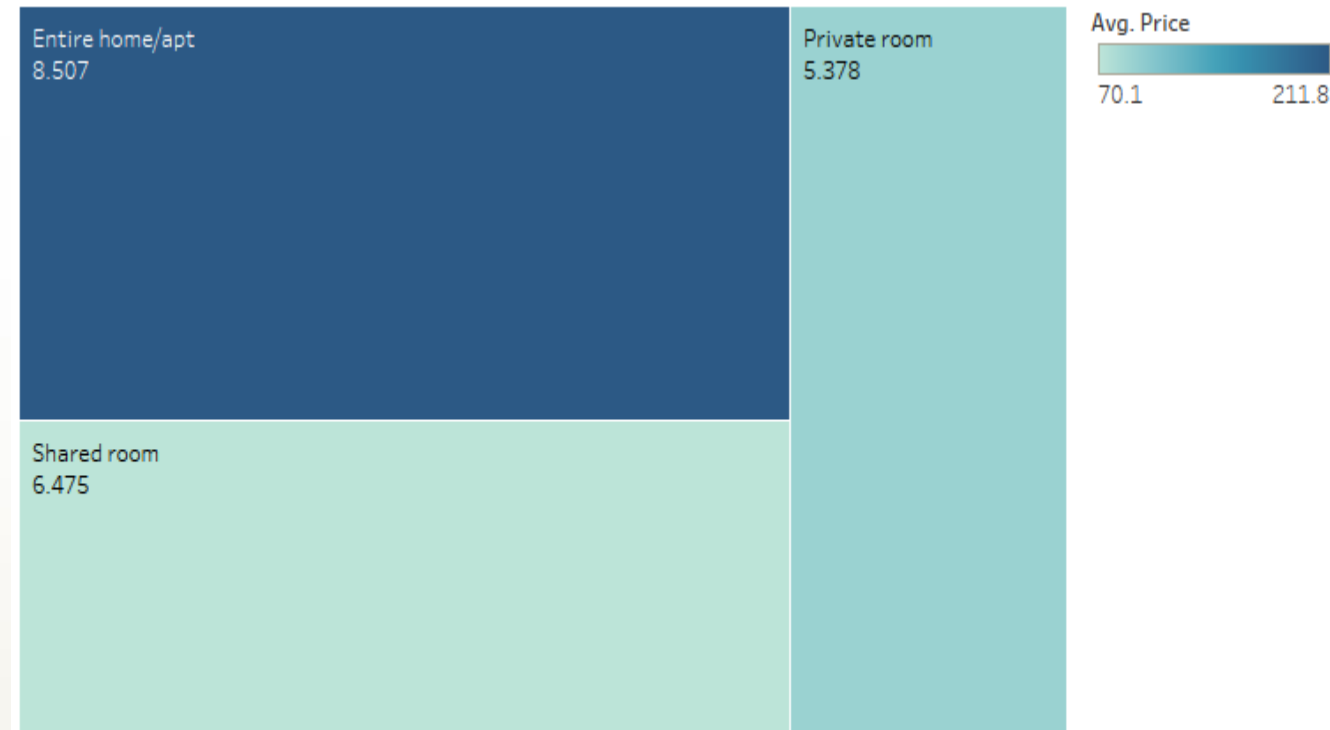
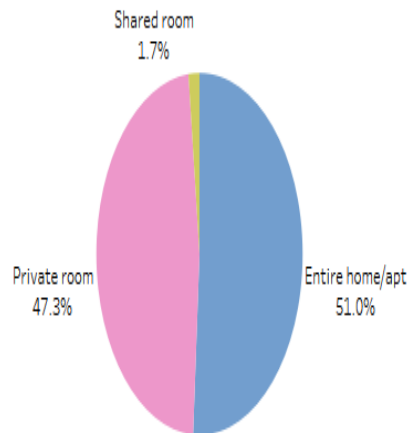


Objective of Analysis of Airbnb NYC Dataset

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- The data was analysed to understand customer behaviour and key insights from Pre-Pandemic period.
 - Customer preferences and Listings of Different hosts in Airbnb was analysed.
 - The insights generated would influence the next steps for the Airbnb business once the restrictions are lifted.

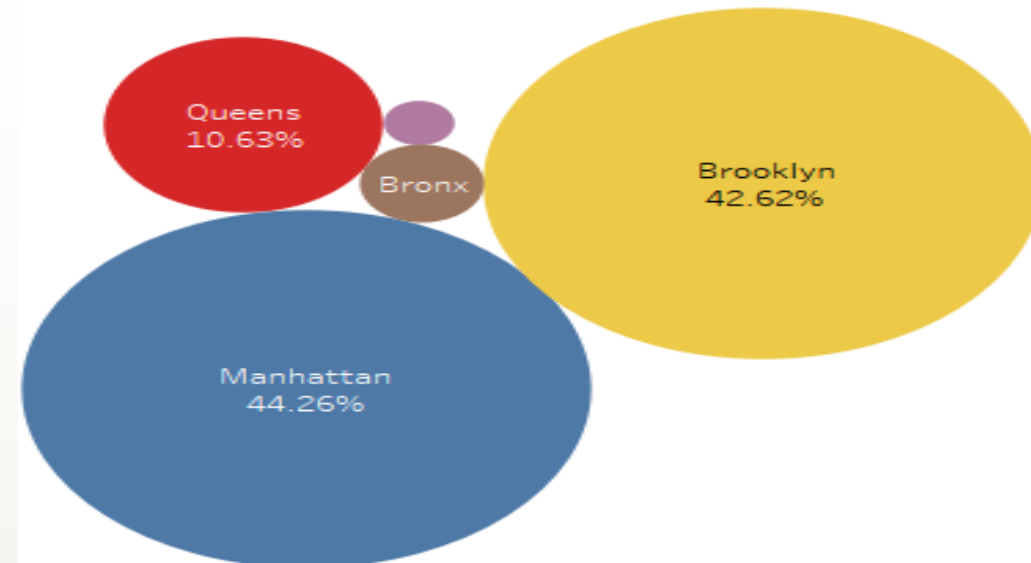
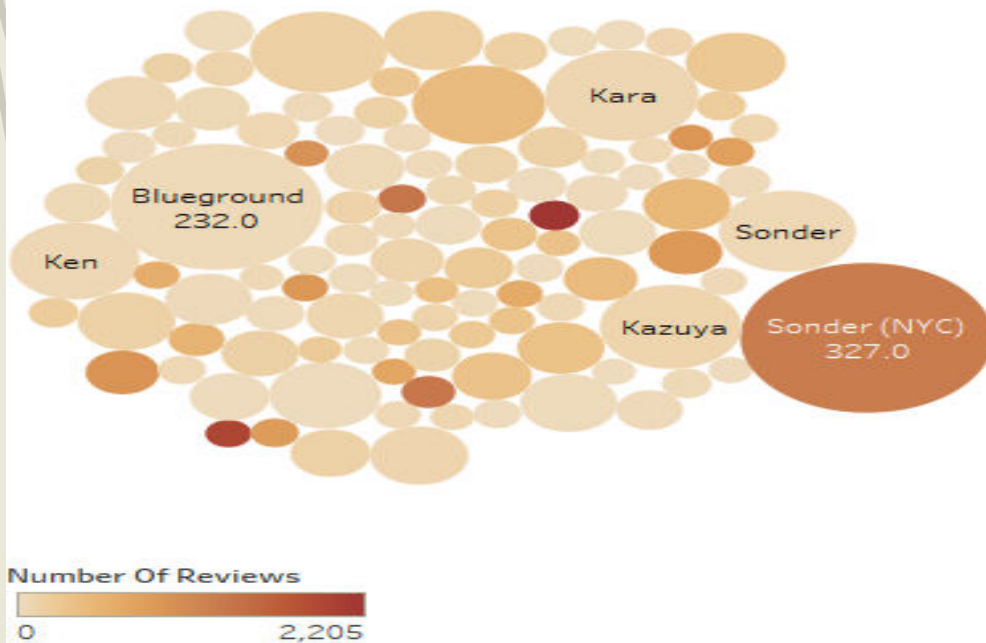
Customer Preferences of the Three Room Types

- ❑ Customers preferred **Entire home/apt** and **private rooms** over shared rooms listed in the Airbnb NYC.
- ❑ 51% of the customers reviewed Entire Home/apt and 47% of customers reviewed Private room , thus making **98% of the total room types**.
- ❑ Private rooms has lesser average of Minimum Nights as compared to Shared rooms , thus this can be preferred more by the customers.



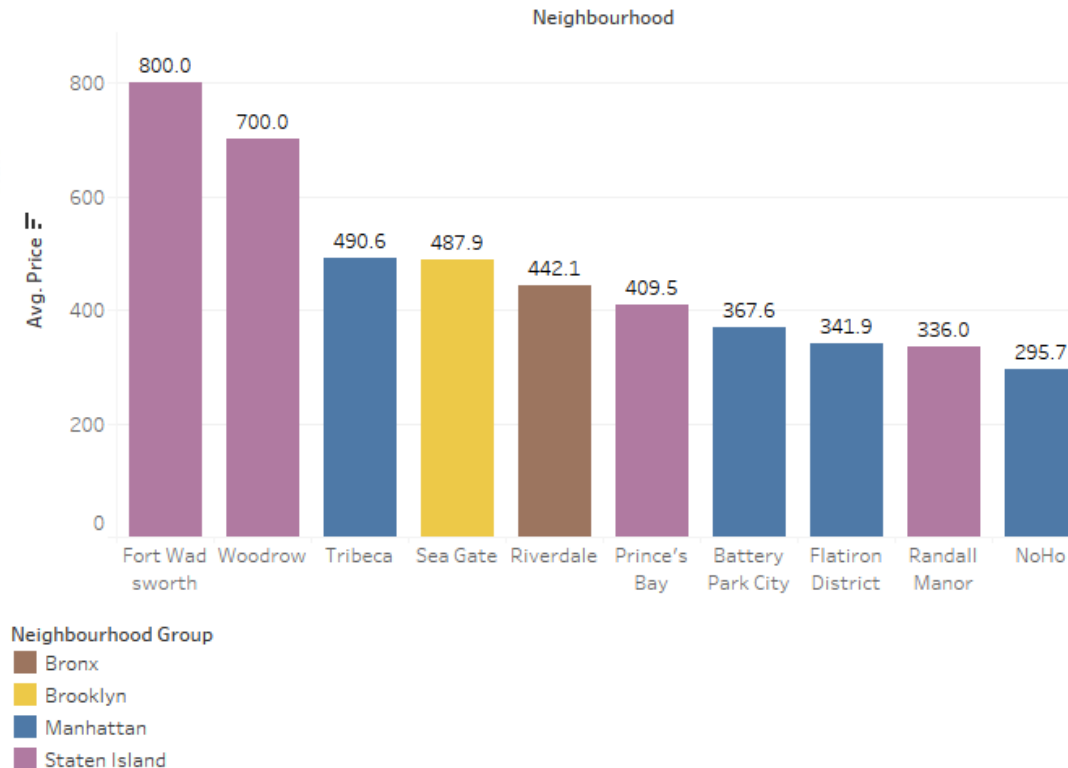
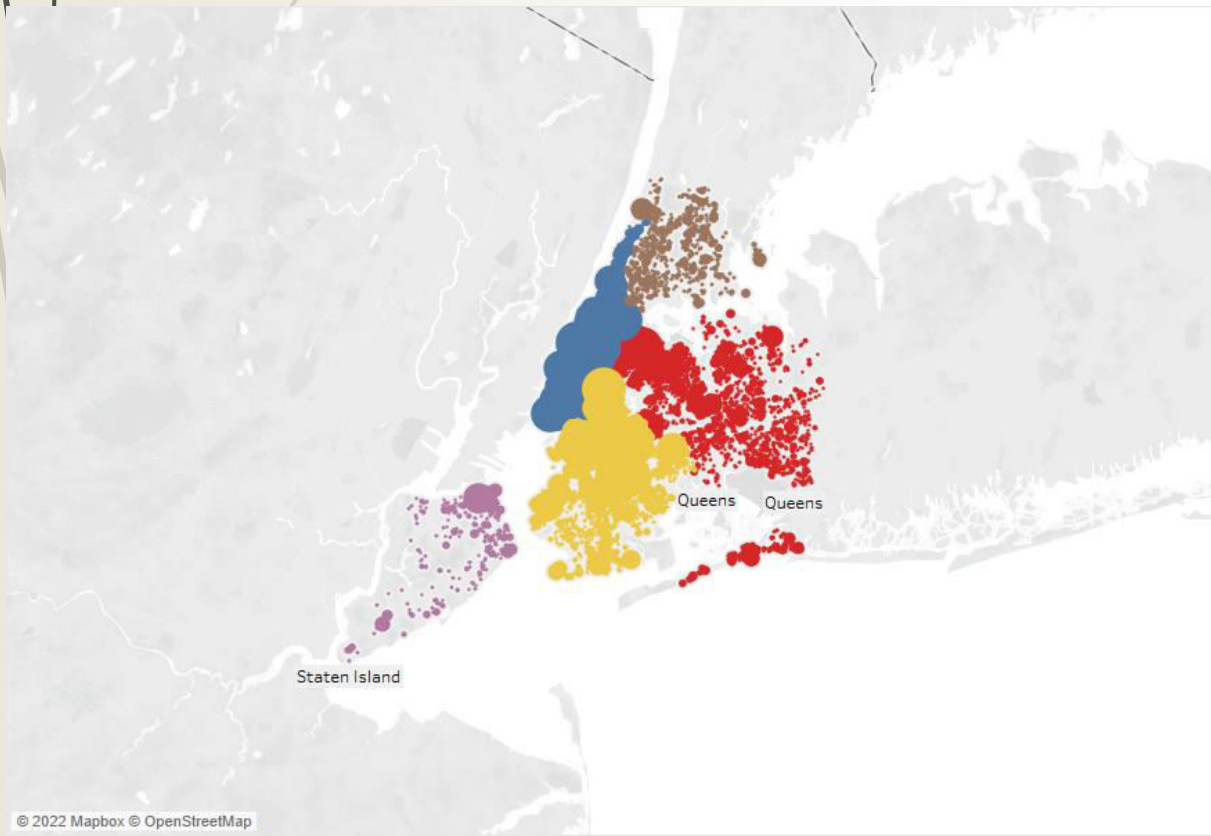
HOST Summary

- ❑ It is interesting to note that the hosts with most number of listings are not the ones with maximum reviews.
- ❑ **Sonder(NYC)** has average calculated host listings of 327, but the number of reviews is less than a few hosts.
- ❑ Manhattan has **44%** of Hosts followed by Brooklyn at **42%.**



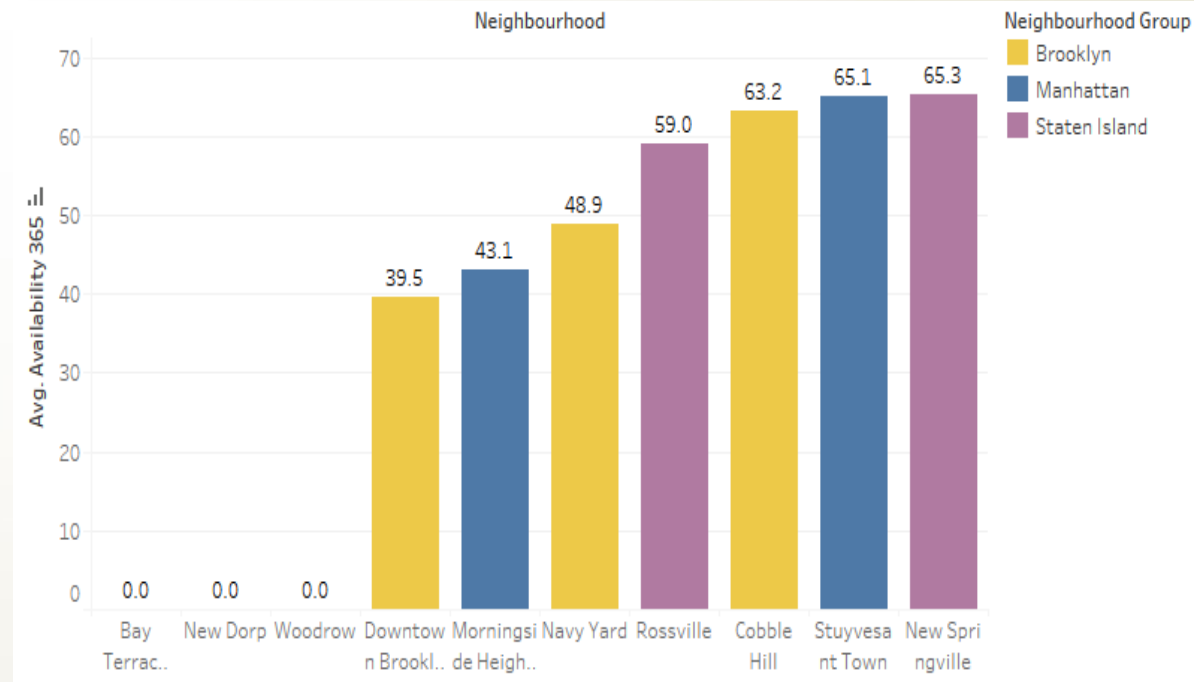
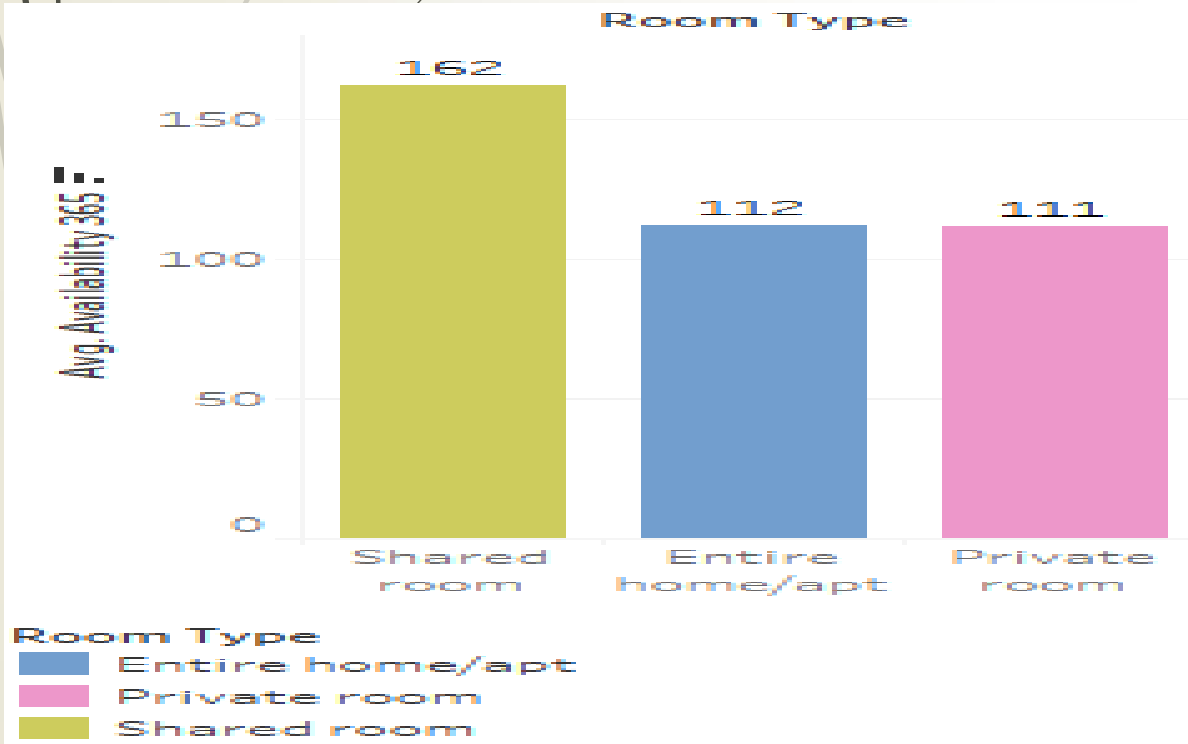
Price and Location Analysis

- ❑ Manhattan is the most expensive location and Bronx is the least expensive location.
- ❑ But the most expensive areas Fort Wadsworth and Woodrow are from Staten Island Location.
- ❑ Bulls' Head(Staten Island) and Hunts Point(Bronx) are least expensive areas .



Availability and Location

- Most of the available Neighbourhood are in Staten Island and Bronx with Fort Wadsworth(Staten Island) and Co-op City(Bronx) being the two most available Neighbourhoods.
- Bay Terrace ,New Drop and Woodrow Neighbourhoods from Staten Island have Zero availability which is surprising.
- Also shared rooms are most available since they are least preferred by the customers.



CONCLUSION

- ❑ We obtained price and Neighbourhood relationship i.e. Manhattan is the most expensive Airbnb location while Bronx was least expensive.
- ❑ Another analysis was conducted on the room type. . The results show that the entire home/apt and private room are more preferable than shared rooms.
- ❑ Host with most listings were not the one with maximum number of reviews.



APPENDIX – DATA METHODOLOGY

- ❖ We Conducted through Exploratory Analysis of the Airbnb dataset in Tableau. The CSV file when uploaded to Tableau contained 49k records approximately.
- ❖ There are Missing values in reviews column, but nothing major to affect the analysis.
- ❖ Customer Preferences and user experience was analysed based on :
 - Number of reviews
 - Price
 - Area Preferences
 - Listing Preferences



APPENDIX –DATA ASSUMPTIONS

- ☐ We assumed that prior to the restrictions the company was achieving desired revenue.
 - ☐ The next steps for reviving the business is based on the assumptions that travel would increase once restrictions are lifted.
 - ☐ The dataset is assumed to be free of outliers.
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