



AIRBNB Business Analysis post Covid-19 era Presentation - 2

AGENDA

- **Objective**
- **Background**
- **Key Findings**
- **Recommendations**
- **Appendix**
 - **Data Sources**
 - **Data Assumptions**
 - **Data Methodology** (*separate document*)

OBJECTIVE

- To improve strategies for revival of business post Covid-19 lockdown.
- Understanding the trends in customer preferences and user experience for New York City business.
- To Provide recommendations for new acquisitions and enhancing customer experience.

BACKGROUND

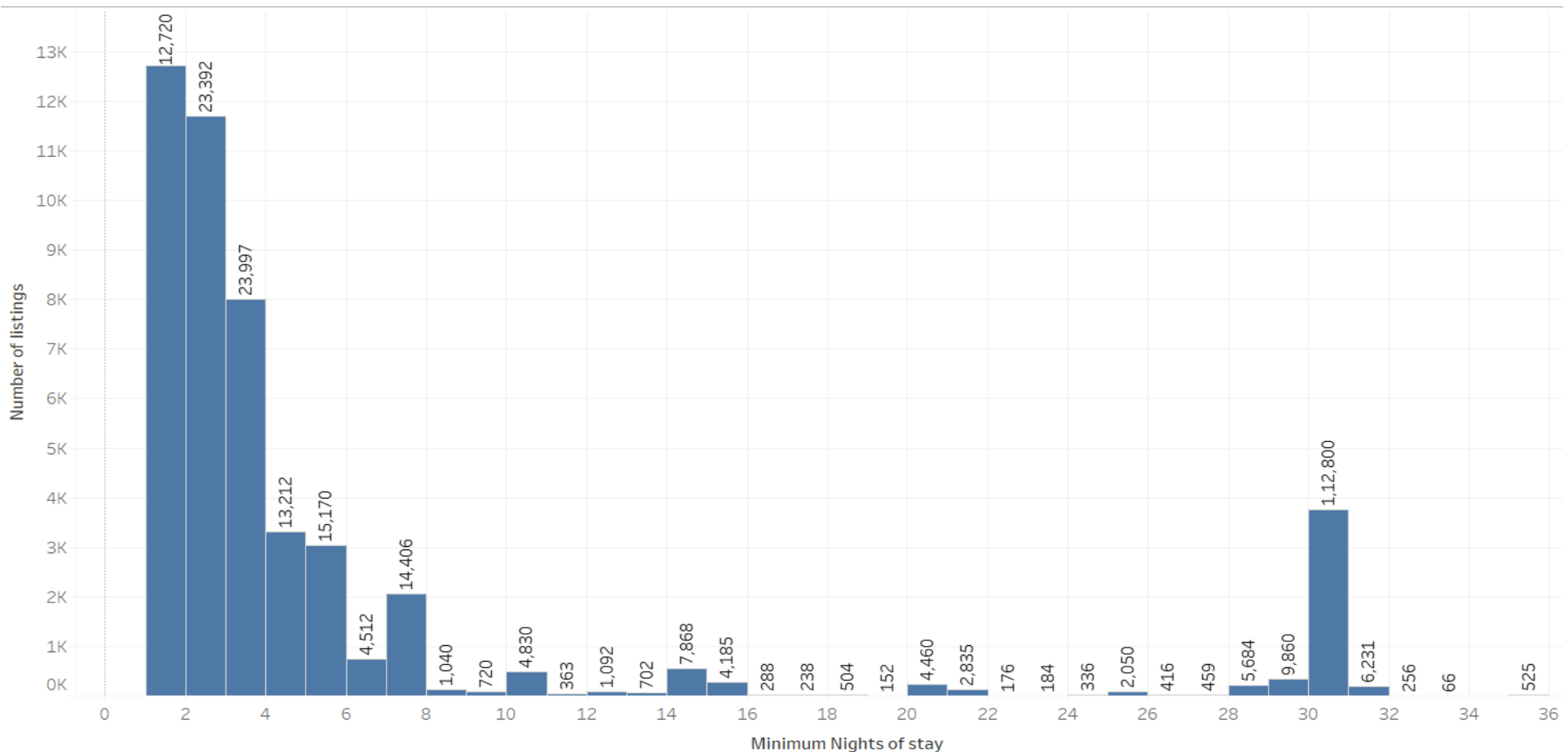
- The Covid-19 lockdown impacted Airbnb business due to global travel restrictions.
- The revenue plummeted in New York City in Q2 of 2020.
- Since the lockdown and travel restrictions have been lifted, the business should be revived and boosted to cope up the losses incurred.

Hosts Offering the Minimum Nights of Stay should be Targeted

- It is observed that majority of the bookings in the past are done where the minimum nights of stay is the least.
- The maximum number of listings **went above 12K** for listings offering **0 to 7 nights**.
- Properties with 30 minimum nights of stay should also acquired as they have considerable demand.*

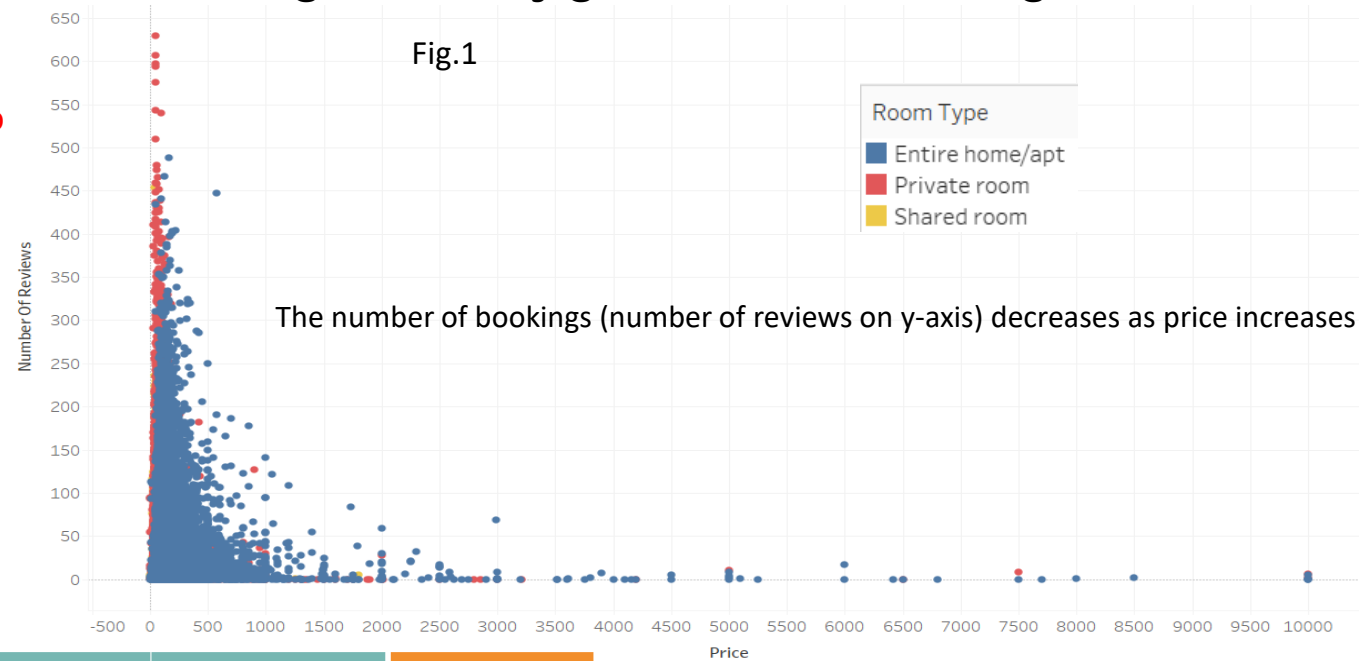
Assumption

- Due to Covid-19, it can be assumed that people will book listings for monthly or 30 minimum nights of stay

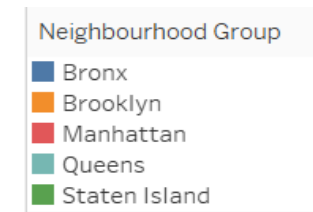


Listings Offering the Minimum Nights of Stay get Maximum Bookings

- **Acquisition of premium properties should not be prioritised** for now due to high price. (Fig.1)
- Bookings reduce as the number of nights of stay increases as the price increases.
- It is observed that properties offering **minimum nights of stay at low prices** have **received the highest bookings in the past**. These are the most reviewed properties and therefore popular. (Fig.2)



| | | | | |
|---|---|--|---|--|
| Property Id:9145202 Reviews:629 Private room Price:47 Minimum Nights:1 | Property Id:8168619 Reviews:543 Private room Price:46 Minimum Nights:1 | Property Id:546383 Reviews:474 Private room Price:55 Minimum Nights:1 | Property Id:10186192 Reviews:459 Private room Price:45 Minimum Nights:1 | Property Id:3474320 Reviews:488 Entire home/apt Price:160 Minimum Nights:1 |
| Property Id:10101135 Reviews:576 Private room Price:47 Minimum Nights:1 | Property Id:16276632 Reviews:510 Private room Price:48 Minimum Nights:1 | Property Id:6157276 Reviews:466 Private room Price:65 Minimum Nights:1 | Property Id:467634 Reviews:454 Shared room Price:39 Minimum Nights:1 | Property Id:166172 Reviews:480 Private room Price:60 Minimum Nights:3 |
| Property Id:903972 Reviews:607 Private room Price:49 Minimum Nights:1 | Property Id:891117 Reviews:594 Private room Price:49 Minimum Nights:1 | Property Id:58059 Reviews:458 Private room Price:60 Minimum Nights:1 | Property Id:506121 Reviews:451 Private room Price:72 Minimum Nights:5 | Property Id:26785 Reviews:467 Entire home/apt Price:120 Minimum Nights:30 |
| Property Id:903947 Reviews:597 Private room Price:49 Minimum Nights:1 | Property Id:834190 Reviews:540 Private room Price:99 Minimum Nights:2 | | | |

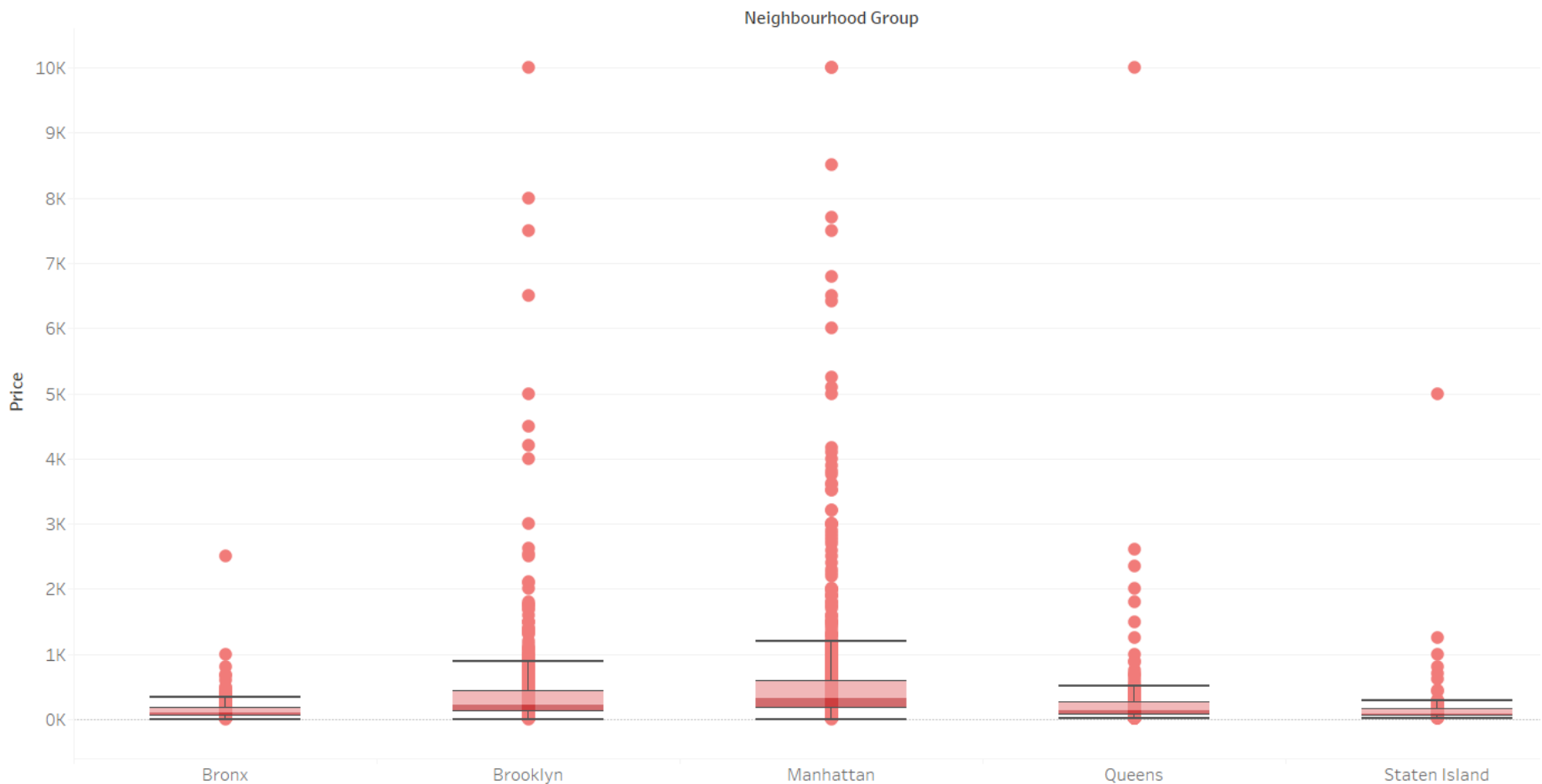


Note: Reviews are the number of bookings (Fig.2)

Fig.2

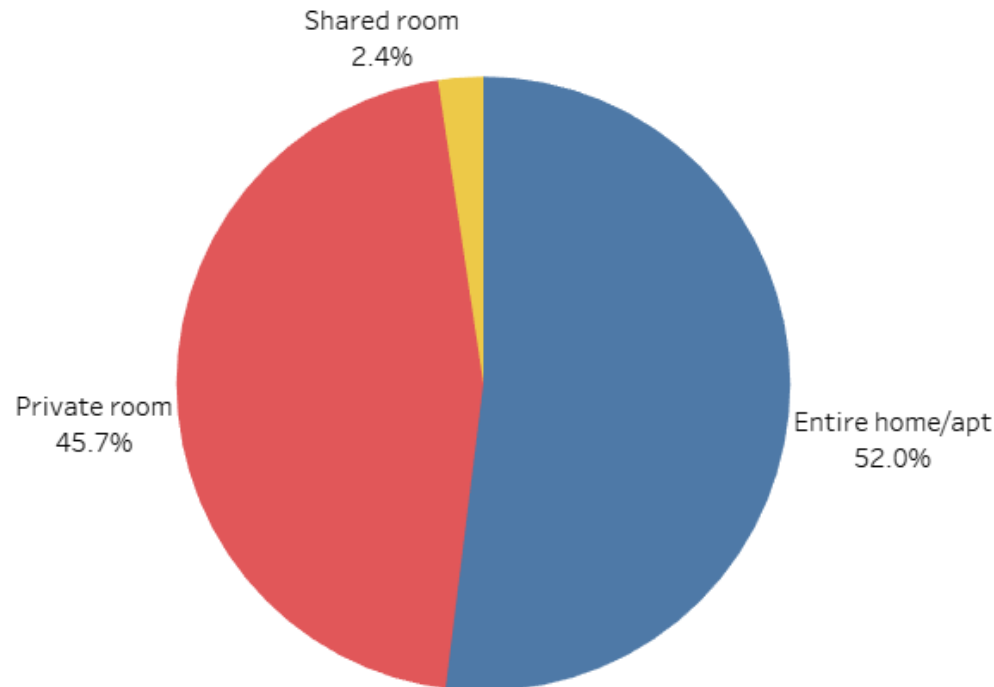
Acquiring Premium Properties in Bronx and Budget properties in Manhattan

- In Bronx, a comparatively economic place when compared to Manhattan, **premium properties should be targeted** as prices are already reasonable.
- Non-premium or budget properties should be targeted in Manhattan as the rates are already expensive. This will attract more customers.
- The prices in Manhattan is highest followed by Brooklyn while Bronx is least expensive.



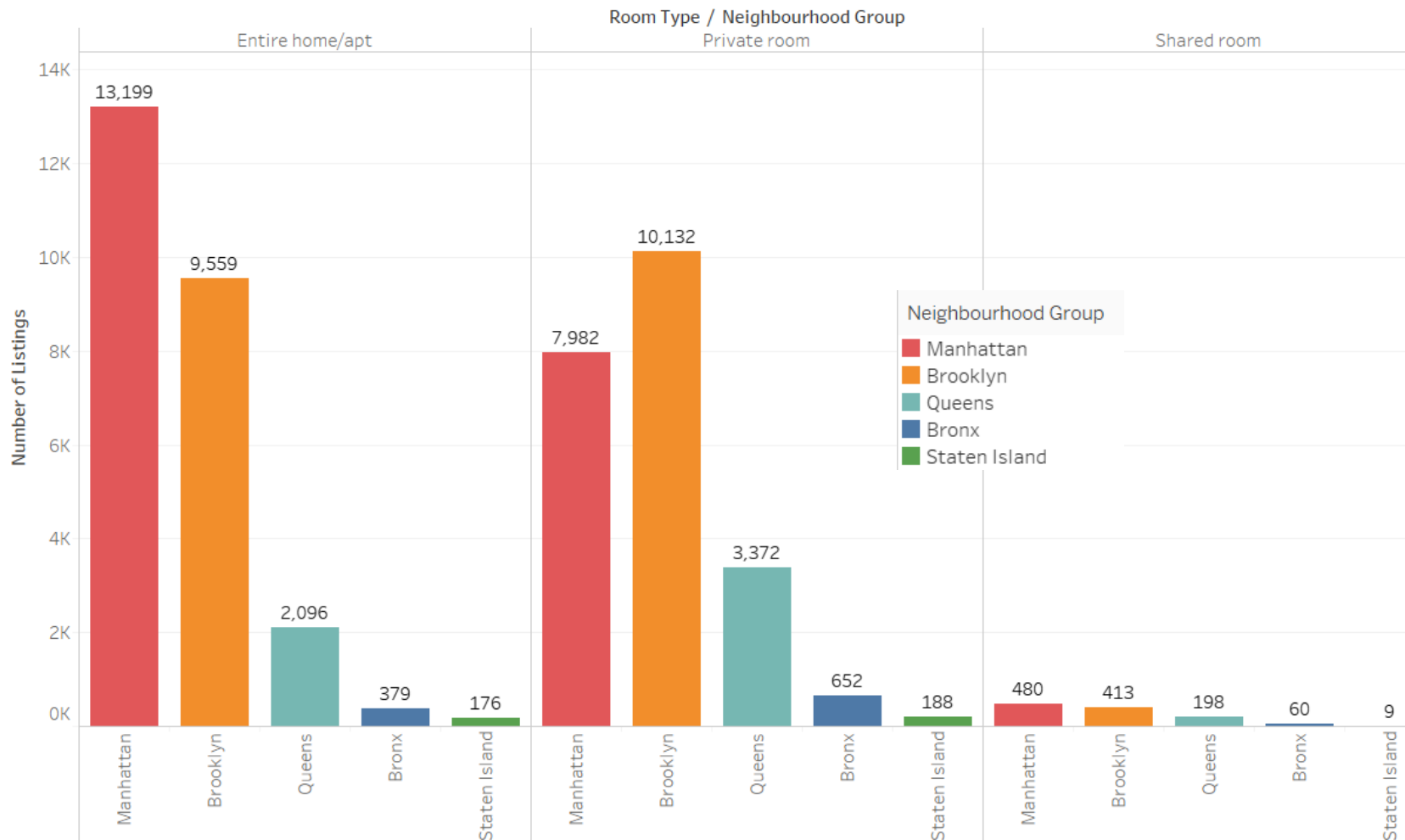
Customer Preferences for Entire home and Private room should remain high

- **Entire home/apt or Private room is most preferred** by customers among the 3 types of listings.
- Entire home/apt or Private room constitute a major chunk of the listed properties at around 97.7%
- The **least preferred** type of listing is the **Shared room** at 2.4%



The Demand for Shared rooms should be limited post Covid-19

- The **least demand** is for **shared rooms** and should be kept in check post Covid-19.
- There are more number of Entire home/apt listings in Manhattan than other neighborhoods.
- The share of Private rooms listings is highest in Brooklyn.



Most Popular/Reviewed Hosts should be encouraged and nurtured

- The Most Reviewed hosts will bring in more business post Covid-19 as their reviews would build a sense of trust for new customers.
- **Attractive offers and Incentives** can be given **to the popular hosts** to bring in business.
- The most popular/reviewed Hosts in New York have more than 900 reviews as shown below.

Assumption

- The number of reviews would translate to the number of customers and therefore its popularity. Reviews can be positive/negative

| | | | | | | |
|---|---|--|--|--|---|--|
| Host Id: 37312959 Reviews:2273 Queens | Host Id: 23591164 Reviews:1269 Queens | Host Id: 22959695 Reviews:1157 Queens | Host Id: 156684502 Reviews:1046 Queens | | Host Id: 35524316 Reviews:1971 Manhattan | Host Id: 4734398 Reviews:1798 Manhattan |
| | | Host Id: 58391491 Reviews:1154 Queens | | | | |
| Host Id: 26432133 Reviews:2017 Queens | Host Id: 47621202 Reviews:1205 Queens | Host Id: 156948703 Reviews:1052 Queens | Host Id: 2680820 Reviews:959 Queens | | Host Id: 16677326 Reviews:1355 Manhattan | Host Id: 59529529 Reviews:1229 Manhattan |
| Host Id: 344035 Reviews:2205 Brooklyn | Host Id: 6885157 Reviews:1346 Brooklyn | Host Id: 137814 Reviews:1059 Brooklyn | Host Id: 50600973 Reviews:949 Brooklyn | Host Id: 417504 Reviews:935 Brooklyn | | |
| | | | | | Host Id: 219517861 Reviews:1281 Manhattan | Host Id: 7831209 Reviews:970 Manhattan |
| Host Id: 40176101 Reviews:1818 Brooklyn | Host Id: 21641206 Reviews:1062 Brooklyn | Host Id: 3441272 Reviews:1013 Brooklyn | Host Id: 22384027 Reviews:902 Brooklyn | | Host Id: 303939 Reviews:915 | |

Appendix

Data Sources

- Airbnb New York City Data set “**AB_NYC_2019**”

Data Assumptions

- Number of reviews is assumed to be the number of visits by customers and therefore the property's or hosts popularity.

Data Methodology (*Presented in a separate document*)