

 **AIRBNB**

Property
Management
Optimization

using **TABLEAU** 

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Airbnb

About “Airbnb”

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Airbnb an abbreviation of its original name, "Airbed and Breakfast" is an American company operating an **online marketplace** for short-and-long-term **homestays** and experiences in various countries and regions. It **acts as a broker** and charges a **commission** from each booking. Airbnb was founded in **2008** by **Brian Chesky, Nathan Blecharczyk, and Joe Gebbia**. It is the best-known company for short-term housing rentals.



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Problem Statement

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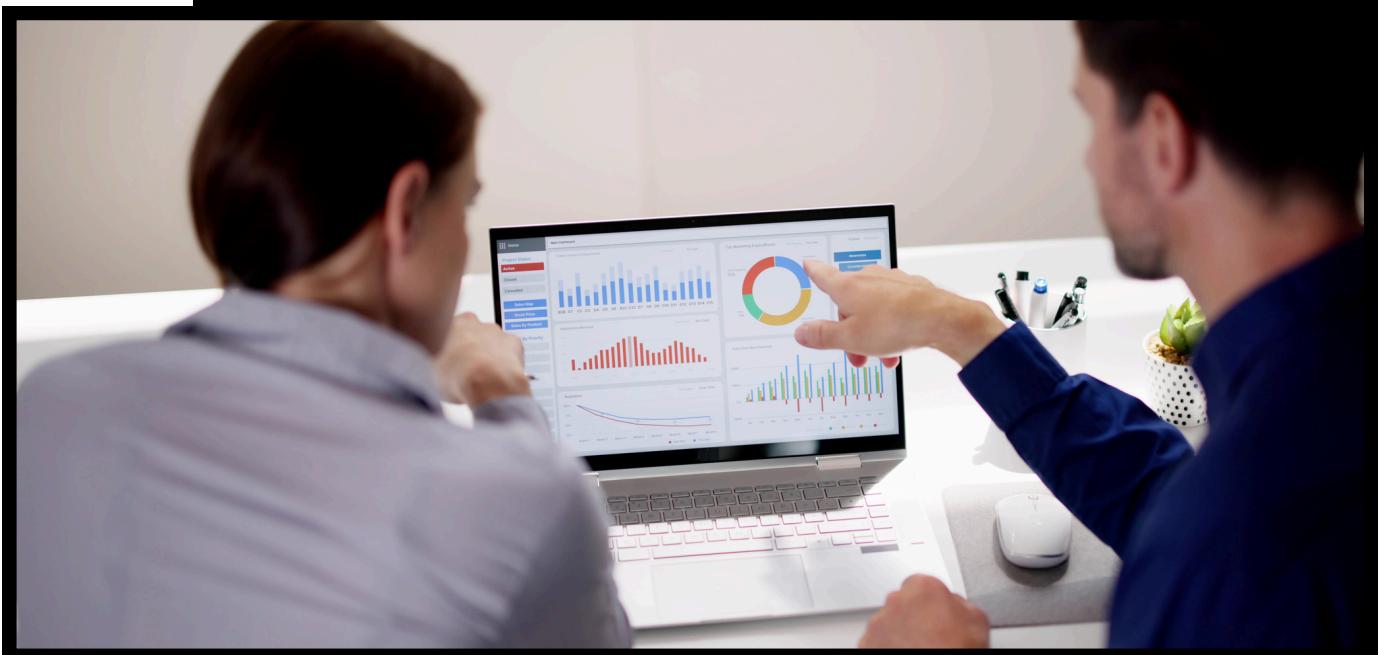
- You are working as a **Data Analyst** at Airbnb, and Airbnb aims to develop a Tableau dashboard to **optimize rental strategies, enhance customer satisfaction, and maximize revenue** for property owners.
- Your role is to analyze Airbnb's dataset and generate valuable insights that will help **improve decision-making** for both Airbnb and its hosts.

Airbnb Dashboard

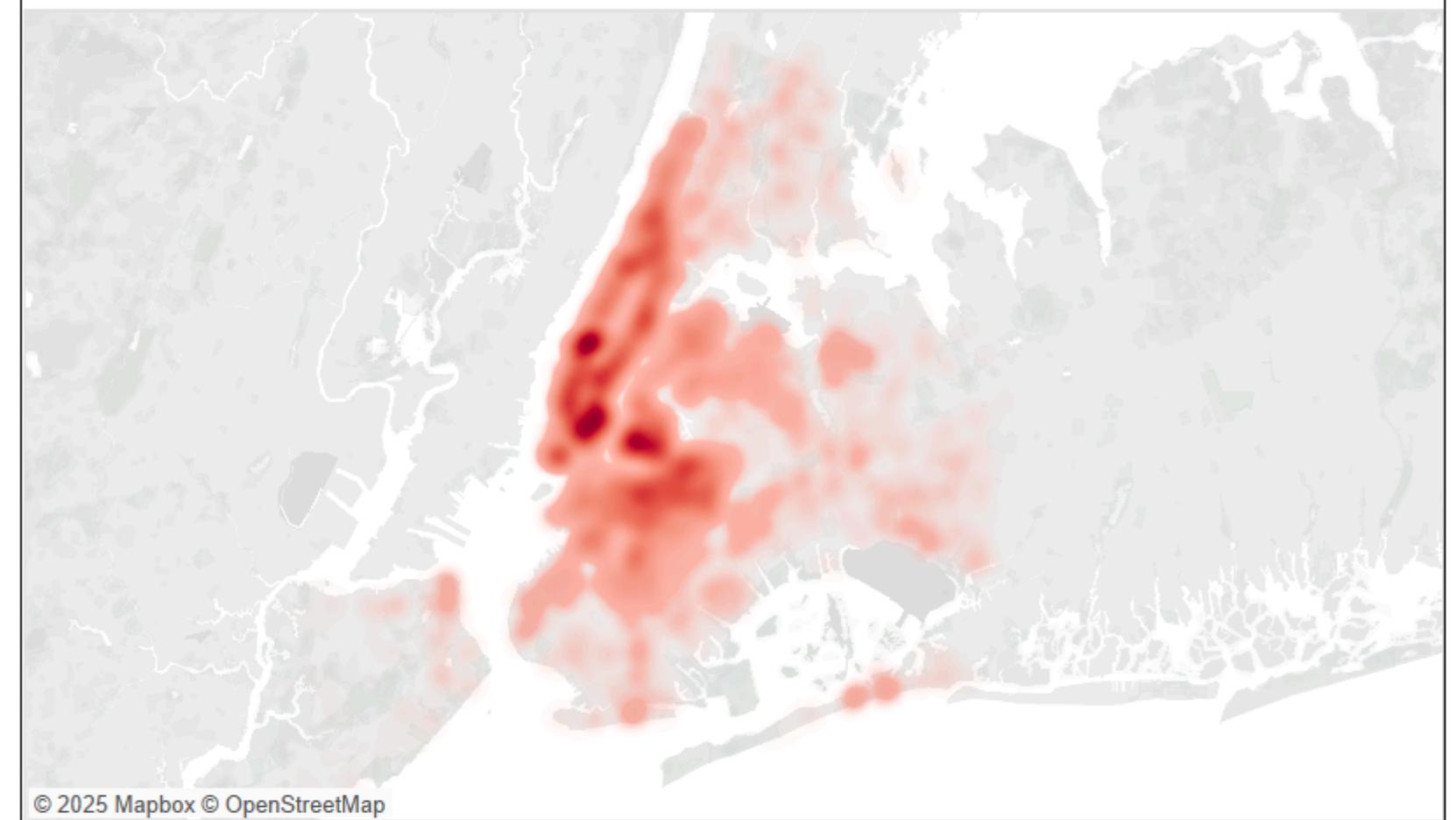
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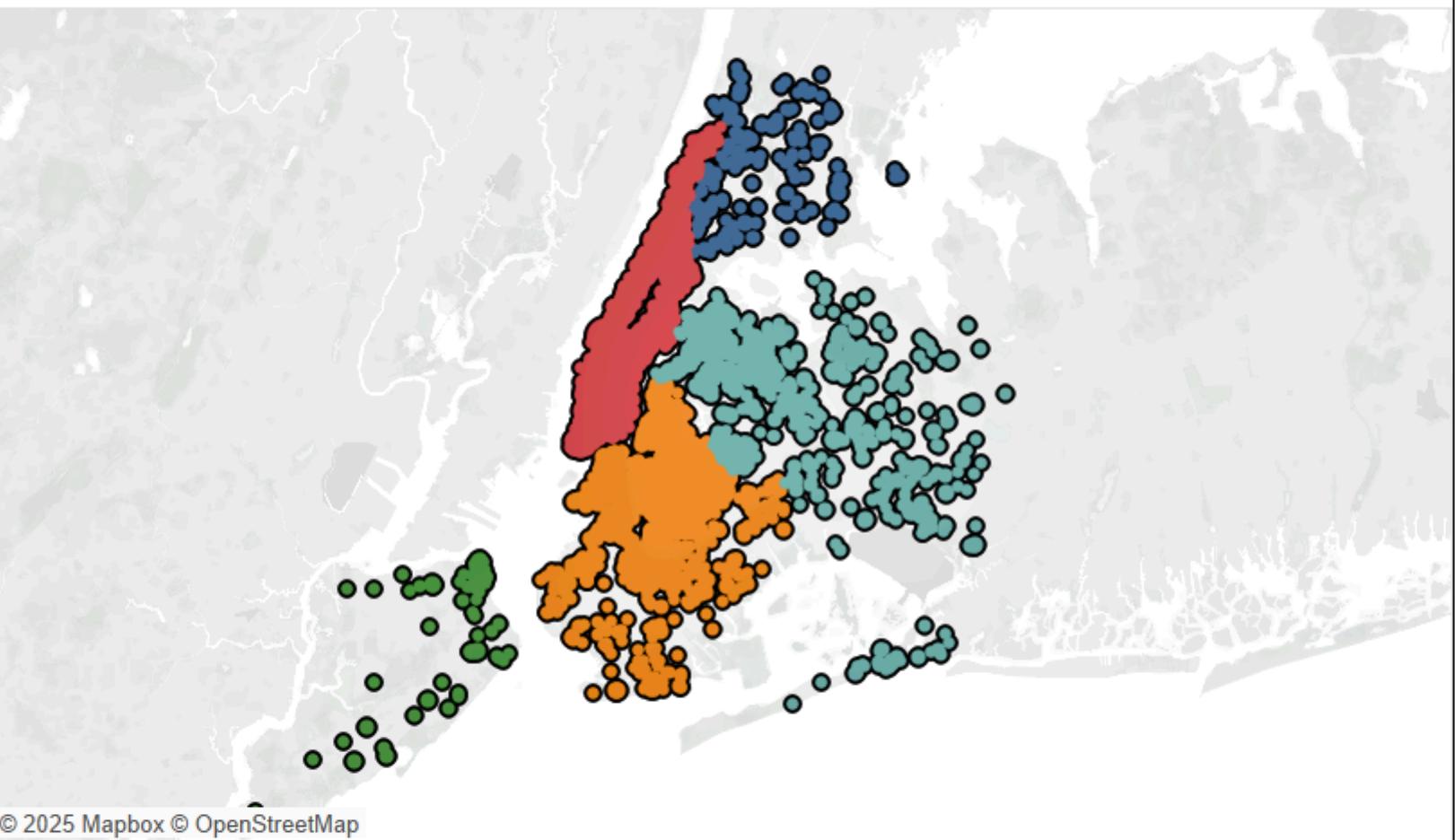
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Density by number of properties



Property pricing by neighbourhood group



Neighbourhood Group

- Staten Island
- Queens
- Manhattan
- Brooklyn
- Bronx

Correlation between Property price and Reviews

-0.004627

The correlation between Property price and Review is (-0.004627), which depict the **Neutral relationship** and the affect is **negligible**.

Popularity of Room type by Average reviews

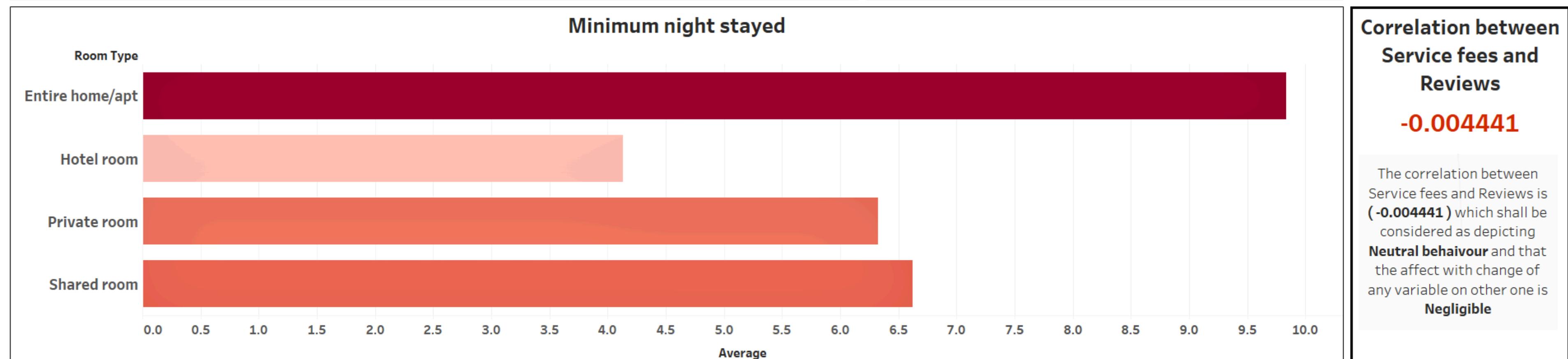
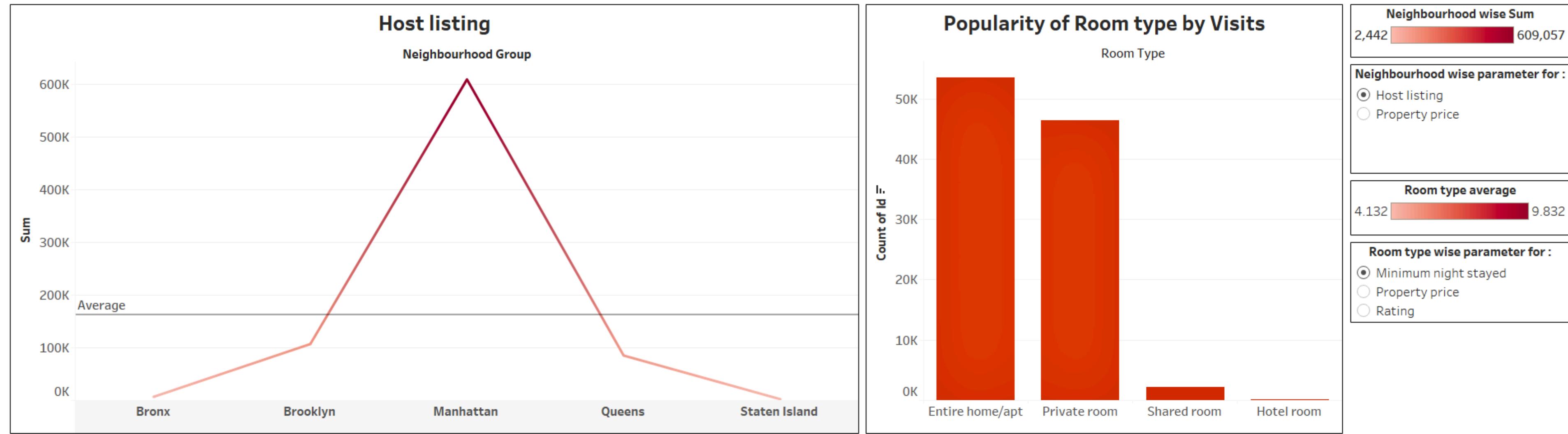
Neighbourhood	Room Type			
	Entire home/apt	Hotel room	Private room	Shared room
Bronx	3.3545		3.3258	3.2650
Brooklyn	3.2500	3.7500	3.2651	3.3370
Manhattan	3.2757	3.5000	3.2768	3.2597
Queens	3.3520	3.7500	3.3126	3.3911
Staten Island	3.3262		3.4738	3.5333

Average property price for Neighbourhood group

Neighbourhood	Avg. Property price
Bronx	628.365
Brooklyn	626.536
Manhattan	622.453
Queens	629.914
Staten Island	624.166

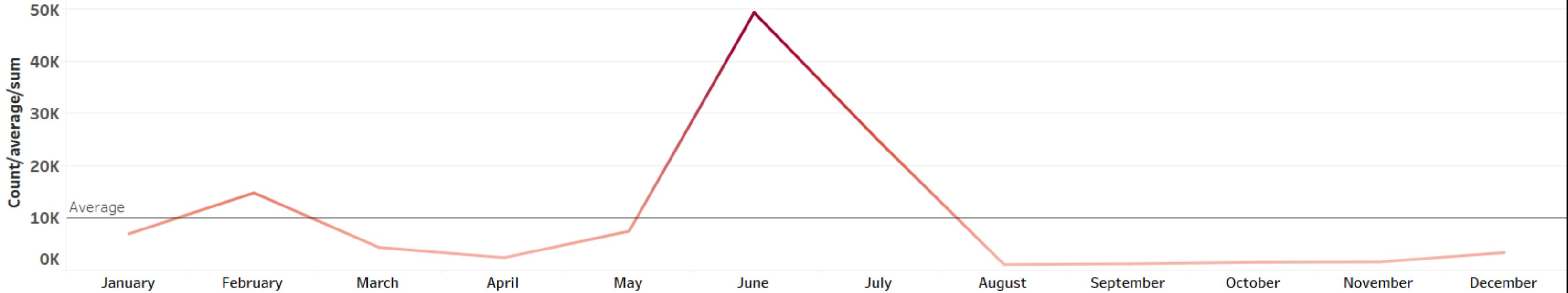
Avg. Property price
622.453 629.914

Avg. Review Rate Number
3.2500 3.7500



Reviews Per Month

Date



Count/average/sum

1,041 49,302

Month wise parameter for :

(Id)

(Availability 365)

(Reviews Per Month)

Correlation

between

construction year
and property price

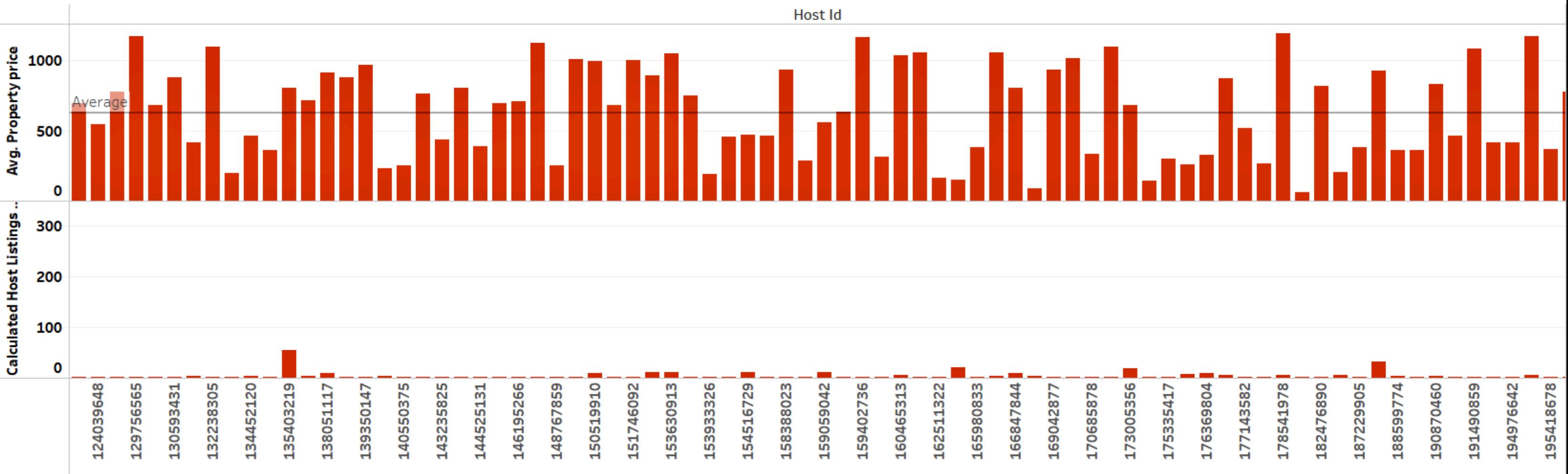
-0.003619

The correlation between Construction year and Property price is (-0.003619), which depicts

Neutral relationship and that there is no affect of construction year on the pricing of the property

Relation between Property price and Host listing

Host Id



Correlation

between Property
price and Reviews

-0.004627

The correlation between Property price and Review is (-0.004627), which depict the **Neutral relationship** and the affect is **negligible**.

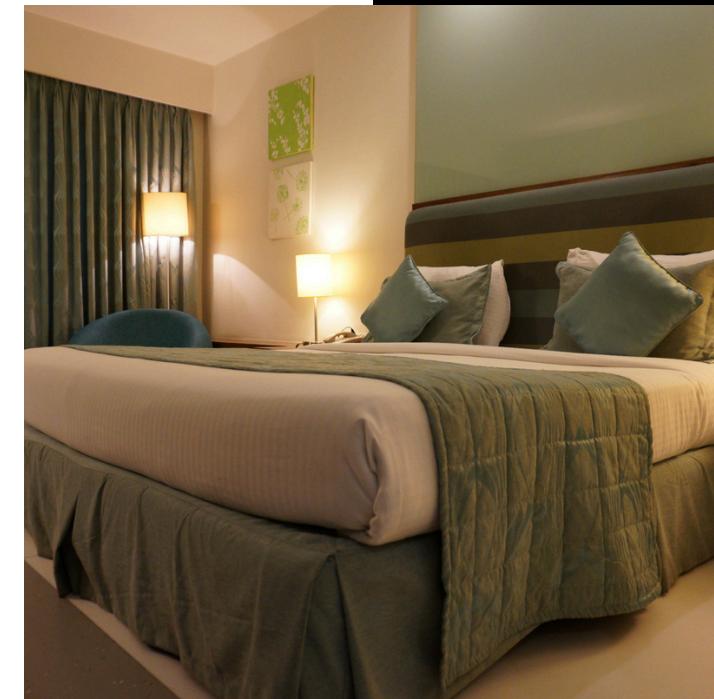
The correlation between Property price and Review is (-0.004627), which depict the **Neutral relationship** and the affect is **negligible**.

Insights

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1. Property Density and Pricing Trends :-

- The density map shows a **higher concentration** of properties in **Manhattan and Brooklyn**, indicating these areas are the most popular for listings.
- The property pricing map suggests **Manhattan has the highest prices**, followed by **Queens, Brooklyn, Bronx, and Staten Island**.
- The pricing strategy depicts that the Manhattan has both Highest Prices and consists highest number of properties which gives a hint about **High standard of living** in that area.



2. Correlation Insights :-

- **Property Price vs. Reviews (-0.004627)**: There is a **neutral relationship**, meaning price does not significantly affect the number of reviews.
- **Service Fees vs. Reviews (-0.004441)**: Similarly, service fees have no major impact on reviews meaning **service fees does not affect number of reviews in any aspect**.
- **Construction Year vs. Property Price (-0.003619)**: The **age of the property has no noticeable effect on pricing**, indicating pricing is more influenced by location or other factors.



Insights

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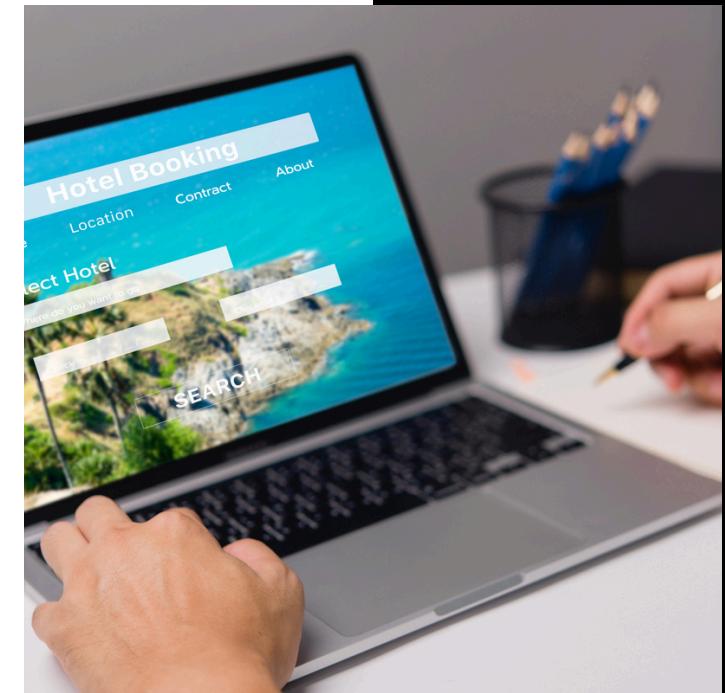
3. Room Type Preferences :-

- **Hotel rooms have the highest average reviews** (Brooklyn and Queens: 3.75), suggesting guests had comparatively **better experience than other room types**.
- **Shared rooms in Queens (3.39)** and **Staten Island (3.53)** also **have good reviews**, due to affordability according to average property price of that area.
- **Hotel rooms in Manhattan** are the **most preferred choice by guest** due lowest average property price as compare to others locations.



4. Host listings and number of visits :-

- **Manhattan** has **highest sum of property price and host listings** being **2.7M and 609k** respectively where as **Brooklyn** has **second best sum of property price** but does not have host listings accordingly being **2.6M and 107k** respectively.
- **Entire home/apartments** and **Private room** have **highest visits** being **53k and 46k** respectively.
- **Shared** and **hotel rooms** have very **low visit counts**, despite receiving relatively good reviews.



Insights

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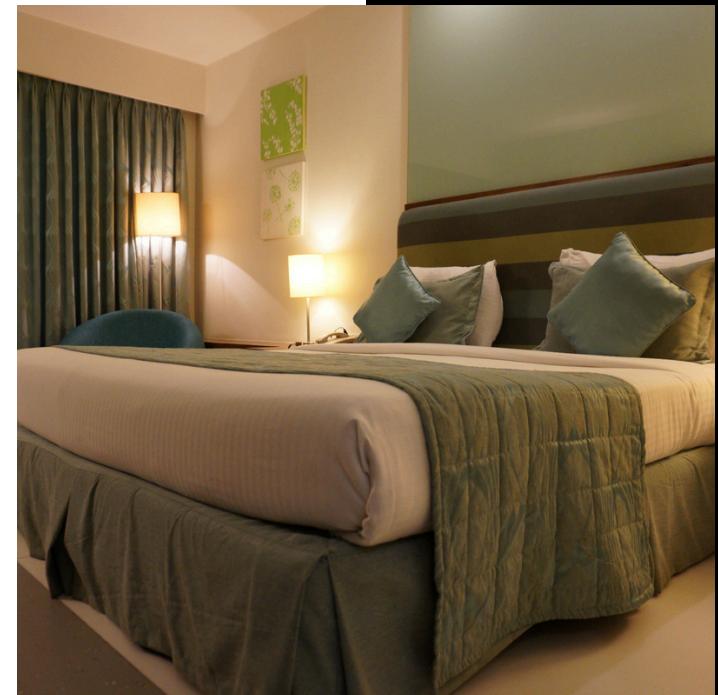
5. Average length of stay :-

- **Entire home/Apartments** have the **highest average length of stay being 9.8 days** making it preferable for vacations and **Hotels have the lowest average length of stay being 4.2 days** making it preferable for short term visitors while **Private rooms and Shared rooms** performing average in terms of average length of stay being **6.3 and 6.6 days respectively.**
- While the Hotel rooms are has the lowest average length of stay but has **Highest average rating and property price** making it value for money for guests and them being fully satisfied.



6. Business trend analysis :-

- According to business point of view, **June is the busiest and best month of the year** is almost every aspect i.e; Number of visits, availability of rooms and reviews received which is hinting towards Summer vacation.
- Almost entire **winter season is shows a dip** in business trend expect the month of **December and January** performing comparatively better from entire Winter season hinting towards Christmas and New year eve.





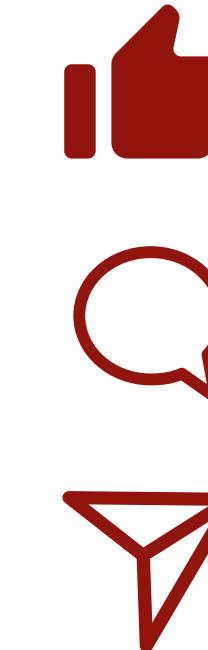
Conclusion

- **Manhattan and Brooklyn dominate the Airbnb market**, with the highest number of listings and demand. **Manhattan also commands the highest prices**, reinforcing its premium status.
- **Property price and service fees do not significantly affect reviews**, meaning guest satisfaction is likely driven by factors such as location, amenities, and service quality rather than pricing.
- **Hotel rooms receive the highest reviews, but entire homes/apartments remain the most popular choice** for actual bookings, emphasizing that Airbnb users primarily seek private accommodations over hotel-like experiences.
- **Manhattan, Brooklyn, and Queens have strong Airbnb markets**, while the **Bronx and Staten Island** have lower demand despite offering lower prices.
- **The summer months (June) see the highest activity**, while the fall and winter months show a decline in engagement. Hosts should consider seasonal pricing adjustments to maximize revenue.
- **Minimum night stay policies vary, with entire homes requiring longer stays while hotel rooms and private rooms offer more flexibility.**



@ Airbnb

Thank
You



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