Airbnb case study

BY

**AISHWARYA PRADEEP, MANISHA DASH & JAYANTI KUMARI**

Background:

For the past few months, Airbnb has seen a major decline in revenue. Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.

Objective:

- To analyze a dataset consisting of various Airbnb listings in New York and gain insights.
- To prepare for the next best steps that Airbnb needs to take as a business

Neighbourhood Group VS No of Reviews

*Size shows sum of Number of Reviews

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island
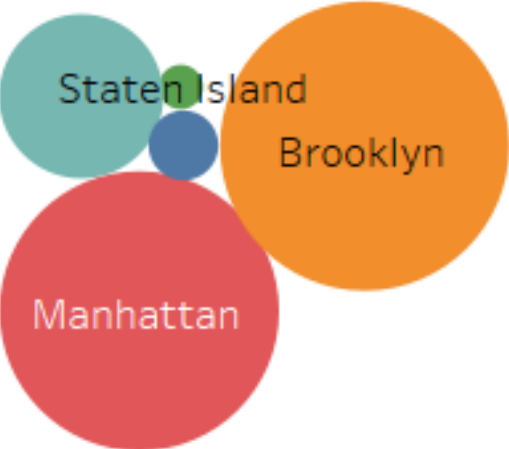
> Based on reviews, Manhattan and Brooklyn have a higher demand among customers.

> Customers typically avail service for less than a week. Occasional demand for 2-4 weeks is mostly concentrated in Brooklyn and Manhattan.
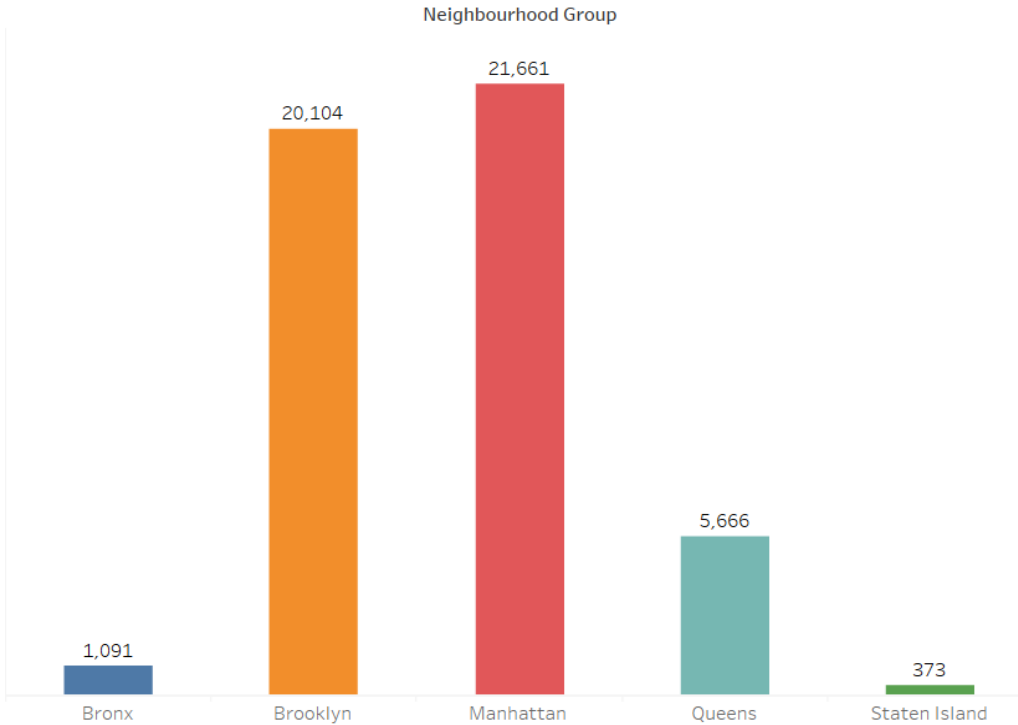
Minimum Nights VS Neighbourhood Group

Neighbourhood Group

Bronx · Brooklyn · Manhattan · Queens · Staten Island

Minimum Nights Range
- 1-2 Weeks
- 1-3 Months
- 2-4 Weeks
- 3 Months - 1 Year
- Less than a week
- More than a Year
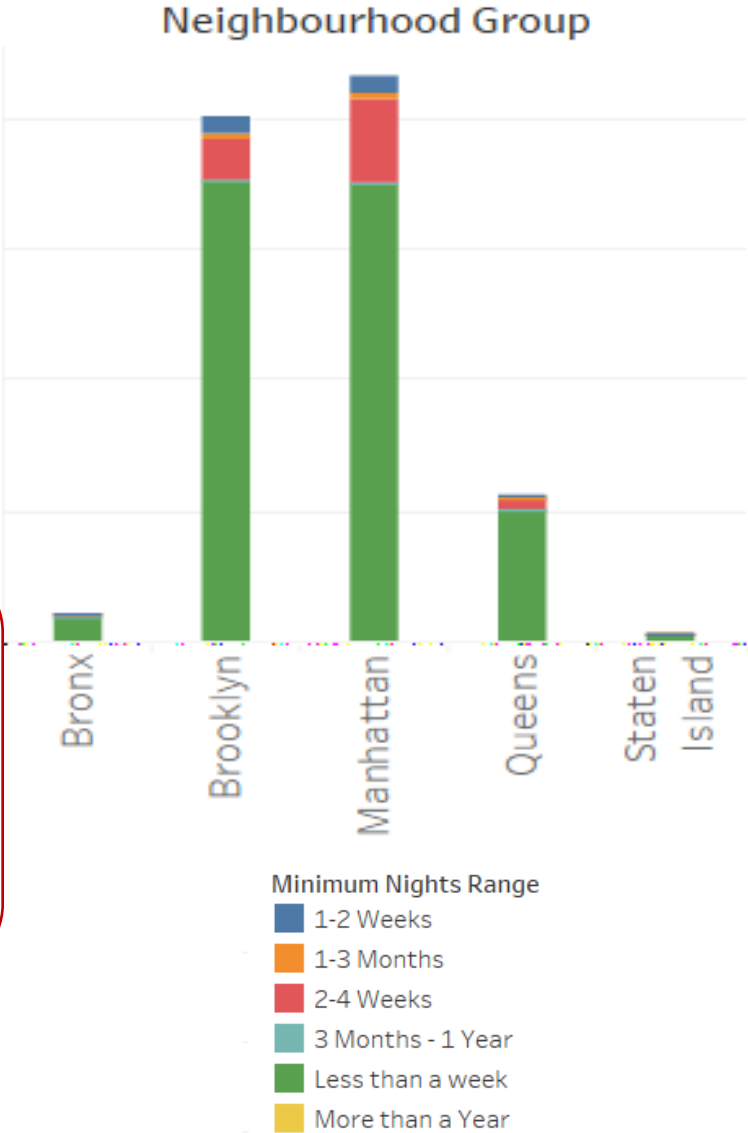
Count of Neighbourhood Group

Neighbourhood Group

- 1,091 — Bronx
- 20,104 — Brooklyn
- 21,661 — Manhattan
- 5,666 — Queens
- 373 — Staten Island
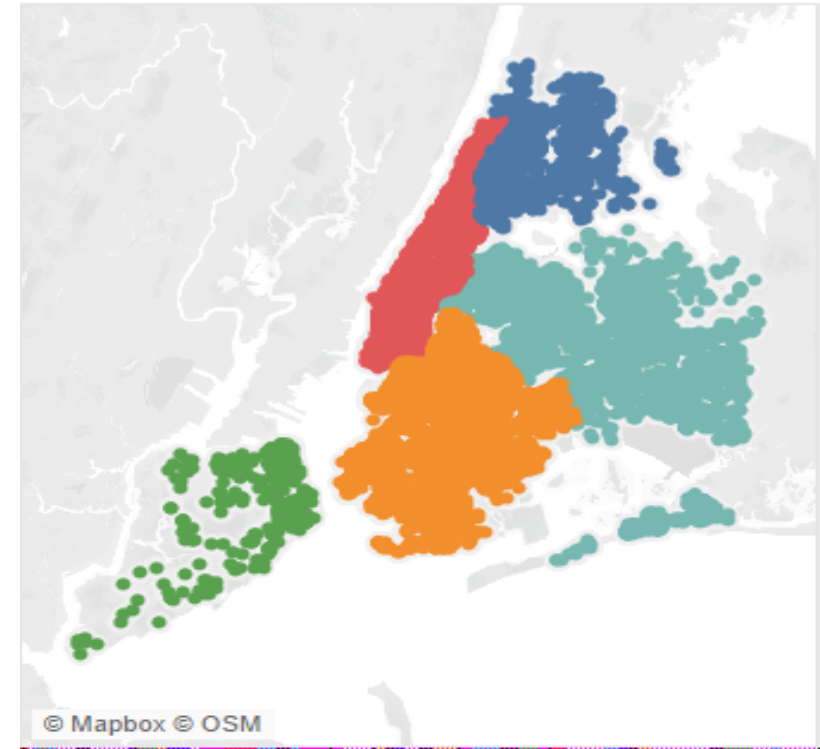
Reflecting the demands, Brooklyn and Manhattan are dominating when it comes to listed hosting followed by Queens.
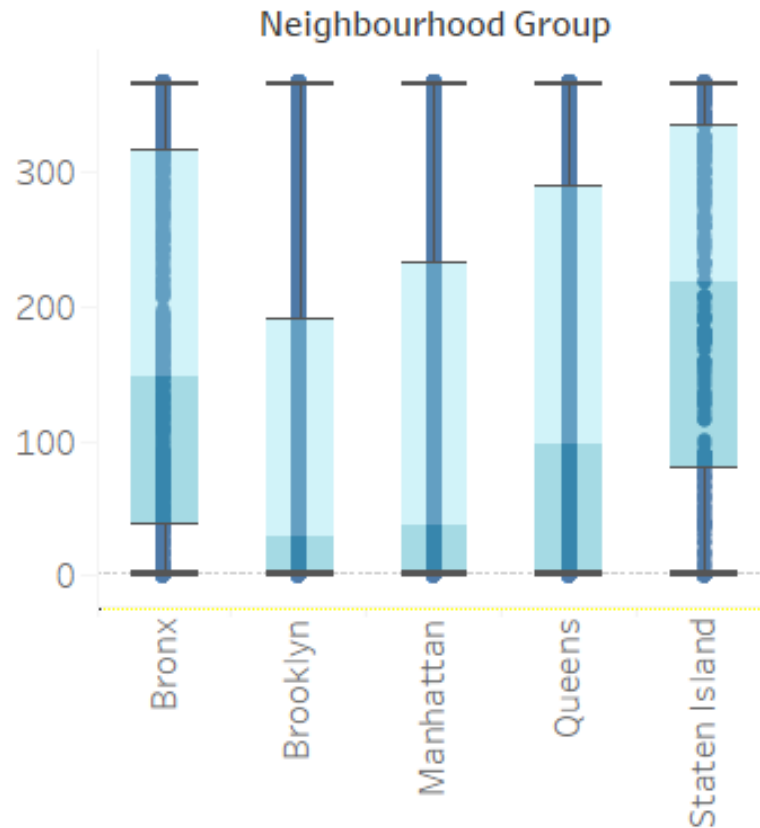
Neighbourhood Group

© Mapbox © OSM

Map based on Longitude and Latitude. Color shows details about Neighbourhood Group. The view is filtered on Neighbourhood Group, which keeps Bronx, Brooklyn, Manhattan, Queens and Staten Island.
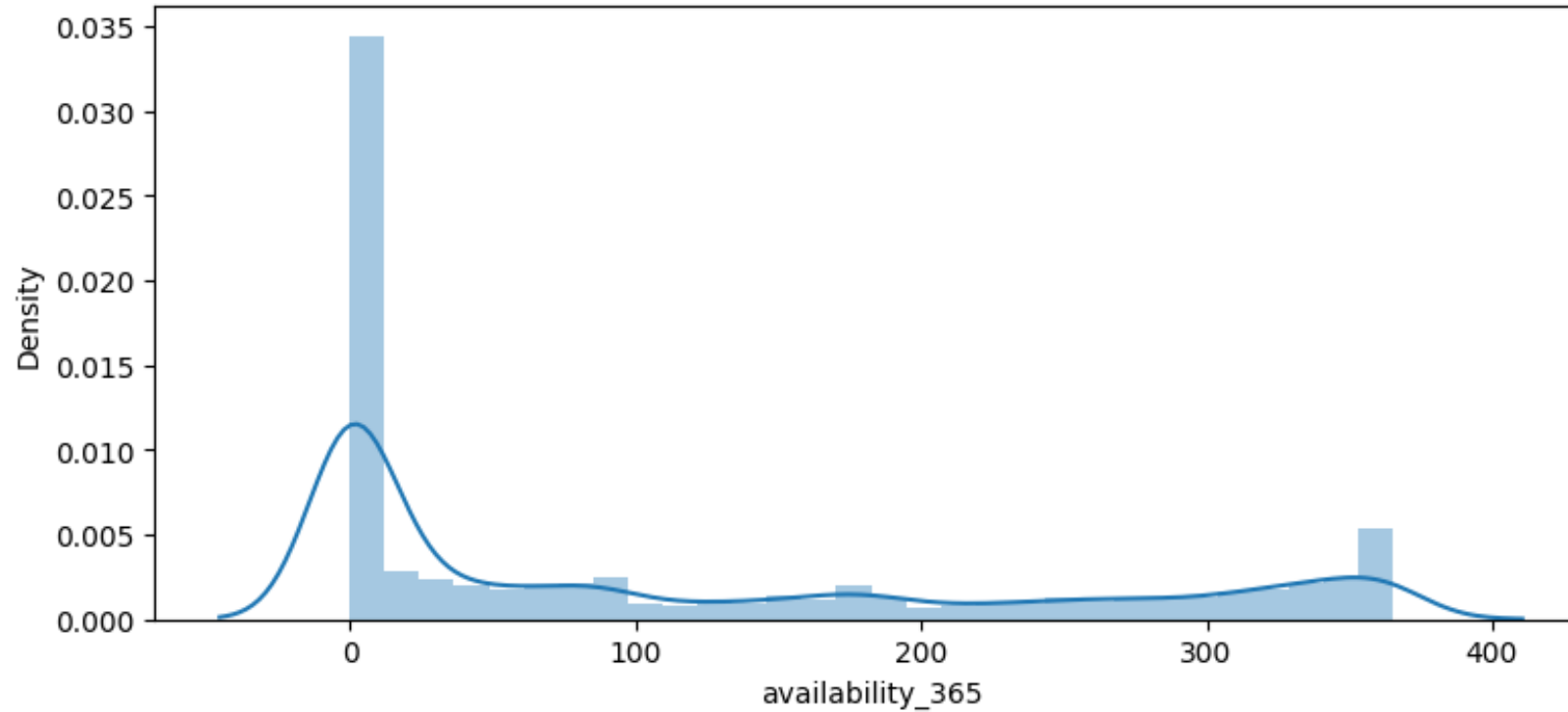
Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Availability of Room VS Neighbourhood Group

Availability 365 for each Neighbourhood Group. The view is filtered on Neighbourhood Group, which keeps Bronx, Brooklyn, Manhattan, Queens and Staten Island.
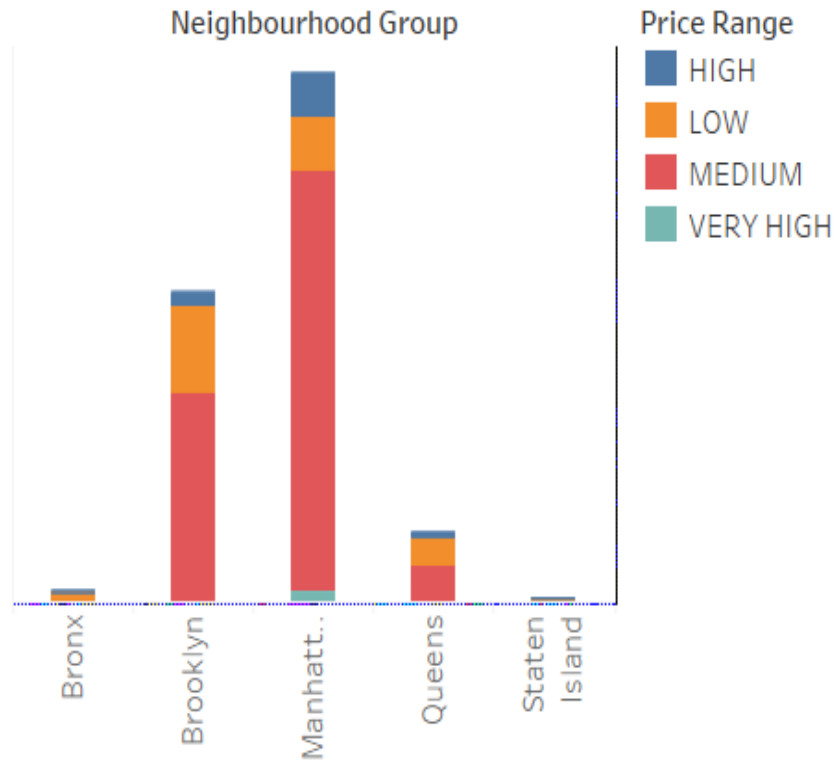
With respect to the Neighbourhood groups, room availability was lesser in areas like Manhattan and Brooklyn due to high bookings in these areas. Bronx and Staten Island mostly have rooms available.

In distribution of availability throughout the year there many listings with 0-10 days of availability. These need to be looked into further.
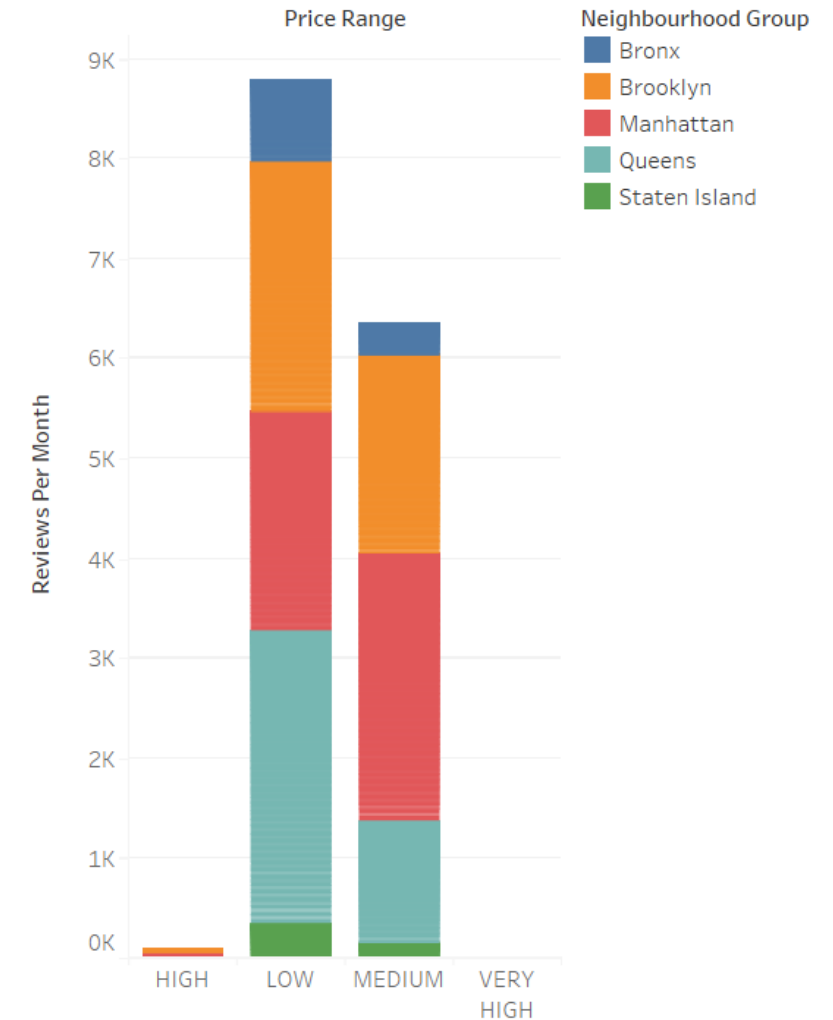
Neighbourhood Group VS Price Range

Neighbourhood Group

Price Range
- HIGH
- LOW
- MEDIUM
- VERY HIGH

Bronx, Brooklyn, Manhatt.., Queens, Staten Island

Price Range VS Reviews per Month

Price Range

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

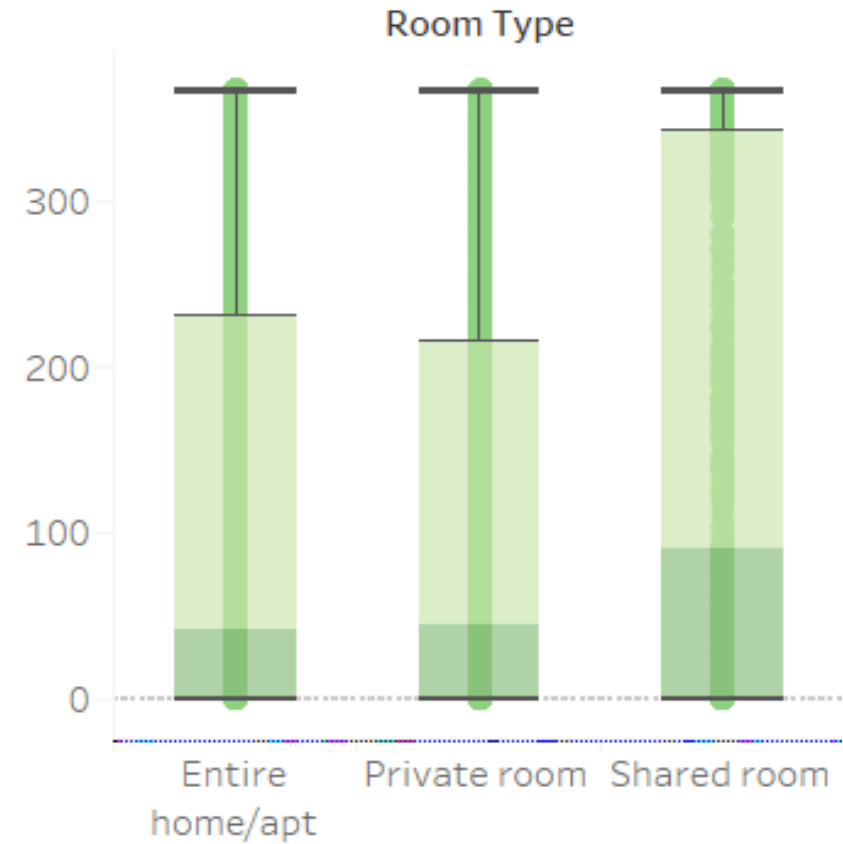Reviews Per Month

HIGH, LOW, MEDIUM, VERY HIGH

Reviews Per Month for each Price Range. Color shows details about Neighbourhood Group. The view is filtered on Neighbourhood Group, which keeps Bronx, Brooklyn, Manhattan, Queens and Staten Island.

Listings in high demand areas typically fall in the medium price range.

Low price range has received more reviews.

Count of Room Type

Room Type

25,409

22,326

1,160

Entire home/apt

Private room

Shared room

Room Type
- Entire home/apt
- Private room
- Shared room
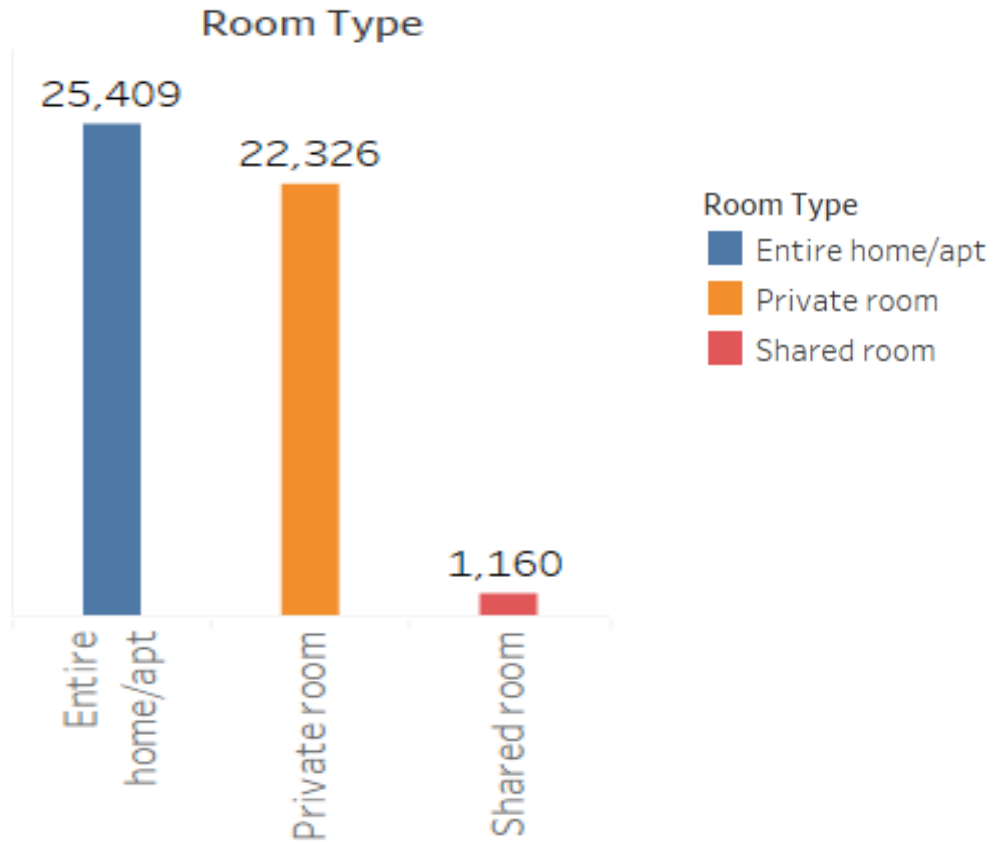
Availability of Room VS Room Type

Room Type

300

200

100

0

Entire home/apt   Private room   Shared room

The majority of the sites hosted are either Private rooms or Entire apartments but their availability is lesser than shared room

Recommendations:

- Most customers prefer locations around Manhattan and Brooklyn which are medium priced. So, more hosts should be acquired in these places.

- Any new acquisition should be either be entire apartments or private rooms.

- The price rates should be maintained as customers do not prefer high priced locations.

- Customers usually stay for less than a week duration. So, after they check out, it should be immediately made available.

Recommendations (continued):

- Customers should be encouraged to provide more reviews to know what can be bettered.

- Good services should be provided to customers, especially who are staying for long time duration.

- Services and rooms in Manhattan and Brooklyn should be the finest as they are the most popular locations.

- Listings showing 0-10 days availability should be verified and their hosts should be interviewed to find out the cause .

Tableau dashboard for the case study

https://public.tableau.com/app/profile/aishwarya.pradeep/viz/AirBnBdashboard_168346288036 70/Dashboard1?publish=yes