

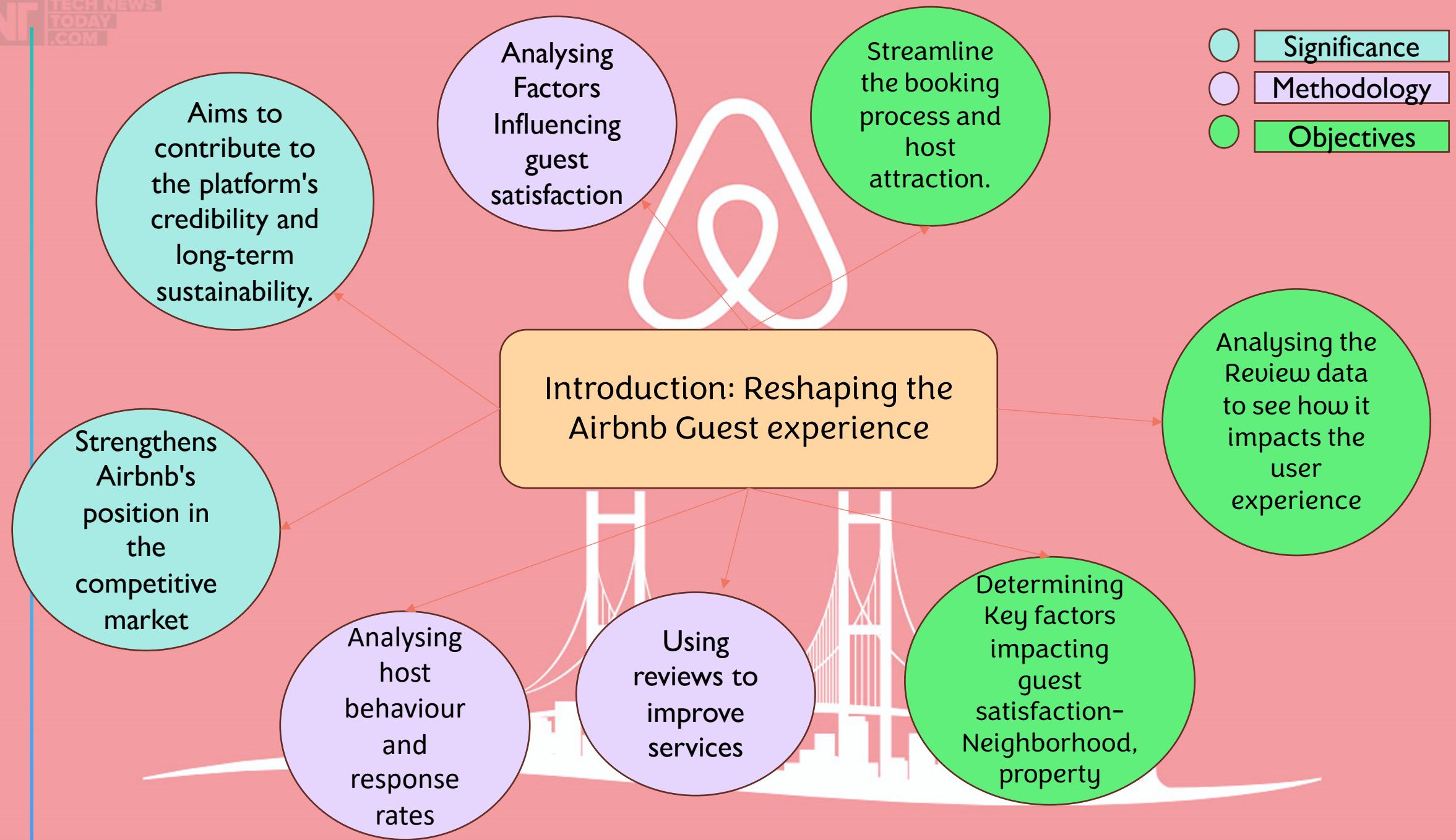
AIRBNB GUEST EXPERIENCE ADVANCEMENT

Business Analytics Consulting Capstone
Project: Final Project Presentation

Tourism Group Members:

- Jyotiraditya Singh
- Ashi Nishit Patel
- Akul Ahluwalia
- Sadman Rakin





Data and Methodology



Analyzing the reviews to determine how to improve satisfaction

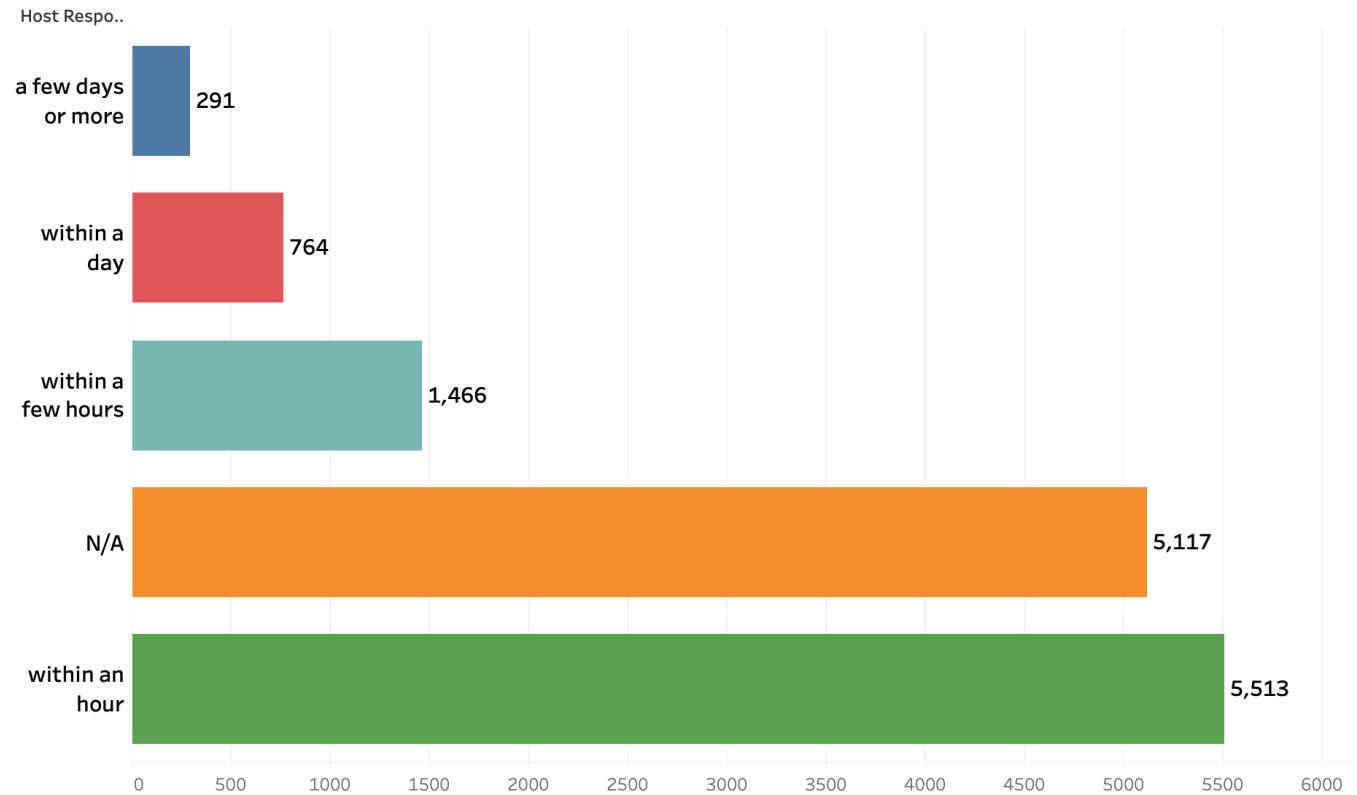
Analyzing how property and host behavior impact the customers

Analyzing booking and review frequency based on customer experience

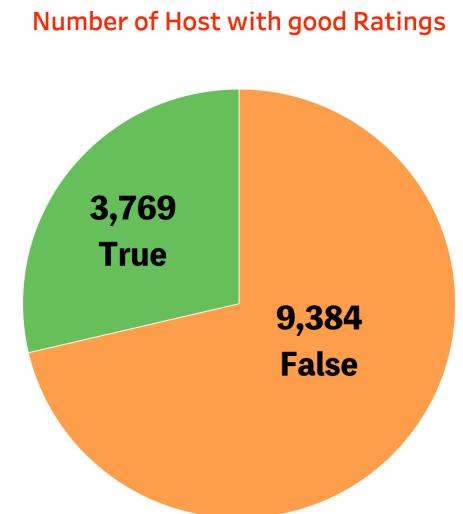
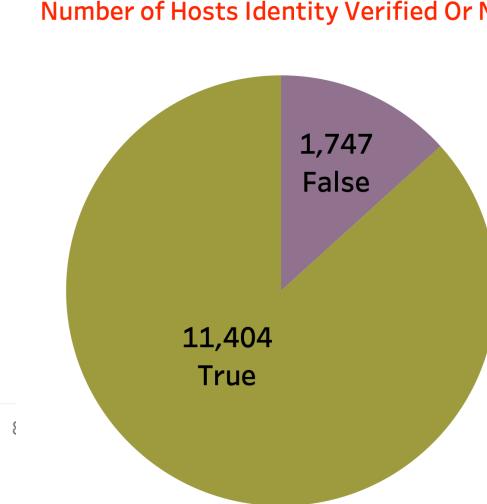
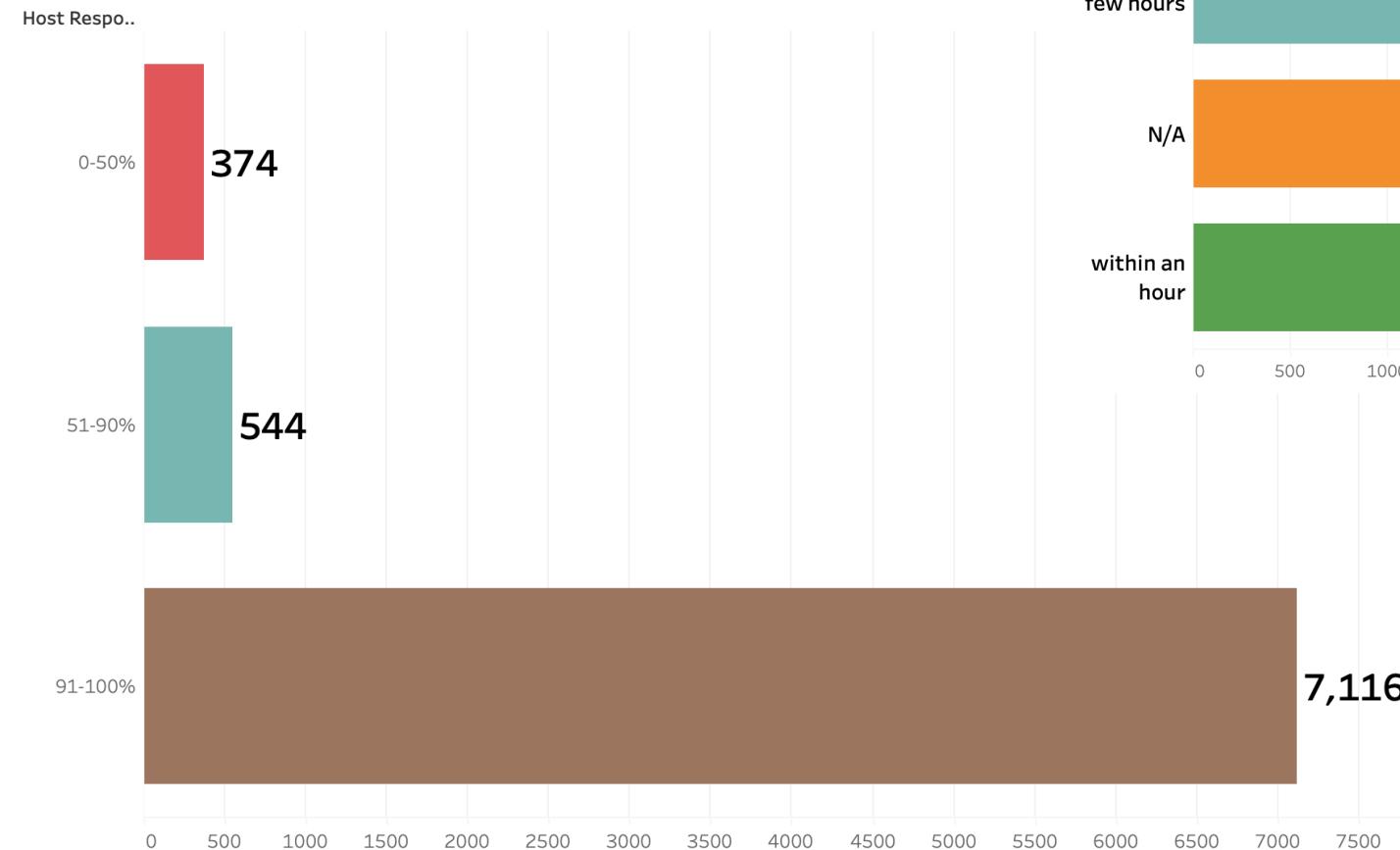
Analyzing customer experience based on neighborhood

Objective: Streamline the booking process and host attraction.

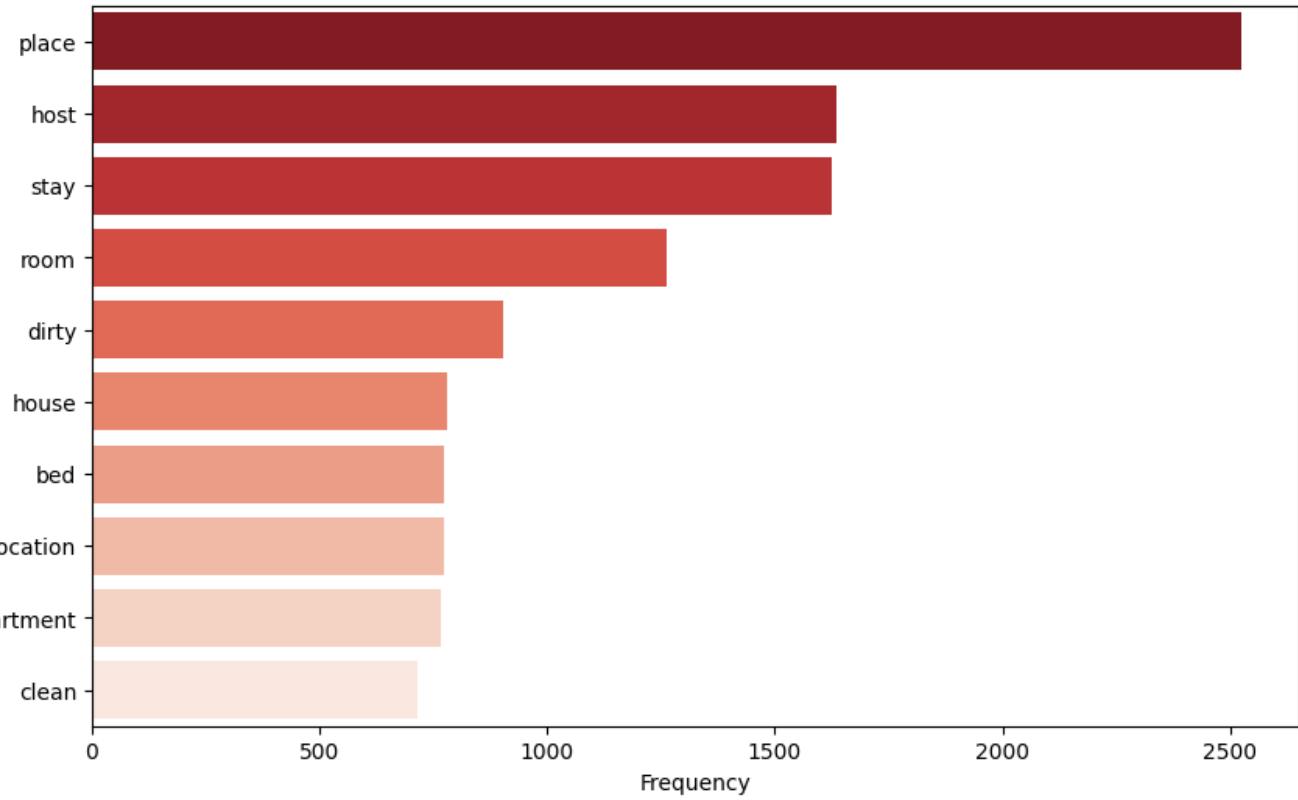
Host Response Time To Customers



Host Response Rate



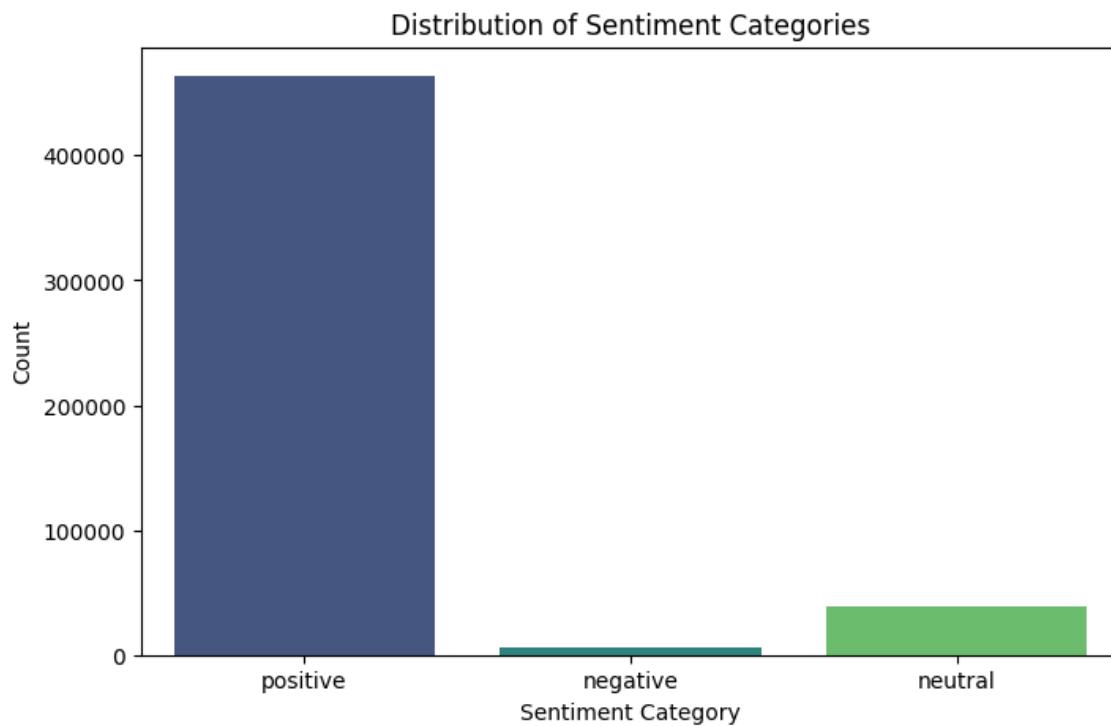
Top 10 Major Issues in Negative Comments



Conducting sentiment analysis on user review comments reveals that the most common causes of customer dissatisfaction are related to the host, location, amenities, and tidiness, allowing for the identification of major issues.

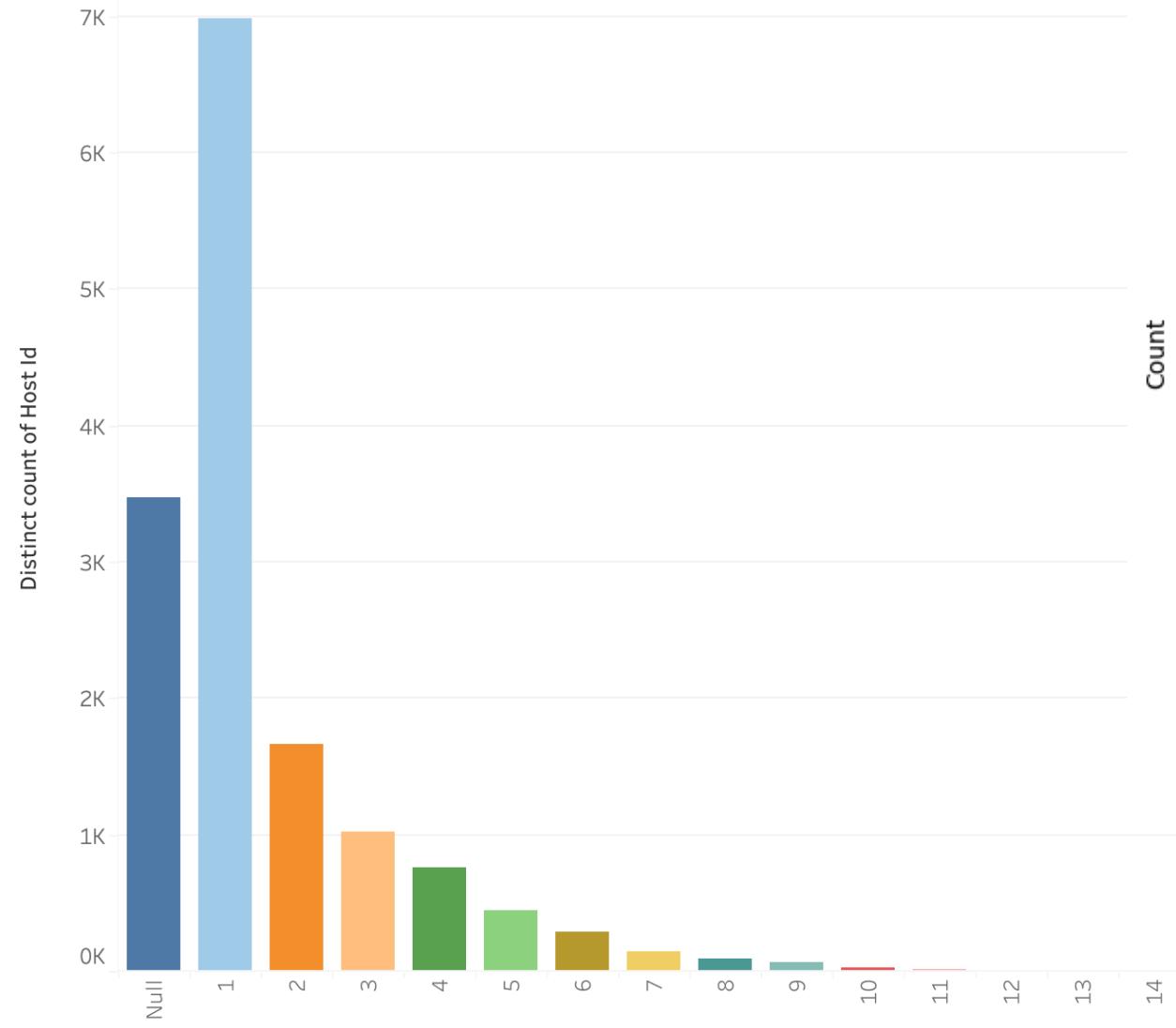
Objective: Analysing the Review data to see how it impacts the user experience

Frequency of the positive and negative Comments

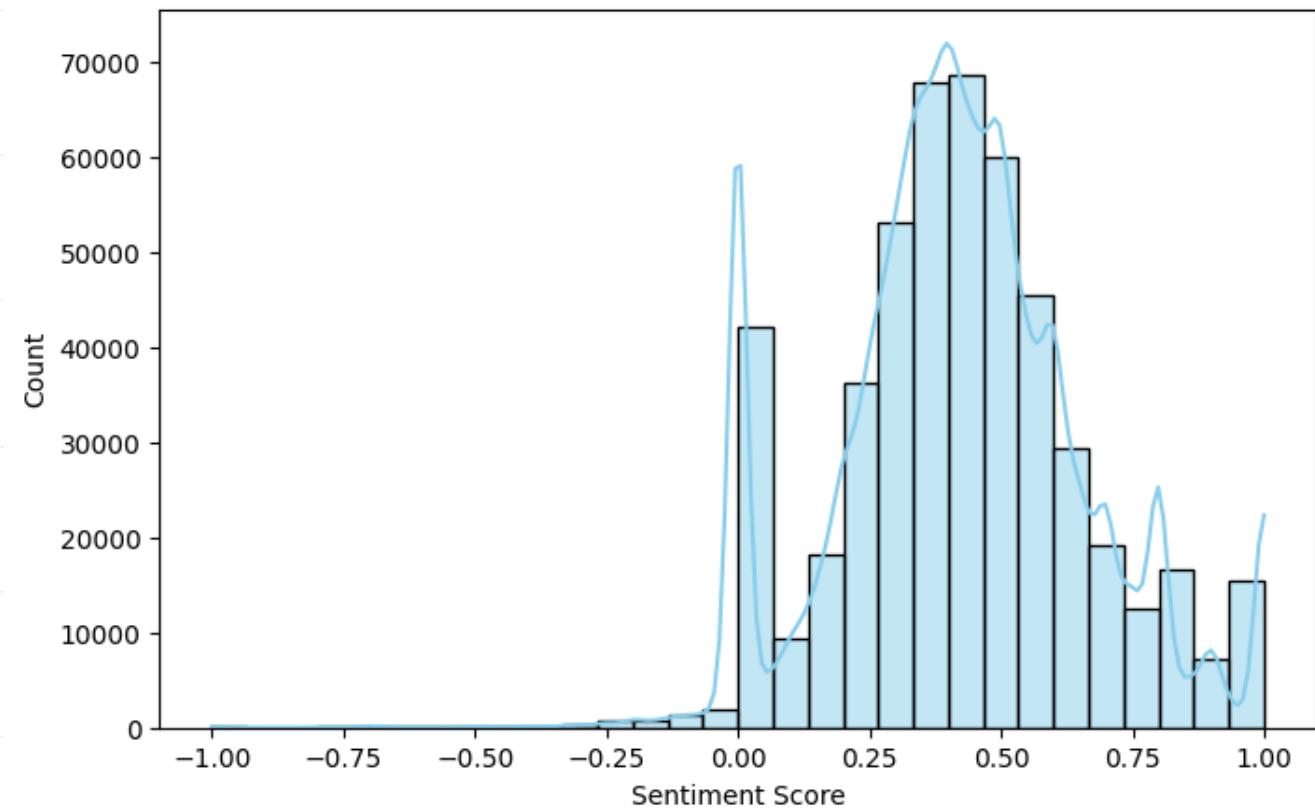


New Reviews Per Month

Reviews Per Month (group)

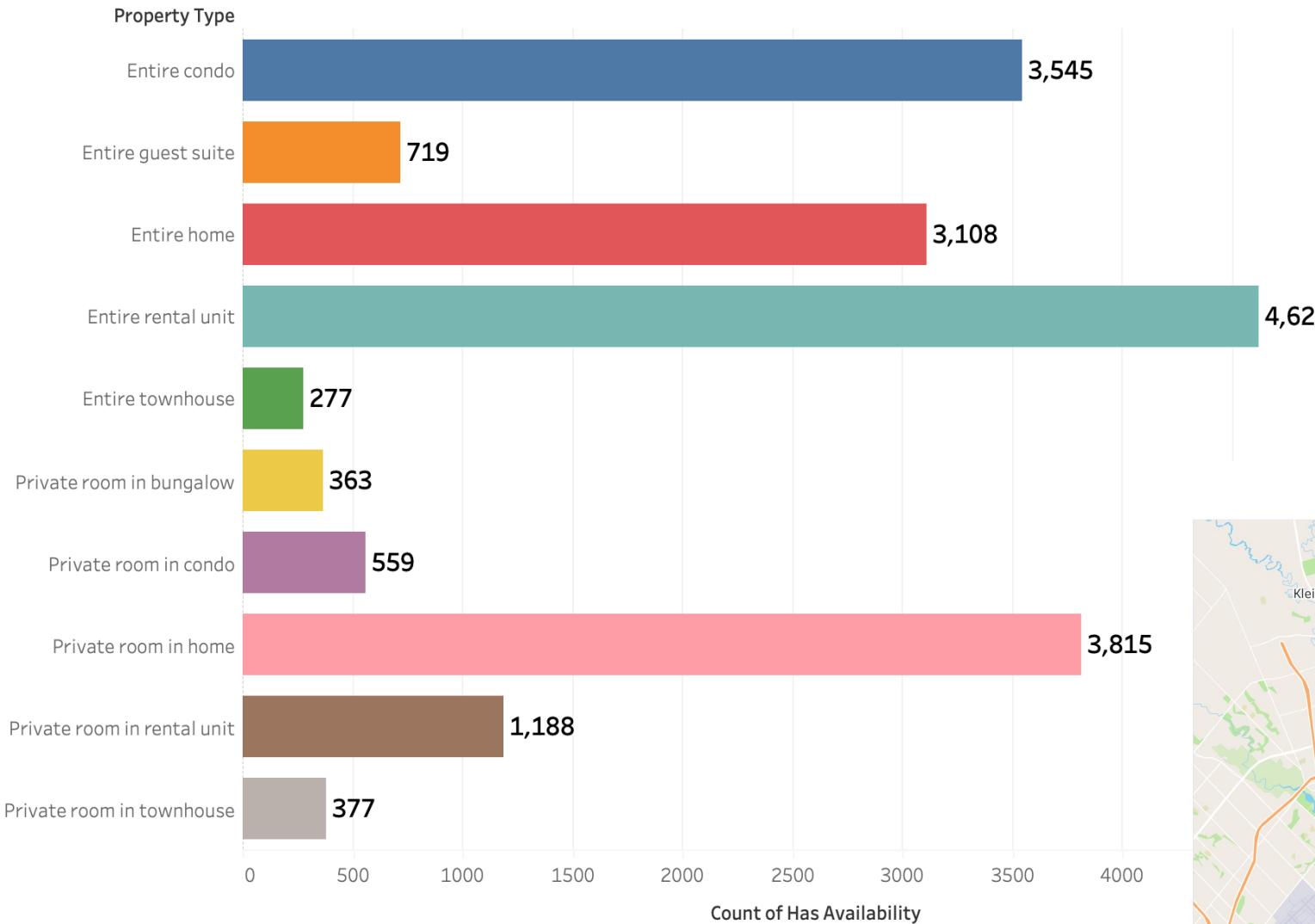


Objective: Analysing the Review data to see how it impacts the user experience



While the majority of reviews express positive sentiments, the negative ones serve as valuable insights for analyzing and enhancing the quality of our services.

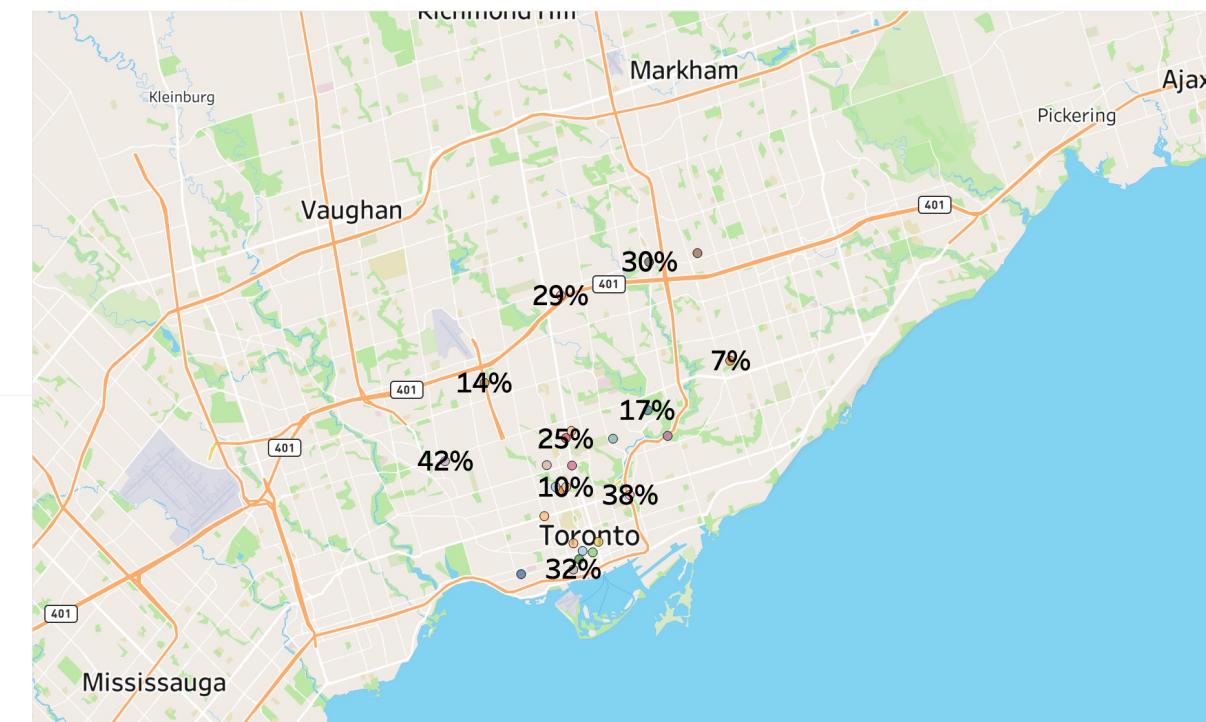
Top 10 Property types and their Availability



Objective: Determining Key factors impacting guest satisfaction – Neighbourhood, Property

Host response rates lower than 60% are indicative of **subpar customer service**, posing a potential risk of customer dissatisfaction over time

Neighbourhoods with Host Response Rates below 60%



CONCLUSION

Timely Response: 5513 hosts respond within an hour, emphasizing Airbnb's commitment to prompt communication.

Trust and Verification: 11404 verified hosts showcase dedication to safety; 1747 unverified hosts represent an opportunity for trust-building efforts.

Rating Boost: 3769 hosts with positive ratings, but 9384 hosts lack favorable ratings. Initiatives like workshops can enhance host ratings.

Proactive Support: Address concerns highlighted in sentiment analysis, focusing on location, host behavior, and cleanliness for improved guest satisfaction.

Positive Insights: Leverage insights from 400,000 positive comments to enhance the overall user experience.

Diverse Properties: Highlight diverse property types, including unique options, for a broader appeal and richer guest choices.

Strategic Growth: Addressing these points strategically ensures Airbnb's competitive edge and long-term success.

Recommendations

Enhance Host Verification

Improve Host Ratings

Address Common Guest Concerns

Encourage Timely Responses

Invest in Sentiment Analysis Tools

Diversify Property Types

Continuous Improvement

Implication for Business Managers:

Strategic Resource Allocation

Brand Perception Management

Data-Driven Business Intelligence

Continuous Monitoring Framework

Limitations of the Project:

- +
- .
- o

- Inherent Subjectivity
- Temporal Context
- Cultural Variances
- Platform-Specific Dynamics



Thank You!

+

•

o