AIRBNB ANALYSIS

A Presentation by: Amanda Jo Griffin (Aj)   12/04/2023

BACKGROUND

Airbnb, Inc is an online marketplace for vacation rentals and tourism activities:

- Provides unique and personalized accommodations and experiences.
- Founded in 2008, earns commissions from bookings, doesn't own properties.

PURPOSE

Family of 4 outsourced Aj to help make a data-backed decision on a rental in NYC.

- Family wants to be close to kid-friendly activities like Central Park, Lego store, etc.
- Needs private room, highly rated location (including safety), lenient cancellation policy.
- Budget-friendly with a budget of $800 per night.
- Wishes to go sometime in the next year.

DATA OVERVIEW

The Data.

This dataset focuses on homestay listings in NYC since inception.

Size.

102599 rows

26 columns

Important Info.

Columns:

Neighbourhood Group, Cancellation Policy, Room Type Price, Days Available In The Next 365 Days, Review Rate Number, Number of Reviews
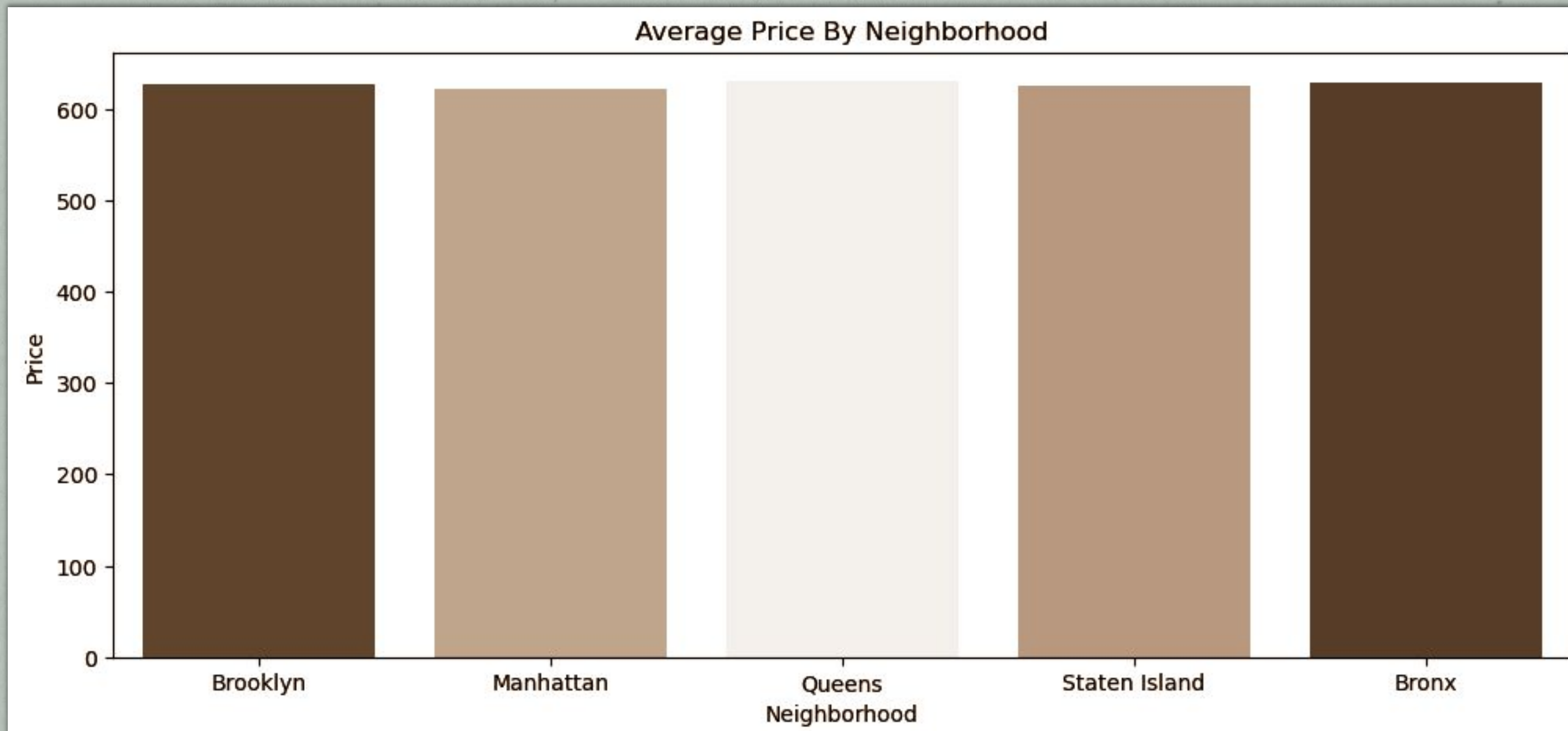
Missing Info.

Columns:

Bedroom Count, Safety Rating

Pricing

Average price is pretty similar across all neighborhoods, & below budget.

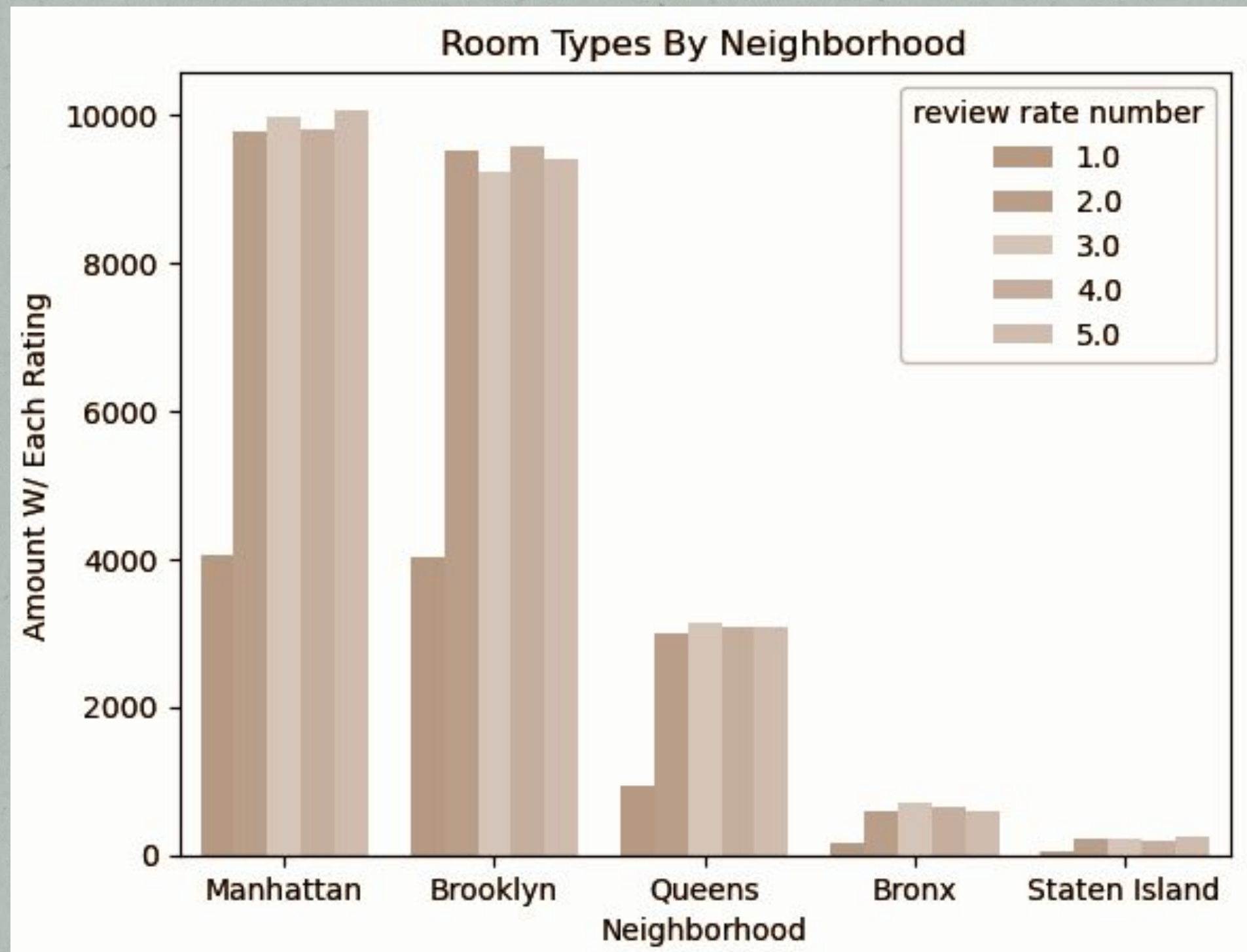Average Price By Neighborhood

Room Types

Brooklyn has the most options for private rooms, with Manhattan as a close second.
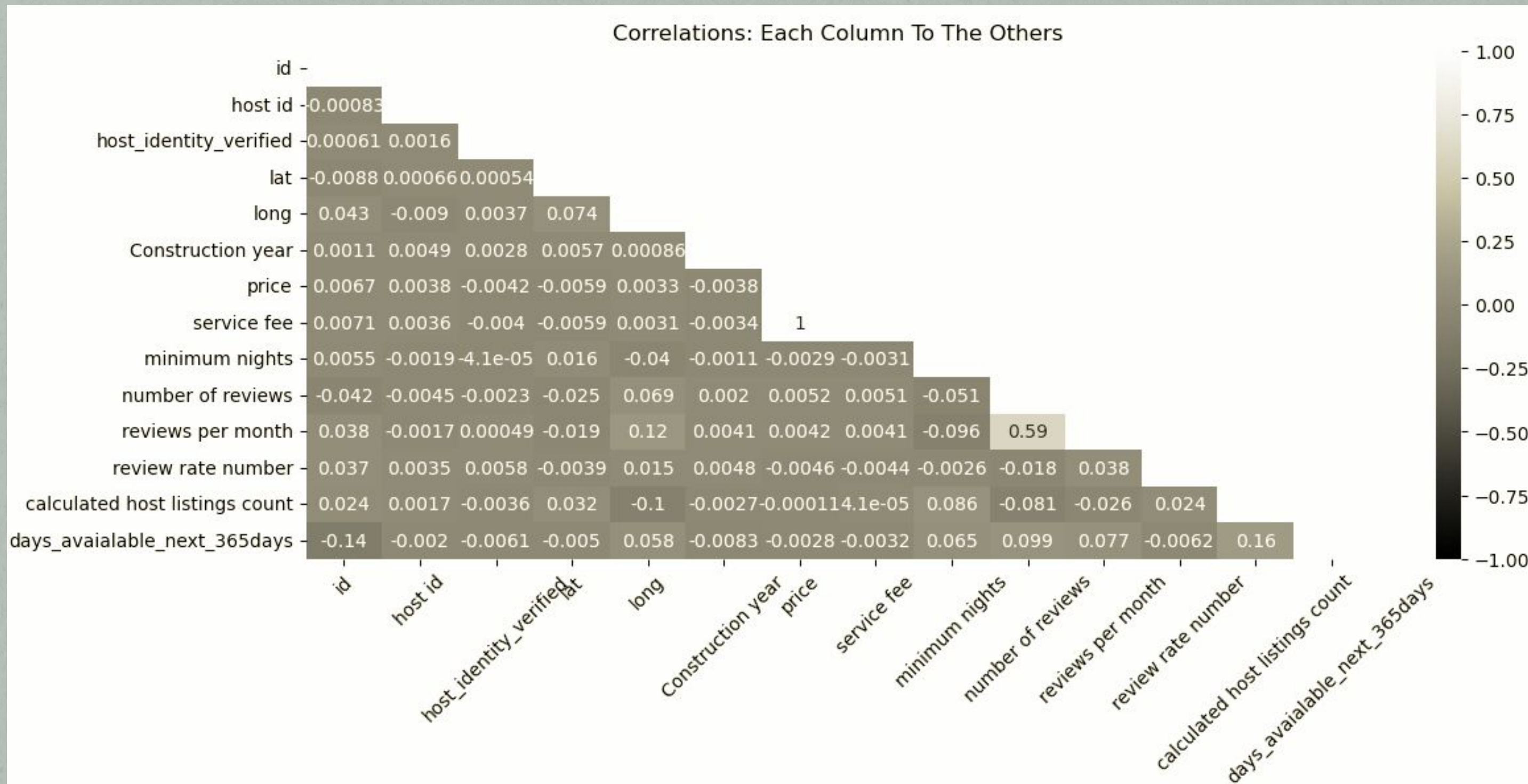

Room Types By Neighborhood
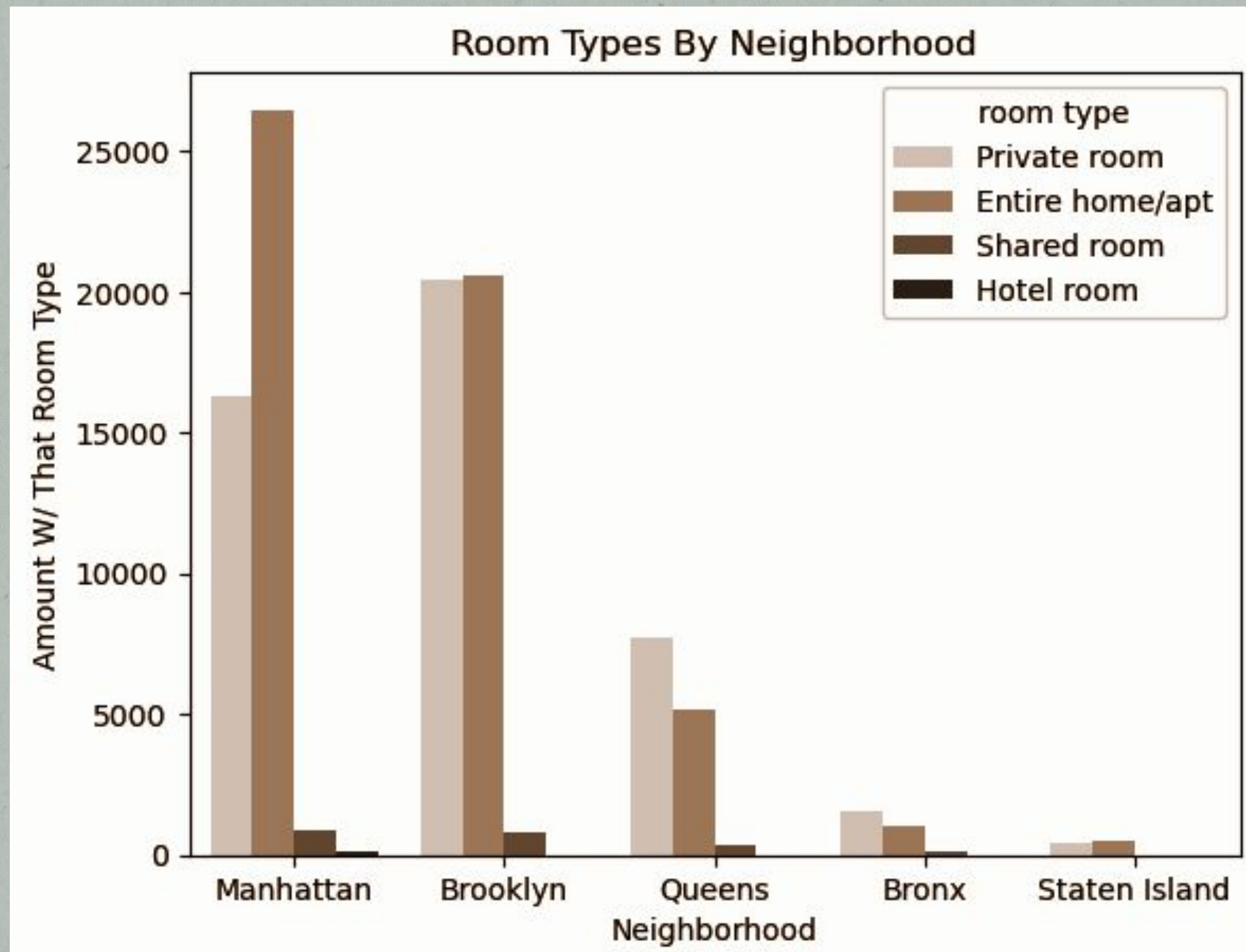
Ratings

Both Brooklyn & Manhattan have a healthy amount of options with a 4 or 5 star rating.

Host Impacted Rating?

Host being verified is NOT a strong contributing factor to the place getting a good review. No extra filter to only show host verified listings needed.

Correlations: Each Column To The Others

	id	host id	host_identity_verified	lat	long	Construction year	price	service fee	minimum nights	number of reviews	reviews per month	review rate number	calculated host listings count	days_avaialable_next_365days
id														
host id	-0.00083													
host_identity_verified	-0.00061	0.0016												
lat	-0.0088	0.00066	0.00054											
long	0.043	-0.009	0.0037	0.074										
Construction year	0.0011	0.0049	0.0028	0.0057	0.00086									
price	0.0067	0.0038	-0.0042	-0.0059	0.0033	-0.0038								
service fee	0.0071	0.0036	-0.004	-0.0059	0.0031	-0.0034	1							
minimum nights	0.0055	-0.0019	-4.1e-05	0.016	-0.04	-0.0011	-0.0029	-0.0031						
number of reviews	-0.042	-0.0045	-0.0023	-0.025	0.069	0.002	0.0052	0.0051	-0.051					
reviews per month	0.038	-0.0017	0.00049	-0.019	0.12	0.0041	0.0042	0.0041	-0.096	0.59				
review rate number	0.037	0.0035	0.0058	-0.0039	0.015	0.0048	-0.0046	-0.0044	-0.0026	-0.018	0.038			
calculated host listings count	0.024	0.0017	-0.0036	0.032	-0.1	-0.0027	-0.00011	4.1e-05	0.086	-0.081	-0.026	0.024		
days_avaialable_next_365days	-0.14	-0.002	-0.0061	-0.005	0.058	-0.0083	-0.0028	-0.0032	0.065	0.099	0.077	-0.0062	0.16	

Cancellation Policies

Manhattan, with Brooklyn as a close second, has the most properties available with a flexible cancellation policy.

Cancellation Properties By Neighborhood
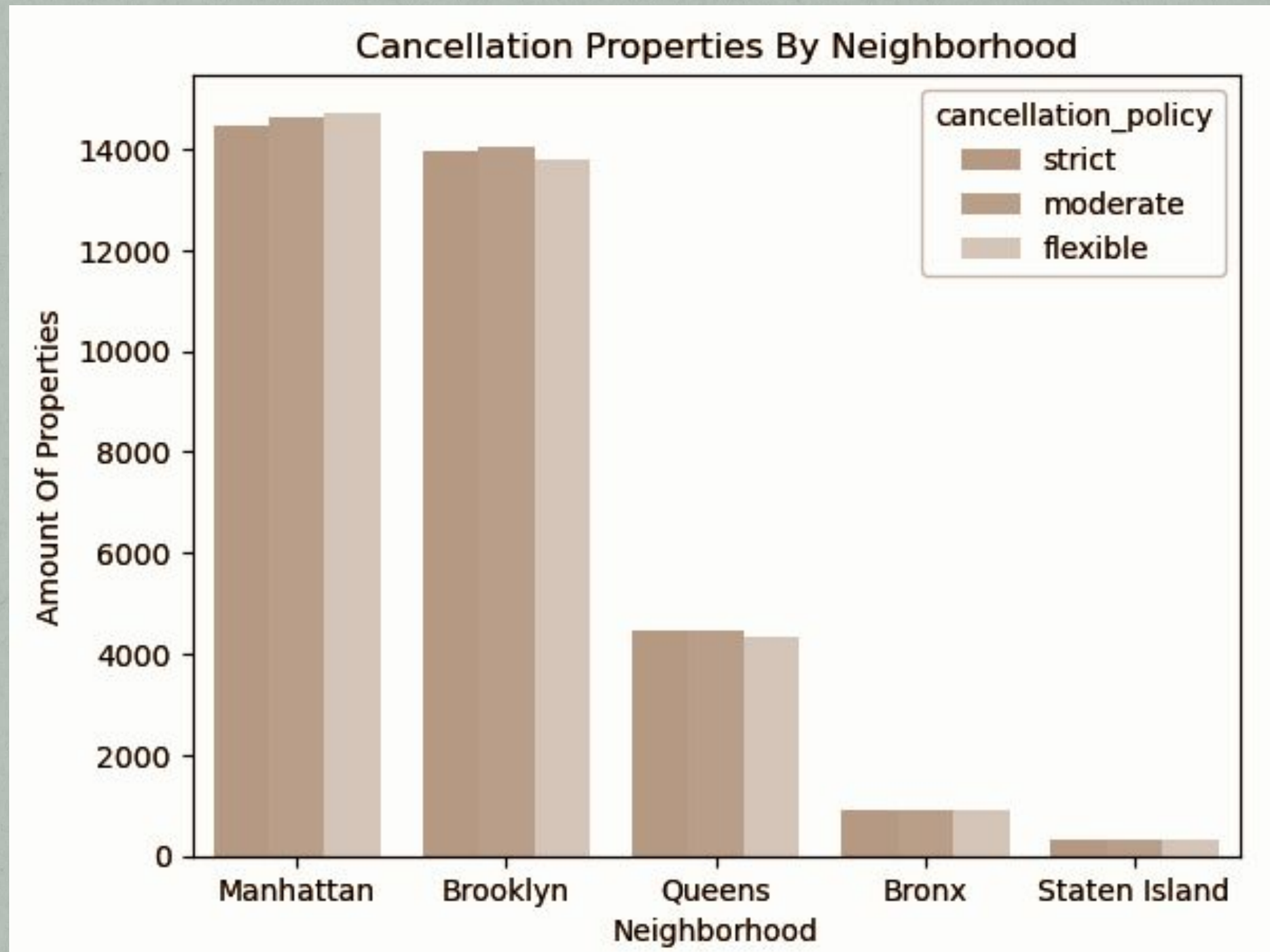
Availability

Both Brooklyn & Manhattan have over 120 options available within the next year that fit the family's criteria.

Availability: Options That Fit Criteria In Manhattan

Availability: Options That Fit Criteria In Brooklyn

RECOMMENDATION

Top 5 properties to consider:

- Property ID #: 50715
- Property ID #: 67913
- Property ID #: 2236
- Property ID #: 4932
- Property ID #: 53229

Continue down the new filtered list to see more:

- [List of filtered properties](#)

Filters Include:

- Review Rate 4 or 5
- Private Room
- Price under $800
- In Manhattan
- Flexible Cancellation Policy

The following was taken into consideration:

- Similar pricing in Manhattan and Brooklyn.
- Good selection of highly-rated rooms in both areas.
- Verified host identity has minimal impact on review rate.
- Over 120 options available in both Manhattan and Brooklyn.
- Brooklyn offers more options with private rooms.
- Manhattan recommended for proximity to desired activities.
- Top recommendations in Manhattan based on filtering by high review counts.

NEXT STEPS

Research additional data with the following information:

- Bedroom Count
- Safety Rating

Perform further analysis based upon new data.

THANK YOU!

Q & A?