



Storytelling – Airbnb NYC

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Insights and Revival of Airbnb Business in Post-Covid era

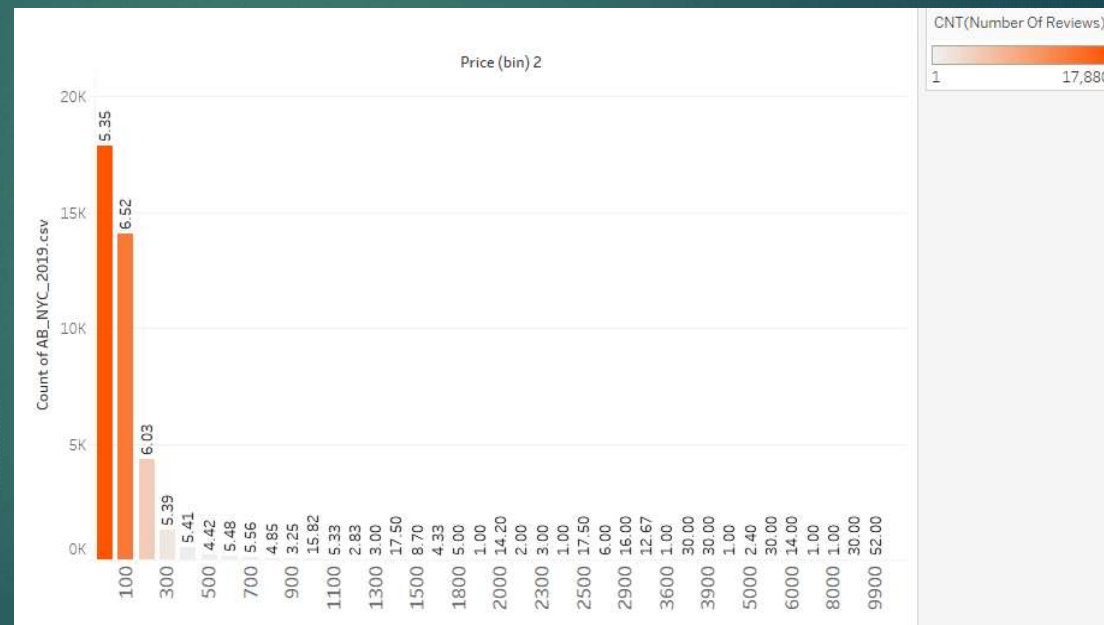
Objective

- ▶ Analyze post-covid era from the given dataset and perform necessary cleaning on dataset.
- ▶ Analyze/Extract key insights from the dataset to understand customer preference and user experience during pre & post -covid era .
- ▶ Provide recommendations and revival solutions to support business and acquisition team to help & get the business back on feet quickly in Post-Covid Period.

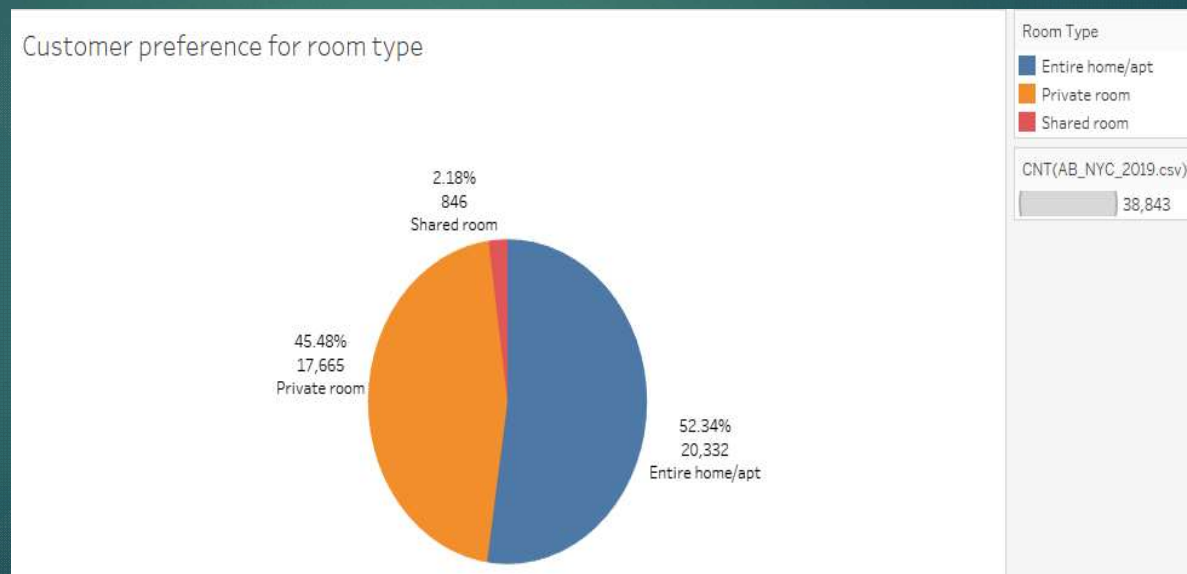
BACKGROUND

- ▶ Due to Covid-19, the travel business is impacted to a large extent due to different restrictions imposed by government in different countries
- ▶ Airbnb NYC revenues has been declining as lesser people travelled due to Covid restrictions in countries and the higher number of Covid-19 cases in NYC
- ▶ Situations is improving and travel restrictions being lifted by government, now it is time to focus on regaining, recovering and bringing the revenue back to its track.

- ▶ We have almost 17000 reviews for listings with price less than \$100 per night.
- ▶ As the price increases the number of reviews decreases because only affluent people will be booking rooms at higher rate and the number of affluent people seems to be less.

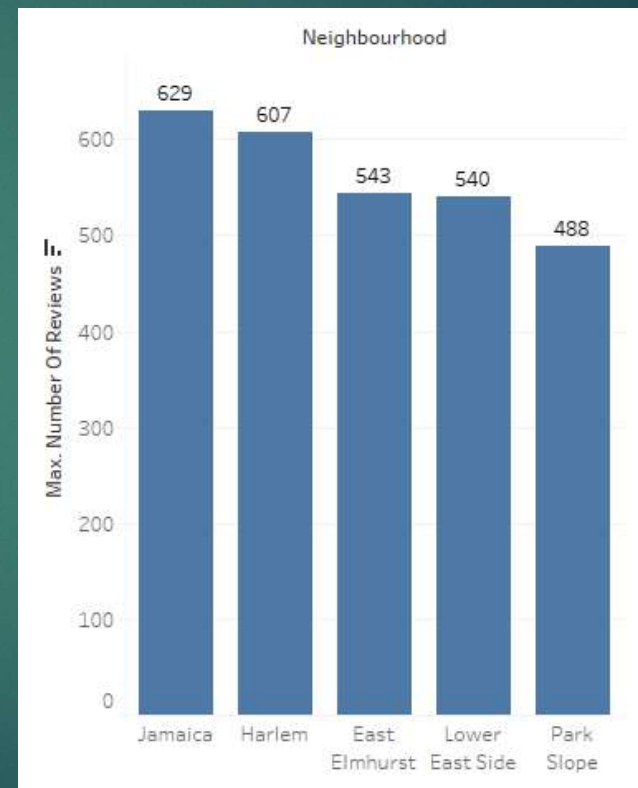


- ▶ Customer preference for room type is as below
 - ▶ Entire apt
 - ▶ Private room
 - ▶ Shared room

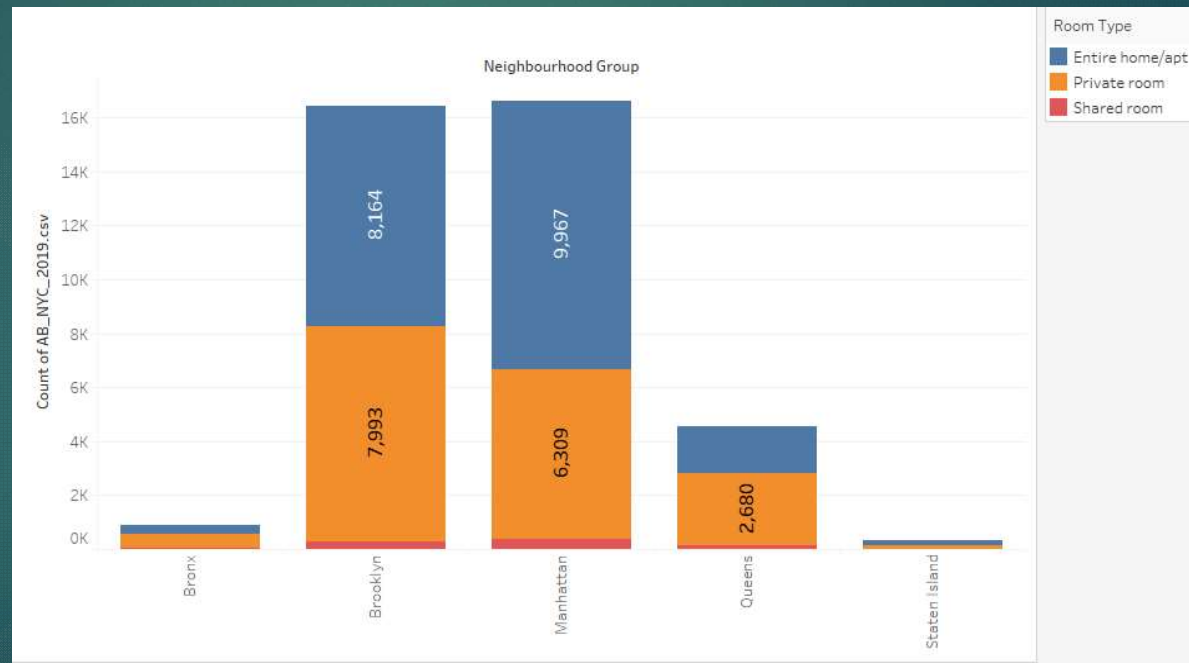


► Areas which got the max number of reviews are

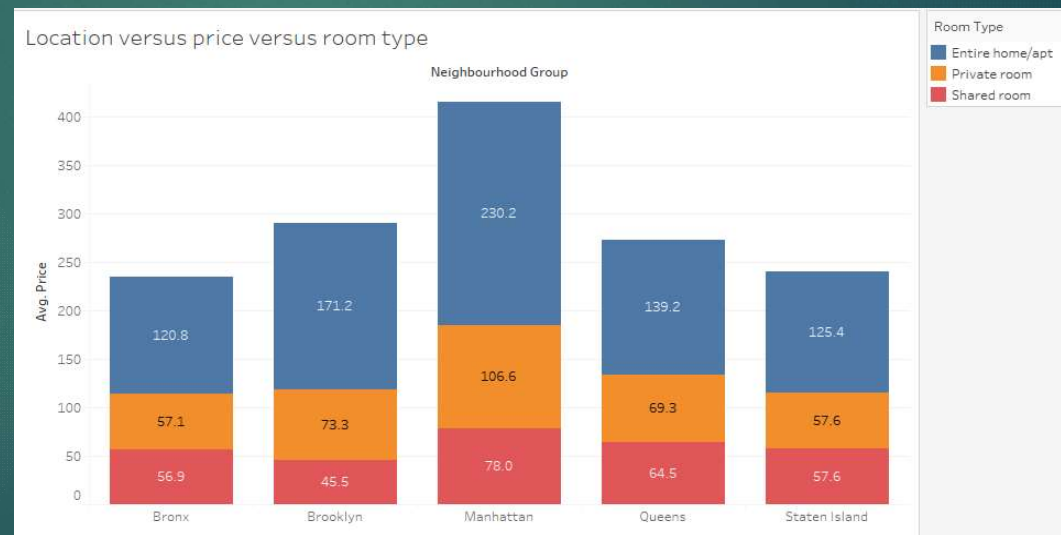
- Jamaica
- Harlem
- East Elmhurst
- Lower East Side
- Park Slope



- ▶ People travel to Manhattan and Brooklyn, they prefer Entire Home/Apt over other room types.
- ▶ In Queens and Bronx, Private Rooms are more preferred and Staten Island appear as the least visited place.



- ▶ Two of the costliest places (MANHATTAN AND BROOKLYN) have the average price higher than the other location associated to the room type.



- ▶ we have plotted average price with Sum(Number of Reviews) along with the Host Name.
- ▶ hosts with highest Number of Reviews are more affordable in terms of price, and customers have given them a good review due to the value for money the property is offering in terms of facilities and room service.



Recommendations

- ▶ We will increase advertising and expand tourism in locations like Staten Island and Bronx .
- ▶ We will reduce the cost of the Private Rooms in Manhattan and Brooklyn so more people would visit .
- ▶ We will provide additional incentives to hosts who have properties at prime locations
- ▶ We will offering a mediocre cost per night for a room.

Thank you