



# Storytelling – Airbnb NYC

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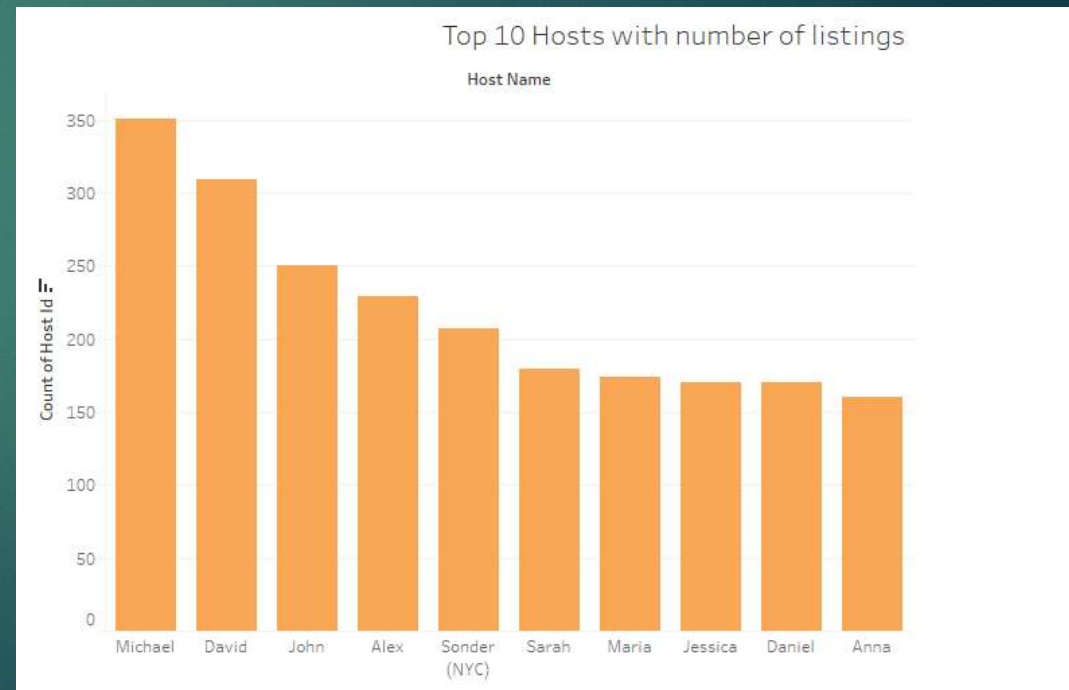
# Presentation Part 1 – Pre Covid analysis

# Objective

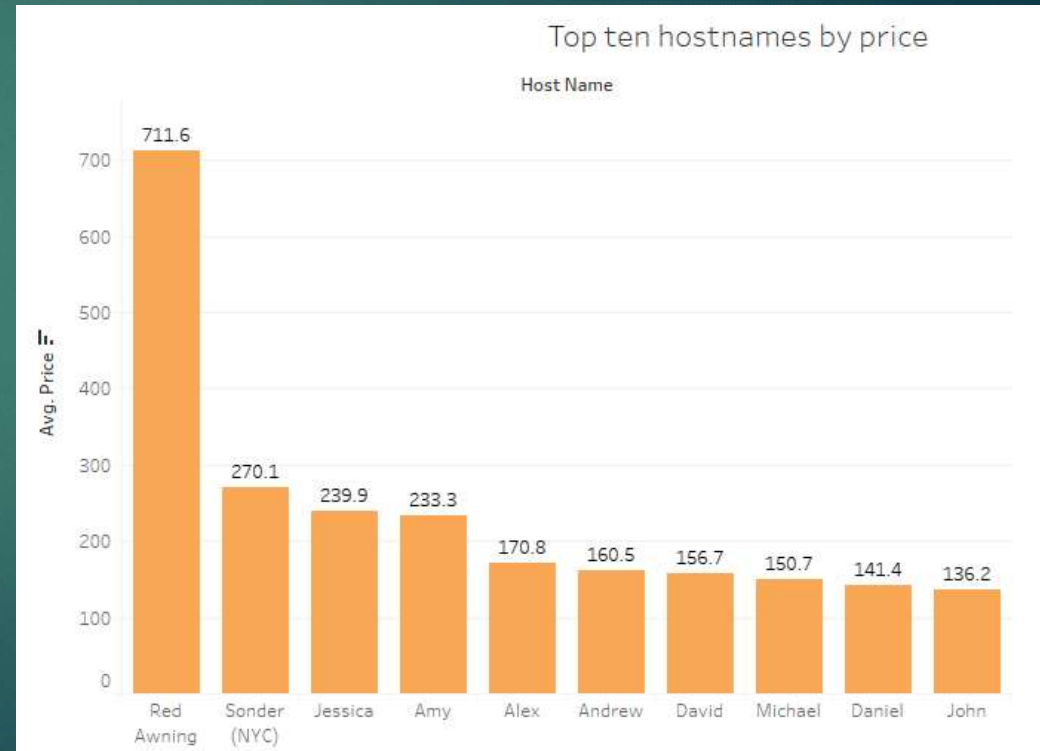
- ▶ Analyze pre-covid era from the given dataset and perform necessary cleaning on dataset.
- ▶ Analyze/Extract key insights from the dataset to understand customer preference and user experience.
- ▶ Provide recommendations and revival solutions to post-covid era to support business.



- ▶ Host Michael has the highest number of properties in NYC and across its neighborhood.
- ▶ Also the chart shows top 10 hosts with their listings.



- ▶ Below chart shows top 10 Hosts with highest average price.
- ▶ Red Awning tops the list with whopping 711\$ as average price for a night among its listings.
- ▶ Apart from Red all others are in the range between 300 to 100\$ of their average price/night.



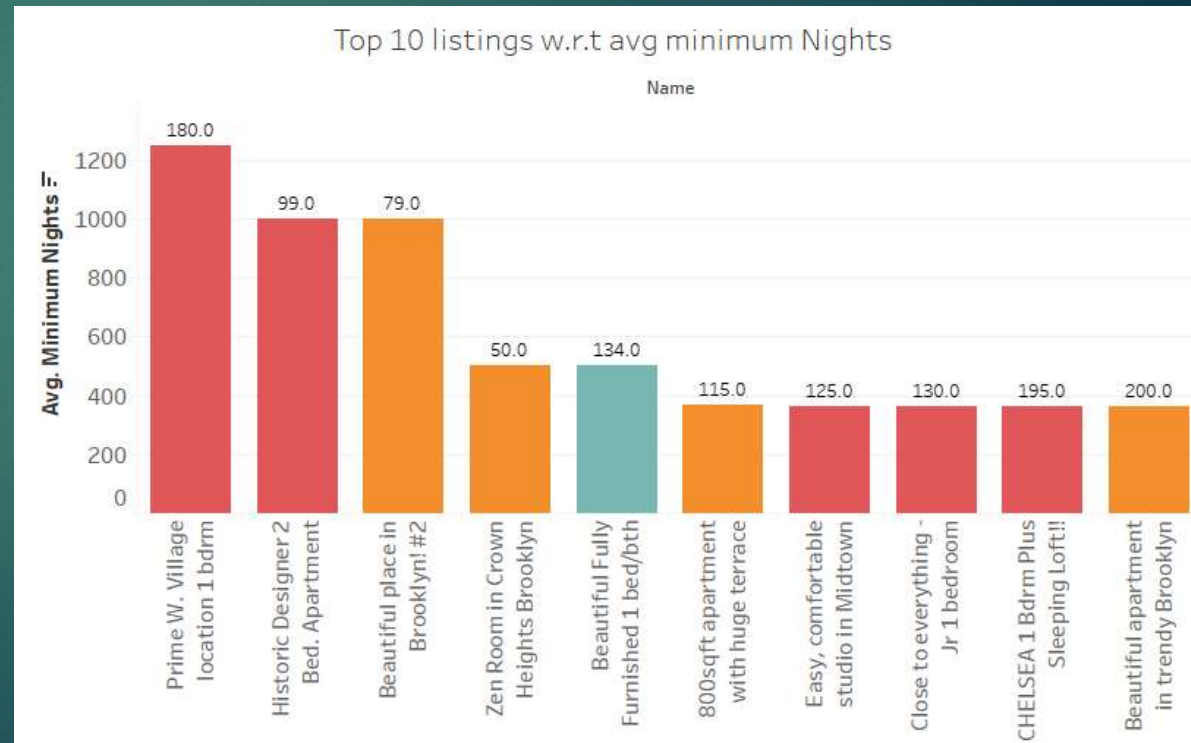
- ▶ This chart shows the average price distribution across NYC neighborhood.
- ▶ This can help new and existing hosts to plan for their next listings as per the budget.
- ▶ Manhattan is already a very popular neighborhood where customers prefer to visit as per listings per se.

Avg price distribution across Neighbors





- ▶ Below chart depicts Top 10 listings based on average minimum nights spent.
- ▶ Prime W. Village situated in Manhattan tops this list, indicates customer preference towards this property.
- ▶ This chart also gives a glimpse on average price of the listing at the tool tip, which gives idea on preference made for night spent vs price.



- ▶ First list shown below depicts maximum price of listings within a neighborhood group to NYC.
- ▶ Second chart shows the maximum price of listings across neighborhood to NYC. This chart shows only top 10 listings sorted High to Low.
- ▶ Bronx and Staten Island are the cheapest neighborhood groups.

Locations with highest price

Neighbourho..	
Queens	10,000
Brooklyn	10,000
Manhattan	9,999
Bronx	800
Staten Island	625

Ten areas with highest price

Neighbourho..	
Greenpoint	10,000
Astoria	10,000
Lower East Side	9,999
East Harlem	9,999
Tribeca	8,500
Clinton Hill	8,000
East Flatbush	7,500
Upper West Side	6,000
Midtown	5,100
Bedford-Stuyvesant	5,000



# Recommendations

- ▶ Premium properties and rooms should be acquired at Staten Island and Bronx as rates are reasonable and tourism should be promoted in this two locations.
- ▶ Additional incentives to hosts who have properties at prime locations and are offering a mediocre cost per night for a room
- ▶ Manhattan and Brooklyn has the highest number of minimum nights available which should be capitalized by reducing the prices of the Private Room and Entire Home/Apt. as it will bring in more customers which ultimately will lead to more revenue generation

Thank you