



Insights from the Airbnb, NYC Analysis

For Head of Acquisition & Operations
and Head of User Experience

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Agenda

1. Recommendations
2. Objectives
3. Background Summary
4. Important Findings
5. Conclusion
6. Appendix - Data Methodology



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Recommendations:

- Manhattan and Brooklyn should be the place to target.
- One to one interaction with some property owners in Staten Island, Queens and Bronx should be made to identify their challenges for being fully functional.
- We could acquire listed properties as entire home/apt and private room.
- Many properties in Manhattan and Brooklyn is not available now. We can consult these hosts again and can provide monetary assistance in renovation as acquiring new hosts may cost more.
- Prices in Manhattan should be re-considered.



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Objectives

- Improve our shared understanding about our end consumer experience and preferences.
- Improve our shared understanding about the challenges and gap faced by the customers hosting their personal space on the platform.
- Provide early recommendations to our Head of Acquisitions and Operations to exemplify the smooth equation between both the customers in Airbnb community.



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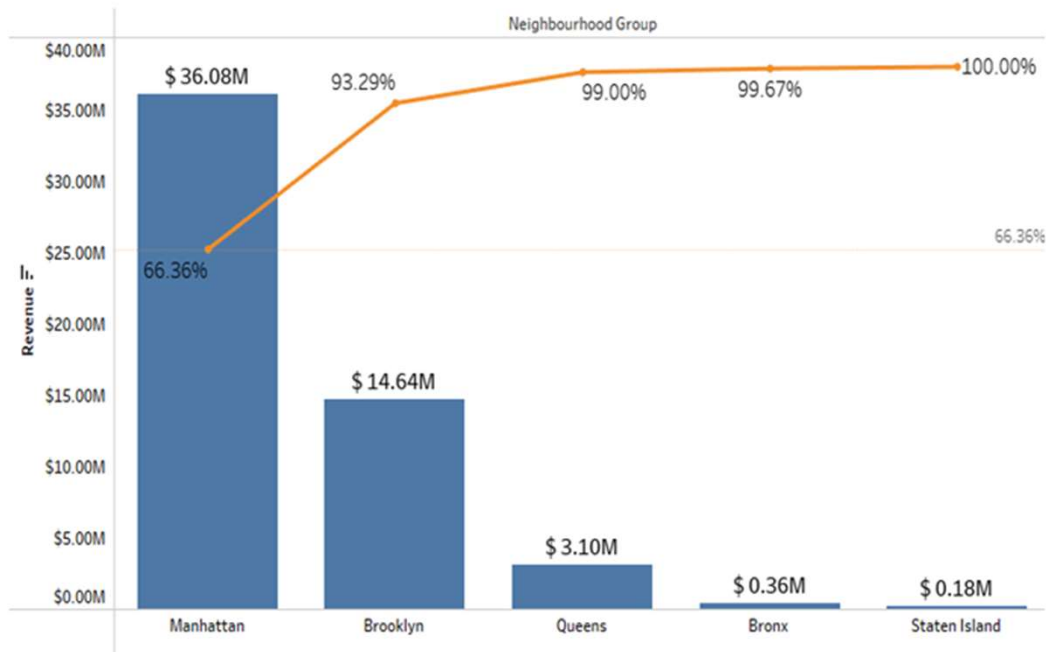
Background Summary

- In the last few months, Airbnb has seen a major decline in revenue due to lockdown imposed during pandemic.
- Hence provided the information in hand based on previous data captured, we need to analyze the patterns for declining profits and recommend certain suggestions to overcome.
- Airbnb NYC has 5 Neighborhood groups and 221 Neighborhoods with 3 different room types.



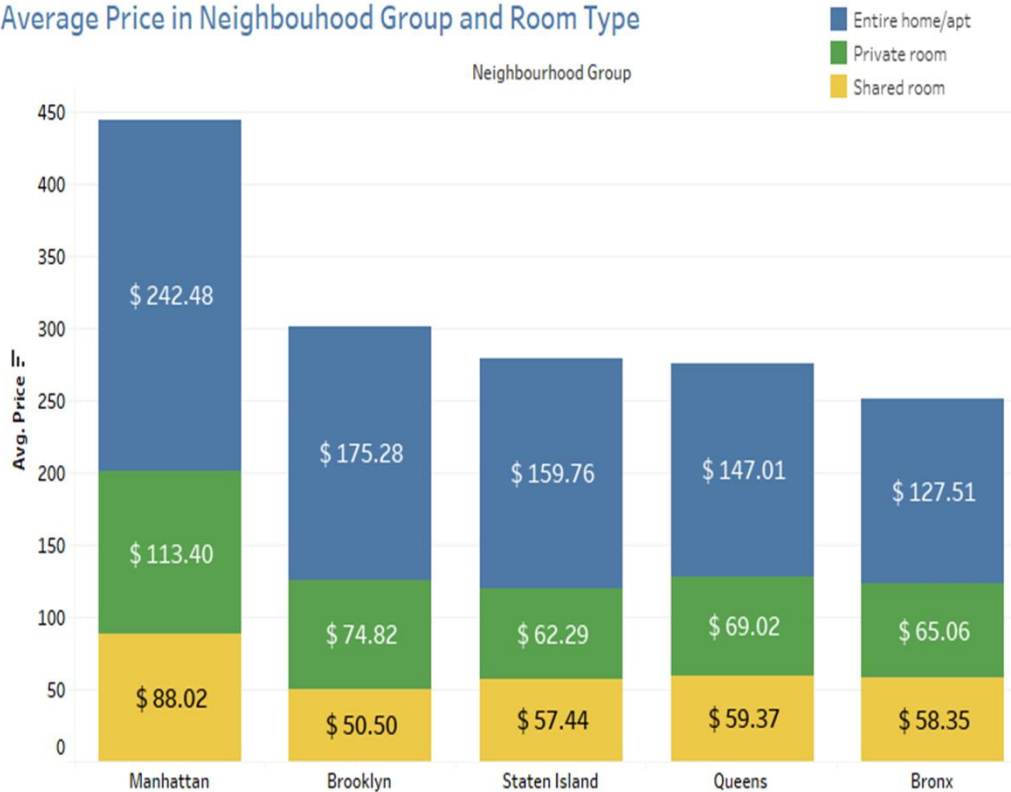
Important Findings

Revenue Share of Neighbourhoods



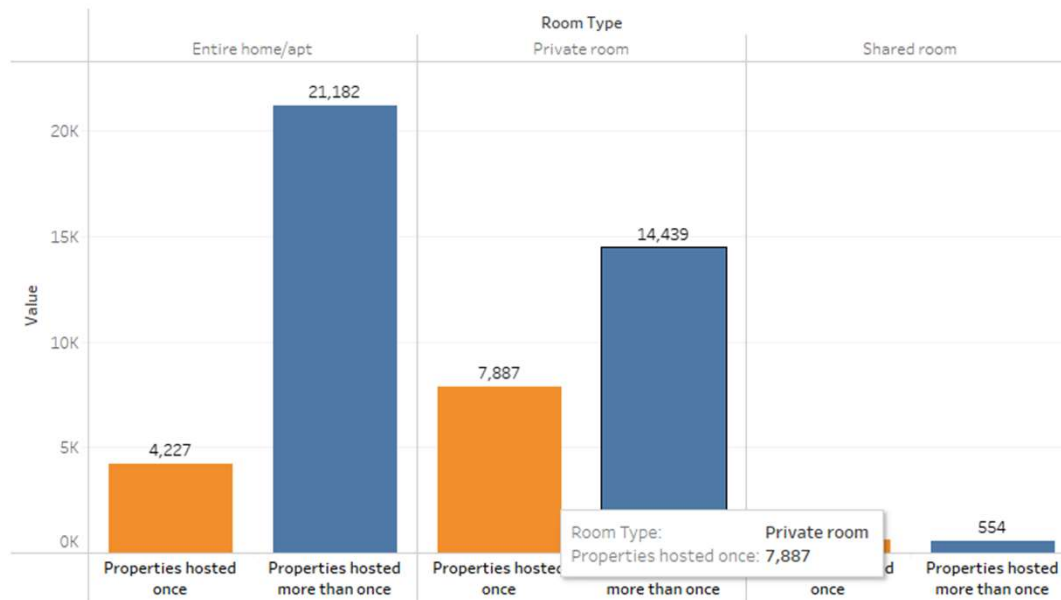
- Manhattan is most prominent neighborhood group in New York.
- Around 66% of revenue is coming from Manhattan itself followed by Brooklyn which has 23% share in overall revenue.

Average Price in Neighbourhood Group and Room Type



- An average price range preferred by a customer is:
 - Entire Home: 150\$ to 120\$
 - Private Room: 70\$ to 60\$
 - Shared Room: 50\$ to 60\$
- Whereas the most traction generating neighborhoods i.e. Manhattan and Brooklyn offers a higher price range which might demotivate the customer to book.

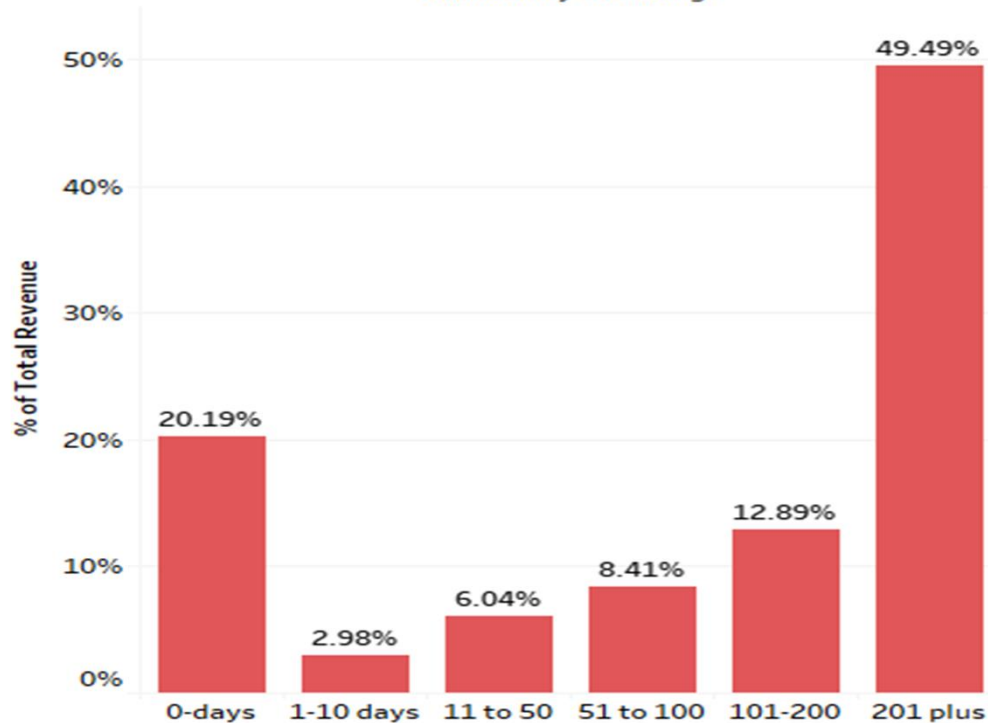
Properties Hosted Once VS Properties Hosted More Than Once



- Entire homes are hosted twice or more are 5 time more than it is hosted once which shows they are more likely to get booked again.
- Likelihood of Private room getting booked is twice of hosting once.

Revenue Share based on Availability

Availability 365 Range

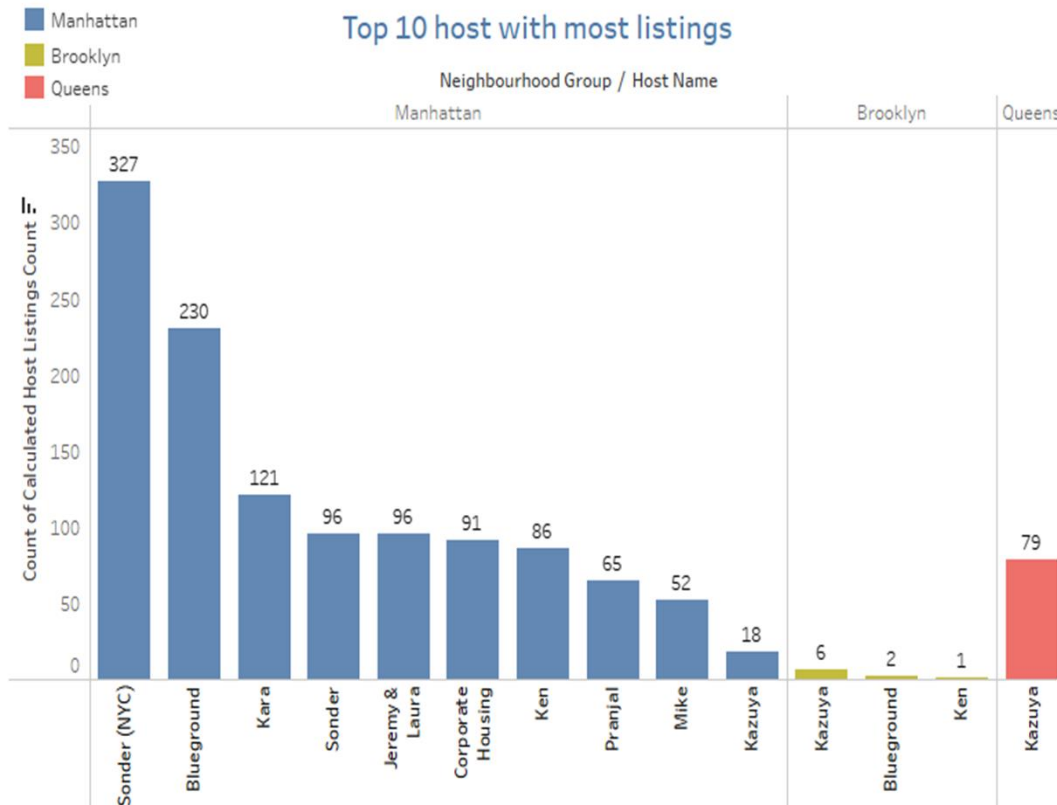


- Properties which are available for 201 days or more share almost 50% of Revenue.
- Properties which are available for 0 days post Covid-19 contributes 20% to overall revenue.
- These properties should be contacted again.
- We should make a marketing policy such that it push host to keep its property available for most number of days.

Top 20 Busiest Neighbourhood. based on Minimum Nights

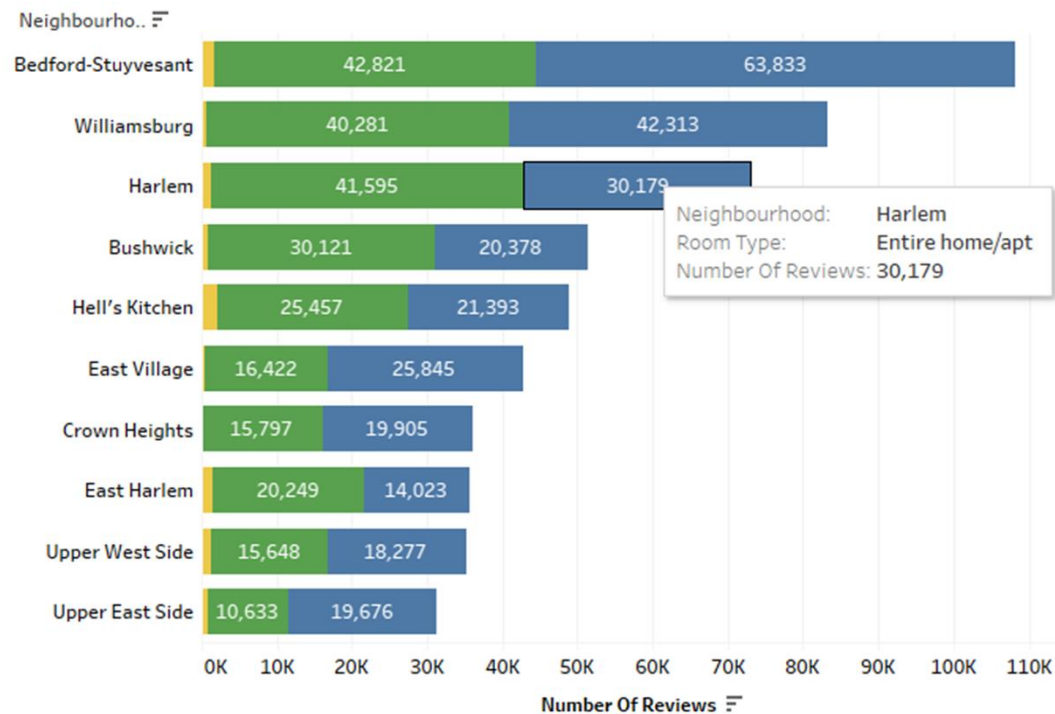
Williamsburg 22,746 Brooklyn	Midtown 16,928 Manhattan	Hell's Kitchen 15,581 Manhattan	Financial District 8,558 Manhattan	Crown Heights 8,430 Brooklyn	Murray Hill 7,350 Manhattan
Bedford-Stuyvesant 20,783 Brooklyn	Upper East Side 16,320 Manhattan	Bushwick 14,061 Brooklyn	Greenpoint 6,946 Brooklyn	East Harlem 6,128 Manhattan	West Village 5,748 Manhattan
Upper West Side 18,426 Manhattan	Harlem 15,748 Manhattan	East Village 11,528 Manhattan	Washington Heights 5,640 Manhattan	Astoria 5,205 Queens	Kips Bay 5,129
		Chelsea 10,558 Manhattan	Lower East Side 5,565 Manhattan		

- These 20 neighbourhoods hosted most number of nights.
- 5 of them are from Brooklyn, 14 are from Manhattan and 1 from Queens.



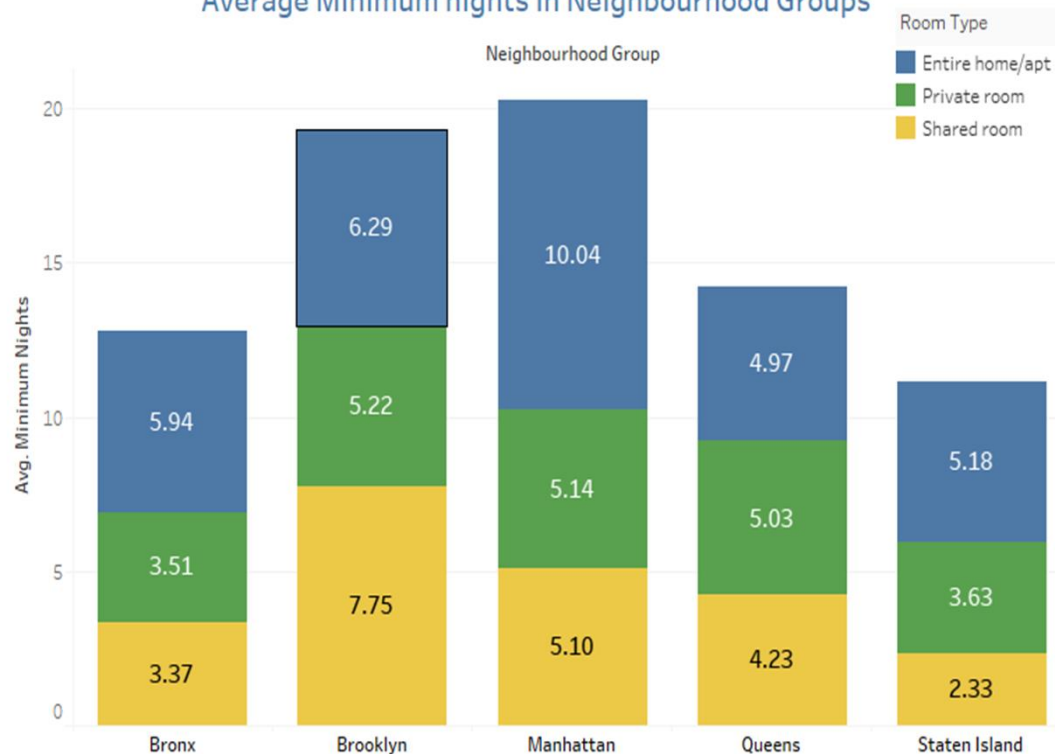
- Sonder hosts around 327 properties with us, followed by Blue ground which host 230 properties and so on.
- Kazuya, from Queens, also host 79 properties. We should interact with such hosts and introduce them in Marketing ads which may help in acquiring more hosts in neighbourhood.

Top 10 Neighbourhood where customer gives most Reviews



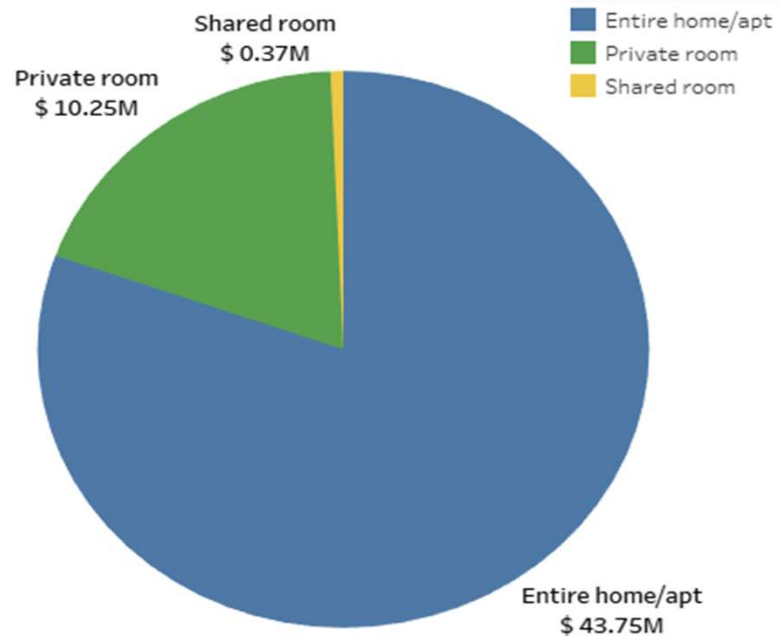
- Customers in these 10 neighbourhoods shared most number of reviews.
- This could be either because customers are getting problem in these neighbourhood or they are extra active in these neighbourhoods.
- Thus we should find a conclusive evidence for them.

Average Minimum nights in Neighbourhood Groups



- Manhattan on average host minimum 10 nights for entire homes.
- Queens, Brooklyn and Manhattan on average host 5 nights for Private Rooms.
- Staten Island and Bronx host less nights as compared to others.

Revenue Contribution for different Room Type



- Entire home as so far earned us a functional revenue of 44 millions dollars followed by private rooms with 10 million revenue.
- Post Covid-19 it is also evident that people would rarely go for shared rooms.
- Better if we keep our focus on acquiring host with Entire home and private rooms.



Conclusion

- Price review of properties hosted in Manhattan.
- Entire Home contributes to 44 million of Revenue.
- Likelihood of Private room getting booked is twice of hosting once and 5 times for entire home.
- Properties which are available for 200+ days are more likely to be profitable.
- We should interact with hosts who are hosting more than 50 properties and introduce them in Marketing ads which may help in acquiring more hosts in neighbourhood.
- Reviews should be through analyzed and sentimental analysis should be done on them.

Appendix - Data Methodology

Methodology Approach

- Research Problem
- Business Understanding
- Type of Data Require - Data Source
- Whom are we presenting?
- Analysis Done
- Recommendations

Analysis Methodology

- Data Understanding and Preparation
- Variables overview
- Handling missing values and outliers
- Feature selection / engineering
- Analyzing methods
- Evaluation of Methods
- Finding and Insights

****Note:** Please Refer Methodology Document for complete details.



Thank You



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