

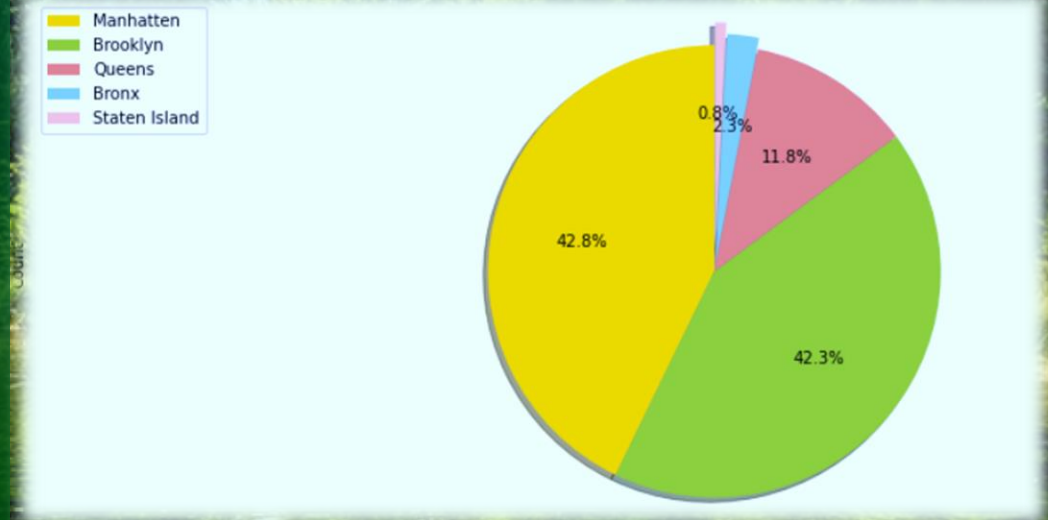
The background of the slide is a photograph of a mountain landscape, likely Yosemite National Park, featuring rugged rock formations and dense evergreen forests. A semi-transparent gradient is applied over the image, transitioning from a deep blue on the left to a vibrant green on the right. Centered on this background is the main title text in a large, white, sans-serif font. Below the word 'COVID' in the title, there is a short, solid yellow horizontal line.

Steps to be taken after COVID

Most Profitable City

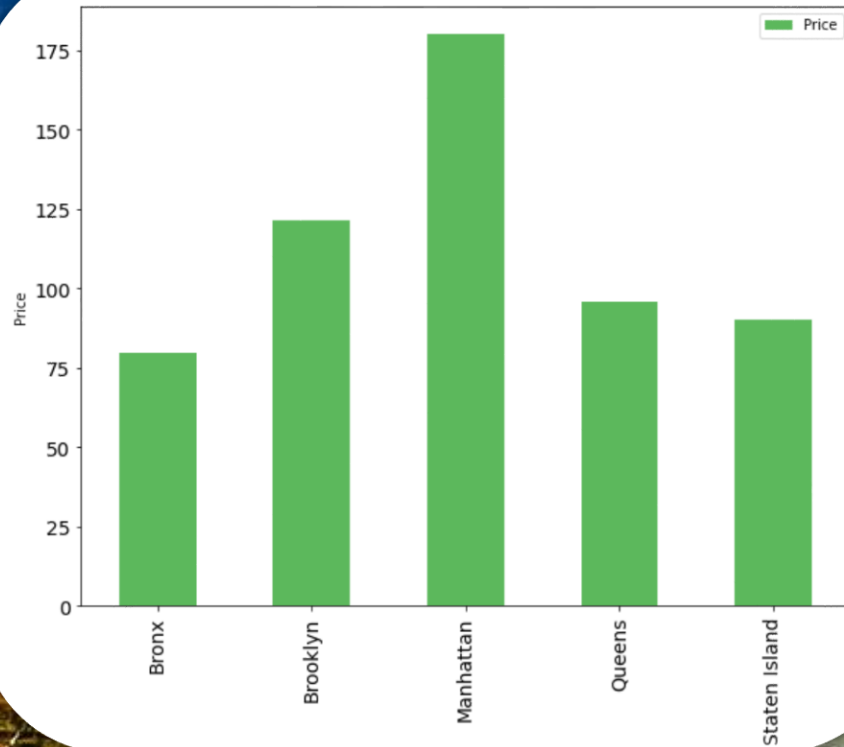
- Manhattan and Brooklyn cover more than 80% of the bookings.
- Queens is an area we could use a bit more traction to increase the numbers
- Staten island is a place where the most traction is required and a find of good properties to increase the bookings.

Steps to be taken
after COVID



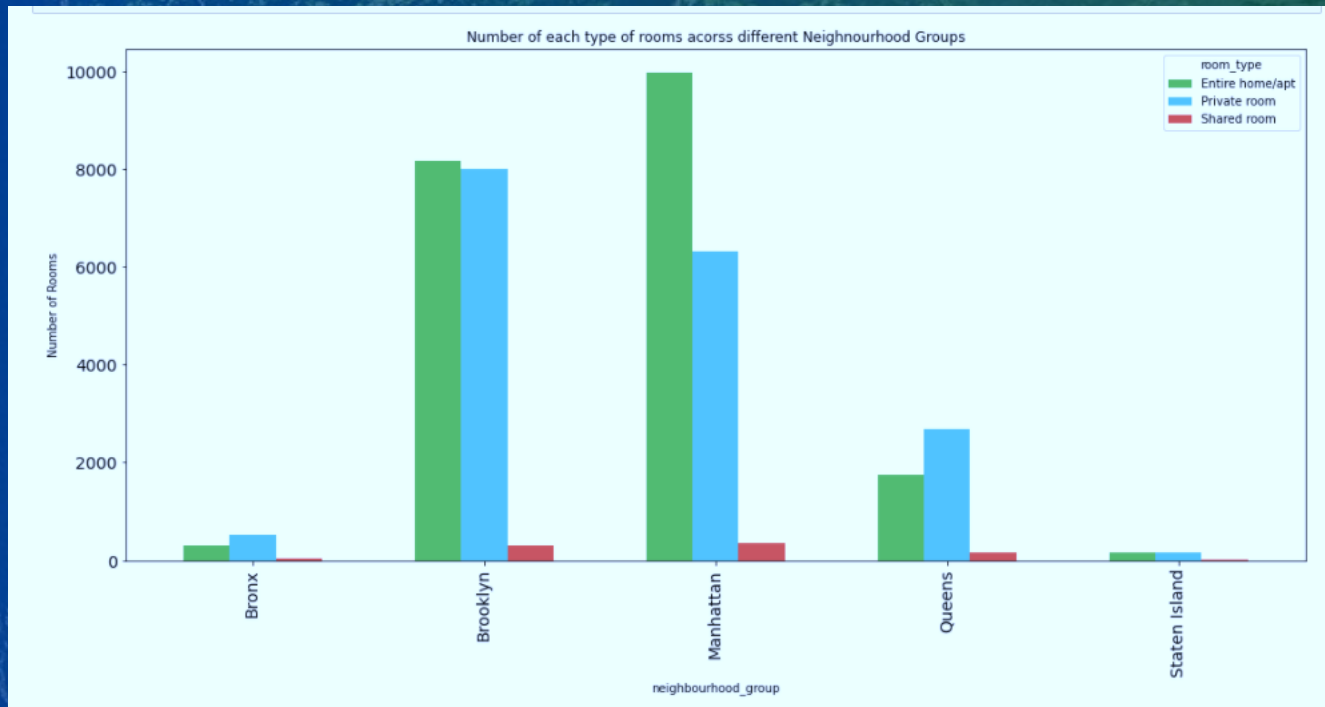
Price Range for our target audience

- Our target audience is around the price range \$100-175.
- Though the average price for the property in Manhattan and Brooklyn is high, still it doesn't effect the number of bookings.
- It is advisable to increase the number of properties in both these cities for higher market share and profitability



Steps to be taken
after COVID

Type of properties to be targeted



Entire apt/home and private room properties bring higher traction than shared rooms.

In Manhattan it is advisable to increase entire home properties as it has an upper edge over other two types

Steps to be taken
after COVID

Steps to improve less traction properties

- Introduce a top 10 hosts campaign for higher availability and better traction.
- Having webinars with the best and least significant hosts to help them improve traction and in turn improve user experience

Conclusion

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Appendix

1. Most Profitable City
 2. Price Range for our target audience
 3. Type of properties to be targeted
 4. Steps to improve less traction properties
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THANK YOU!

Nand Dave & Avleen Singh