AIRBNB CASE STUDY

SUBMITTED BY

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PROBLEM STATEMENT

- FOR THE PAST FEW MONTHS, AIRBNB HAS SEEN A MAJOR DECLINE IN REVENUE.

- NOW THAT THE RESTRICTIONS HAVE STARTED LIFTING AND PEOPLE HAVE STARTED TO TRAVEL MORE, AIRBNB WANTS TO MAKE SURE THAT IT IS FULLY PREPARED FOR THIS CHANGE.
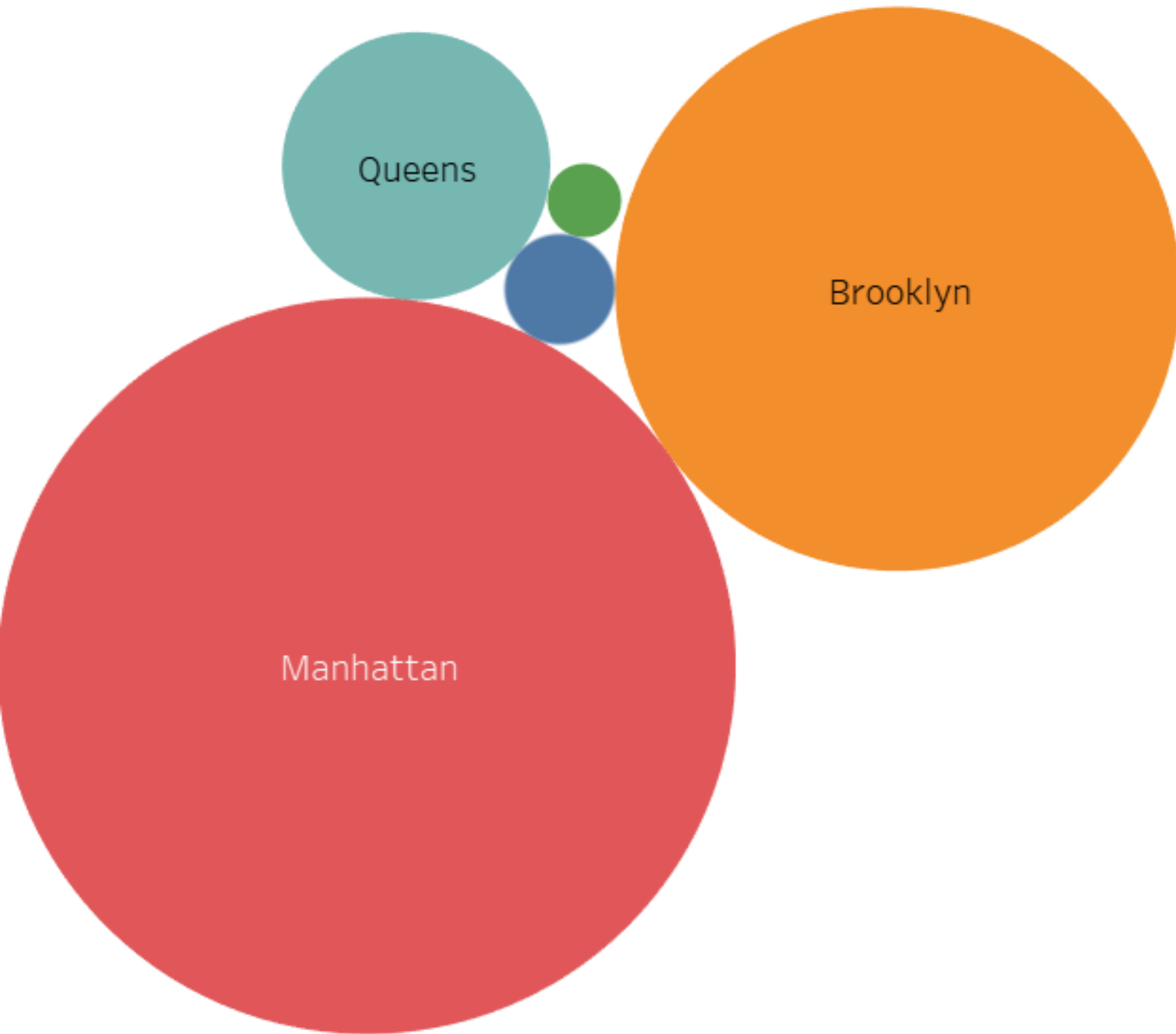
OBJECTIVE

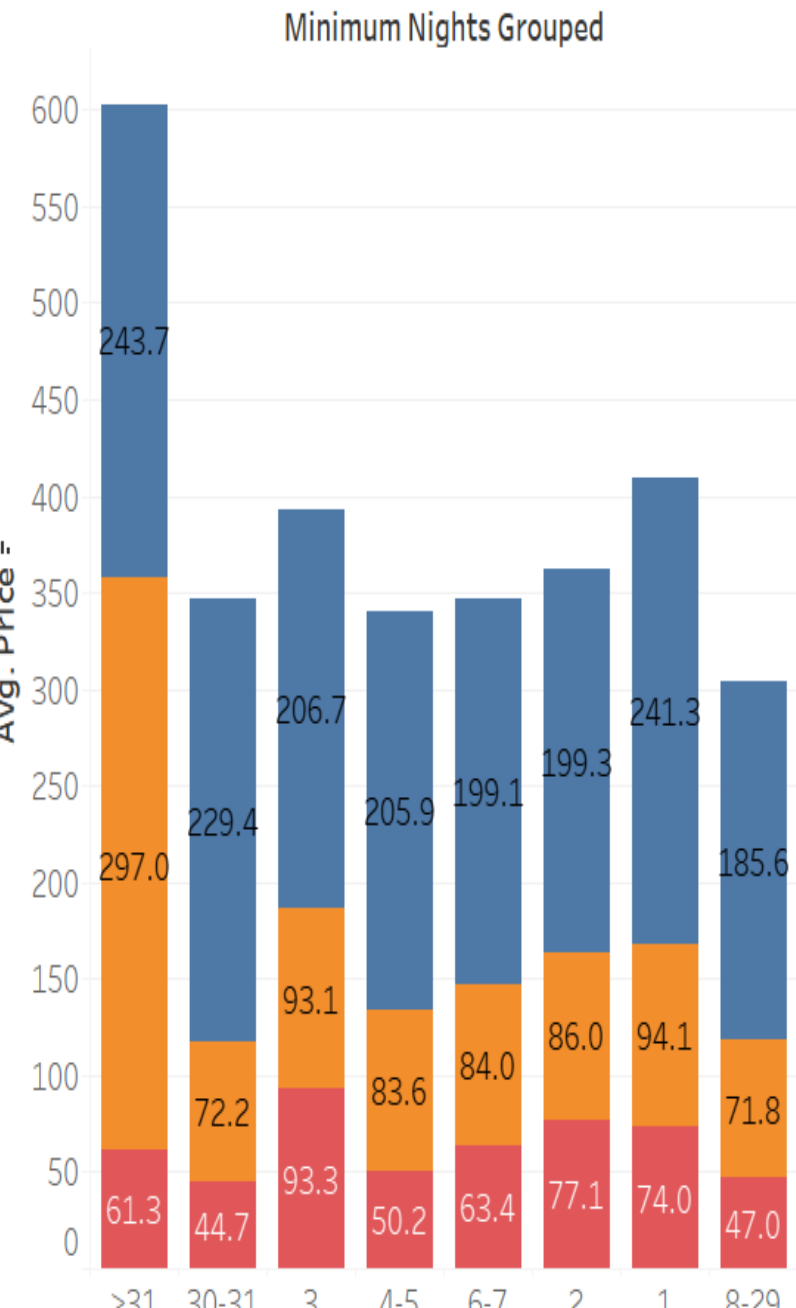TO ANALYZE A DATASET CONSISTING OF VARIOUS AIRBNB LISTINGS IN NEW YORK.
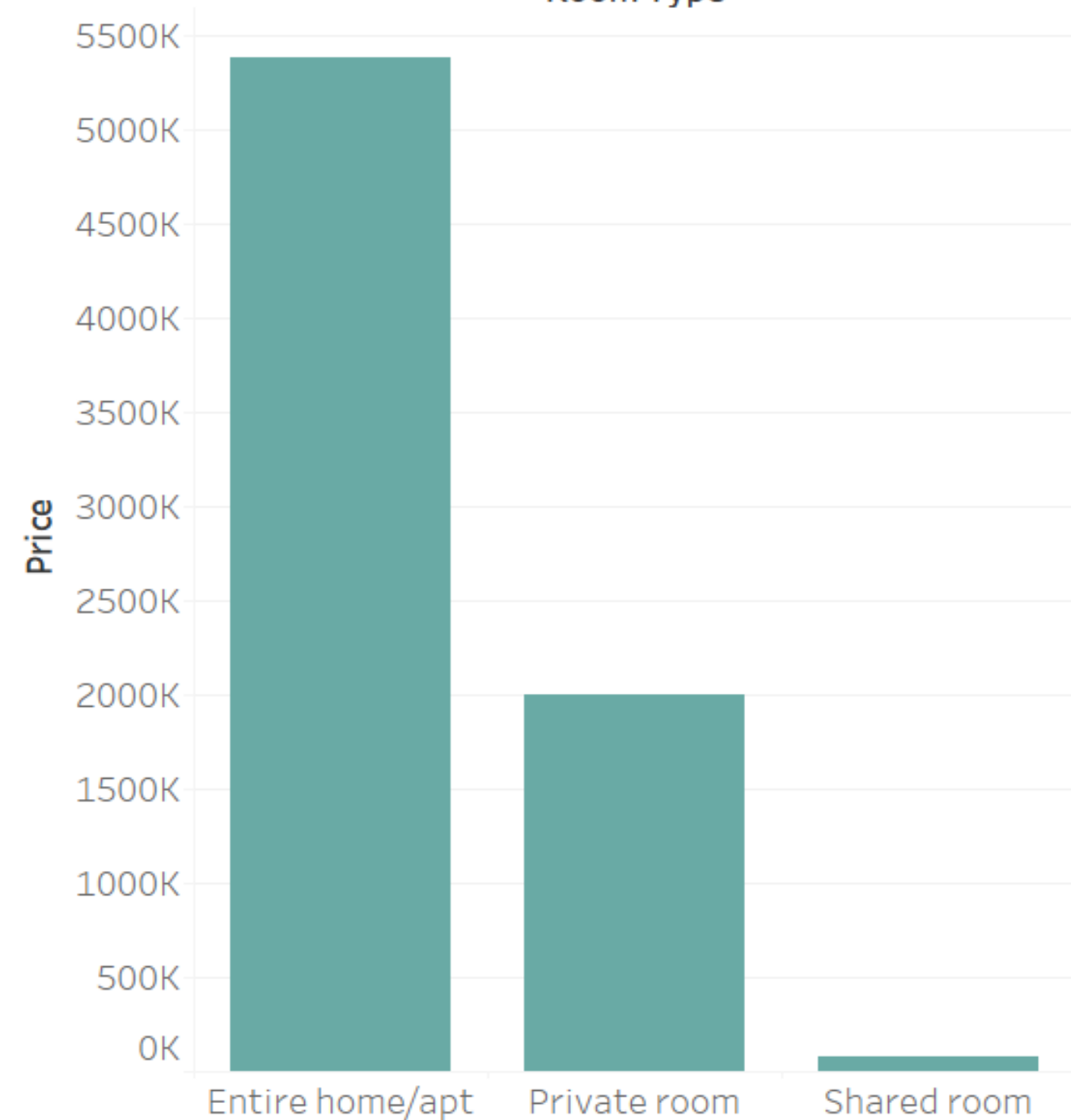
FROM THE ANALYSIS CUSTOMERS PREFER ENTIRE HOME/APARTMENTS AND IT IS GENERATING HIGHEST REVENUE WHEN COMPARED TO PRIVATE ROOM S AND SHARED ROOMS.

MANHATTAN HAS HIGHEST PRICE FOR ACCOMMODATION FOLLOWED BY BROOKLYN

Minimum Nights Grouped

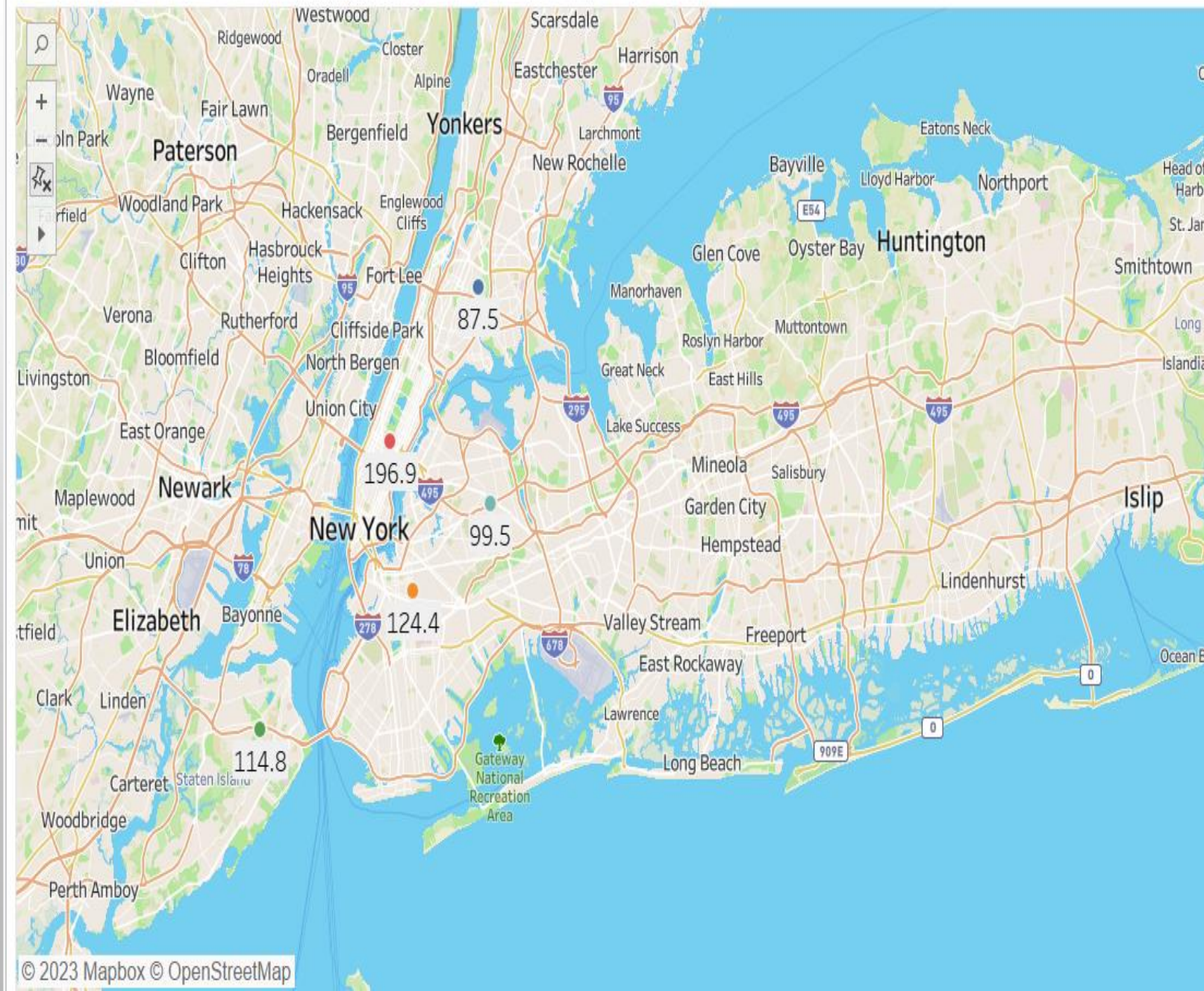WHEN MINIMUM NIGHT GROUPED IS >31 REVENUE GENERATED IS HIGHEST
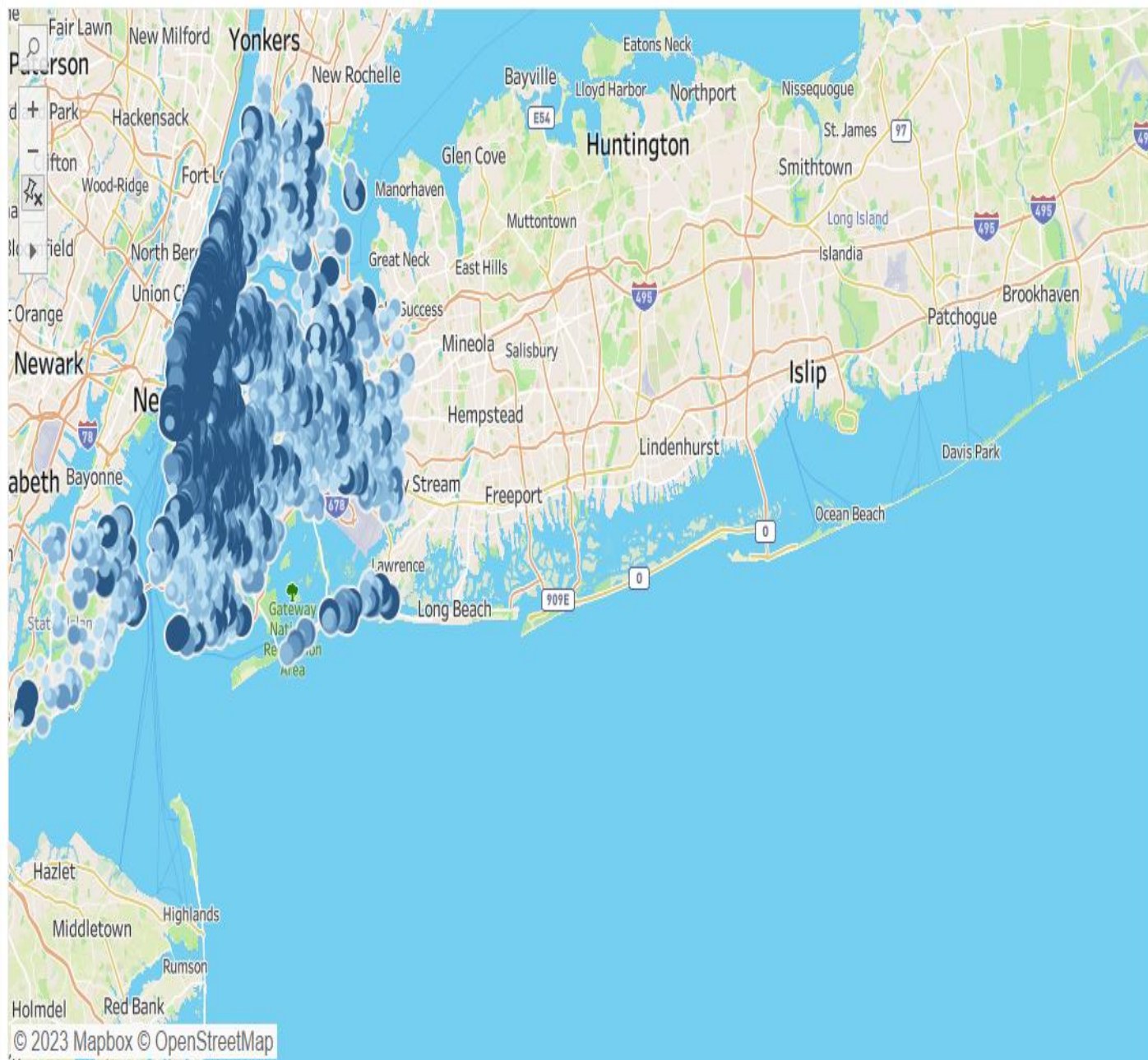
EARNINGS AND PRICE ARE INVERSELY PROPORTIONAL TO EACH OTHER

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

ACCOMODATION IN MANHATTAN REGION IS HIGH AS THE AVERAGE PRICE IS HIGHEST ACCORDING TO THE ANALYSIS

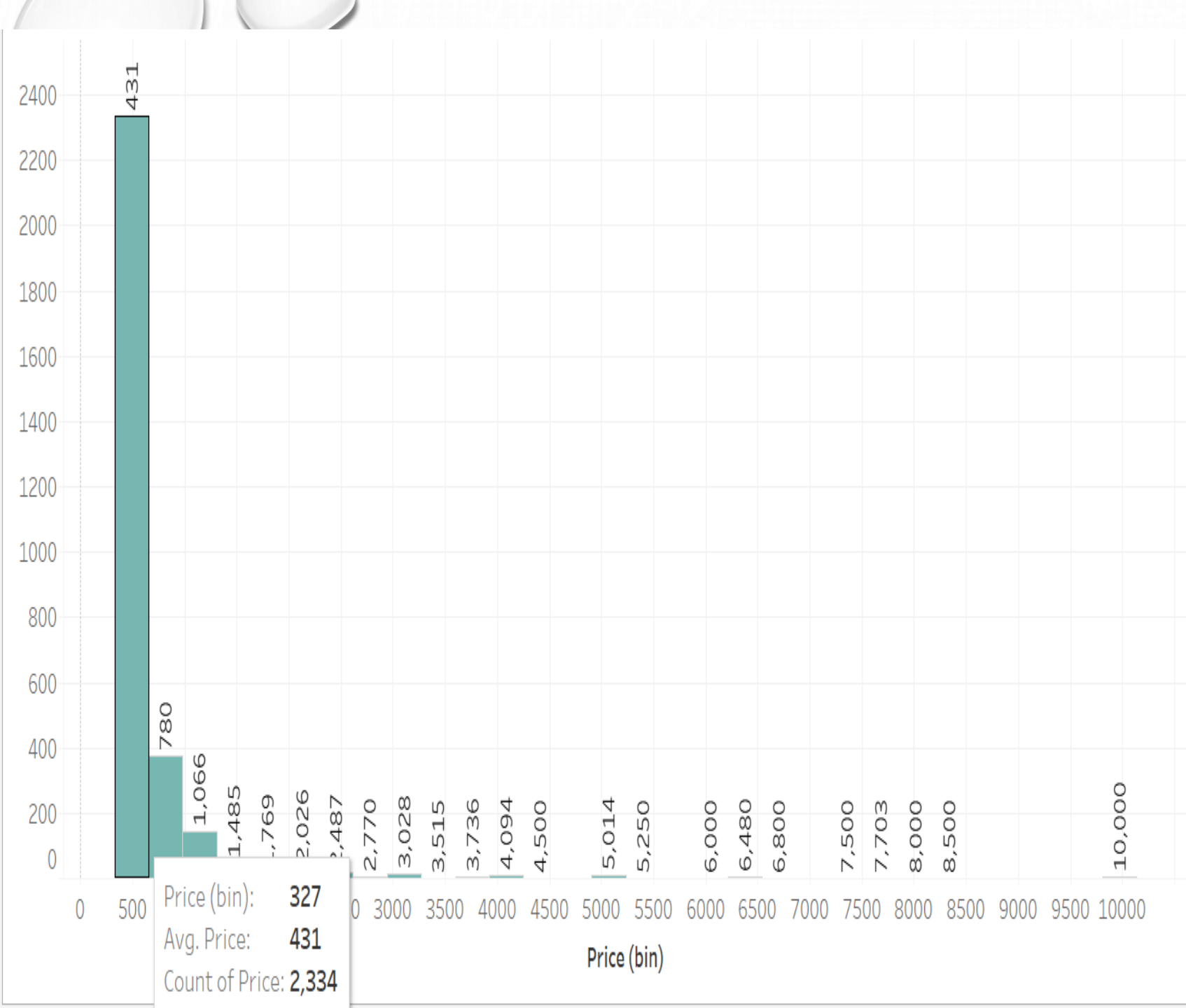AVG(Price)

0.0   500.0
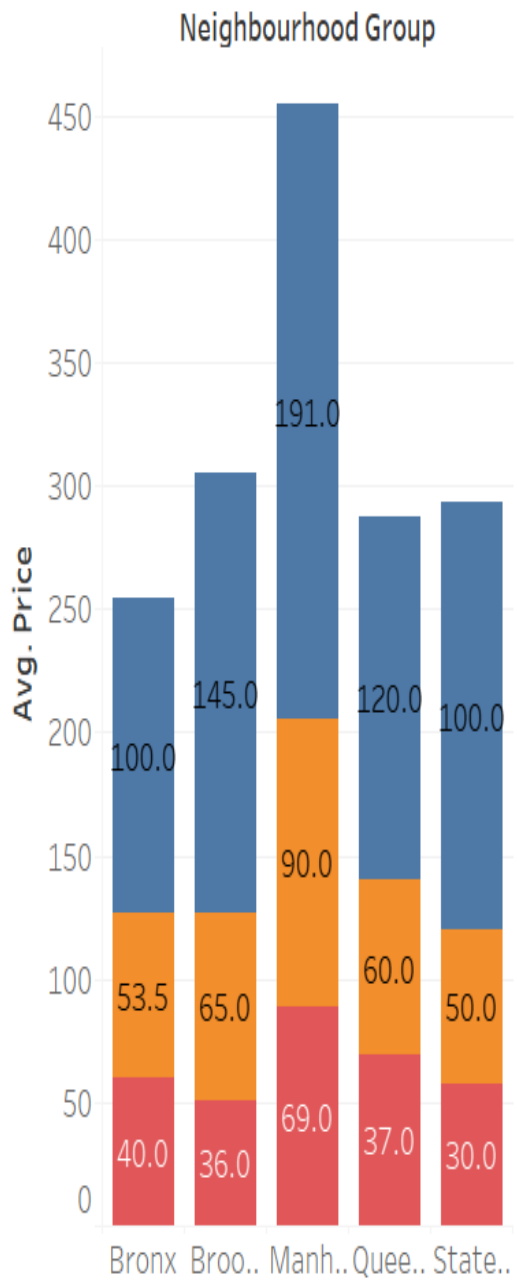
AVG(Price)

. 0
○ 100
○ 200
○ 300
○ 400
○ ≥ 500

ACCOMODATIONS WITH A VIEW WHICH IS NEAR TO A WATERBODY/BEACH/LAKE SIDE HAS THE HIGHEST PRICE.

AVERAGE PRICE IS HIGHEST IN THE PRICE BIN OF 327.

Neighbourhood Group

Room Type
- Entire home/apt
- Private room
- Shared room

SHARED ROOM HAS MINIMUM LISTING.

RECOMMENDATIONS

- SHARED ROOMS ARE HAVING LEAST LISTING AND LOWEST PRICE. THIS OPPORTUNITY COULD BE UTILIZED TO IMPROVE THE PROFITABILITY.

- MANHATTAN HAS HIGHEST PRICE FOR ACCOMMODATION AND IT IS AFFORDABLE FOR UPPER CLASS ,REDUCING THE PRICE BY AT LEAST 10% CAN ATTRACT MORE CUSTOMERS.

- LOCATIONS LIKE BRONX CAN BE TARGETED AT PREMIUM RATES.

- CUSTOMERS PREFER ENTIRE HOME/APARTMENTS AND IT IS GENERATING HIGHEST REVENUE, SO THESE CAN BE TARGETED WITH NON PREMIUM PRICE IN THE PRIME LOCATIONS LIKE MANHATTAN.

- EARNINGS AND PRICE ARE INVERSELY PROPORTIONAL TO EACH OTHER SO REDUCING THE PRICE FOR HIGHEST LISTING PROPERTIES LEADS IN GENERATING PROFIT.

APPENDIX

DATA ANALYSIS WAS DONE ON TABLEAU.

ASSUMED NULL VALUE HAS NO EFFECT ON ANALYSIS.

REFERENCE METHODOLOGY DOCUMENT.

THANK YOU!