INSIGHTS FROM THE AIRBNB, NYC CASE STUDY ANALYSIS

FOR HEAD OF ACQUISITION & OPERATIONS AND HEAD OF USER EXPERIENCE

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AGENDA

- OBJECTIVE

- BACKGROUND SUMMARY

- KEY FINDINGS

- RECOMMENDATIONS

- APPENDIX – DATA METHODOLOGY

OBJECTIVES

- Improve our overall understanding of the impact of covid-19 on economic and market conditions for the Airbnb.

- Improve our shared understanding about our end consumer experience and preferences.

- Gather insights and provide early recommendations to our head of acquisitions and operations to exemplify the smooth equation between both the customers in Airbnb community.

BACKGROUND SUMMARY

- In the last few months, Airbnb has seen a major decline in revenue due to lockdown imposed during pandemic.

- Restrictions are lifting and people have started travelling more.

- Hence using the provided data source, we need to analyze the patterns for declining profits and recommend certain suggestions to overcome.
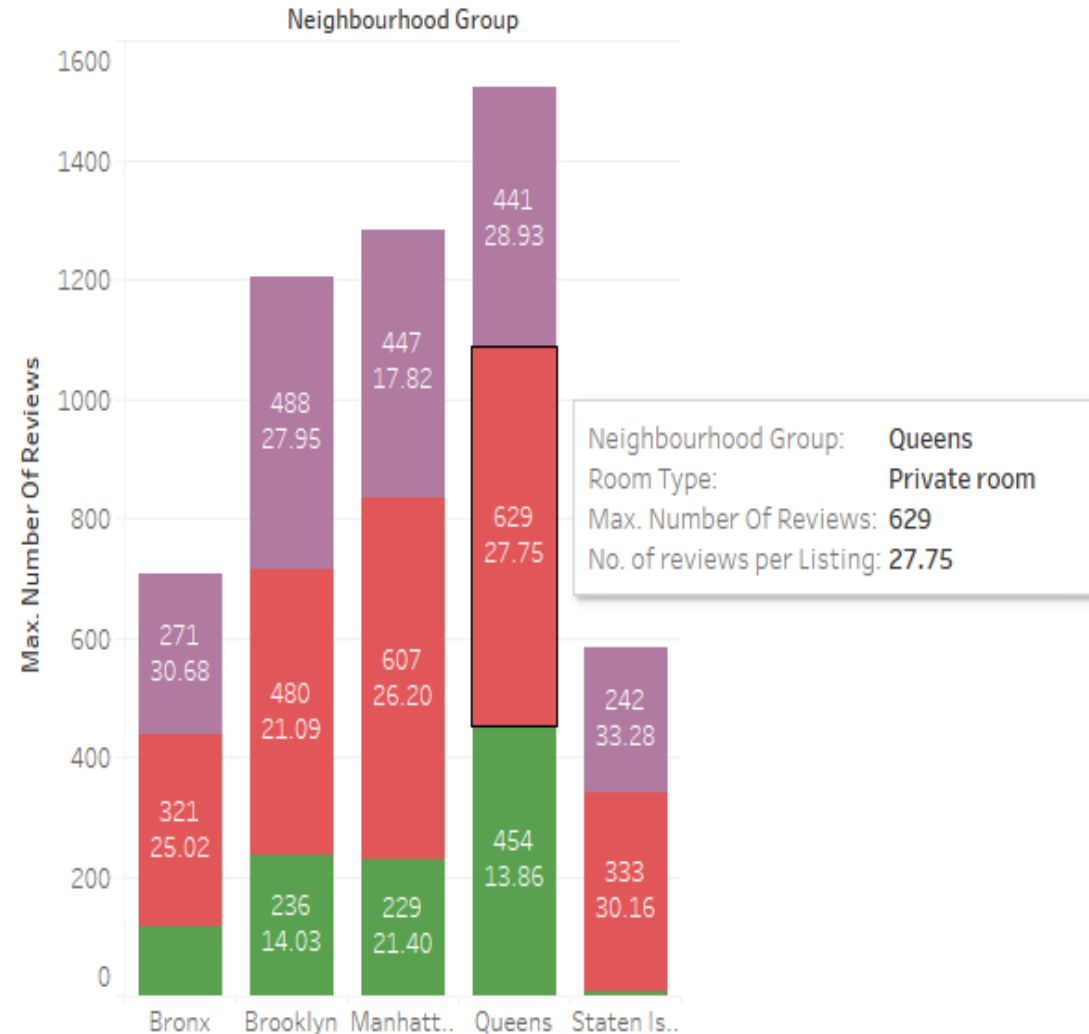
Host Listing in Various Neighbourhood Groups
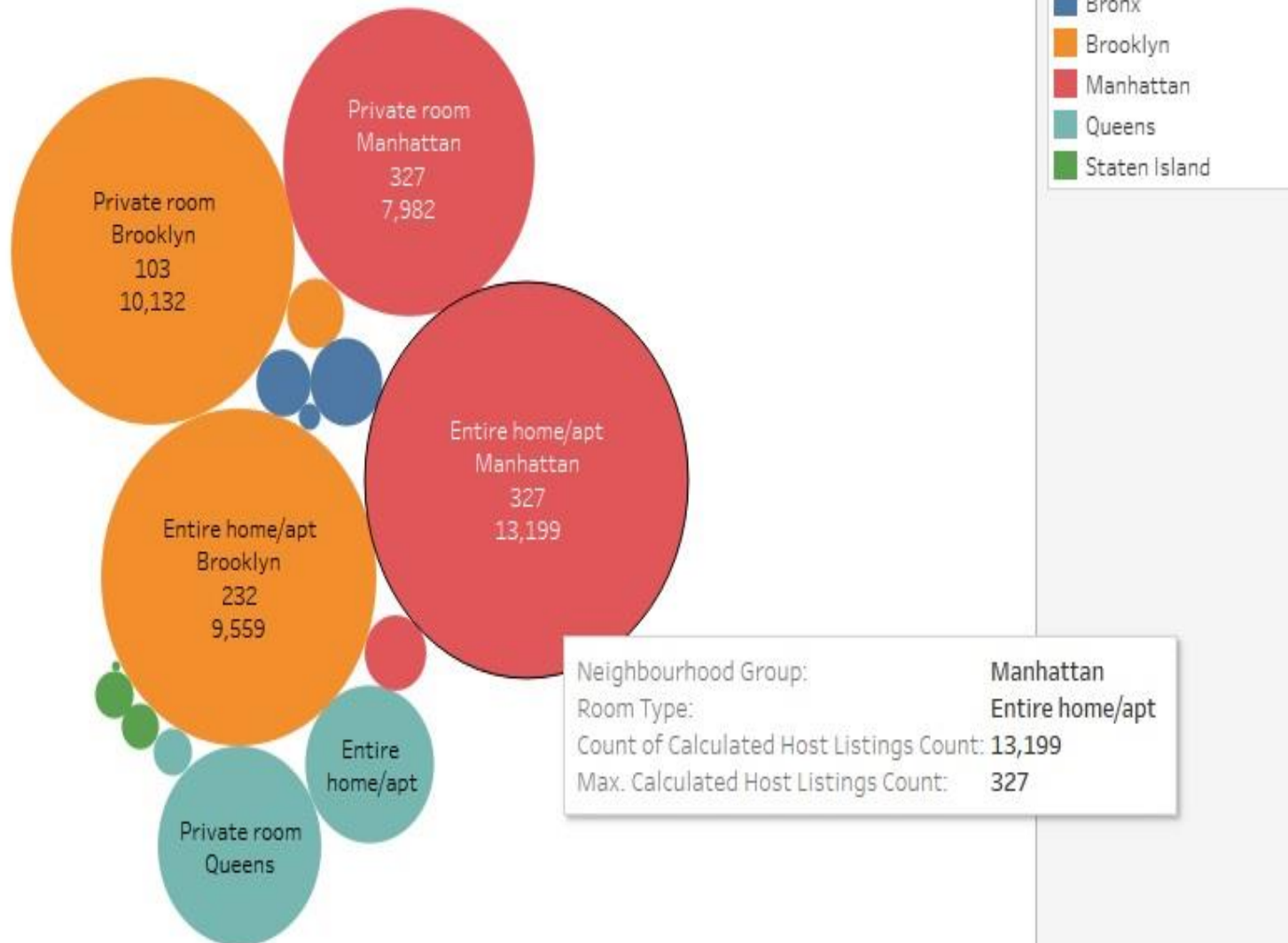
HOST ANALYSIS

- Manhattan has the highest host listing followed by Brooklyn.

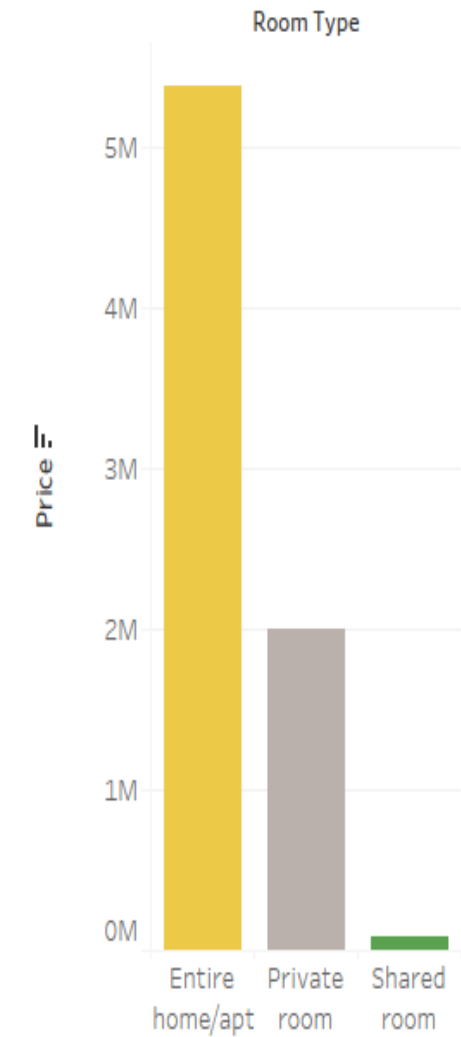- Except Manhattan, all areas performed poorly in shared rooms

Number of Reviews with respect to Neighbourhood Group

REVIEW ANALYSIS

- Overall Queens has the highest number of reviews for private rooms followed by Manhattan.

- Private rooms are popular throughout New York having more than 25 reviews per listing.

- Except Manhattan, all areas performed poorly in shared rooms with an average of 7.3 reviews per listing.
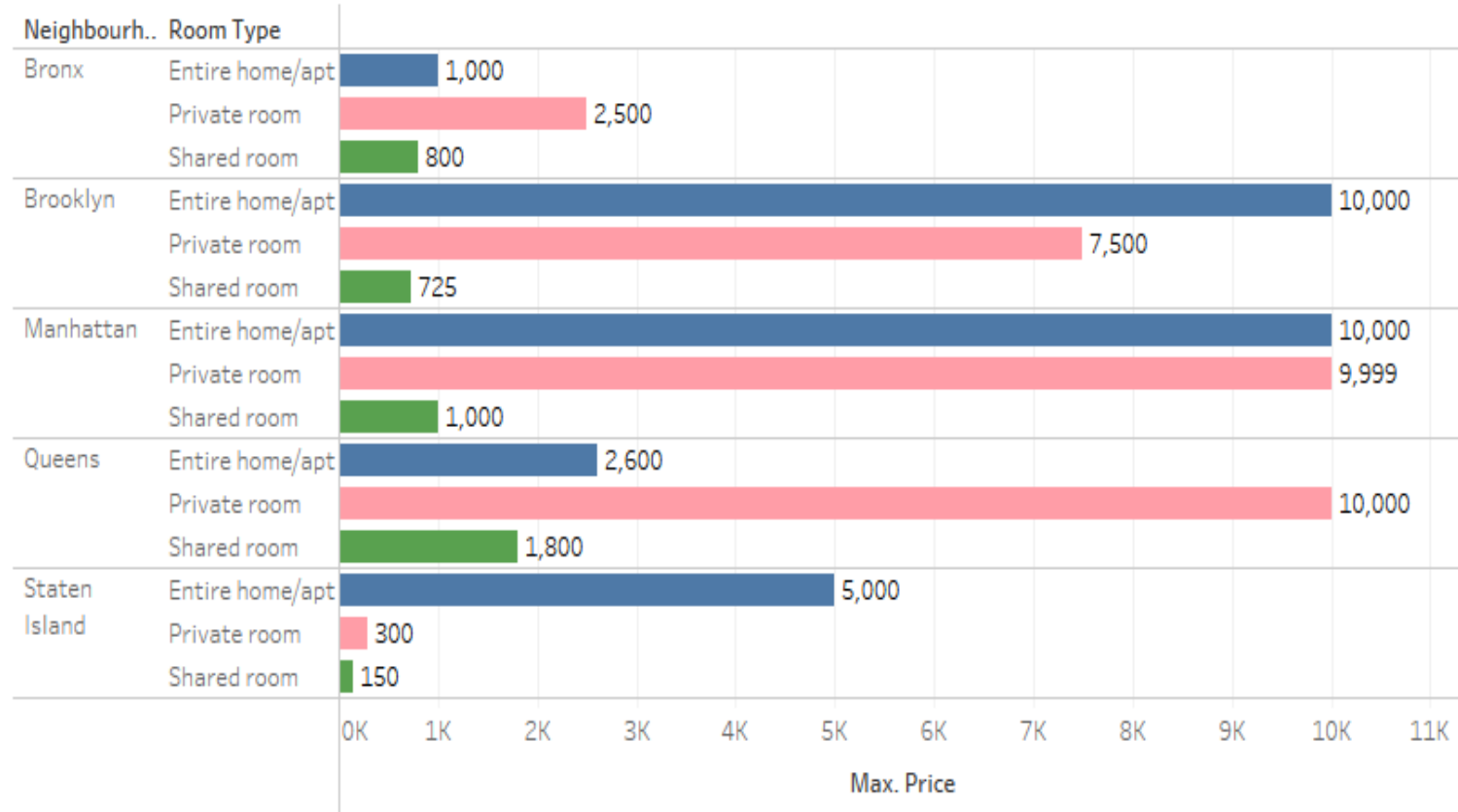
PRICE ANALYSIS

From the analysis customers prefer entire home/apartments and it is generating highest revenue when compared to private rooms and shared rooms.

Room type with Respect to Price in Different Neighbourhood

| Neighbourh..	Room Type	Max. Price
Bronx	Entire home/apt	1,000
	Private room	2,500
	Shared room	800
Brooklyn	Entire home/apt	10,000
	Private room	7,500
	Shared room	725
Manhattan	Entire home/apt	10,000
	Private room	9,999
	Shared room	1,000
Queens	Entire home/apt	2,600
	Private room	10,000
	Shared room	1,800
Staten Island	Entire home/apt	5,000
	Private room	300
	Shared room	150

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

- Manhattan is costliest overall and the cheapest are:
  - Entire home/apt: Bronx
  - Private room: Staten islands
  - Shared room: Brooklyn

Price with respect to Number of Nights
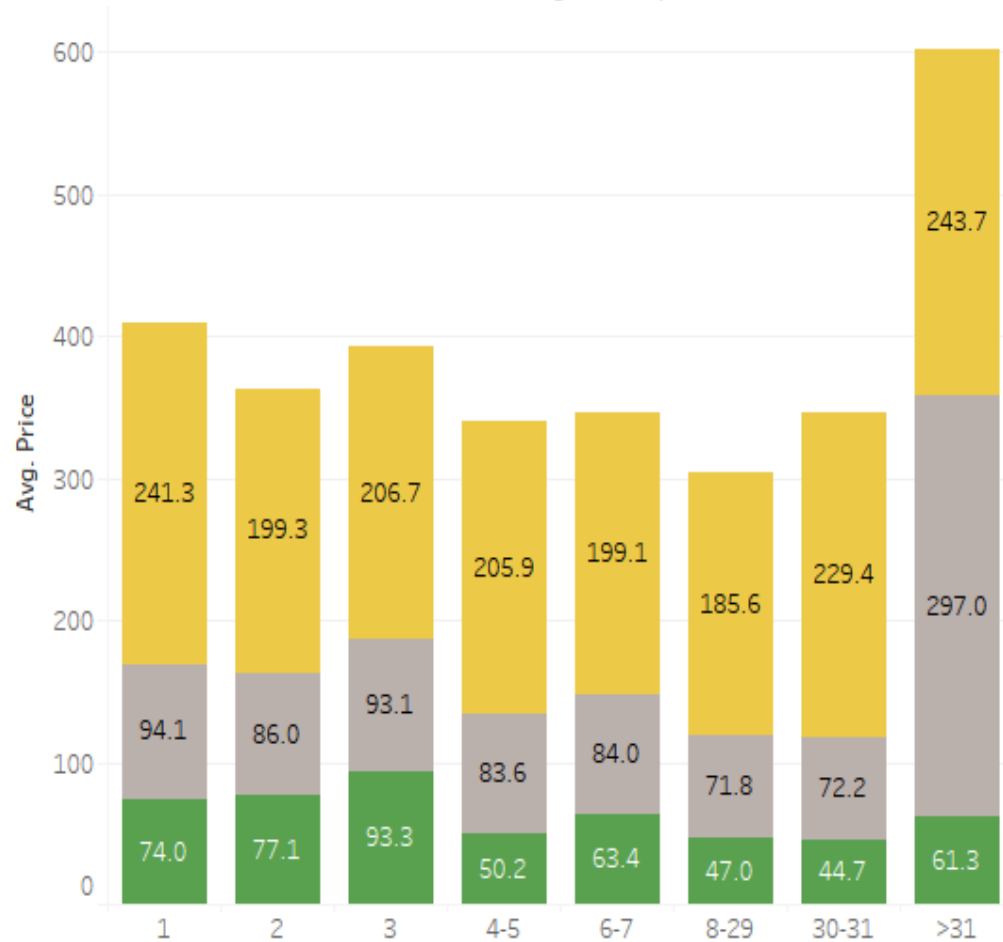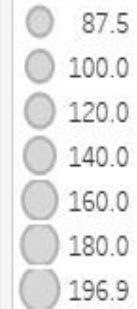
When minimum night grouped is more than 31 revenue generated is highest
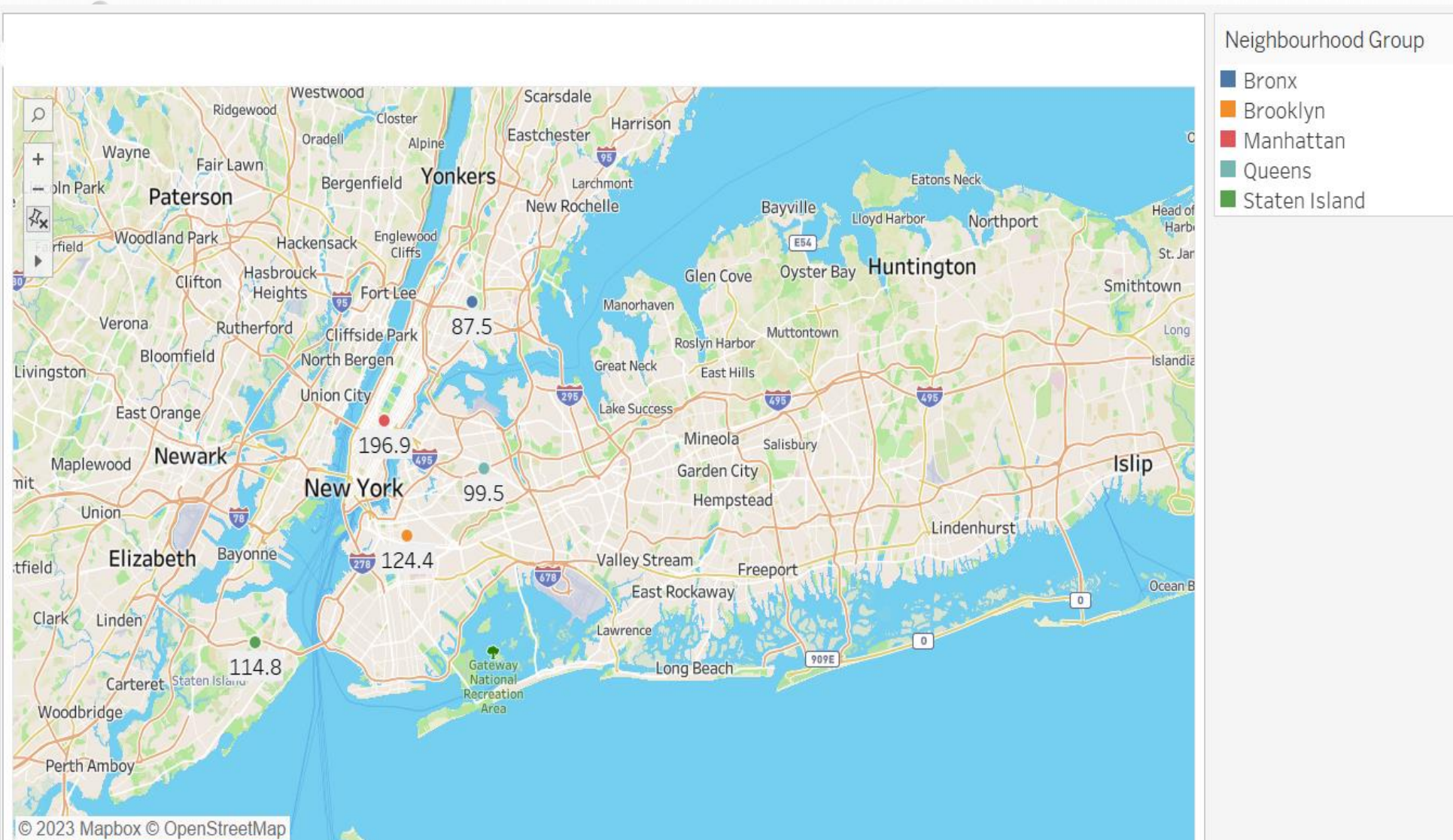
An average price range preferred by a customer is between 120$ to 130$ whereas the most traction generating Neighbourhood group i.e. Manhattan and Brooklyn offers a higher price range which might demotivate the customer to book.
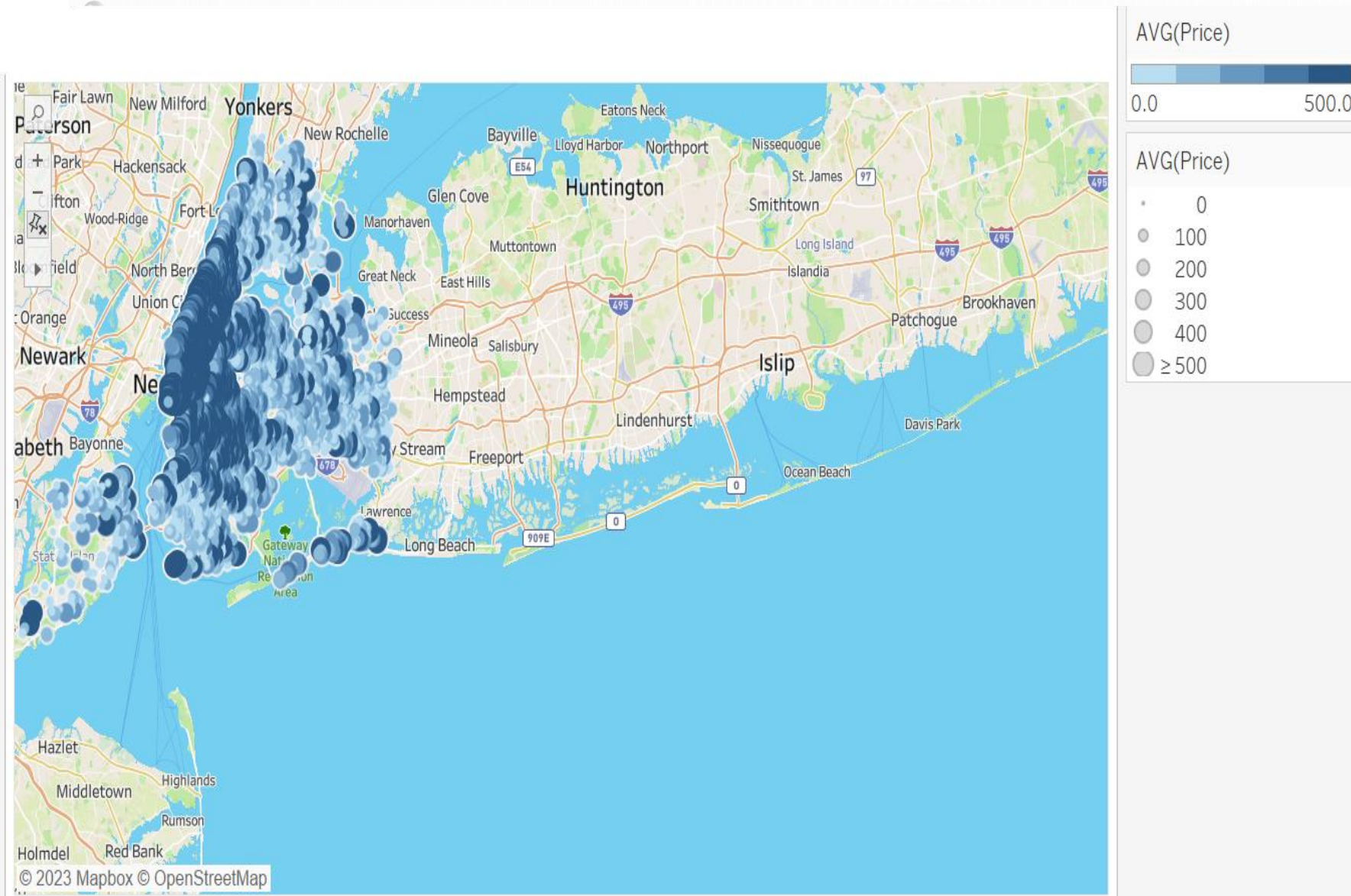
Earnings and price are inversely proportional to each other

Accommodation in Manhattan region is high as the average price is highest according to the analysis.

Accommodations with a view
which is near to a
waterbody/beach/lake side
has the highest price.

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.

- One to one interaction with some property owners in Staten island, queens and Bronx to identify their challenges for being fully functional for maximum number of days in a year and allow a booking of more than 10 days of minimum night stay.

- Create some sort of interaction between the top 5 host to share their experience with rest of the community for better improvement and value generating ideas.

- Provide discounted commission rates to property owners on keeping the minimum night stay booking window for more than 10 days and property functional for maximum number of days in a year.

APPENDIX

- DATA ANALYSIS WAS DONE ON TABLEAU.

- ASSUMED NULL VALUE HAS NO EFFECT ON ANALYSIS.

- REFERENCE METHODOLOGY DOCUMENT.

THANK YOU!