

# Airbnb story telling

To

The Head of Acquisitions & Operations and  
The Head of User Experience

# Agenda

- Objective
- Background
- Key findings
- Recommendations
- Appendix

Data methodology

Data Assumptions

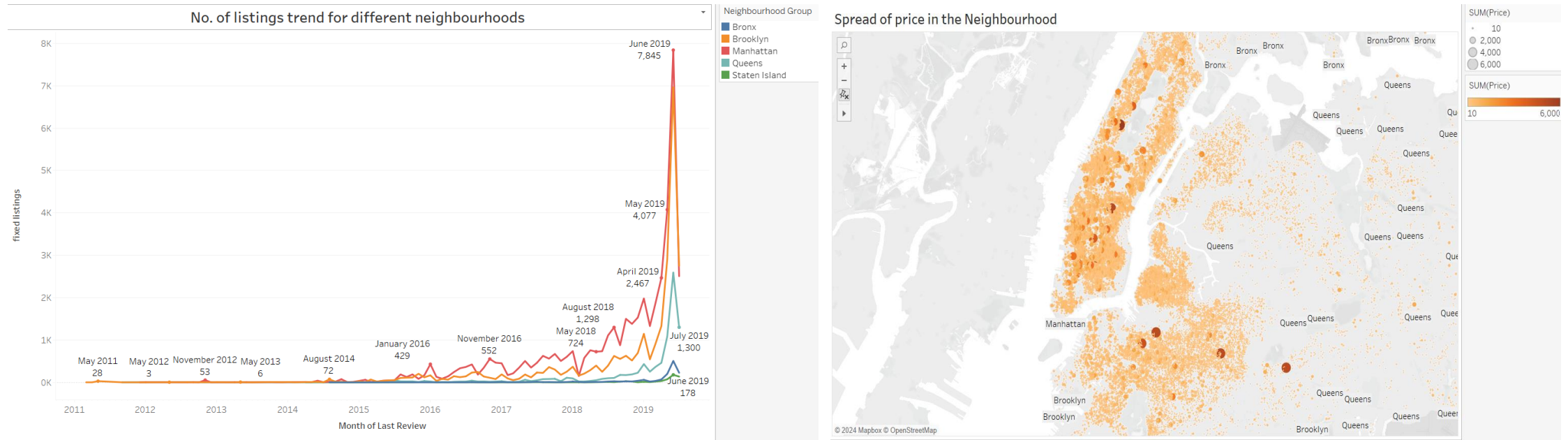
# Objective

- To improve the acquisition of the best property based on multiple factors
- To bring out new insights that could help business increase revenue
- To understand customer preferences and the host listings better

# Background

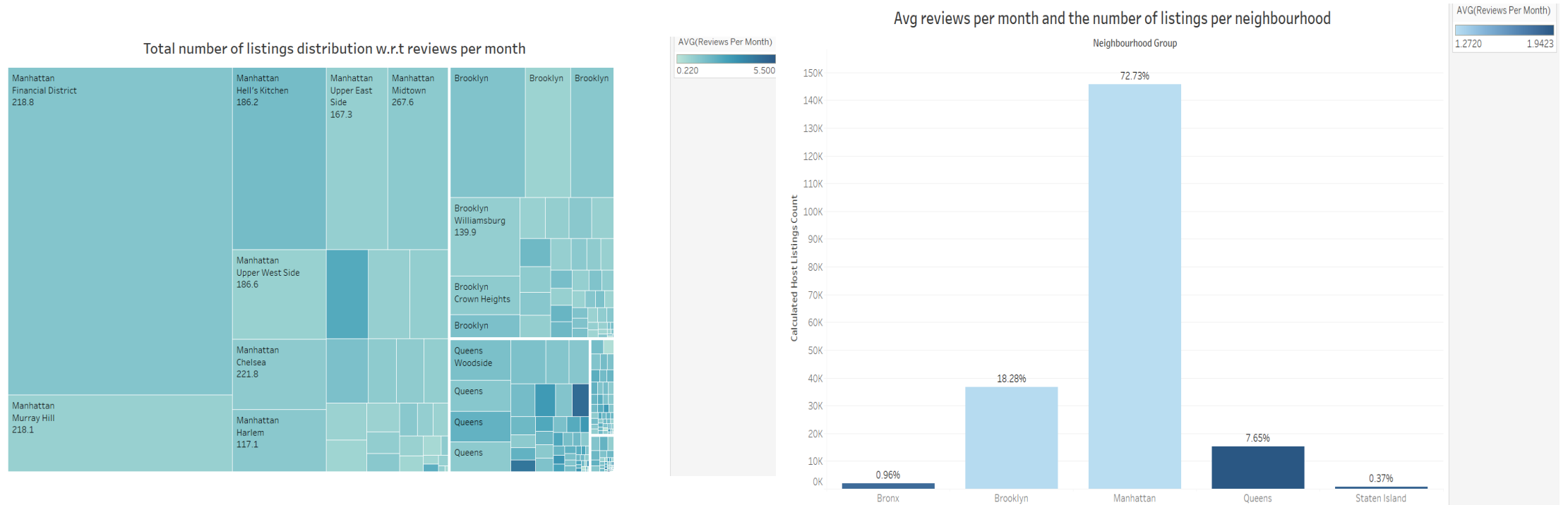
- During Covid, Airbnb has seen a major decline in revenue
- Now the restrictions are uplifted, People have started travelling more
- Airbnb wants to be ready for this change and is looking to improve its business strategies.

# Major decline in listings count in June 2019



- There is a drastic increase in the total listings from May to June but a huge decrease from June to July
- Manhattan has got more costly listings followed by Brooklyn

# Low average reviews for Manhattan

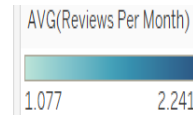


- Financial district, Manhattan has got the maximum no. of listings
- The average reviews per month is highest for Queens
- Theater district in Manhattan has got maximum average reviews per month

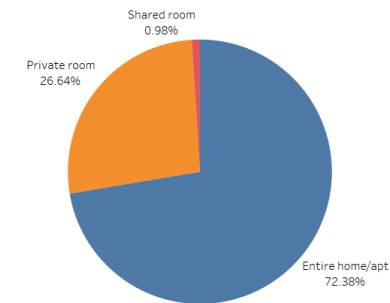
# Room types offered and preferred

Average reviews per month based on Room type across Neighbourhood

Room Type	Neighbourhood Group				
	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Entire home/apt	2.241	1.318	1.142	1.967	2.074
Private room	1.640	1.255	1.448	1.950	1.699
Shared room	1.352	1.077	1.793	1.523	1.332



Types of rooms preferred by customers

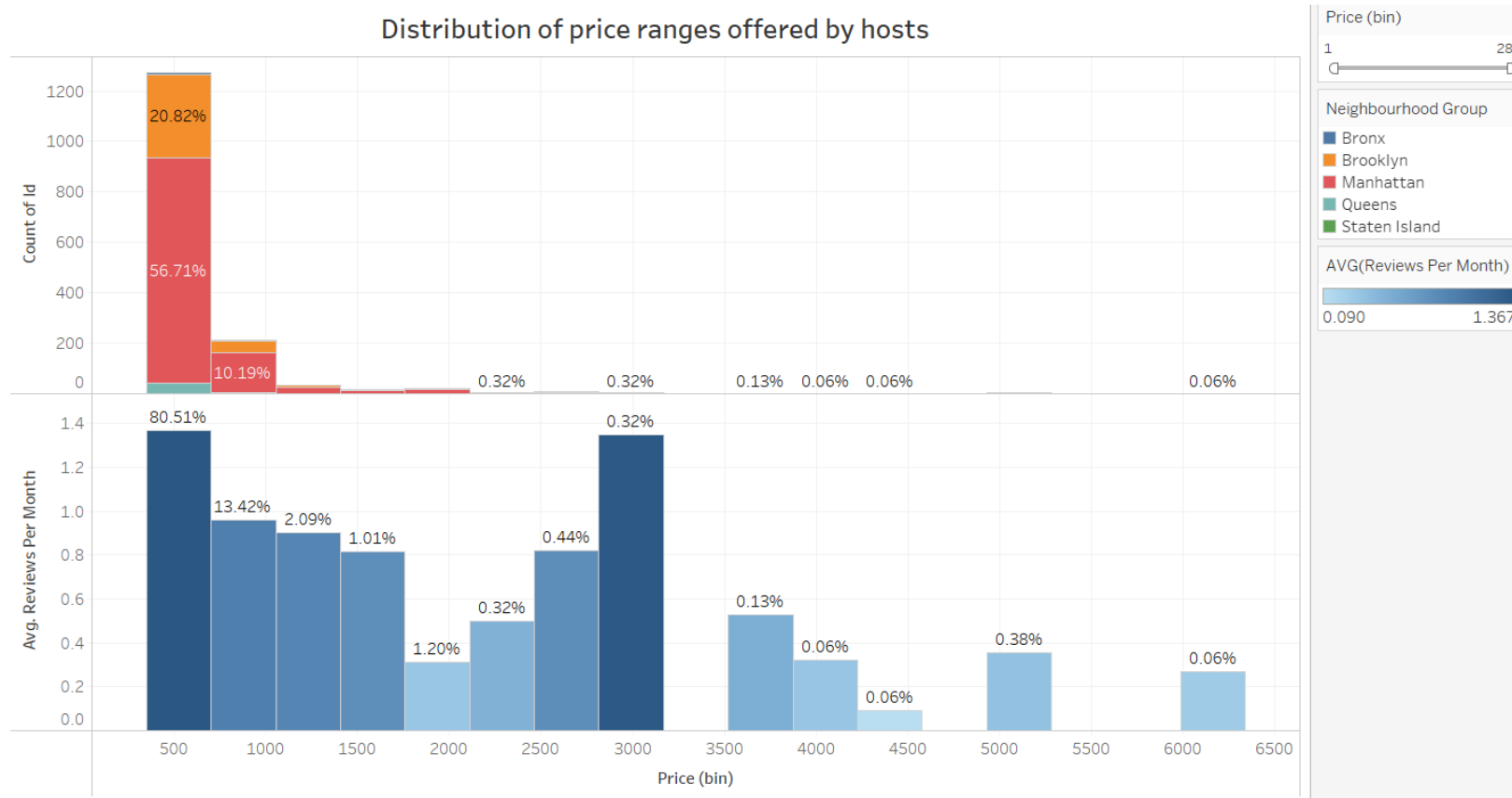


Room Type

- Entire home/apt
- Private room
- Shared room

- Entire home is offered by most of the listings. i.e. 72%
- Though most of the costly listings are from Manhattan, We can see the shared room is being given highest reviews
- Bronx with entire home/apt has got the maximum average reviews per month

# Price ranges that needs to be targeted



- Customers are preferring the price bin 352 more than other bins
- Manhattan and Brooklyn have the maximum listings in this price bin



# Recommendations

- The prices for the entire room and private room in Manhattan should be optimised
- The no. of listings in Queens should be increased
- Hosts should be encouraged to set the prices in the \$352 bin
- The no. of shared room type listings in Manhattan should be encouraged more.

# Appendix

- Data methodology
  - Data has been cleaned from missing values and outliers
  - More details on the data cleaning steps can be found on the [attached](#) document
- Data assumptions
  - The price value for many listings is \$0 which is not possible.  
Didn't consider these values for analysis
  - Availability\_365 also has many null values which is not possible.  
This columns is not used for the analysis