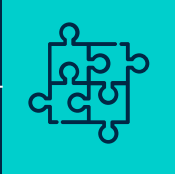



Airbnb CASE STUDY

Audience: Head of Acquisitions & Operations and the Head of User Experience

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01

Objective

The slide features a dark blue background with several decorative elements: a vertical line on the left, a horizontal line at the top, and various colored squares (pink, orange, teal) scattered across the page. Some squares are connected to lines, suggesting a flow or hierarchy.

 Understand the customer preferences and user experience for Airbnb NYC Business.

 Recommend strategies to grow Airbnb's business and gain more traction post covid.

 Analyse the key insights from the Airbnb NYC 2019 data in pre-COVID situation.

Background

02



□ During COVID-19 all types of businesses were affected across the world, which has also affected Airbnb's business due to travel restrictions.

□ New York city being the largest city, contributes the most revenue to Airbnb, therefore it made a big loss in 2020

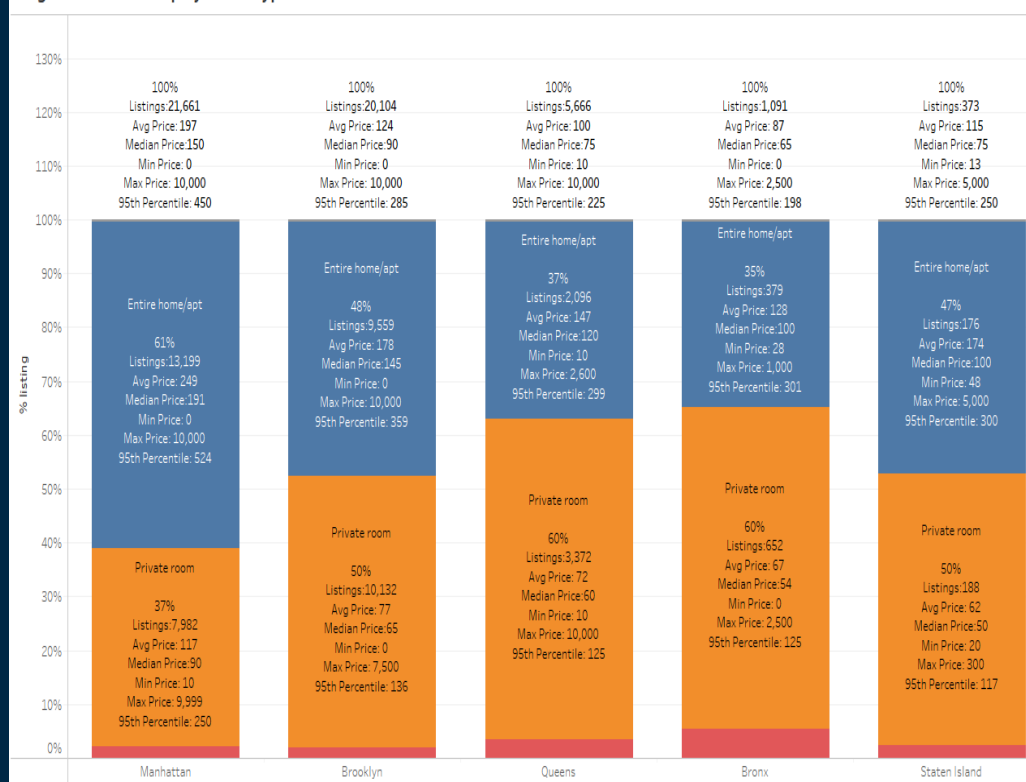
□ Its been a while since the lockdown has been uplifted, the situation currently should be ideal for Airbnb to recover some income.

Insights & Key Findings

03

Acquiring Properties in Bronx & Manhattan

Neighbourhood Group by Room Type

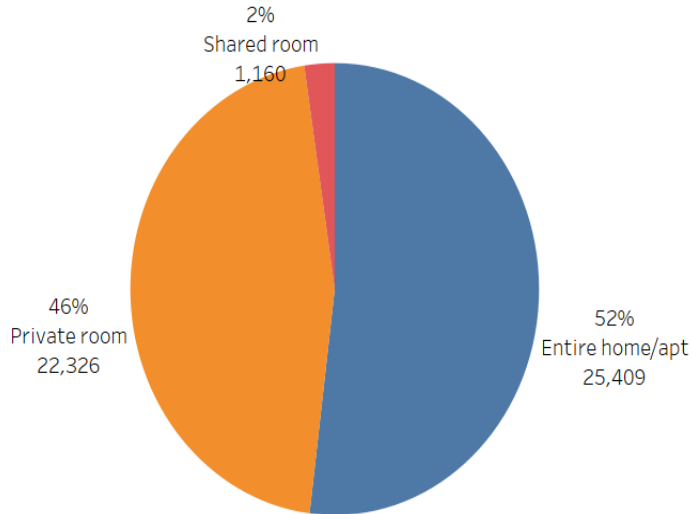


- Since the price at Bronx are cheaper compared to other Neighbourhood groups, Airbnb should focus on acquiring more properties in this area as the Price are reasonable.
- Manhattan has more of “Entire home/ apt” (61%) and less of “Private room” (37%). Hence Airbnb need to look at increasing Private room properties.
- Manhattan has majority of expensive properties and hence Airbnb should focus on acquiring some economical properties to gain further traction
- Majority of Reviews is for Brooklyn though Manhattan has many listings could be because though Manhattan and Brooklyn has major listings, Compared to Manhattan, Brooklyn has better listings with price range 50\$ to 100\$ (27% vs 41%)

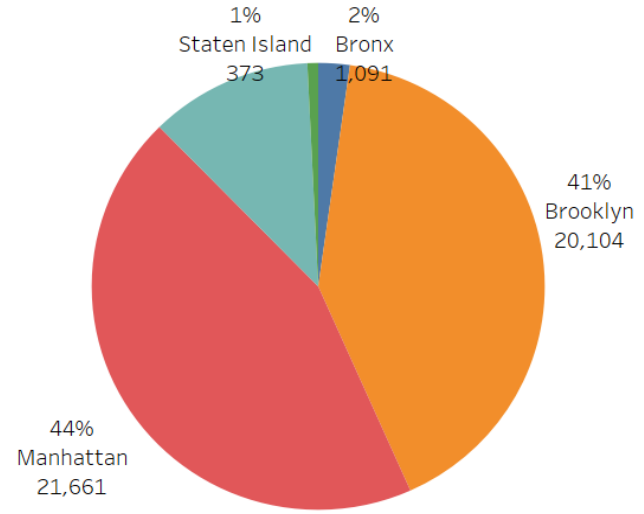
1) After conducting further analysis we understand, major listings are apartments whereas shared rooms are a miniscule 2%. It is advisable that the head of user experience promote shared rooms to gain traction.

2) Moreover, looking at the pie chart on the right, its advisable to promote listings on Bronx & Staten Island to further gain customers

Room Type Distribution



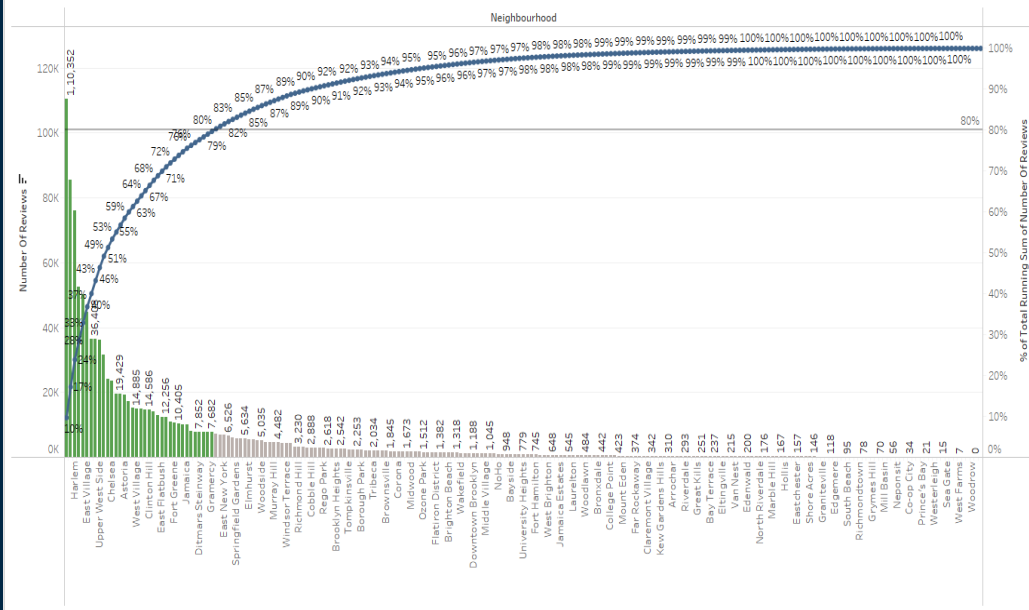
Neighbourhood Group Distribution



Top Neighbourhood Contribution

The Pareto chart below explains what are those neighbourhoods which contributed to about 80% of the reviews (assuming reviews are positive). It is advisable that Airbnb acquires more listings in the highlighted neighbourhoods to gain more traction and generate revenue.

Pareto Chart - No of Reviews



Sum of reviews in each neighbourhood

Bedford-Stuyvesant 4,875	Bushwick 2,633	Midtown 1,264	Chelsea 1,039	Lower East Side 920	Astoria 901	East
	East Village 1,668	Greenpoint 785			Park	Fort
Williamsburg 3,476	East Harlem 1,579	Financial District				
Harlem 2,956	Crown Heights 1,561	East Flatbush				
	Upper East Side 1,524	Jamaica		Nolita		
Hell's Kitchen 2,819	Upper West Side 1,487	West Village	SoHo			

Promote properties with less min. night stays in Manhattan

- Avg. min Night at Manhattan for Entire home/apt is more compared to other group/region. But Median min Night at Manhattan is same across all other region, which says that 50% of the listings in Manhattan provides more min night stays, which obviously increases the price of listings.
- Airbnb need to focus on more listings making it available 365 days or atleast more than 200 days a year, with minimum night stays. through which the Price will be affordable as the number of night stay are reduced.

Avg. Min Night Stay



Median Min Night Stay





04

Recommendations

Focus on acquiring more listings in some areas of Queens and Bronx

01

02

Acquire more shared room listings across all groups to provide customers with more options since it covers a small portion of 2%

Search for new listings with price range between \$50 and \$150 in Manhattan

03

04

Economical listings should be acquired in Manhattan to improve revenue

Encourage customers to review their stay since higher reviewed listings gain more customers



Acquire more apartment listings in Queens since it's presence is minimal compared to other areas

Finding expensive listings in Bronx, Staten Island and Queens for balanced price options and improve traction there

Acquiring properties which are available for shorter night stays could improve revenue

Appendix

05

APPENDIX – ASSUMPTIONS & METHODOLOGY

Assumptions:

- We assumed that the Airbnb Business prior to COVID-19 was achieving the desired Revenue.
- The Companies Strategies are considered based on the local Govt bodies on uplifting the COVID travel restrictions and the constraints enforced on the travel.
- Considered “Number of Review” to be Positive.

Methodology :

Data Preparation & Cleaning: There were 10 Numerical values of int & Float datatypes among which id, host_id was converted to str datatype & last_review was converted to date datatype. Though name and host_name have missing values we have retained the null values as the corresponding IDs are present. last_review & reviews_per_month had null values which was imputed by mode and mean.

Data Analysis: We have used Python and Tableau for analyzing the data through visualization. We identified the outliers in the numeric variables and accordingly excluded the extreme/ outlier values from our analysis. For Analysis we have used bar chart, Stacked bar chart, Pie Chart, Pareto Chart, Scatter Plot and Histogram.

NOTE: Methodology Document along with this presentation would provide much more details.



Thank You