Capstone Project – 1

E.D.A ON Airbnb booking

by-
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Agenda

AI

➜   Look at the Problem statements

➜   Study the Airbnb dataset

➜   Handling the null values

➜   Look at the correlation among variables

➜   Coordinates of various listings

➜   Popular neighbourhoods and room types

➜   Analysis summary

Problem Statement

➜ What can we learn about different hosts and areas?

➜ What is the availability of room types for different neighbourhood groups?

➜ What is the minimum number of nights people stay in different places?

➜ What is the average price for different neighbourhood groups?

➜ What is the relationship between price and the number of reviews?

➜ Which neighbourhood group has got the most reviews?

➜ Which hosts are the busiest and why?

➜ Is there any noticeable difference in traffic among different areas?

Data Summary

➜ There are around 49,000 observations with various types of field in our Dataset.
➜ List of columns:-

id	room_type
name	price
host_id	minimum_nights
host_name	number_of_reviews
neighbourhood_group	last_reviews
neighbourhood	review_per_month
latitude	calculated_host_listings_count
longitude	availability_365

Studying the columns of the dataset

AI

➔ Dataset contains 6 columns of categorical data.

➔ There are 10 columns of numeric data.

➔ last_review and reviews_per_month contains approximately 10 thousand null values.

```
# studying the missing values of columns
airbnb_df.info()

<class 'pandas.core.frame.DataFrame'>
RangeIndex: 48895 entries, 0 to 48894
Data columns (total 16 columns):
 #   Column                          Non-Null Count  Dtype
---  ------                          --------------  -----
 0   id                              48895 non-null  int64
 1   name                            48879 non-null  object
 2   host_id                         48895 non-null  int64
 3   host_name                       48874 non-null  object
 4   neighbourhood_group             48895 non-null  object
 5   neighbourhood                   48895 non-null  object
 6   latitude                        48895 non-null  float64
 7   longitude                       48895 non-null  float64
 8   room_type                       48895 non-null  object
 9   price                           48895 non-null  int64
 10  minimum_nights                  48895 non-null  int64
 11  number_of_reviews               48895 non-null  int64
 12  last_review                     38843 non-null  object
 13  reviews_per_month               38843 non-null  float64
 14  calculated_host_listings_count  48895 non-null  int64
 15  availability_365                48895 non-null  int64
dtypes: float64(3), int64(7), object(6)
memory usage: 6.0+ MB
```

Handling the null values

➜ Used the fillna() method to fill the null values in the dataset.

➜ Filled the reviews_per_month column with 0.

➜ Filled the rest of the columns with 'not_present'.

```python
# Handling the null values
airbnb_df['reviews_per_month'].fillna(0, inplace = True)
airbnb_df.fillna('not_present', inplace = True)


# Now checking if any null values are present in our dataset
count_of_null_values = airbnb_df.isnull().sum()
count_of_null_values
```

```
id                                0
name                              0
host_id                           0
host_name                         0
neighbourhood_group               0
neighbourhood                     0
latitude                          0
longitude                         0
room_type                         0
price                             0
minimum_nights                    0
number_of_reviews                 0
last_review                       0
reviews_per_month                 0
calculated_host_listings_count    0
availability_365                  0
dtype: int64
```

Heatmap

➔ The review_per_month and number_of_review have a good correlation.

➔ There are not many strong correlations.

Airbnb listings in different neighbourhood groups

➔ Manhattan has the most no. of Airbnb listings.

➔ Staten Island has the least no. of Airbnb listings.

```
neighbourhood_group    count
               Bronx    1091
            Brooklyn   20104
           Manhattan   21661
              Queens    5666
        Staten Island    373
```
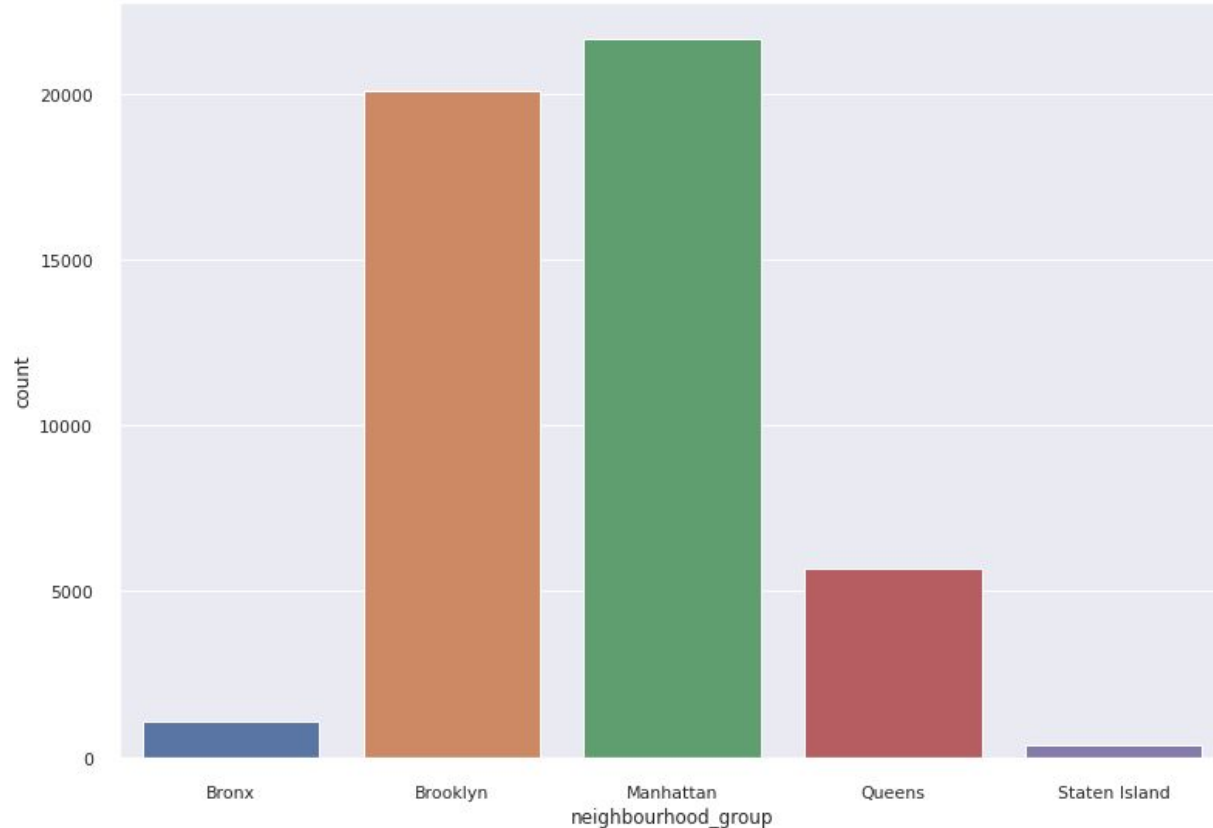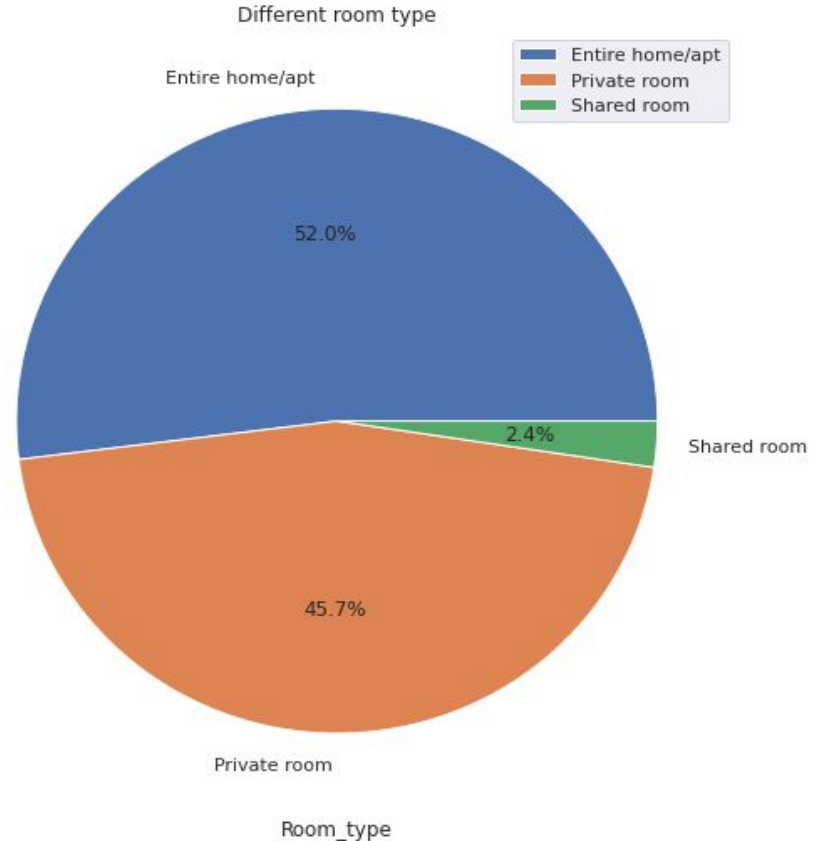
Coordinates of rooms in different neighbourhood groups

AI

Distribution of various neighbourhood groups
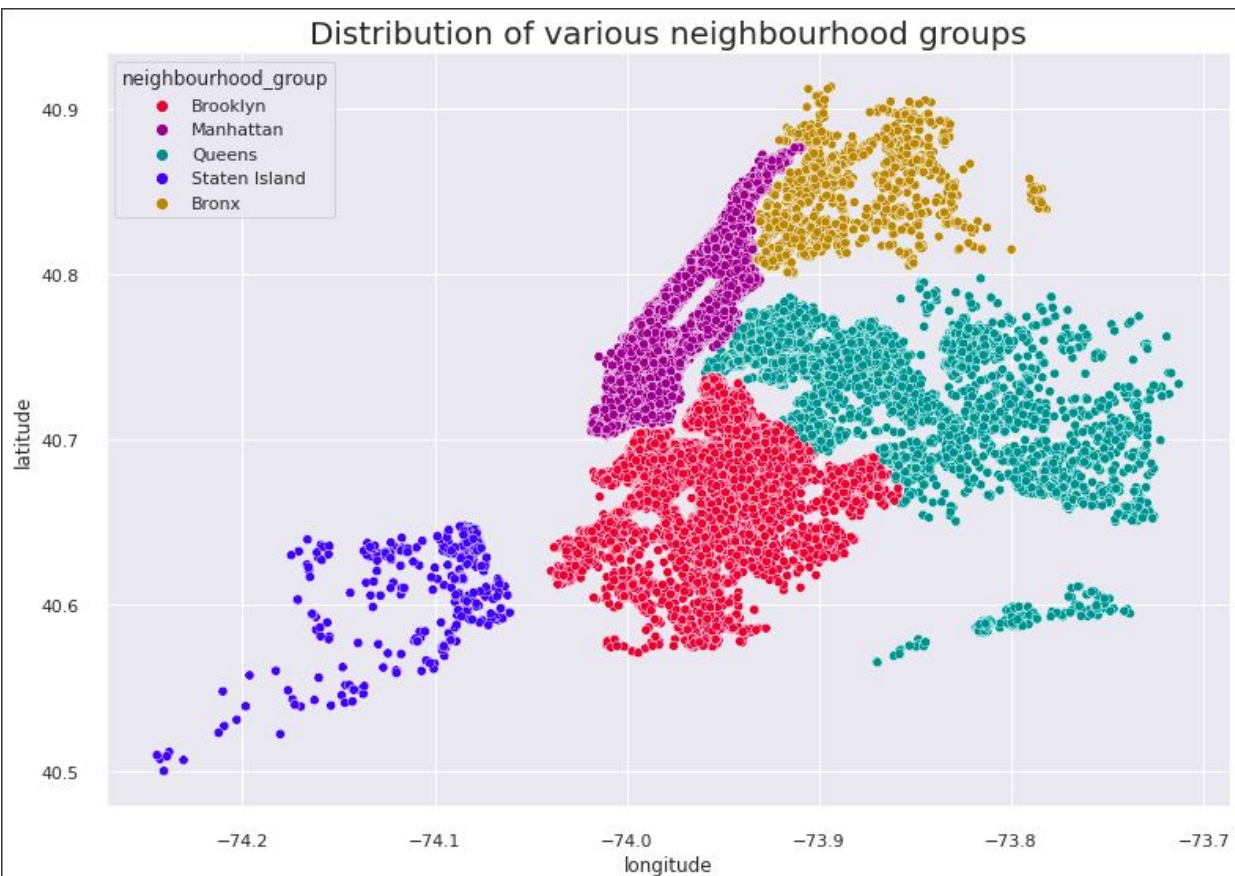
→ Staten Island has the least number of rooms.

→ Manhattan and Brooklyn have a fairly good amount of listings.

→ Listings of Queens are widely spread.

Distribution of Room types

➔ Shared room has the least number of listings.

➔ Entire Home/apt has the highest number of listings.

➔ Private room has a decent no. of listings.

room_type	count
Entire home/apt	25409
Private room	22326
Shared room	1160

Different room type

Entire home/apt

52.0%

2.4%

Shared room

45.7%

Private room

Room_type

Legend:
- Entire home/apt
- Private room
- Shared room

Coordinates of various rooms for different room types

AI

Distribution of various Room types
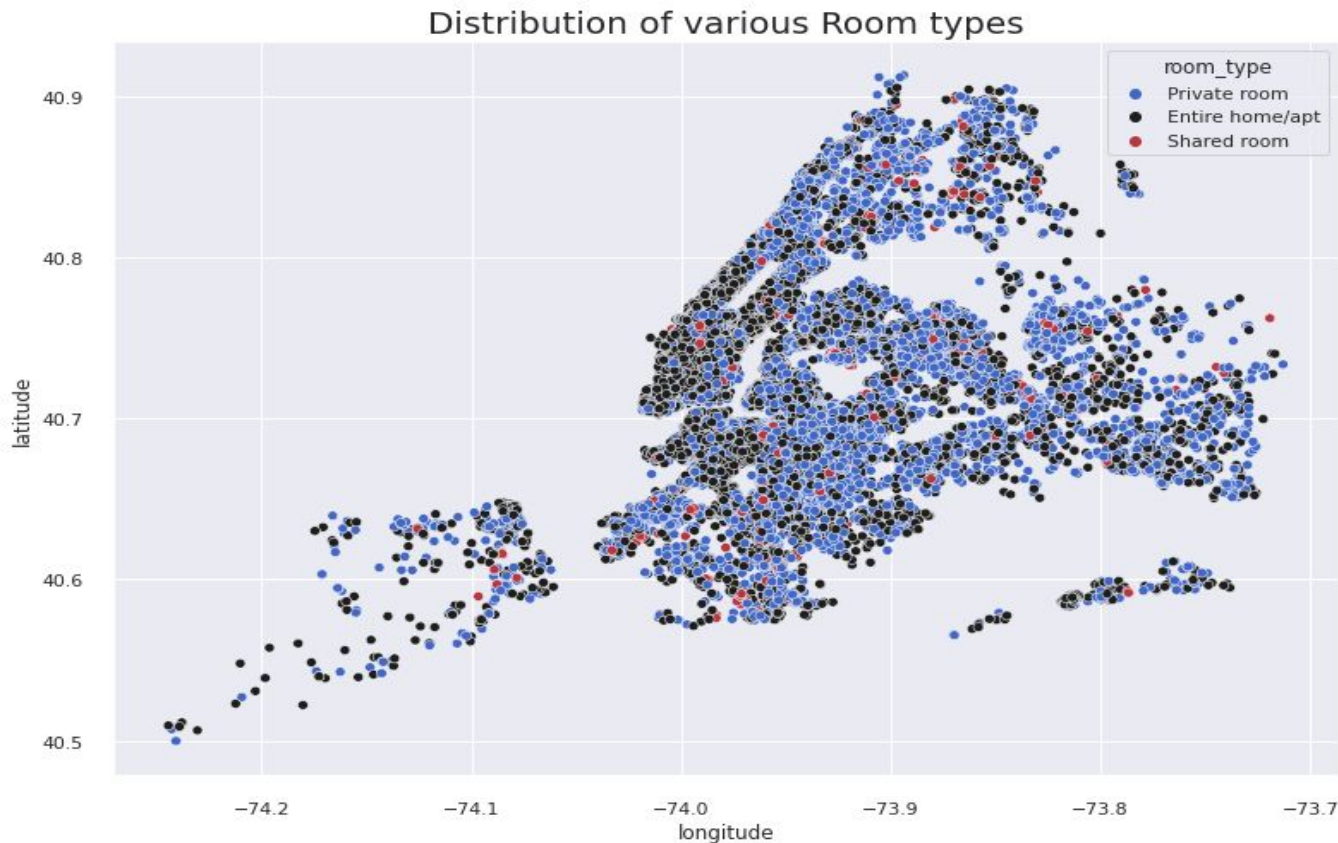
➔ Shared rooms are least in number.

➔ Entire home/apt and Private Rooms have a good amount of listings.
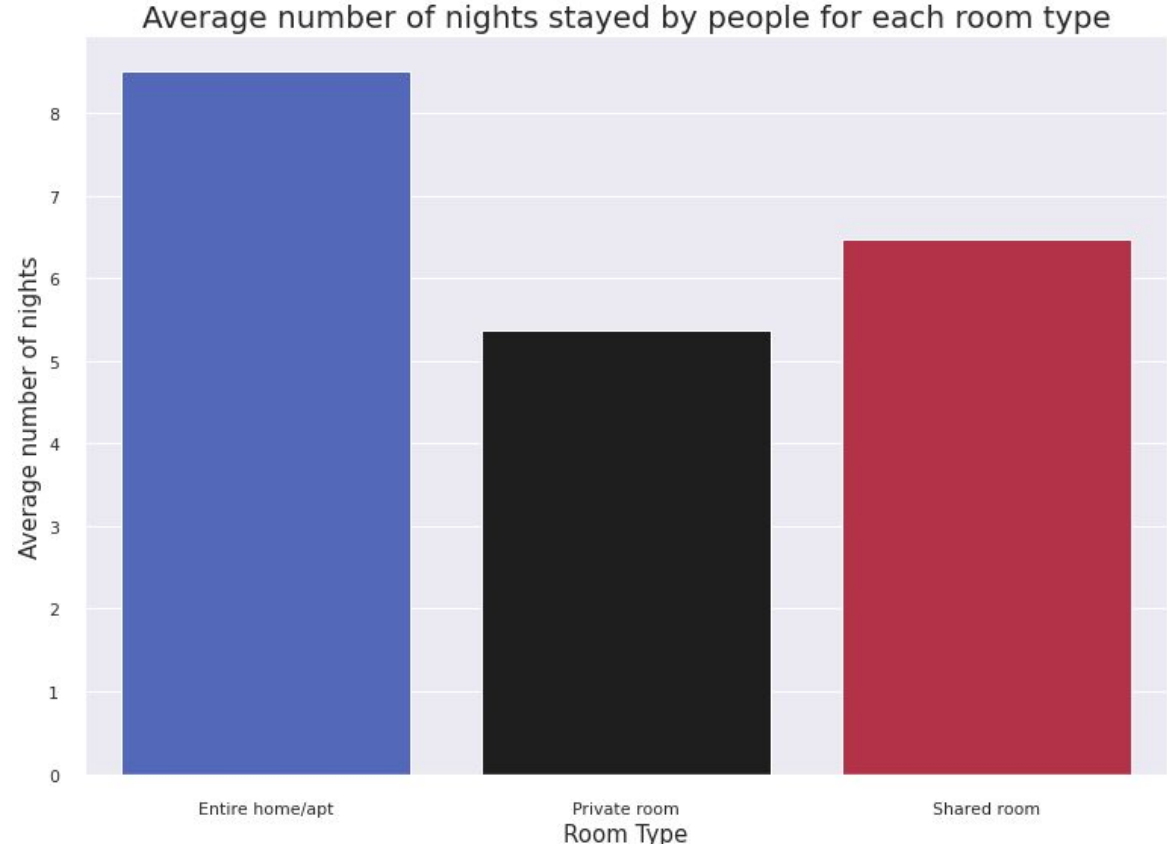
What can we learn about different hosts and areas?

➔ People stayed for more nights (on an average of 8-9 nights) in Manhattan.

➔ People have stayed roughly the same number of nights in Bronx and Staten Island.

Average number of nights stayed by people for different neighbourhood groups
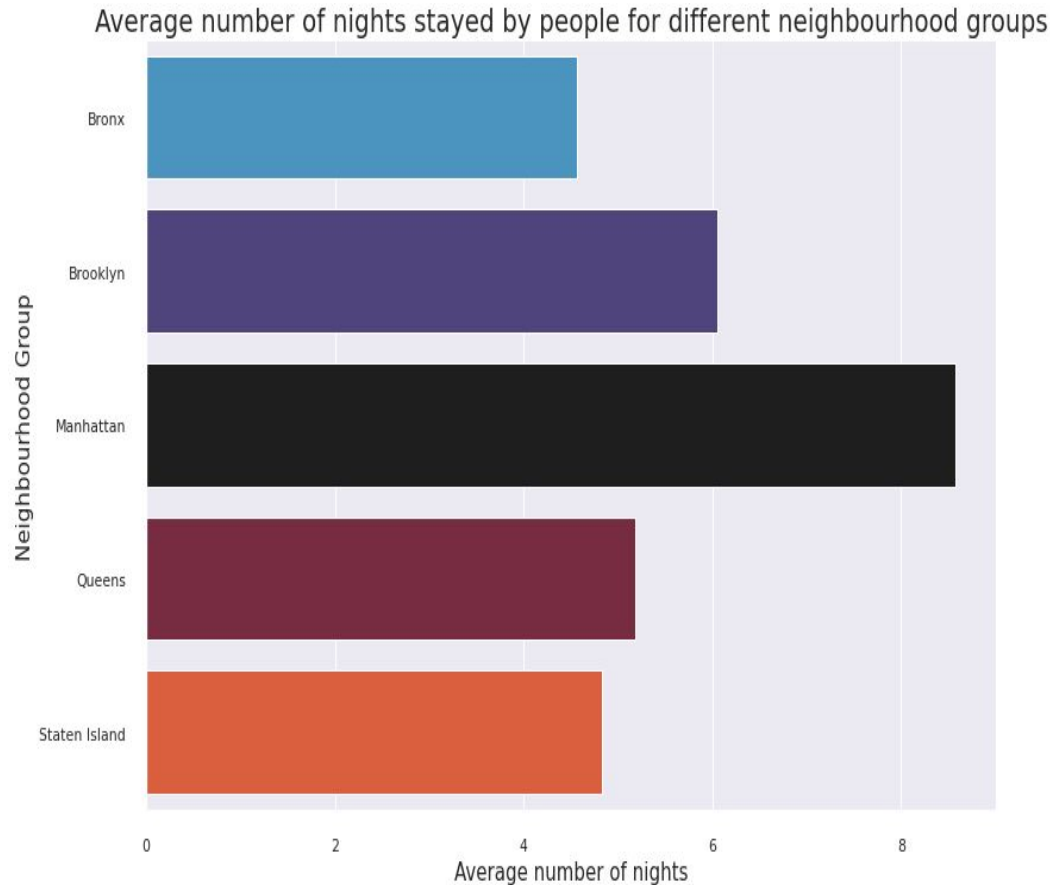
Minimum number of nights people live in different room types

AI

➔ People typically prefer to stay longer in an entire home/apartment which is around 8-9 nights followed by shared rooms.

Average number of nights stayed by people for each room type

Availability of room types for different neighbourhood groups

AI

➜ Staten Island has the highest availability of private rooms and entire home/apt.

➜ For Brooklyn, the availability of rooms is opposite to that of Staten Island.

➜ For Bronx and Manhattan the availability for all room types is roughly the same.

Availability of different rooms for different neighbourhood groups

Count of last reviews per year

AI
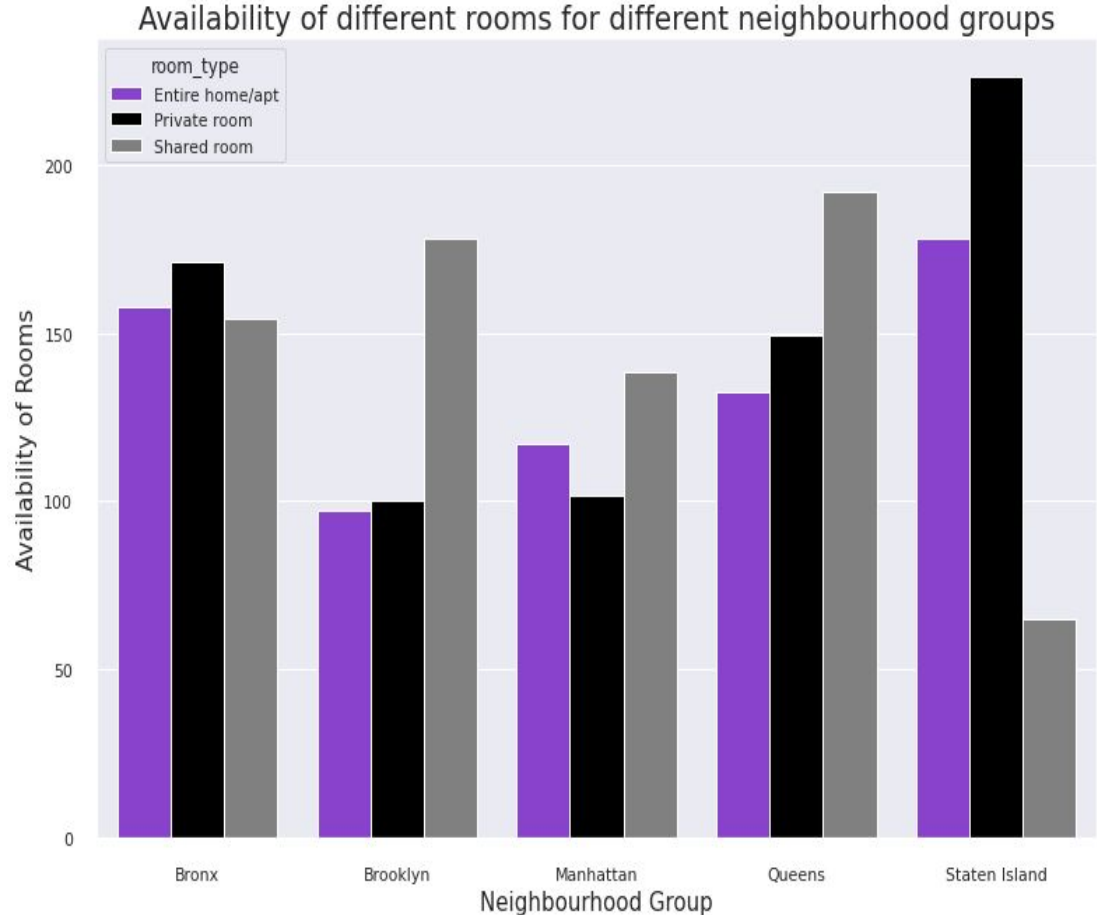
➔ Most people last reviewed in the year 2019

➔ Around 6,000 people last reviewed in 2018.

| Year	Count
2019	25209
2018	6050
2017	3205
2016	2707
2015	1393
2014	199
2013	48
2012	25
2011	7

Count of last reviews per year

What is the average price of Airbnb with respect to different neighbourhood group ?

➔ Manhattan has the highest average price among all areas.

➔ Brooklyn has the second highest average price.

➔ Bronx has the lowest average price among all areas.
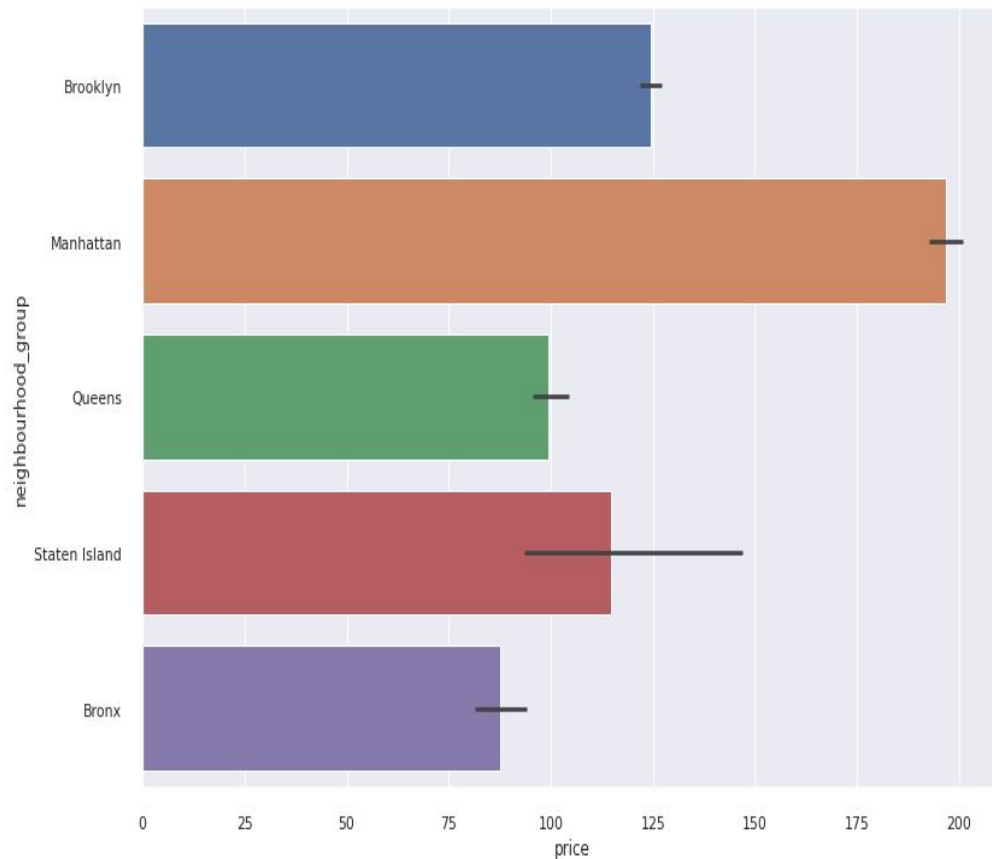
What is the average price for each room type?

➜ For the Entire home/apt the avg. rate is approx. $ 211.

➜ For the Private room the avg. rate is approx. $ 89.

➜ For the Shared room the avg. rate is approx. $ 70.
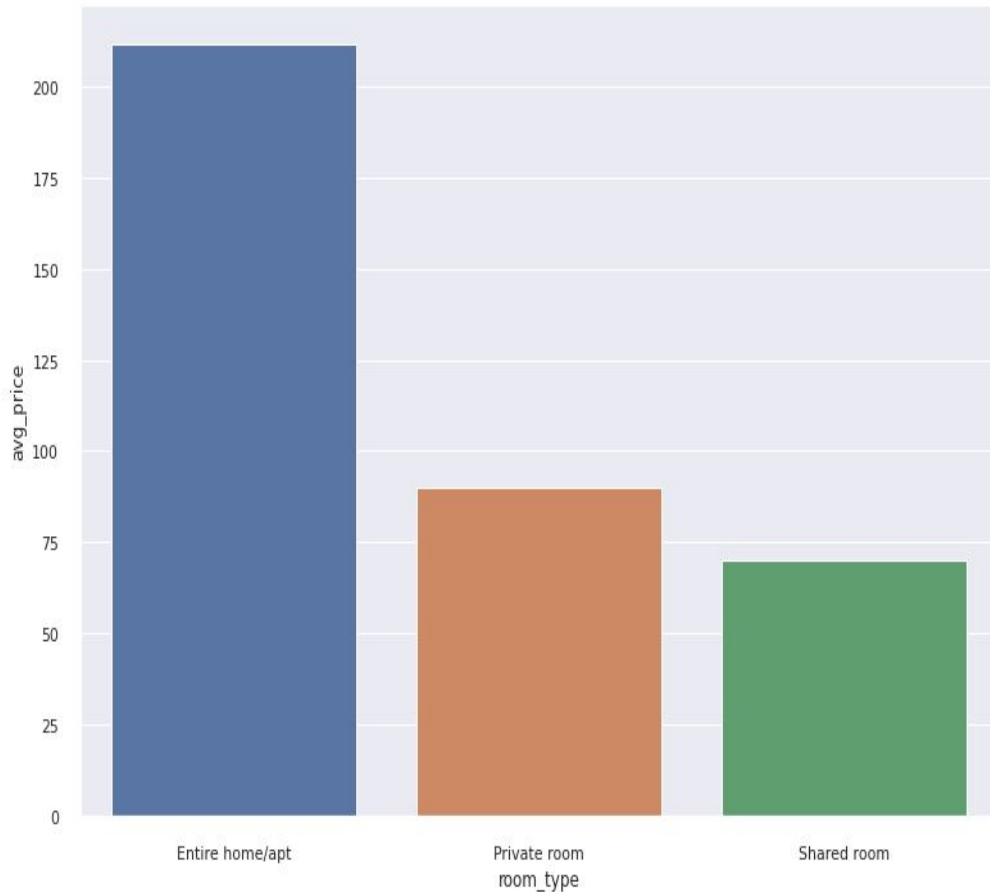
# Average price of different room types for each neighbourhood group

AI

➔ Manhattan has the highest rate for Entire room/apt and Private rooms with respect to other locations.

➔ Staten Island and Queens have the approx. same rates for the private room and shared room.

➔ Brooklyn has the lowest rate for shared rooms compared to others.

Price for different room types in different neighbourhood groups
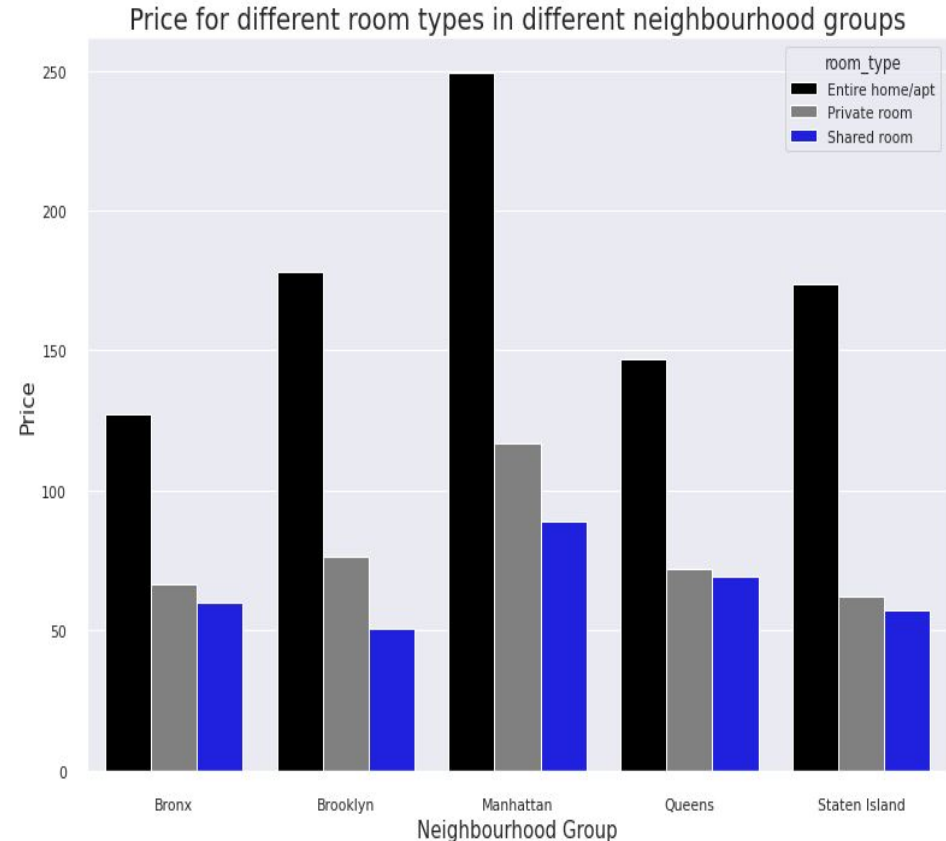
Relationship between price v/s numbers of reviews ?

AI

➔ By looking at the graph we can conclude that people mostly prefer to stay where the price is minimum.
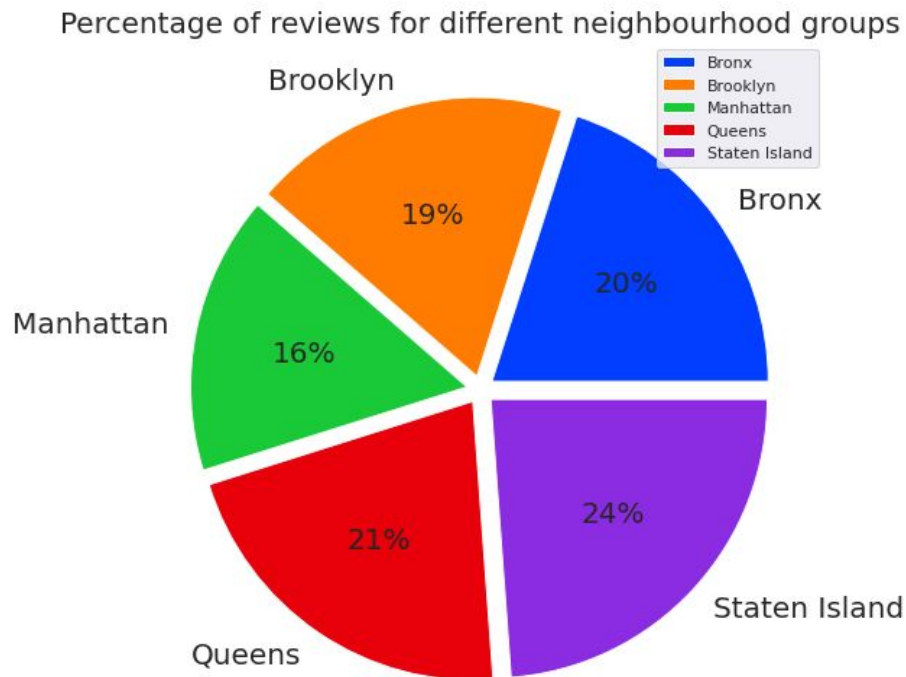
Which neighbourhood group has got the most reviews?

AI
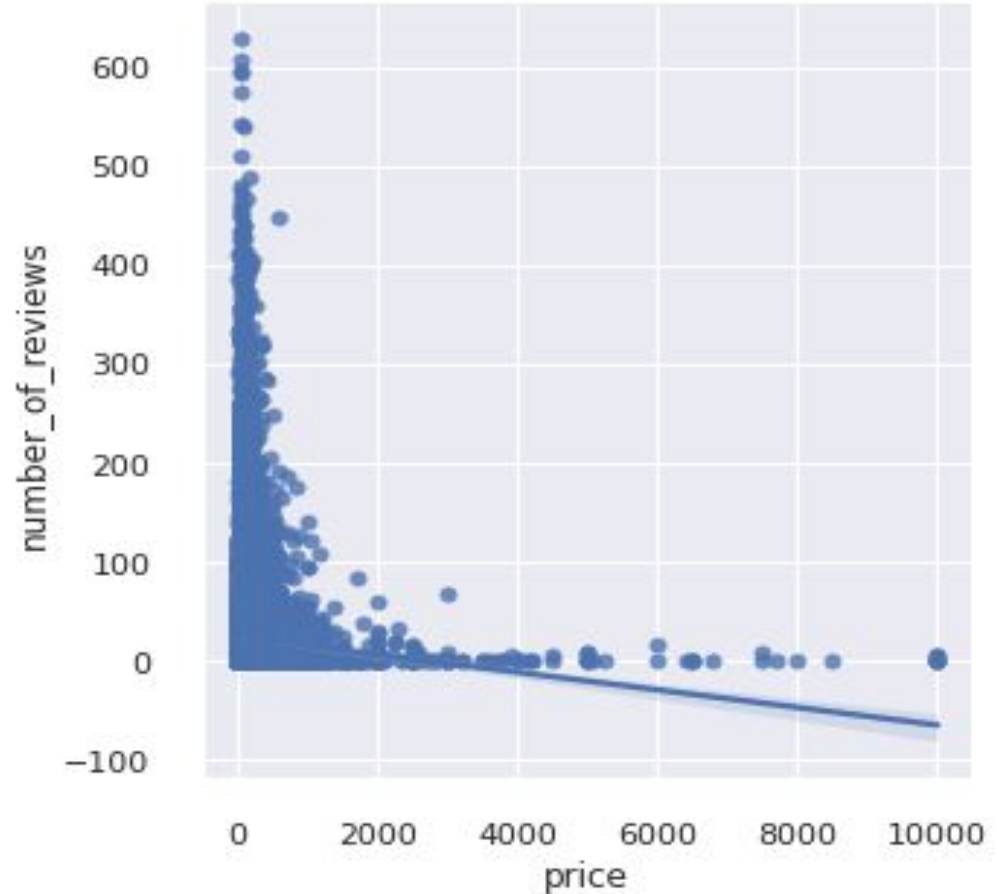
→ Staten island has the most numbers of reviews.

→ Manhattan has the least number of reviews.

	neighbourhood_group	Reviews
0	Bronx	26.004583
1	Brooklyn	24.202845
2	Manhattan	20.985596
3	Queens	27.700318
4	Staten Island	30.941019

Percentage of reviews for different neighbourhood groups

Legend:
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Brooklyn 19%
Bronx 20%
Manhattan 16%
Staten Island 24%
Queens 21%

Which hosts are the busiest and why?

➔ For Blueground, people have stayed the most number of nights i.e. over 7000 in Manhattan as it is one of the most expensive place to live in.

	host_name	neighbourhood_group	total_no_of_nights_stayed
1834	Blueground	Manhattan	7410
13221	Sonder (NYC)	Manhattan	4353
7275	Kara	Manhattan	3814
9742	Michael	Manhattan	3510
6540	Jeremy & Laura	Manhattan	2880

Average number of nights stayed
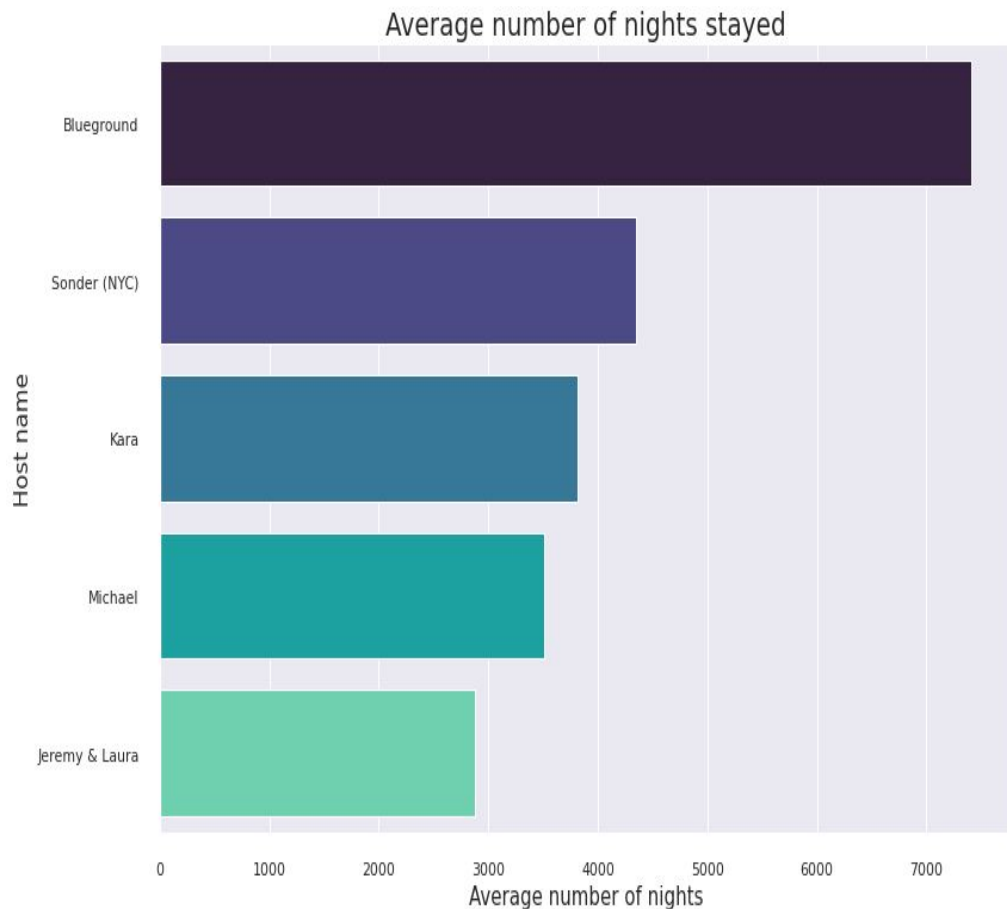
Is there any noticeable difference of traffic among different areas & what could be the reason for it?

➔ Entire home/apartment is mostly preferred by people in Manhattan.

➔ In Queens, people prefer private rooms

➔ For Bronx, Brooklyn and Staten Island, the overall preference for entire home/apt and private room is same.

➔ Shared rooms are least preferred by the people.

Room types preferred by people in different neighbourhood groups
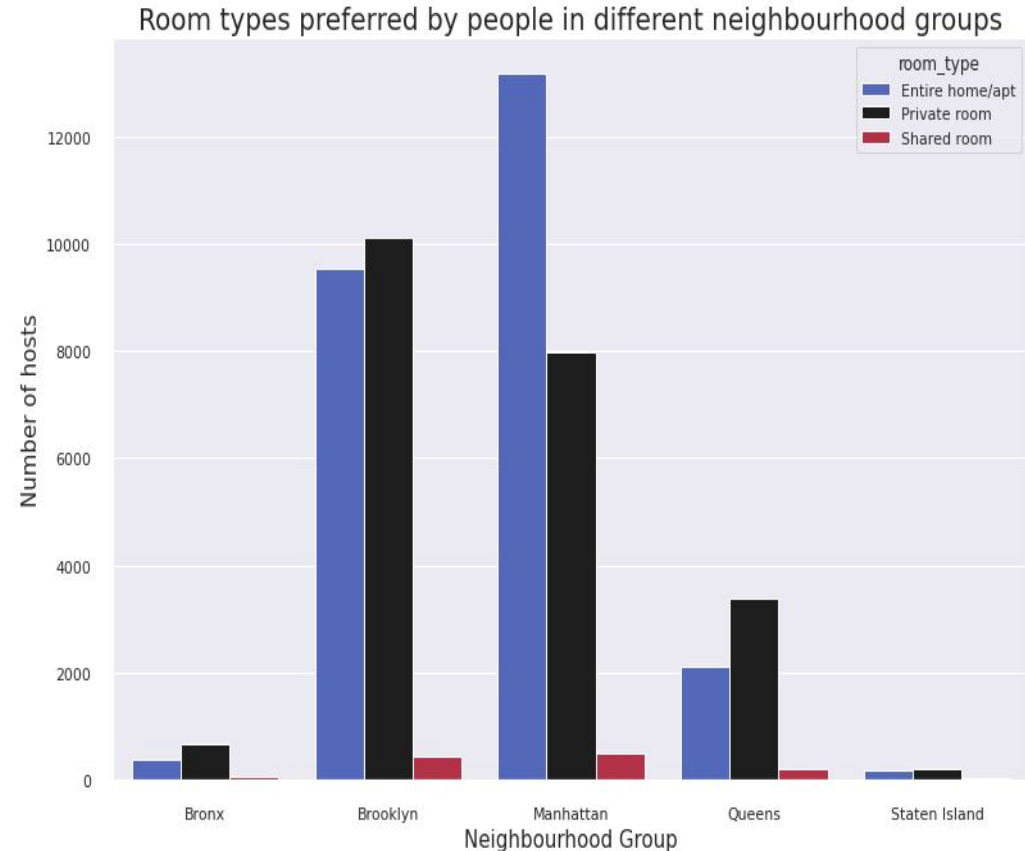
Analysis summary

➔ People stay more nights in Manhattan in comparison to other places though it is one of the most expensive places to live.

➔ Although the average price in Manhattan is the highest, people prefer to stay in those rooms whose price is low.

➔ Among the 3 room types entire homes/apartments are in high demand.

➔ People who like to stay in the entire home or apartment tend to stay longer.

➔ Staten Island has the highest availability of rooms to other places.

➔ Staten Island has got the most reviews and people stay here for the least number of nights, which means it is a tourist attraction.