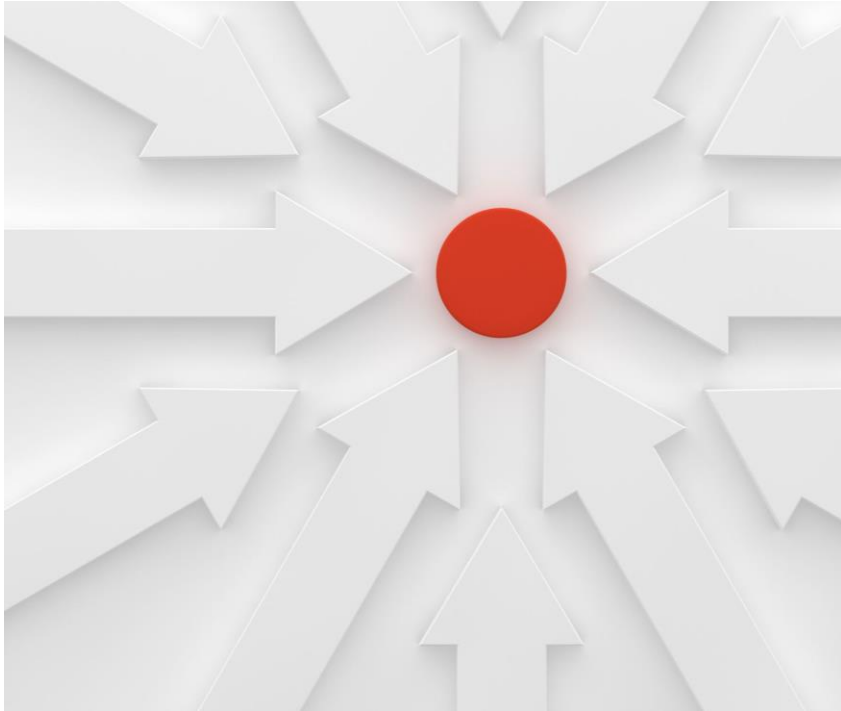# Airbnb, NYC - Business Analysis Presentation - II

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AGENDA

1. Objective

2. Background

3. Key Insights

4. Recommendations

5. Appendix :
   - o Data Sources
   - o Data Methodology
   - o Assumptions for Data Model

OBJECTIVES

Improve	Improve our strategies to revive the business in post Covid-19 period
Understand	Understand customer preferences and user experience trends for Airbnb, NYC business.
Provide	Provide early recommendations for new acquisitions and improving customer experience.

BACKGROUND

❑ The COVID -19 pandemic affected Airbnb Business due travel restrictions across the globe.

❑ The revenue took the largest hit in NYC in the Q2 of 2020.

❑ Now that the restrictions are lifted, business should be well prepared to recover the losses incurred.

ASSUMPTION – Post COVID 19, it's reasonable to assume that customers will prefer booking properties for either very short stays or more than 30 days

KEY INSIGHTS & RECOMMENDATIONS

Target the Hosts who offer the least minimum nights of stay

In the pre COVID – 19 era, it has been observed that most bookings are done for properties with the **least minimum number of stays**.

For a minimum nights stay from **0 to 5 nights**, the number of listings went **beyond 25K** in the past

Besides this, business can also focus on acquiring properties with minimum 30 days stay as the same has substantial market traction.

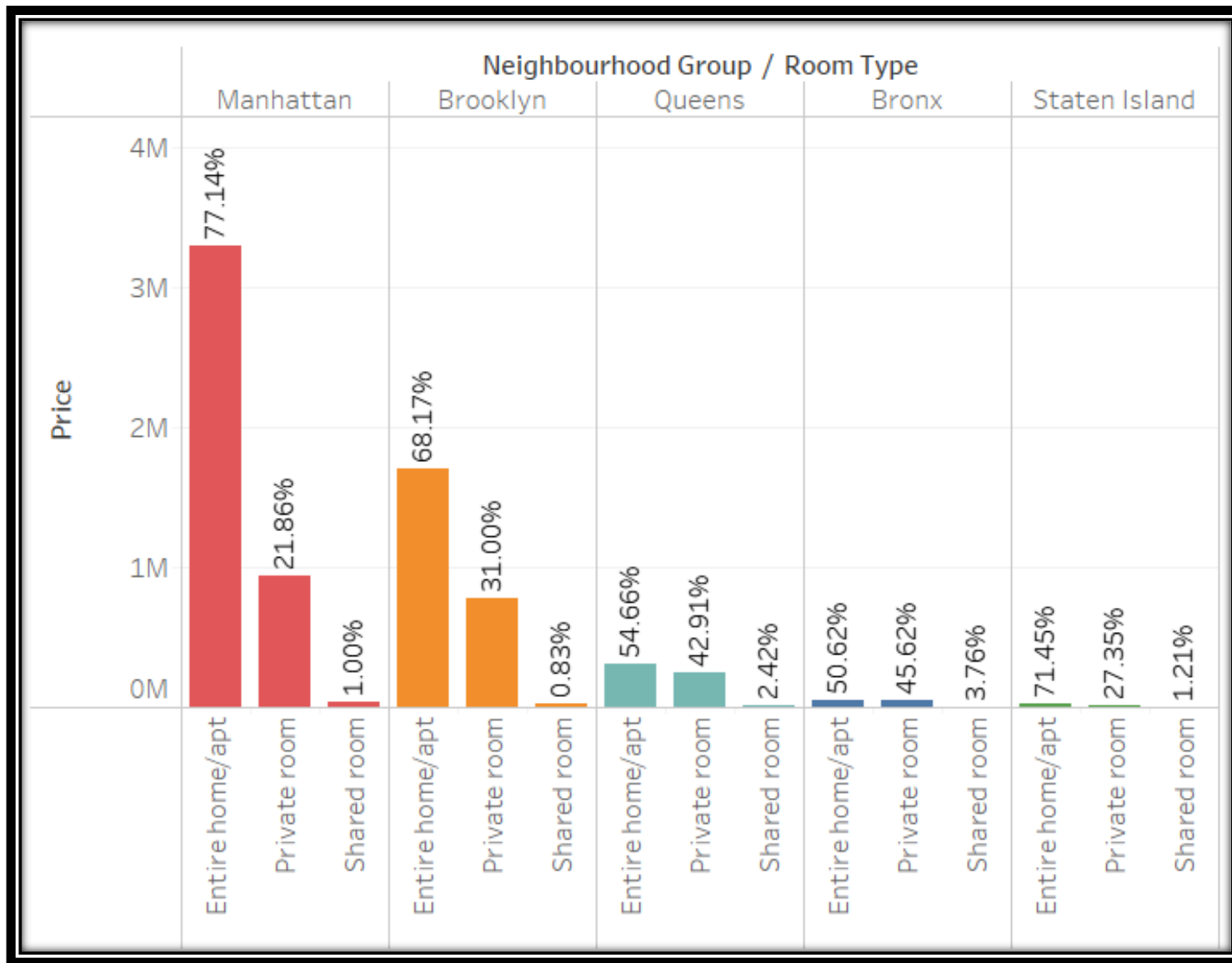# Properties with least minimum night stay render maximum bookings

Procure properties with least minimum night stay with reasonable cost.

Cost for Bookings beyond 5-night stay increases, leading to lowered bookings.

In the past, it has been observed that hosts with least minimum night stay receive higher bookings than their counterparts.

Acquiring Premium Properties in Bronx and Non-Premium Properties in Manhattan

➢ **Premium properties in Queens and Bronx** can be targeted as the rates are reasonable there.

➢ **Non-Premium properties in Manhattan to** be sighted as it offers mostly expensive listings. Reasonably priced accommodations will attract more customers.

➢ Properties in Manhattan are most expensive while in Bronx are least expensive .
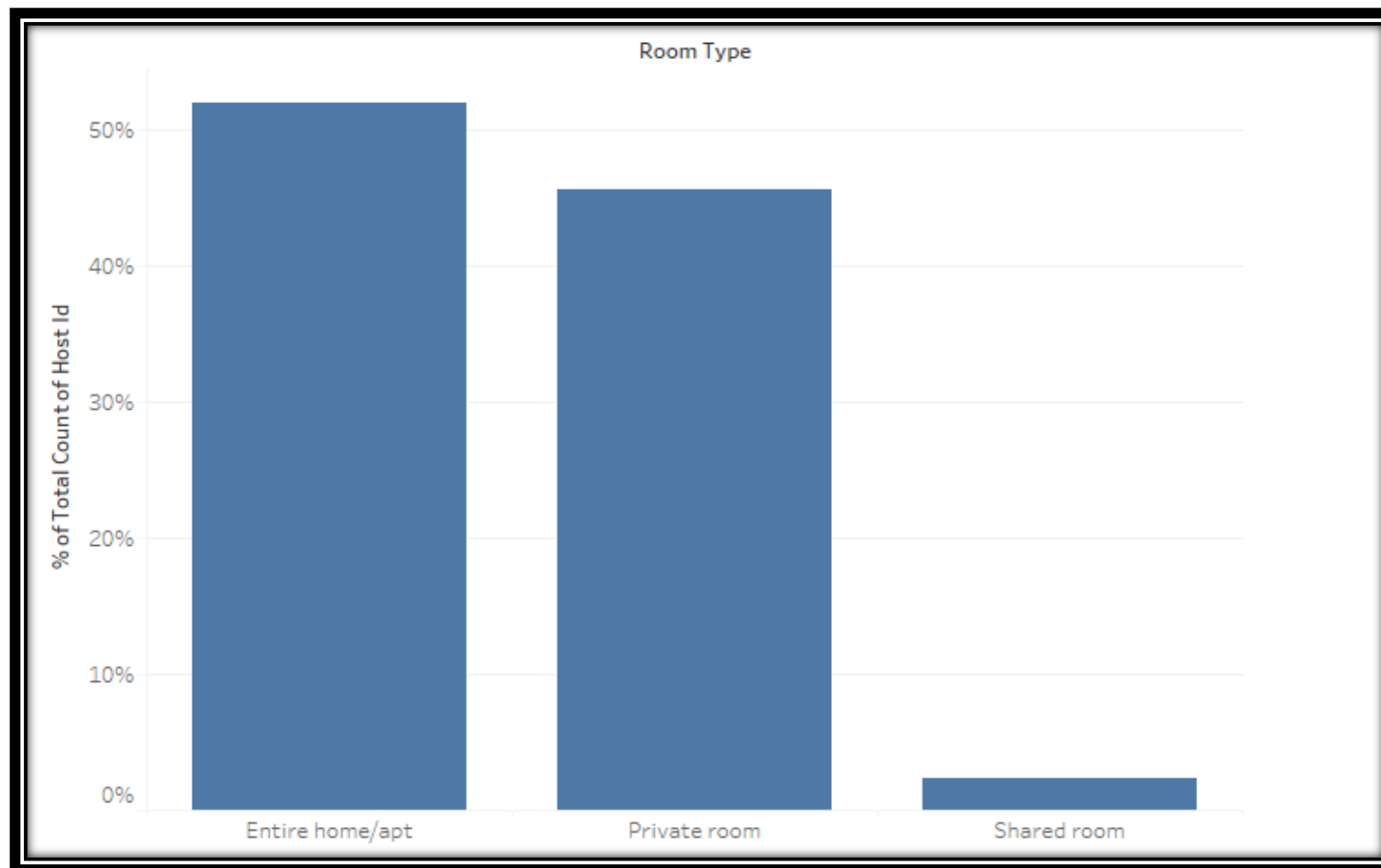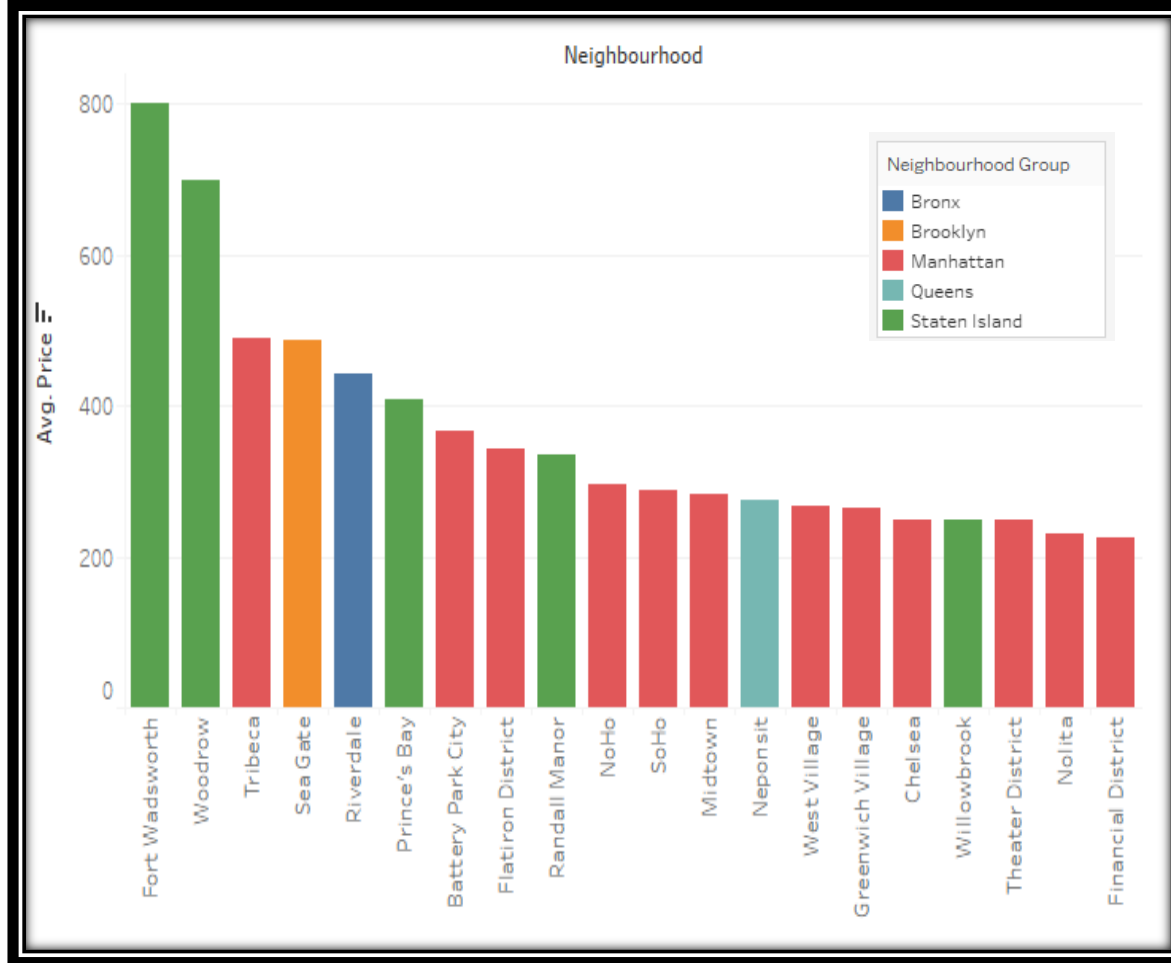
Customer Preferences of Entire Home/Private Room should remain high post COVID 19

Customers are inclined towards Entire home/apt and Private Rooms

The above preference accounts for approximately 97.6% of the listings

Shared rooms have a mere 2.4% share in the total property listings

Procuring properties in Non-Manhattan Neighbourhood Groups to be given preference

❖ Top two neighbourhood with highest average price of properties - *Fort Wadsworth & Woodrow* are in **Staten Island.**

❖ Manhattan has **12** neighbourhood in the top 20 leading with *Tribeca & Battery Park City*.

❖ Brooklyn, Queens & Bronx have **only 1** neighbourhood each - *Sea Gate, Riverdale & Neponsit* respectively in the Top 20 category.
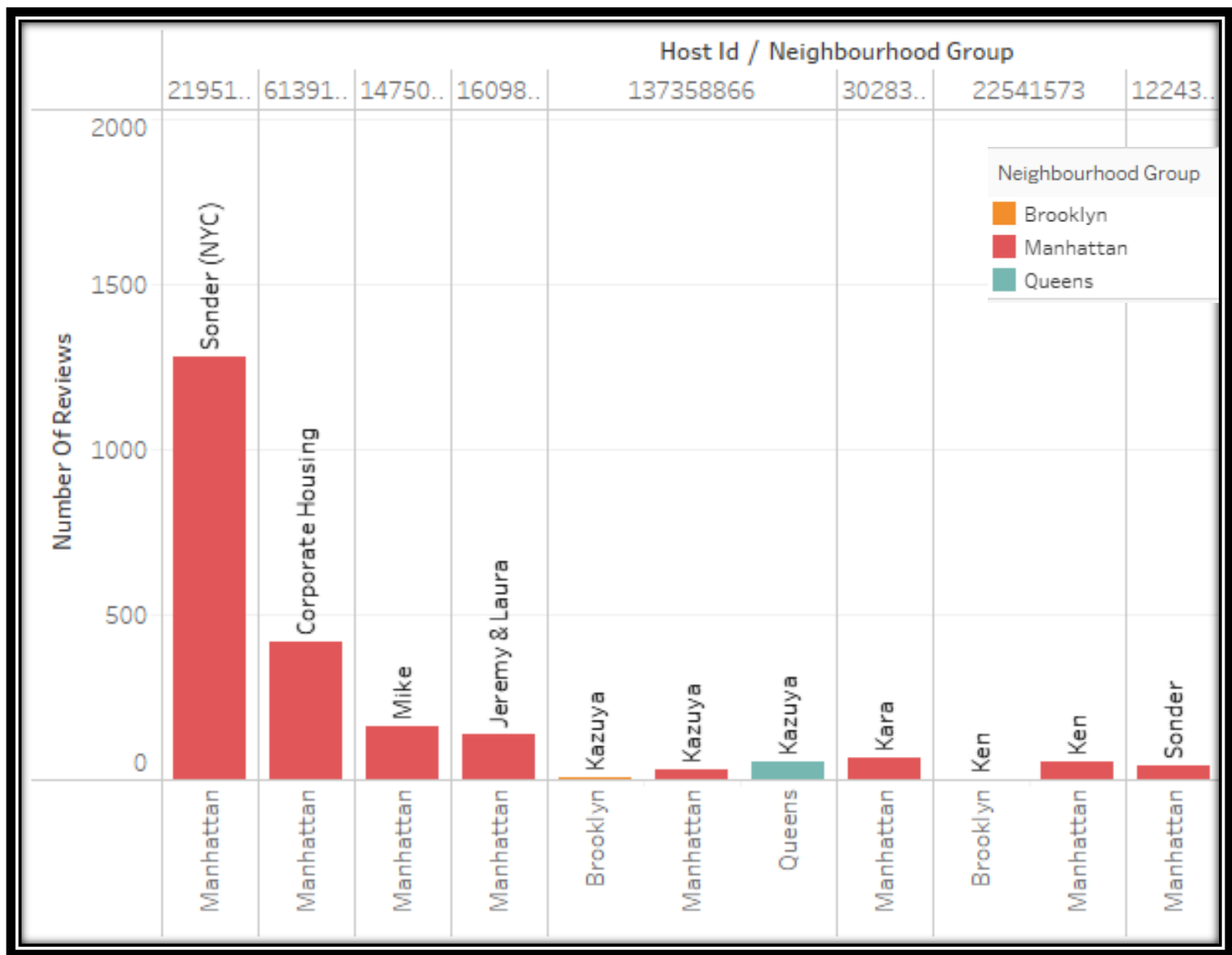
Hosts/ Neighbourhood Group with Maximum Reviews

• Majority of reviews are for properties based out of Manhattan. The host *Sonder(NYC)* has maximum reviews.

• Queens and Brooklyn hardly make it to the review list while Staten Island and Bronx are not present at all.

• Need to inform the hosts specifically the Non-Manhattan neighbourhood group to ensure receiving reviews since most bookings are based on the reviews.

APPENDIX – DATA SOURCES

The New York Airbnb Dataset contains information about different Airbnb listings along with their hosts, locations, prices and other attributes. The columns in the dataset are self-explanatory.

We referred to below dataset description to get a better idea of what each column signifies :

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Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking

APPENDIX – DATA METHODOLOGY

A thorough analysis of the Airbnb Data was conducted. This process included :

- Cleaning the data set for missing values and outliers
- Using exploratory data analysis to identify customer preferences based on :
  - Locality/Neighbourhood
  - Price
  - No. of Reviews
  - Minimum nights stay
  - Room Type
  - Host ID/Name

  (Refer to Methodology Document for details)

APPENDIX – DATA ASSUMPTIONS

In this case study it is being assumed that :

❖ The Airbnb business was able to achieve desired revenues/ profit prior to COVID 19 and the data resonates with the same.

❖ The business is currently not looking out for expansion to new cities near NYC.

❖ The business strategies will be finalized considering that the travel will increase once COVID- 19 restrictions are relaxed across the world.