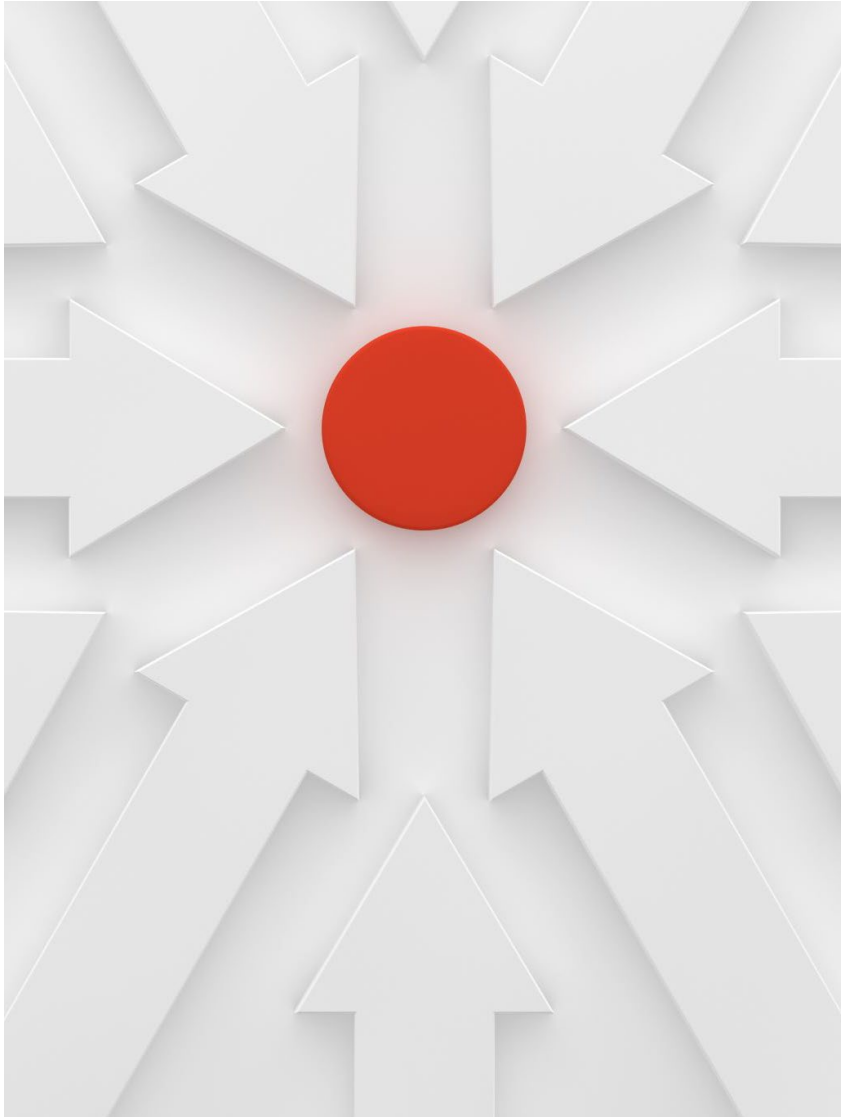




Airbnb, NYC – Data Analysis Presentation - I

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AGENDA

1. Objective
2. Background
3. Key Insights
4. Recommendations
5. Appendix :
 - Data Sources
 - Data Methodology
 - Assumptions for Data Model

OBJECTIVES

Improve

Improve our strategies to revive the impact of Covid-19 on economic and market conditions of Airbnb, NYC.

Understand

Understand customer preferences and user experience trends for Airbnb, NYC.

Provide

Provide recommendations for new acquisitions and improving customer experience.

BACKGROUND

Airbnb business had a major decline in revenue due to travel restrictions because of the Covid -19 pandemic.

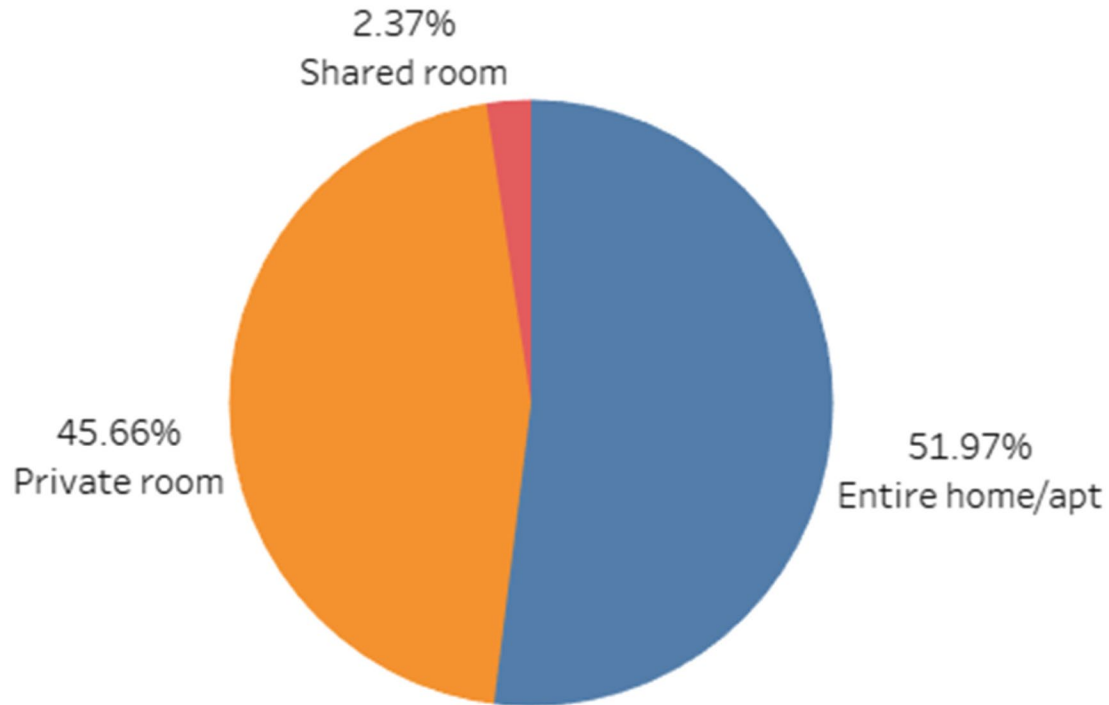
The revenue took the largest hit in NYC in the Q2 of 2020.

Now that the restrictions are lifted and people have started travelling, Airbnb business should be fully prepared for revenue loss recovery .

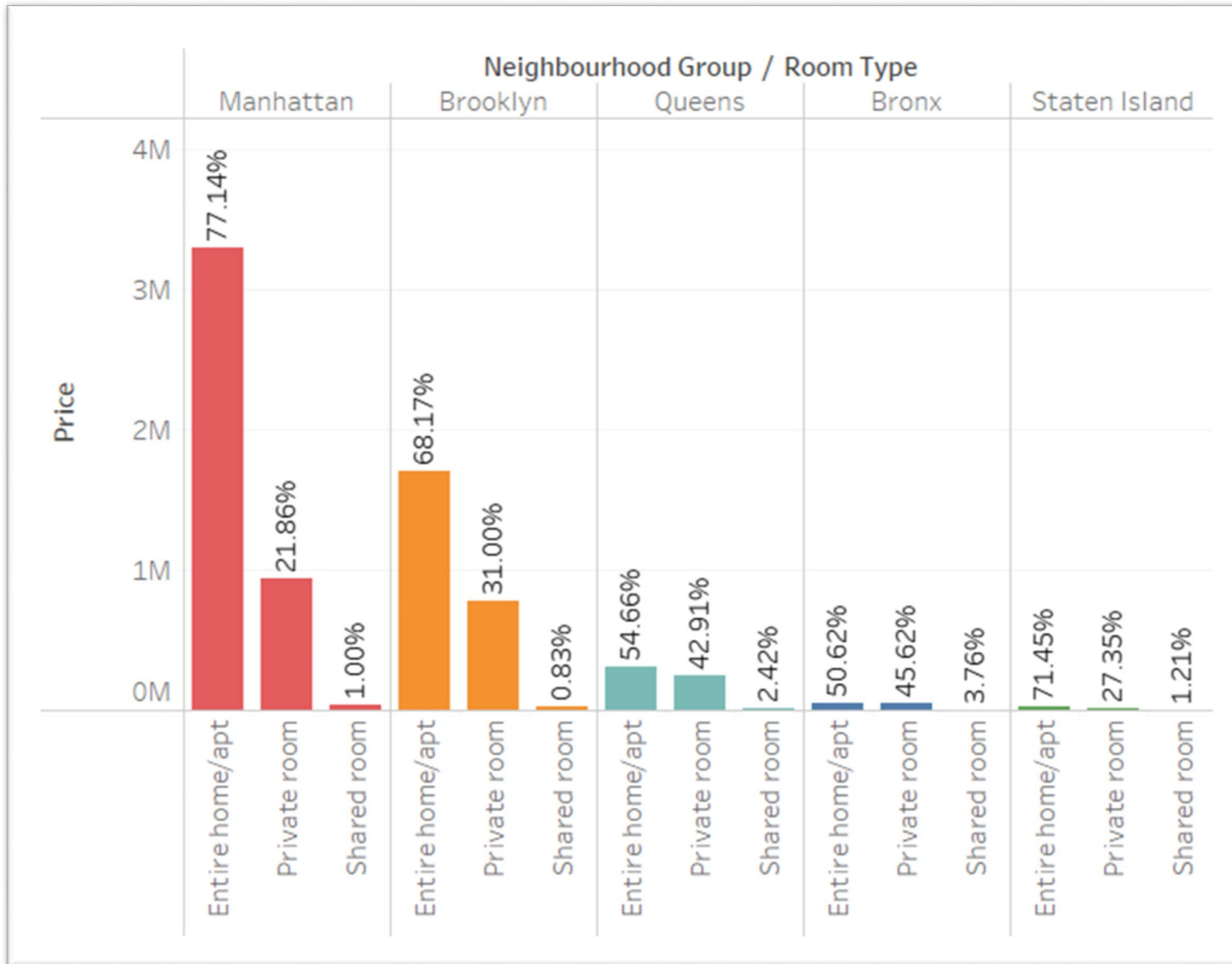
KEY INSIGHTS & RECOMMENDATIONS

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Customer Preferences of the Three Property Types



- The properties of Entire home/apt and Private room are preferred over shared rooms by Airbnb hosts offering rentals in NYC.
- The room types 'Entire home/apt' and 'Private room' accounts for around 97.6% of the listed properties in NYC.
- Shared rooms account for only 2.4% of the total listed properties.

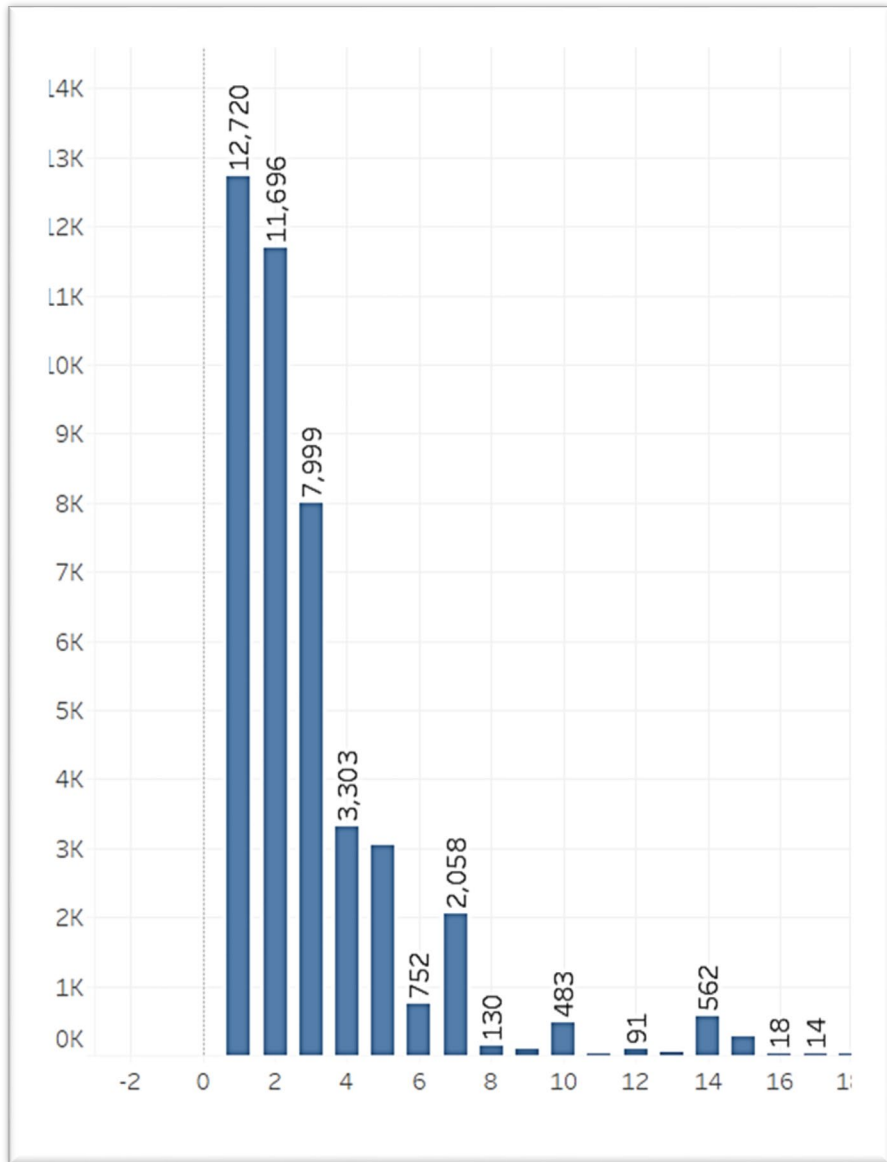


Prices of Properties and Room Type in Neighborhood Group

- Manhattan has the most expensive properties followed by Brooklyn while Bronx and Staten Island are the cheapest.
- Entire homes/apt in both Manhattan as well as Brooklyn are the most expensive room type followed by Private rooms.
- In Queens and Bronx, the prices of room type of entire homes/apt and private rooms have a close difference of 5-10% as compared to the other neighborhood groups.

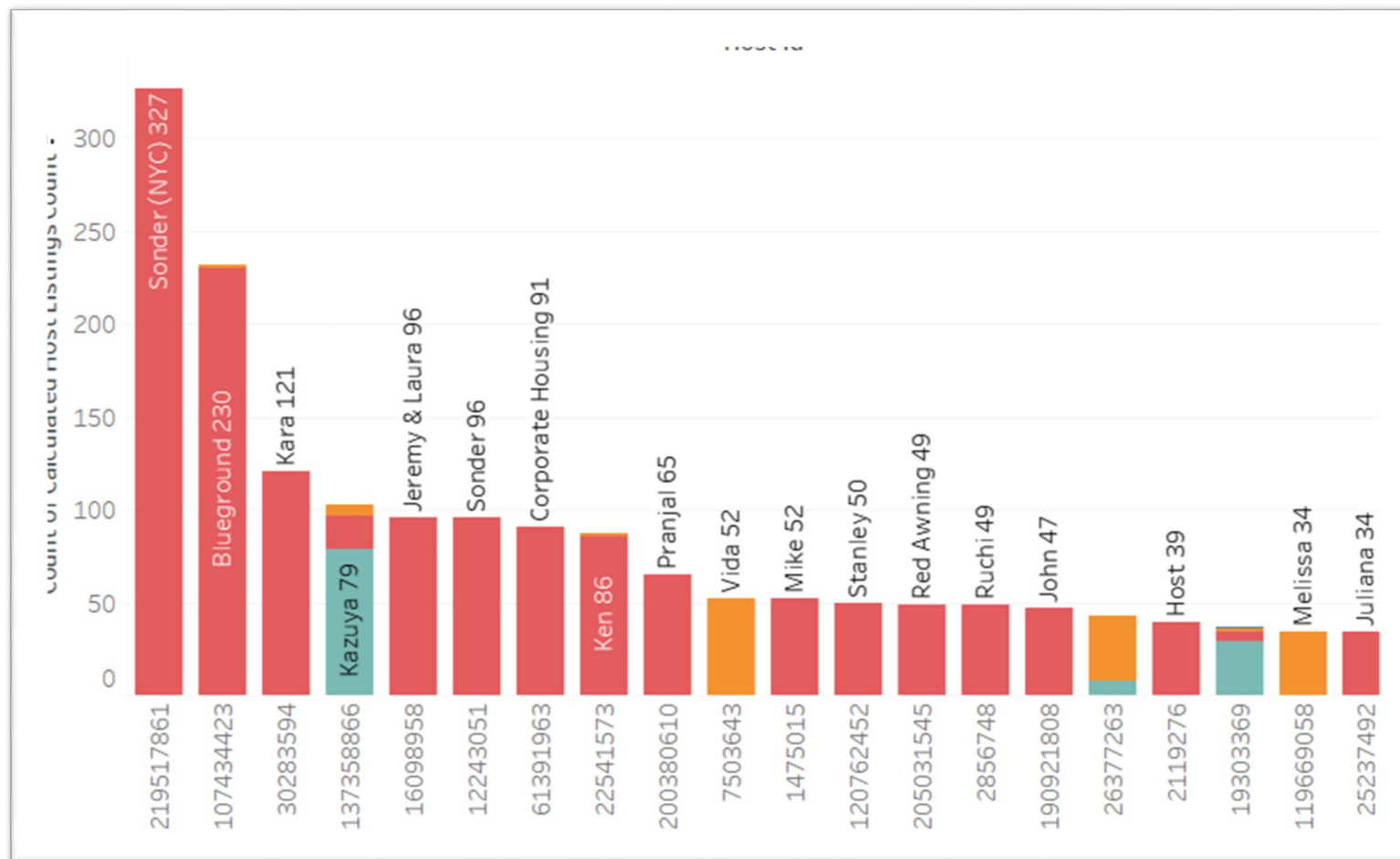
Customer Preferences of Minimum Nights Per Stay

- 12.7k customers prefer to stay for a day on their visit closely followed by 11.6k customers who stay for 2 nights.
- Customers also prefer to stay for 3-7 nights.
- Customer preferences of night stays rise on 14 nights, 30 nights - 1 month and 60 nights - 2 months.



Top 20 Host Listing in the Neighbourhood Group

- *Sonder(NYC)* has the highest number of rooms listed in Manhattan – **327** followed by *Blueground* at **230**.
- Manhattan is the most listed neighborhood group followed by Brooklyn and Queens.
- Bronx has only 1 listing whereas Staten Island does not fall in the Top 20 category.





Average Price Range of the Neighborhood Groups

- Manhattan is the only neighborhood group that has the most expensive average price of *approx. \$200* on the properties listed.
- Brooklyn and Staten Island have an average price of *\$124* and *\$114* resp. which is less expensive compared to Manhattan.
- Queens and Bronx have an average price of *\$100* and *\$88* resp. which is the most affordable neighborhoods in NYC.

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
listings_count	amount of listing per host
availability_365	number of days when listing is available for

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 dataset description given on the left to get a better idea of what each column signifies.

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.