AIRBNB USER ANALYSIS

CAPSTONE PROJECT

PRESENTED BY MANDY MAO
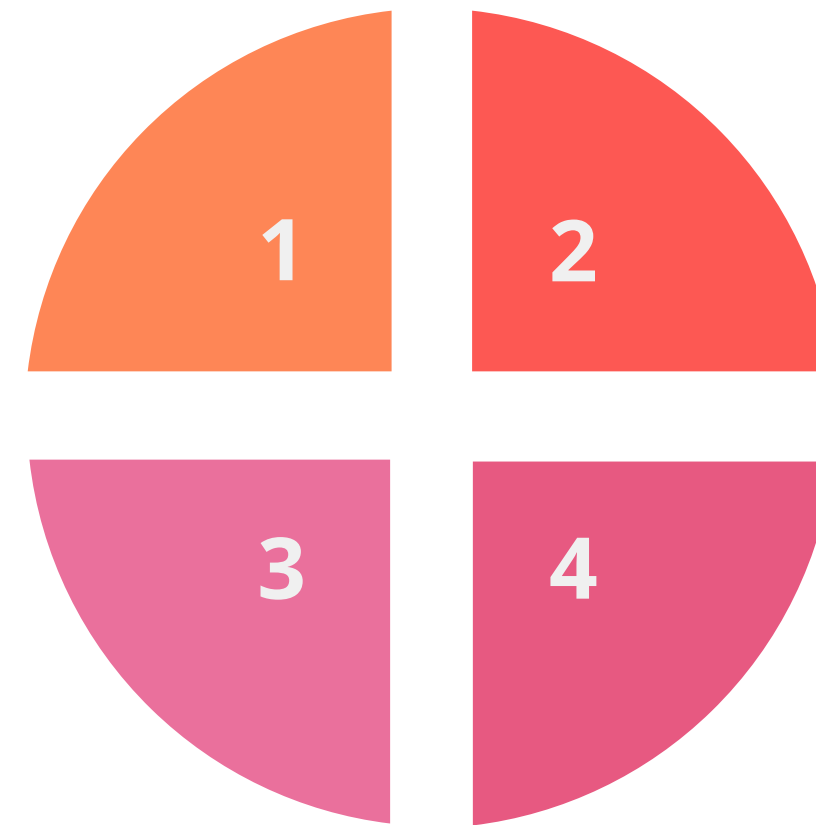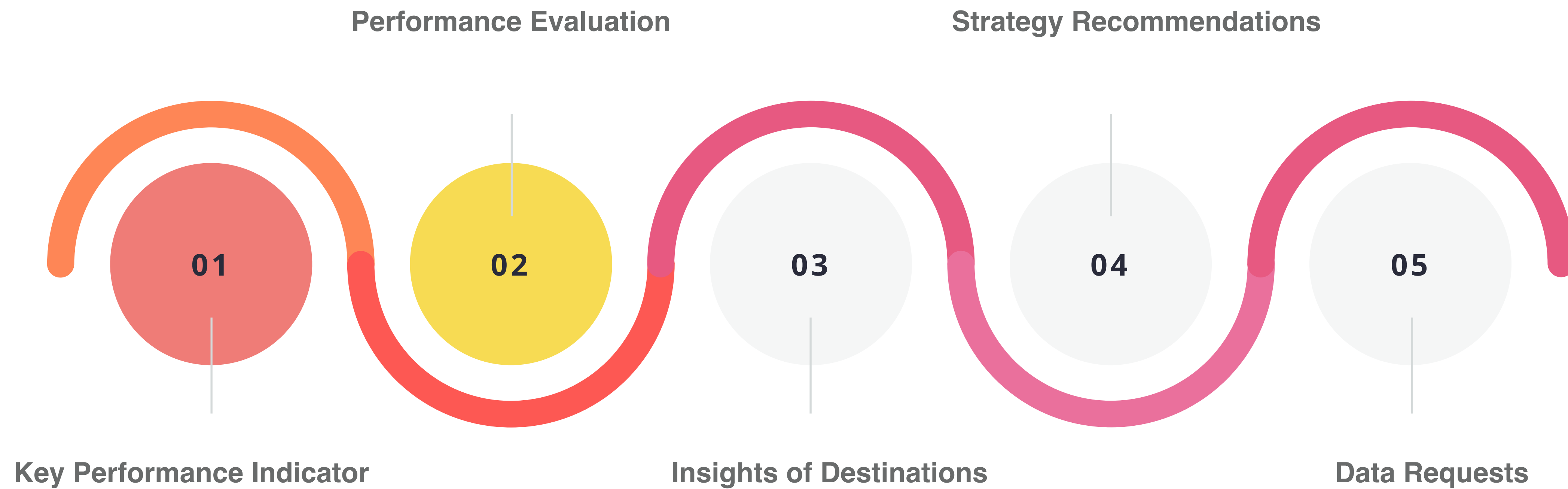
Performance Evaluation

Strategy Recommendations

01

02

03

04

05

Key Performance Indicator

Insights of Destinations

Data Requests

Performance Evaluation

Strategy Recommendations

01

02

03

04

05

Key Performance Indicator

Insights of Destinations

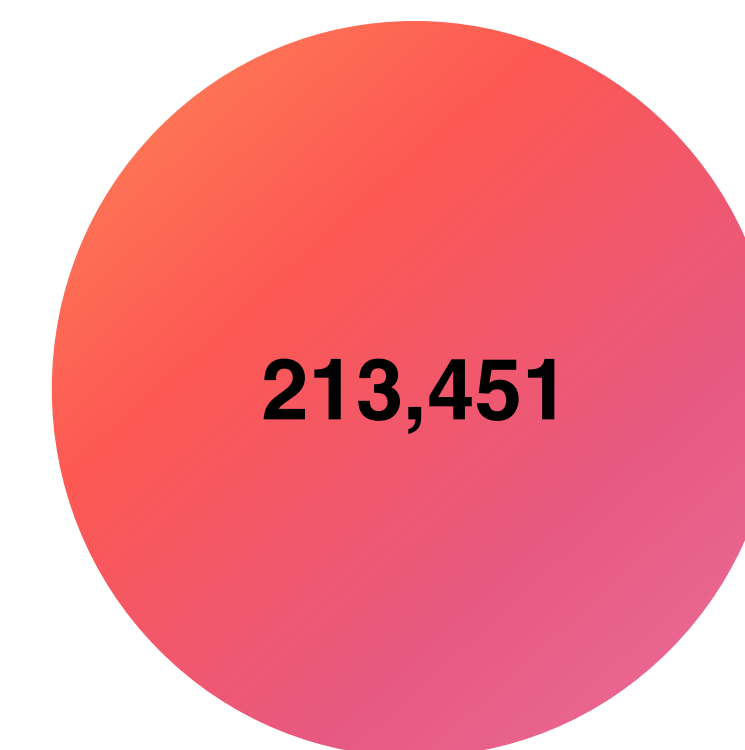**Data Requests**

TOTAL NUMBER OF USERS

TOTAL NUMBER OF BOOKINGS

1 2

3 4

GROWTH RATE

CONVERSION RATE

Performance Evaluation

Strategy Recommendations

01

02

03

04

05

Key Performance Indicator

Insights of Destinations

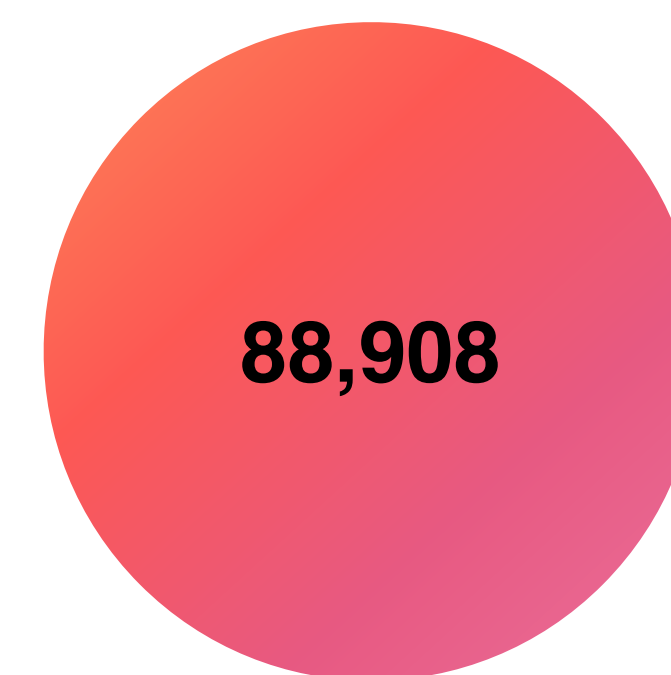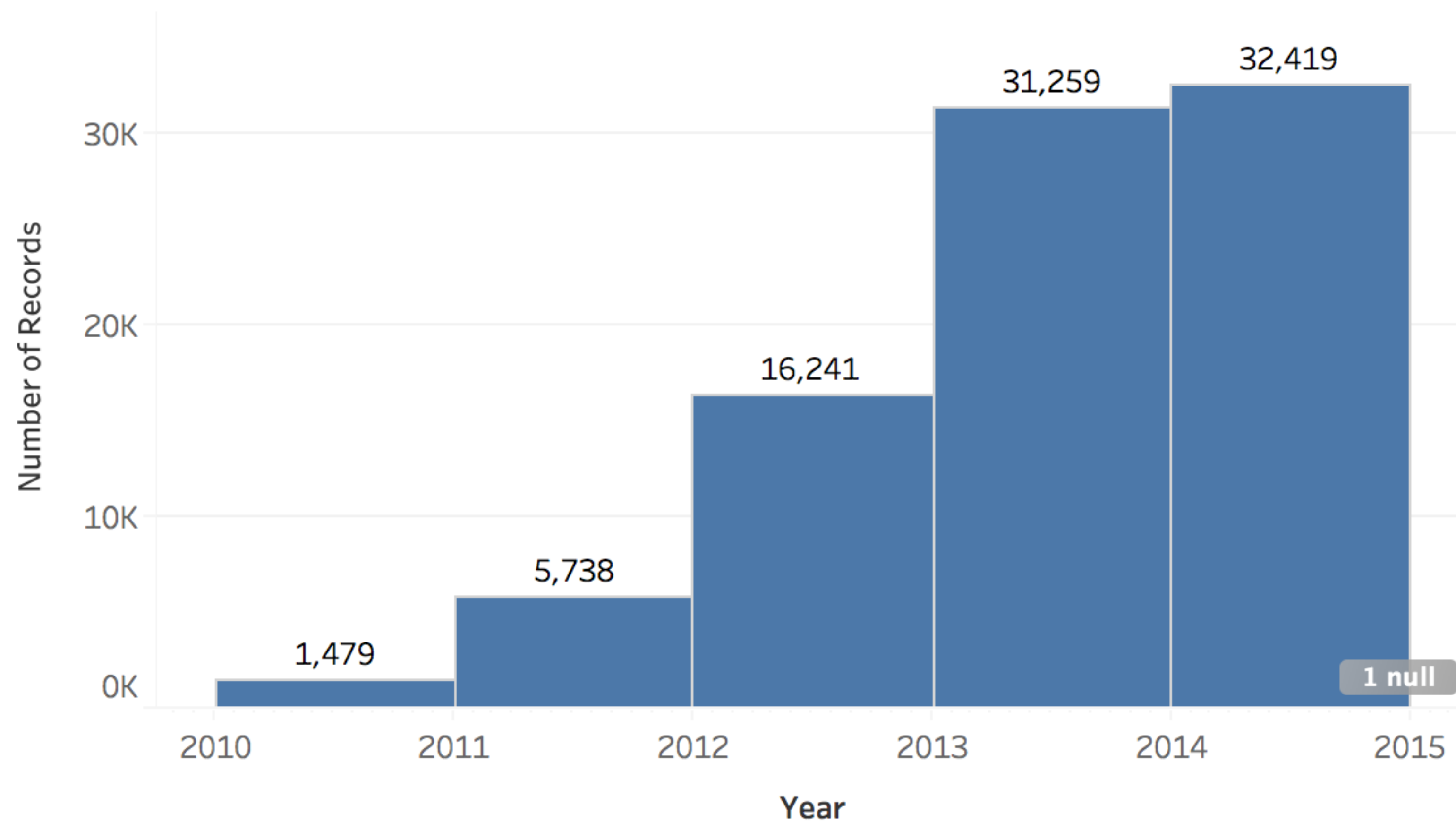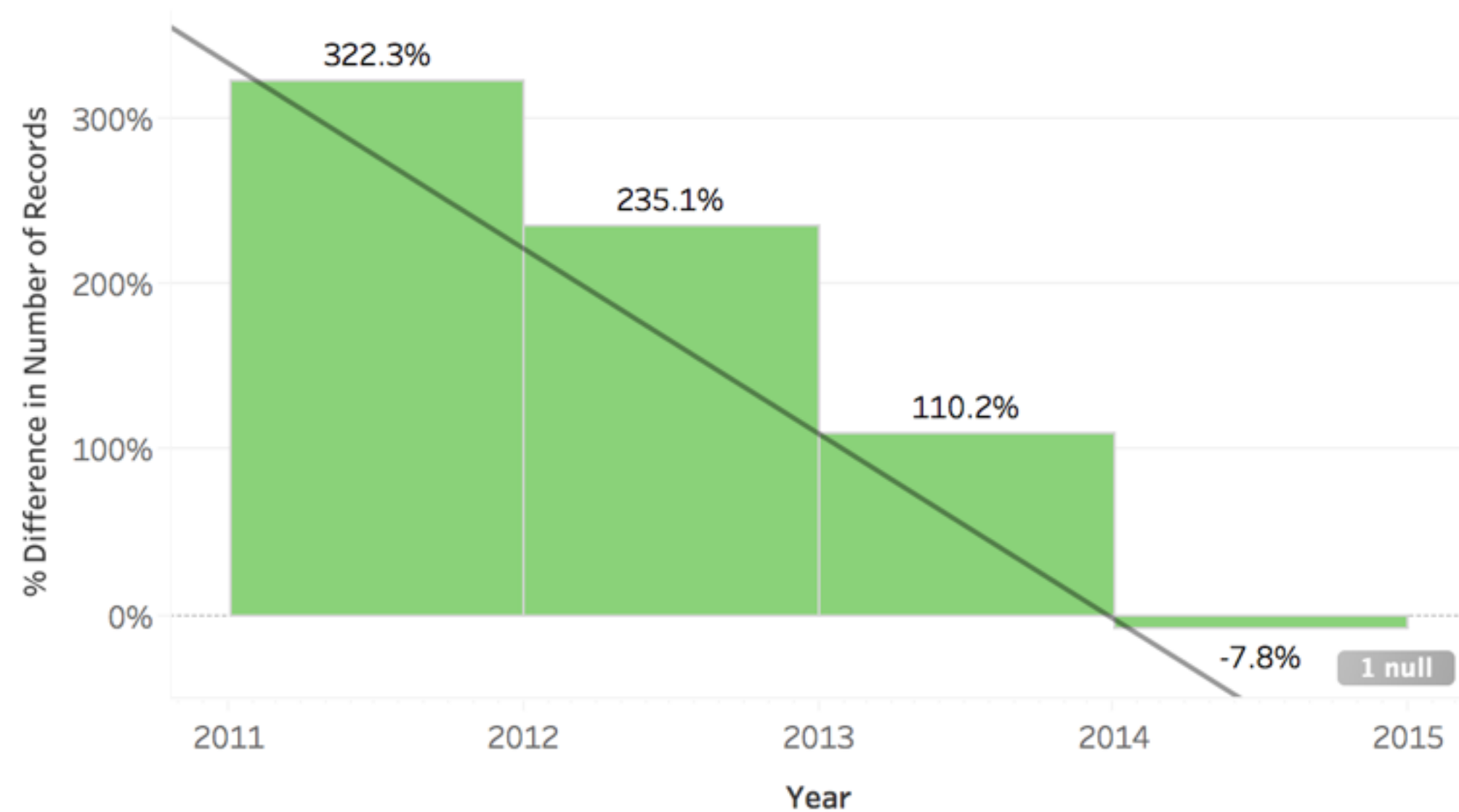Data Requests

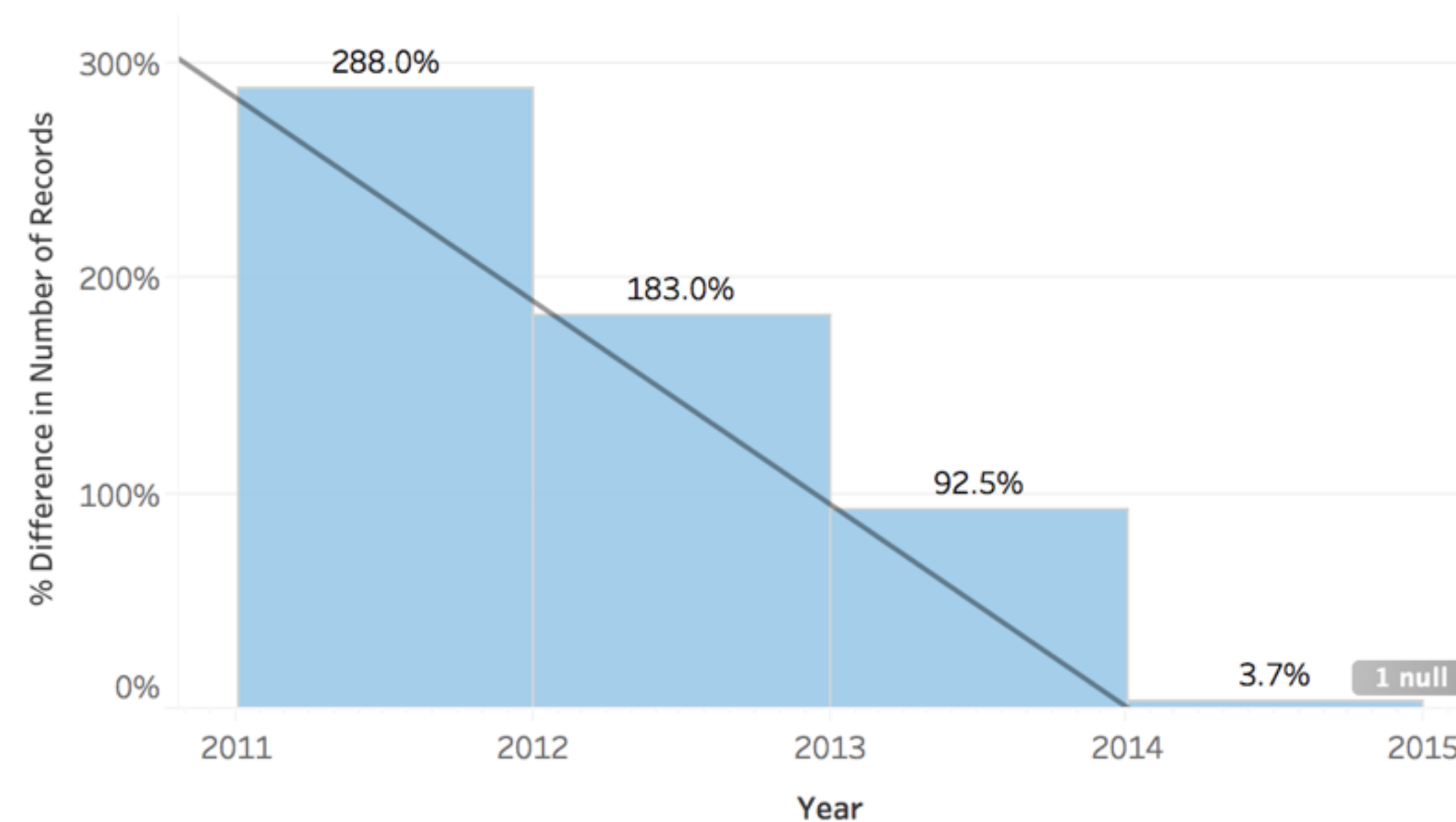We have a total number of 213K accounts created.
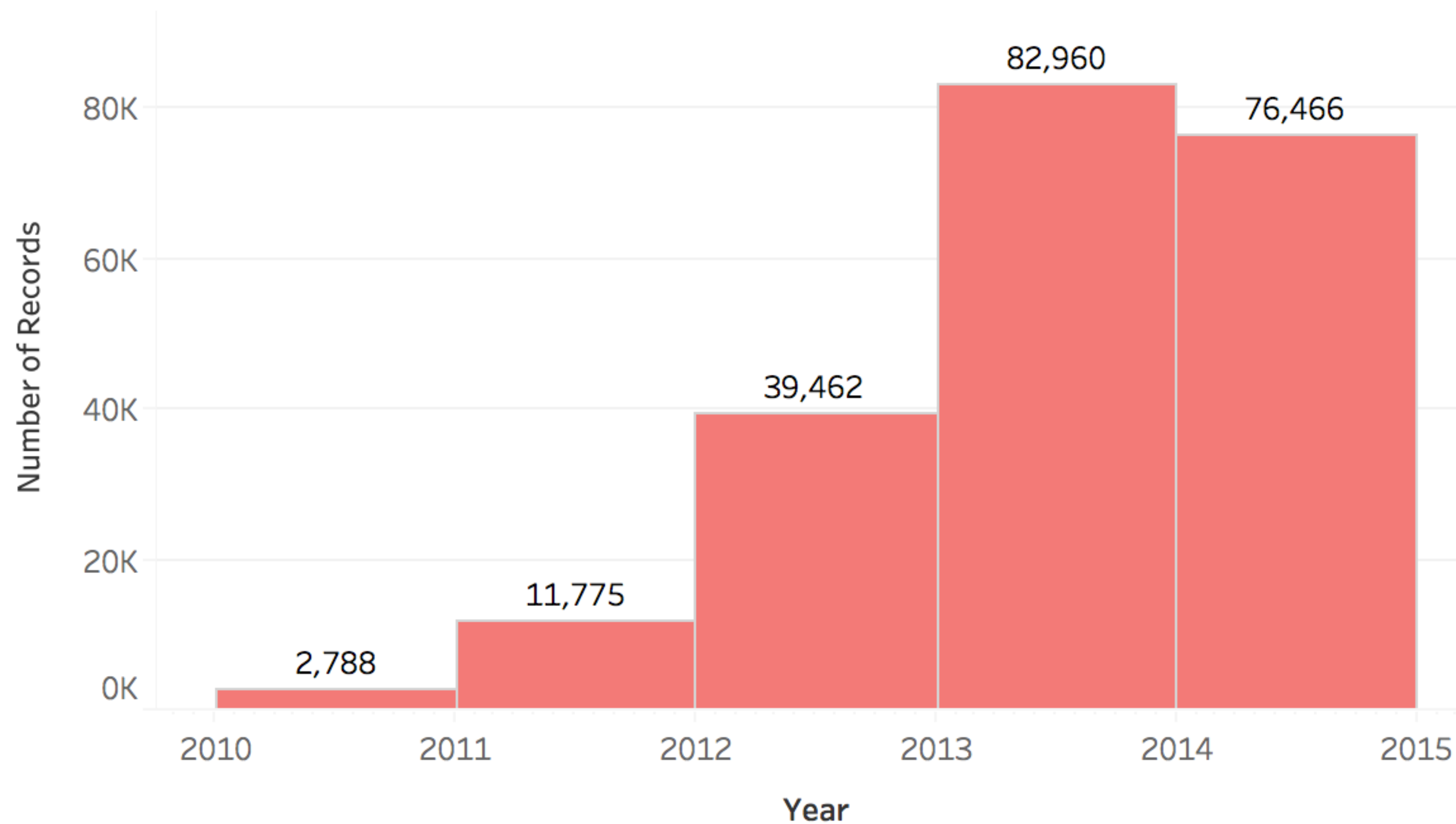
We have a total number of 88K bookings.

The **growth rates** for accounts created & bookings have dramatically decreased, and is negative now.
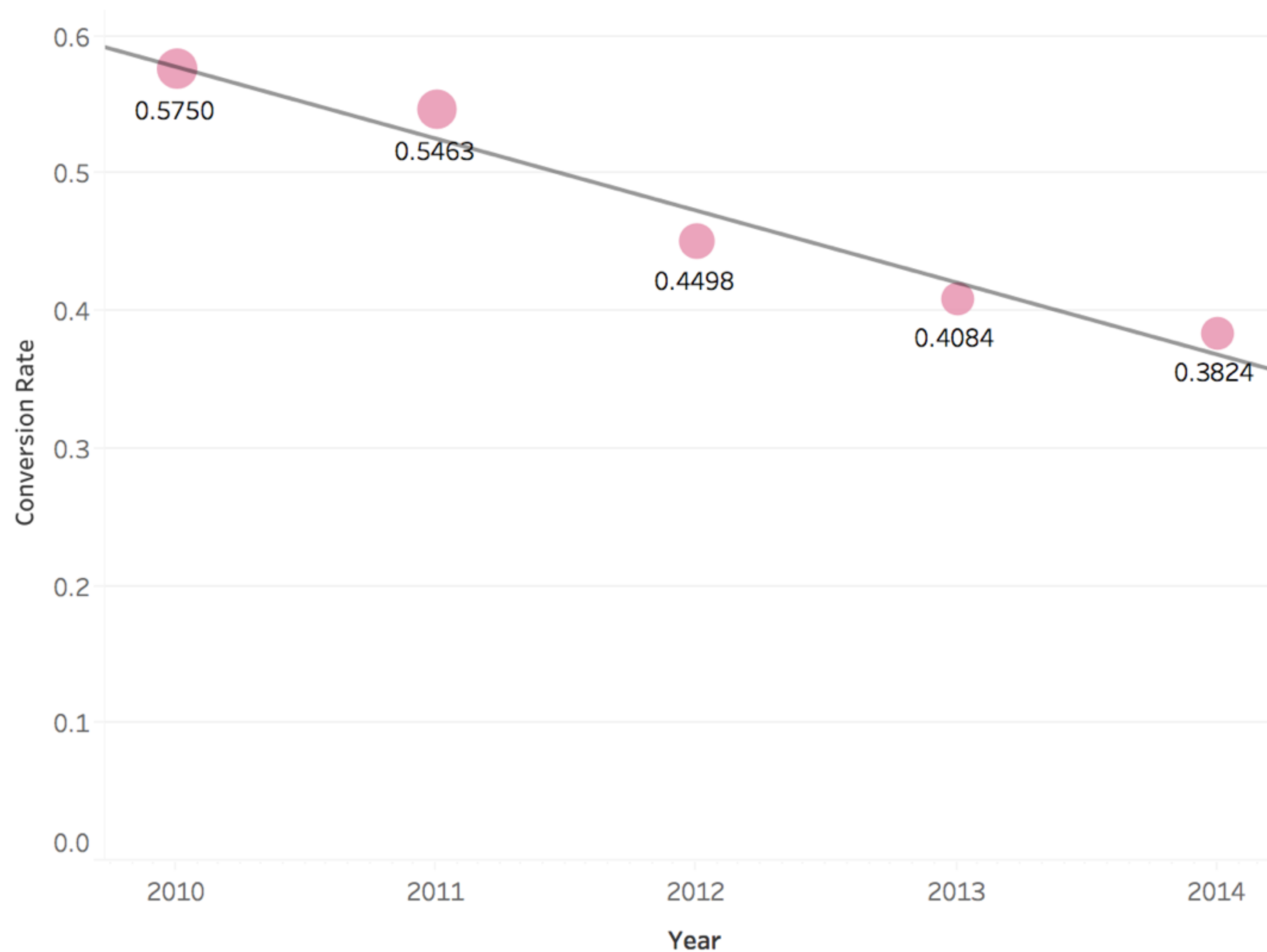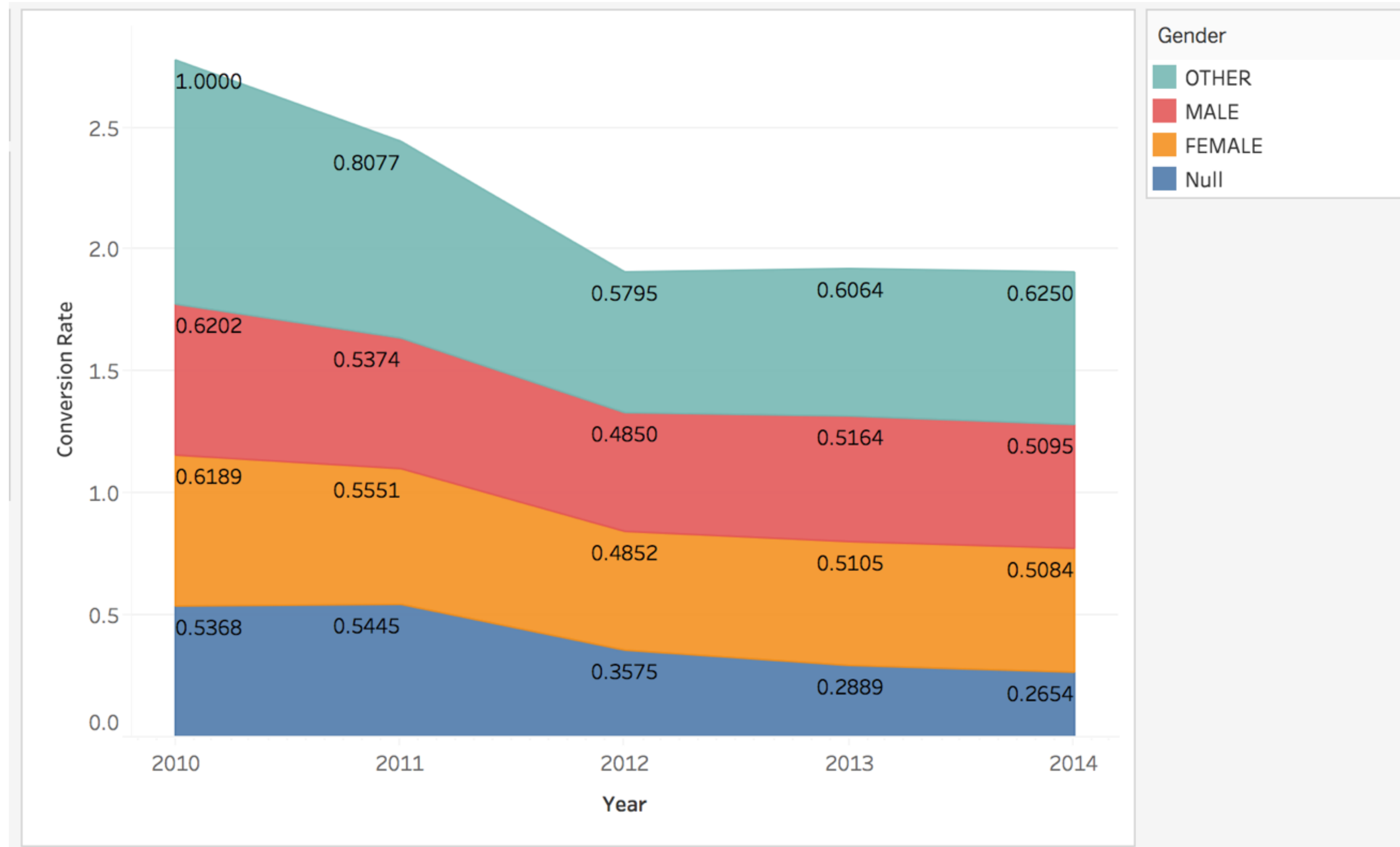

Accounts Created

Bookings

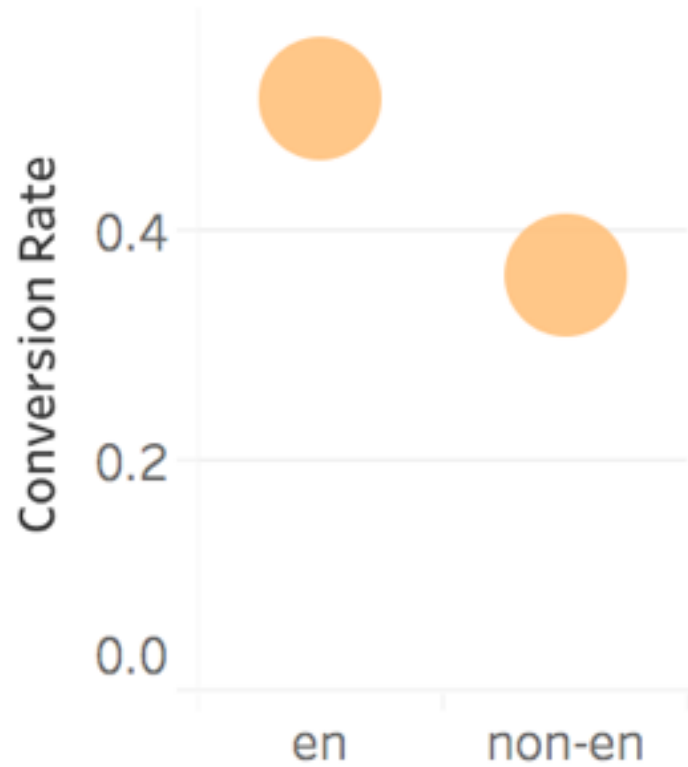The overall **conversion rate** is declining from 2010 to 2014.

Other has an incredible conversion rate, male and female has a similar conversion rate.

Gender

Language

Age
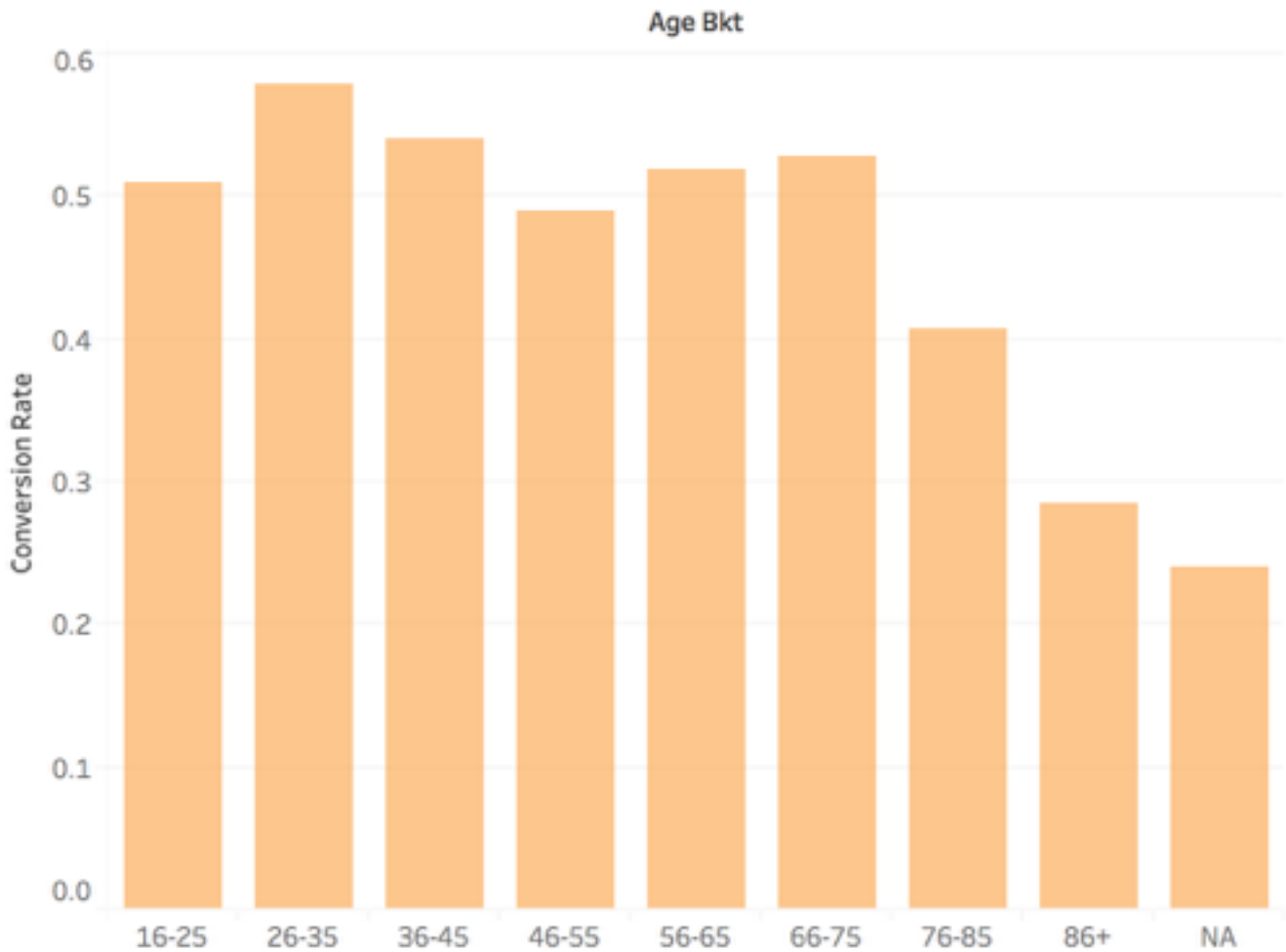
App
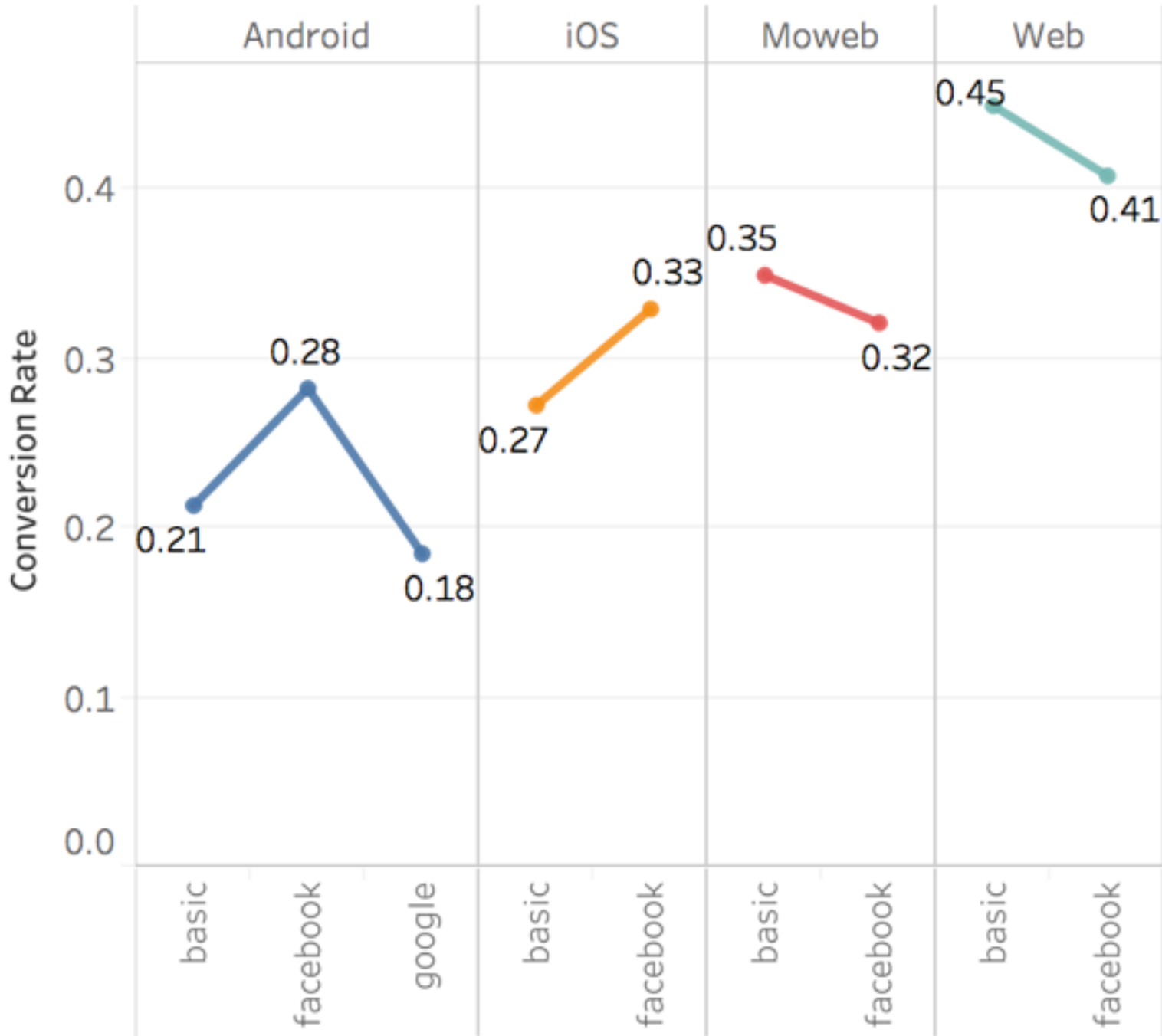
Browser
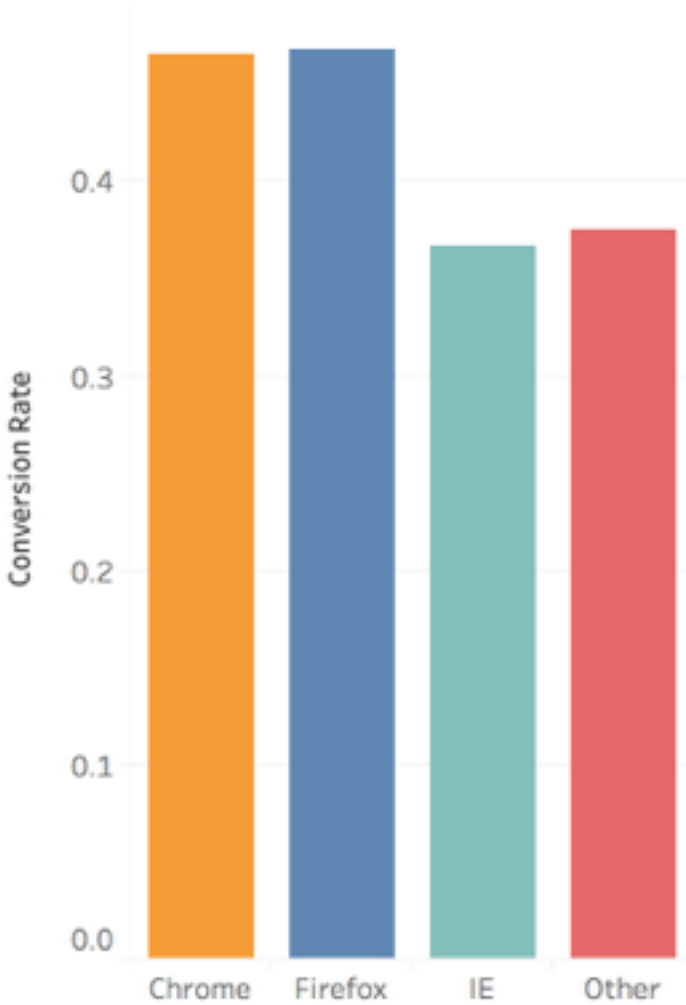
Device

Craigslist and SEO have the highest conversion rates among affiliated providers and channels.

Performance Evaluation

Strategy Recommendations

01

02

03

04

05

Key Performance Indicator

Insights of Destinations

Data Requests

North America is the top country of destinations among all ages, genders and languages.
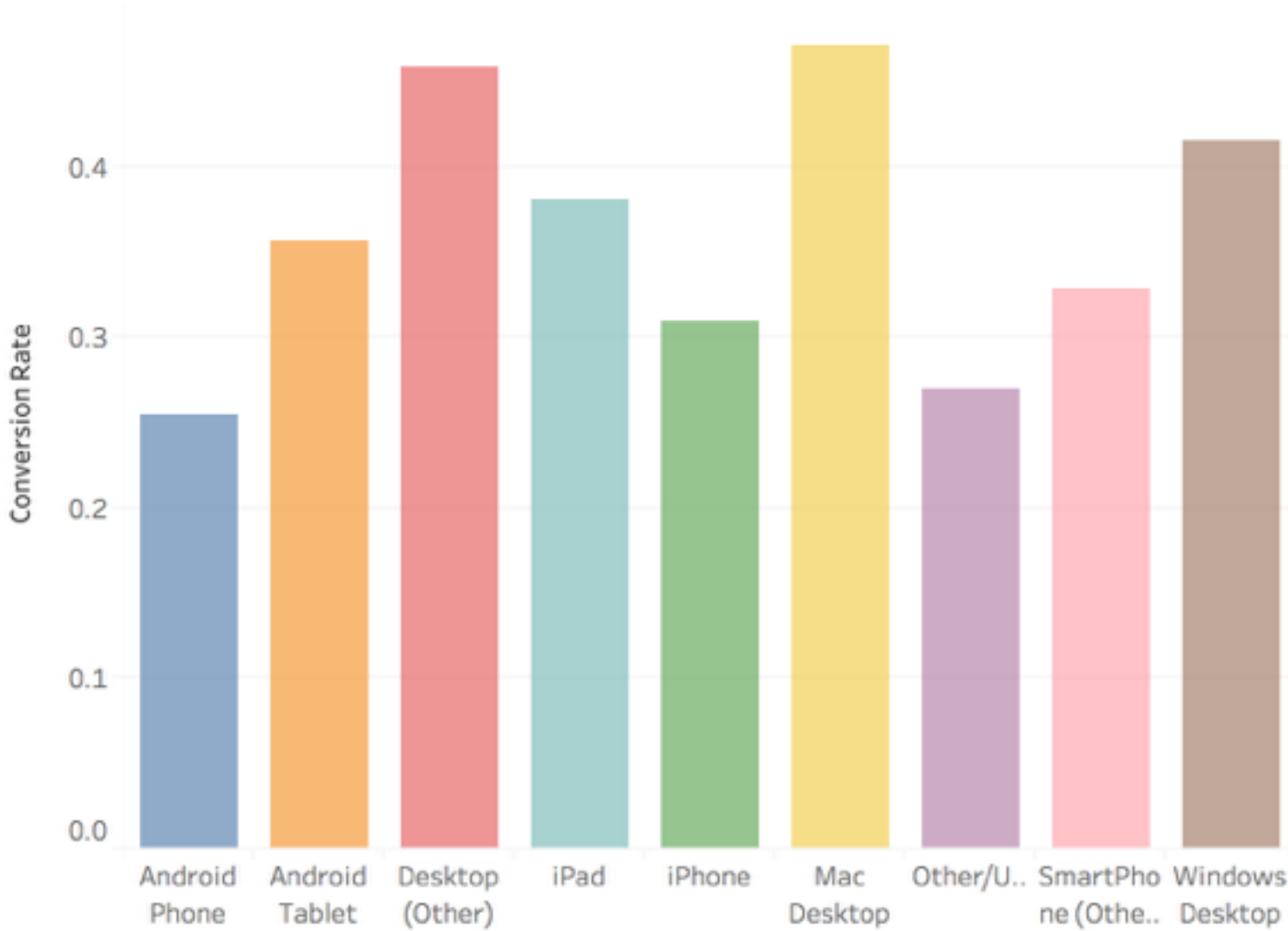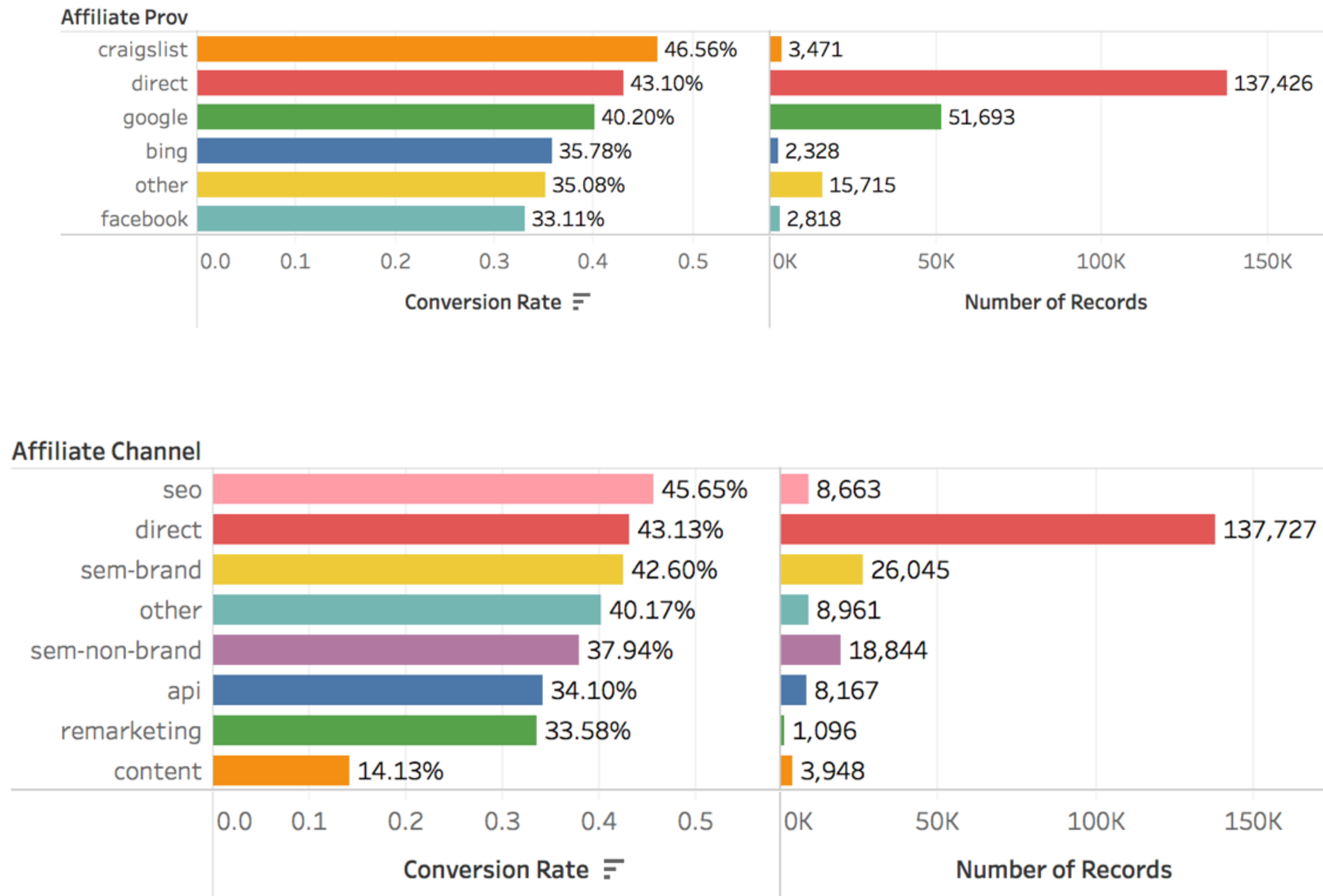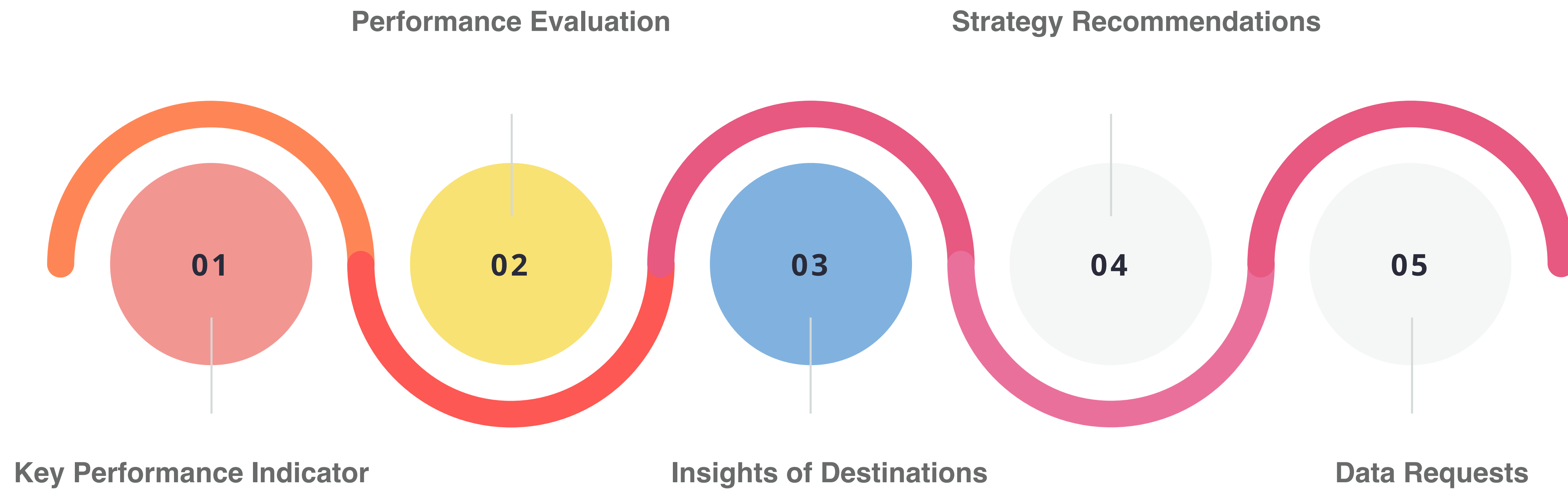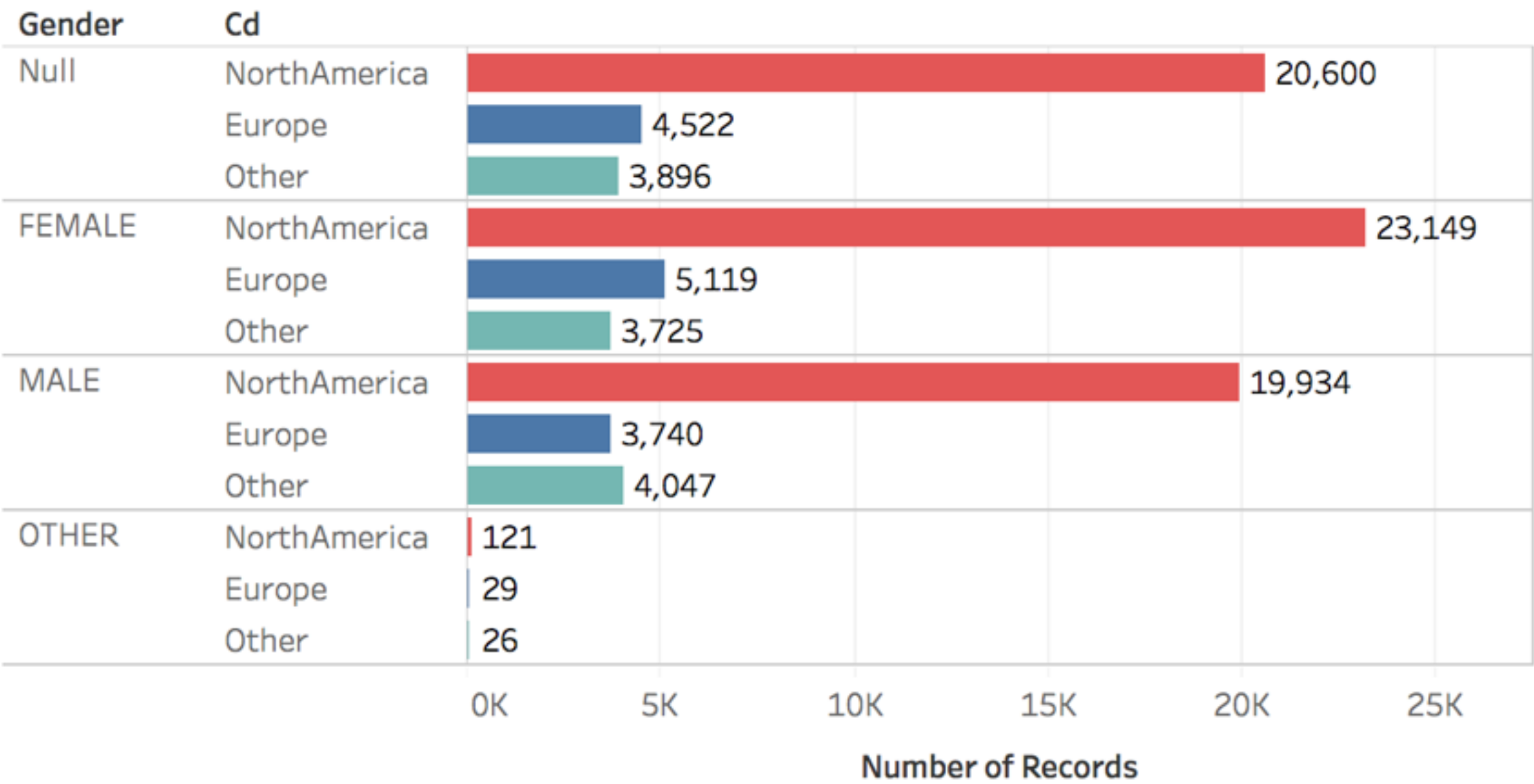

Age Bkt / Cd

	16-25	26-35	36-45	46-55	56-65	66-75	76-85	86+	NA
NorthAmerica	5,321	24,184	10,981	4,663	2,554	856	41 105 22	13 57 15	15,083
Other	991		812	499					

Gender	Cd	
Null	NorthAmerica	20,600
	Europe	4,522
	Other	3,896
FEMALE	NorthAmerica	23,149
	Europe	5,119
	Other	3,725
MALE	NorthAmerica	19,934
	Europe	3,740
	Other	4,047
OTHER	NorthAmerica	121
	Europe	29
	Other	26

Number of Records

en / non-en

Number of Booking

Europe
NorthAmerica
Other

North America remains its top popularity from 2010 to 2015.
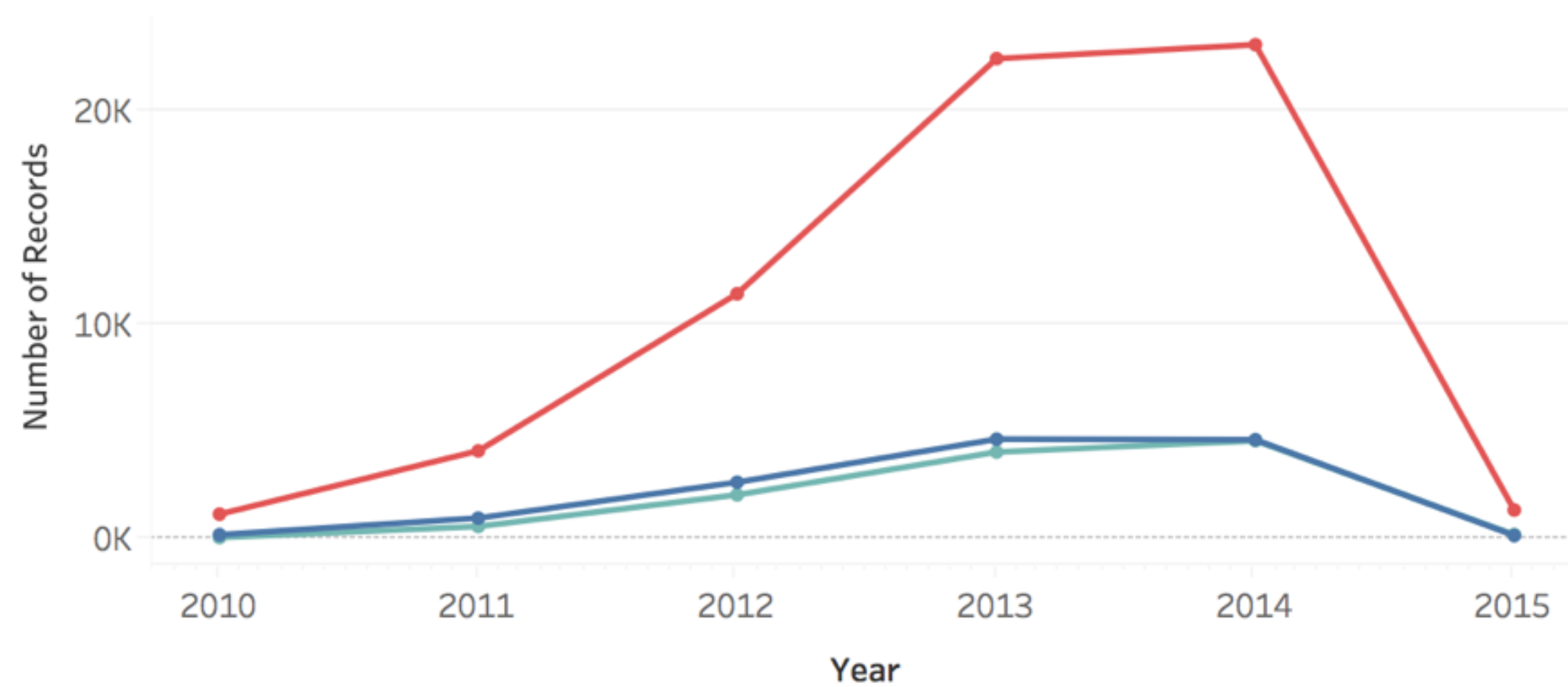
May and June are the most popular months for booking.

Performance Evaluation

Strategy Recommendations

01

02

03

04

05

Key Performance Indicator

Insights of Destinations

Data Requests
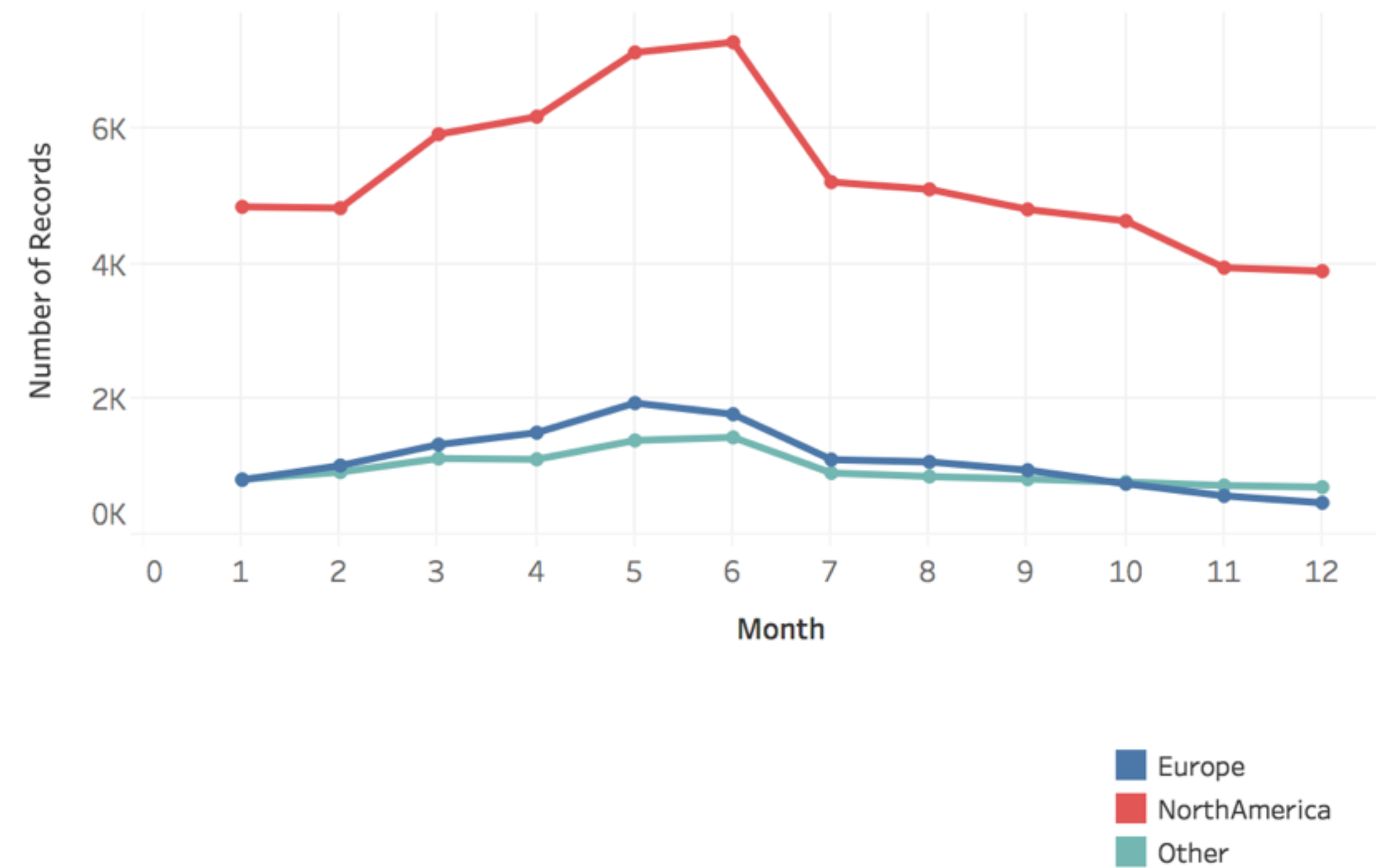
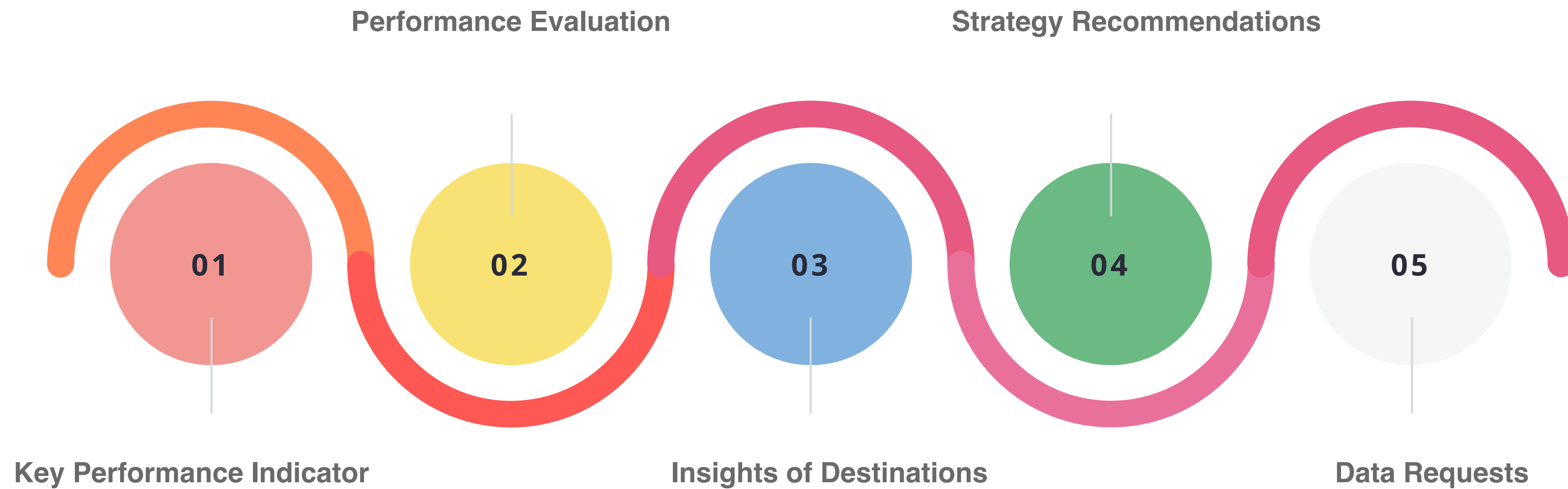**TARGET THE RIGHT CUSTOMERS AT THE RIGHT TIME**

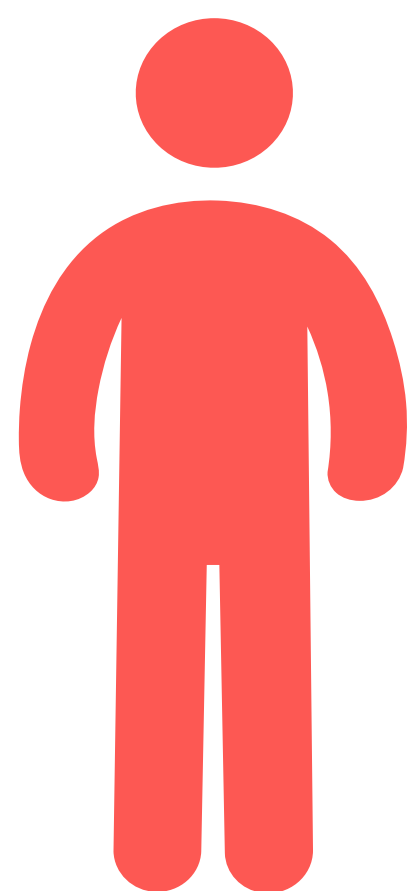**SELECT THE MOST EFFECTIVE PROVIDERS AND CHANNELS**

IMPROVE USER EXPERIENCE

INCREASE GROWTH RATE & ENHANCE CONVERSION RATE

TARGET THE RIGHT CUSTOMERS AT THE RIGHT TIME

Age: 26-35

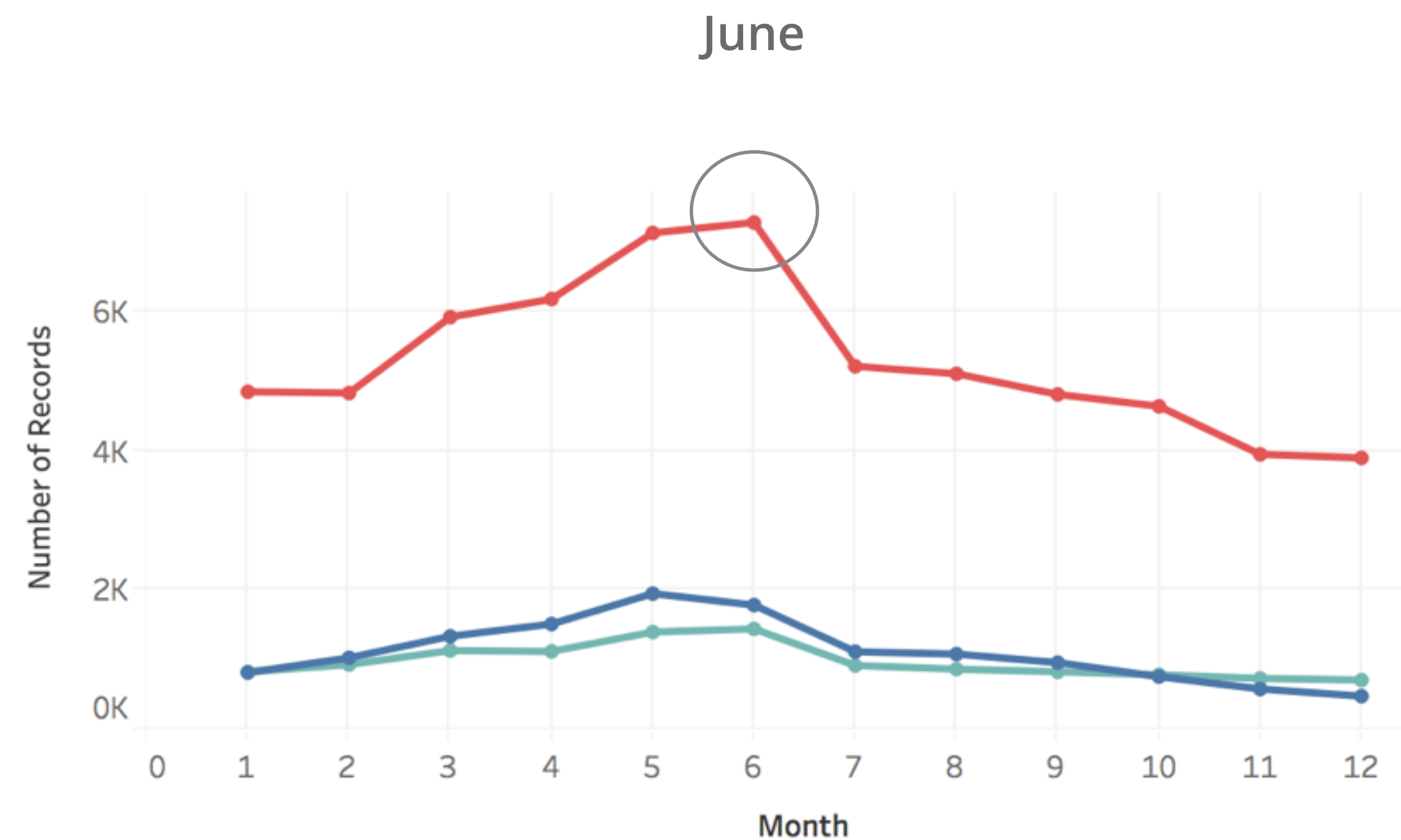Gender: Other

Language: English-speaking

Browser: Chrome

App: Web (basic)

Device: Mac Desktop

Country of Destinations: North America

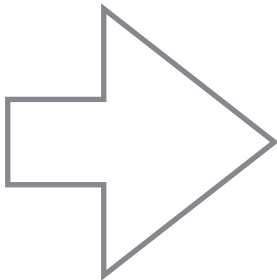*Example of a user with highest conversion rate
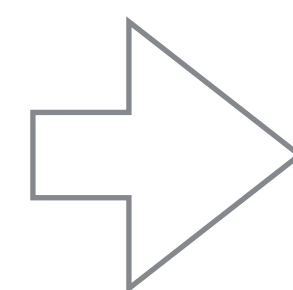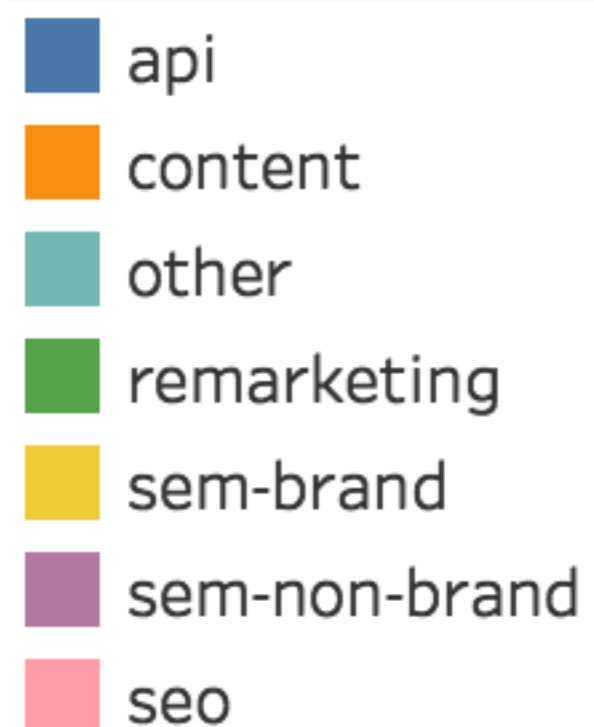
June

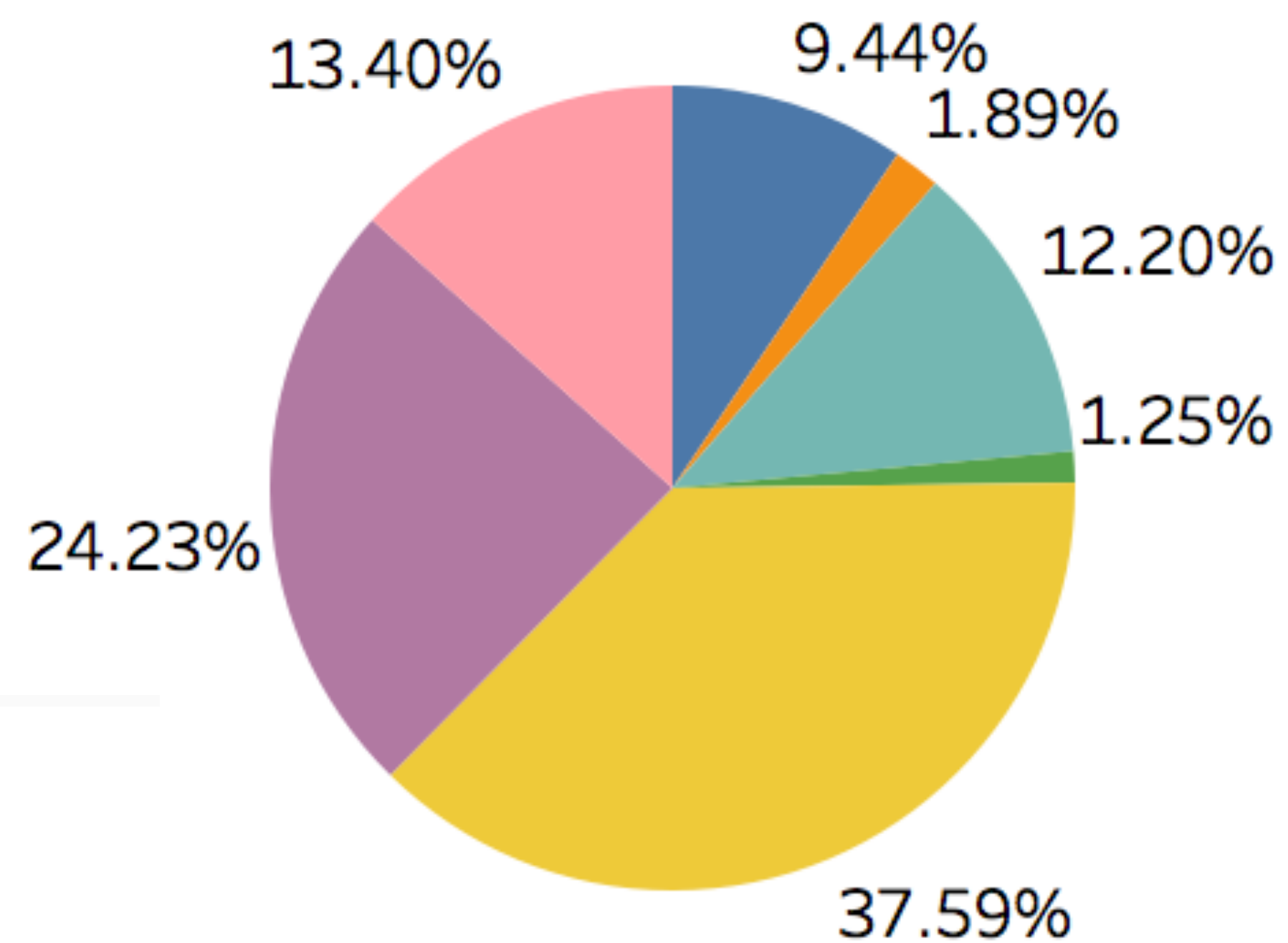## SELECT THE MOST EFFECTIVE PROVIDERS AND CHANNELS

Affiliate Provider	Number of Records	Conversion Rate ⚏	Sum of Booked
daum	1	100.00%	1
craigslist	3,471	46.56%	1,616
direct	137,426	43.10%	59,234
google	51,693	40.20%	20,779
other	12,549	37.16%	4,663
bing	2,328	35.78%	833
yahoo	496	35.08%	174
facebook	2,273	34.84%	792
naver	52	34.62%	18
baidu	29	34.48%	10
padmapper	768	32.81%	252
vast	829	32.69%	271
facebook-open-graph	545	25.87%	141
yandex	17	23.53%	4
email-marketing	166	22.29%	37
meetup	347	13.26%	46
gsp	453	8.17%	37
wayn	8	0.00%	0

Affiliated Providers

Affiliate Pr..	Number of Records	Conversion Rate ⚏	Sum of Booked
craigslist	3,471	46.56%	1,616
google	51,693	40.20%	20,779
bing	2,328	35.78%	833
facebook	2,273	34.84%	792

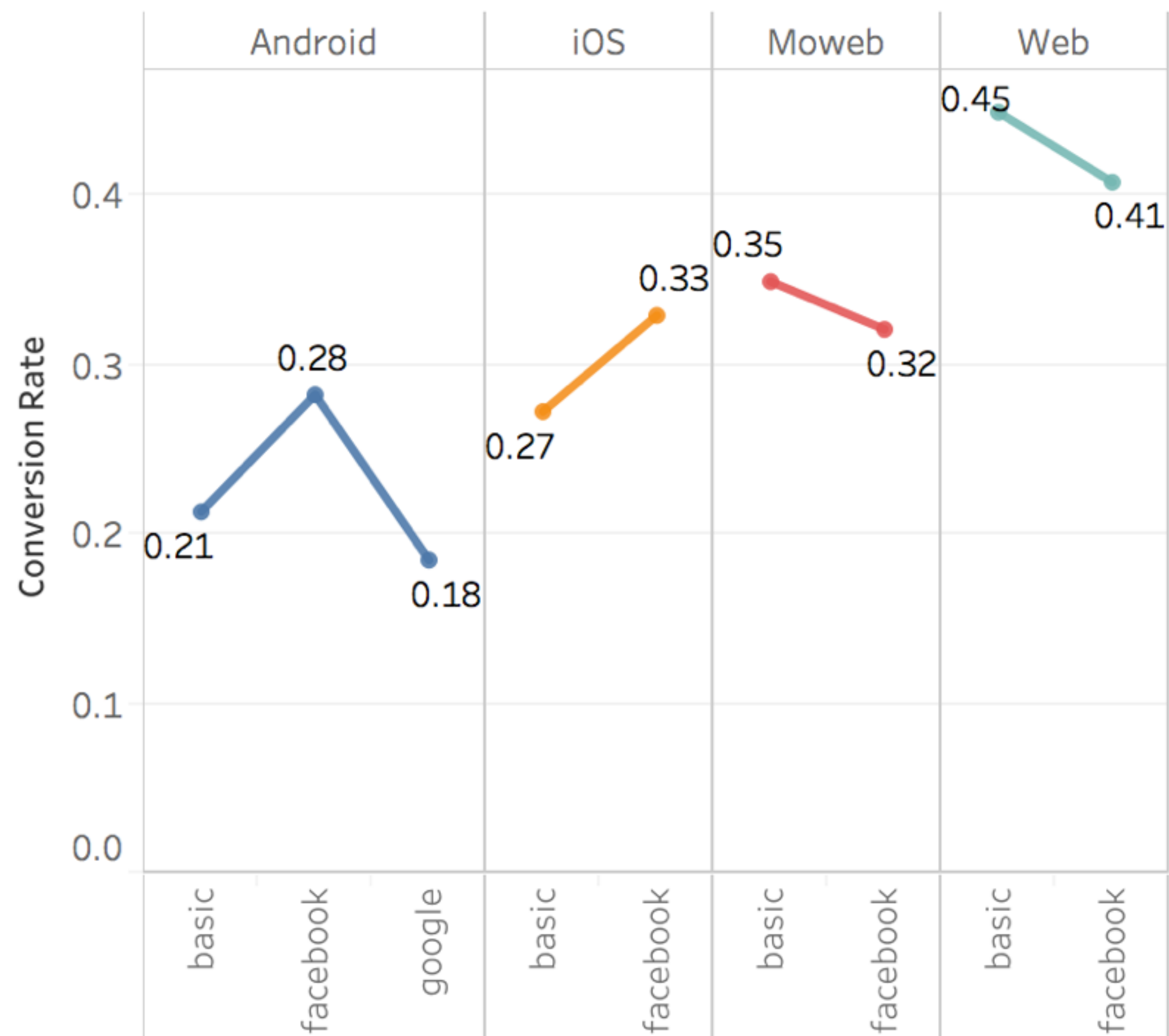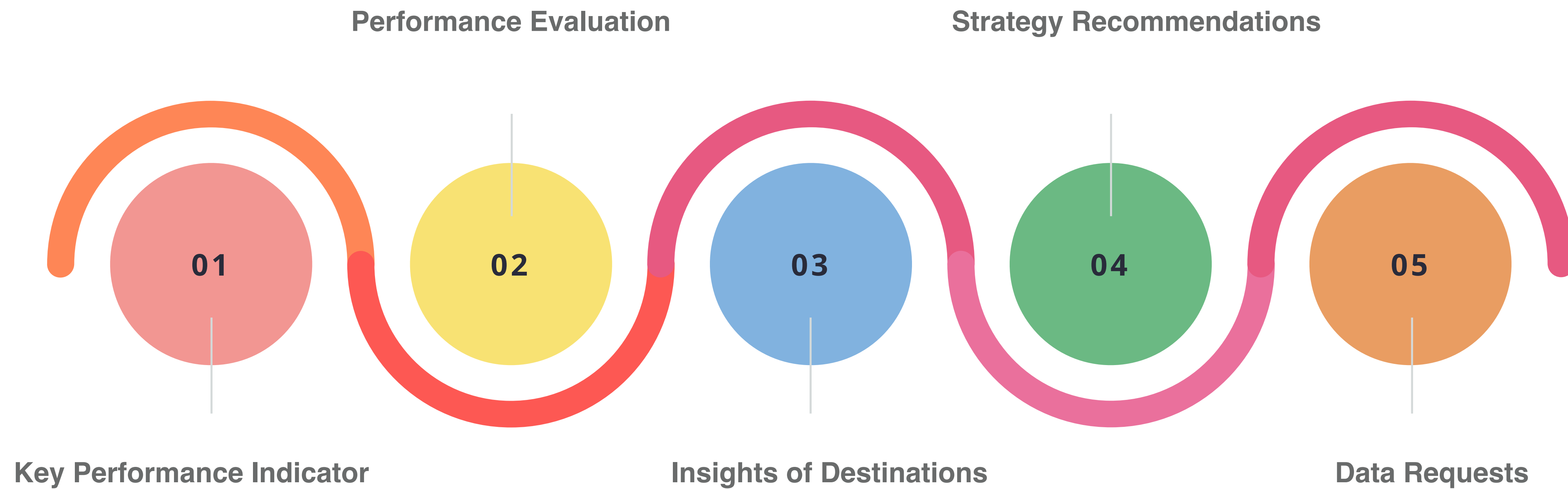**SELECT THE MOST EFFECTIVE PROVIDERS AND CHANNELS**

Affiliated Channels

Sem-brand, Sem-non-brand, SEO

Legend:
- api
- content
- other
- remarketing
- sem-brand
- sem-non-brand
- seo

Pie chart values: 9.44%, 1.89%, 12.20%, 1.25%, 37.59%, 24.23%, 13.40%

IMPROVE USER EXPERIENCE

Apps are increasingly important in today's market. However, our users using apps have much lower conversion rate than web users. It might be caused by the poor user experience of our apps. As a result, improving the user experience of our app may be effective in attracting more users and bookings.

airbnb

Performance Evaluation

Strategy Recommendations

01

02

03

04

05

Key Performance Indicator

Insights of Destinations

Data Requests

- Marketing Budges —> important for ROI, CAC

- Past Revenues —> important for ROI

- Social Media Data —> Digital Marketing

- More detailed data for each booking —> More accurate understanding

- Number of Page Visits —> Bounce Rate

- …

Thank you!

Q&A