How to thrive during the impending recession

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12 / 13 / 22

Why AirBNB?

1| Travel is not a luxury, it’s a necessity.

2| AirBNB was built during a recession.

3| A recession is opportunity dressed in wolf’s clothing.

The data.

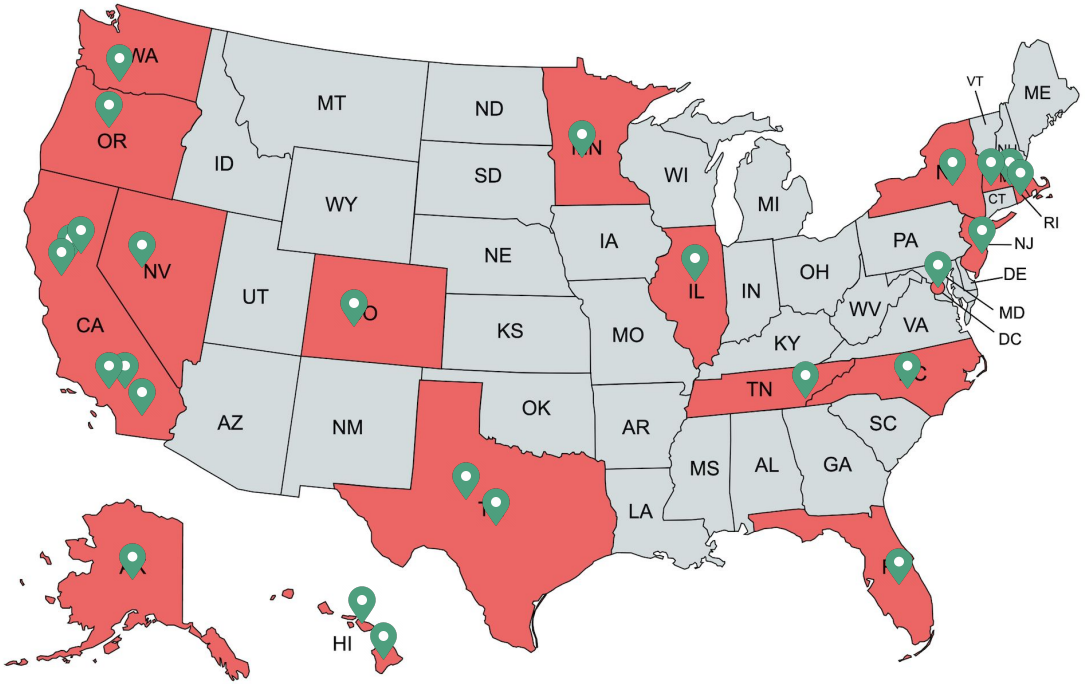
Source: [Link]

States: 19

Cities: 31

Datasets: 62

Observations: ~11.2M



The Objective.

How should we pivot business strategies for the impending recession?

The Analysis.

Consumers will travel fiscally smart during a recession.

Shorter Durations

Cheaper Prices

Affordable Destinations

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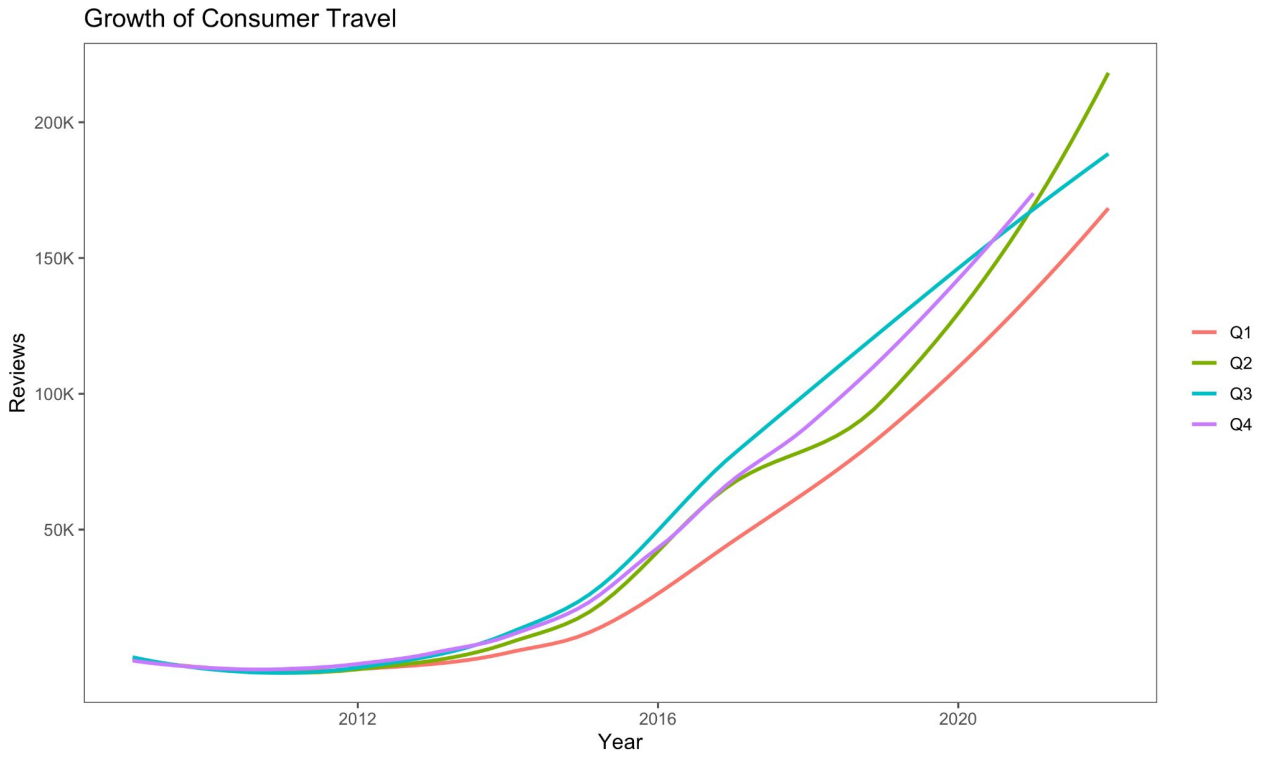
Intro notes

- Consumers more likely to travel during offpeak
- Travel is a necessity
  - Business / commerce / medical / gvmt
- Ppl travel when sad, stressed, restrained
  - Eg. covid: ppl traveled during health crisis
- Chose US states bcuz ppl more likely to travel domestic than international
- Airbnb started during a recession
- Recession is opportunity in wolf's clothing
  - Wealth is built in a bear market
- Airbnb arbitrage?

Up, up, and away!

1| Consumers traveling shorter durations are more likely to spend.

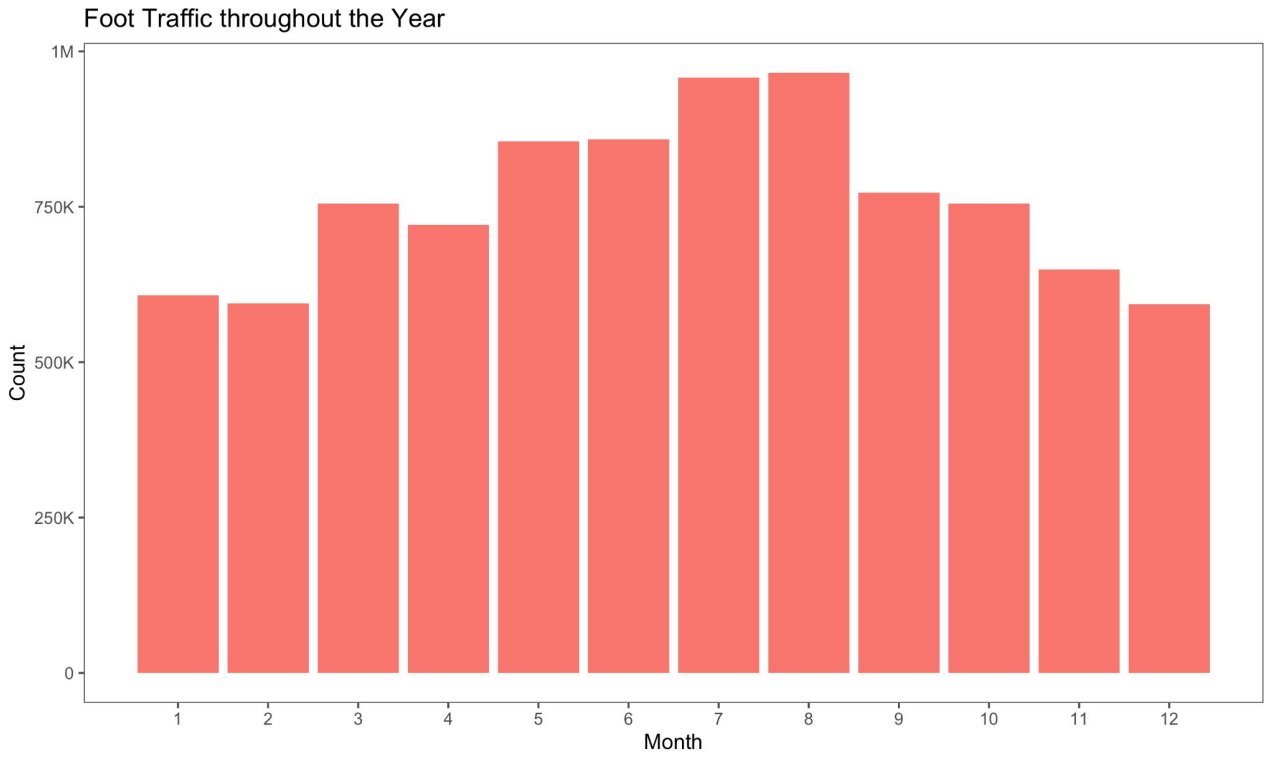
2| Increase supply of short-term-stay goods during certain quarters.



Seasons change, and so should we.

1| Consumers will travel off-season to offset the higher costs.

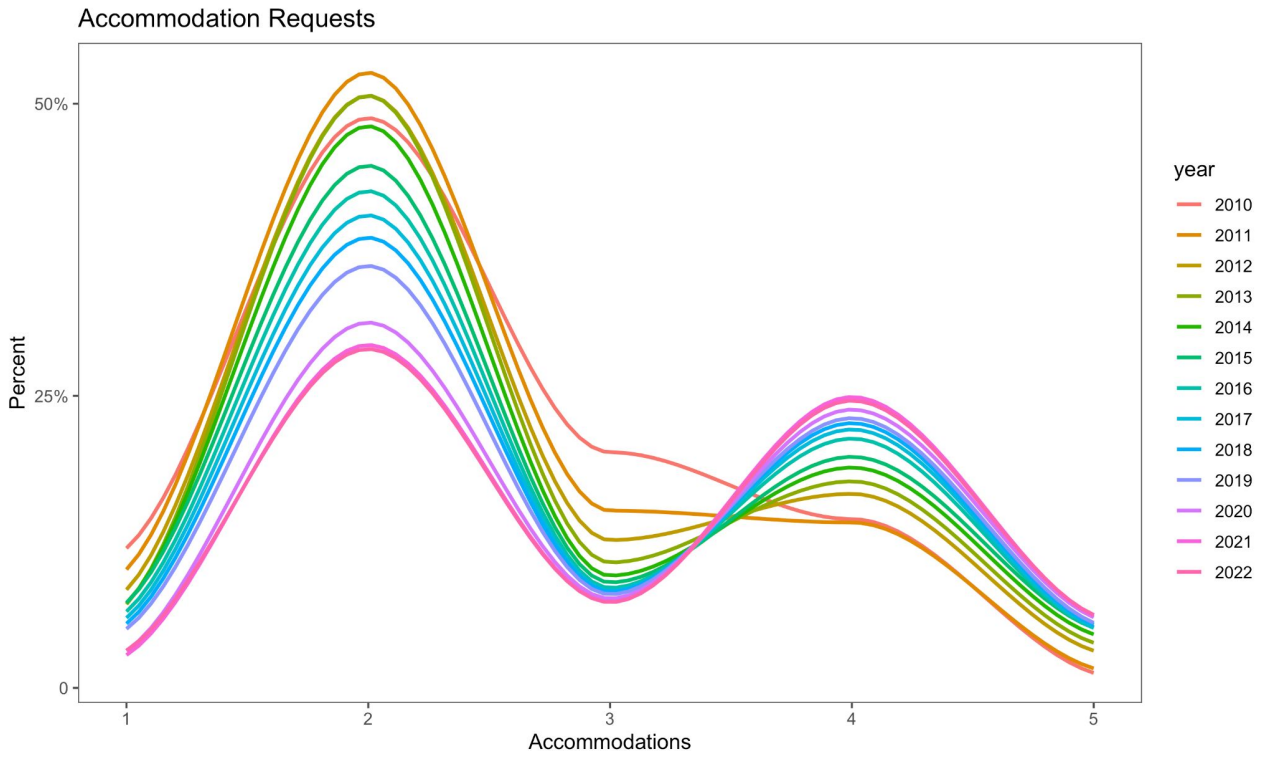
2| Reduce production during Q3 and increase during Q1 / Q4



It takes ~~two~~ four to tango.

1| Consumers are gravitating towards higher accommodations

2| Strategize to sell experiences rather than consumer goods



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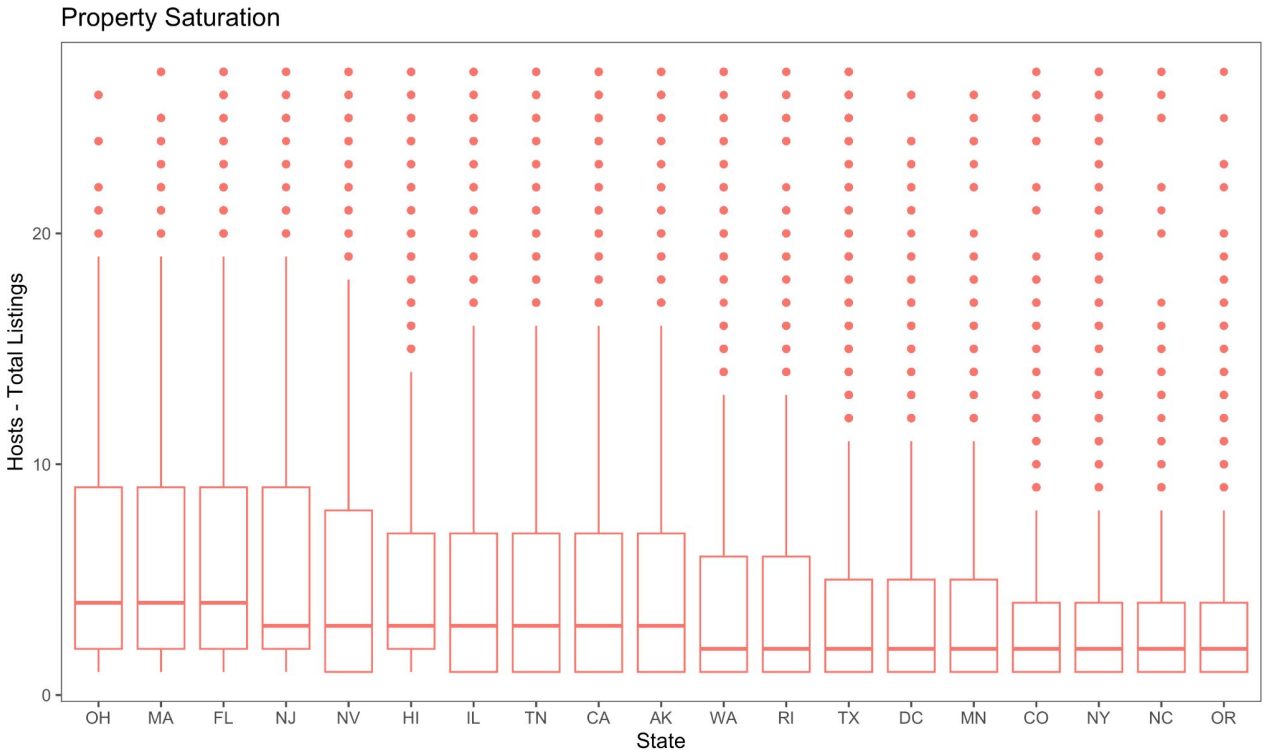
Life is cheap in a saturated population.

1| Analyze which markets yields the lowest competition

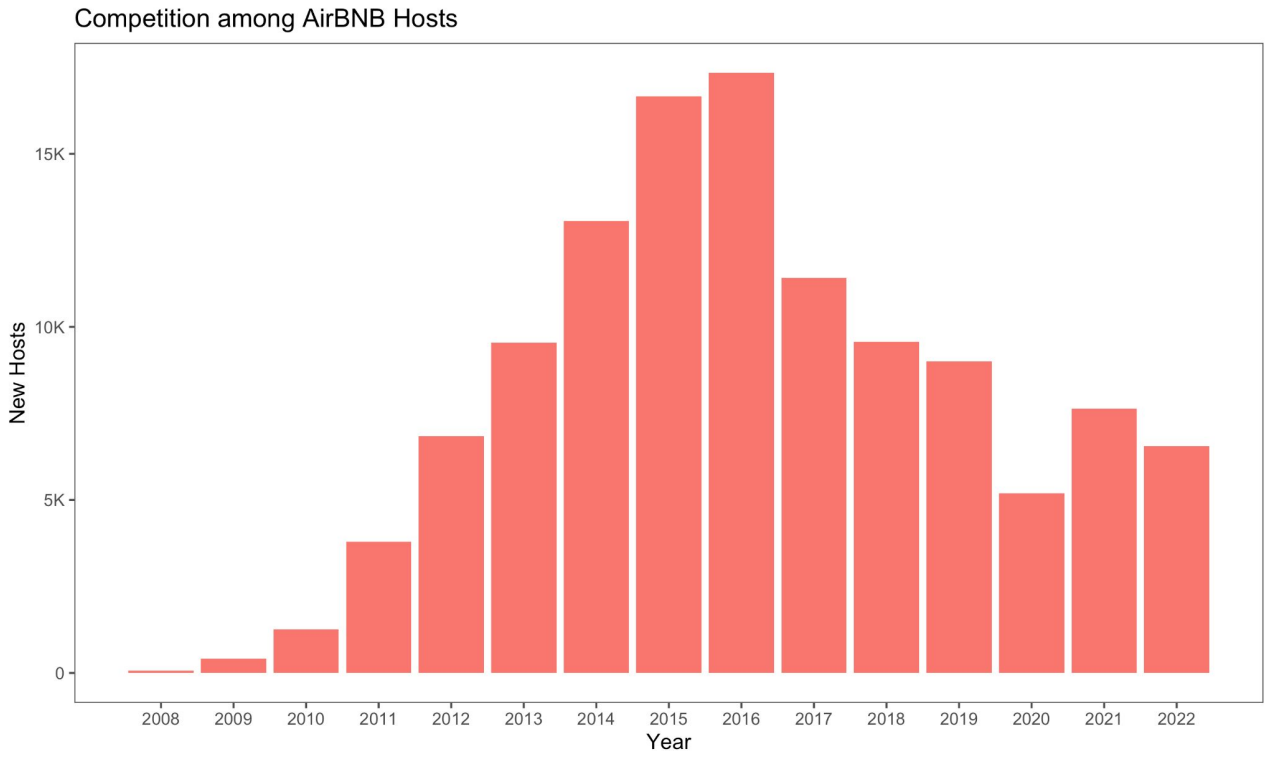
2| Maximize gains by reducing the competition



Nothing is as certain as uncertainty.

1| New hosts will emerge during times of fiscal uncertainty (cash flow)

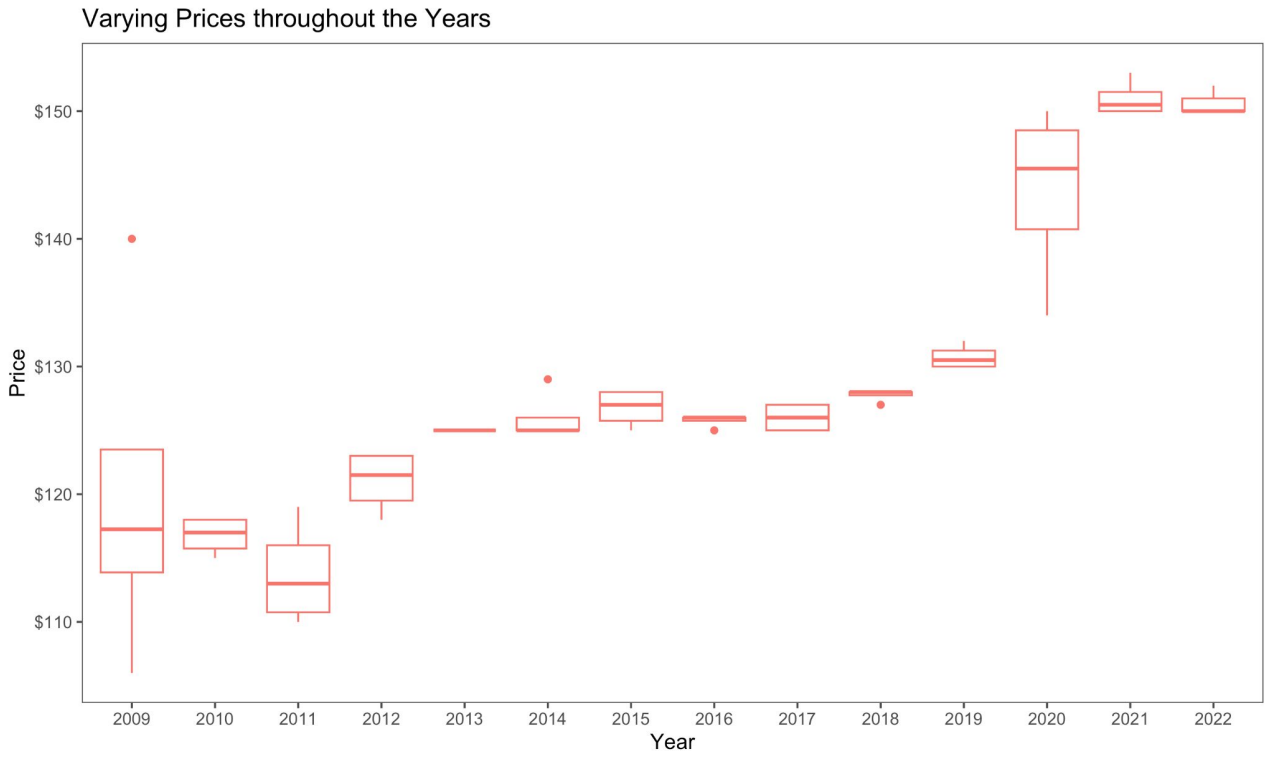
2| As interest rates rise, listing quantities will rise driving prices down.



What goes down... must come up?

1| We can visually see this trend during times of host competition.

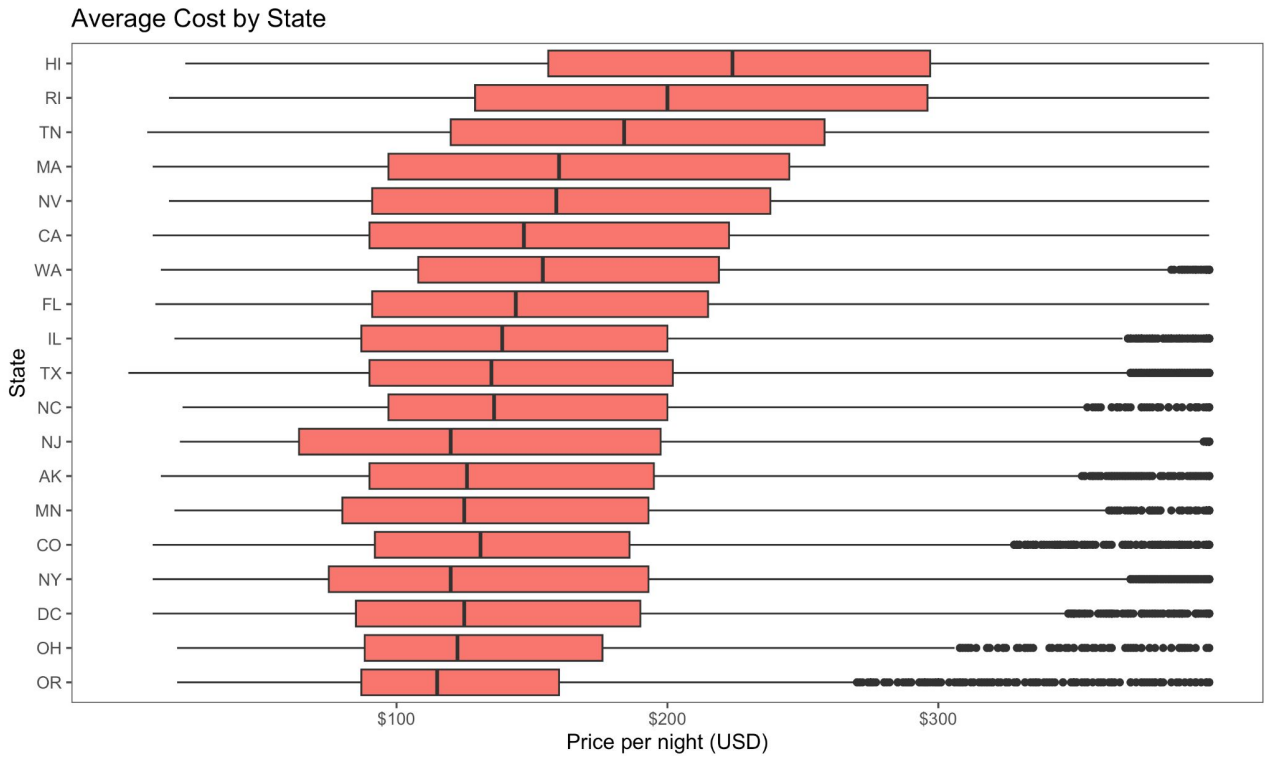
2| Properties with high saturation will have higher foot traffic.



The high cost of low living.

1| States with lower average costs will have higher foot traffic

2| Gain insights on which facilities are more likely to meet target earnings



The Conclusion.

1| Reduce production during certain months.

2| Maximize gains by selling experiences.

3| Analyze data to predict target earnings.

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The time constraint.

Given more time, I would...

1| Compare data with other travel-hosting websites.

2| Analyze trends of websites prior to recession.

3| Capture more data from different years.

The App.

Link to shiny app here