



UNVEILING THE SECRETS OF AIRBNB IN NYC OPERATION/USER EXPERIENCE POV

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Objective

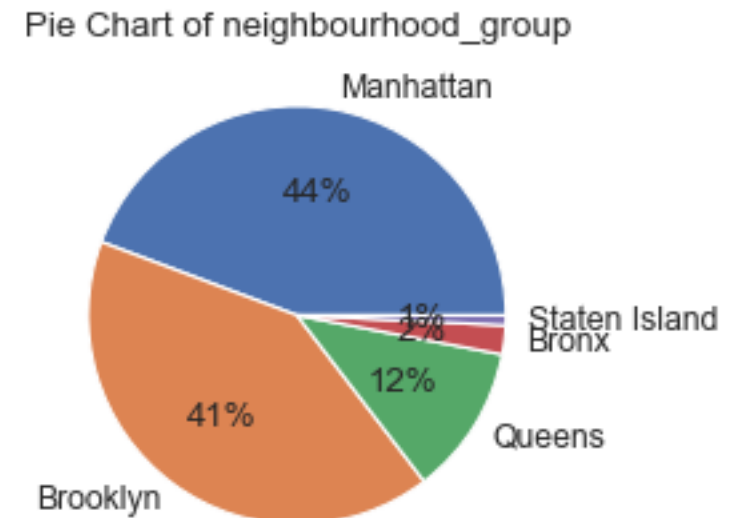
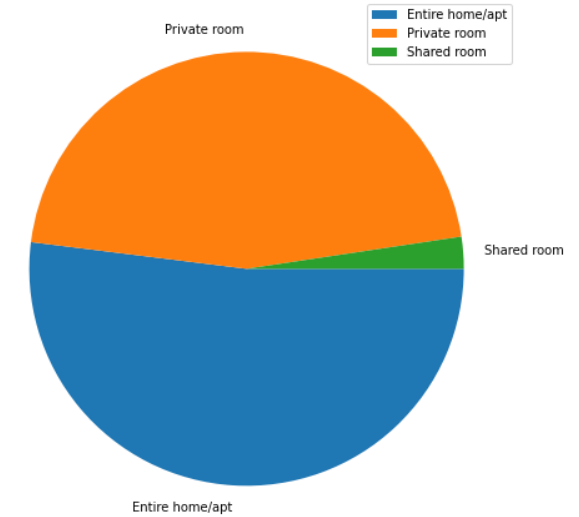
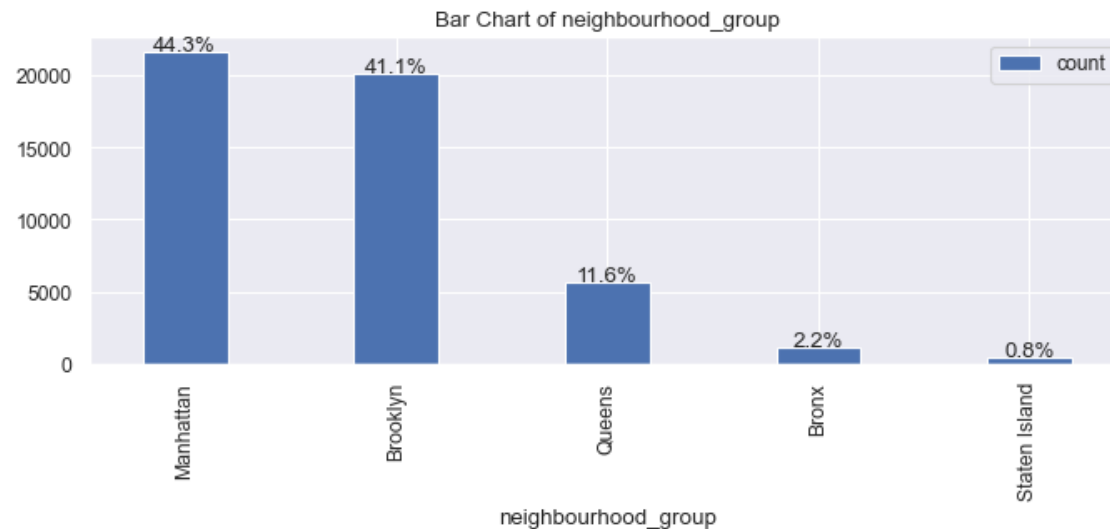
- Getting into the data insights of NYC Airbnb dataset using analysis and visualization.
- Understanding of the property type, host acquisitions, operation, customer preferences, insightful reviews.
- Define next business strategy.

Background

- For the past few months, Airbnb has seen a major decline in revenue.
- Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
- So, analysis has been done on a dataset consisting of various Airbnb listings in New York.

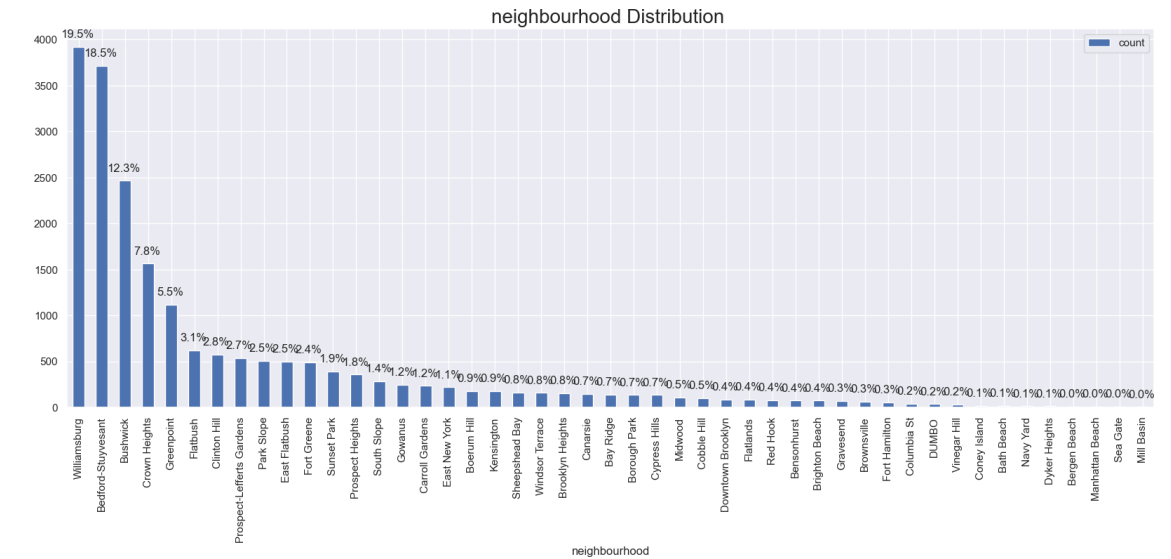
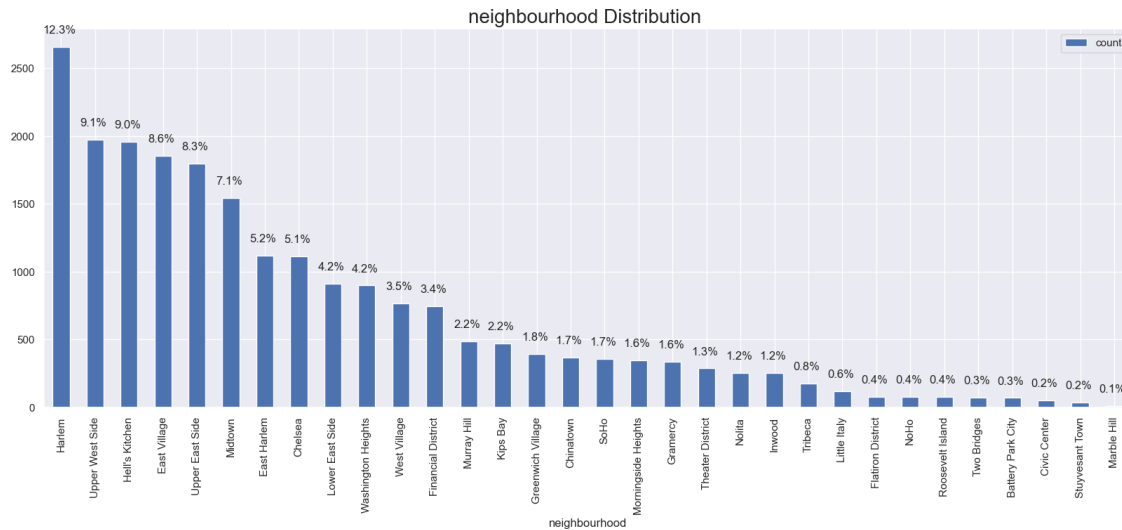
Analysis: Neighborhood Group

- Manhattan and Brooklyn are top neighbourhood groups and mostly people prefer to book the entire home or private room.



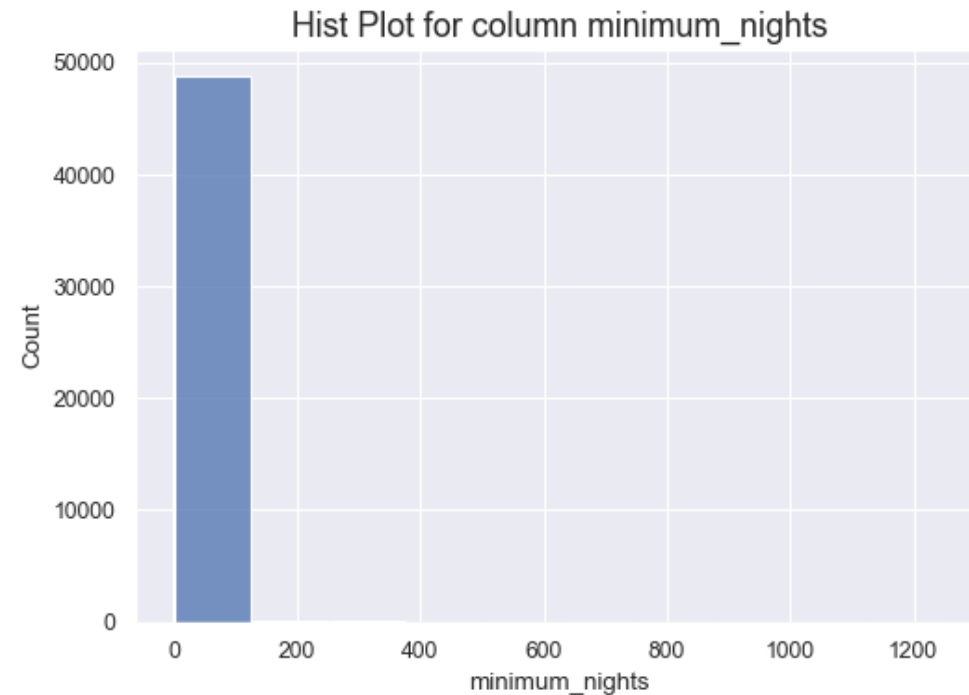
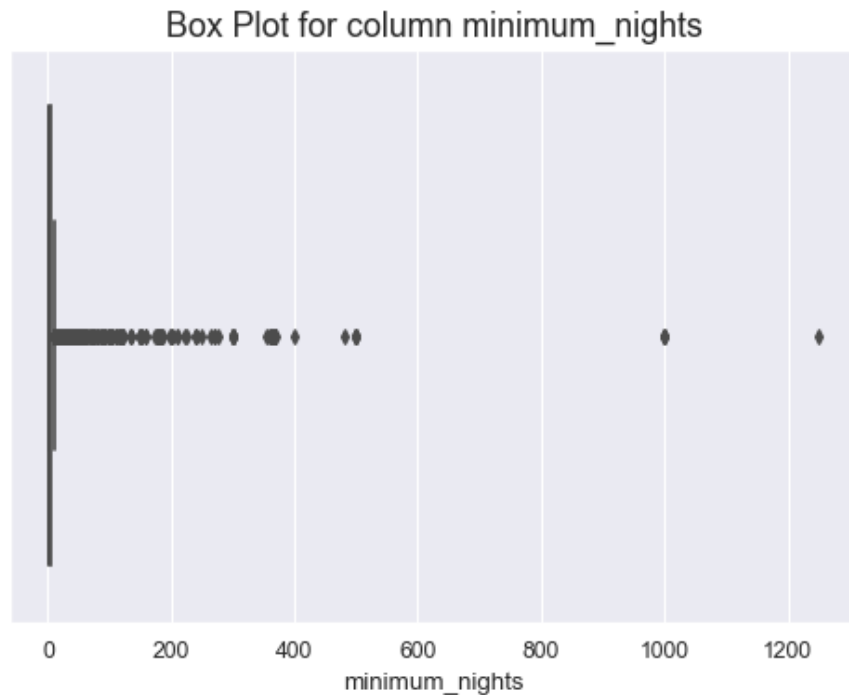
Analysis: Neighborhood Distribution

- Harlem in Manhattan & Williamsburg in Brooklyn has the highest booking rate.



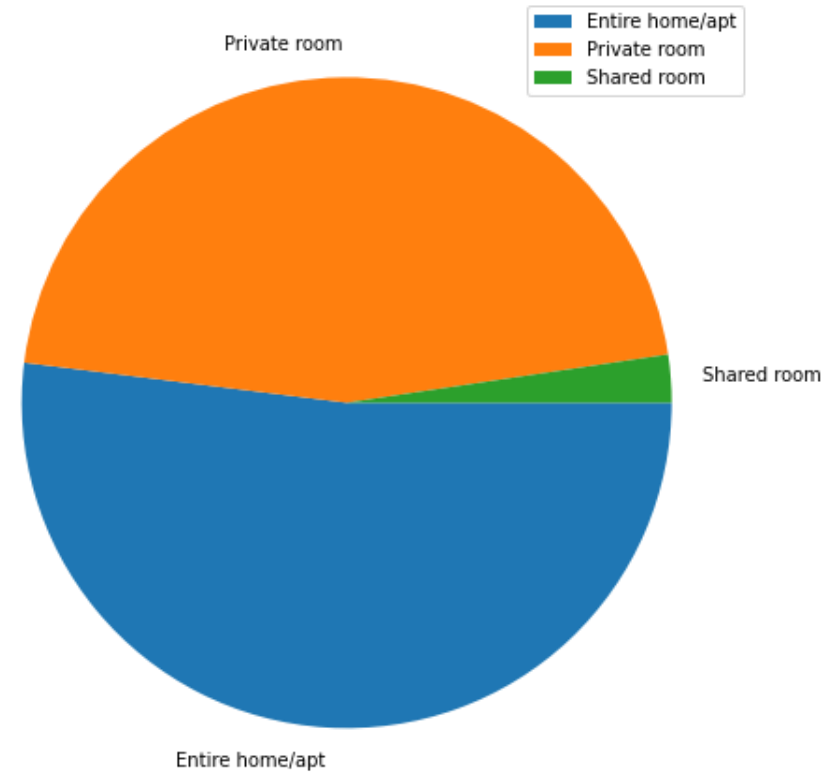
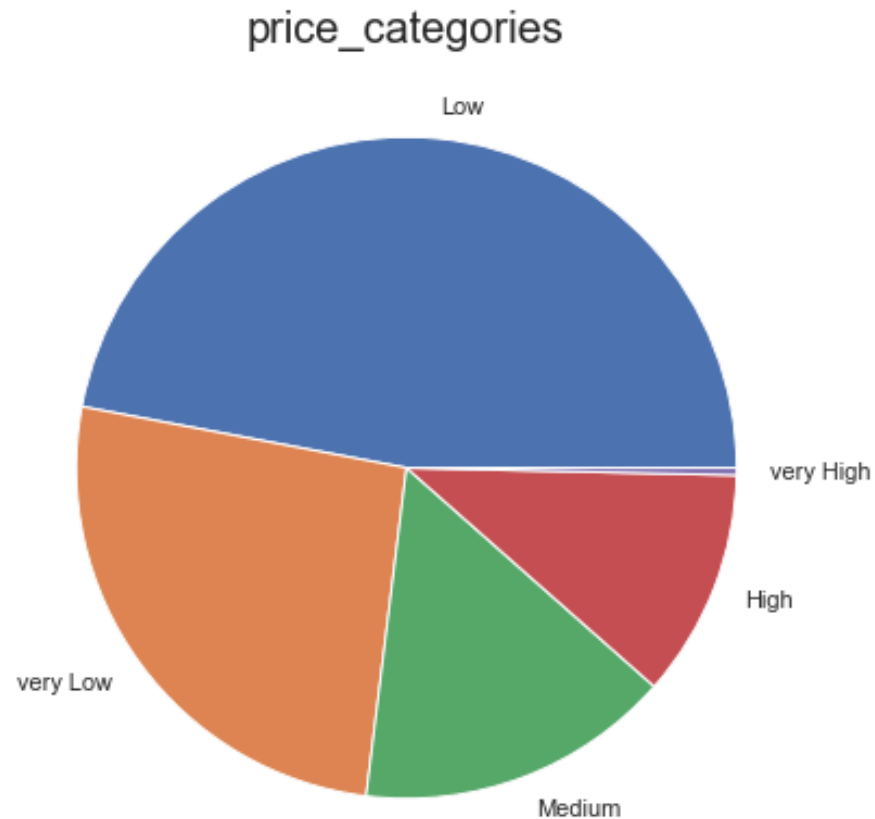
Analysis: Minimum Nights

- The listings with lower Minimum nights have the most number of bookings, this would be because customers would rent out based on their short stay, weekly stay etc.



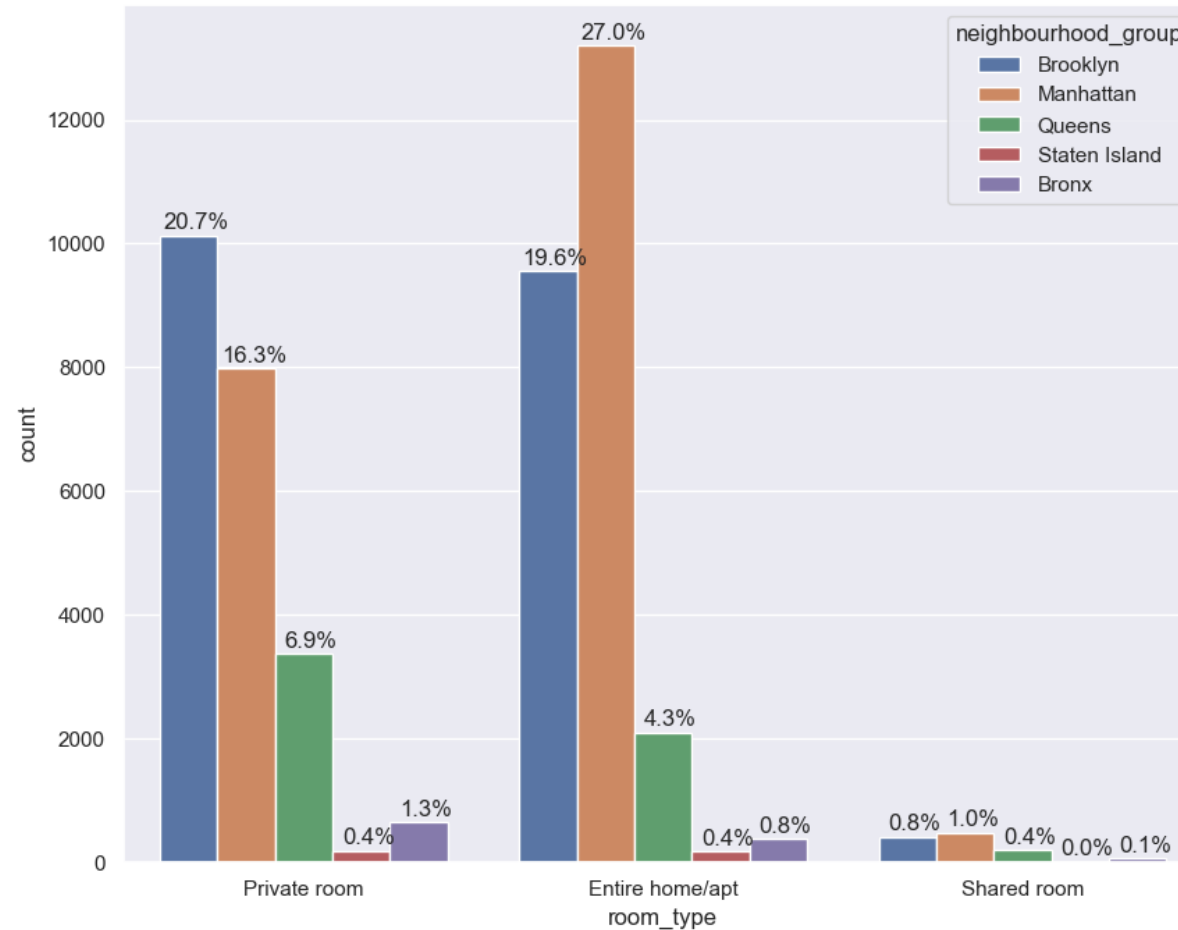
Analysis: Price & Room Type

- “Low” is the most preferred “Price category”.
- Least preferred “room type category” is “Shared room”



Analysis: Room Type

- In Brooklyn, Private Room booking is preferred where as in Manhattan, Entire home/apt is preferred



Conclusion

- In this Airbnb case study, 85% of the listings are “Manhattan & Brooklyn” neighborhood group
- “Low price” is the most preferred price category.
- In Brooklyn, Private Room booking is preferred where as in Manhattan, Entire home/apt is preferred.
- The listings with lower Minimum nights have the most number of bookings, this would be because customers would rent out based on their short stay, weekly stay etc.



Thank You