



# Airbnb Hosting Made Easier

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# Food for thought!!!

*Average Airbnb host in USA made \$44,235 annually in 2021 !!*

*6 guests check into an Airbnb listing every second...*



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# Questions to ponder on..

- Property to invest
- Quality Amenities
- Unit Pricing
- Price variations
- Satisfied customers





# Airbnb as side gig or a full time Airbnb Entrepreneur!!

We are here to support you derive maximum value by hosting







# Opportunity

Make **Airbnb Host life simpler**  
by developing an interactive  
dashboard





# Goal

- Increase in revenue
- Higher occupancy rate
- Satisfied Guest





# Methodology

1

## Collect AirBnb Data

Features  
& Pricing  
of Units

Customer  
Review

Calender  
Availability

2

## Pre-process data

Data  
Cleaning

EDA

Python,  
Excel

3

## Modeling

General info

Clustering

Model  
Evaluation

Feature  
Engineering

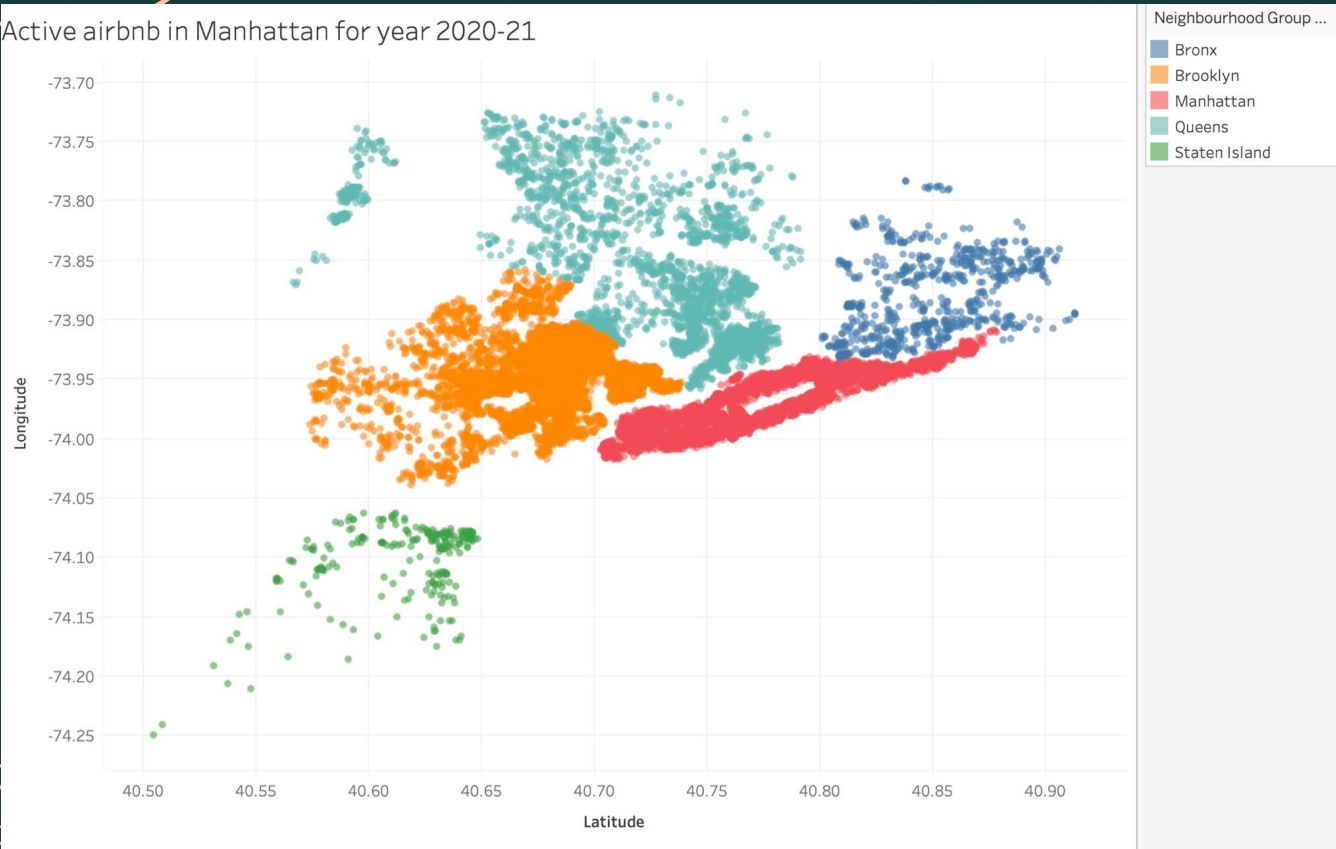




# Insights

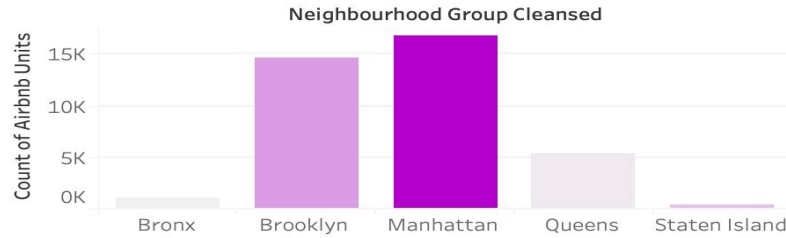


Active airbnb in Manhattan for year 2020-21



**38,277 Active  
Airbnb Units in  
New York City in  
Year 20-21**

## Median Price & Count vs Neighborhood



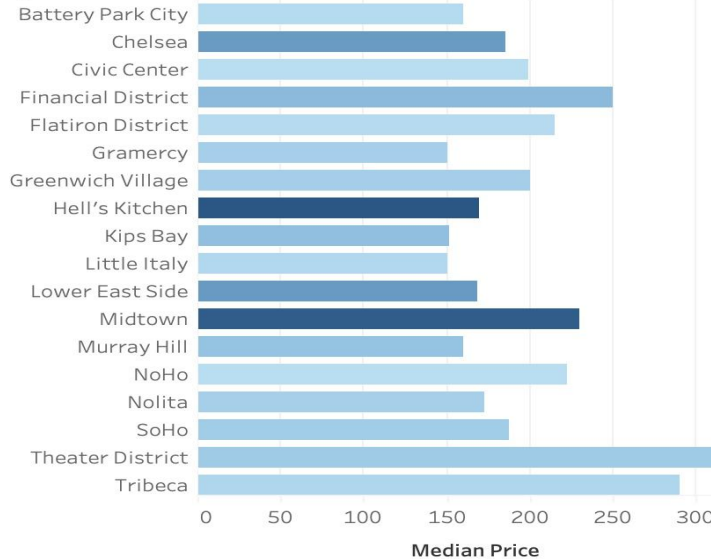
Median Price  
75.00 150.00

No of Airbnb Units  
42 1,702

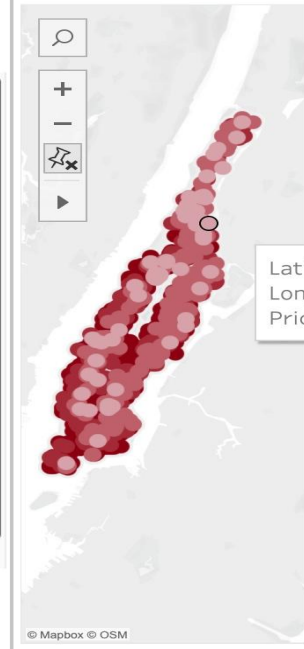
Price  
0.0 200.0

## Median Price in Manhattan Neighborhood

Neighbourhood Cle..



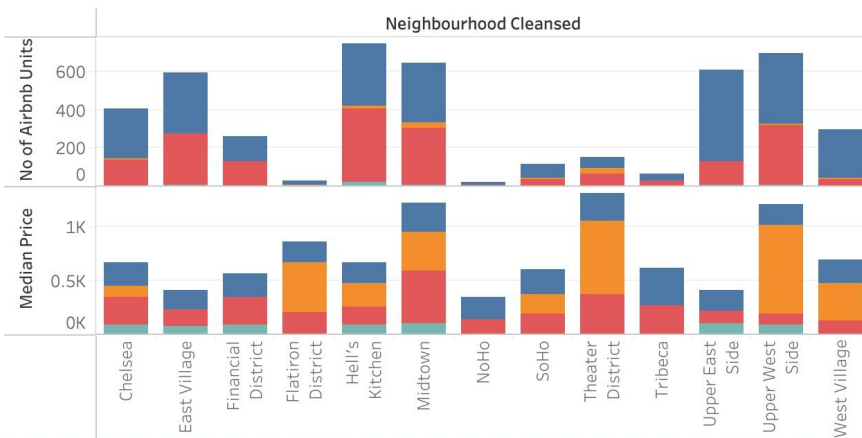
## Map by Price in Manhtattan





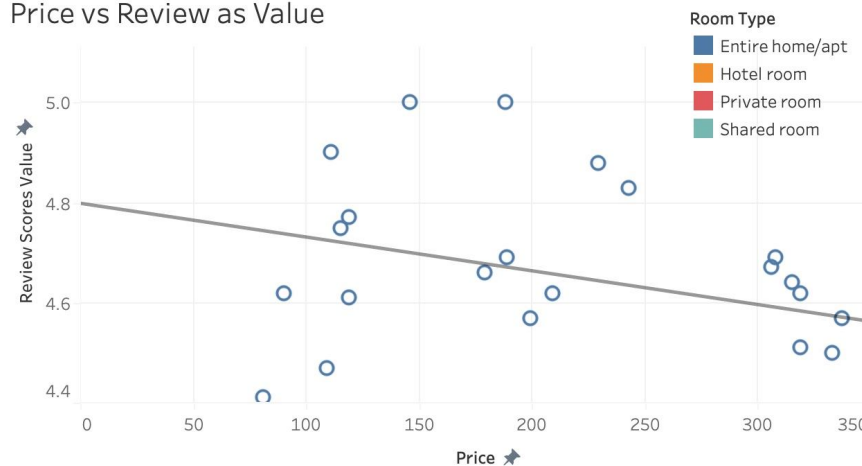


Price and No of Airbnb wrt Neighborhood and Room Type

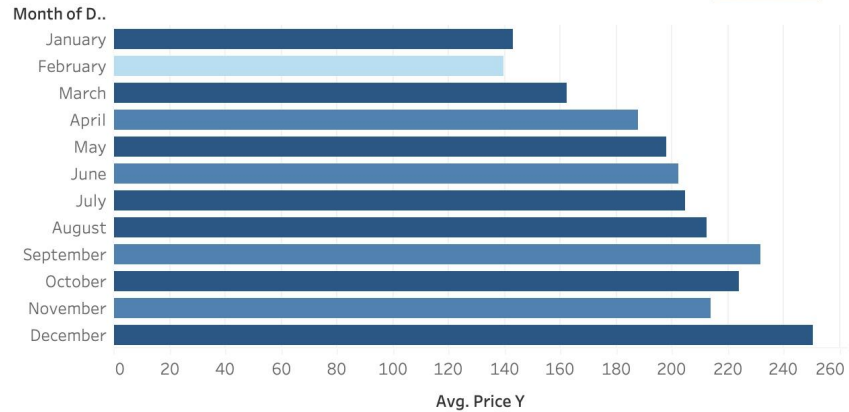


Finding the sweet spot between price and value delivered to customer..

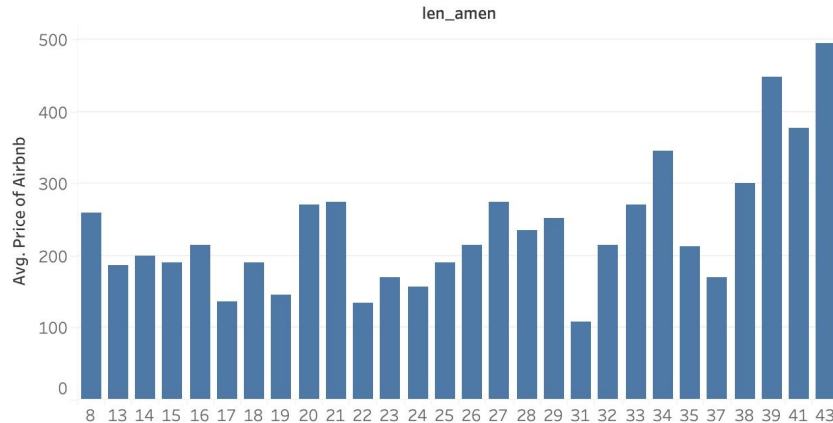
Price vs Review as Value



## Month wise Price variation - Midtown



## Price of airbnb vs no of amenities offered

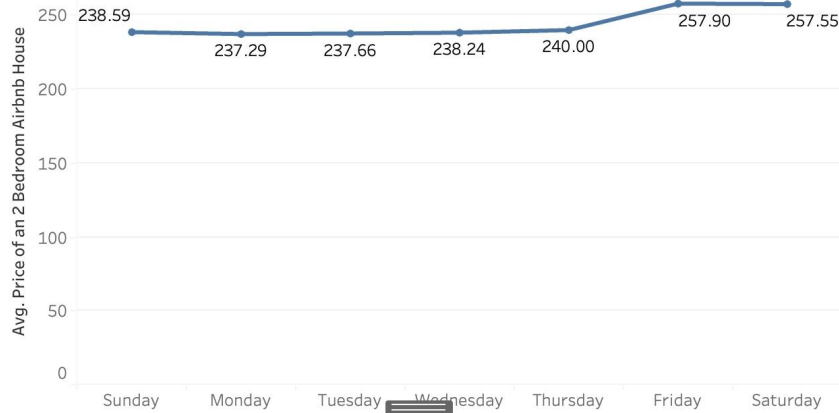


## Snippet of Amenities:

- Extra Bed Linen
- Hair Dryer
- Barbeque utensils
- Coffee Maker
- Luggage drop off
- Security camera
- Parking
- Backyard
- Patio

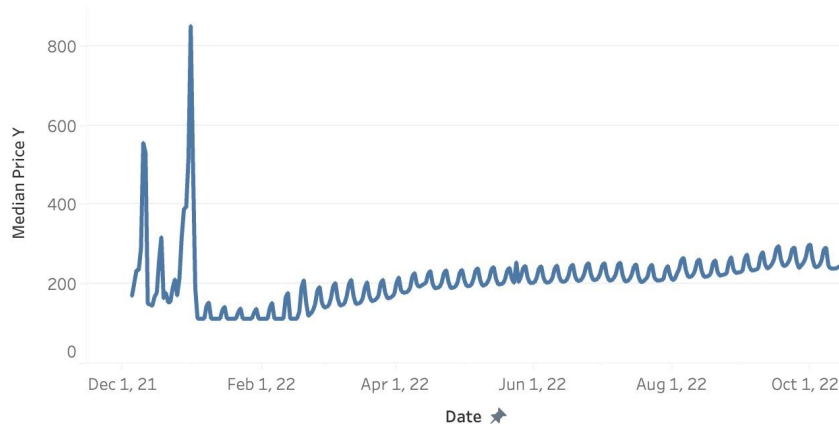


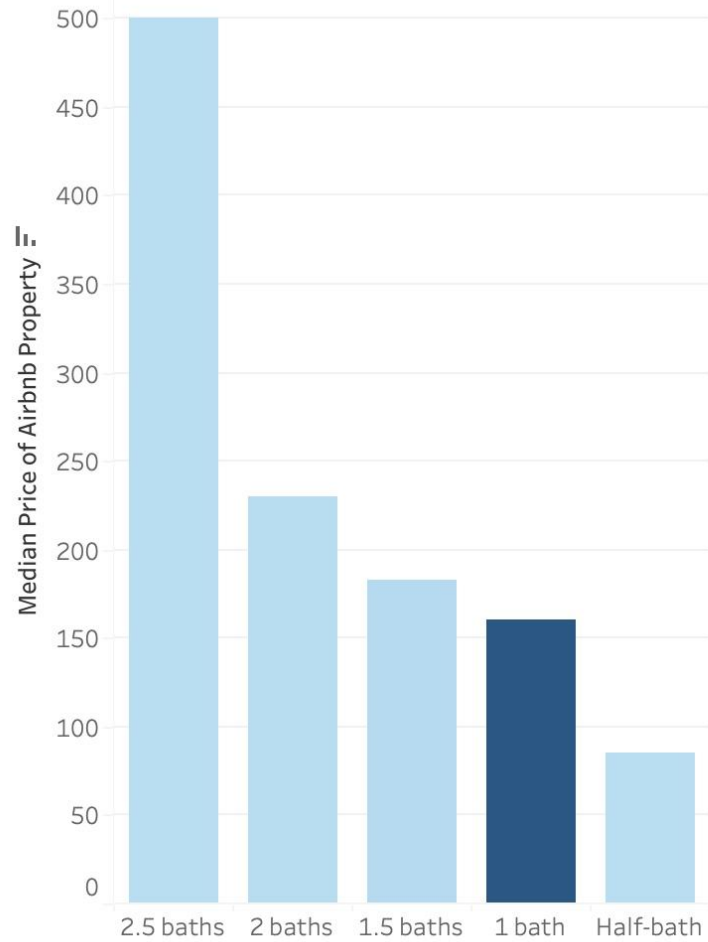
Day wise price variation - Midtown for Accomodates 2



**Weekend is priced  
7.5% higher than  
weekday**

Date wise price variation - Midtown Accomodates 2






House with an  
extra bathroom  
warrants a higher  
price!!

# Insights

- Don't hesitate to impose surge pricing on weekend!!
- Theater District and Tribeca have highest property pricing in Manhattan
- Max density of airbnb are in Midtown and Hell's Kitchen.
- December and September are most expensive months to stay in an airbnb
- Increasing property price decrease Value Score
- Don't be shy of adding additional amenities

## Next Steps

- Identify quality amenities using K - mean clustering
- Analyse last 3 year data to provide recommendations
- Sentiment analysis of customer reviews



“It’s not your customer’s job to remember you, it's your obligation & responsibility to make sure they don’t have the chance to forget you!!”

—Patricia Fripp





# Thanks!

Does anyone have any questions?



CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**





# Appendix

- <https://ipropertymanagement.com/research/airbnb-statistics>
  - <https://www.alltherooms.com/analytics/airbnb-calculator/>
  - Data: <http://insideairbnb.com/get-the-data.html>
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