





Agenda

- Objective
- Background
- Key findings
- Recommendations
- Appendix:
 - Data methodology
 - Data assumptions



Objective

- Improve shared understanding about the Airbnb listings

- Prepare for the next best steps that Airbnb needs to take as a business

- Provide recommendations to the **Head of Acquisitions & Operations** and the **Head of User Experience**

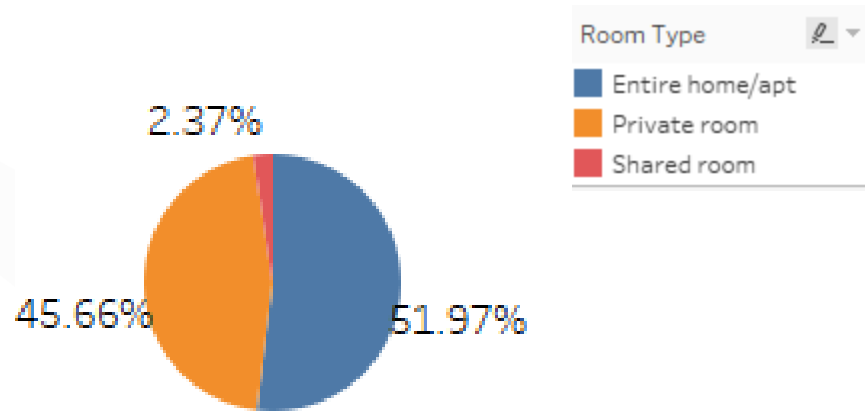


Background

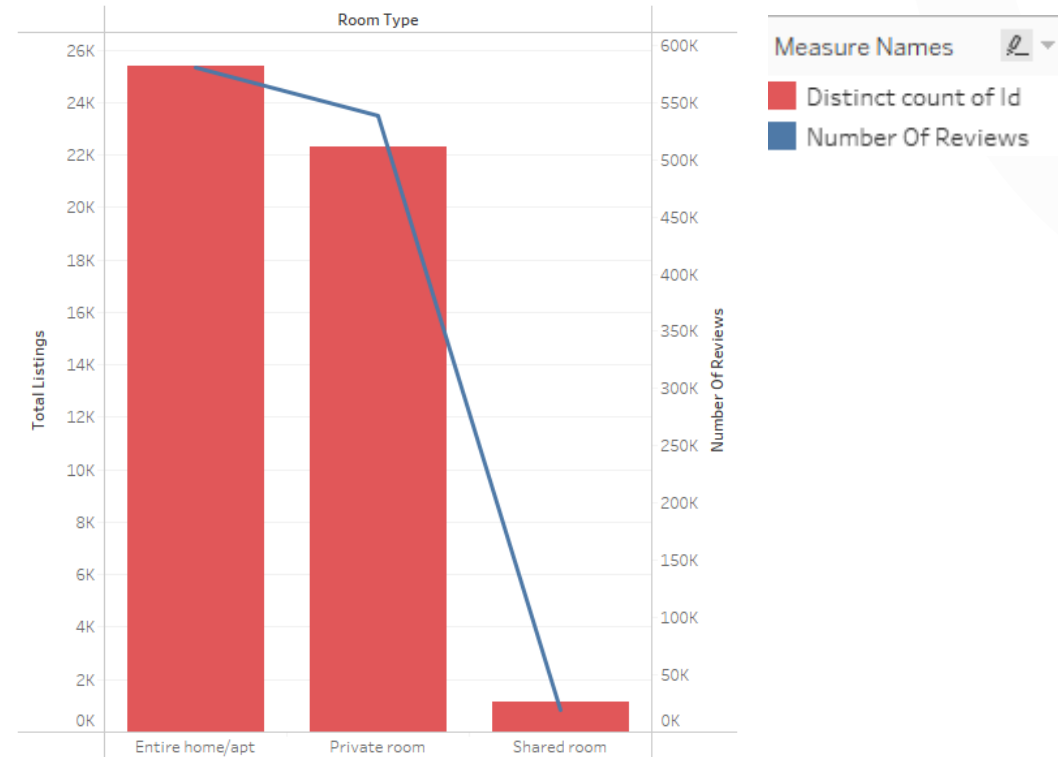
- For the past few months, Airbnb has suffered a great decline in revenue
- The restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change
- Analysis has been done on a dataset consisting of various Airbnb listings in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



Entire homes and private rooms are the majority



- Customers tend to book entire homes (51.97%) and private rooms (45.66%)
- Customers have less interest in booking shared rooms (2.37%).

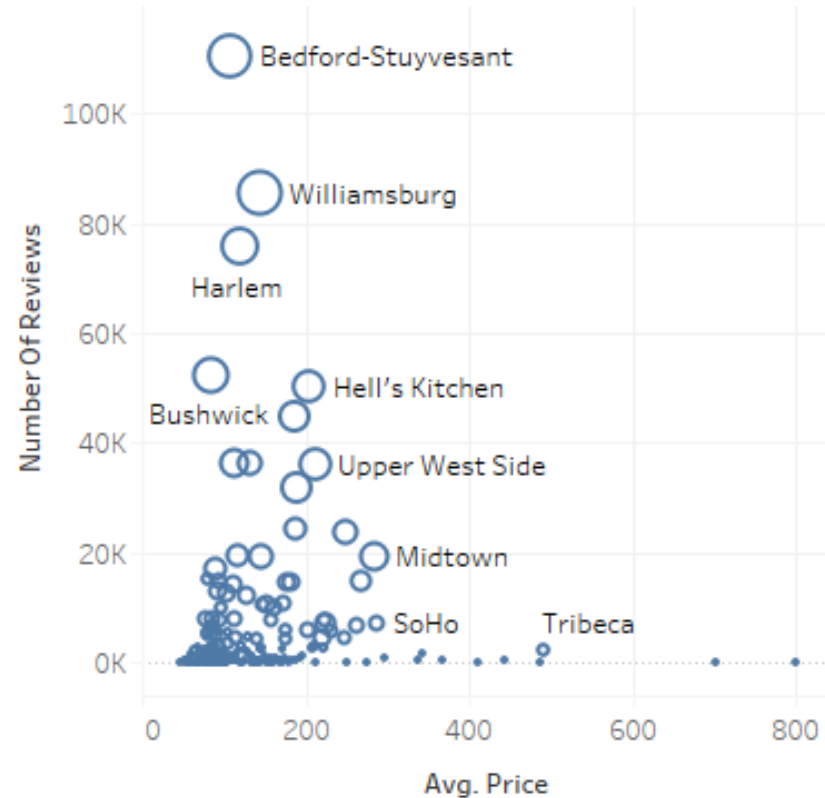


- Shared rooms have the least Number of reviews (19,259) compared to Entire homes (580,403) and Private rooms (538,346)



Customers prefer some specific neighborhoods than others

Correlation of average price and number of reviews

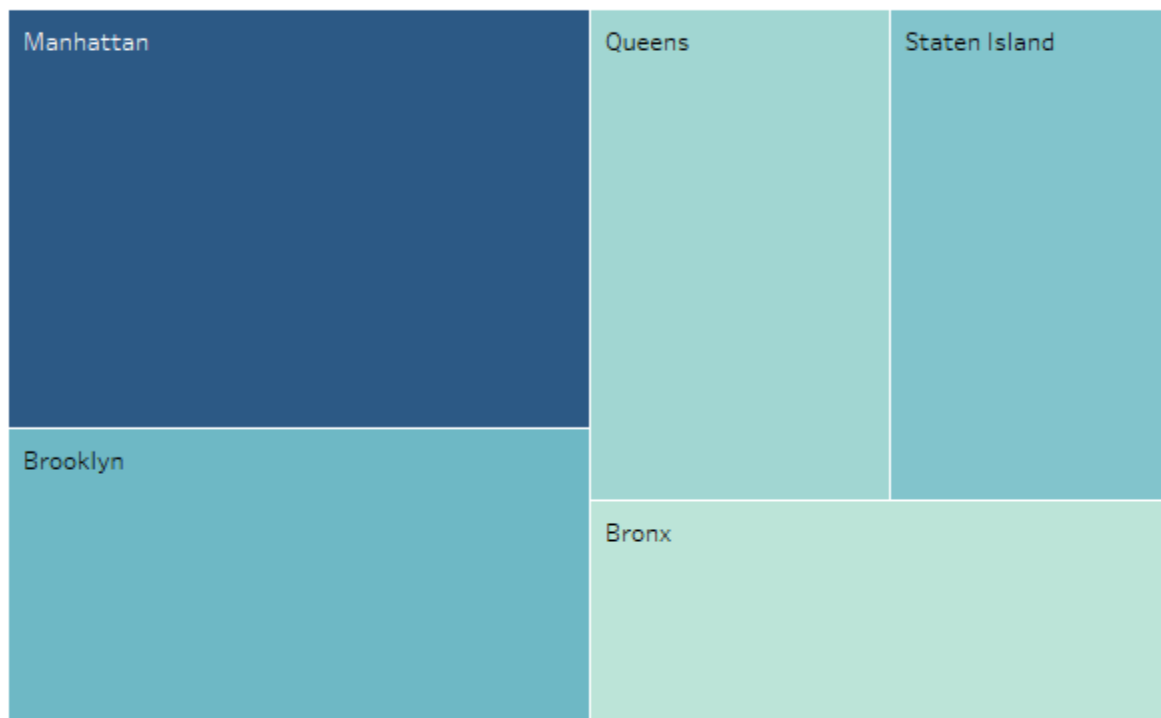


- **Bedford-Stuyvesant** and **Williamsburg** are the top 2 areas that have a high number of reviews and competitive average price
- **Woodrow** and **Fort Wadsworth** are the 2 neighborhoods have the highest average price but the lowest number of reviews



One stay in Manhattan are required more nights than others

Minimum night and Price by Neighbor group



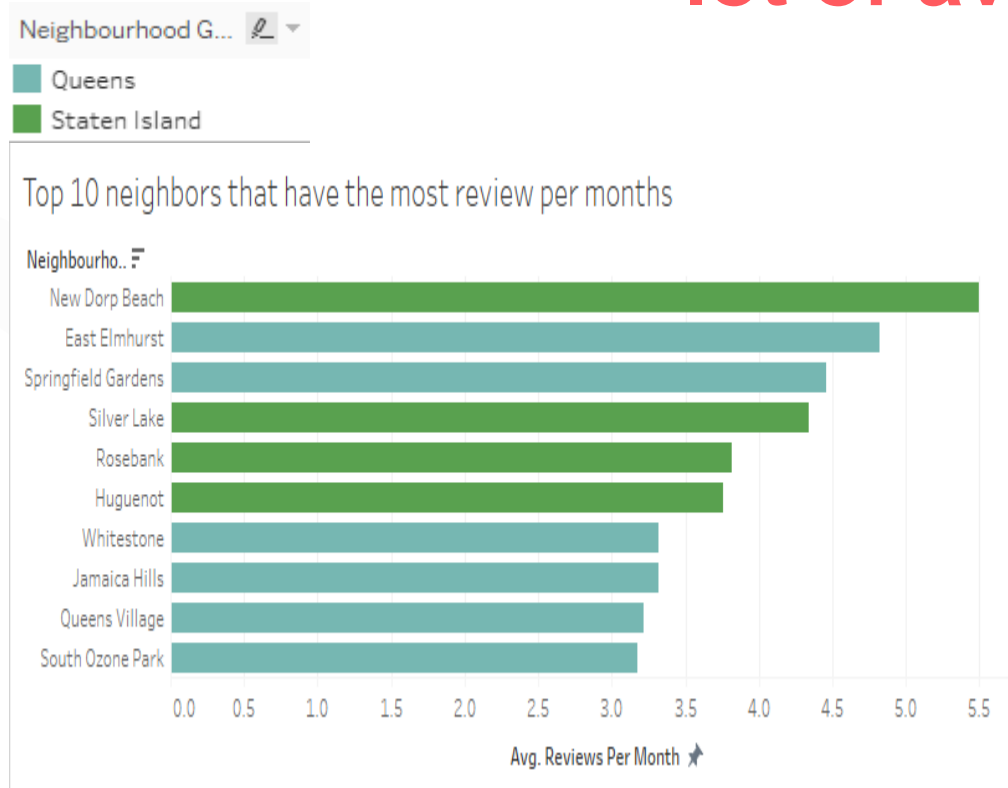
Summary	
Count:	5
AVG(Minimum Nights)	
Sum:	29.209
Average:	5.842
Minimum:	4.561
Maximum:	8.579
Median:	5.181
AVG(Price)	
Sum:	623.1
Average:	124.6
Minimum:	87.5
Maximum:	196.9
Median:	114.8

AVG(Price)	
<div></div>	
87.5	196.9

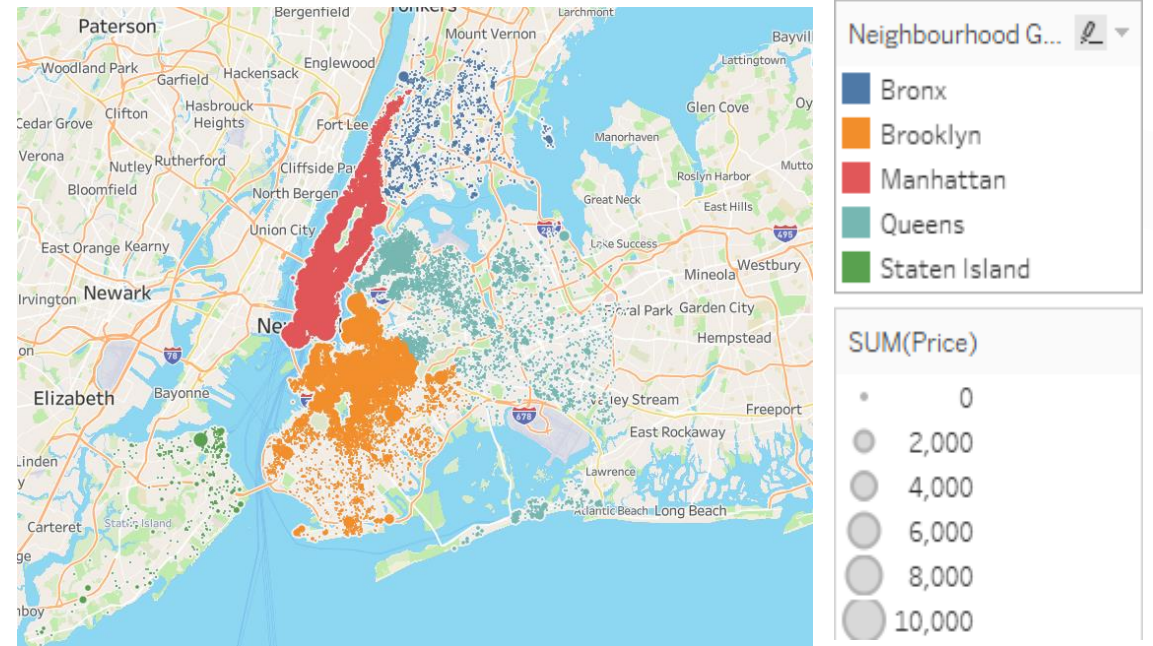
- Manhattan has the highest average price per night (\$196.9) and highest average minimum night (8.5 days)
- Bronx has the lowest average price per night (\$78.5) and lowest average minimum night (4.5 days)



Customers tend to give more reviews in Staten Island and Queens but these 2 neighborhood do not have a lot of available listings



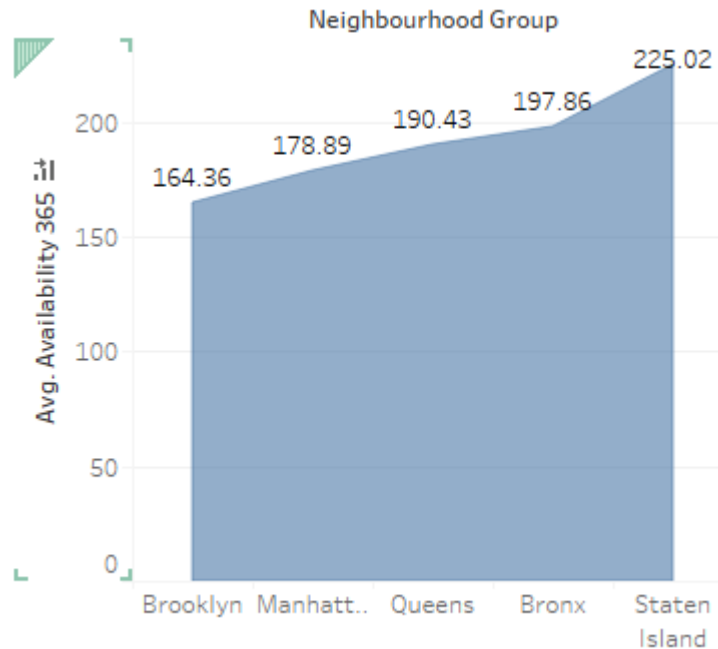
- Listings in Staten Island and Queens have the most reviews per month.



- The density of listings is mostly in Manhattan and Brooklyn
- Staten Island and Queens can be discovered more since the price is low and not many listings are available.



Average Availability per neighborhood



- The data is filtered on Availability 365, which ranges from 1 to 365.
- Listings in Brooklyn have the least average availability with about 164 days available for booking.
- Listings in Manhattan have an average of 179 days available for booking.



Recommendations

- Focus to find more hosts who have shared rooms with good prices and services
- Improve customer satisfaction in Manhattan and Brooklyn since listings in these areas have low reviews per month
- Improve the availability of listings in Brooklyn and Manhattan



Appendix – Data Methodology

- Using Excel and Python to identify missing values, duplicates, and outliers
- Conducting exploratory data analysis and visualizing using Tableau to obtain meaningful insights
- Using PPT for data storytelling



Appendix – Data Assumptions

- Assumed null values have no effect on the analysis
- Assumed that listings have zero-day available during the whole year are those already closed or under maintenance
- Assumed that a higher number of reviews reflects better customer satisfaction