



# Analytics for Airbnb

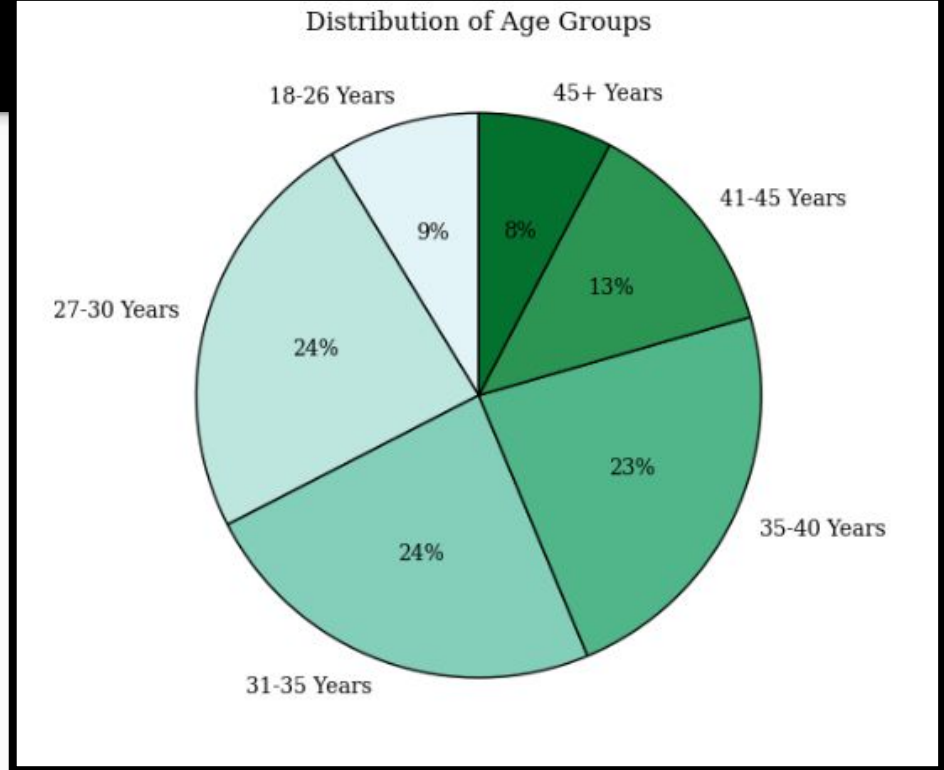
By: Frances LeMond, BUS 548, 003

# Aims:

1. What age demographics are clientele?
2. How many customers are referred to a Airbnb vs search?
3. When are people booking? With What devices?

# **airbnb** Demographics

83% of all booking requests come from people aged 26-40 years old. By targeting social media applications that use location ads Airbnb can more effectively target customers. Further research into diagnostic analytics for customer choices would prove resourceful for marketing campaigns.



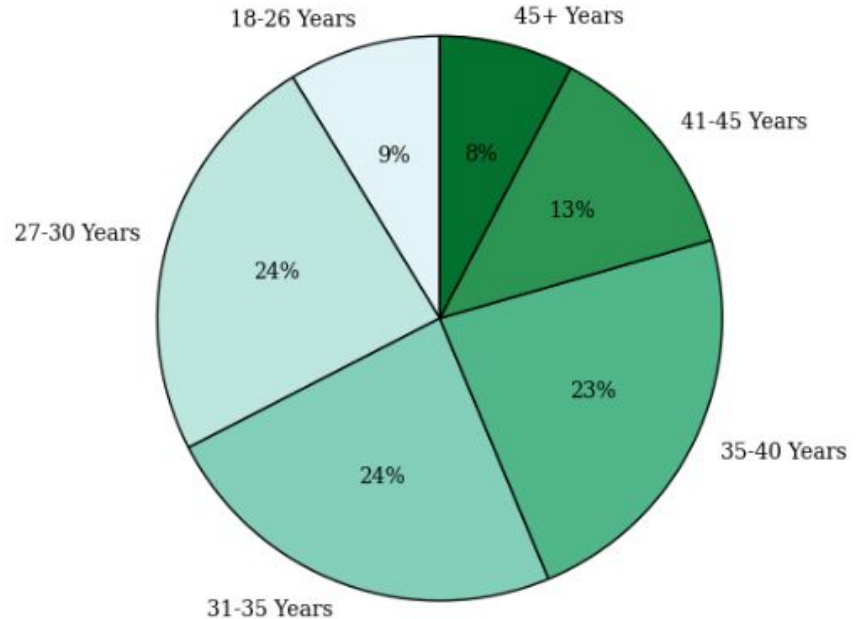
# **airbnb** Demographics

## Diagnostic Questions

→ Are customers booking for cheaper work travel options?

→ Are customers booking for vacations? Stay-cations?

Distribution of Age Groups



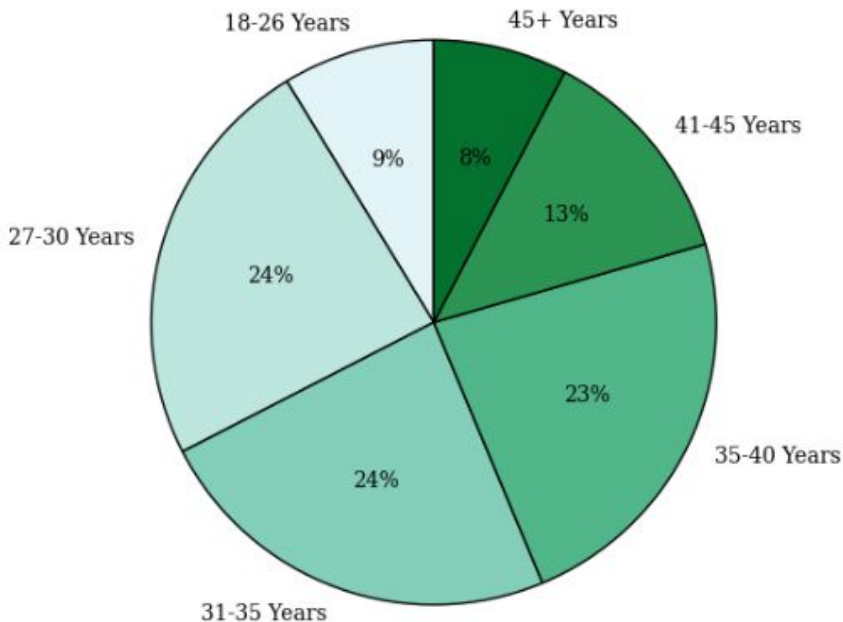
# airbnb Demographics

## Prescriptive Questions

→ How can we reach older audiences? Are older audiences interested in changing behavior from hotel bookings?

→ **Are there better ways to reach our most common age groups?**

Distribution of Age Groups

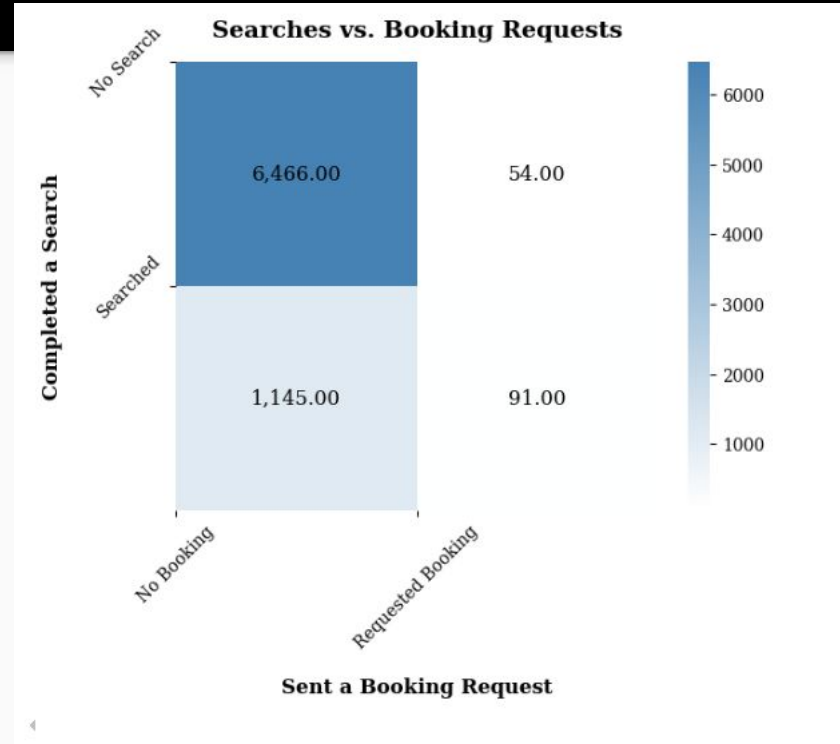


# How are customers reaching Airbnb?



How can we use what we know about customer to booking pipelines to improve Airbnb reach to clientele?

Of the booking requests, around 65% come from customers searching on the Airbnb site while 35% come from other references. Airbnb should investigate what websites are serving as referrals and increase their digital presence and SEO optimization to encourage more bookings.



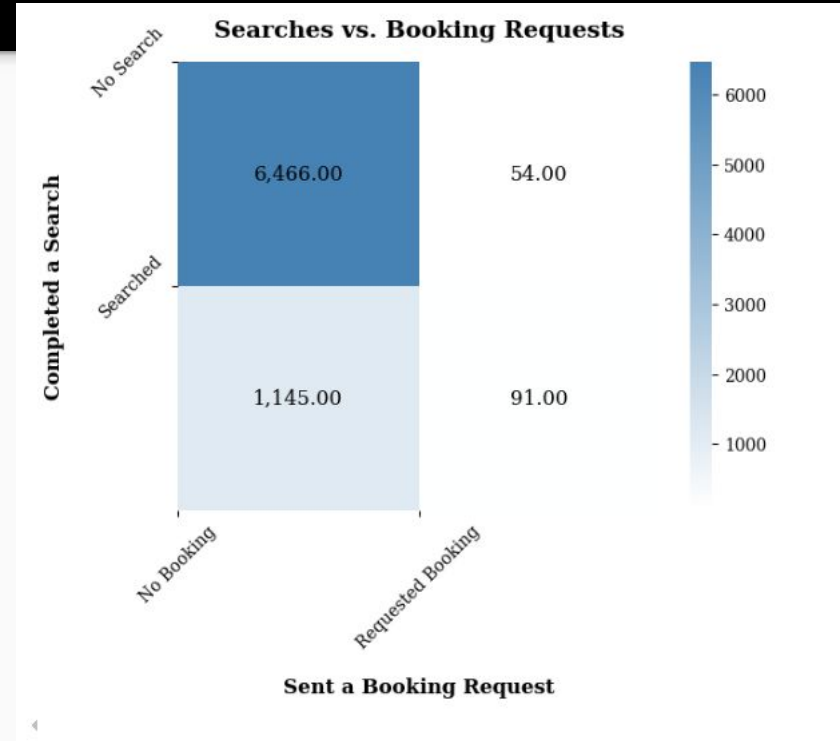
# How are customers reaching Airbnb?



7% of customers searching on the Airbnb site end up booking while only 0.08% of referrals end up booking.

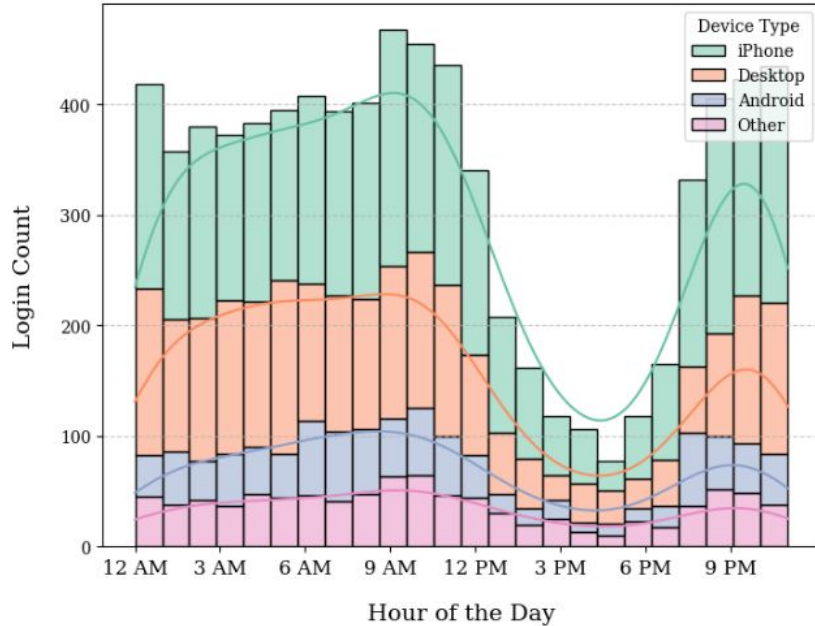
→ Could request for logins and account creation be driving away customers?

→ Is the change in website design or false advertising on referral websites discouraging sales?

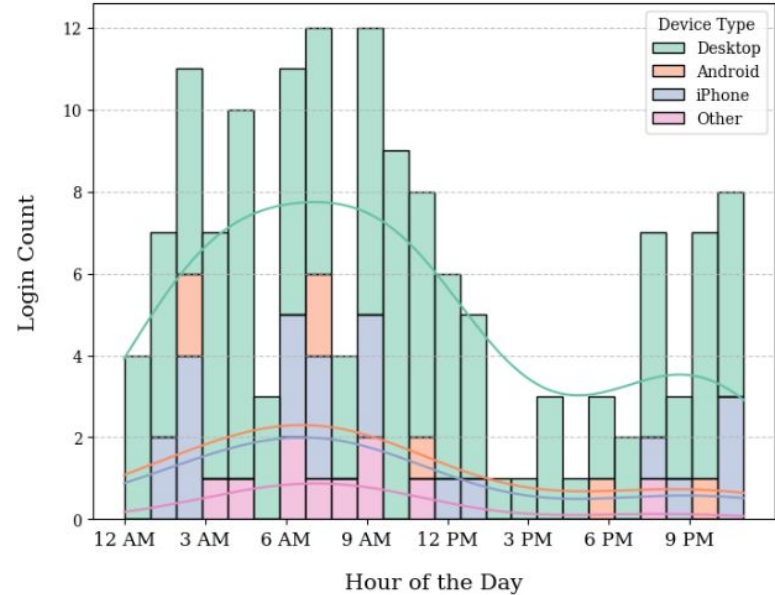


# Website Login Trends...

Website Logins by Hour

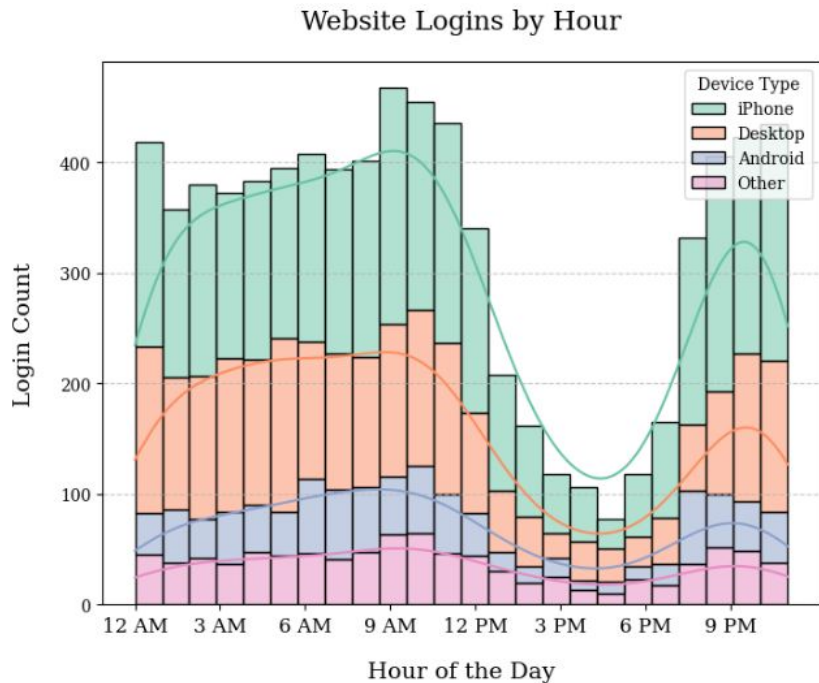


Website Bookings by Hour





# Website Login Trends...



Airbnb's most successful hours for logins are from 2:00 am – 10:00 am before increasing again at 8:00 pm.

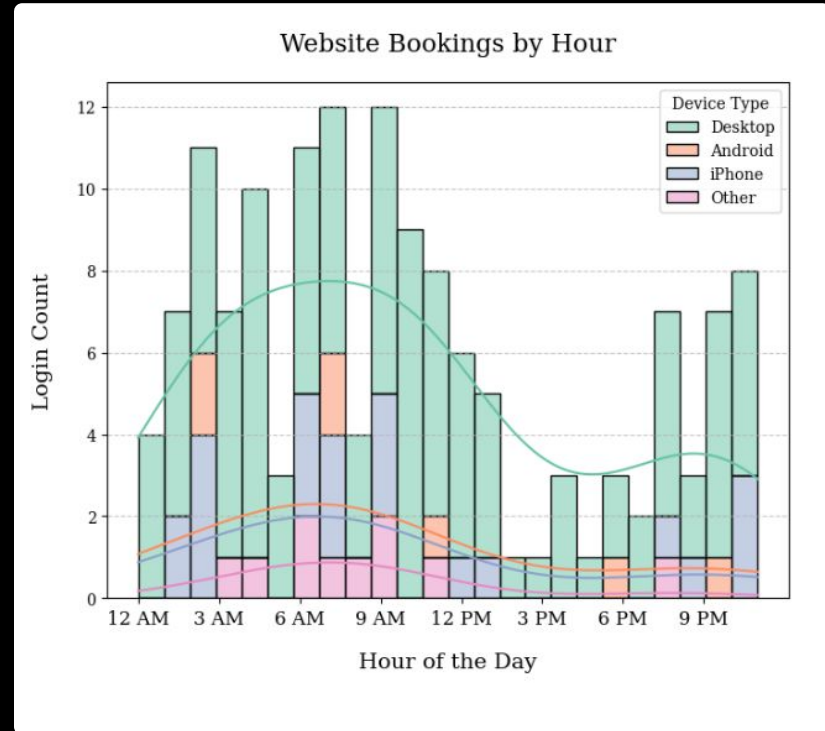
→ But does this mean customers are *booking* rather than just *shopping*?

# Website Login Trends...

... Somewhat. Mornings have higher sales than evenings. Surprisingly, the earlier hours of 2:30am to 9:30 are the peak hours of booking requests.

→ Further research should include investigating **what audiences are driving this demand?**

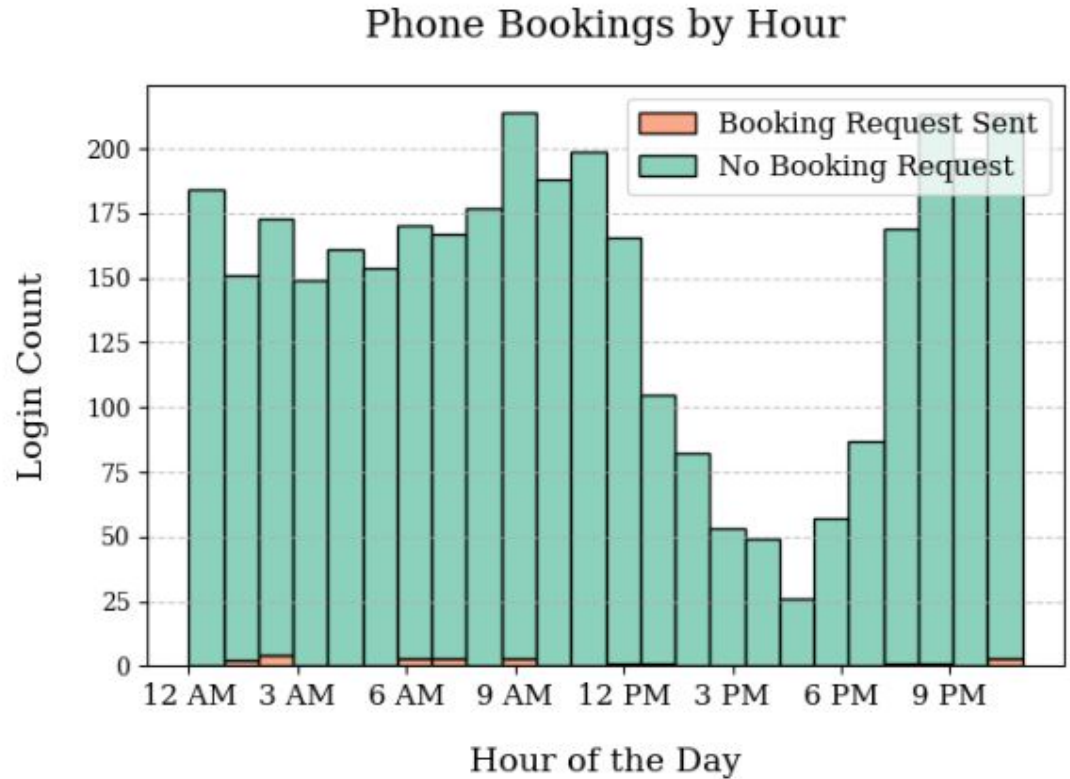
Is it the younger crowds of 20-30 who party hard and need a place to sleep? Is it the mid career ages of 30-45 who travel for work and purchase after flying into the city?



# iPhone Assumptions

As can be seen from the graph, a large amount of iPhone traffic is not generating sales or were these customers sending messages.

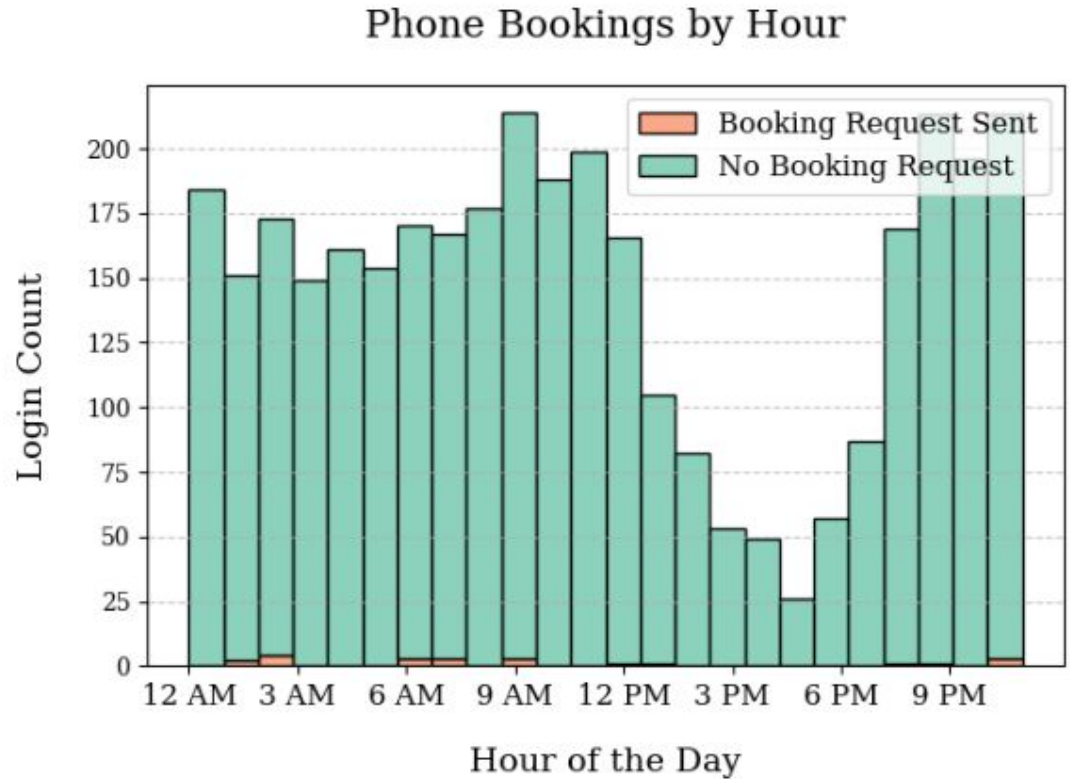
→ Further research should include insights into iPhone data and viewing.



# iPhone Assumptions

→ If these customers are checking their reservations:

Can Airbnb develop a text or email reminder system to take the stress off consumers to find their Airbnb's information?



# iPhone Assumptions

→ If these customers are searching online (which generates more than twice the booking requests than referrals):

How can we push customers to buy? Can we send follow ups if customers were looking at particular properties?

