

A photograph of a living room interior. In the foreground, a red L-shaped sofa is positioned against a light-colored wall. A white blanket is draped over the left side of the sofa. On the wall above the sofa hangs a framed abstract painting with yellow, blue, and green tones. To the right, a large window with white frames and sheer white curtains looks out onto a balcony and a view of buildings and hills. A glass door is visible on the far right, leading to a tiled balcony. The floor is covered with light-colored square tiles.

Analytics for Airbnb

By: Frances Glasser

Aims

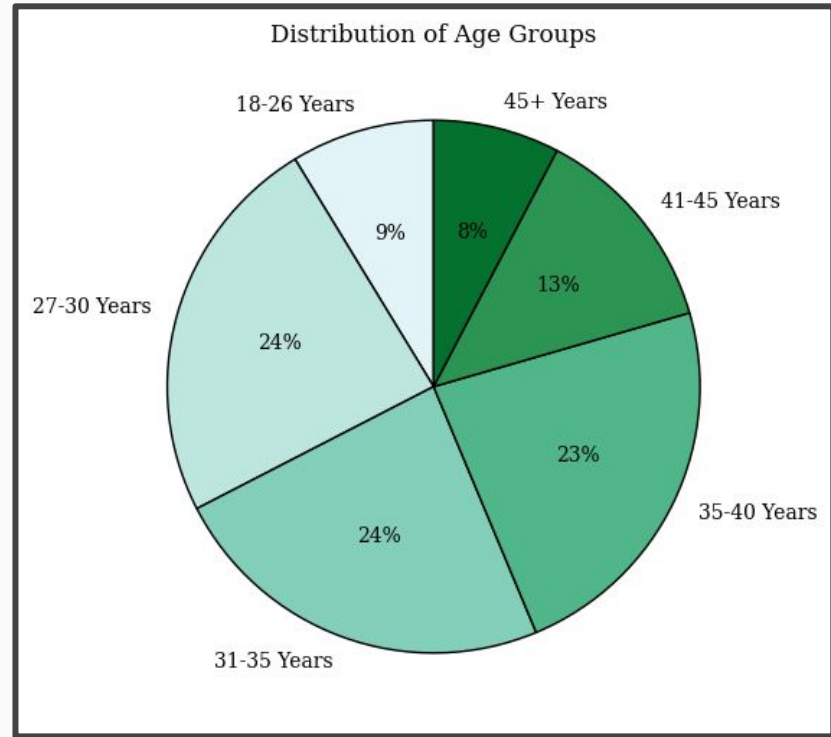
The background image shows a living room with a red L-shaped sofa. On the wall is a framed abstract painting with yellow, blue, and green tones. To the right is a window with white frames and light-colored sheer curtains. A glass door on the far right leads to a balcony with a view of a building and some greenery. The floor is covered with light-colored square tiles.

- 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?**

A photograph of a living room interior. In the foreground, there is a red L-shaped sofa with a white blanket draped over one section. On the wall above the sofa hangs a framed abstract painting with yellow, blue, and green tones. To the right, a window with white frames and light-colored curtains looks out onto a balcony and a view of other buildings and hills. A glass door is visible on the far right. The floor is covered with light-colored square tiles.

Booking Demographics

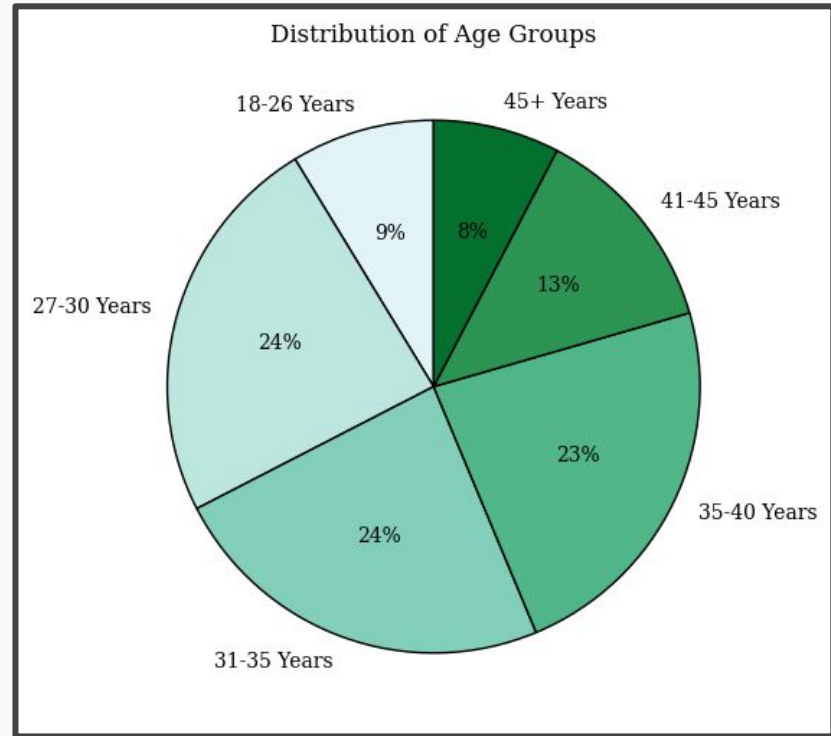
83% of all booking requests come from people aged 26-40 years old. By targeting social media applications that use location ads Airbnb can more effectively target customers. Further research into diagnostic analytics for customer choices would prove resourceful for marketing campaigns.



Prescriptive Questions

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

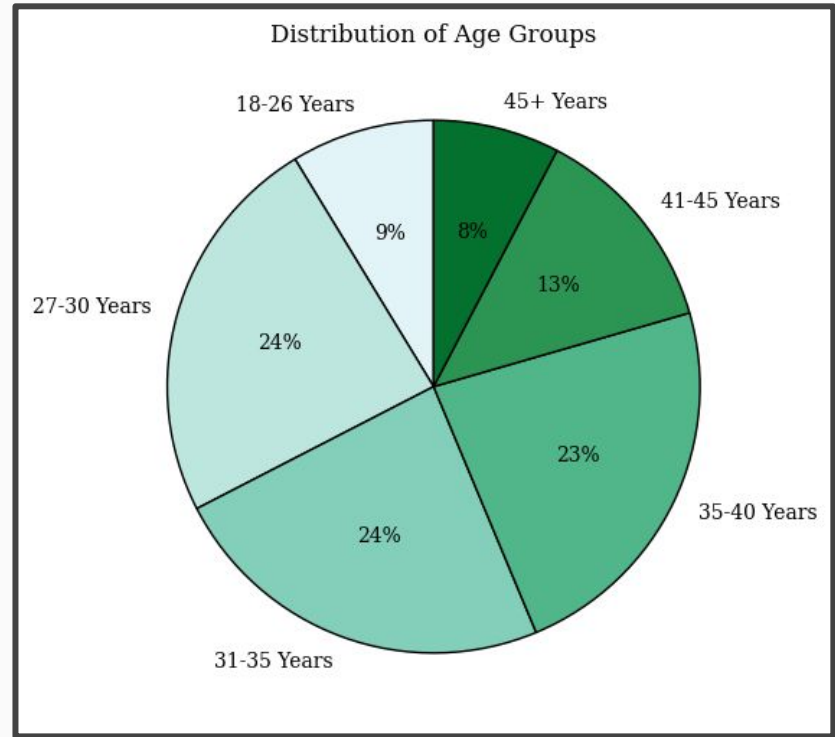
→ Are there better ways to reach our most common age groups?



Diagnostic Questions

→ Are customers booking for cheaper work travel options?

→ Are customers booking for vacations? Stay-cations?

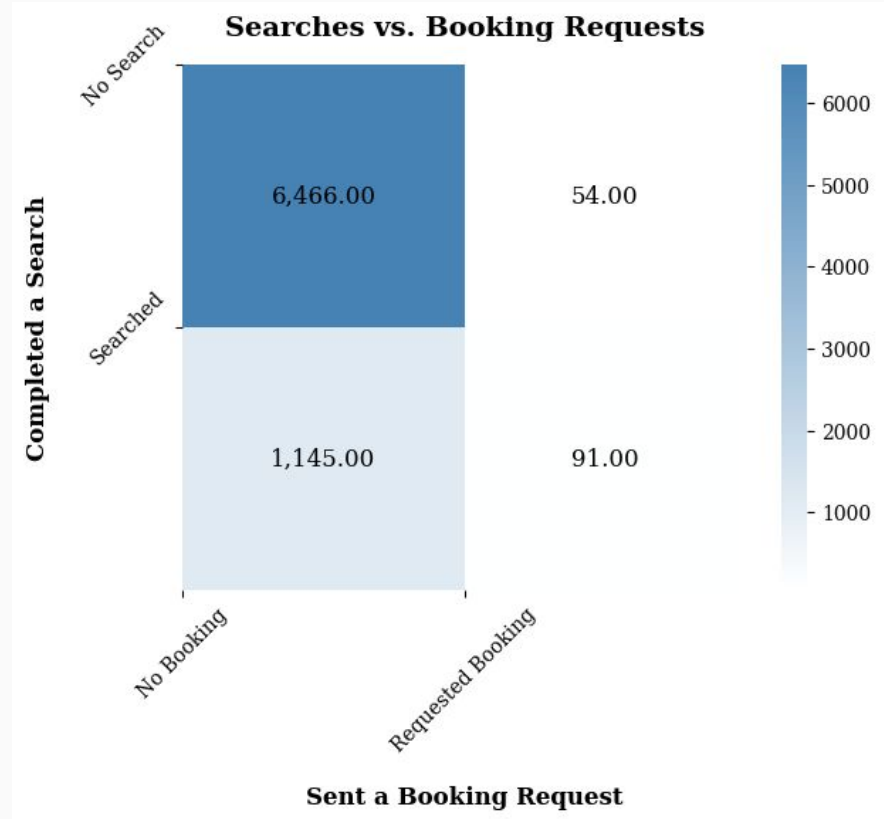


A photograph of a living room interior. In the foreground, a red L-shaped sofa with a grey cushion is positioned against a light-colored wall. Above the sofa, a framed abstract painting with yellow, blue, and green tones hangs on the wall. To the right, a large window with white frames and light-colored curtains looks out onto a balcony and a view of buildings and hills. A glass door is visible on the far right. The floor is covered with light-colored square tiles. The text "Online Lead Generation" is overlaid in the center of the image.

Online Lead Generation

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

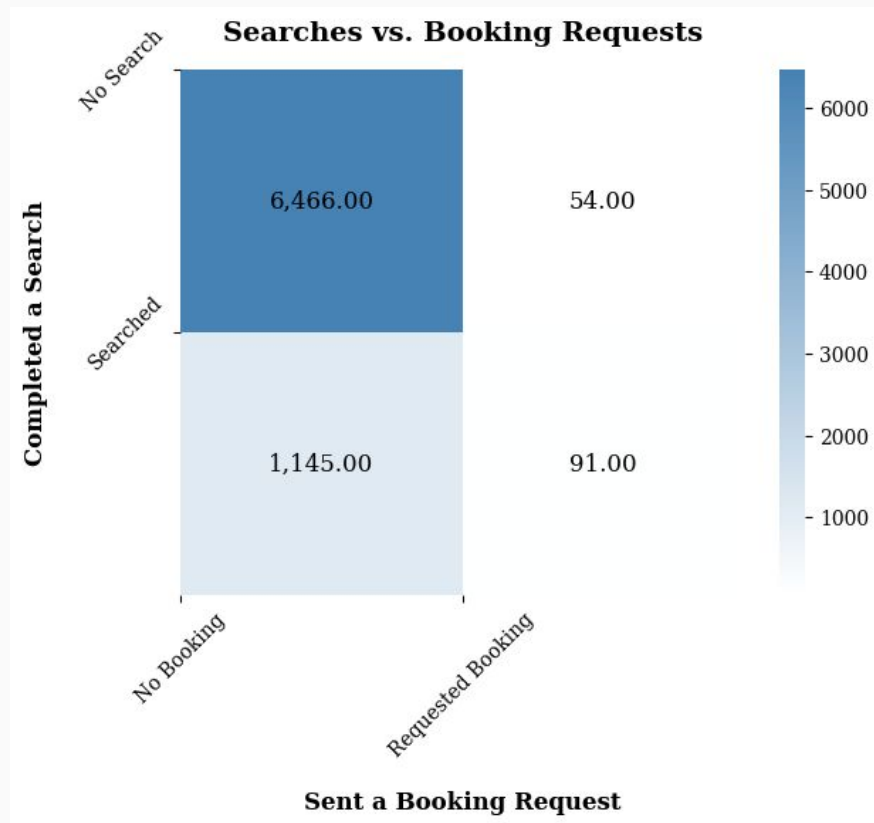
Of the booking requests, around 65% come from customers searching on the Airbnb site while 35% come from other references. Airbnb should investigate what websites are serving as referrals and increase their digital presence and SEO optimization to encourage more bookings.



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?

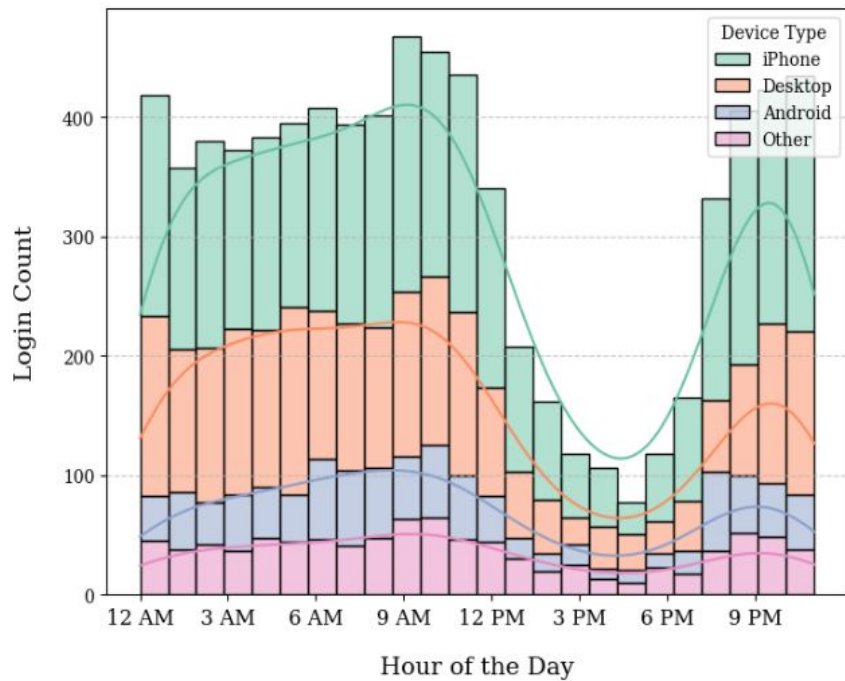
→ Is the change in website design or false advertising on referral websites discouraging sales?



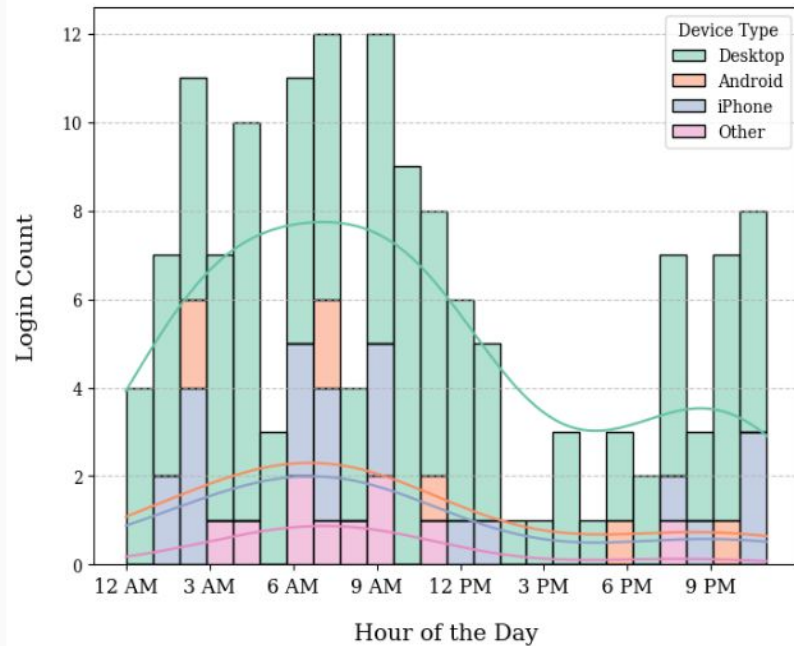
A photograph of a living room interior. In the foreground, there is a red L-shaped sofa with a grey blanket draped over one section. On the wall behind the sofa hangs a framed abstract painting with yellow, blue, and green tones. To the right, a large window with white frames and light-colored curtains looks out onto a balcony and a view of buildings and hills. A glass door is visible on the far right. The floor is covered with light-colored square tiles.

Login verses Booking Times

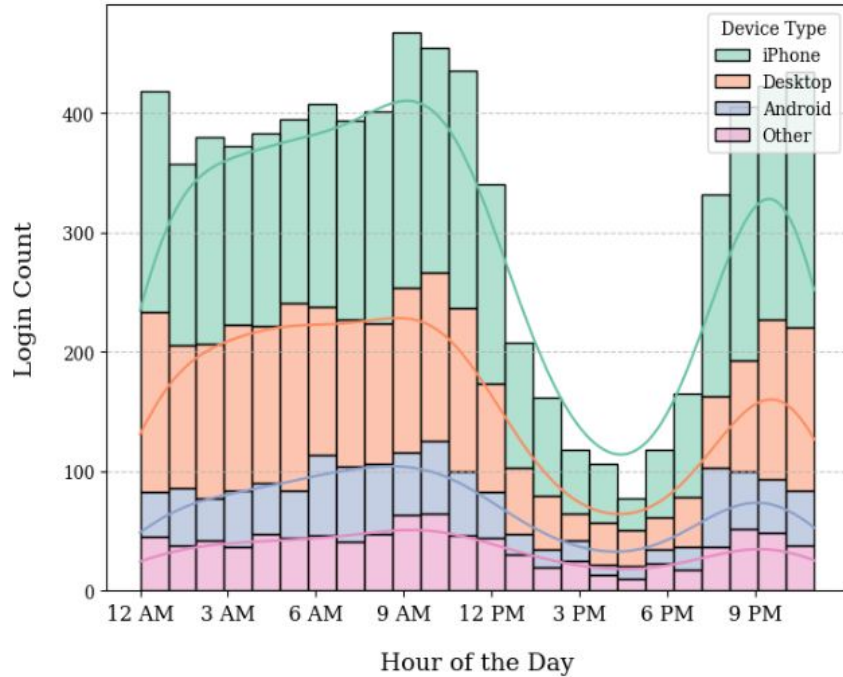
Website Logins by Hour



Website Bookings by Hour



Website Logins by Hour



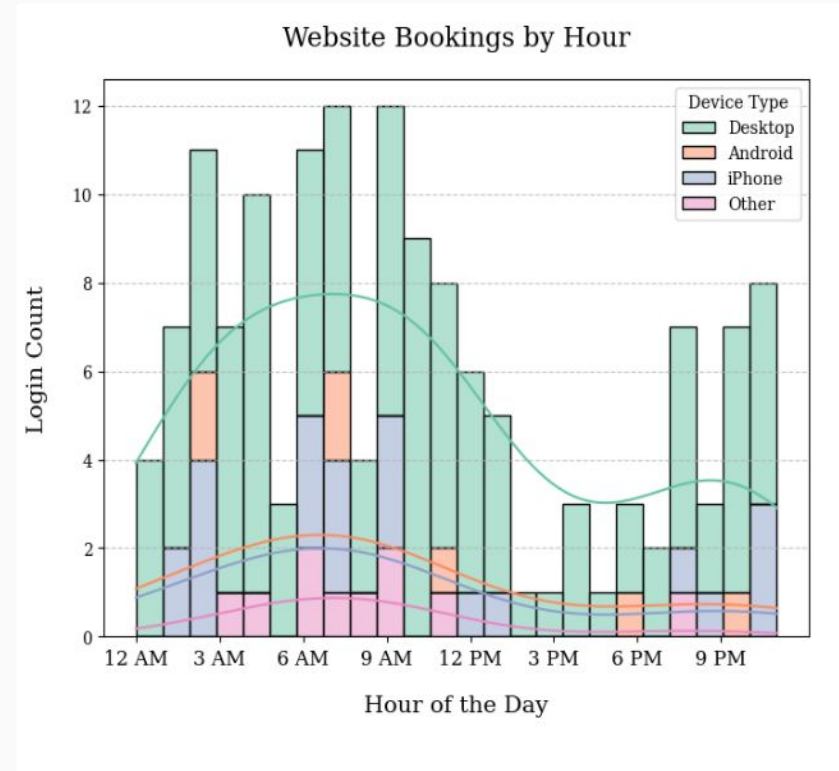
Airbnb's most successful hours for logins are from 2:00 am – 10:00 am before increasing again at 8:00 pm.

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

... 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?



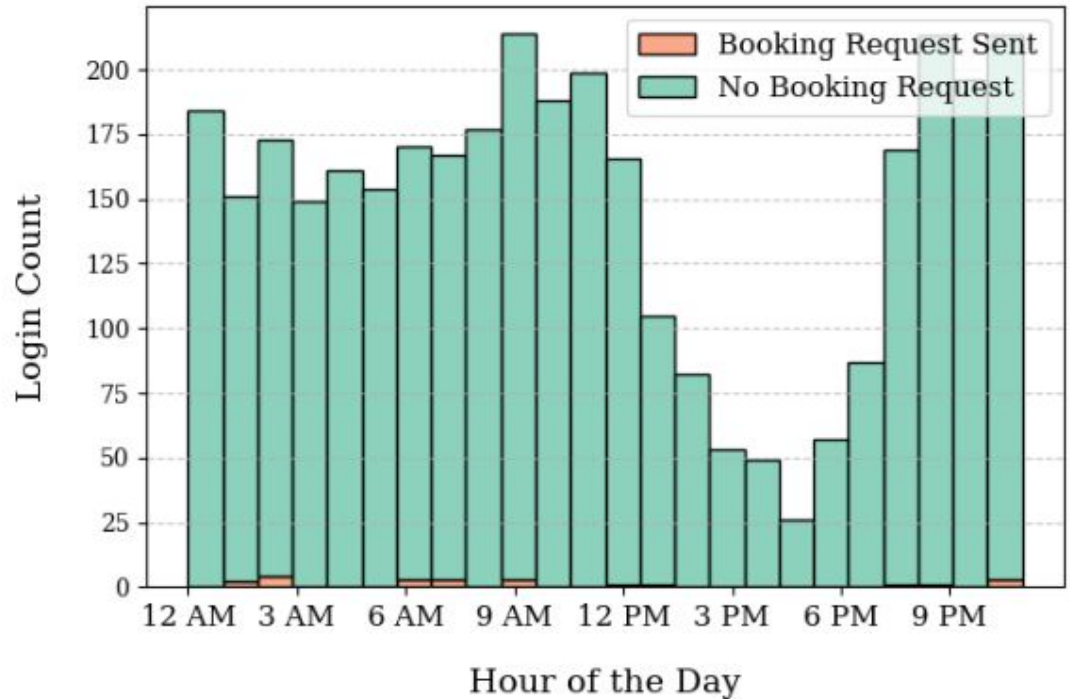
iPhone Assumptions

A photograph of a living room interior. In the foreground, there is a red L-shaped sofa with a white cushion on the left side. On the wall behind the sofa is a framed abstract painting with yellow, blue, and green tones. To the right, there is a large window with white frames and light-colored curtains tied back. A glass door is visible on the far right, leading to a balcony with a view of a building and trees. The floor is covered with light-colored square tiles. The text "iPhone Assumptions" is overlaid in the center of the image.

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.

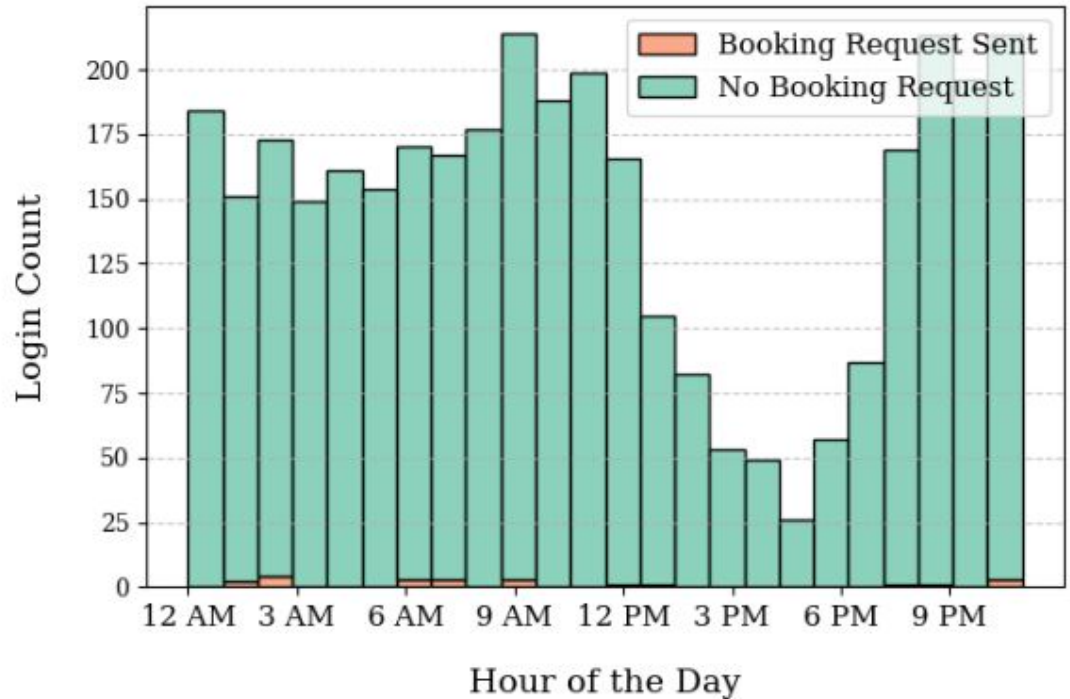
Phone Bookings by Hour



→ 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?

Phone Bookings by Hour



→ 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?

Phone Bookings by Hour

