AIRBNB – NYC CASE STUDY

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Business Understanding

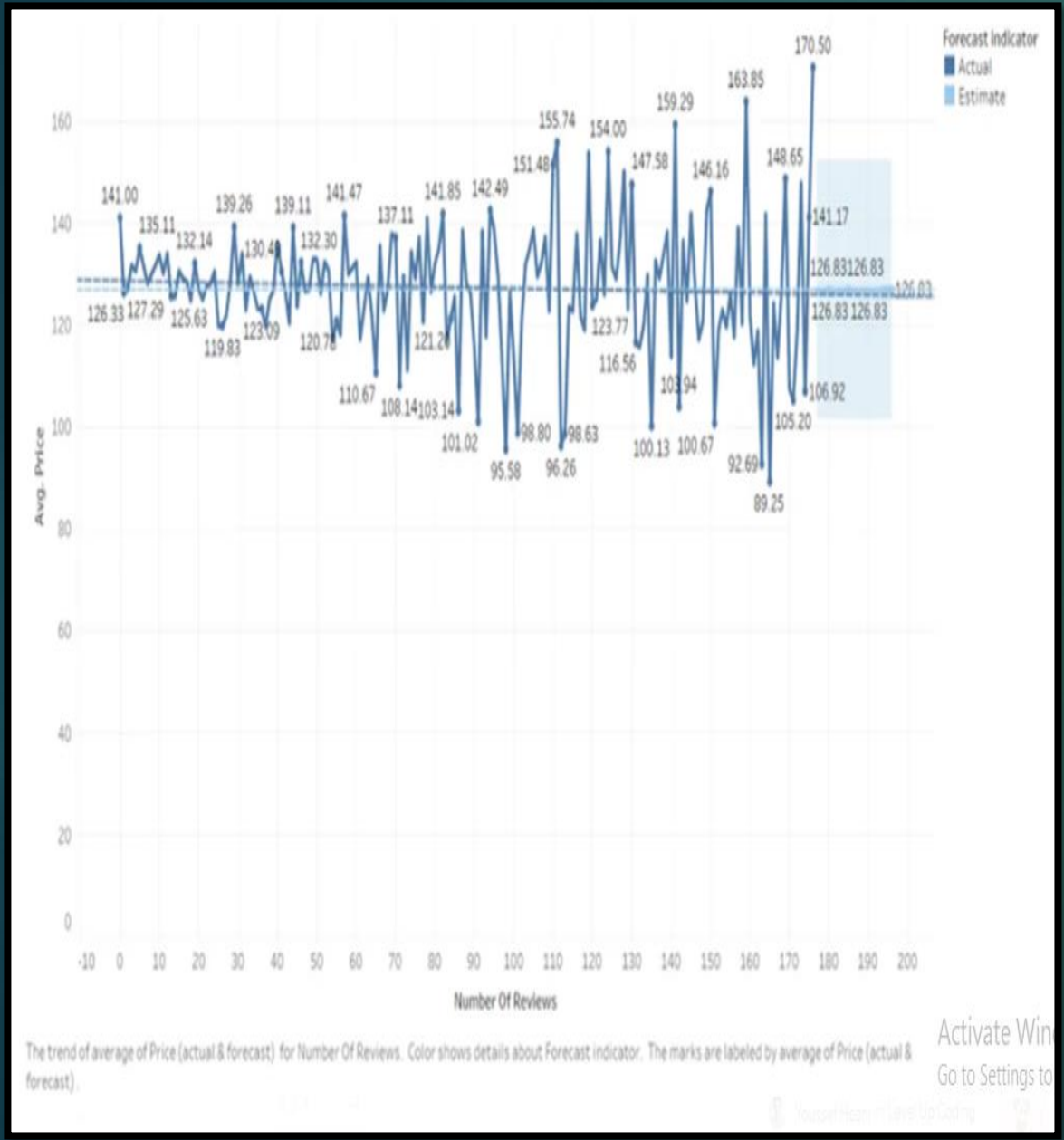
Airbnb is an American company based in San Francisco, California. It operates an online marketplace for lodging, primarily homestays for vacation rentals, and tourism activities. The platform is accessible via the website and mobile app.

After all, being an online marketplace for hosting personal homestays and private apartments in the majority, the company had two types of customers. One who hosts their place and the another who books the place for a particular time is the end consumer utilizing the hosted place. Airbnb earns commission from both ends and hence must make sure both of its customers are able to generate value from their business. They also must make the hosted place offered on their platform provide the best services at reasonable prices and lookout for the best technology to ease out the booking process for the end consumer without hassle.

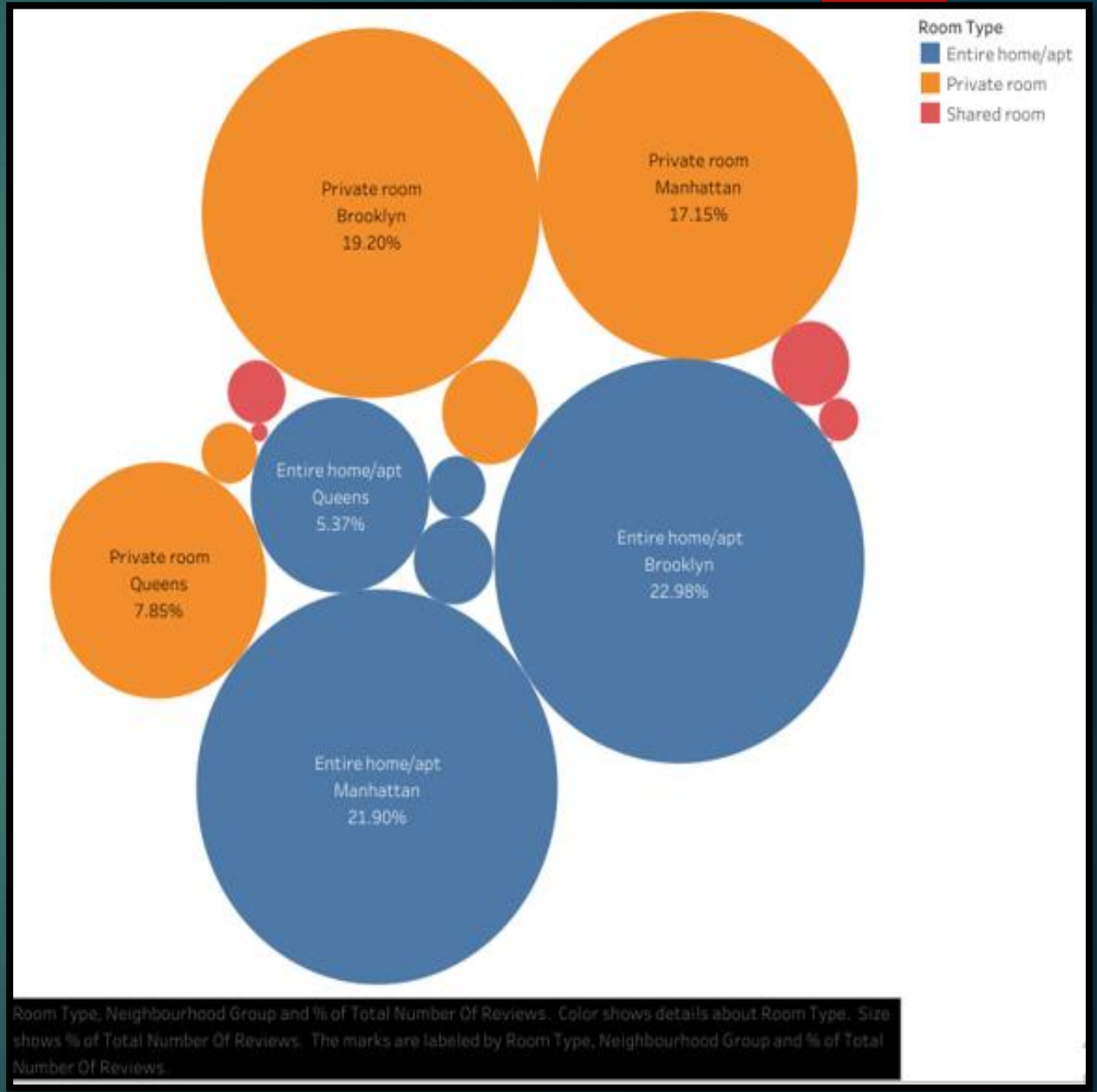
Problem Statements

1. Which locations are getting more traction?
2. What are the price range preferred by the customers?
3. What type of properties are preferred by the customers?
4. Which properties are available for more days in a year and in which location?
5. What are the most popular localities and properties in New York currently?
6. Which locations are providing higher number of minimum night stay?
7. Which are the locations that are not performing well based on availability?
8. Which are the room types and locality that are not performing well?

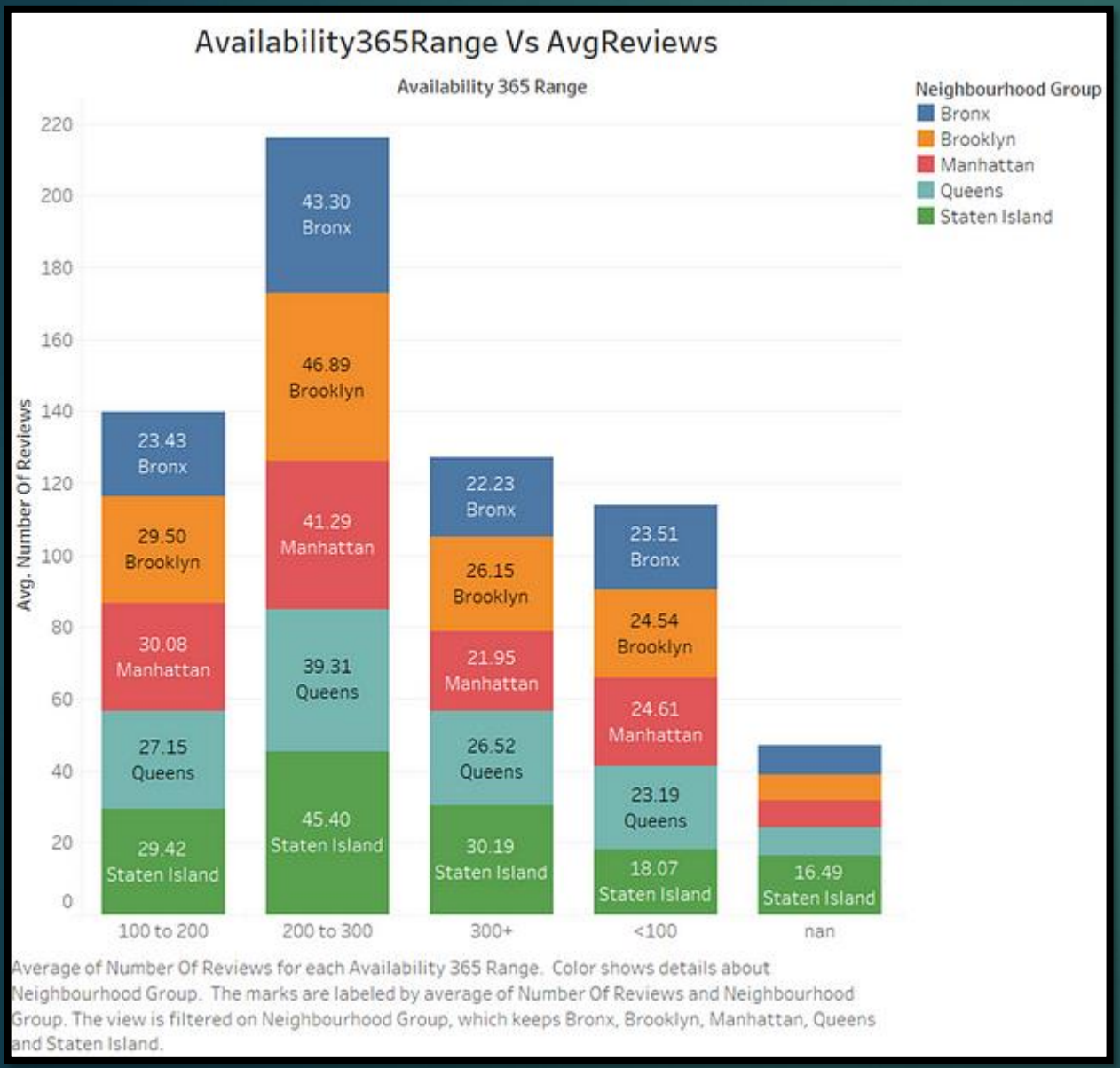
PRICE RANGE BASED ON REVIEWS

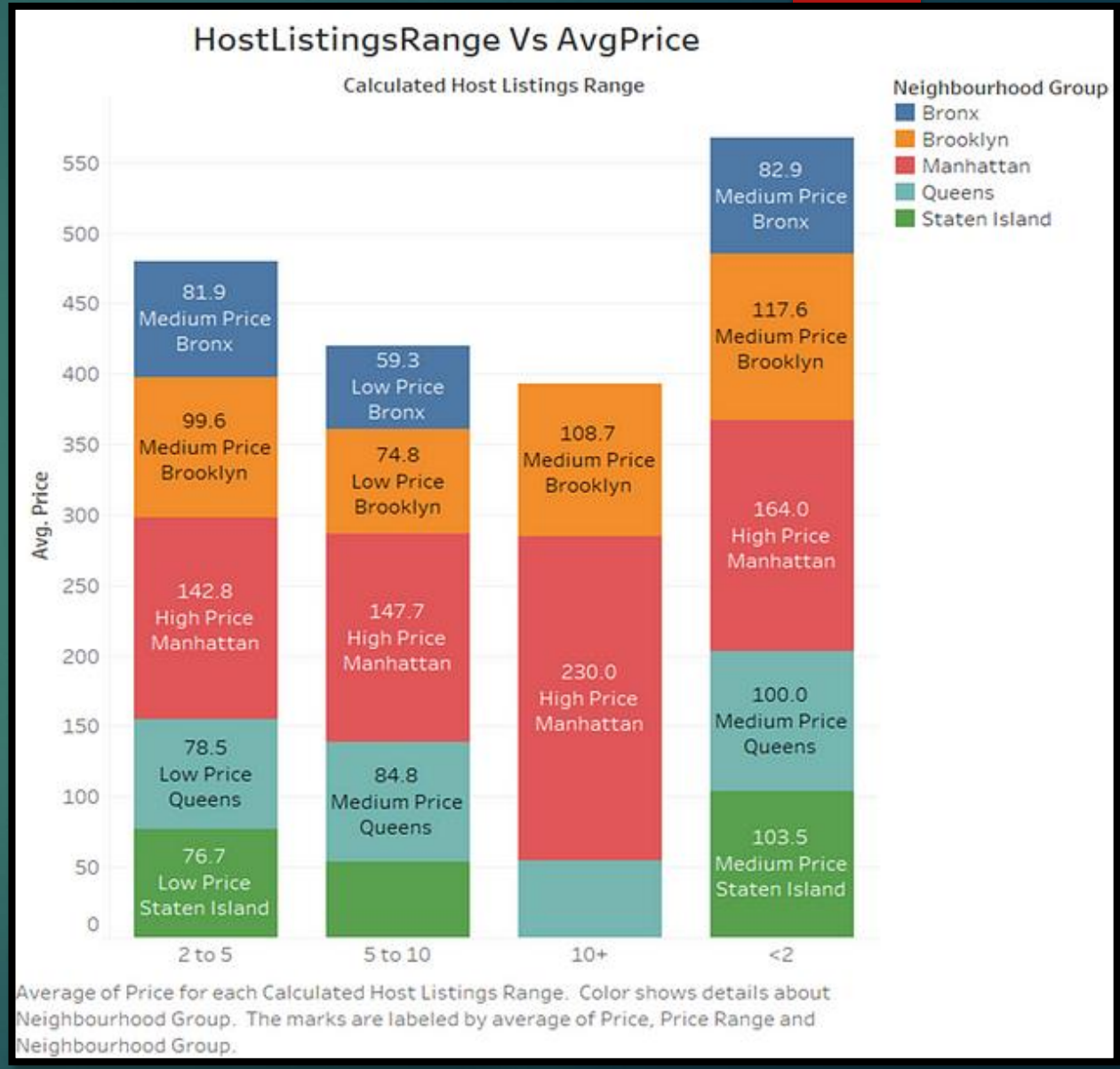


LOCATIONS TRACTION AND HOST TYPE BASED ON REVIEWS

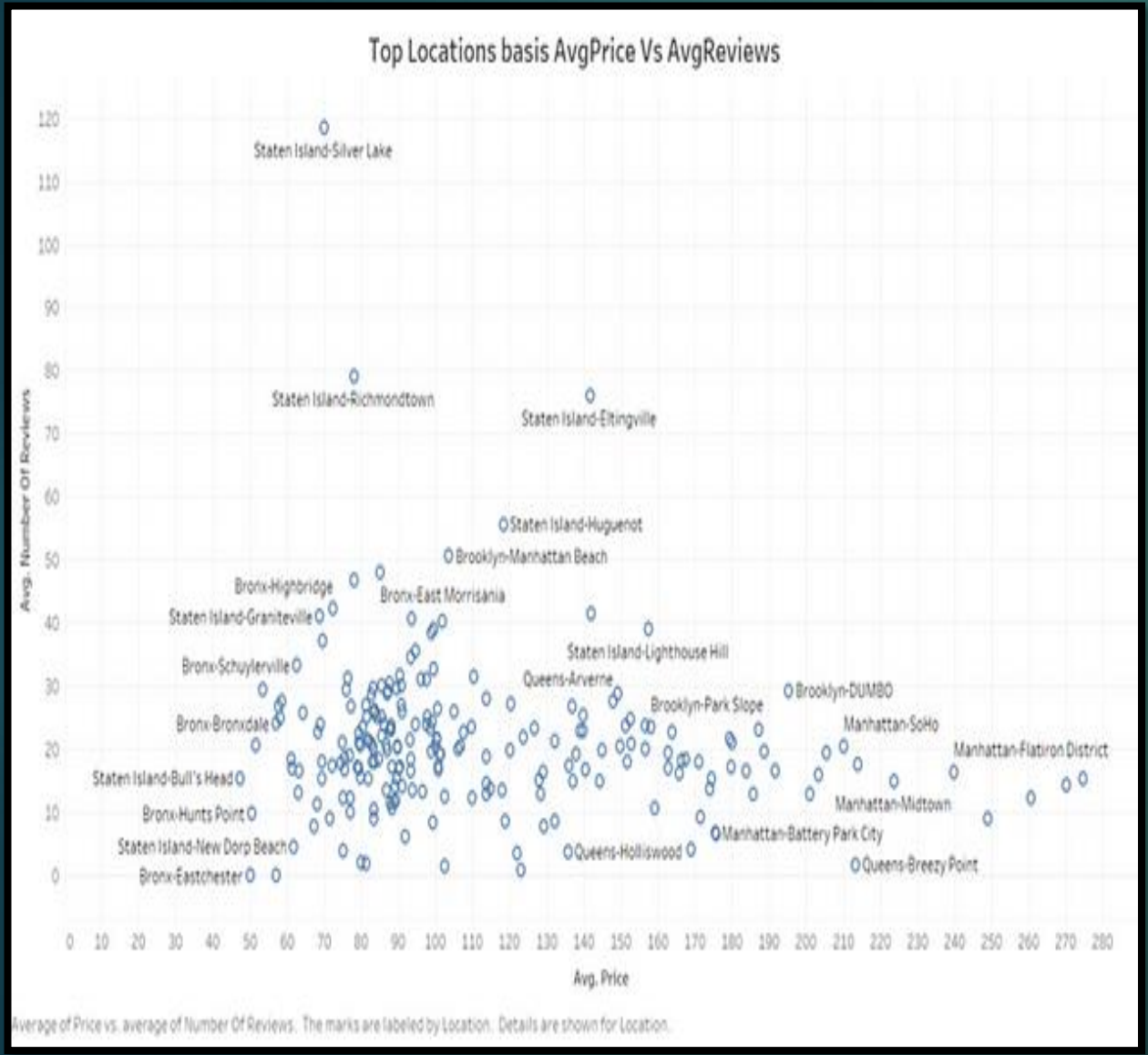


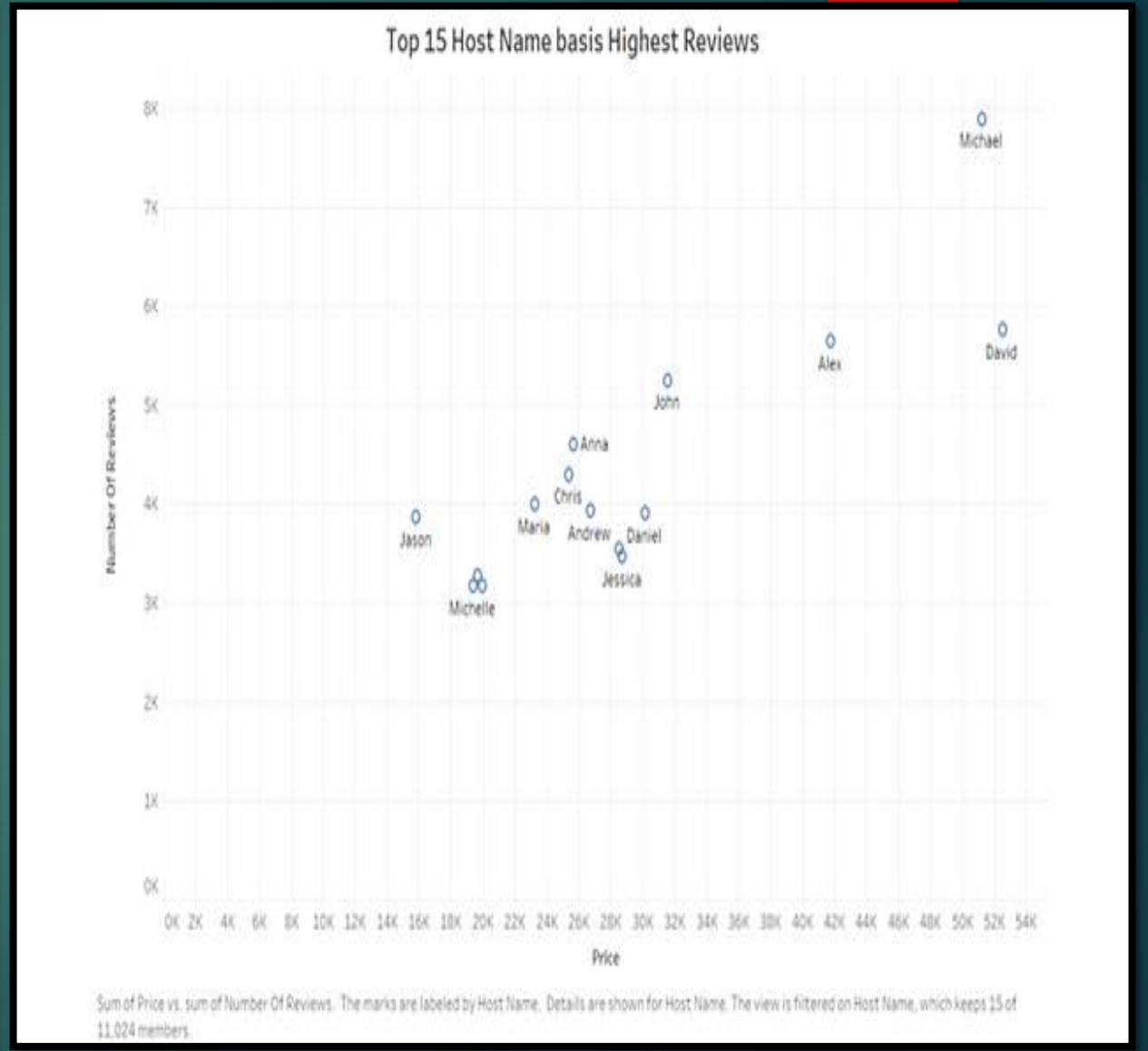
PROPERTY AVAILABILITY IN A YEAR BASED ON LOCATION



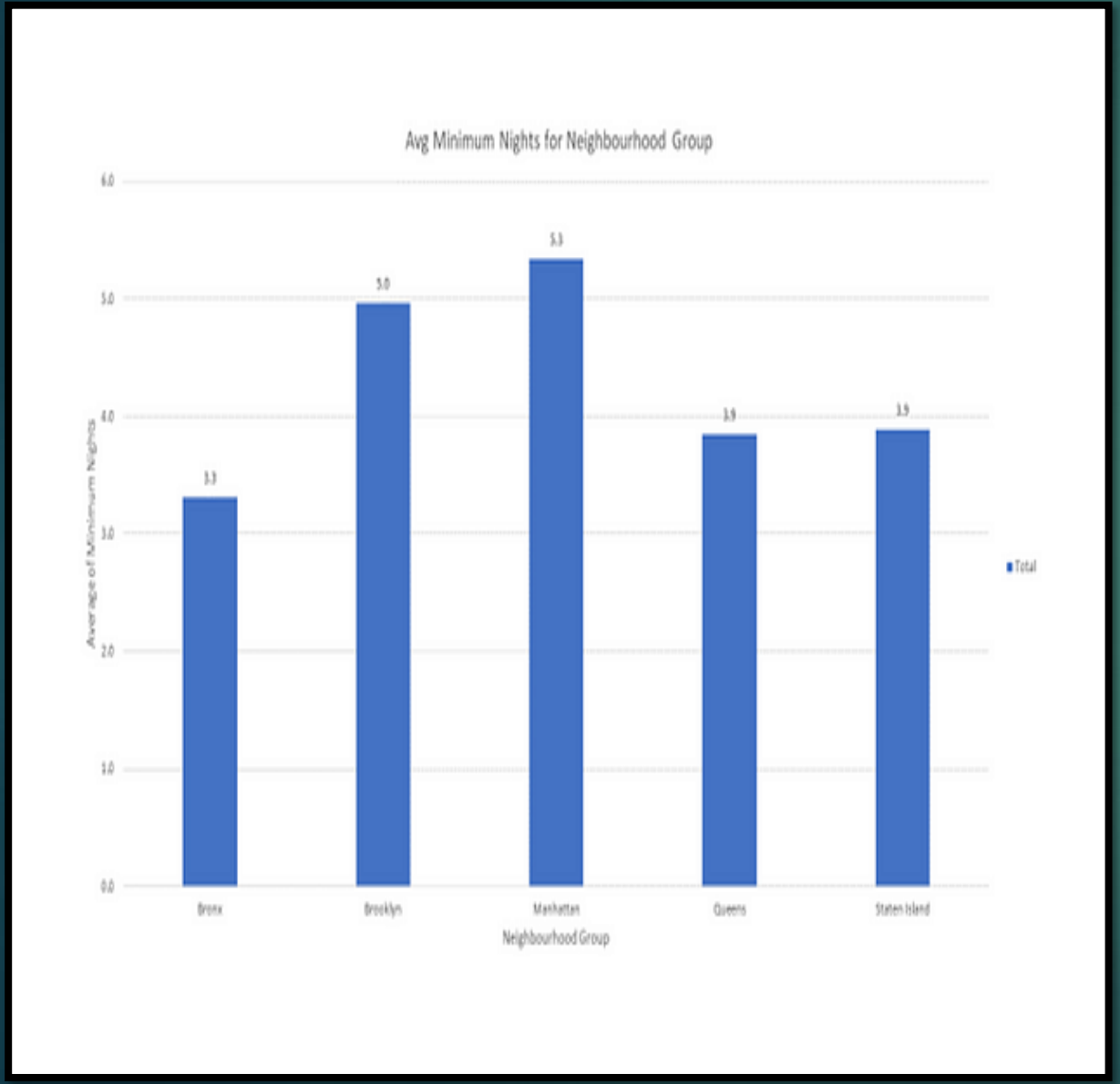


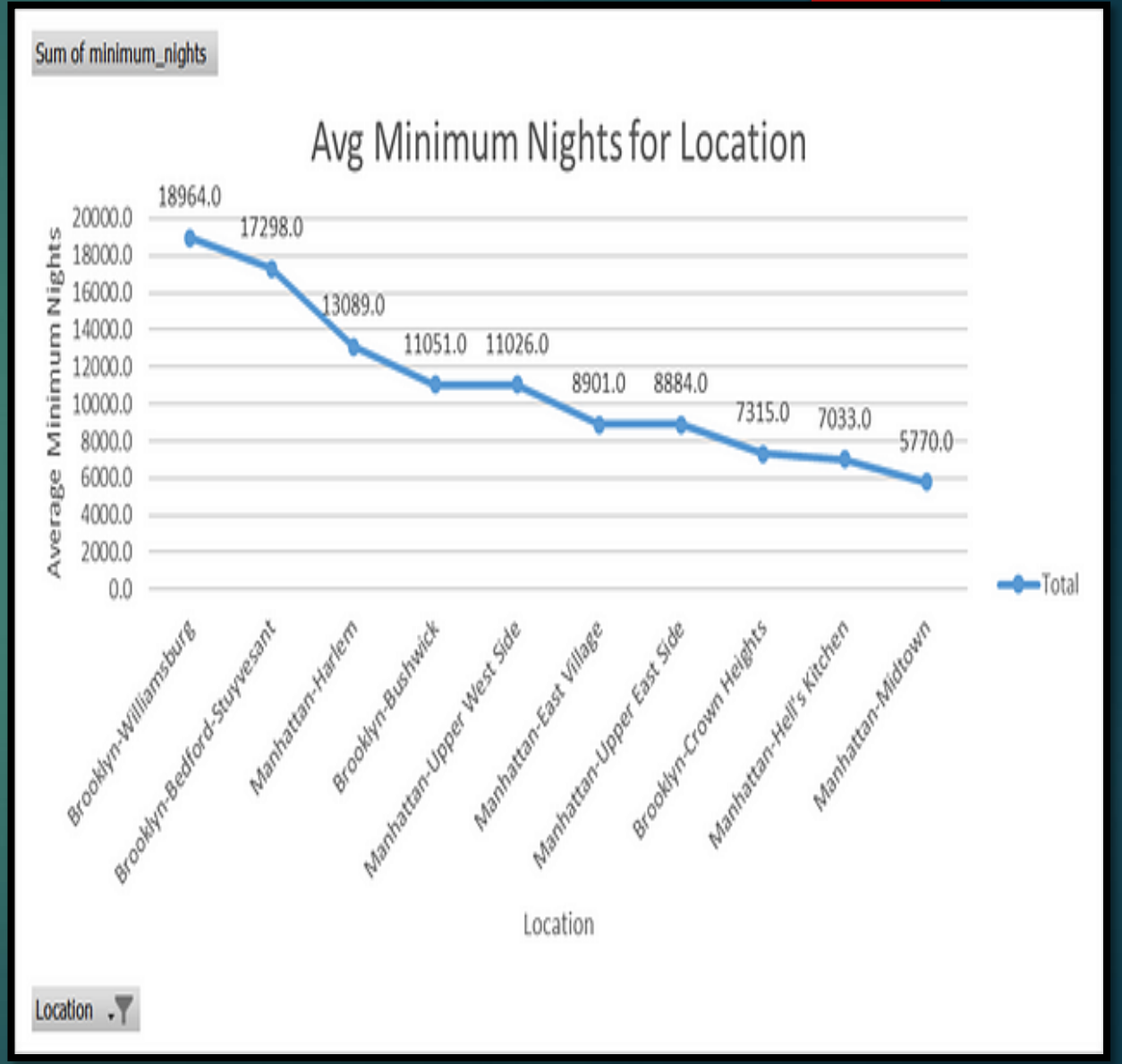
MOST POPULAR LOCALITY AND PROPERTY BASED ON REVIEWS AND PRICE



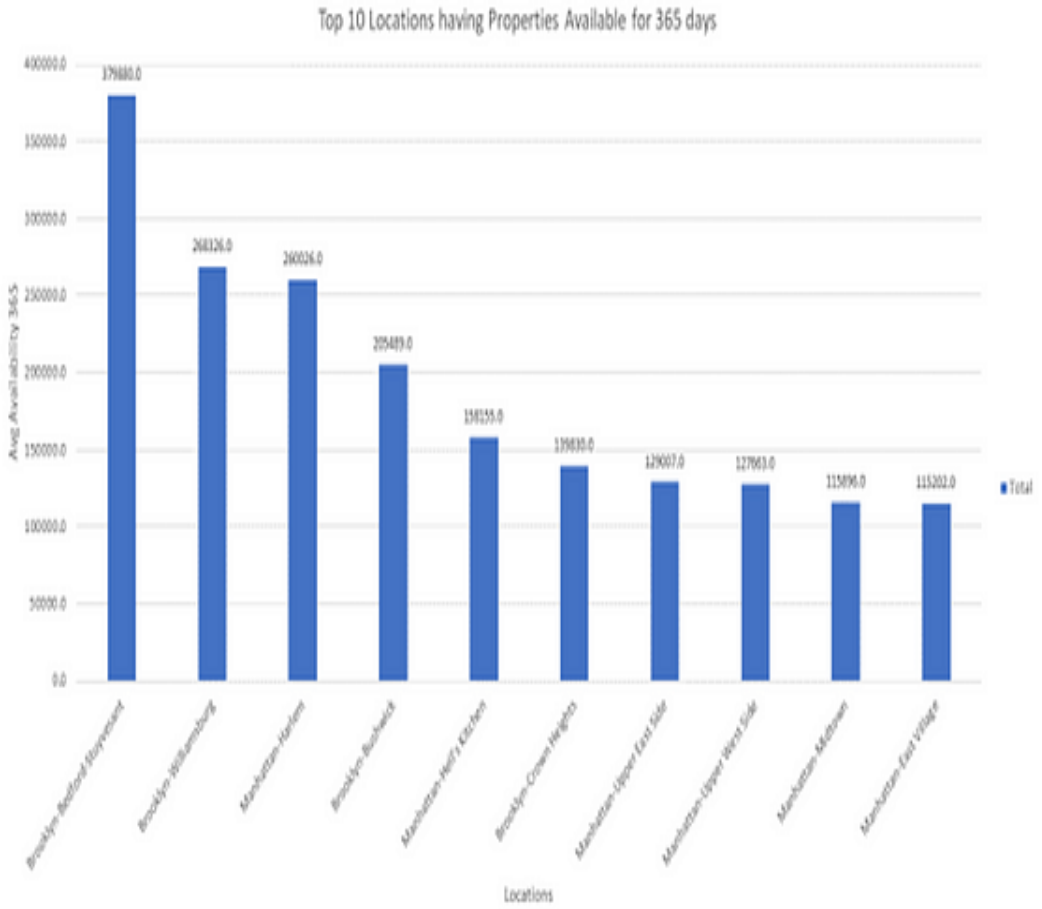


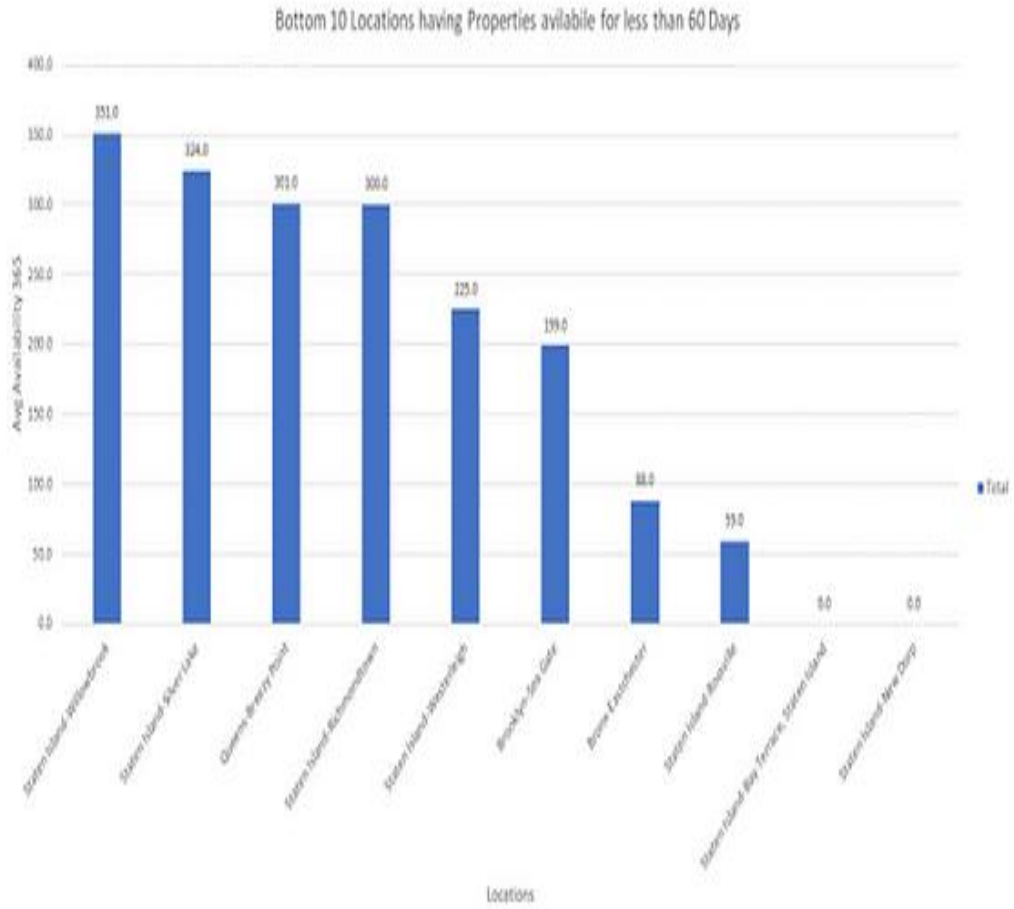
Minimum nights offered by the hosts



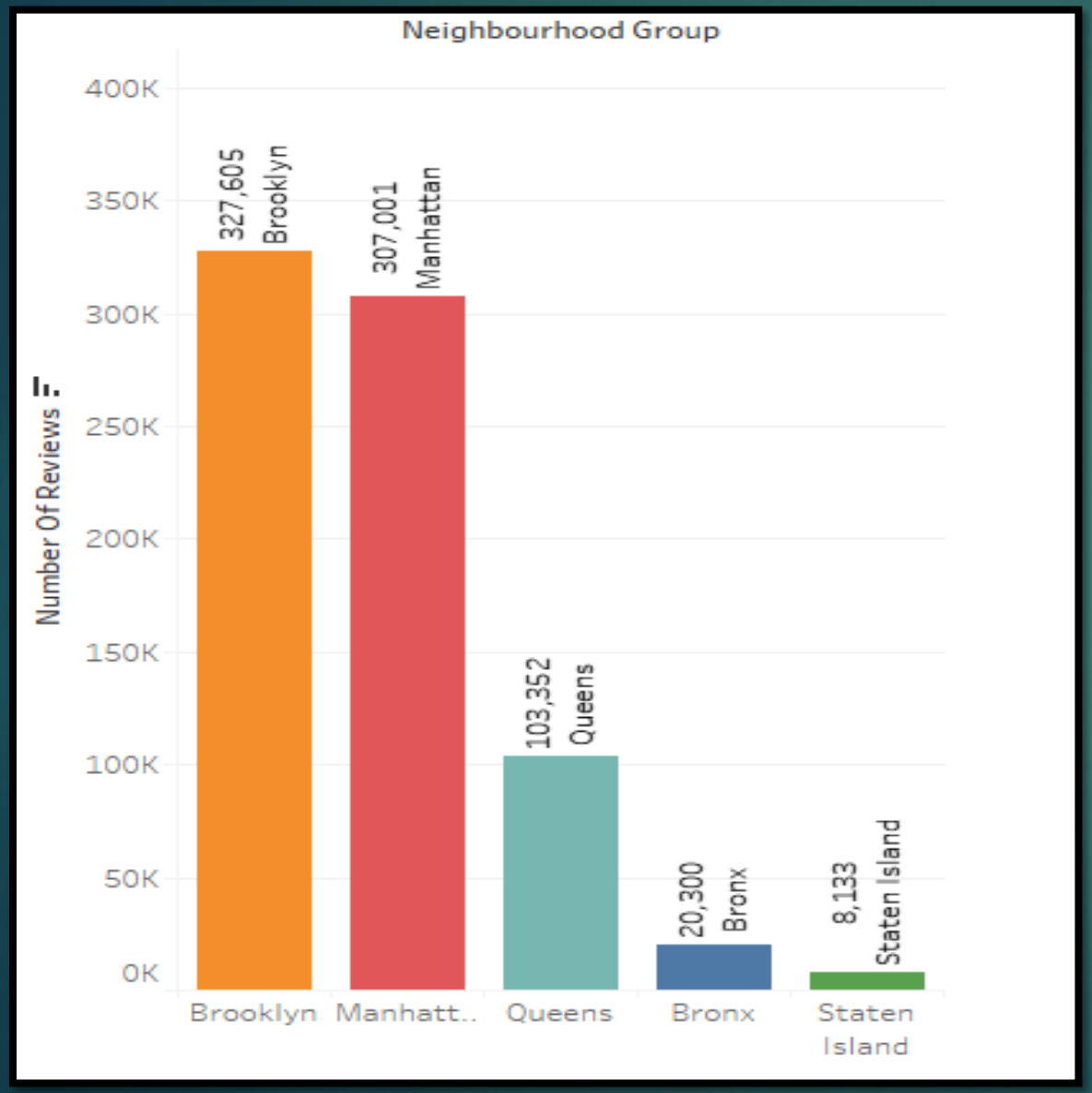


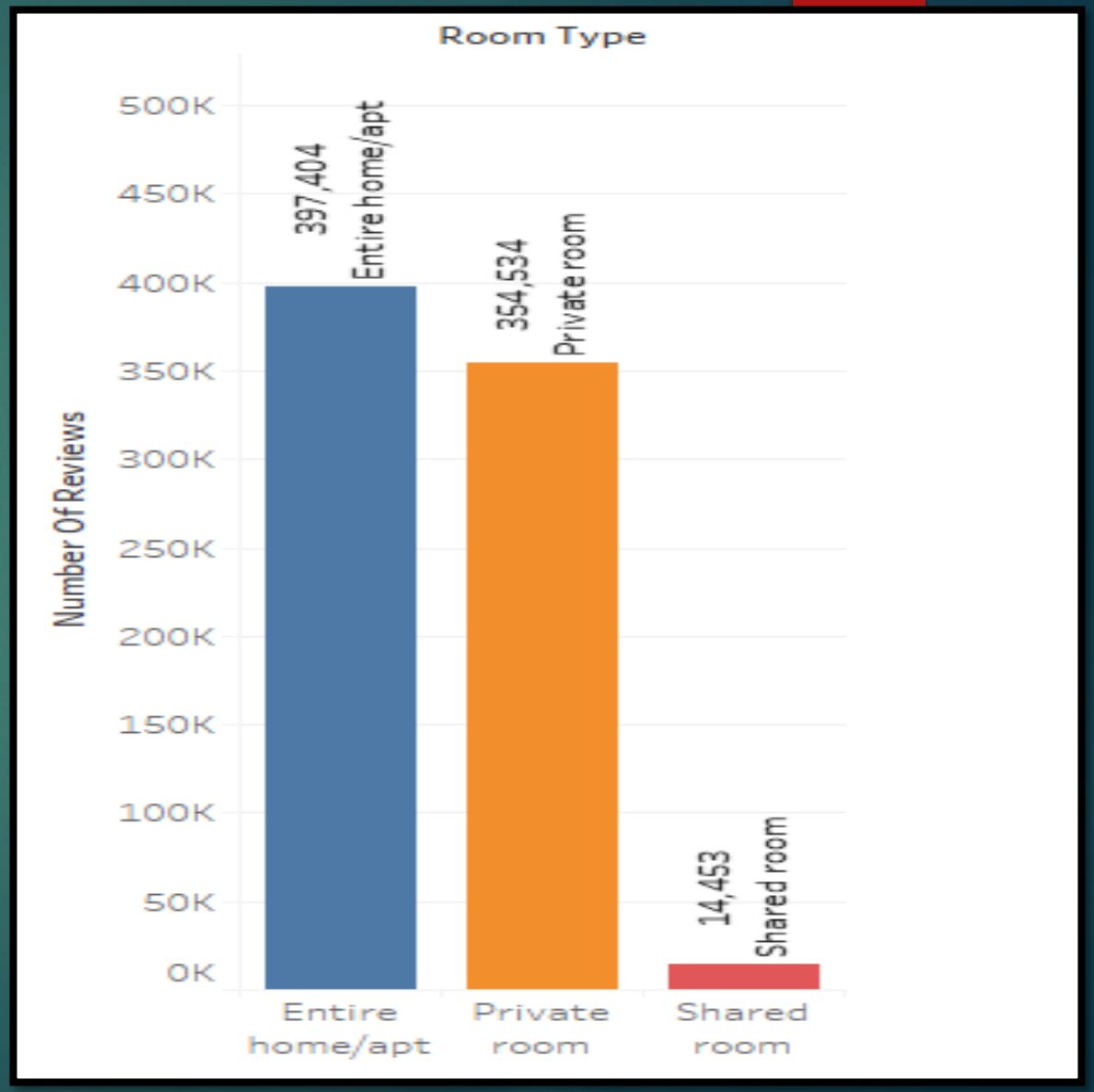
Performance of properties based on availability





Performance of locality and room type based on reviews





FINDINGS

- Manhattan is the only Neighbourhood in the Borough that lies in offering the Highest Price range properties on the platform (Prices offered above 120$ on average are a High Price, between 80$ to 120$, the Medium Price range, and less than 80$ to be considered Low Price range property.)
- Brooklyn has received the highest number of reviews based on the availability to stay open for more than 200 days in a year. This is followed by Staten Island and then the Bronx. On the other hand, there are some sites in Staten Island which are not open for a single day at all and hence could be the reason they have received very low reviews from the end consumer.
- Majority of the customers prefer a price range of 120$ to 130$ on average for a stay. As most of them have provided a good number of reviews between this price range.
- On average Entire home/apt types are preferred more by the customers followed by Private rooms and then Shared Rooms. Mostly because they are also available for a higher number of minimum night's stay window booking as compared to Private and Shared rooms.
- Manhattan and Brooklyn are the top neighbourhoods in offering maximum-minimum nights stay.

FINDINGS

- “Brooklyn-Williamsburg”, “Brooklyn-Bedford-Stuyvesant”, “Manhattan-Harlem”, “Brooklyn-Bushwick” and “Manhattan-Upper West Side” are some places providing the highest number of minimum nights window for booking.
- There are 5766 properties that are open for more than 300 days a year. Around 2286 of them are from Brooklyn followed by Manhattan of around 1947 properties. And on the other hand, the properties that stay open for less than 50 days a year belong to Queens or Staten Island.
- We can confirm that the greatest parameter for any customer to prefer a property and provide a review is having a maximum or minimum night stay window booking and their probability of being open for more days in a year to some extent.
- Also based on the analysis we can say that they need to focus upon Staten Island to increase the listings and availability so that the business in future can grow more.

THANK
YOU !