Airbnb Case Study - 1

Ishan Singh Rawat

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Objective

Airbnb has seen a major decline in revenue due to COVID-19 travel restriction . Now that 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.

Background Summary

Airbnb is operating short- and long-term homestays and experiences in New York city, with major of the listing covered in following neighborhood group

- Bronx

- Brooklyn

- Manhattan

- Queens

- Staten Island

With total 349K no's of listings

The business aims to strategically position itself by analyzing the data from 2019 and determining the optimal number of listings and room types to offer.

Minimum Nights Analysis

Out of all the minimum night options available, the highest demand is observed in listings with a minimum of 1 night

In addition to the listings with a minimum of 1 night, there is also a high demand for listings with minimum nights ranging from 1 to 7
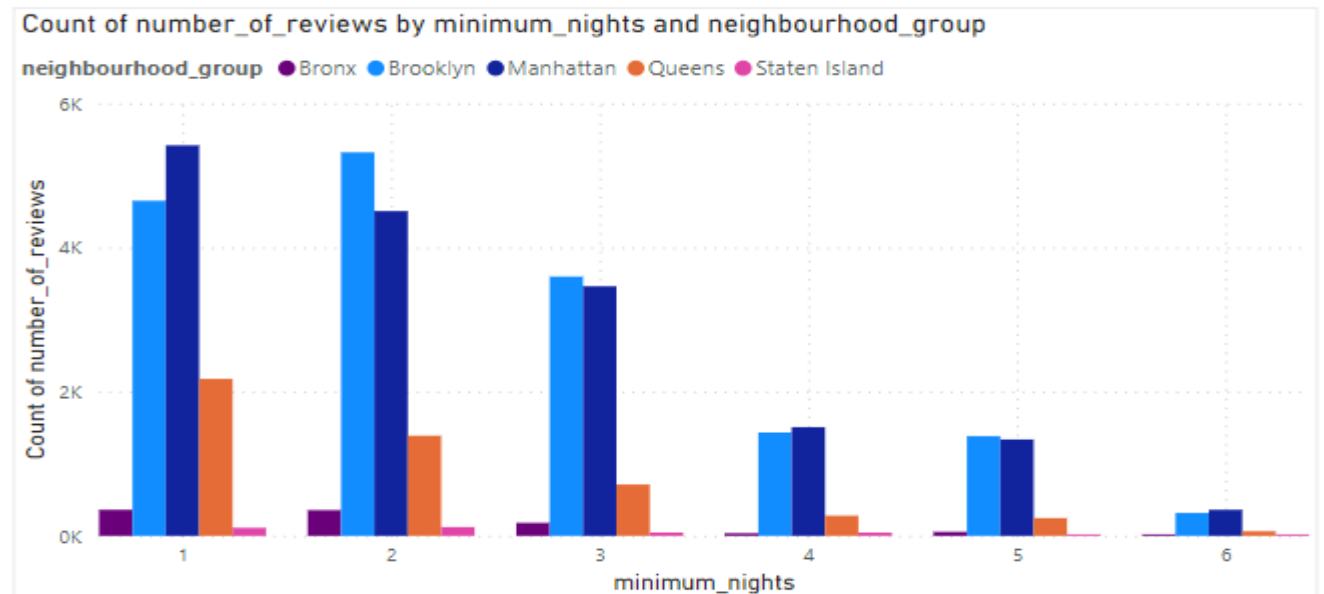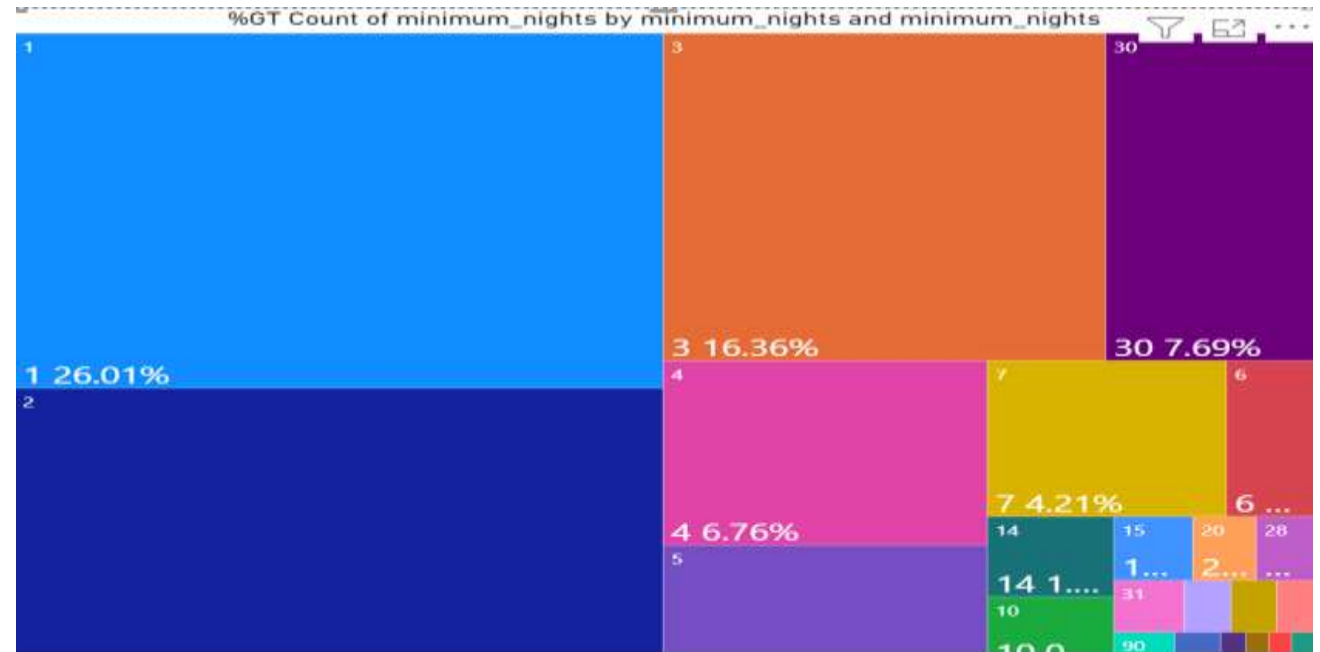
Reviews for Improvement

It has been observed that customers who visit the neighborhoods of Brooklyn and Manhattan are willing to share their feedback.

Customers who visit these neighborhoods should be encouraged to provide feedback so that areas for improvement can be shared with other listings.

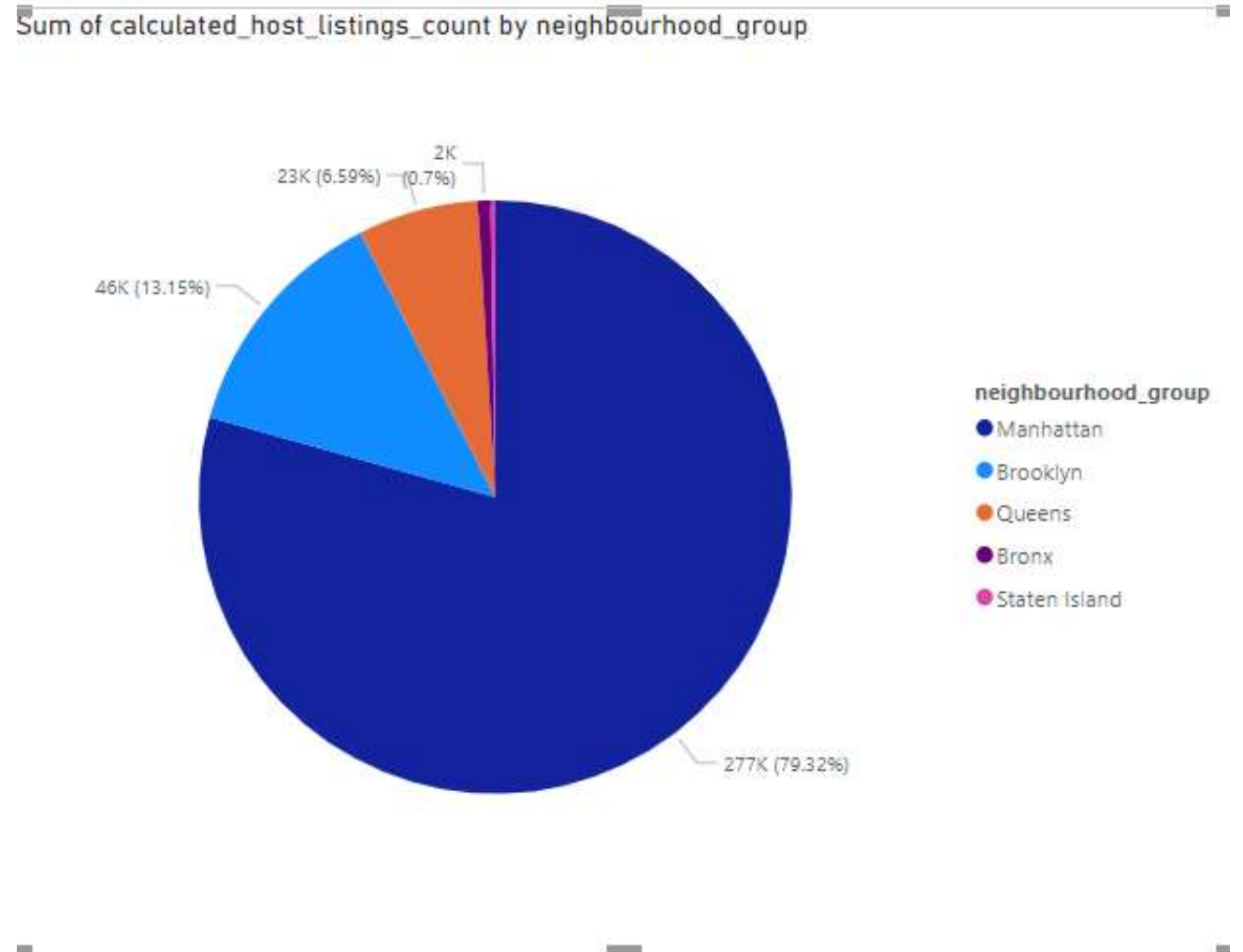| neighbourhood_group	Sum of number_of_reviews
Brooklyn	486574
Manhattan	454569
Queens	156950
Bronx	28371
Staten Island	11541
Total	**1138005**

Preferred Room Type

Based on total number of listing as reviews received from customers, it can be concluded that Entire Home/Apt is preferred stay.
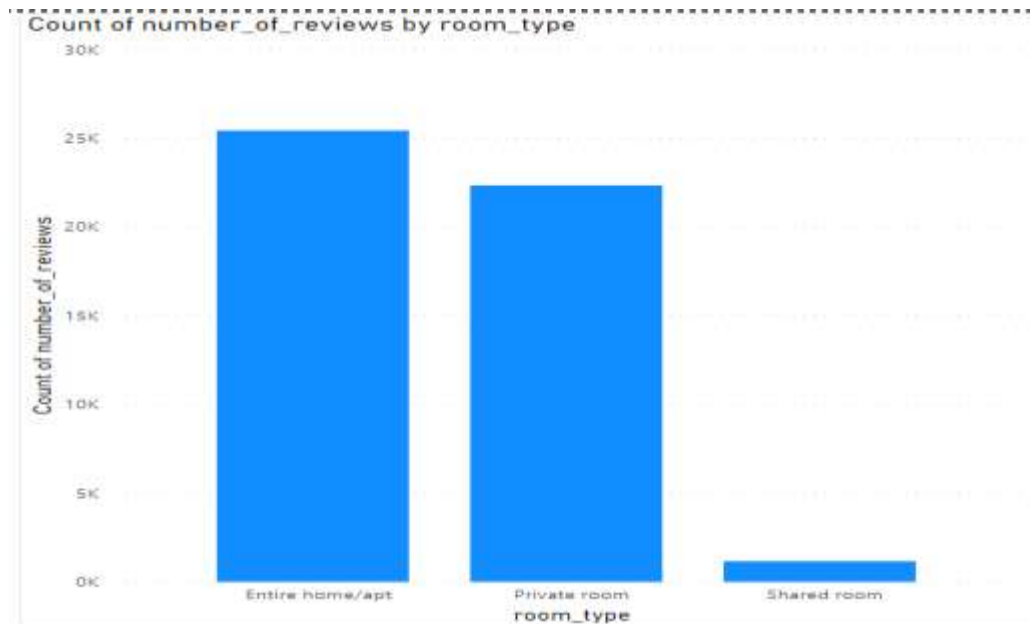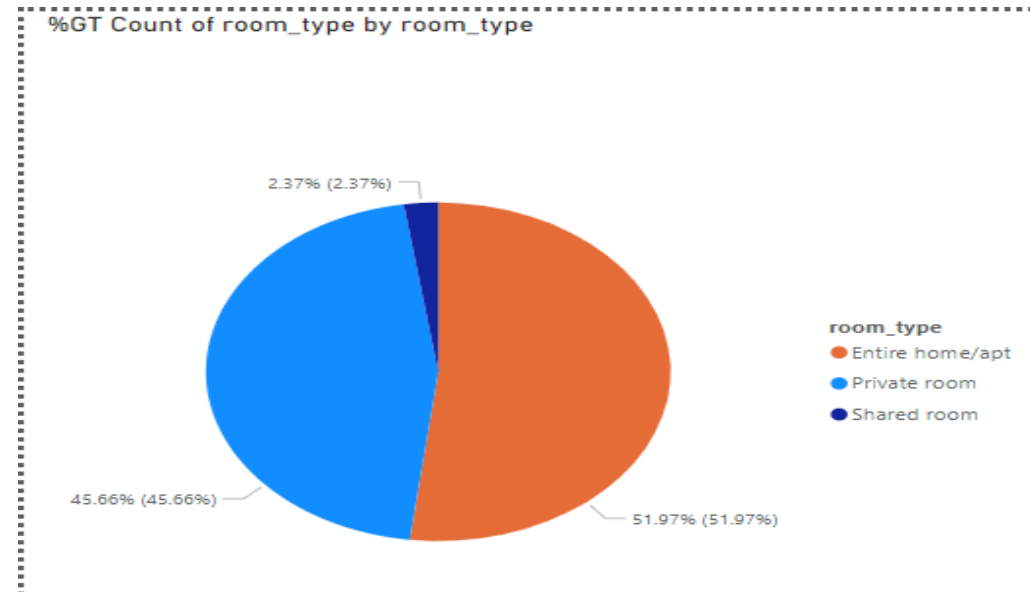
Famous Neighborhood Group

Manhattan Neighborhood has the maximum number of listing for Airbnb.

Sum of calculated_host_listings_count by neighbourhood_group

23K (6.59%)
2K (0.7%)
46K (13.15%)
277K (79.32%)

neighbourhood_group
● Manhattan
● Brooklyn
● Queens
● Bronx
● Staten Island

Assumptions

- Review received are all positive and indicates actual post after stay at one of the listing

- All data are actual and missing or NULL values has no significance

Conclusion

- While acquiring new listing, preference should be given to property which can provide minimum nights of 1-7

- Feedback system should be reviewed in order to have more reviews from Bronx and Staten Island

- Manhattan should be given preference while expanding the service

- Listing which can provide Entire Home/Apt should be given preference

Thank You