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AIRBNB

PROPERTY MANAGEMENT OPTIMIZATION



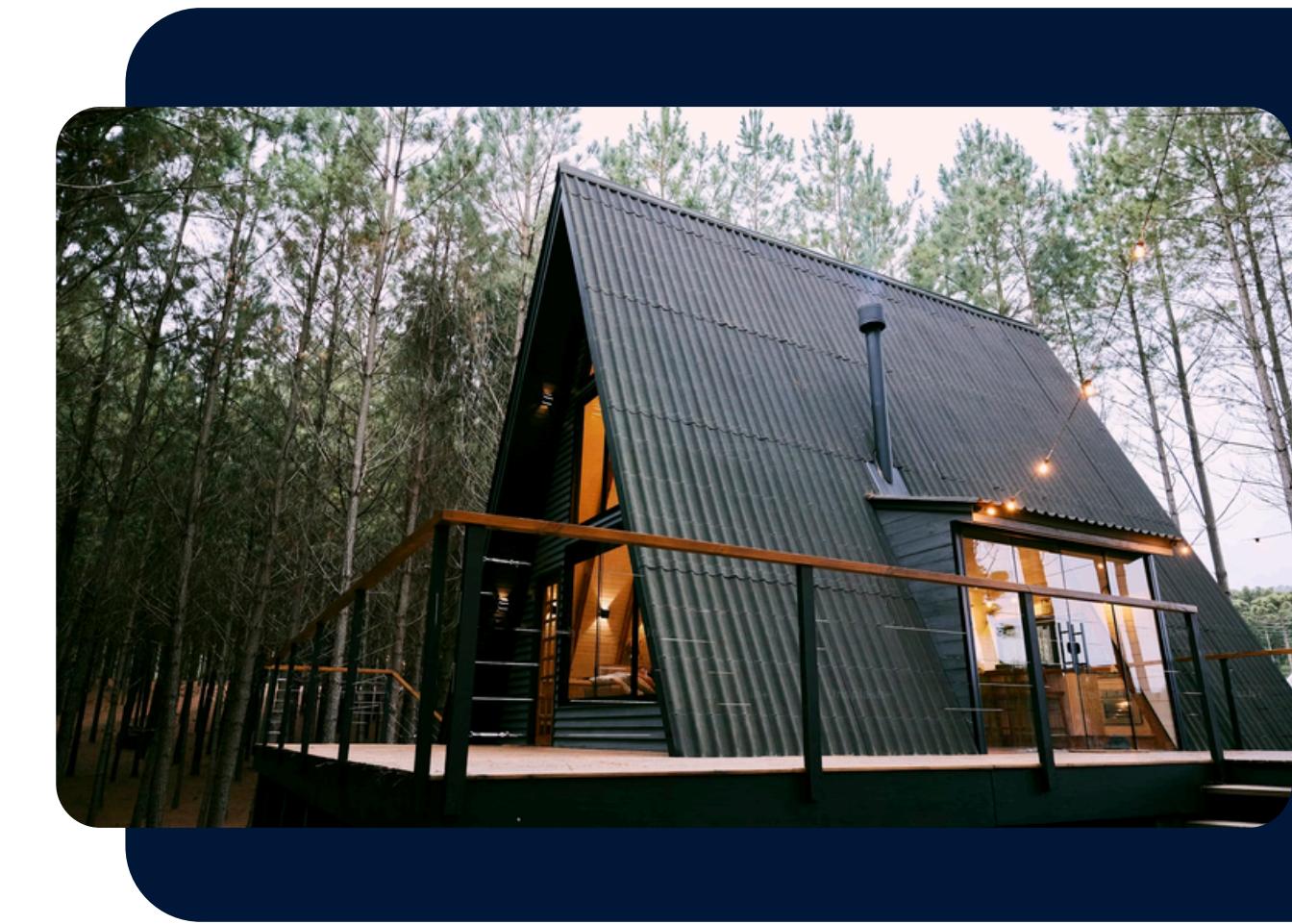
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About Us

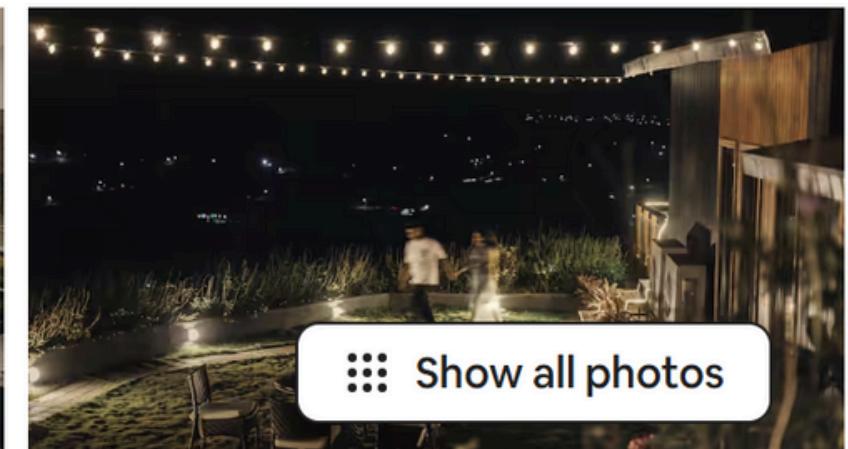
Airbnb is a global online platform founded in 2008 that connects travelers with hosts offering unique accommodations, including homes, apartments, and shared spaces. It operates in over one hundred thousand cities across more than two hundred countries.

The platform offers diverse property types, from urban apartments to countryside villas, catering to a wide range of budgets and preferences. It has transformed travel by promoting personalized experiences & fostering cultural exchange. It also provides hosts with an opportunity to earn income by renting out their spaces. Beyond stays, Airbnb now offers experiences like tours and activities hosted by locals.

[Learn More](#)

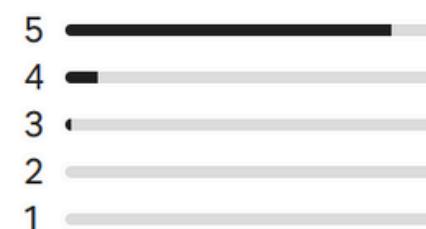
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Secret 3-Bedroom Cabin on a Hill Near Pawna Lake

 [Share](#) [Save](#)[Show all photos](#)

★ 4.88 · 76 reviews

Overall rating



Cleanliness

4.8



Accuracy

4.8



Check-in

4.8



Communication

4.9



Location

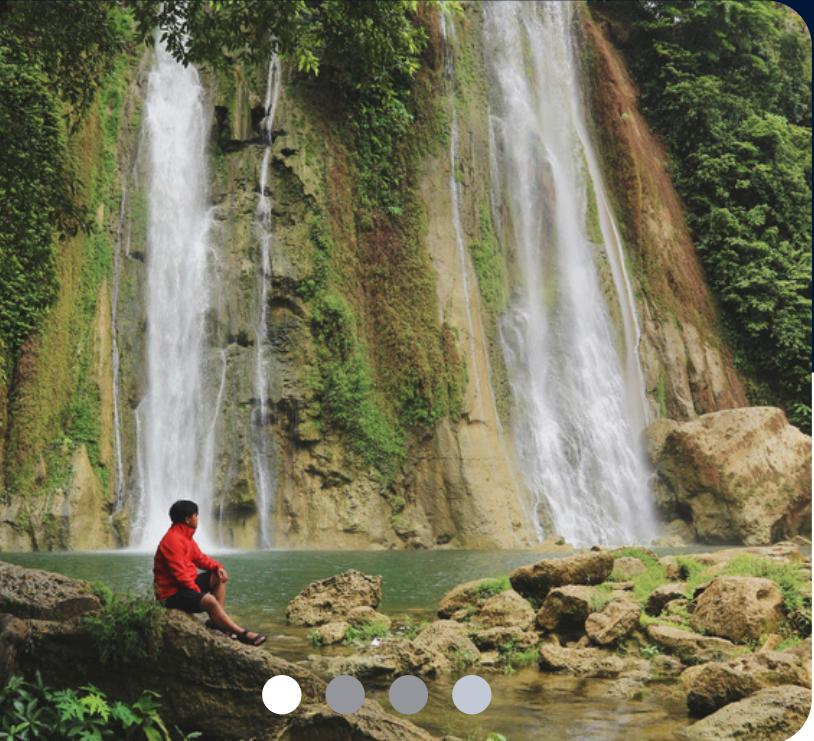
4.8



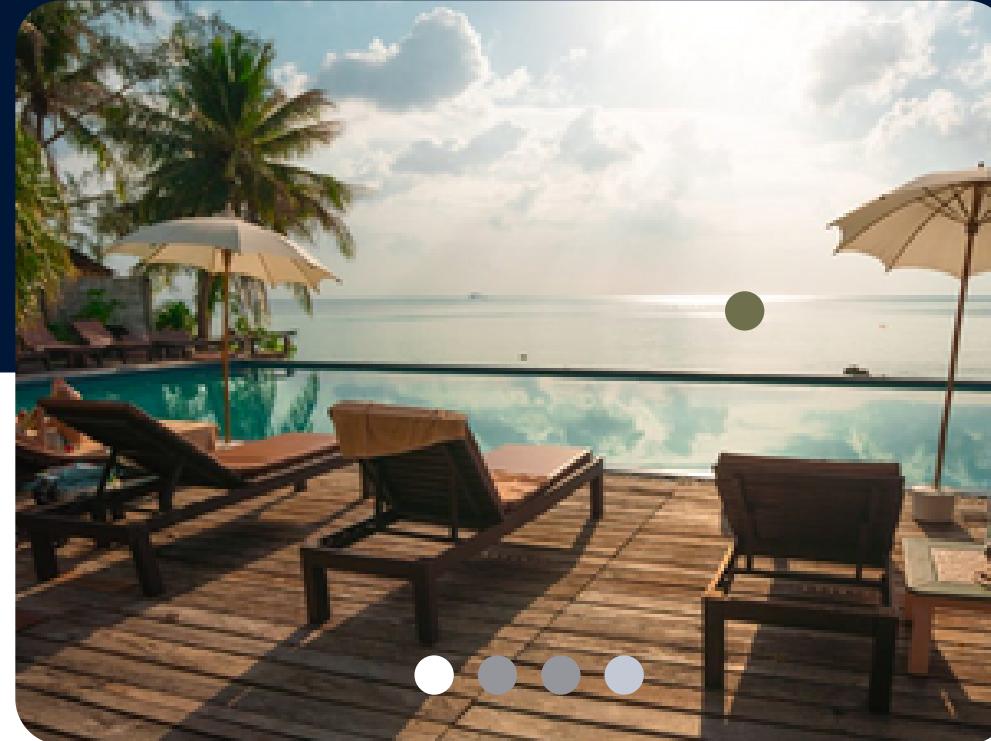
Value

4.6





Lonavla, India
Hill Station
₹ 10,130



Anjuna, India
Beach and Sea View
₹ 9,990



Mahabaleshwar, India
Hill Station & Mountain View
₹ 6,980



Nerul, India
400 Kms away
₹ 34,537

What we Offer



Mountain Views



Kitchen



Dedicated Workspace



Private Pool



Flight Services



Wi-Fi Services

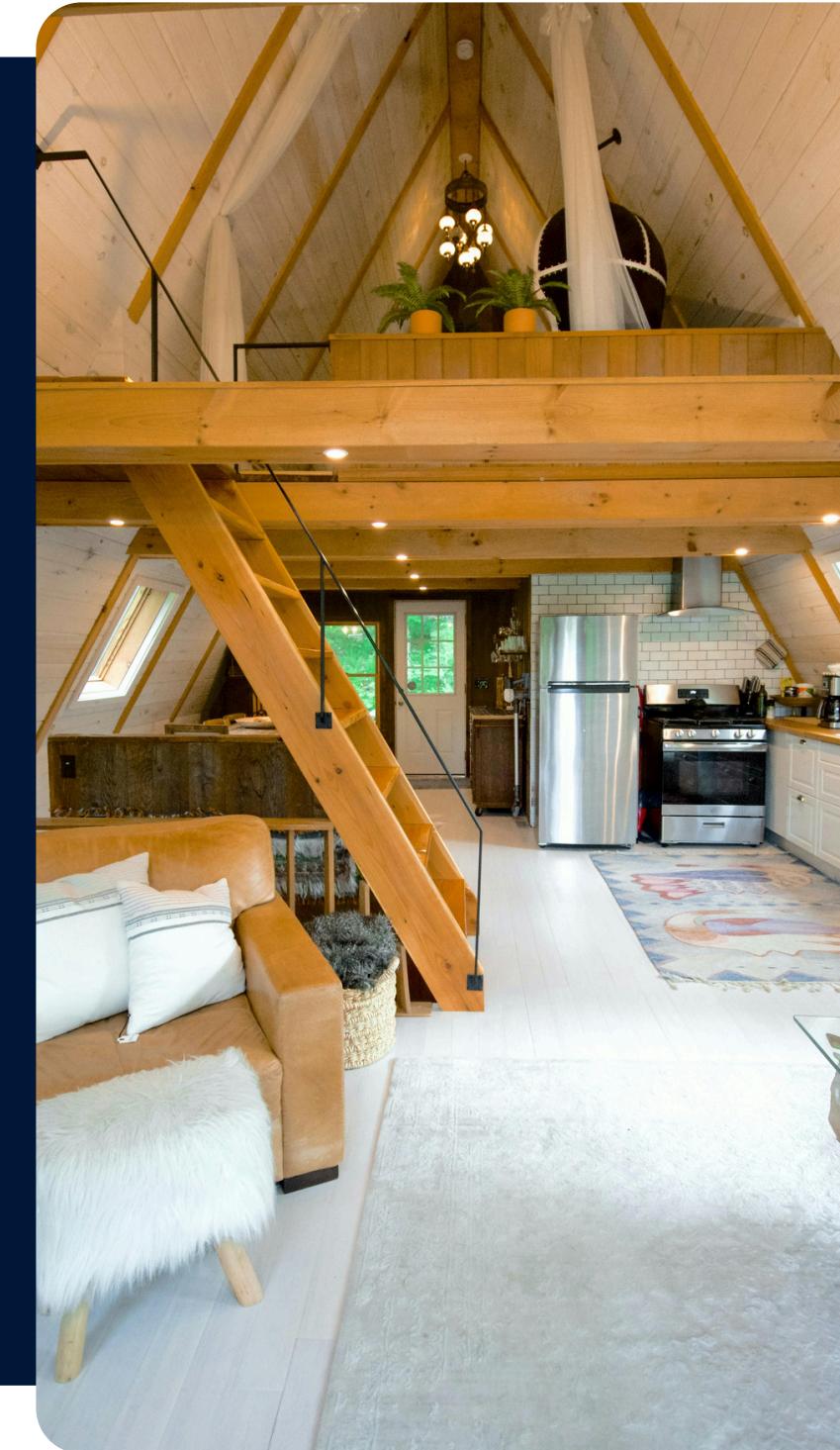


Parking on Premises



HDR Television

Problem Statement



As a Data Analyst at Airbnb, the goal is to create a comprehensive Tableau dashboard that optimizes rental strategies, enhances customer satisfaction, and maximizes revenue for property owners.

By analyzing Airbnb dataset, the objective is to extract actionable insights that will aid in strategic decision making for both Airbnb and its hosts, ultimately improving the overall rental experience and business outcomes



Data Cleaning Steps

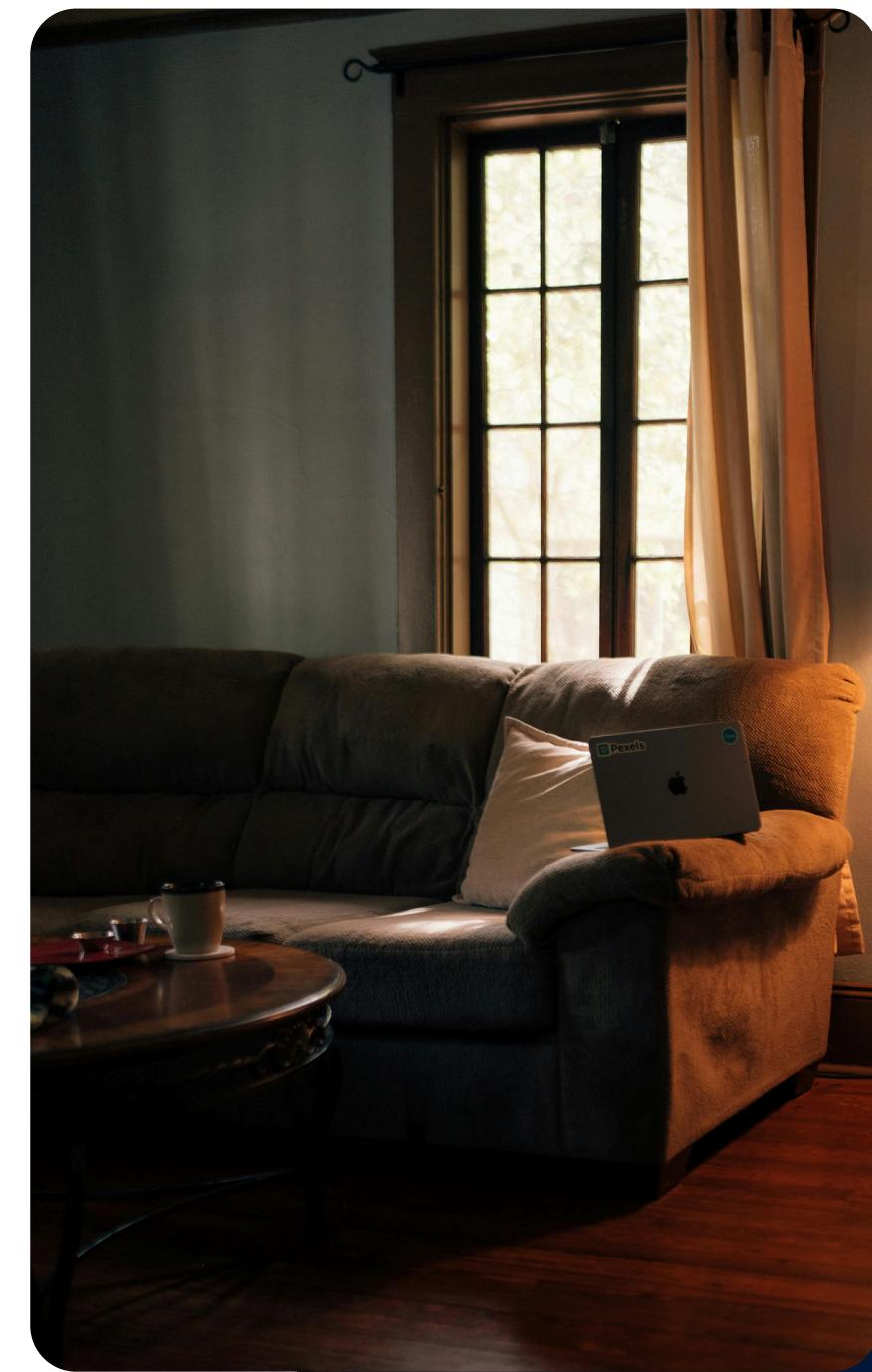
- **Error Removal:** Removed rows with errors in the dataset using the "Home > Remove Rows > Remove Error" function.
- **Column Transformations:** Name Column: Transformed the "Name" column to standardize its format. Host ID, Host Name, Neighborhood, Neighborhood Group, Latitude, Longitude: These columns contain random null or blank values. Since these values cannot be reasonably filled, they were left as is.
- **Country Column:** Replaced occurrences of "United States" with blank values using "Transform > Replace Values". Neighborhood Group: Capitalized each word and corrected spelling for consistency



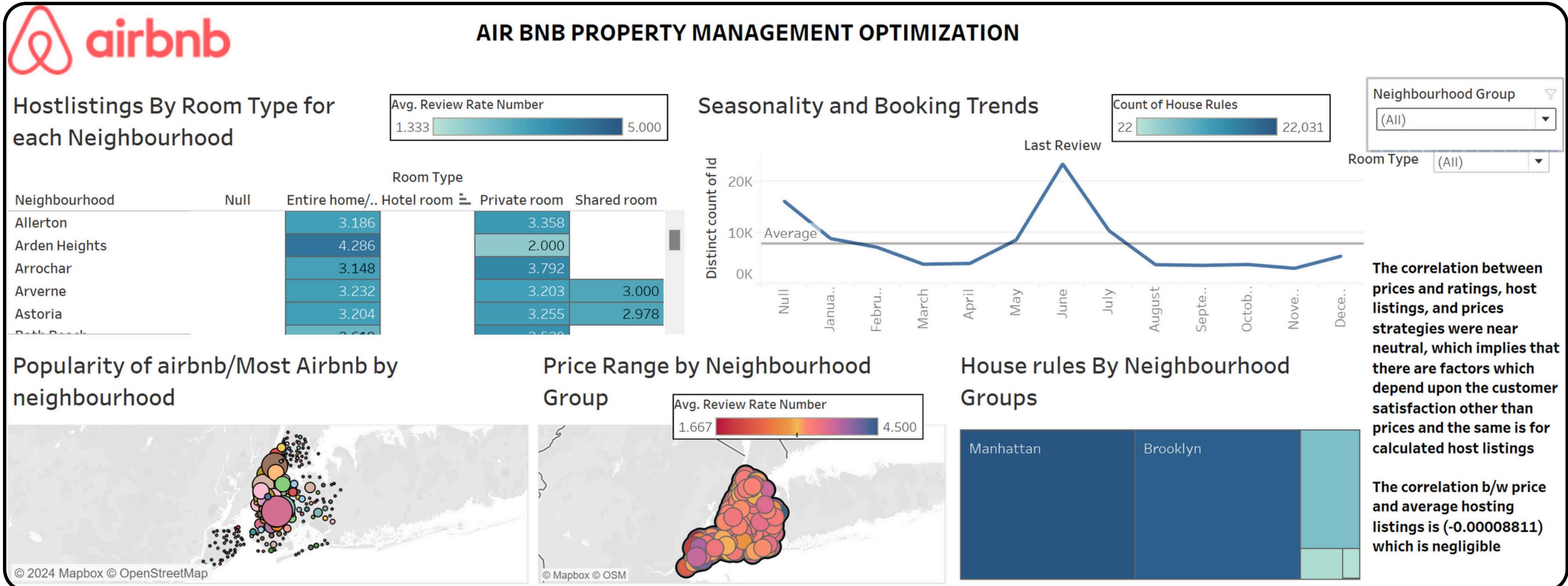


Data Cleaning Steps

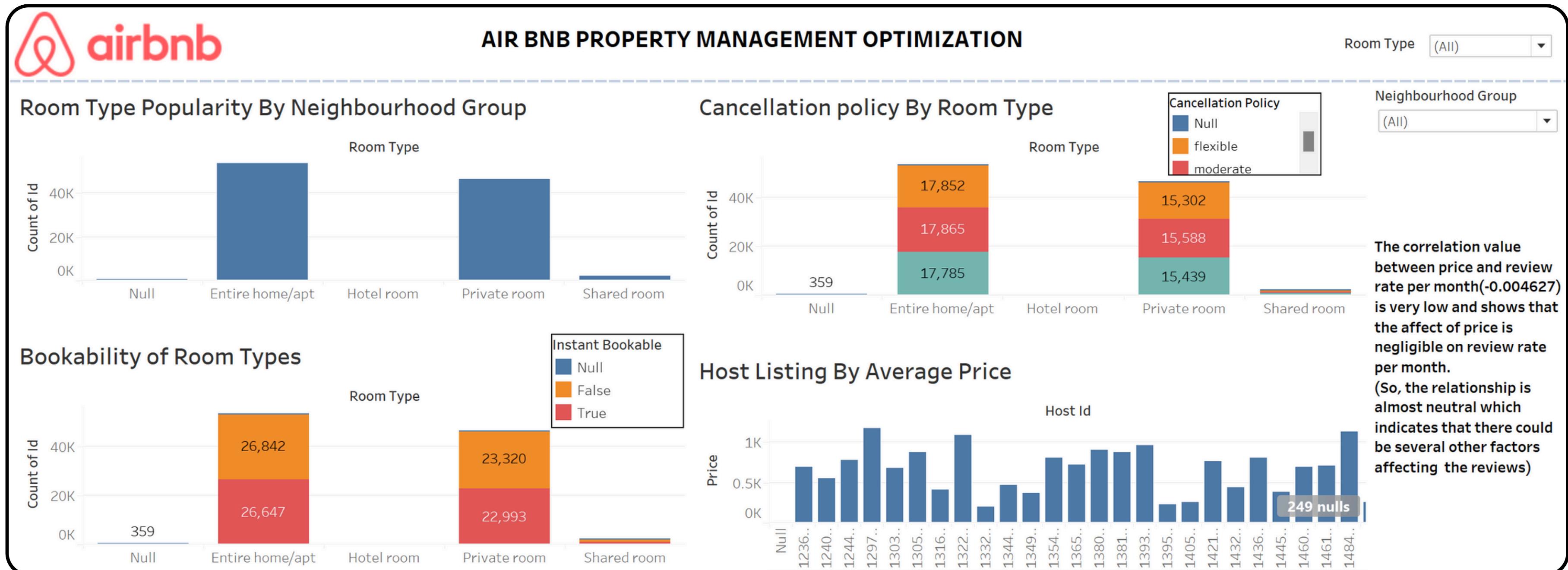
- **Tableau Last Review Date:** Changed the data type to "Date" using the "Using Locale > English (United States)" option.
- **License Column:** Deleted the "License" column since it contained entirely null values.
- **Review Date Assumption:** Since the booking date is missing, the last review date is assumed to represent the booking date for the analysis.
- **Neighborhood Group Analysis:** Excluded null values when calculating host listings by room type for each neighborhood group. Price and Service Fee: Extracted text after the "\$" delimiter. Changed data type for both columns to "Currency".



Analysis by Neighbourhood Group



Factors behind Bookings





Observations & Findings

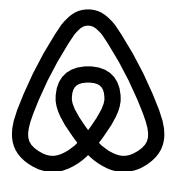
1. Room Type Popularity by Neighborhood Group :

Entire homes/apartments and private rooms dominate across all neighborhoods. Shared rooms and hotel rooms are far less common, indicating lower demand for these types. Neighborhood groups like Manhattan and Brooklyn show higher counts of entire homes/apartments compared to areas like Staten Island.

2. Instant Bookability by Room Type:

Entire homes/apartments and private rooms are more likely to be instant bookable compared to shared rooms or hotel rooms.

3. Cancellation Policy by Room Type: Flexible and moderate cancellation policies dominate across room types. Entire homes/apartments show a balanced mix of flexible, moderate, and strict cancellation policies, while private rooms lean more towards flexible policies.



Observations & Findings



- 4. Host Listings by Average Price :** Hosts with the most listings (e.g., Host IDs 1322 and 1395) have a broad pricing range, with some offering lower prices likely to appeal to budget travelers. Hosts with fewer listings tend to have higher average prices.
- 5. Correlation of Price and Reviews :** The correlation coefficient (-0.004627) between price and reviews is near zero. Price does not significantly influence the review rate per month.
- 6. Neighborhood Analysis :** Popular neighborhoods: Manhattan, Brooklyn, and Queens dominate listings. Pricing is higher in Manhattan due to its central location, while Brooklyn and Queens have moderately priced options.
- 7. Additional Correlations :** Correlation between price and average host listings: -0.00008811(negligible). Hosts with more listings do not necessarily charge higher prices, indicating varied pricing strategies.
- 8. Seasonality Trends :** Bookings peak in June and are lowest in January and February. A steady rise is observed from March to May, with a sharp decline post-August.





Additional Insights

General Recommendations

Focus on High-Demand Neighborhoods: Optimize listing quality and visibility in Manhattan and Brooklyn.

Encourage Instant Booking: Educate hosts on the benefits of enabling this feature, especially for entire homes/apartments.

Leverage Cancellation Policies: Use moderate or flexible policies to attract cautious travelers while adjusting during peak seasons.

Seasonal Promotions: Offer reduced rates and enhanced visibility during off-peak months like January and February.

Highlight Amenities: Emphasize properties with high-value amenities like Wi-Fi and parking to justify higher prices.

[Learn More](#)



Our Best Service

**Tanveer**

2 years on Airbnb

★★★★★ · October 2024

It was a great experience everything was perfect the staff was very kind and arranging the things time to time. I would highly recommend this place.

**Jawaharlal**

2 years on Airbnb

★★★★★ · September 2024

Awesome

**Shubhra**

5 years on Airbnb

★★★★★ · September 2024

It is worth going, their pool is even heated. Exactly like the picture. Also, great food both in veg and non veg. All in all amazing stay....

[Show more](#)**Simran**

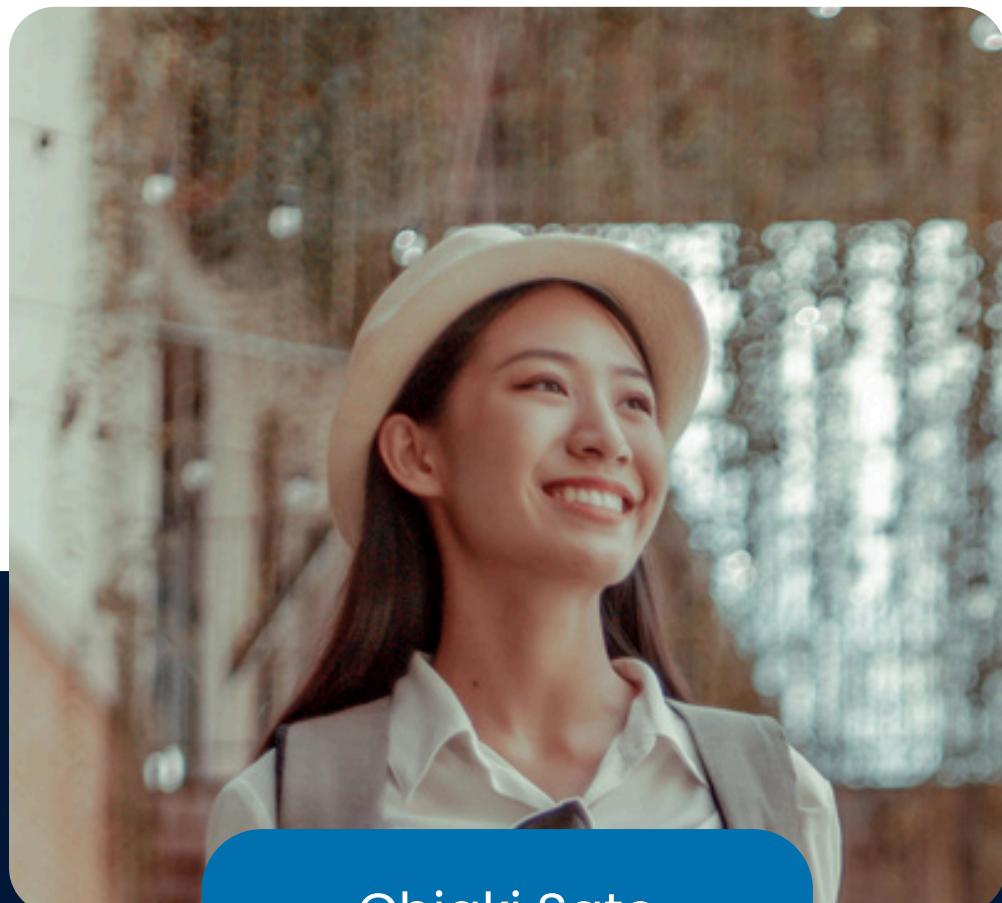
3 months on Airbnb

★★★★★ · September 2024

One of the best places I visited. Must visit place. Staff and host is very friendly and helpful.

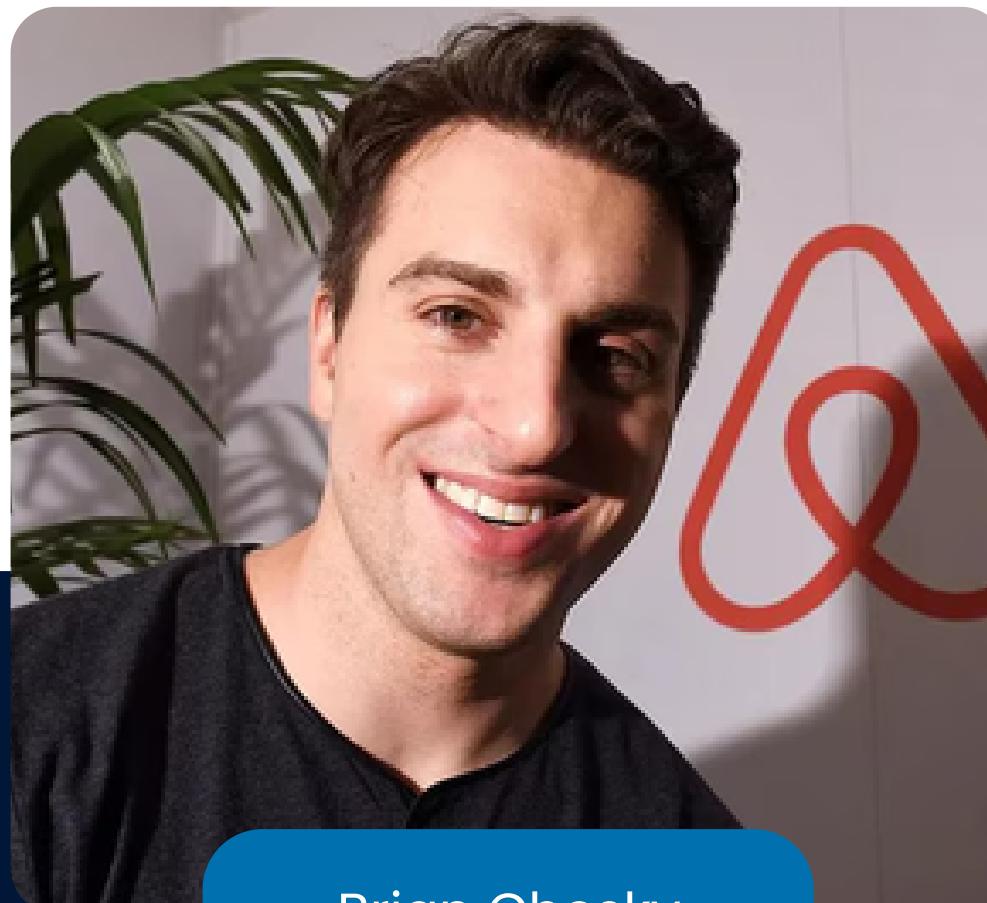


Meet Our Team



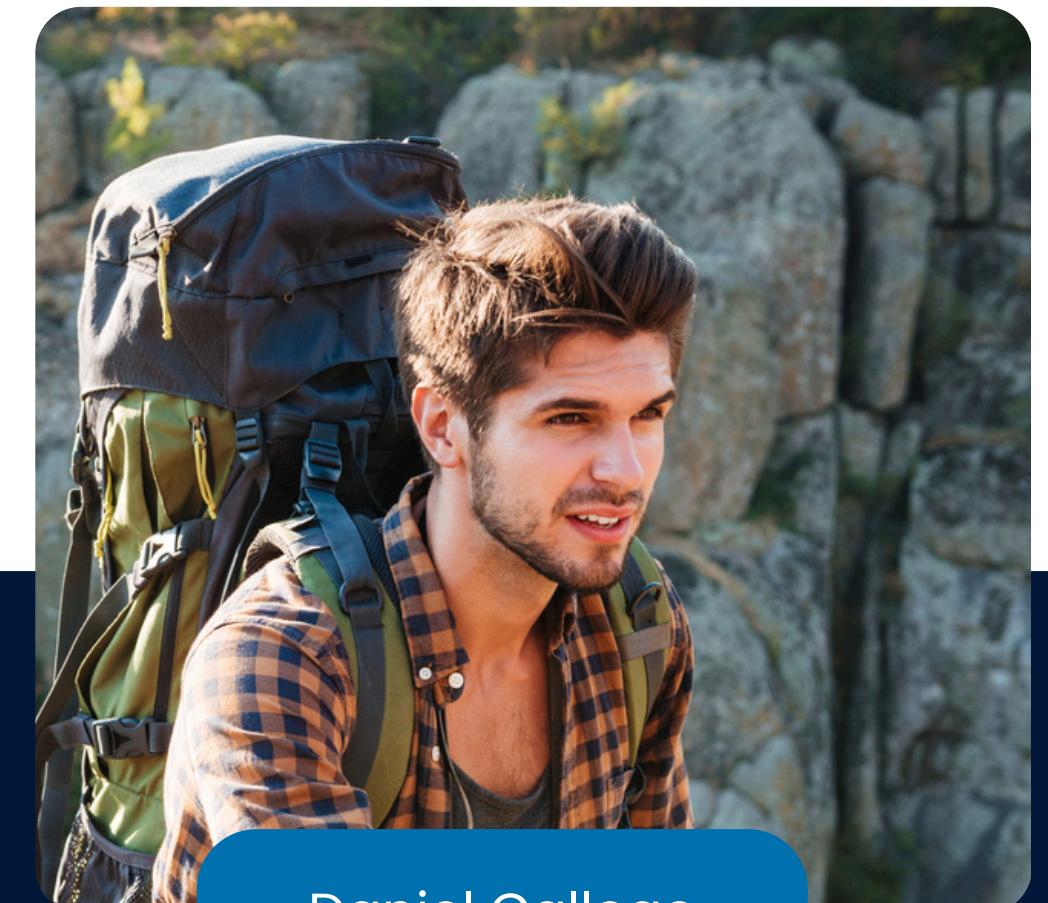
Chiaki Sato

(Manager)



Brian Chesky

(CEO)



Daniel Gallego

(Marketing)

Home

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Thankyou for Watching!

FOR YOUR ATTENTION



Kindly Like, Share, Follow if you like!

Welcome to Airbnb

Country/Region

India

Phone Number

XXXXXXX52

We'll call or text you to confirm your number.
Standard message and data rates apply.

Continue

or



<https://github.com/jagruti217>



<linkedin.com/in/jagruti-jadhav-0275192a8>



jagrutijadhav21@gmail.com

Already have an account? [Log in](#)

End of Slide

