



# Storytelling Case Study: Airbnb, NYC



**airbnb.com**

**Belong Anywhere**

**For Head of Acquisition & Operations and Head of User Experience**



# AGENDA :

- Recommendations
- Objectives
- Background Summary
- Important Findings
- Appendix - Data Methodology
- Team Background and Details





# RECOMMENDATIONS:

- One-to-one dealings with some belongings owners in Staten Island, Queens and Bronx to determine their challenges for being fully functional for the maximum number of days in a year and allow a booking of more than TEN days of minimum night stay.
- Create some sort of interchange between the Top 5 hosts to share their experience with the rest of the community for better improvement and value-generating ideas.
- Deliver discounted charge rates to property landlords on keeping the minimum night stay booking window for more than TEN days and property functional for the highest number of days in a year.





# OBJECTIVES:

- Enhance our shared understanding of our end consumer experience and preferences.
- Improve our shared understanding of the challenges and gaps faced by the customers hosting their personal space on the platform.
- Deliver early suggestions to our Head of Acquisitions and Operations to exemplify the smooth equation between both the clients in the Airbnb community.



# BACKGROUND SUMMARY:

- In the last few months, Airbnb has seen a major decline in revenue due to lockdown imposed during pandemic.
- All the five neighborhood's borough (New York City) – the Bronx, Brooklyn, Manhattan, Queens and Staten Island – have contributed around \$105 million in economic activity and supported 950 jobs in the outer boroughs past year-1.
- Hence provided the report in hand based on previous data caught, we need to analyze the patterns for declining profits and recommend certain recommendations to overcome

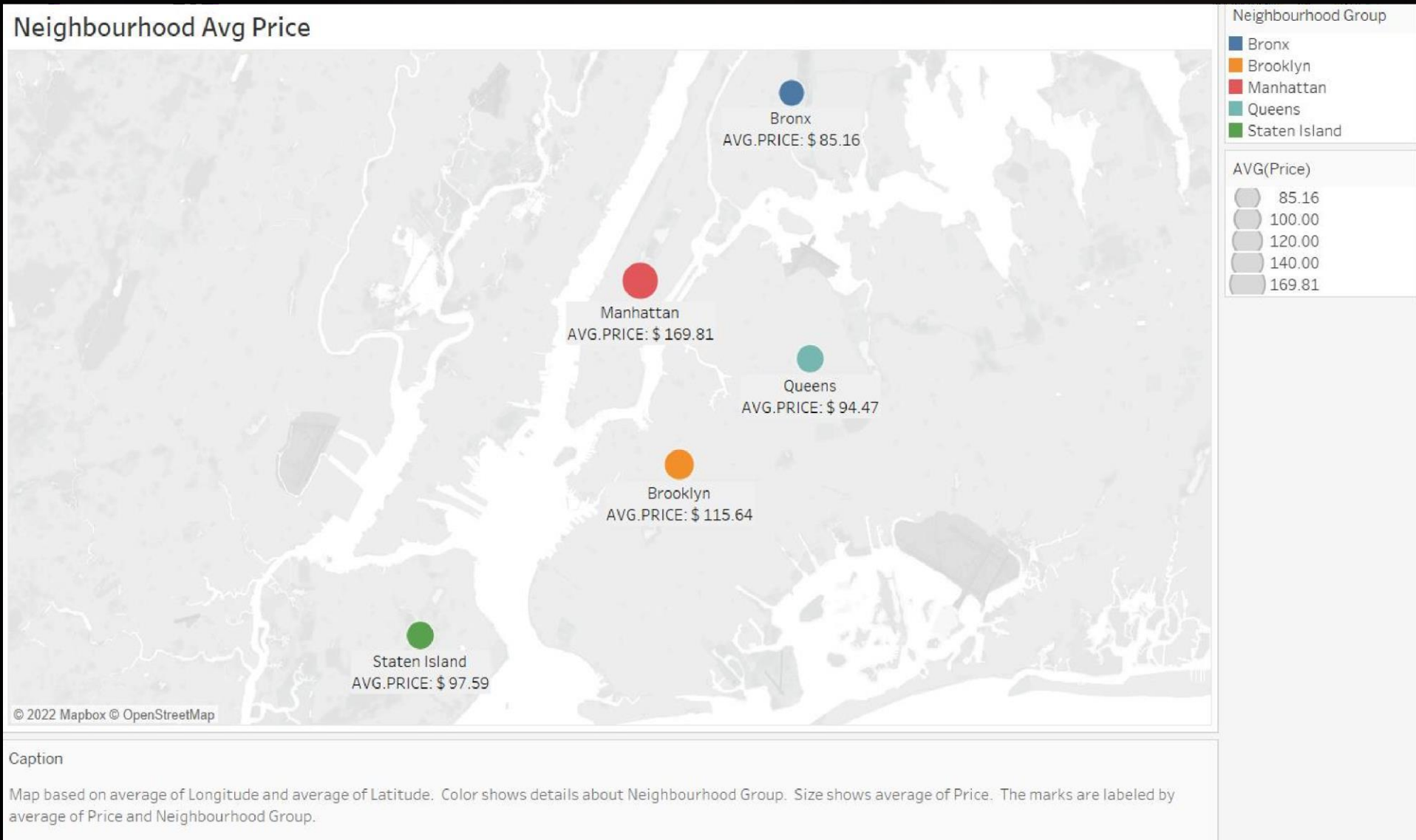


# CAUSE FOR DECLINE IN REVENUE:

- An moderate price range preferred by a customer is between \$120 to \$130 whereas the most attraction-generating neighborhoods like Manhattan and Brooklyn offer a higher price range which might discourage customers to reserve.
- Residencies do not allow a maximum number of minimum night stay booking windows to the end user.
- Properties are not available for more days in a year.



# NEIGHBOURHOOD AVG PRICE:





## Average number of days available in the year impact on increasing average price:



- open for more than 200 days in a year.
- there are some locations in Staten Island which are not available for a single day at all and therefore it could be the reason they have got the less reviews from the customers
- Based on the average number of days not available in a year can cause the popularity so that receiving fewer Reviews,





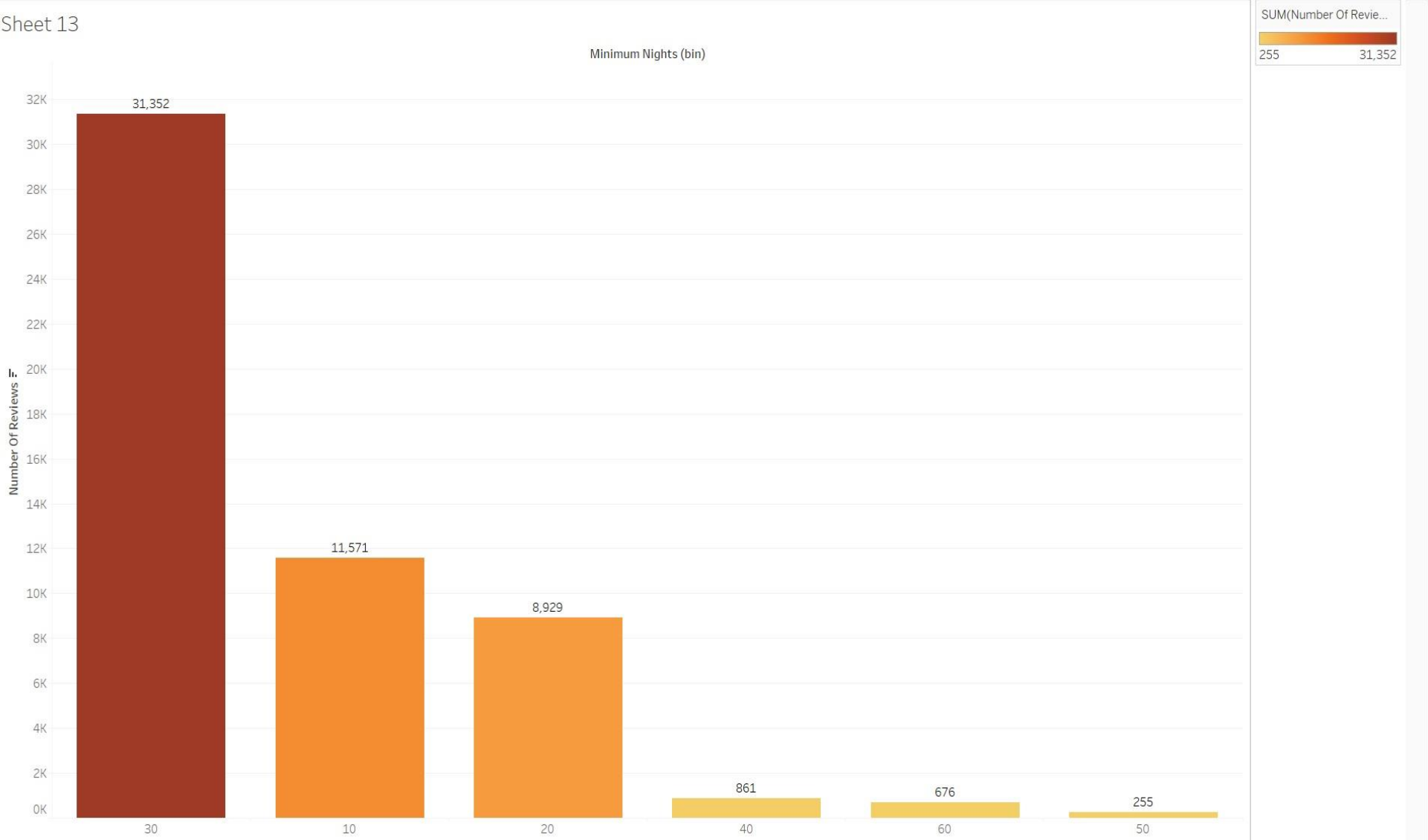
# Impact of Average number of days not available in the year on reviews :



- Brooklyn has the highest average of price across all the seasons
- The average price is increasing of all neighborhoods as Increase in number days availability which can impact on generating revenue
- Availability across the years will make impact on generating Revenue

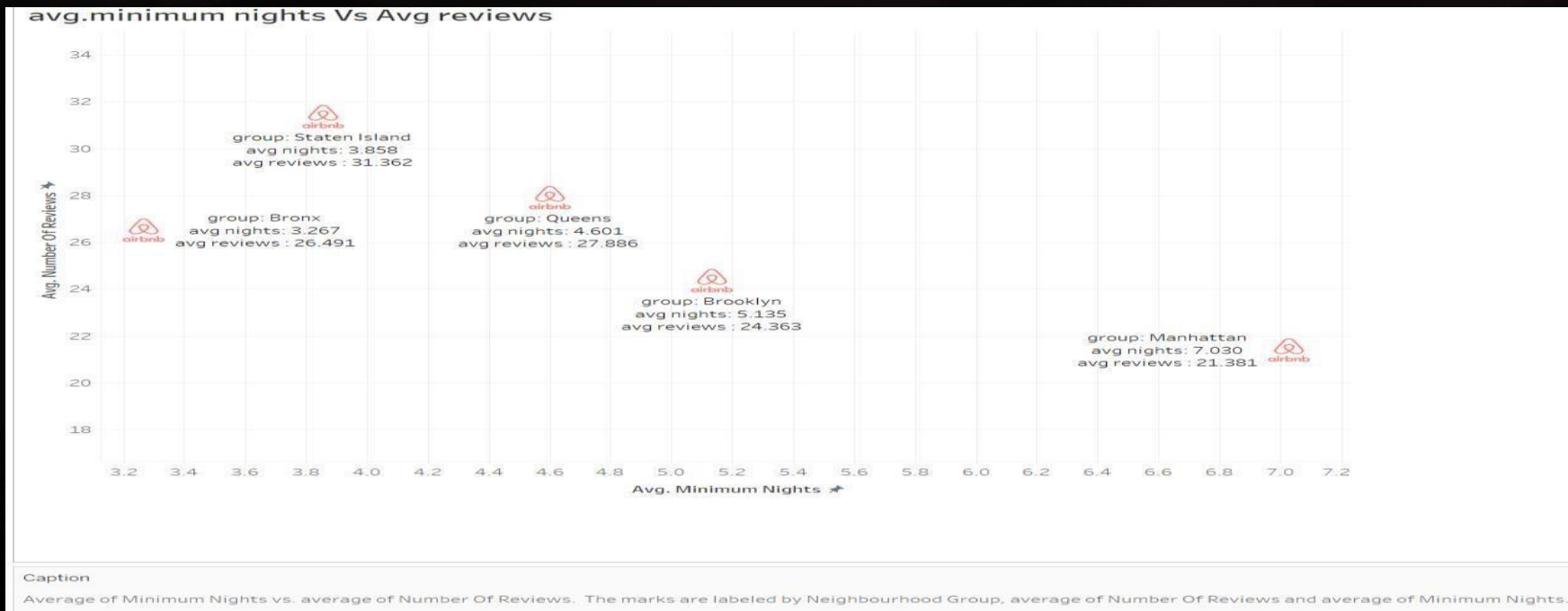


can staying the highest of Minimum nights receive the highest number of reviews?





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**From above Two Graphs we can Conclude that as Follows:**

- “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 to bookmaking Manhattan and Brooklyn the top neighborhoods in offering maximum minimum nights stay.
- 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 nights stay window booking as compared to Private and Shared rooms.
- We can ensure 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.



# APENDIX: DATA METHODOLOGY

## 1. Methodology Approach

- a. Research Problem
- b. Business Understanding
- c. Type of Data Require
- d. Data Source
- e. Whom are we presenting?
- f. Analysis Done
- g. Recommendations

## 2. Method of Analysis along with code

- a. Data Understanding and Preparation
- b. Variables overview
- c. Handling missing values and outliers
- d. Feature selection / engineering
- e. Analyzing methods
- f. Matrix used Analysis
- g. Evaluation of Methods

## 3. Finding and Insights





THANK YOU

