



Airbnb Case Study

Kamal Thampi | Apr 18, 2024

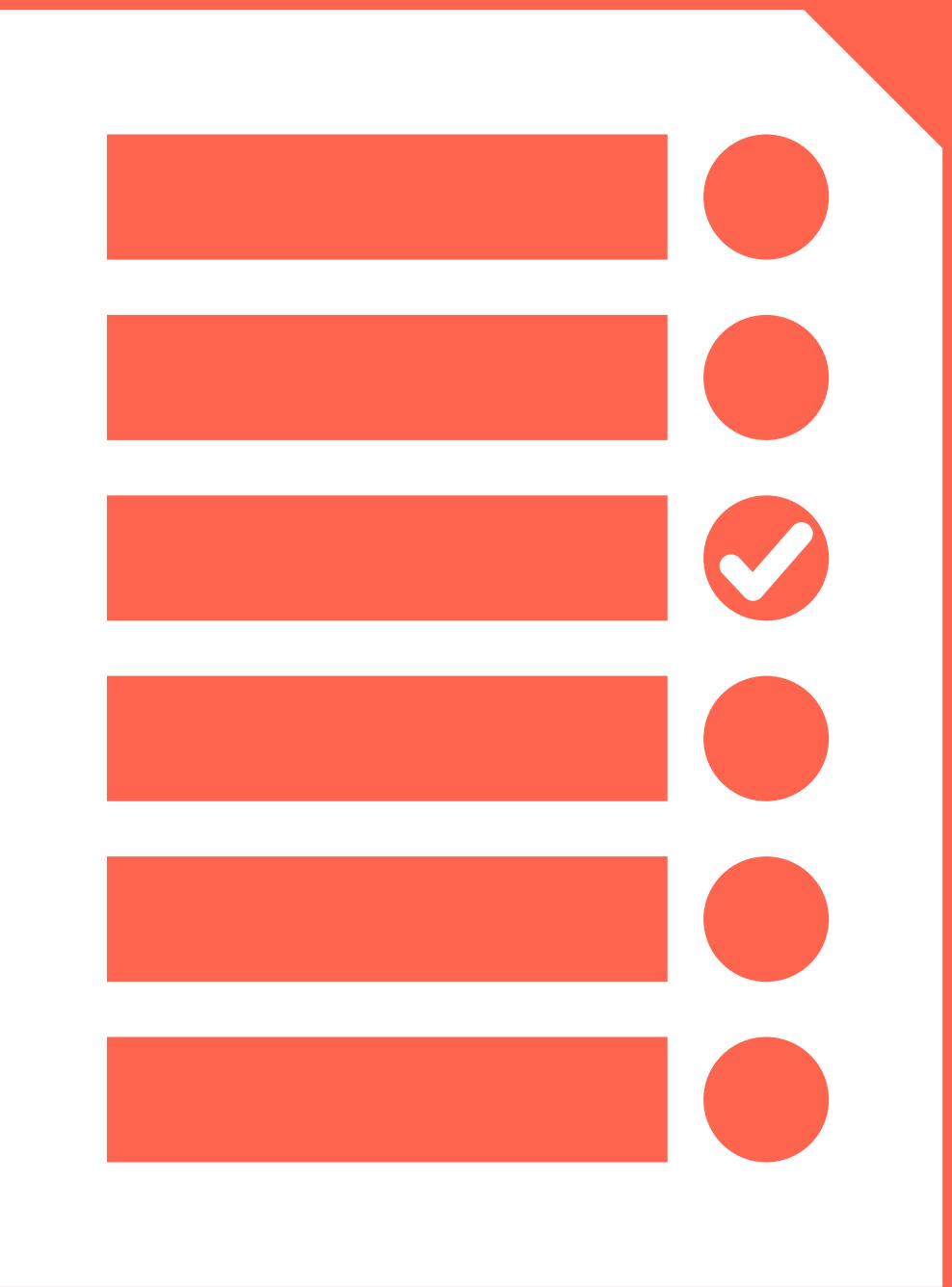


Problem Statement

- The Covid-19 pandemic has severely impacted Airbnb's business, resulting in a decline in revenue.
- With the easing of restrictions and the reopening of travel, Airbnb is eager to make a successful comeback.
- As a data analyst, our goal is to analyse data from property listings on Airbnb in New York from 2019 to derive insights and formulate recommendations to improve the company's revenue post-lockdown.

Agenda

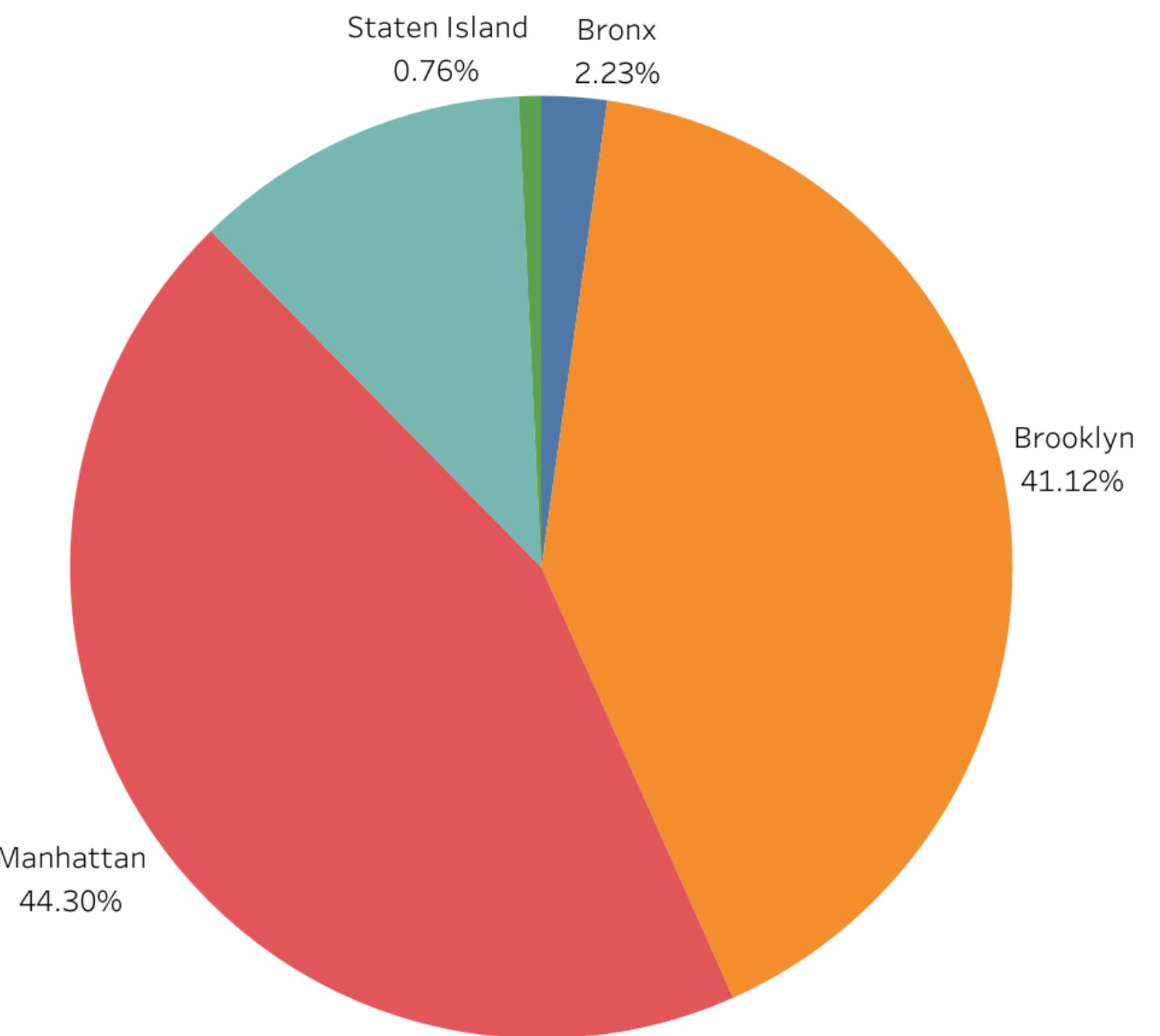
- Inferences



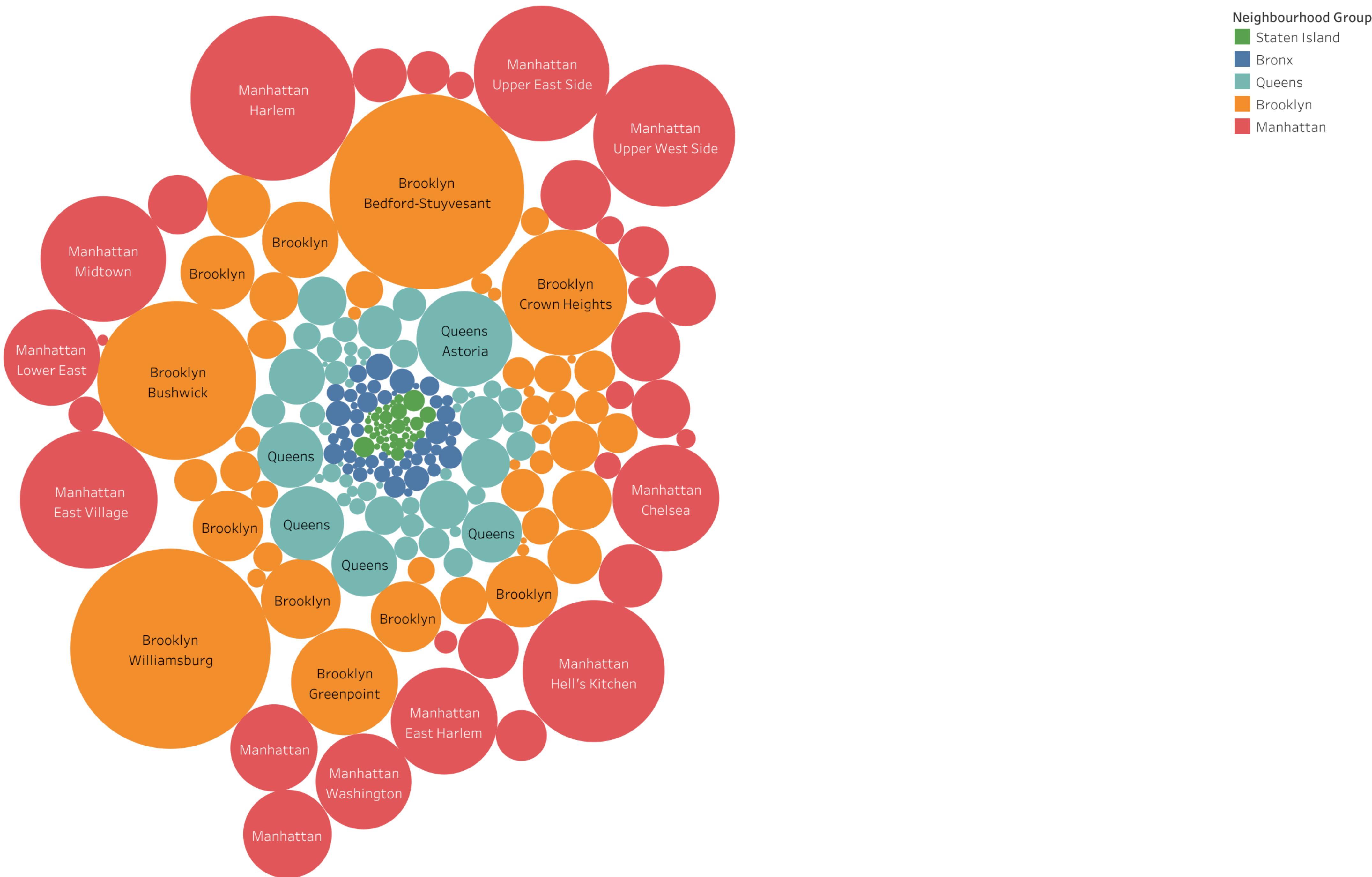
Inferences

1. Neighbourhoods

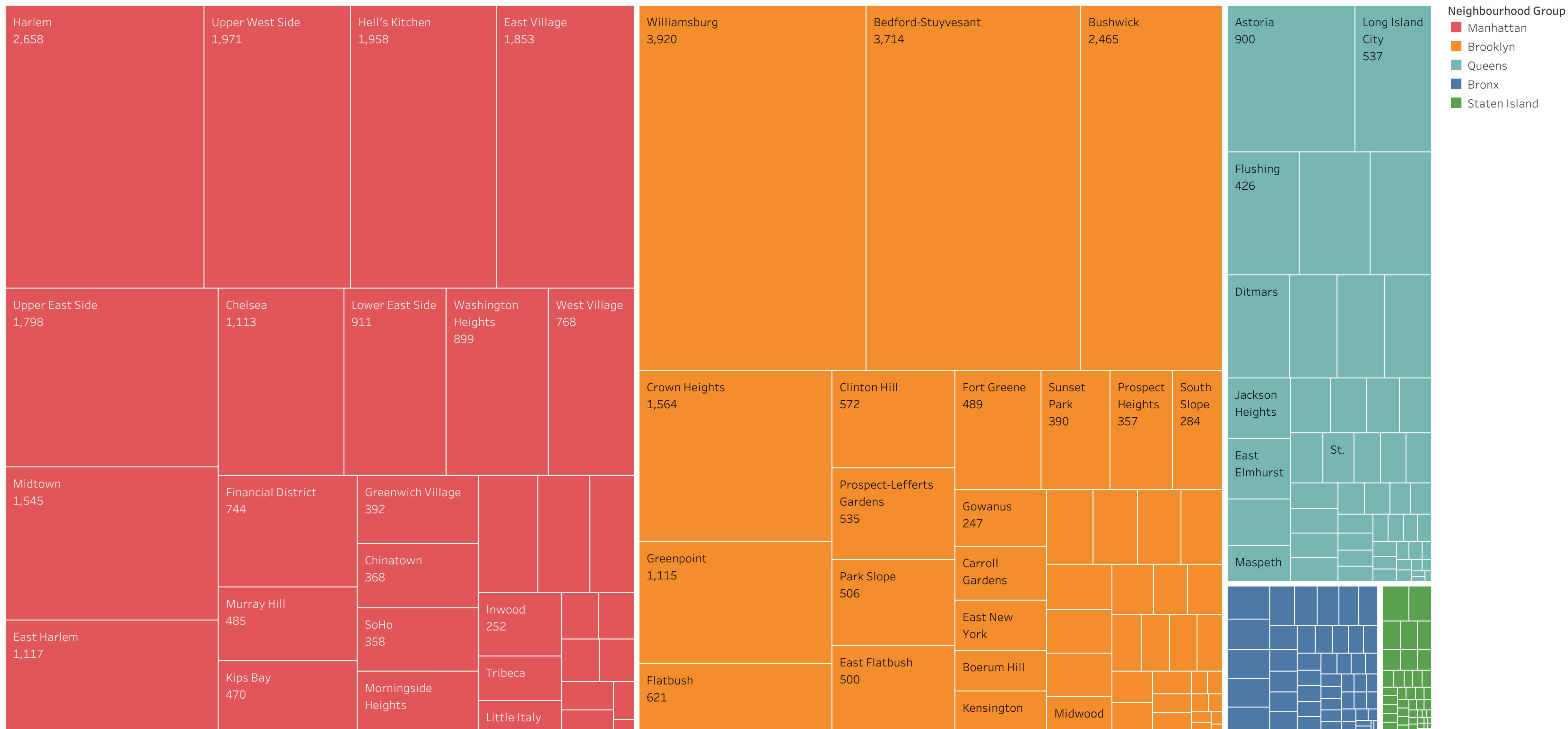
Neighbourhood Distribution



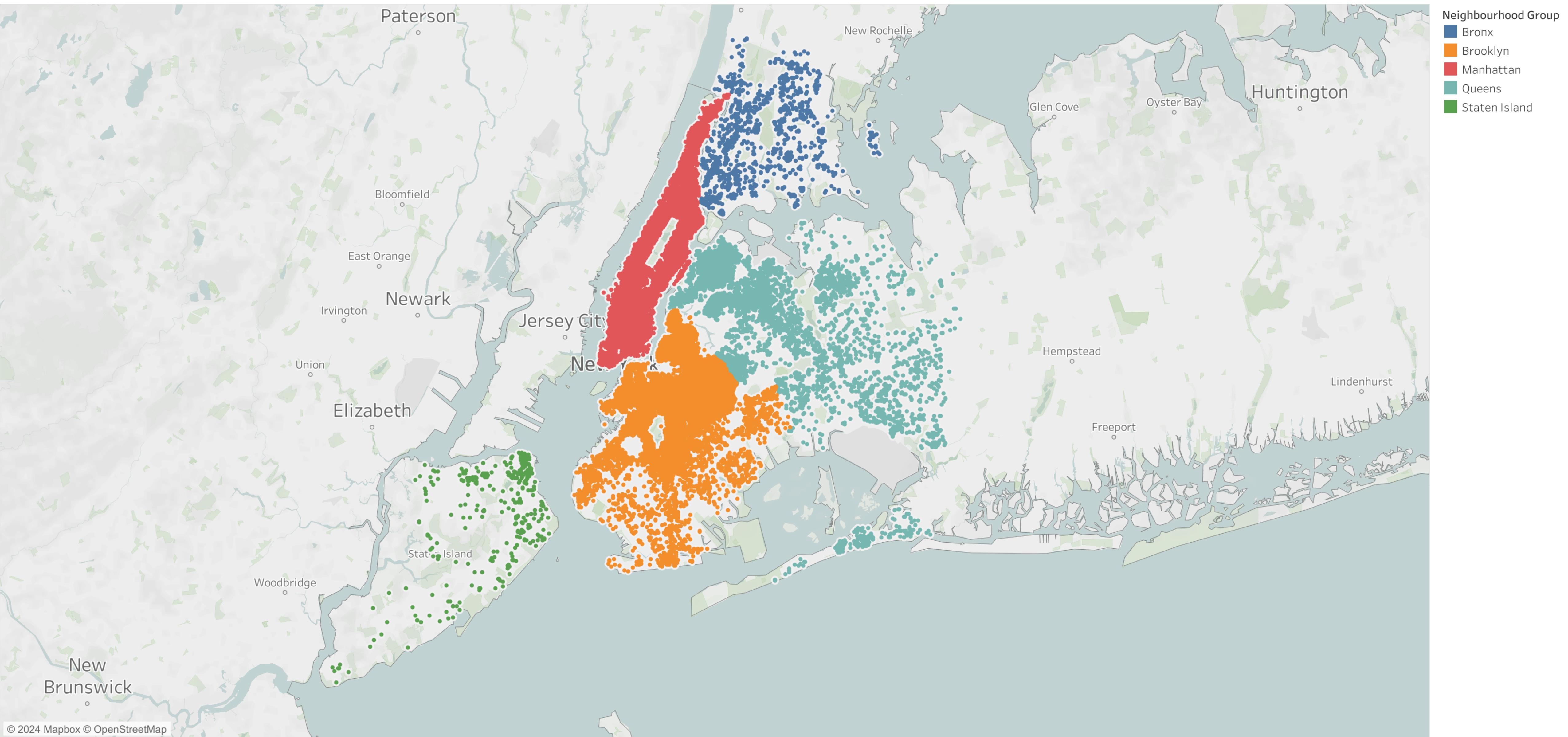
Neighbourhood Concentration



Neighbourhood Group Distribution



Neighbourhood distribution on Map



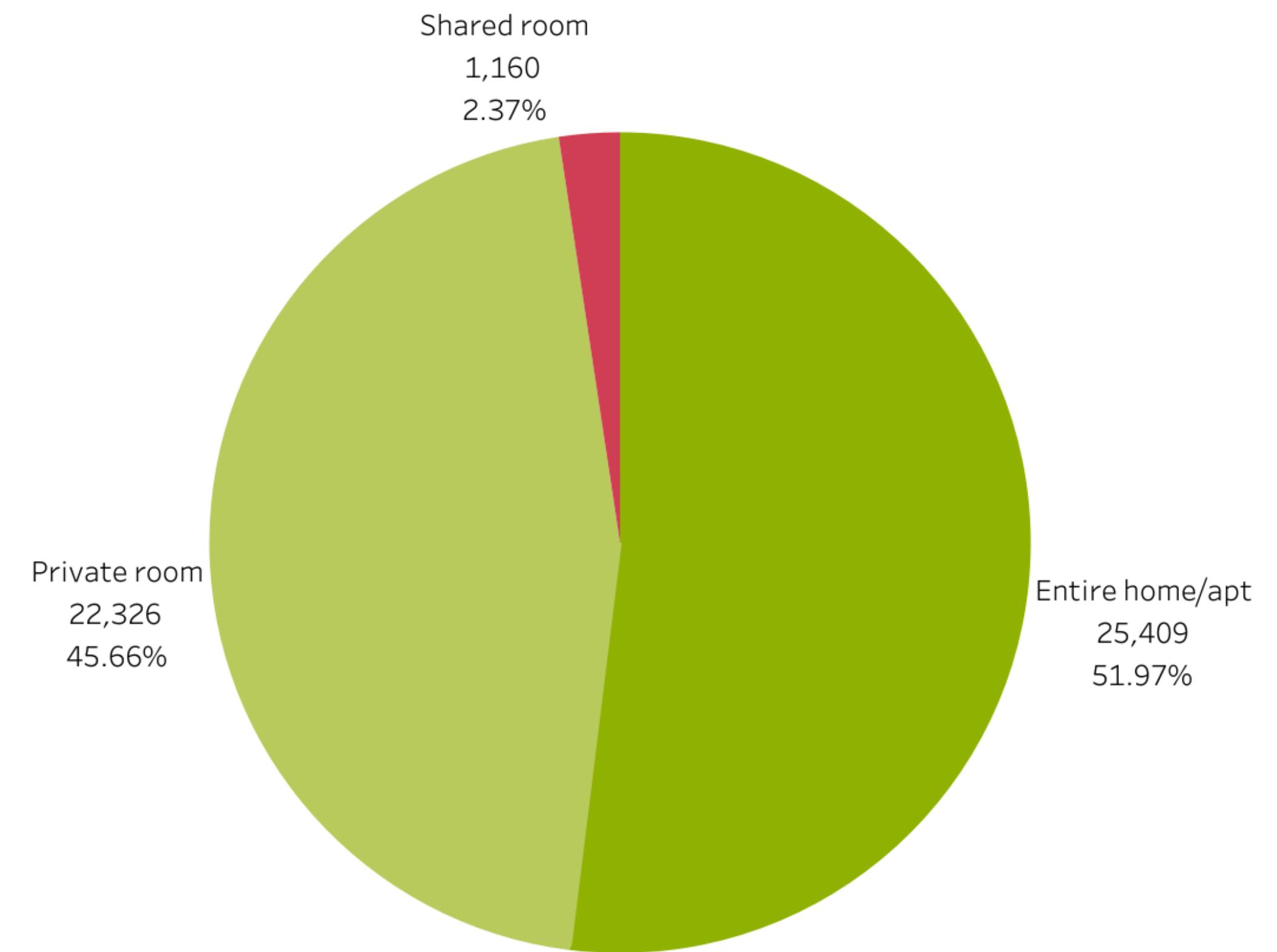
Neighbourhood

- Most properties are in Manhattan, followed by Brooklyn, Queens, and Bronx and lowest in Staten Island.
- Manhattan and Brooklyn account for about 85% of the total properties in New York.

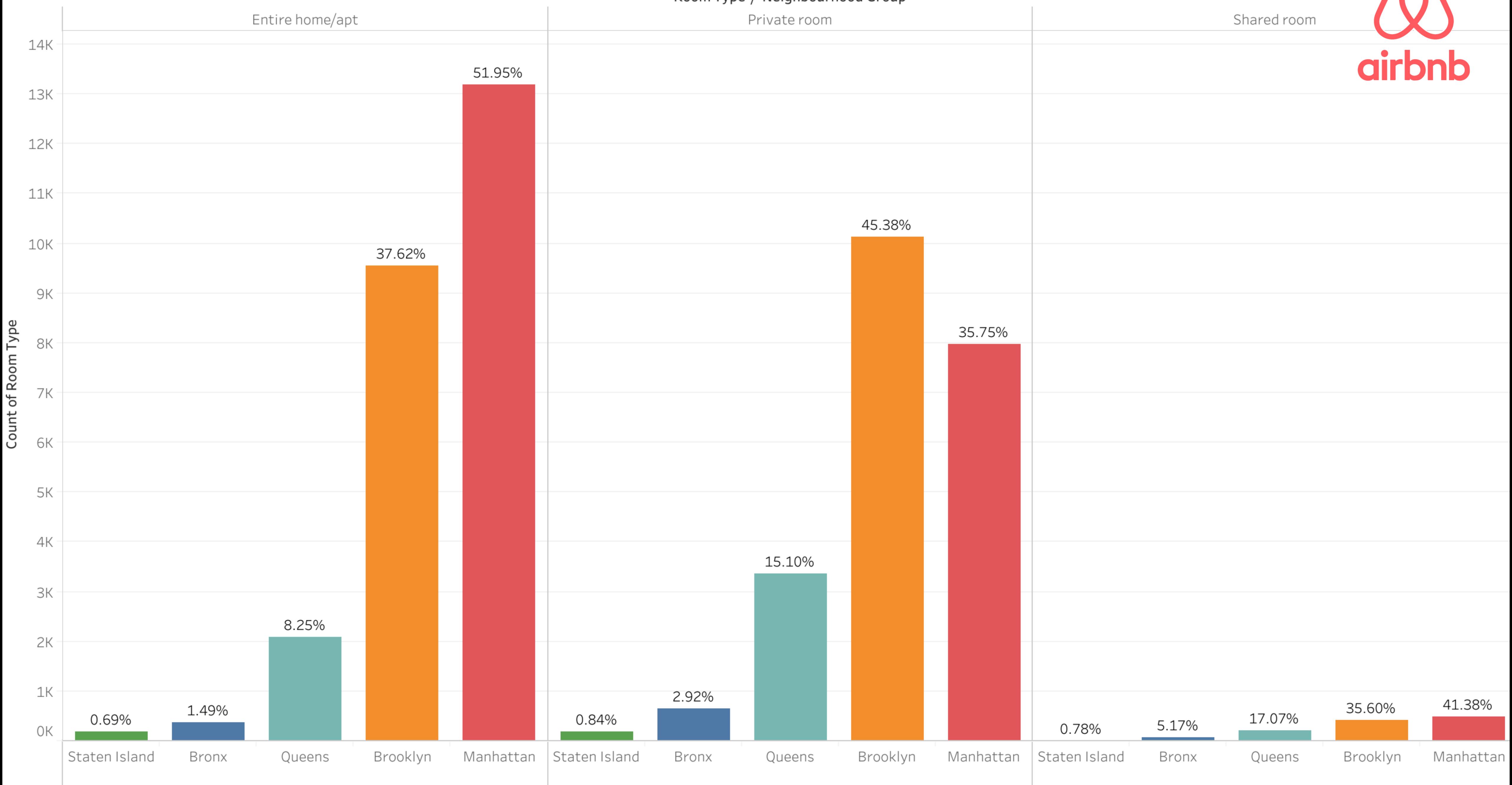


2. Room Types

Room Type distribution



Room distribution across Neighborhoods





airbnb

Room Types

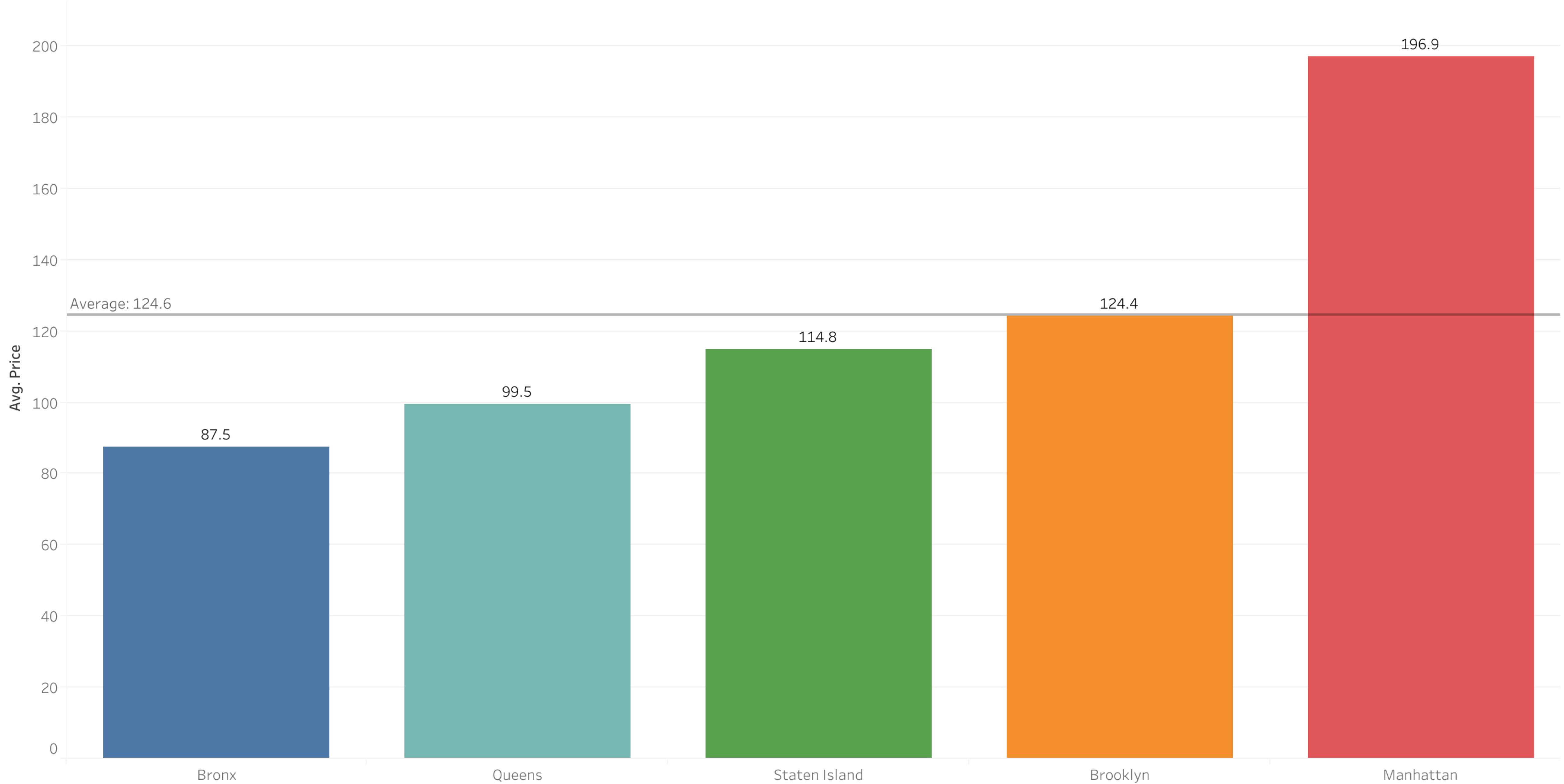
- Entire home/apartment and Private Rooms account for about 98% of the Room Types in New York.
- Count of Entire home/apt. is 39% higher than Private Rooms in Manhattan.
- Distribution of Entire home/apt. and Private Rooms are approximately equal (47% to 50% respectively) at Brooklyn and Staten Island.
- On the contrary, there are more Private Rooms in Queens and Bronx compared to home/apt. rooms.



3. Price

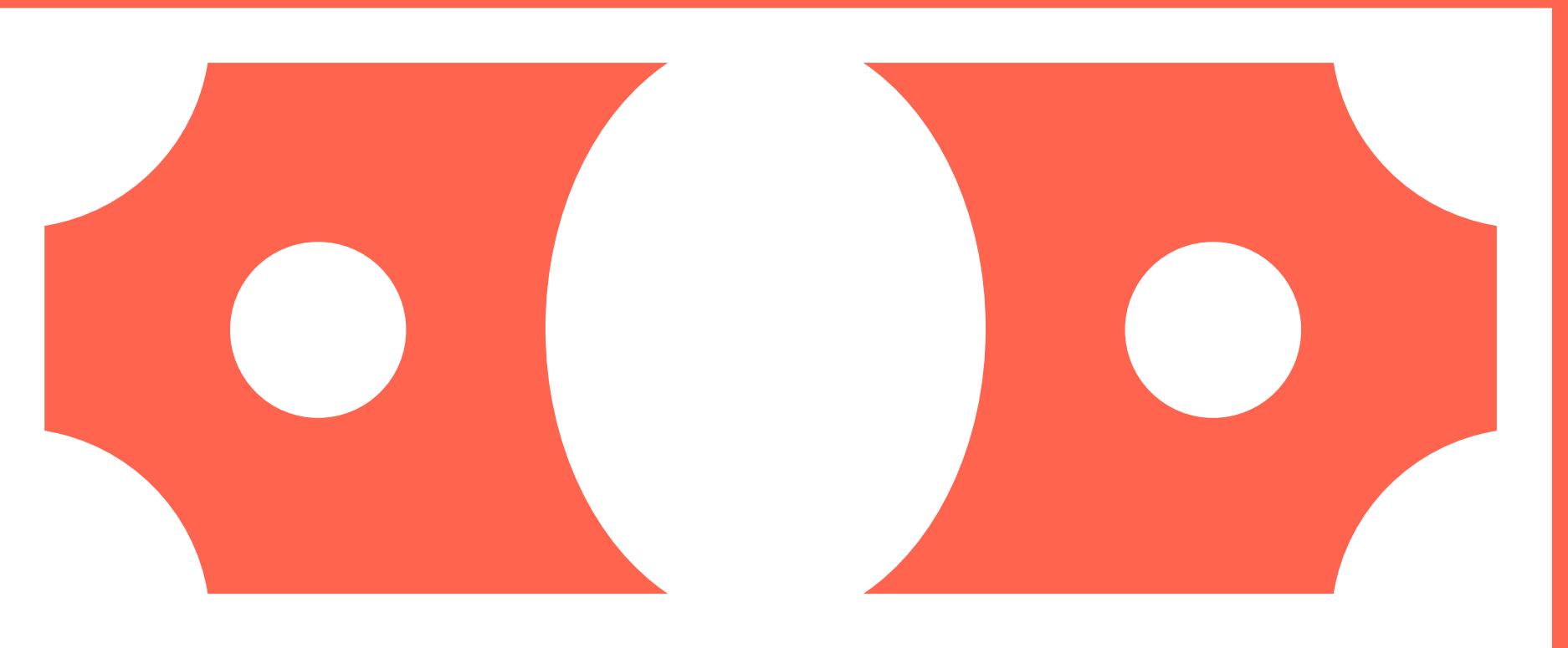
Average Price across Neighborhood

Neighbourhood Group



Price

- The average price of properties in New York is highest in Manhattan, followed by Brooklyn, Staten Island, Queens and lastly Bronx.
- The average price of properties in New York (2019) is \$124.6

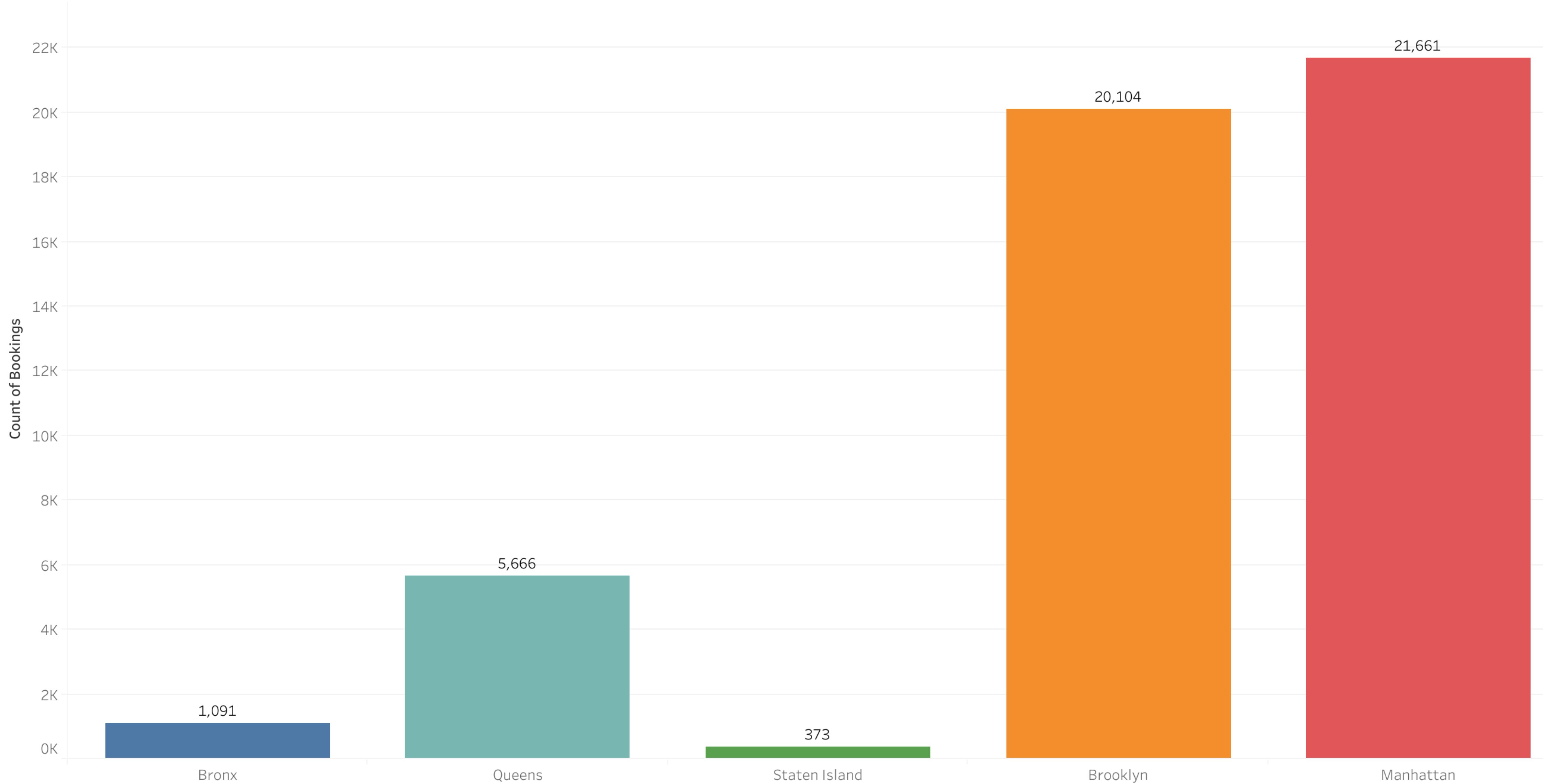




4. Bookings

Bookings across Neighborhood

Neighbourhood Group



Bookings

- Most bookings are in Manhattan, followed by Brooklyn, Queens, and Bronx and lowest in Staten Island.
- Manhattan and Brooklyn account for about 85% of the total properties in New York.



Note: Since the dataset is of the property listings, and not the Airbnb bookings in 2019, the booking count will match with the properties across neighbourhood, and as such the booking count/analysis would vary from the actual data.

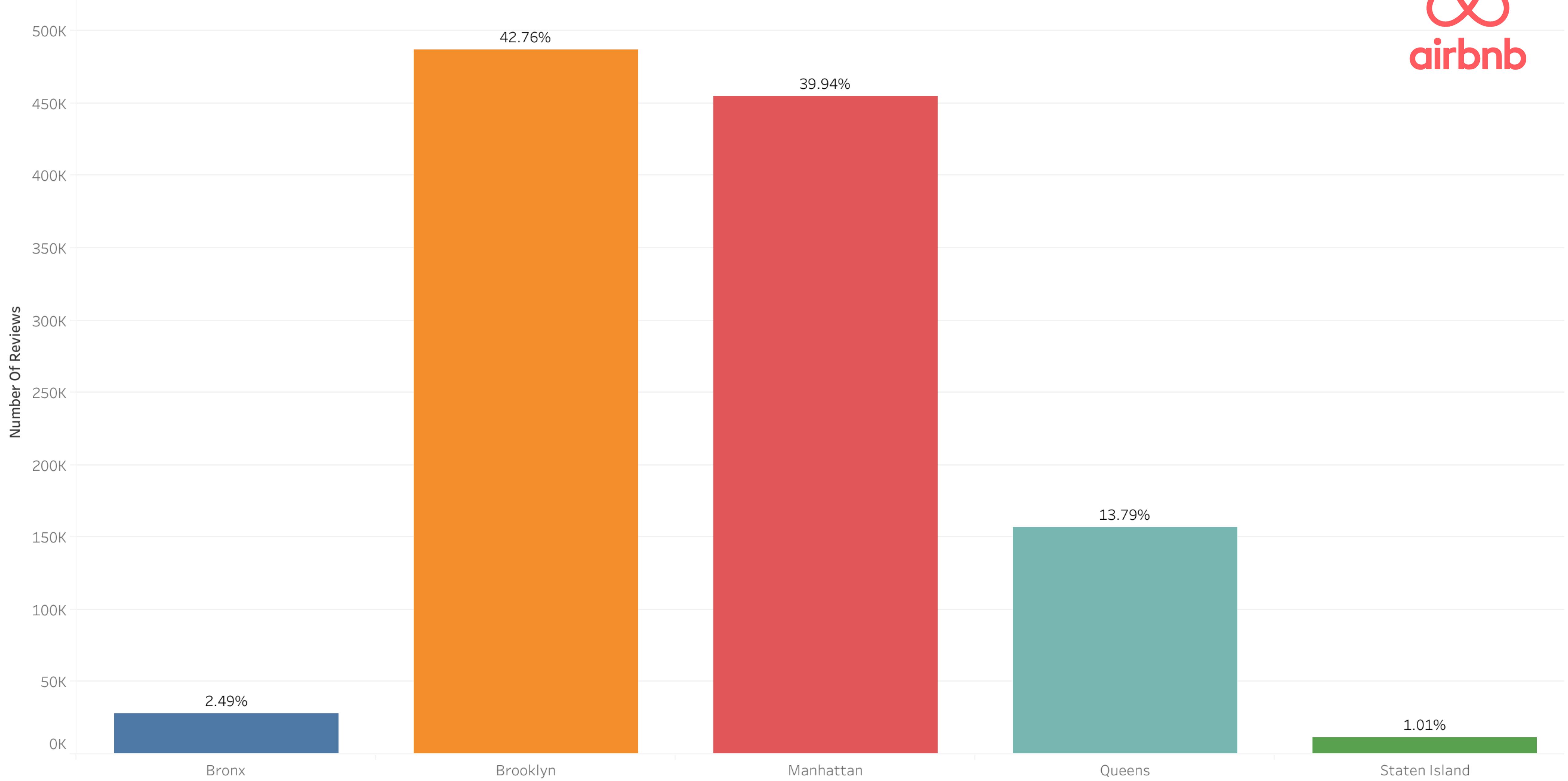


5. Reviews



Reviews

Neighbourhood Group



Reviews

- Most reviews are from properties in Brooklyn, followed by Manhattan, Queens, and Bronx and lowest in Staten Island.
- Brooklyn and Manhattan account for about 83% of the total Airbnb reviews in New York.





6. Hosts

Top 20 hosts (all neighbourhoods)

417 Michael	294 John	226 Daniel	205 Jessica	204 Maria	194 Mike
	279 Alex				
403 David		190 Andrew	182 Laura	160 Melissa	157 Emily
	232 Blueground		187 Anna		
327 Sonder (NYC)				154 Jennifer	146 Rachel
	227 Sarah	182 Chris		151 James	

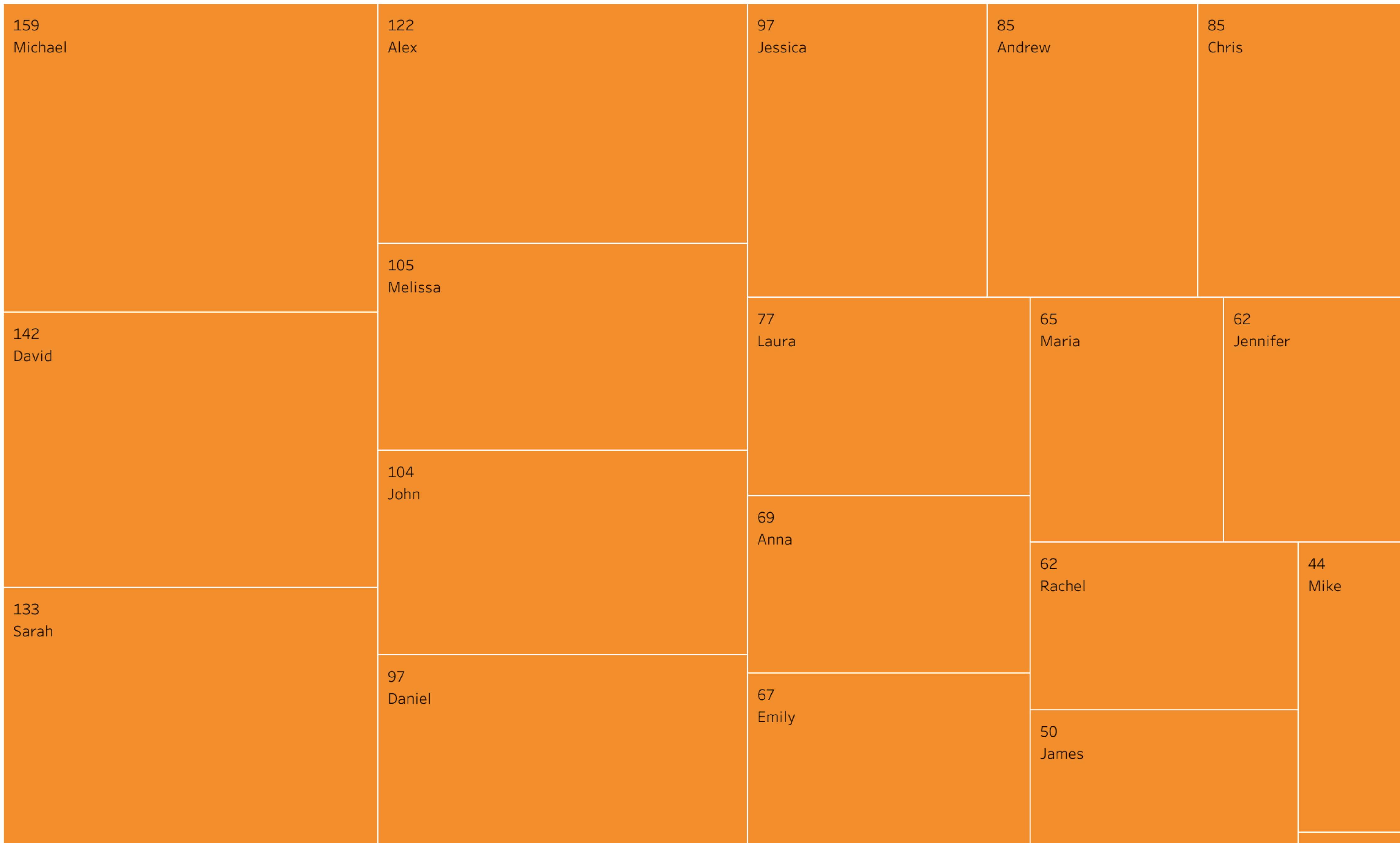
Top 20 hosts - Neighbourhood wise



Top 20 hosts (Manhattan)

327 Sonder (NYC)	202 David	107 Daniel	94 Andrew	92 Laura	88 Anna
230 Blueground	151 John	88 Maria	81 Chris	80 Sarah	79 Jennifer
212 Michael	134 Alex	84 James	76 Emily	41 Melissa	
	134 Mike	82 Jessica	72 Rachel		

Top 20 hosts (Brooklyn)



Top 20 hosts (Queens)

50 David	33 John	16 Alex	14 Chris	14 Mike
37 Michael	27 Anna	13 Emily	13 James	13 Melissa
34 Maria	23 Jessica	13 Sarah	12 Rachel	11 Andrew
	18 Daniel	12 Laura		10 Jennifer

Top 20 hosts (Bronx)

8 Maria	4 David	3 John	2 Chris
5 Michael	3 Daniel	2 Mike	1 Anna
4 Alex	3 James	1 Jessica	1 Emily
	3 Jennifer	1 Laura	1 Sarah

Top 20 hosts (Staten Island)

9 Maria	4 Michael	3 Alex	3 John
5 David	2 Anna	1 Daniel	1 James
	2 Jessica		

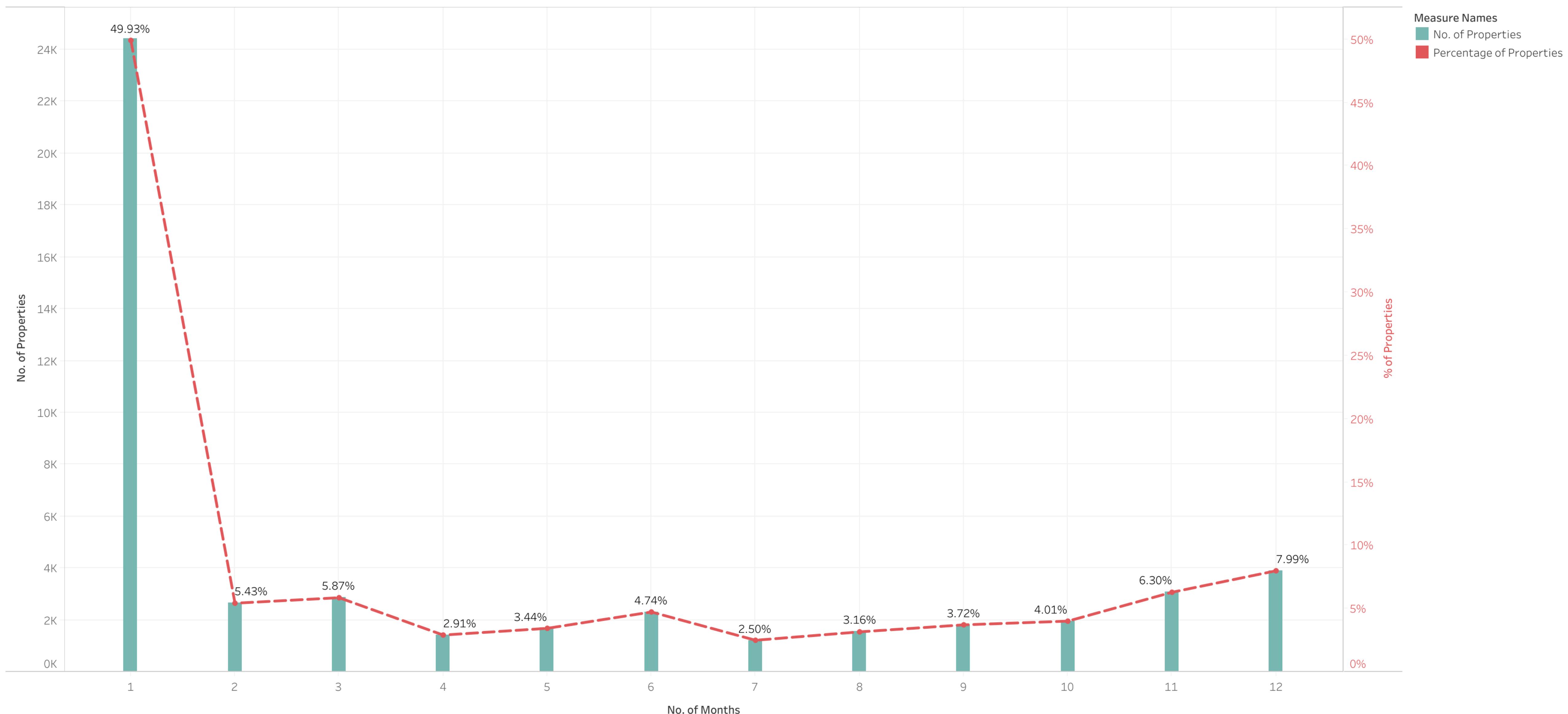
Hosts

- Michael, David, Sonder (NYC), John and Alex are the top 5 hosts w.r.t. number of properties hosted across all neighbourhoods in New York.
- Amongst the top 20 hosts, Sonder (NYC) and Blueground are the only ones hosting properties in Manhattan, whereas the others have properties across all neighbourhoods.



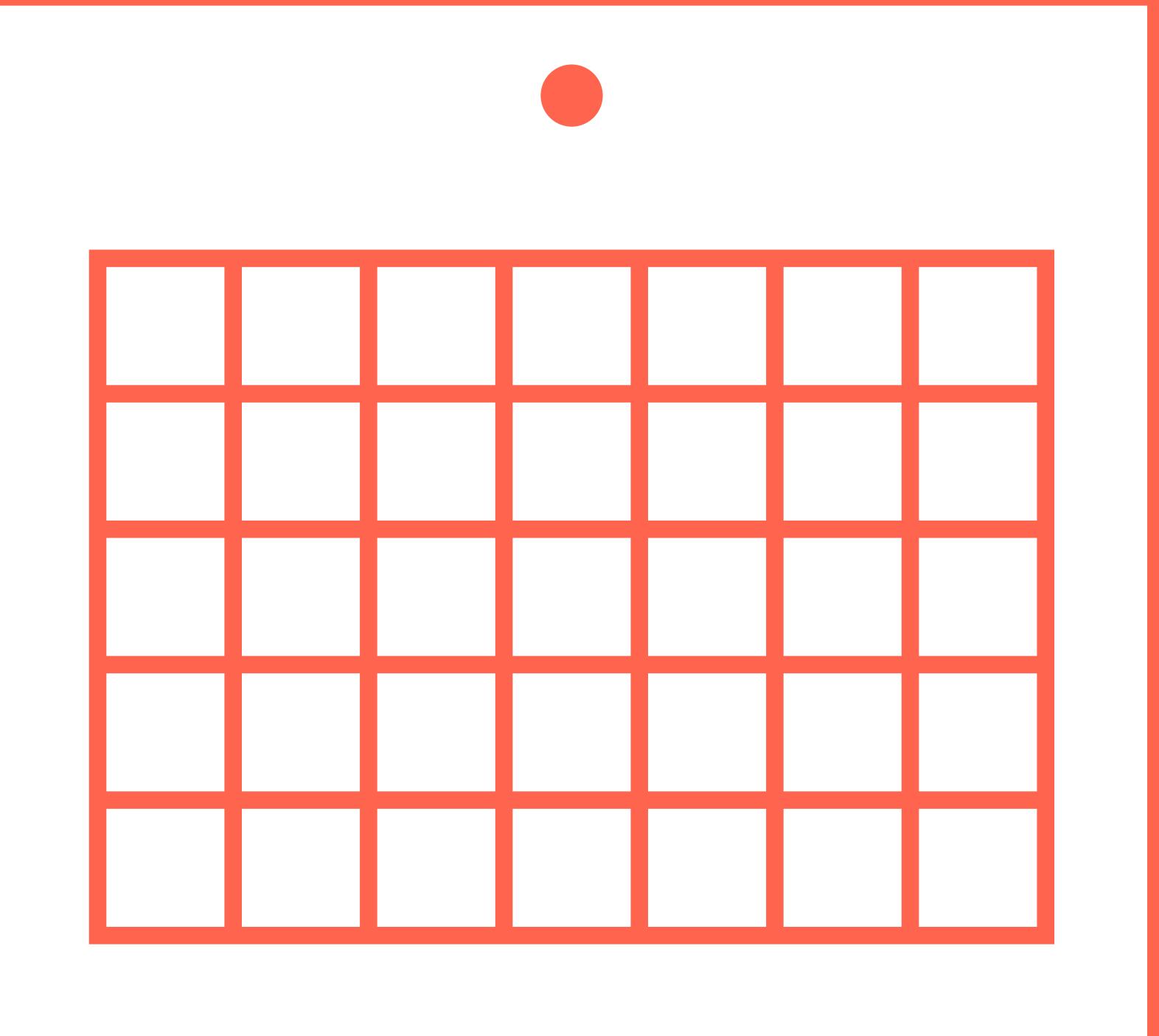
7. Availability

Availability



Availability

- Airbnb properties in New York are available all round the year
- However, almost 50% of the properties are available for a month, whereas only 8% of the properties are available for 12 months.



THANK YOU

