



# Storytelling Case Study : Airbnb, NYC

Need For ACTION

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# Agenda

- OBJECTIVE
- BACKGROUND
- KEY FINDINGS
- RECOMMENDATIONS
- APPENDIX:
  - DATA SOURCES
  - DATA METHODOLOGY
  - DATA MODEL ASSUMPTION

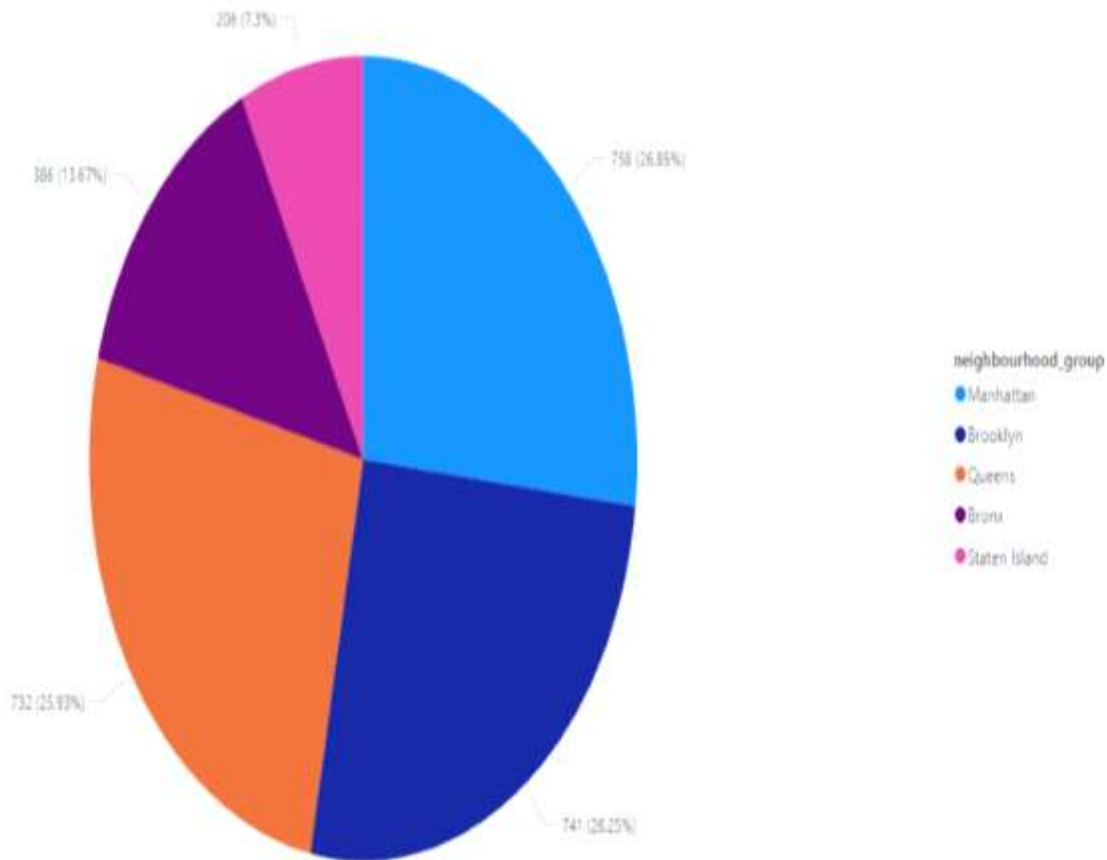


# Objectives

- IMPROVE BUSINESS IN THE POST COVID 19 PERIOD
- AIRBNB WANTS TO MAKE SURE THAT IT IS FULLY PREPARED FOR POST PANDEMIC CHANGE.
- PROVIDE MEANINGFUL INSIGHTS TO IMPROVE THE BUSINESS USING PAST DATA



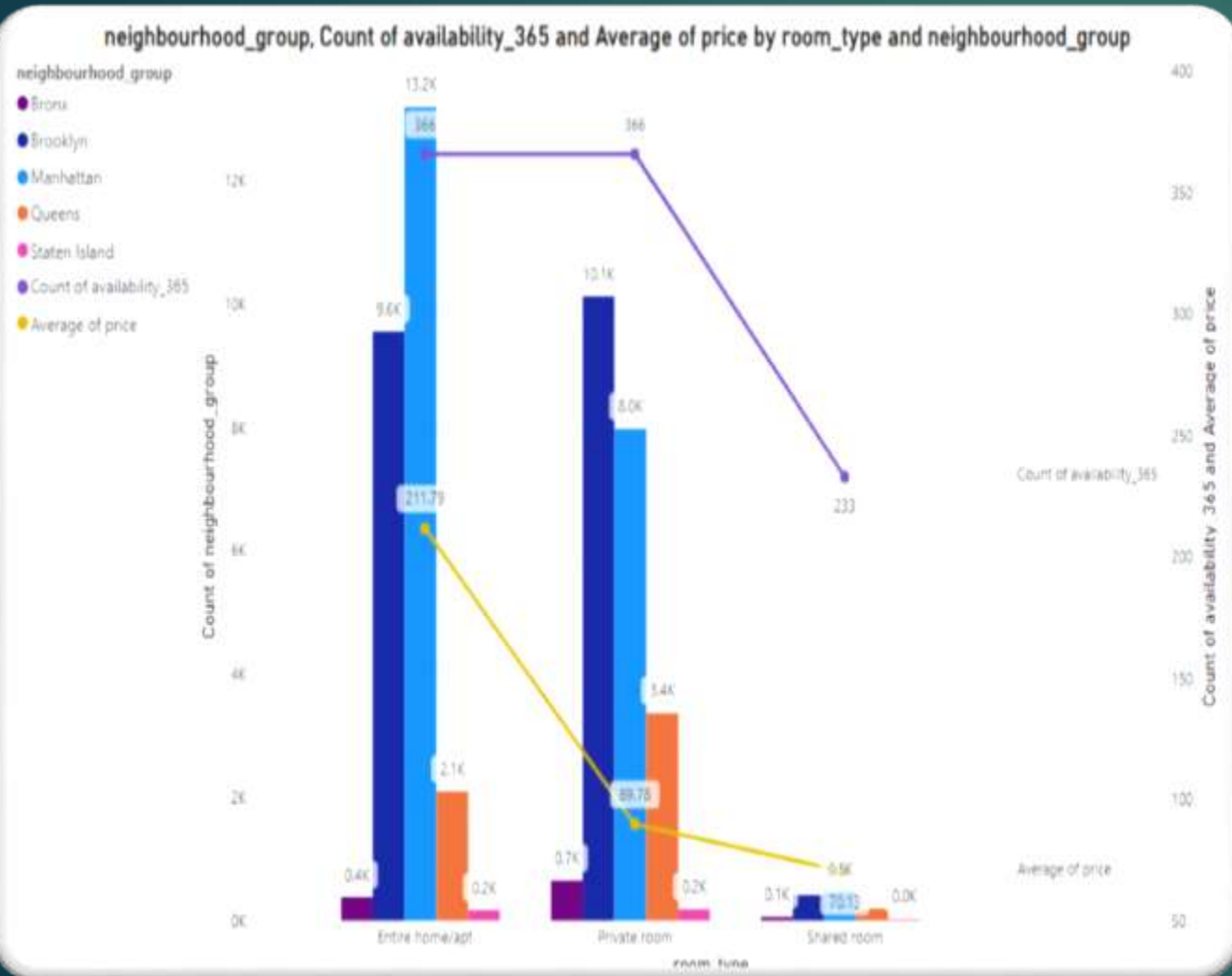
# Popular Neighborhoods



- Manhattan and Brooklyn are most popular location among the dataset.
- Queens is having average review among the dataset.
- Bronx and Staten Island is having least popularity among the entire dataset.



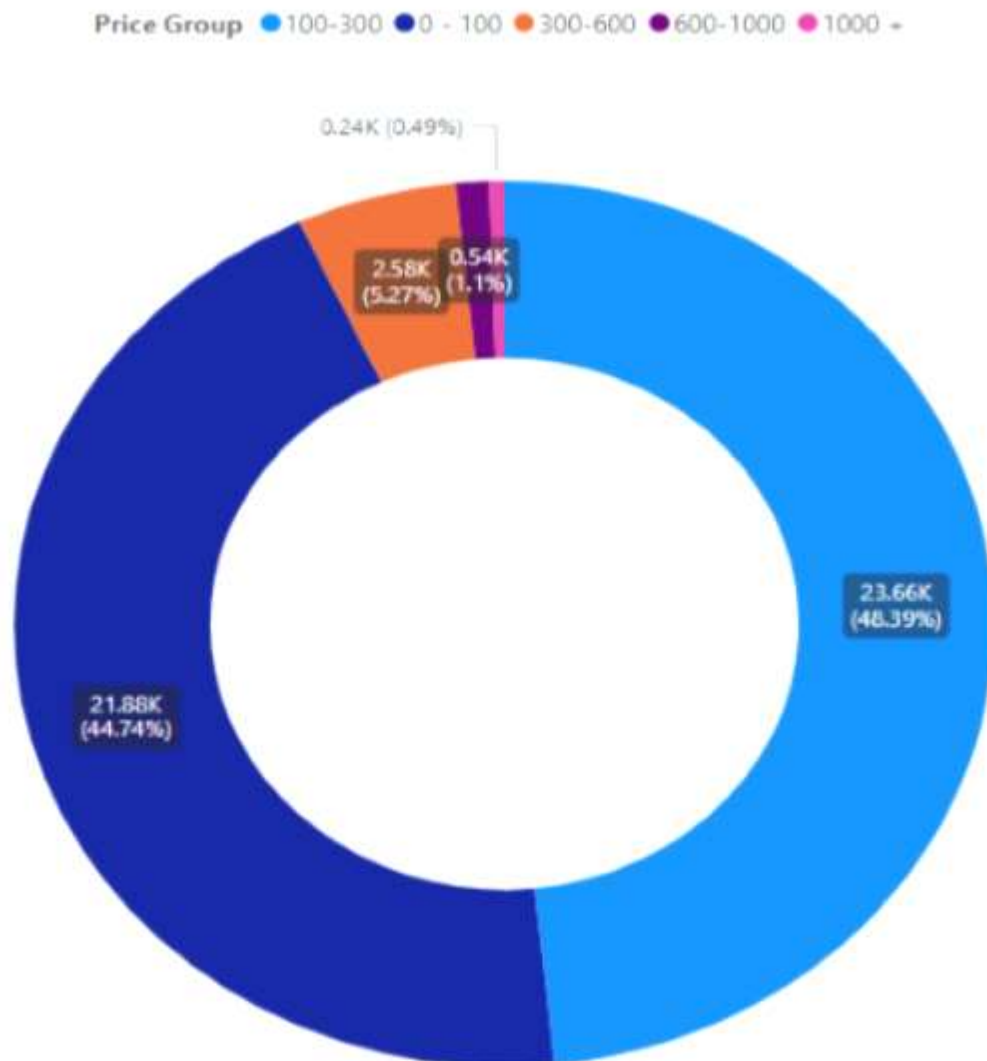
# Availability of Rooms



- For the entire room/Apartment are mostly available in 365 days and price also having average not that much high
- On 2<sup>nd</sup> position Private rooms are also available for 365 days mostly and average price also less as compared to entire apartment
- Shared rooms are mostly available for 365 days but these are least popular between customers.



# Price Range Popularity

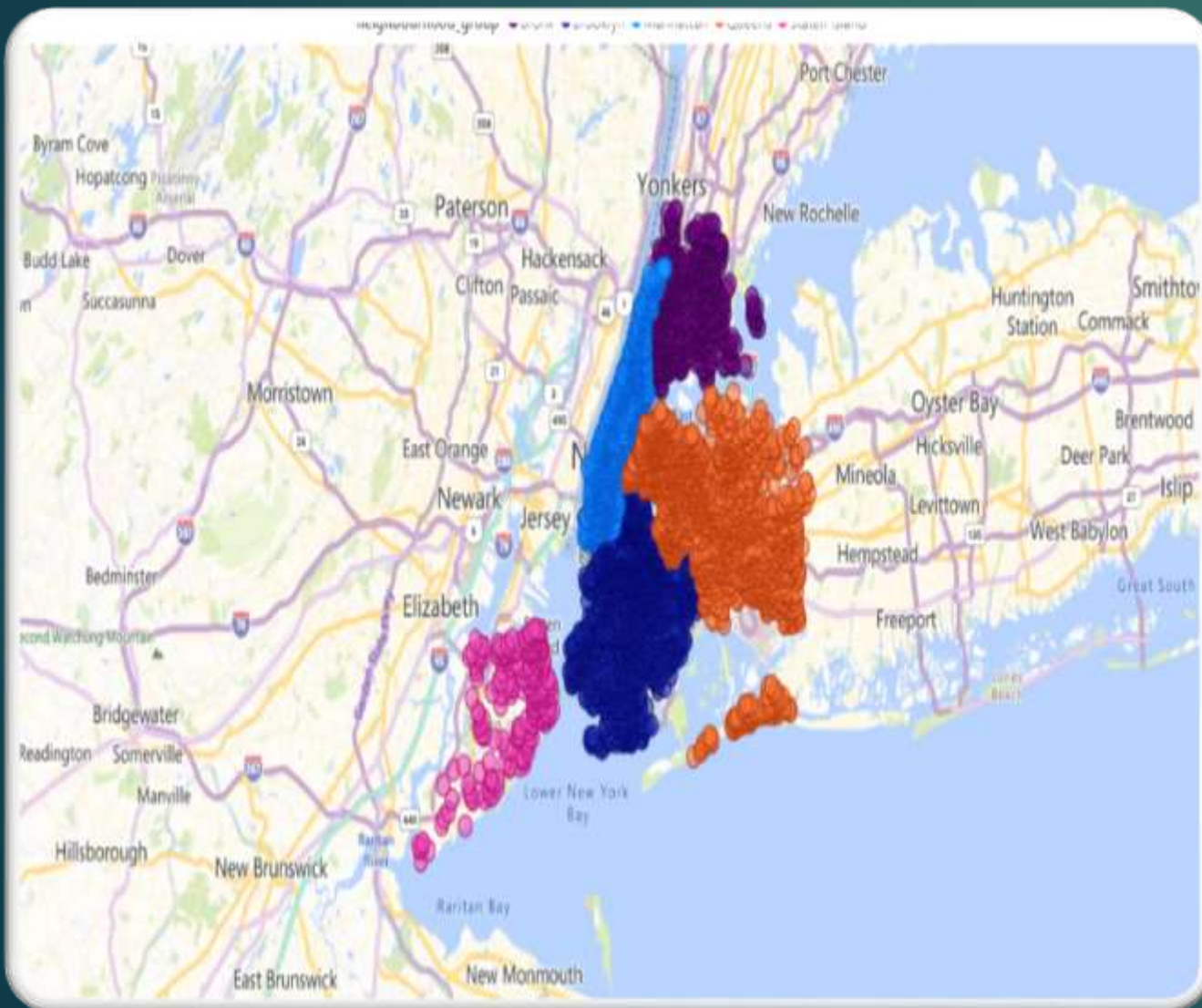


- Customers are mostly preferred to book the rooms between 0 – 300 price. 100 – 300 is 48.39% and 0-100 is 44.74%.
- 300 -600 price range is covered 5.27%.
- Price range 600-1000 and preferred by 1.1% and more than 1000 preferred by 0.5%.





# Spread of location



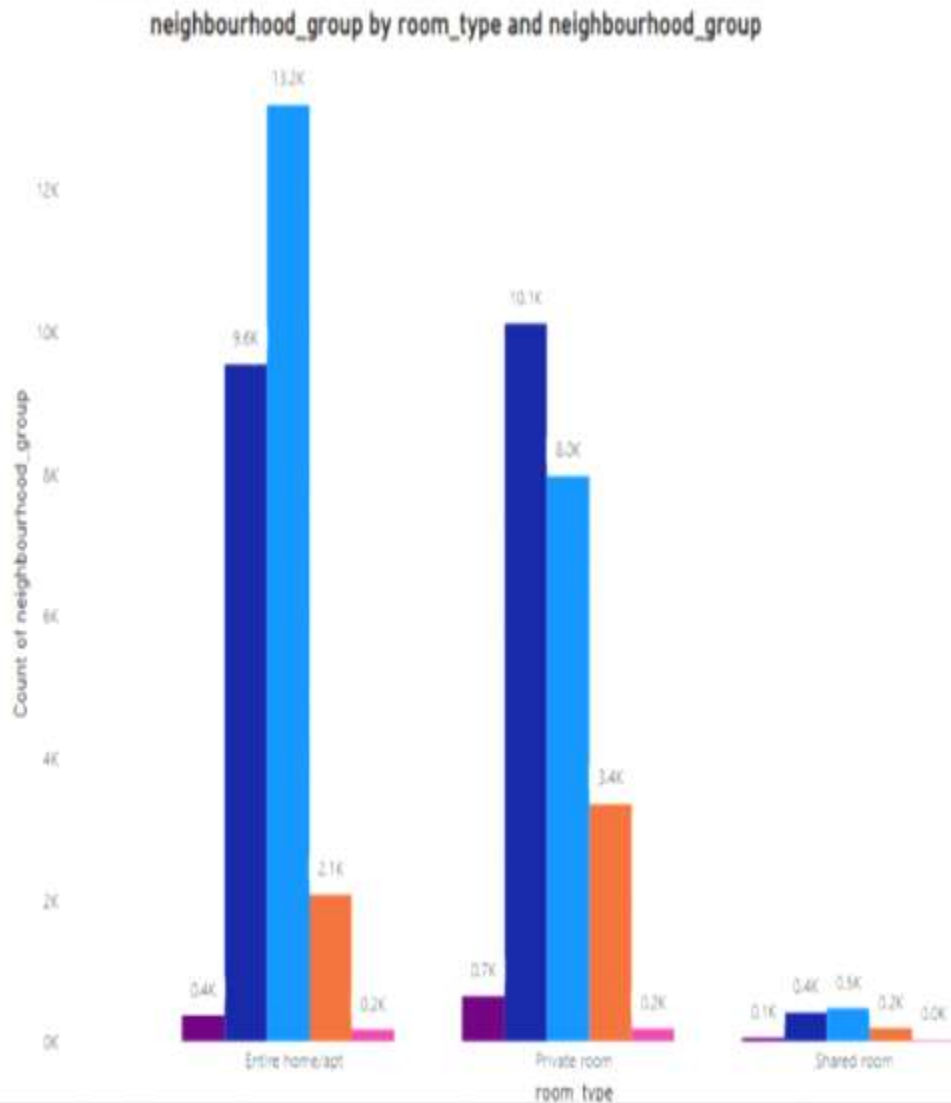
1. Queens and Brooklyn having more area than other locations.

2. Considering the size of area Brooklyn perform well as compared to queens.

3. Manhattan having less area compared to the Brooklyn but it performs very well than Brooklyn



# Room Types and Its availability



1. Entire Home/Apartment having most of the volume In all the locations

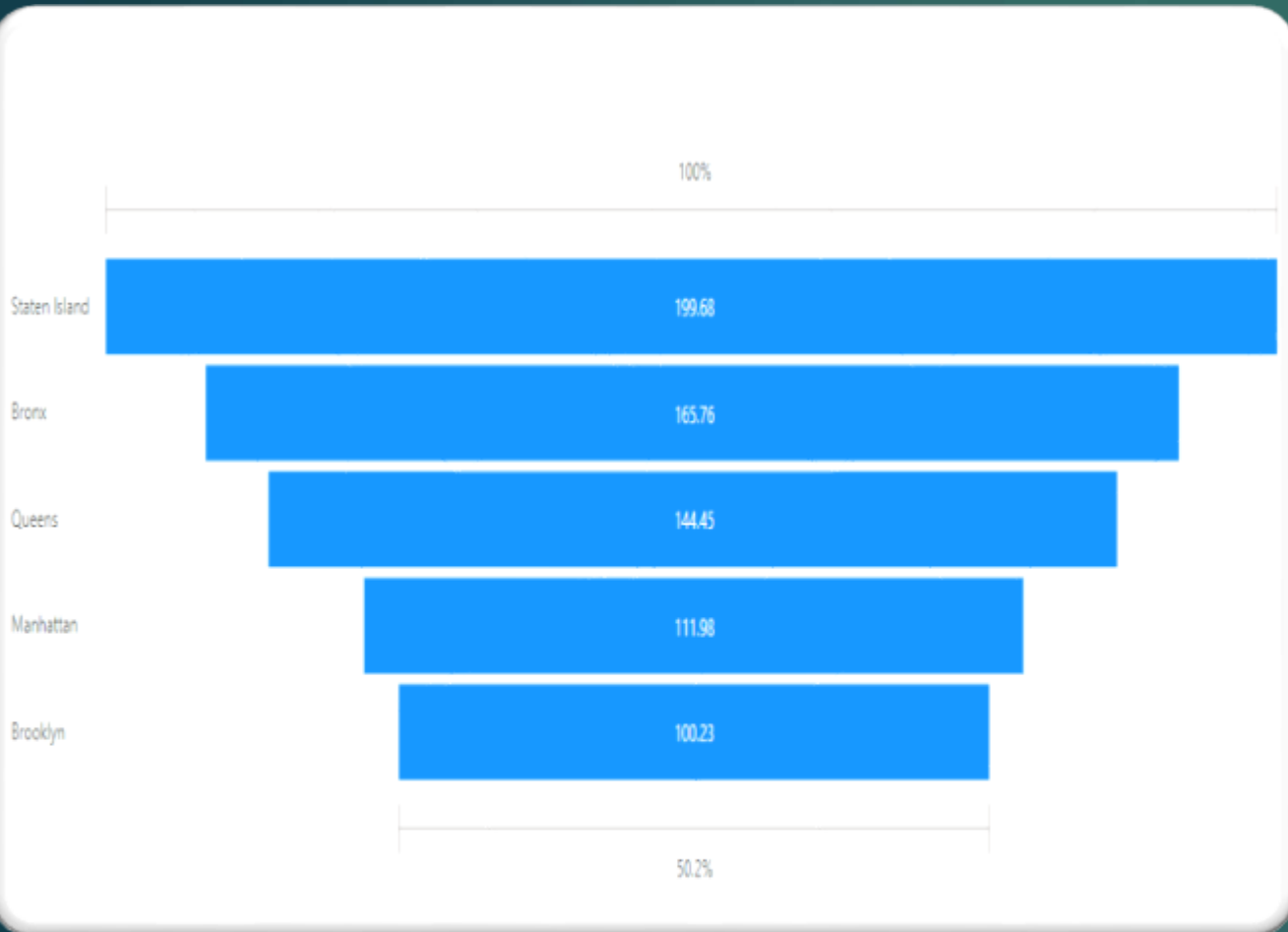
2. In 2<sup>nd</sup> position Private rooms are mostly available in all the location.

3. Shared rooms volume is very less as compared to the other room types.





# Availability of Location



1. Staten Island, Bronx is mostly available in the year average is 200 days

2. And the least is Brooklyn with 100 days.

3. Queens and Manhattan have Moderate availability in entire year



# Popularity of Minimum Nights



1. Most of the customers preferred minimum night is 2 around 38.49%

2. One minimum night is preferred by around 38% customers

3. And the least is 3 minimum night is around 27.46%



# Recommendations

1. Need to focus on Bronx, Queens and Staten island locations the popularity is less as compared to other groups.
2. Need To increase volume of Entire home/apartment and private rooms in least popular locations.
3. Availability of 365 days in Queens and Staten Island need to increase
4. Price range should be set between 50 – 300 which is most popular
5. Area of the Queens is larger than any other group need to utilize properly. Increase the volume of popular room types.
6. Shared rooms availability is more in 365 days. Instead of that focus of make available most popular room types i.e. Private rooms and entire home/ apt.
7. Offer some discounts/services in the least popular areas.



**Thank You**

