



Storytelling Case Study : Airbnb, NYC

Need For CHANGE



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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 aims to ensure its readiness for the shifts anticipated in the post-pandemic landscape, allowing for flexibility and adaptability in its strategies
- Provide meaningful insights to improve the business using past data

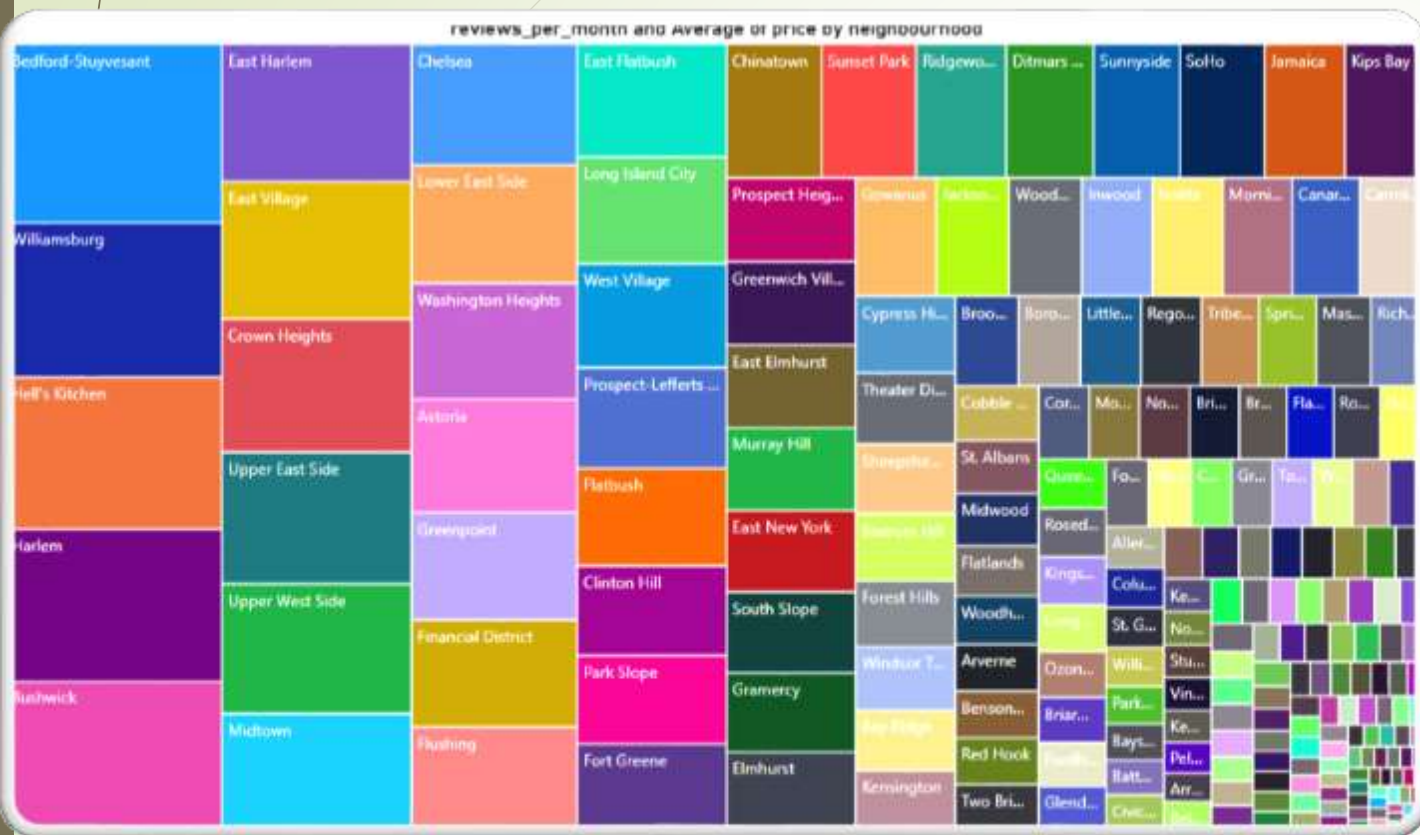


Background

- The Covid 19 pandemic affected Airbnb Business due to travel restriction
- The Revenue look the largest hit in NYC in the Q2 of 2020.
- Now that the travel restriction are lifted, the business should be operated to recover the loss



Popular Neighborhood

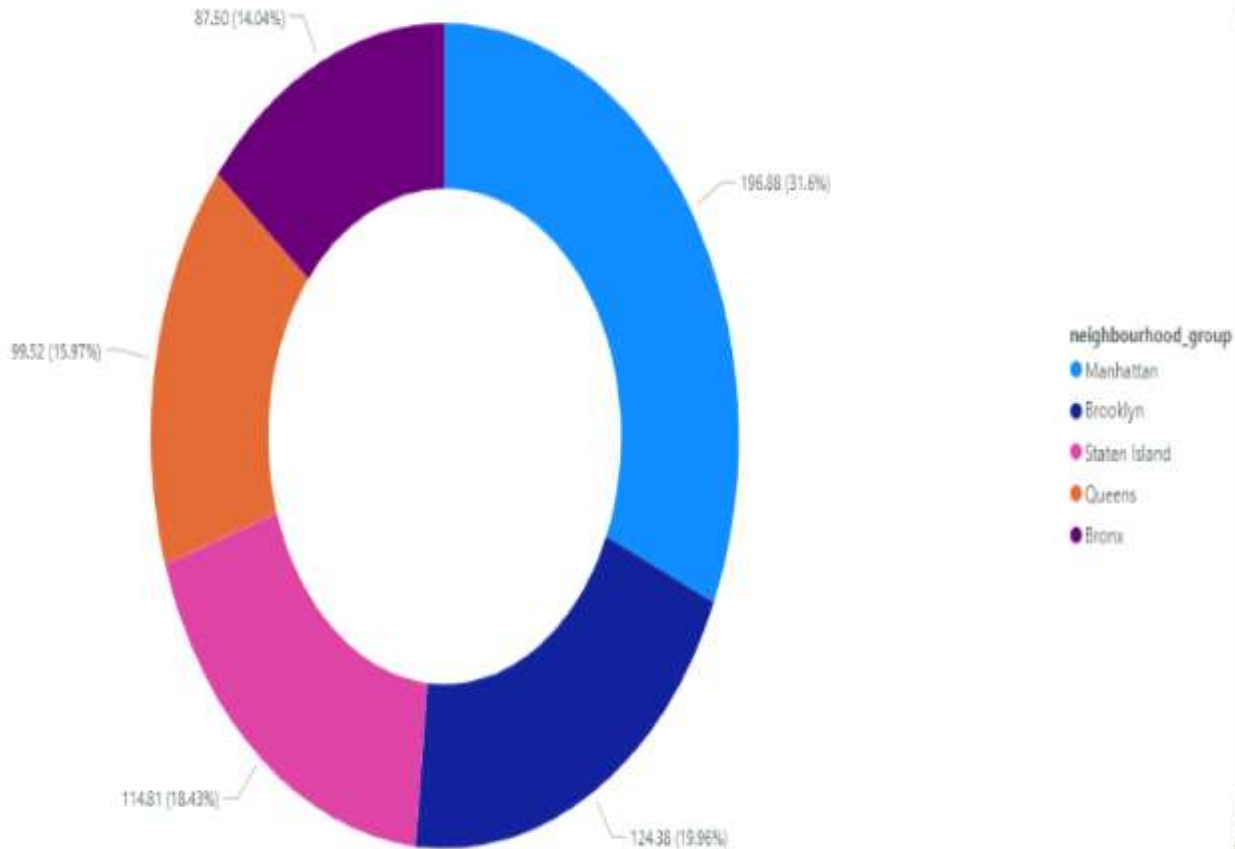


- Bedford-Stuyvesant is the most popular and reviewed location having 565 review counts. The neighborhood group is Brooklyn
- Rossville, new dorp, fort wadsworth, are the least reviewed location having 1 review point only. These are from Staten Island
- And the average reviewed locations are Long island. West village, Flatbush ranges from 200 – 240 reviews. These are mostly from Brooklyn and Manhattan.



Price Distribution

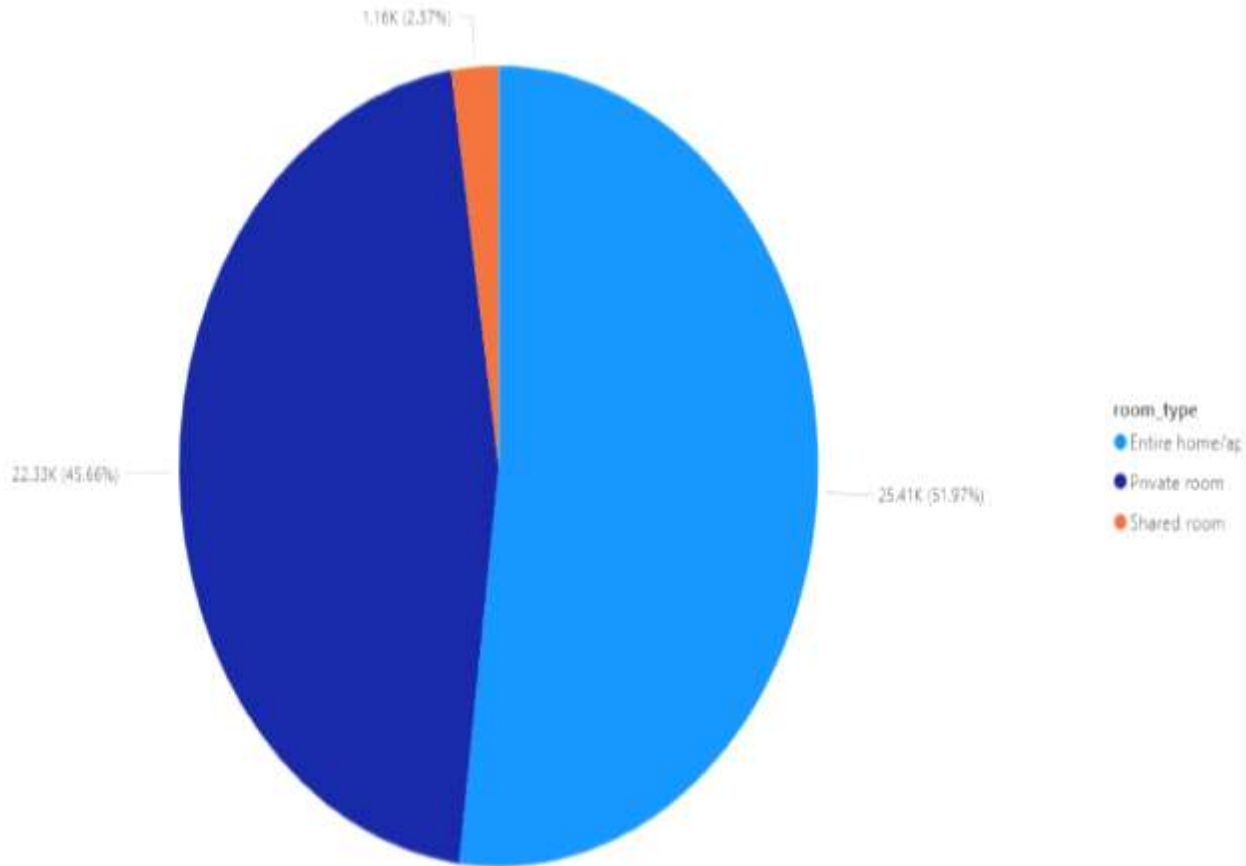
price by neighbourhood_group and neighbourhood



- The overall Price distribution of the Airbnb among the neighborhood is Manhattan containing 31.6%.
- Followed by Manhattan, Brooklyn is 19.96% and then Staten Island with 18.43%.
- Remaining Queens is having 15.97% and Bronx is having 14.04%.



Properties



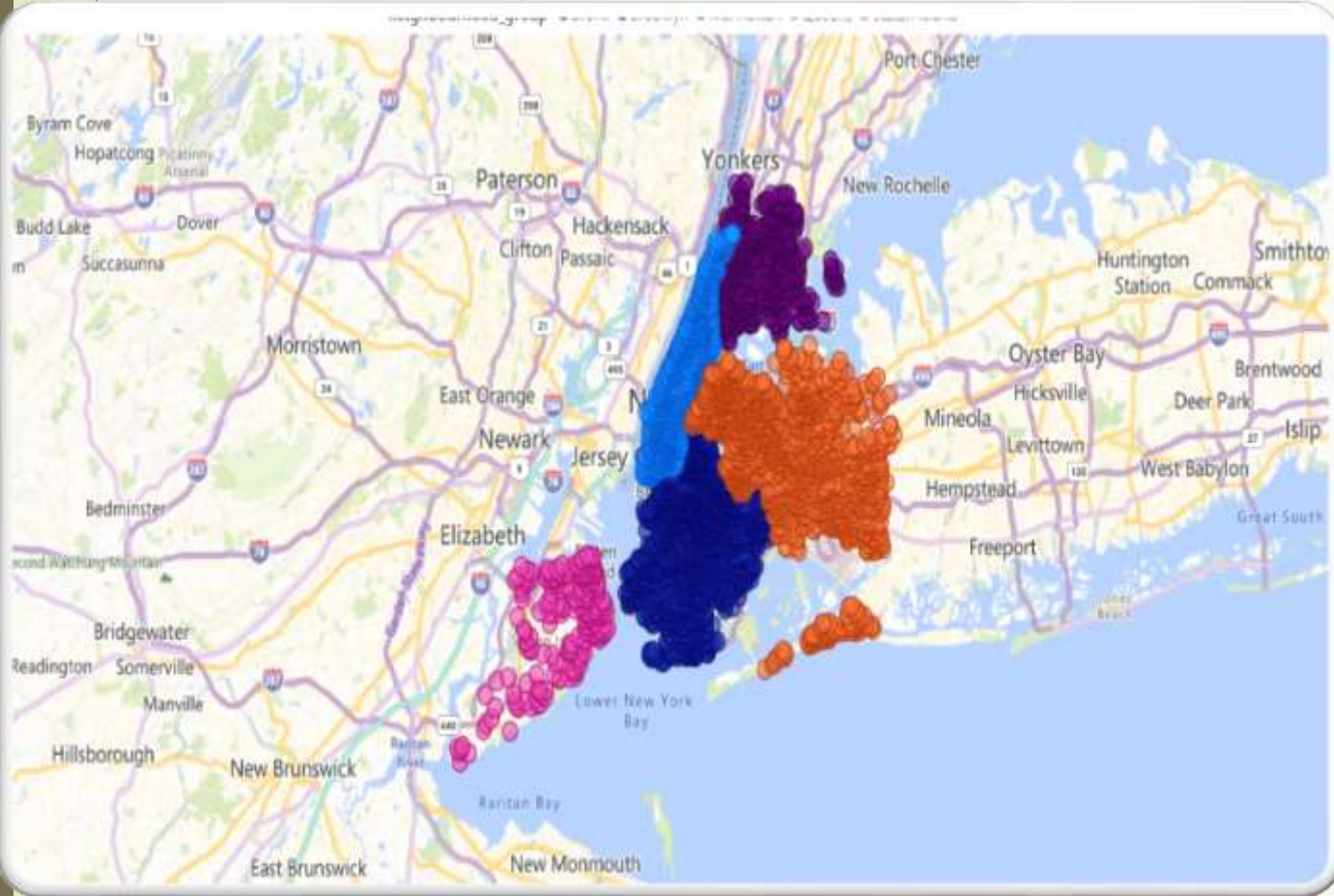
1. Entire Apartment covers the most of the volume in all locations it is around 51.97%

2. Private room covers around 45.66%

3. Sharing Room covers the only 2.37%



Area Spread



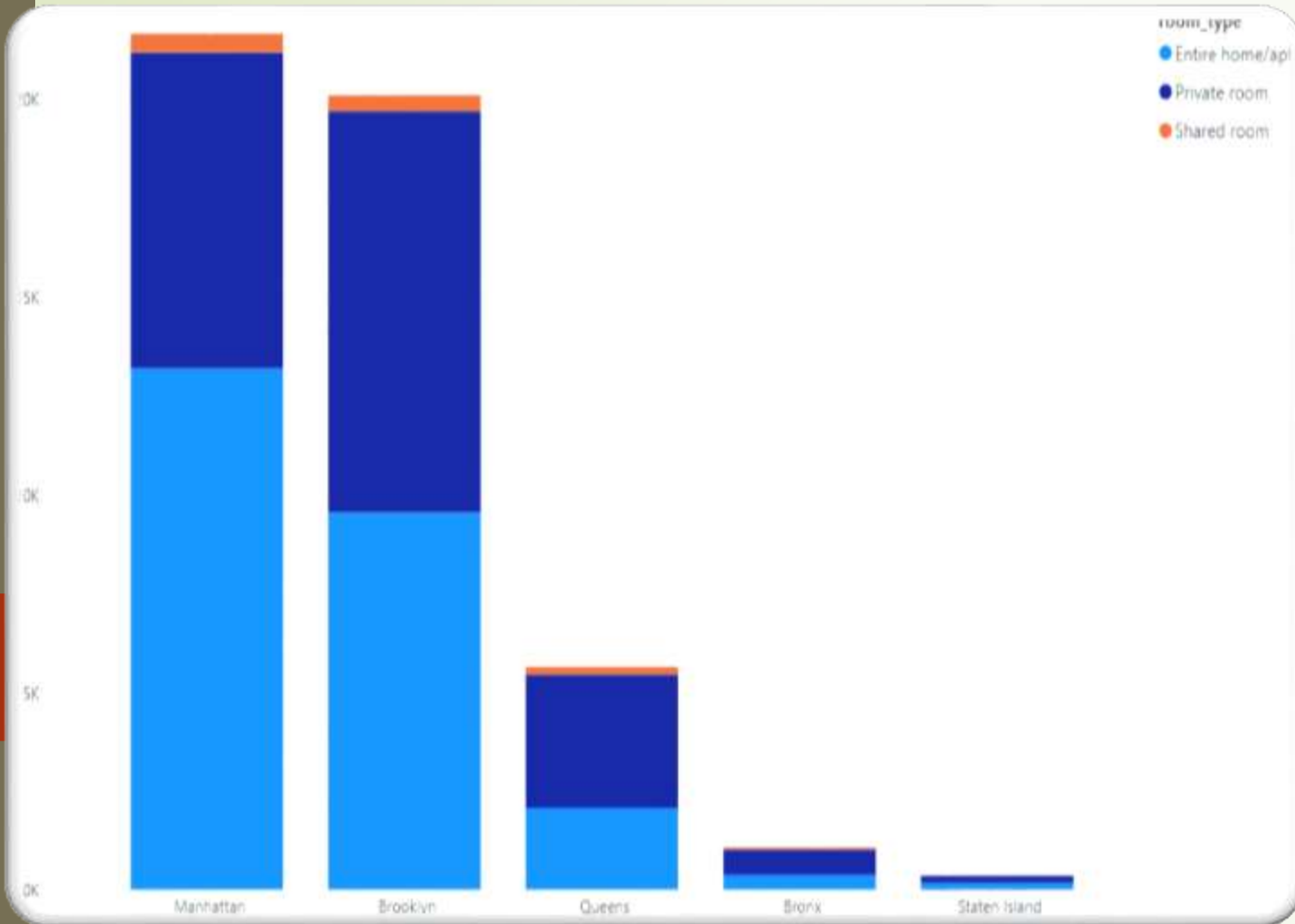
1. Queens and Brooklyn having more area than other locations.

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.



Properties Available



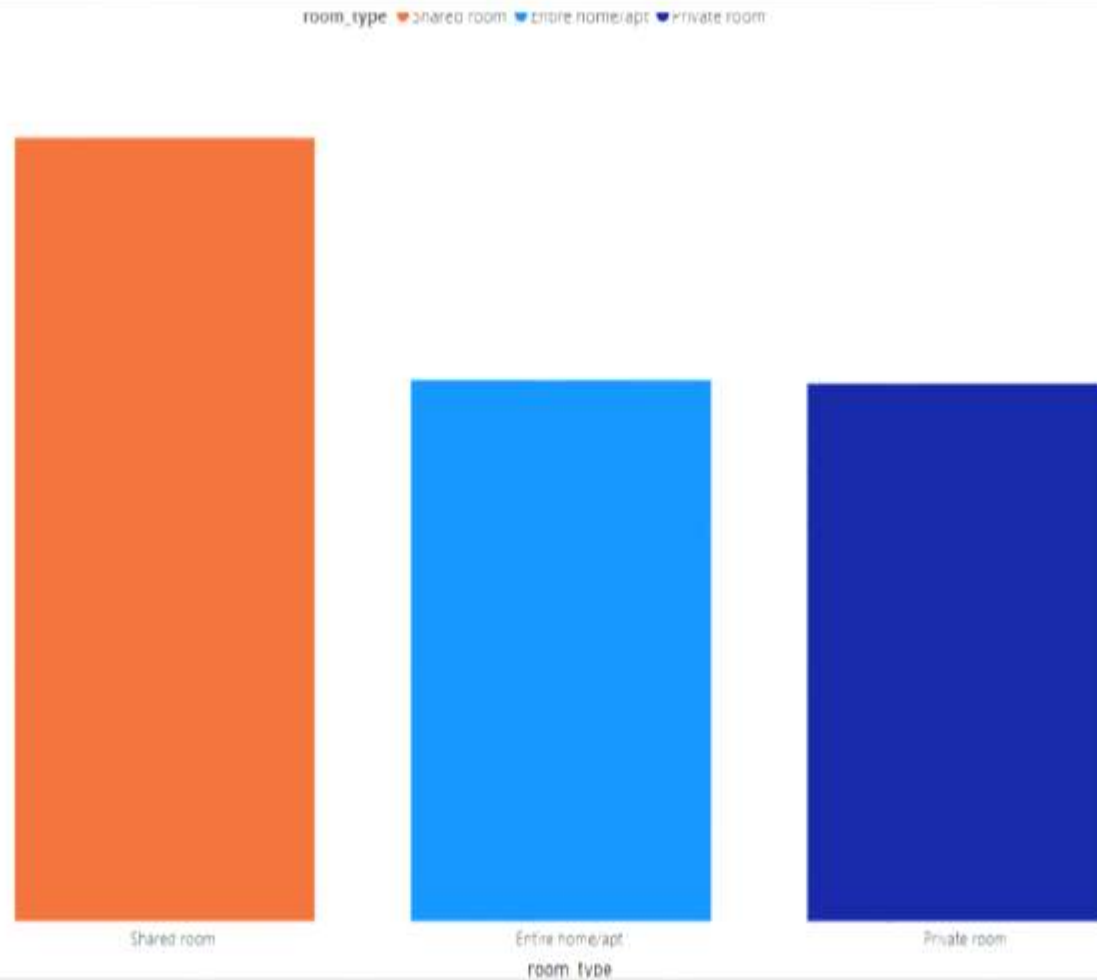
1. Manhattan having large no of availability of room types.

2. As compared to Manhattan, Brooklyn is having slightly less no of room types.

3. The other three such as Bronx, Queens and Staten Island is having very less amount of rooms as compared to Manhattan and Brooklyn.



365 Days Availability



1. Sharing rooms are most of the time available as compared to the other types

2. Entire Apartment and private rooms are equally available for 365 days.



Appendix

Data Attributes: Snapshot of the data

1. basic host listing information like host ID, neighborhood, Price, room type, latitude, longitude
2. Customer Preferences information like number of reviews and last reviews per month.

Data Methodology:

1. Data Understanding and Cleaning
2. Feature Creation
3. Data Analysis using Python and Power Bi.

Data Assumption:

1. Null Values Assumed to have no material impact on analysis.
2. Number of reviews assumed to be base value to find out the customer preferences.



Thank You

