

A REPORT

ON

**Airbnb Host Listings of New York: Analysis and
Recommendations**

BY

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APPLIED DATA SCIENCE CAPSTONE

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Introduction

Manhattan is considered to be one of the world's foremost commercial, cultural, and financial centers. Manhattan, thus, has the strongest tourism in all neighborhoods of New York. Tourists from all over the place have the options nowadays to book hotel rooms, hostels, and Airbnb. Since Airbnb has subsidized prices and is very practical for people who come to visit New York with their families, or in a big group of friends. Airbnb offers them a variety of choices in terms of types of accommodation: shared rooms, private rooms, hotel rooms, or entire homes/apartments. Airbnb also enables customers to customize their lifestyle and expenses on food according to their choices during their stay in the city.

OBJECTIVE 1: Airbnb is restricted to some neighborhoods in New York. The absence of Airbnb host listings in a lot of neighborhoods can hit the Airbnb business when tourism booms a few months post COVID-19. Airbnb can advertise asking citizens to host their listings in locations Airbnb hasn't expanded yet. The project will visualize the locations where Airbnb exists and where it can expand.

OBJECTIVE 2: Airbnb provides filters for potential clients to search for an appropriate host listing. The project aims to better the filter experience by listing the utilities available around the host listings, so the client can choose from the listings according to his preferences.

For example, some of the filters that can be mentioned by the client are:

- Located in Midtown Manhattan of New York
- Should be available any time of the year
- Should definitely be reviewed by some previous customers
- Listings should have been last reviewed post-2018
- The Airbnb will be used for a minimum of 10 days
- Visualize the unique room types available
- Filter the room type to the one that occurs at the highest frequency above
- Find the distribution of prices in the list of suggestions now
- Cost for the Airbnb should be up to 200 dollars
- List the most common utilities available around the listings

STAKEHOLDERS:

1. Potential renters (tourists)
2. Potential hosts for Airbnb
3. Airbnb media team (for advertisements)