

Story Telling Case Study : Airbnb, NYC

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Targeting :

Head of Acquisitions and Operations, NYC

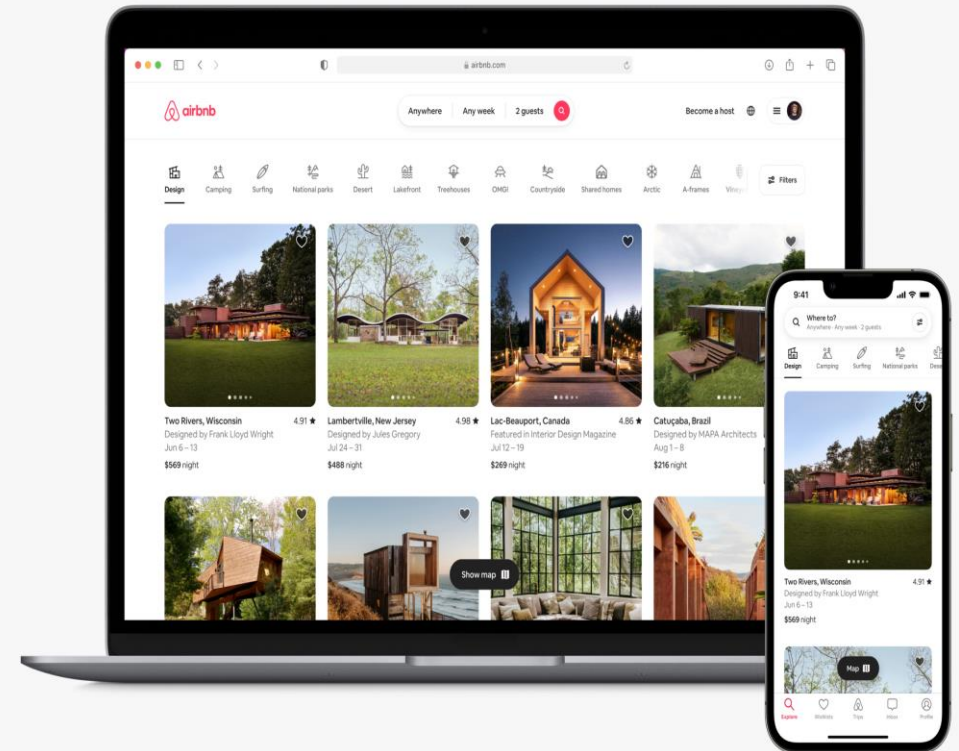
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International
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Technology Bangalore

AGENDA

- ◆ Objective
- ◆ Background
- ◆ Key Findings
- ◆ Recommendations
- ◆ Appendix
 - ◆ Data Attributes
 - ◆ Data Methodology
 - ◆ Data Assumptions



OBJECTIVE



Improve our understanding of our customers



Gain a better understanding of the market



Prepare various departments for post-pandemic changes by providing recommendations

BACKGROUND



In recent months, revenues have declined significantly due to the pandemic



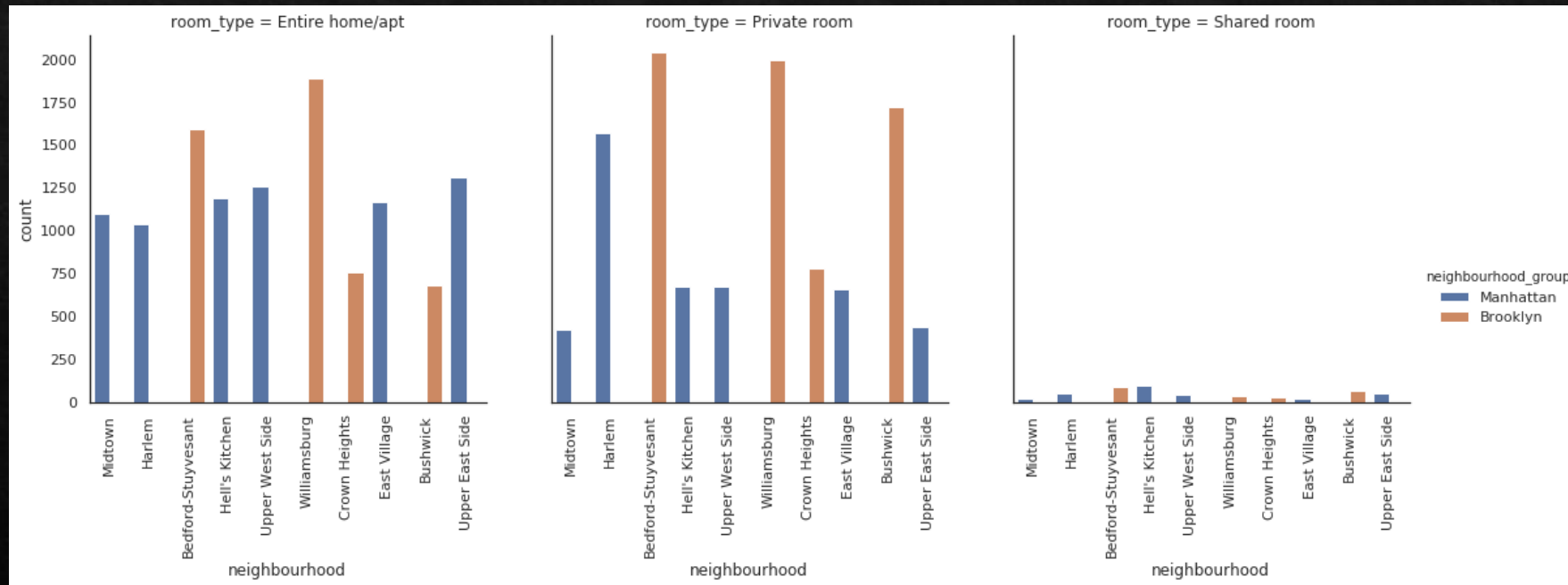
There is an increase in travel



The restrictions are being lifted

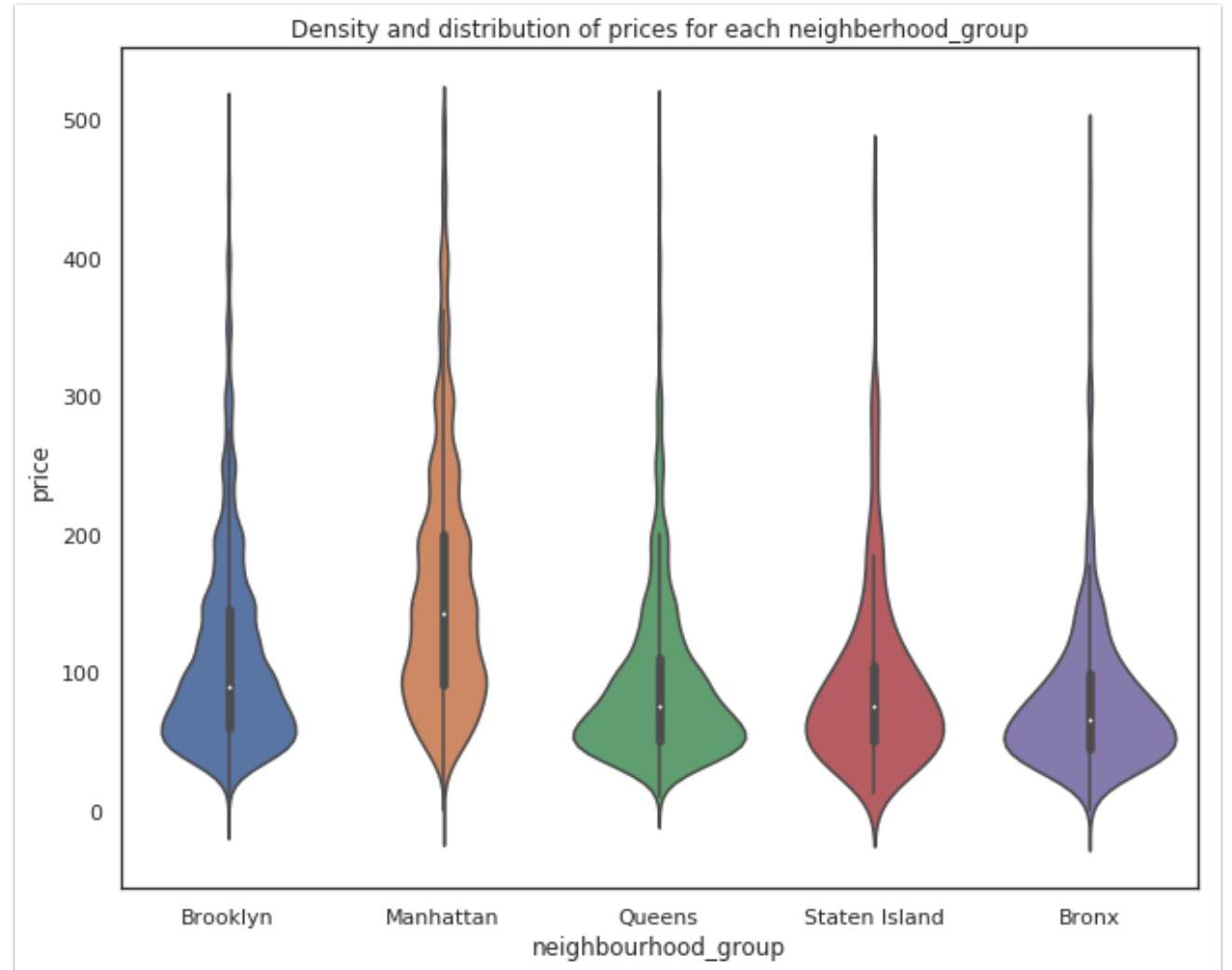
NEIGHBOURHOOD WISE BUSINESS DISTRIBUTION

- ◇ In New York, private rooms are the most popular, with an average of 25 reviews per listing
- ◇ With the exception of Manhattan, all areas averaged 7.3 reviews per listing in shared rooms
- ◇ A Manhattan home/apt has 35% fewer reviews per listing than the average of 27.7



PRICING IN PREFERRED LOCATIONS

- ◆ Entire home/apt price is $\sim 100\%$ > private rooms except Brooklyn and Staten Island with $\sim 150\%$.
- ◆ Private rooms' price is $\sim 10\%$ > shared rooms except Brooklyn and Manhattan with $\sim 40\%$.
- ◆ Manhattan is costliest overall and the cheapest are:
 - ◆ Entire apt: Bronx
 - ◆ Private room: Staten Islands
 - ◆ Shared room: Brooklyn



RECOMMENDATIONS

- ◆ Private rooms and entire apartments are acquired, especially in Staten Islands since it is popular.
- ◆ The prices of entire apartments in Manhattan is reduced by at least 15% and the price of private rooms in Queens is increased by at least 10%.
- ◆ Listings most popular have minimum number of nights requirement from 1-5 days and 30 days which should be showcased the most ordering them by properties which are available for most number of days to least.

APPENDIX: DATA ASSUMPTIONS

- ◇ Reviews are used per Listing as the popularity measure to gain information on customer preferences.
- ◇ Null values assumed to have no material impact on analysis.
- ◇ The number of reviews assumed to be a base measure to find customer preferences



Thank You