

Where should you book your next Airbnb ?

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Introduction

- ▶ The online travel and hospitality space has a large availability of data. This data is flowing in real-time to consumers along with an immediate feedback loop.
- ▶ There is also increased competition which results in more choice for the consumers. As everyday consumers we come across it often when we try to decide where to stay or how to travel to a place.
- ▶ Within this space, Airbnb is a disruptive and growing force.
- ▶ Statistics show that the number of people using Airbnb in the United States is currently 38 million and is forecasted to reach 43.3 million by 2020.
- ▶ At the same time, there is an opportunity to better enable Airbnb consumer to make decisions about where to stay. For these reasons, and the practical availability of abundant data in the public domain, we chose to use Airbnb listing information as our primary data set.

Data selection and visualization goal

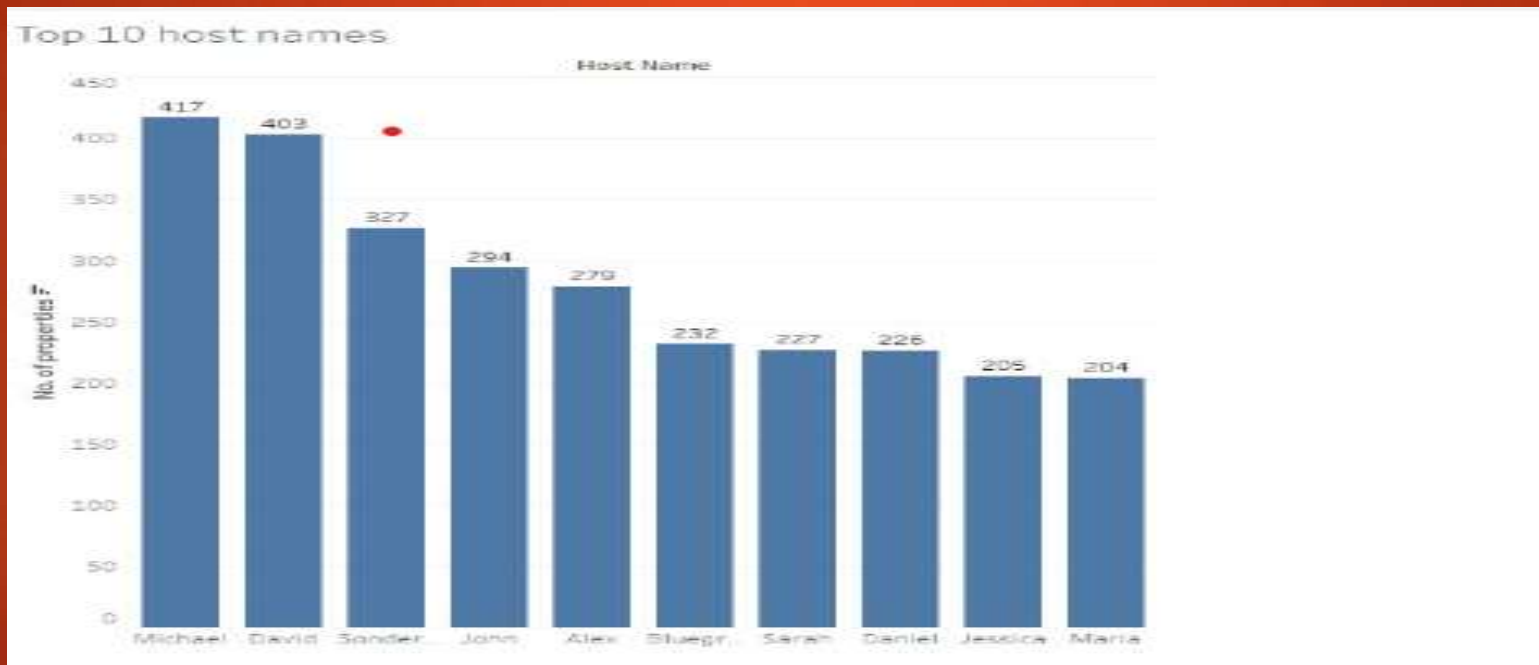
- ▶ We have explored the data and have segregated the popular neighborhood group i.e., neighborhood having highest bookings
- ▶ We evaluated potential research questions and the audiences we could serve using Airbnb data that was available at the zip-level across the US or with specific location coordinates by city.

Top 10 properties preferred by Clients:

- ▶ The Hillside Hotel tops the highest priority, next to which stands home away from ho. And Newyork Multi Unit..

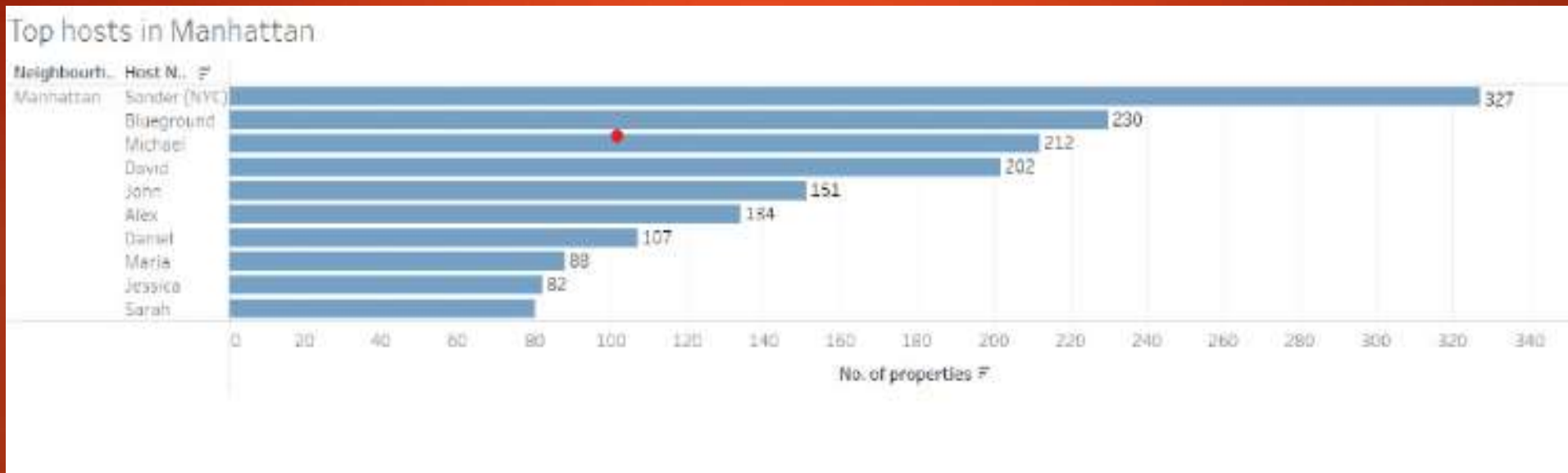


Top 10 Host names:



Top Hosts In Manhattan

- Sander stands in the first place followed by Blueground & Micheal.

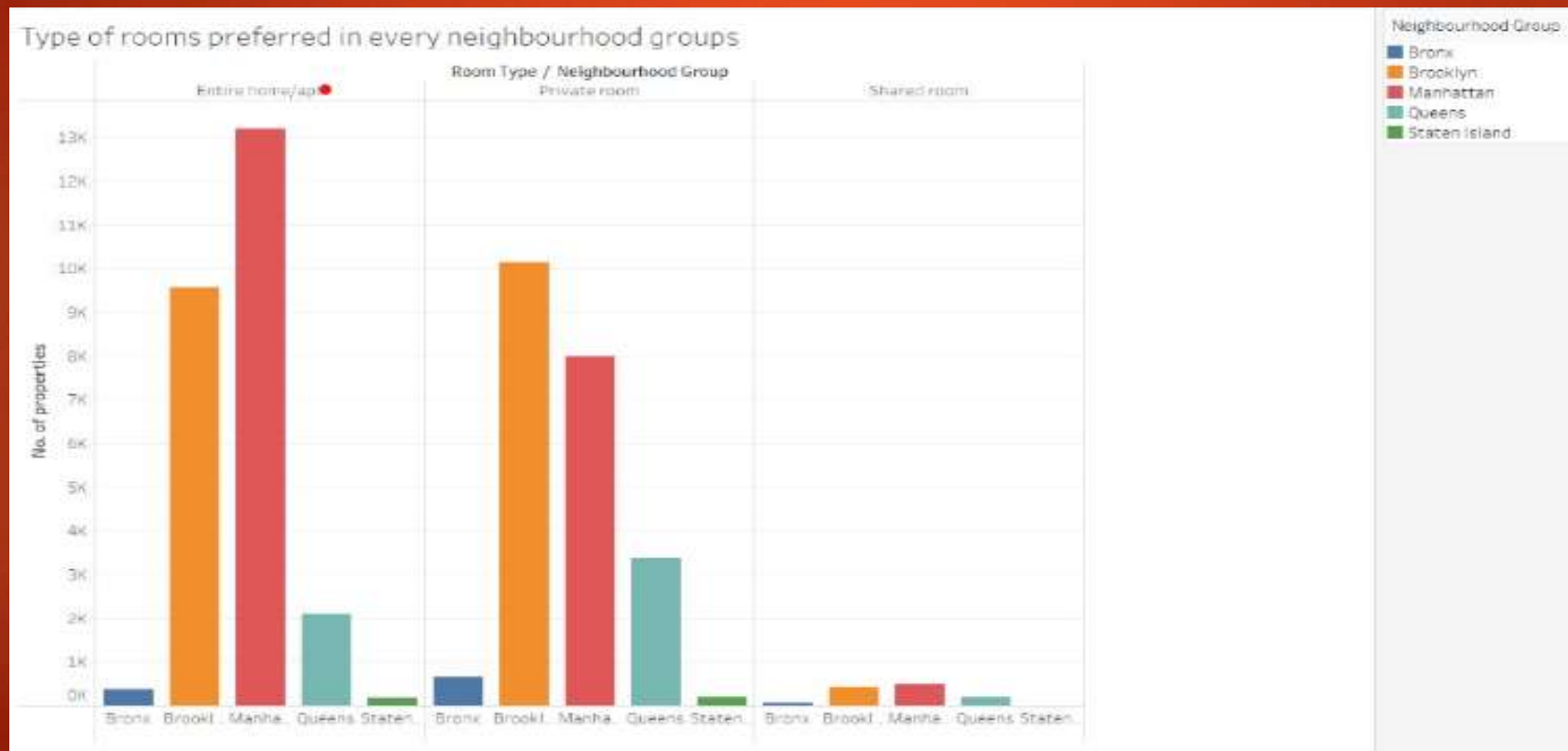


Hosts with highest number of Listing in every neighborhood group



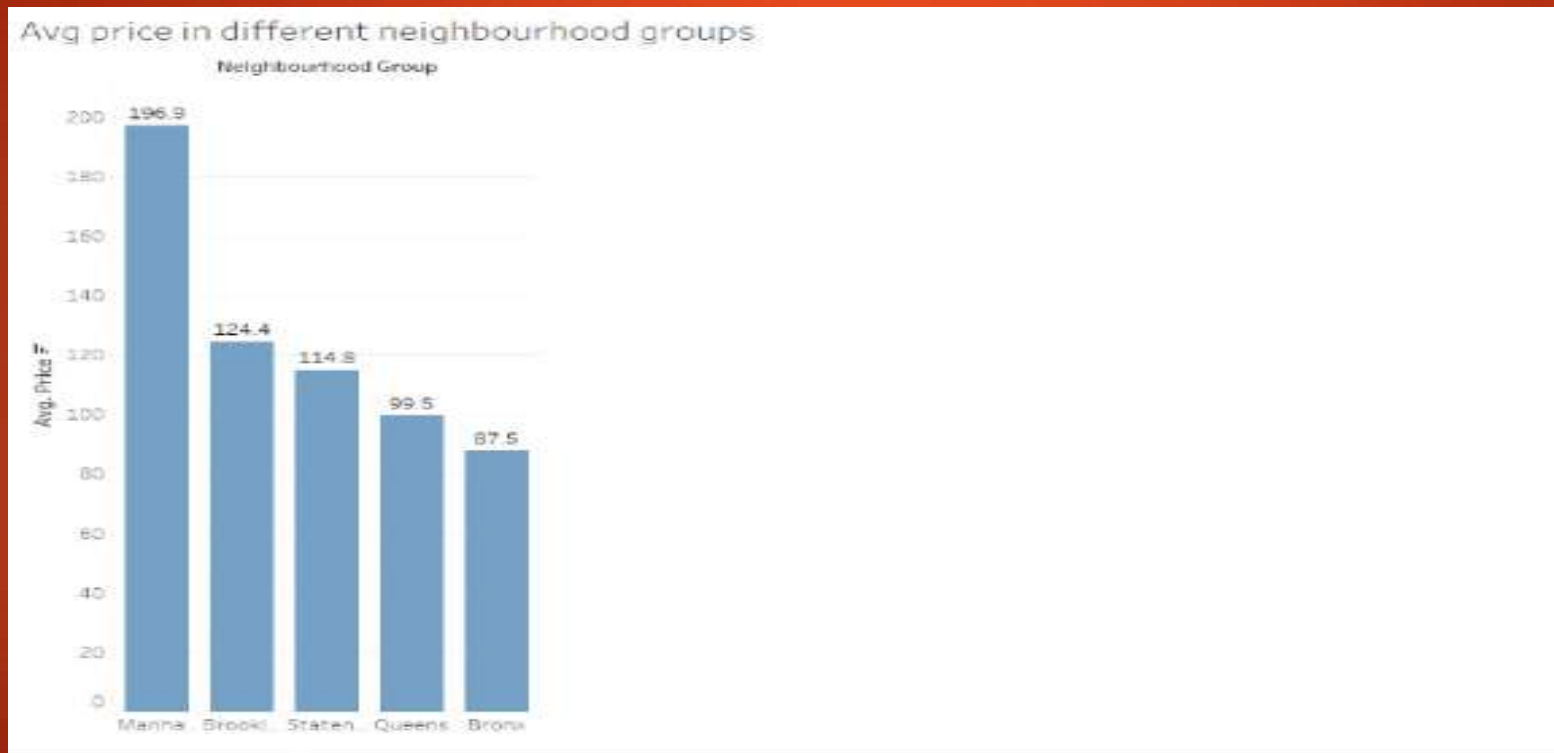
Types of Rooms Preferred in Every neighbourhood:

- ▶ The people of Manhattan prefer entire room more when compared to the private room



Average price in Different neighbourhood groups:


- ▶ The average price in Manhattan is more when compared to other neighbourhood.



Average Number Of Nights

- ▶ Manhattan tops all of them considering how busy of a city it is.



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- ▶ These are the Analysis of the different properties and Manhattan tops them all. This may be due to the availability of all the facilities within reach, when one choses they chose comfort and luxury at the same time which could be one of the possible reasons for it

▶ THANK YOU