

Where should you book your next Airbnb ?

DATA VISUALIZATION REPORT BY :
PRINCITA DSOUZA & VAISHNAVI K

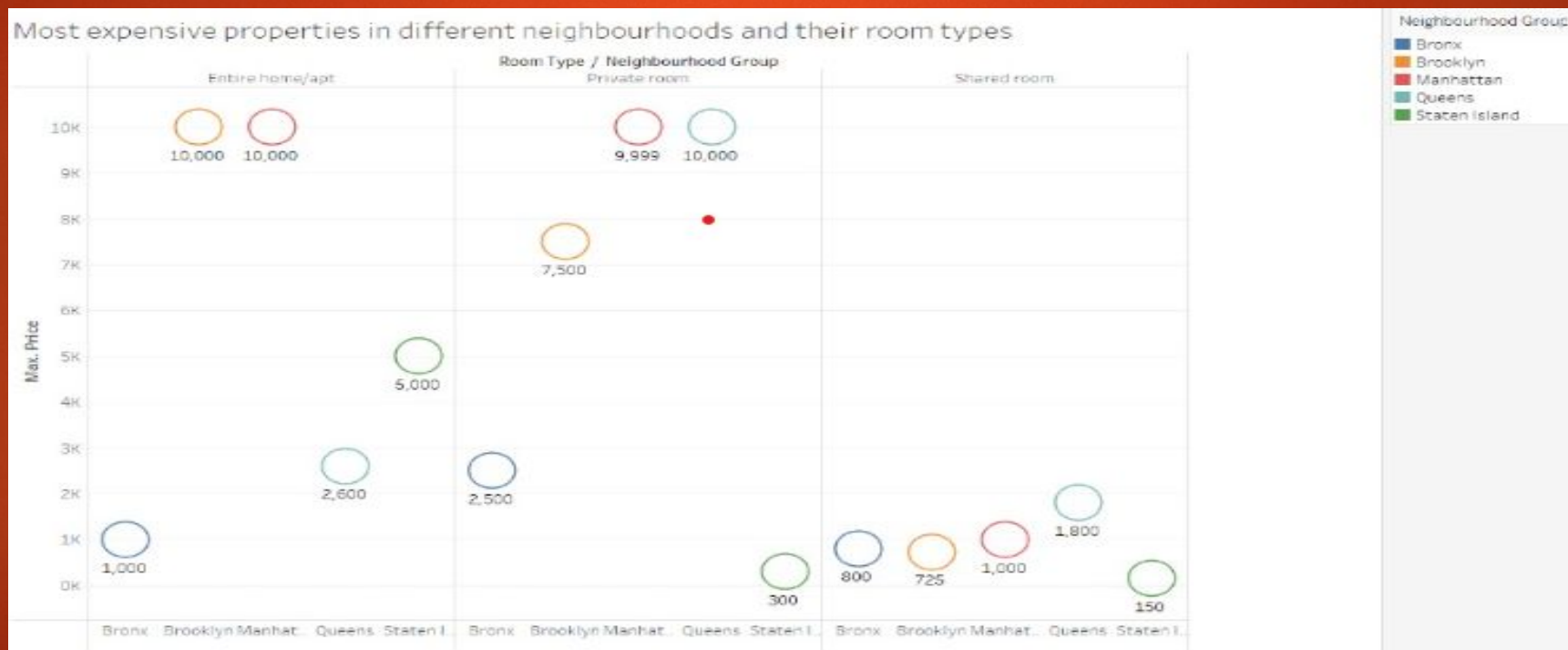
Introduction

- ▶ 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

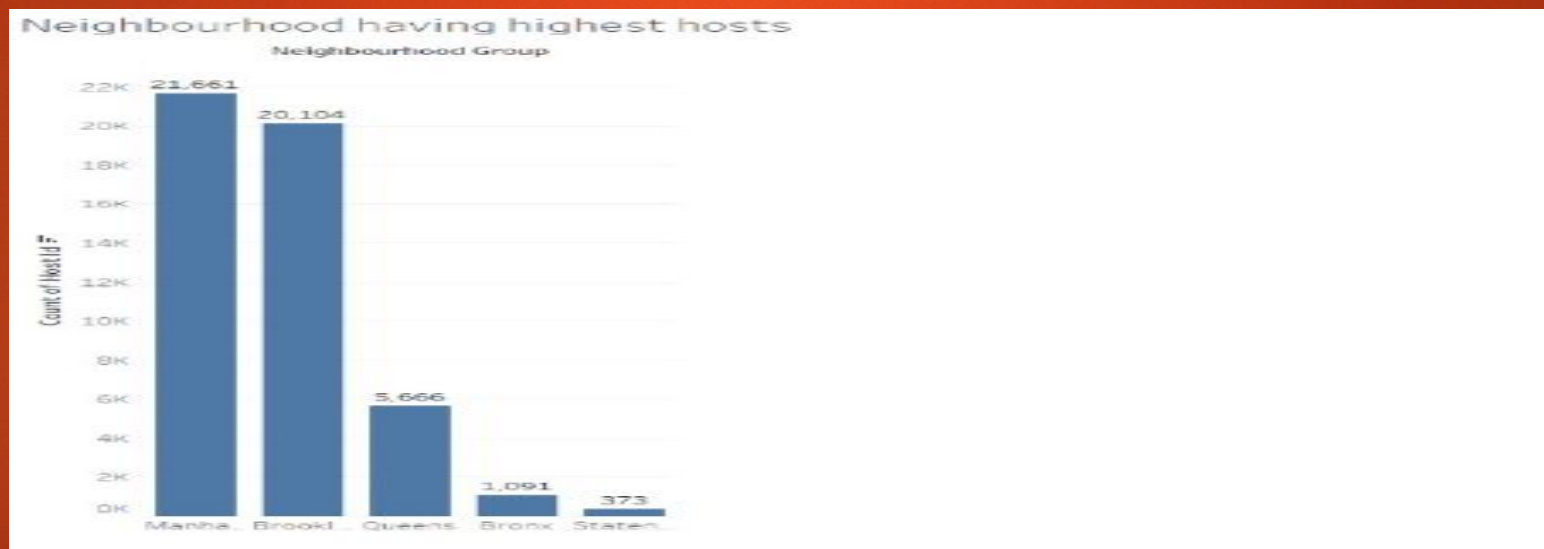
- ▶ We have explored the data and have segregated the popular neighborhood group i.e., neighborhood having highest bookings
- ▶ We evaluated potential research questions and the audiences we could serve using Airbnb data that was available at the zip-level across the US or with specific location coordinates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

Most Expensive properties In different Neighbourhood and their room types:



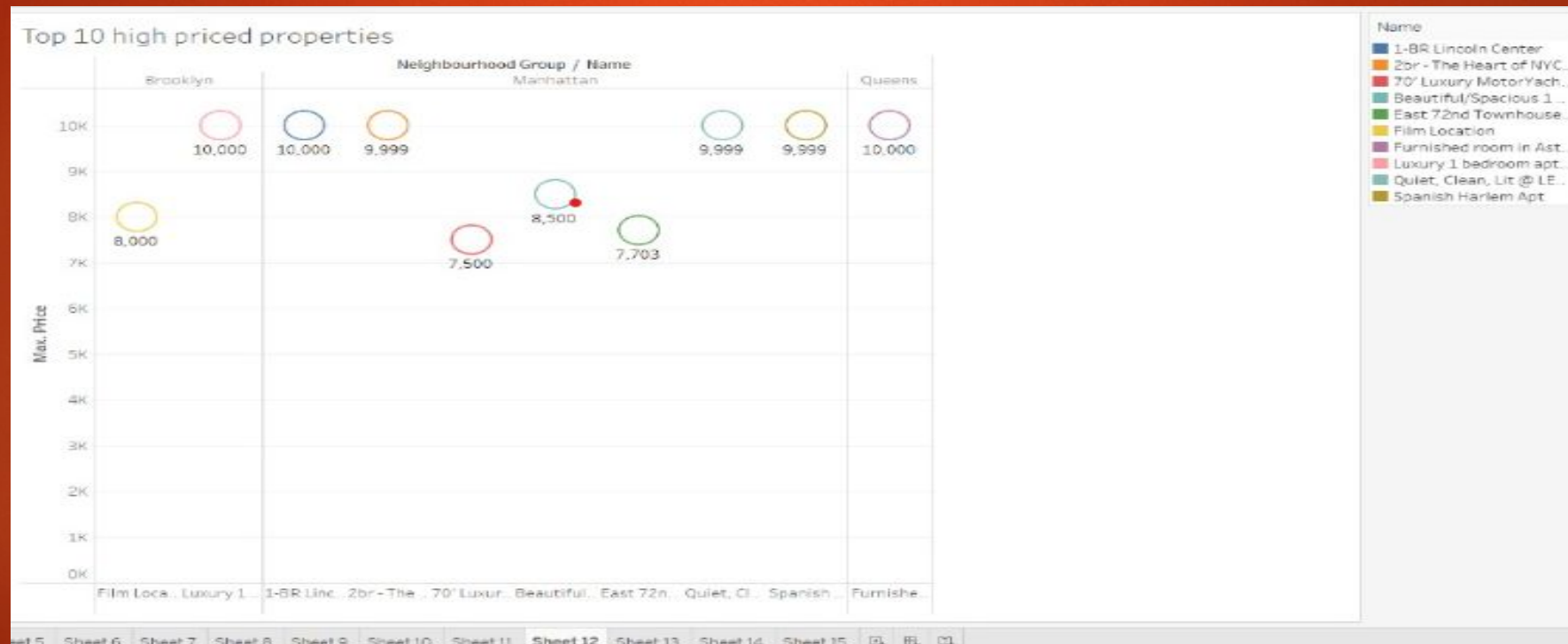
Neighbourhood Having highest Hosts:

- ▶ Manhattan stands first with the highest number of hosts next to Brooklyn.



Top 10 High priced Properties:

- ▶ The below grouping shows the highest prices property.



Average Price Of different rooms in Different neighbourhood Groups



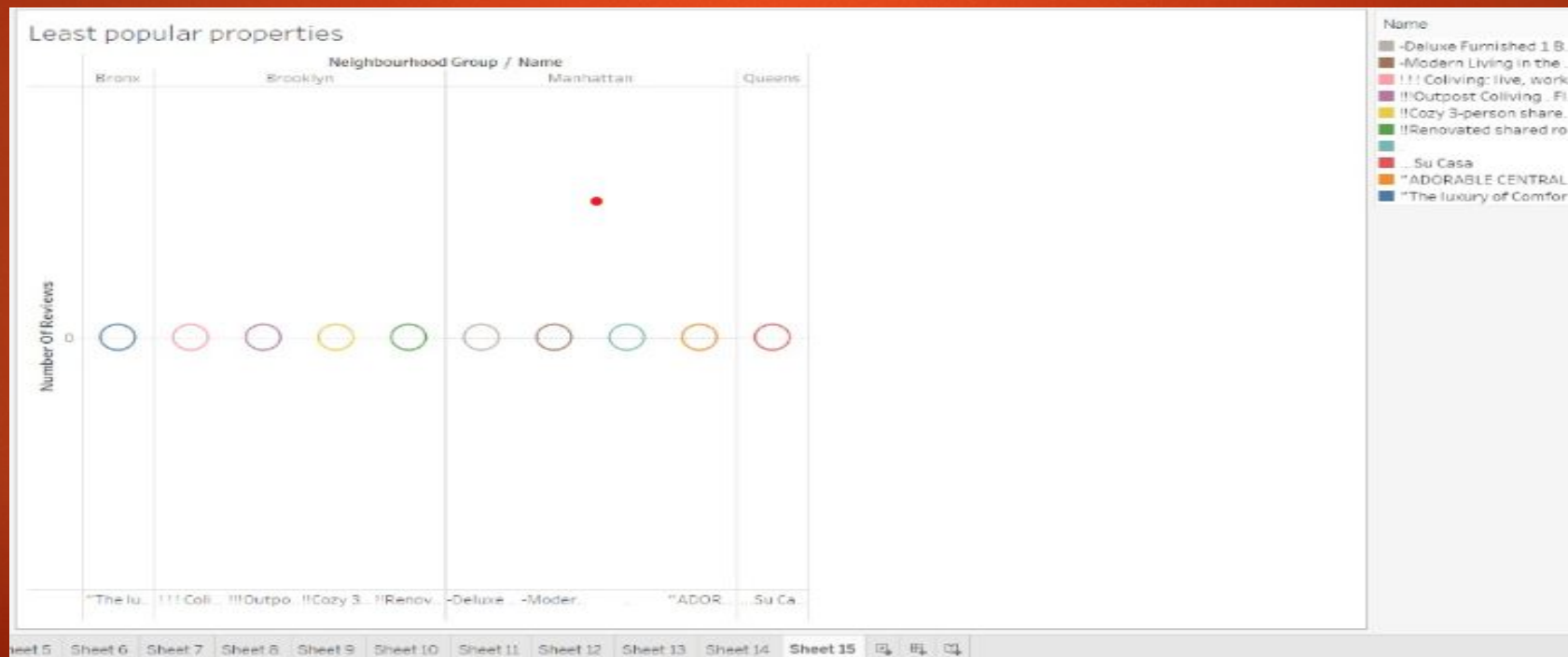
Most popular Properties By Rating:

- ▶ The properties in Manhattan are on on-par with that of Quuens there is just a slight variation.



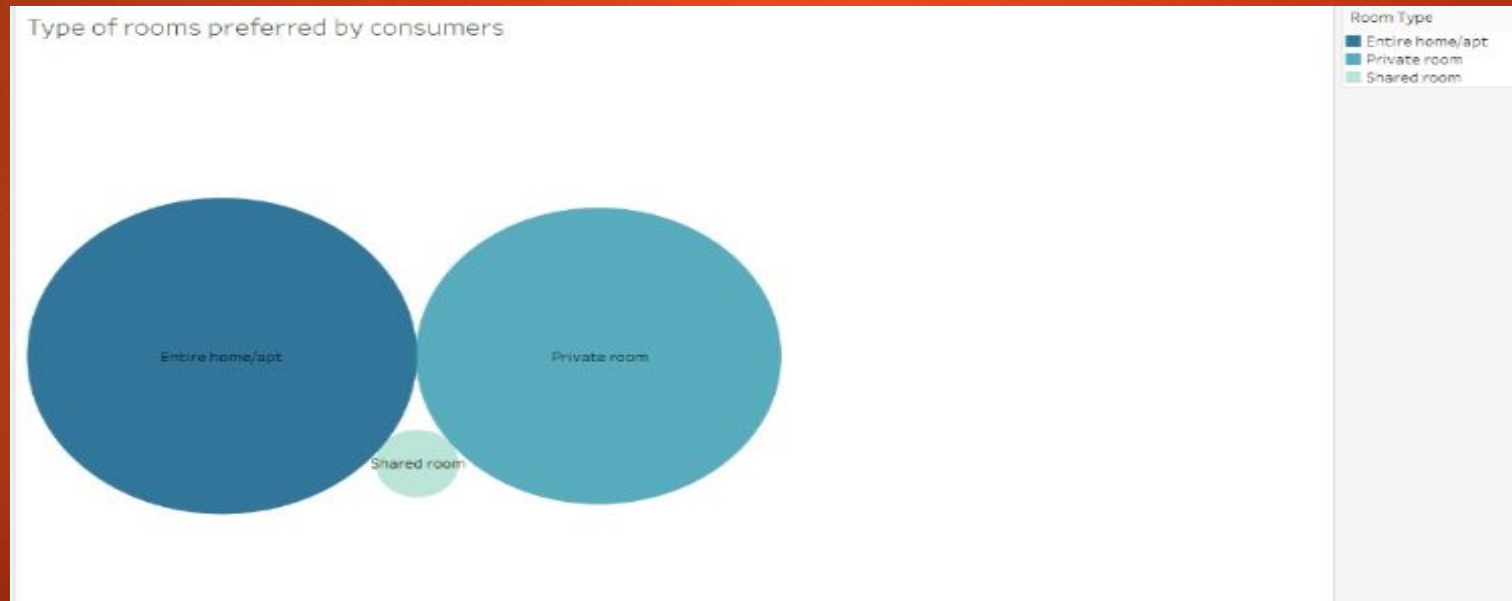
Least popular properties:

- ▶ Here this depends on the type of the property it is whether it is semi-furnished/fully-furnished.



Types Of Rooms Preferred By Consumers:

- ▶ Looks like there is an equal proportion of consumers who prefer an Entire room & a private Room where as only a few people prefer shared room which can be naturally assumed since most of them would like their privacy and would not want to share.





THANK YOU