

Storytelling Case Study: Airbnb, NYC

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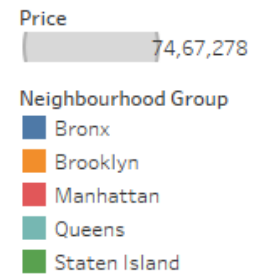
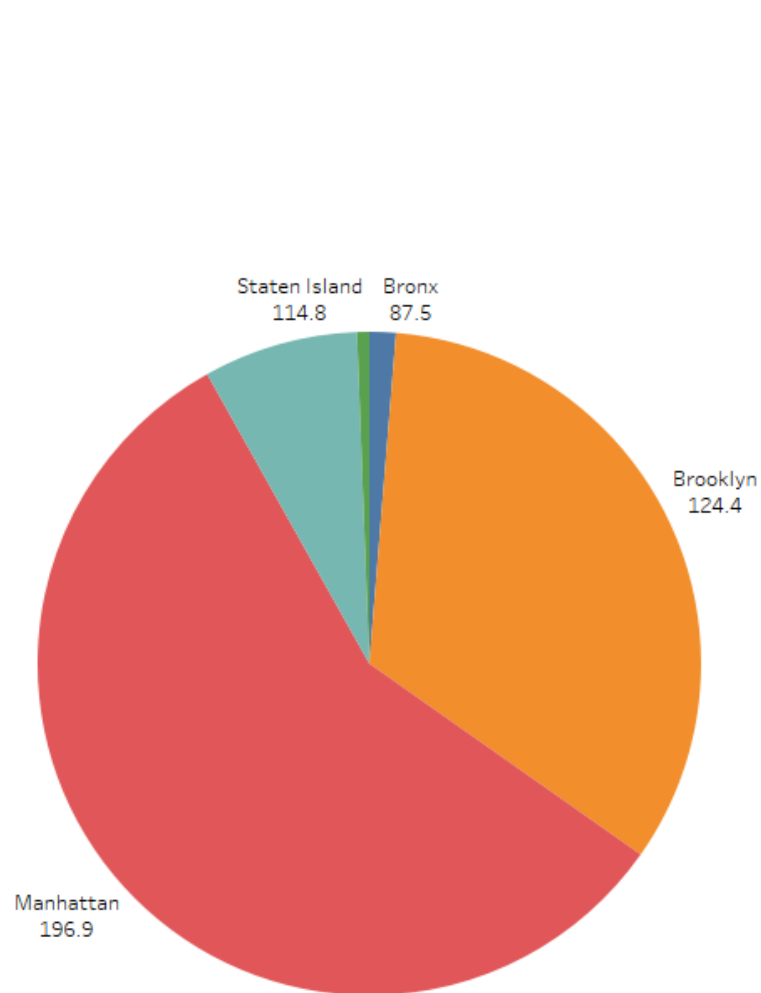
Manish Mishra

Onkar Suryawanshi

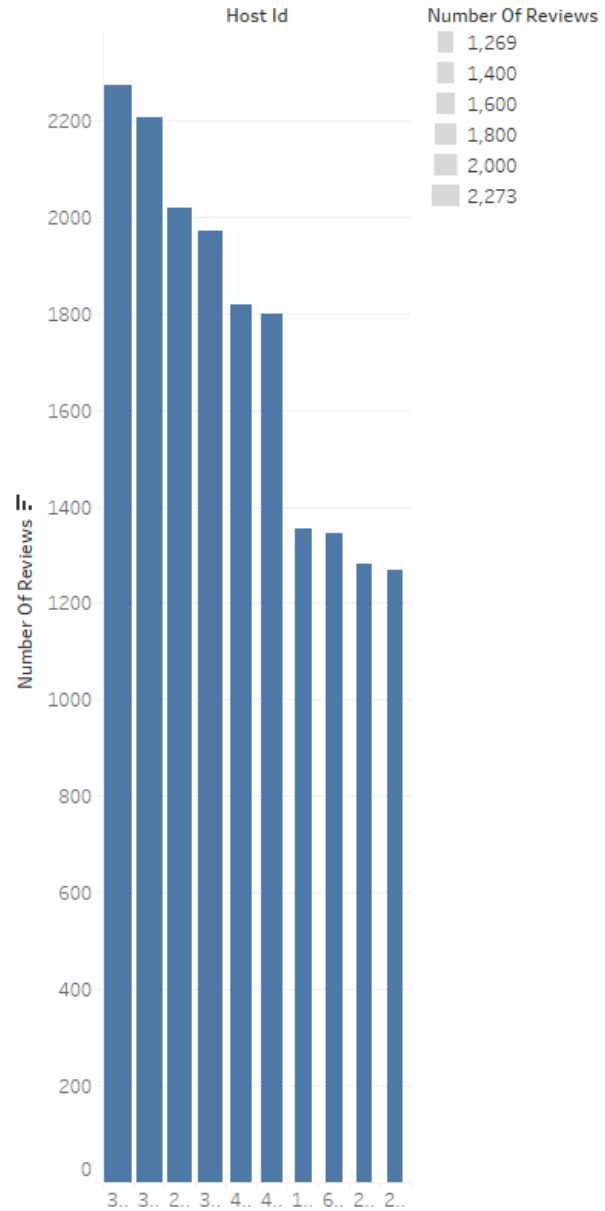
Presentation – II

- 1. Head of Acquisitions & Operations:** This head looks after all the property and host acquisitions and operations. Acquisition of the best properties, price negotiation, and negotiating the services the properties offer falls under the purview of this role.
- 2. Head of User Experience:** The head of user experience looks after the customer preferences and also handles the properties listed on the website and the Airbnb app. Basically, the head of user experience tries to optimise the order of property listing in certain neighbourhoods and cities in order to get every property the optimal amount of traction.

Neighbourhood Group vs AvgPrice

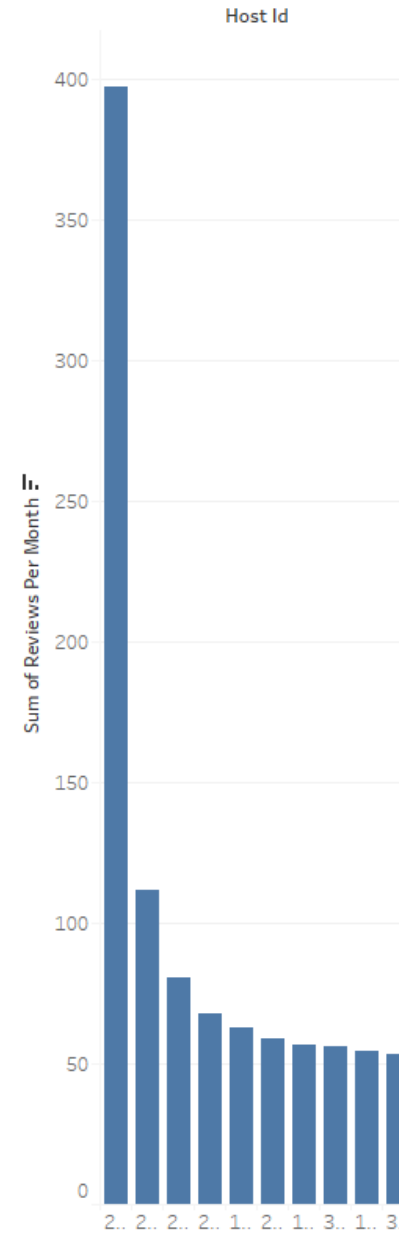


Top 10 host based on number of reviews



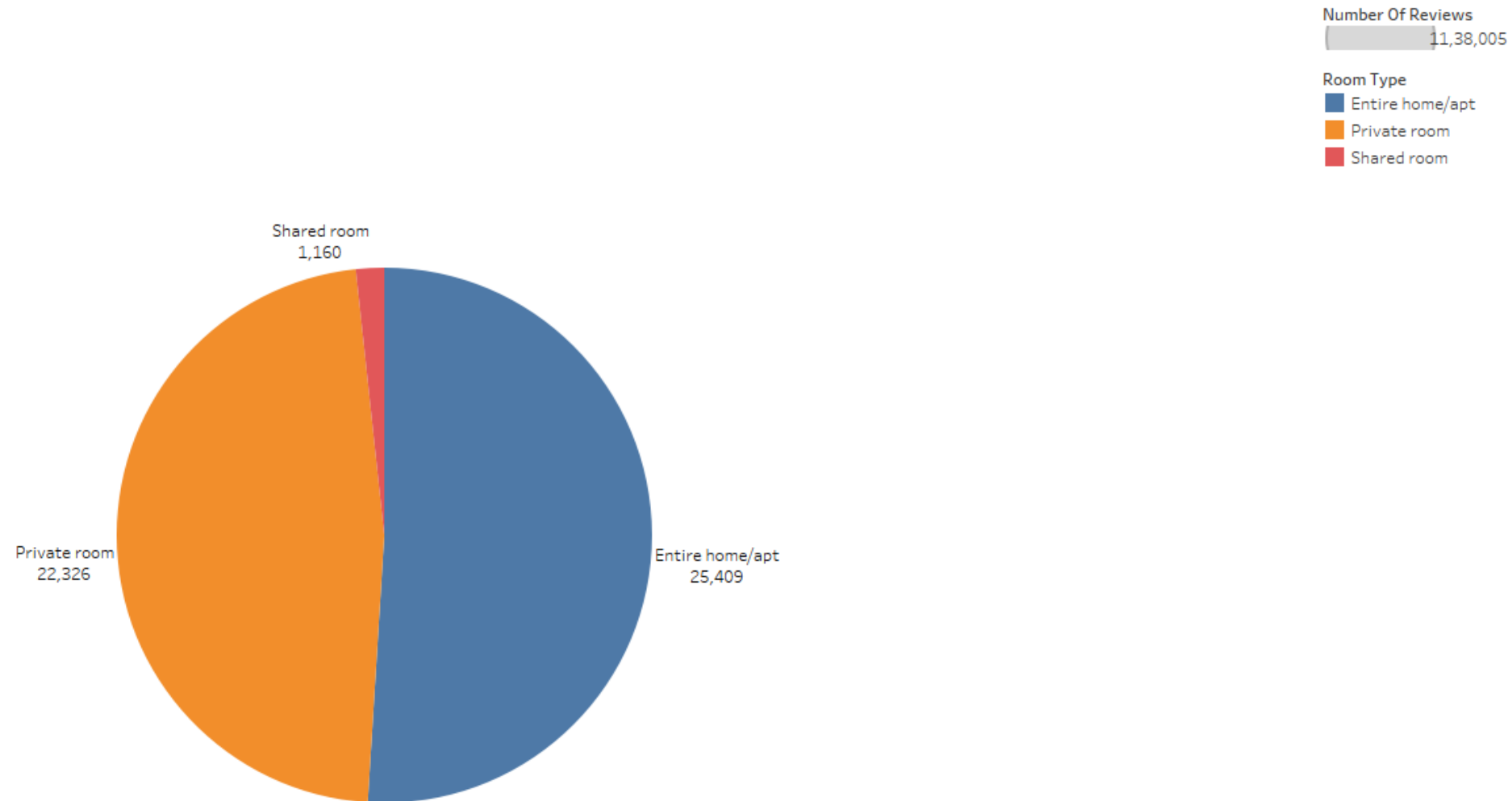
Sum of Number Of Reviews for each Host Id.
Size shows sum of Number Of Reviews. The
view is filtered on Host Id, which keeps 10 of
37,457 members.

Top 10 host based on reviews per month

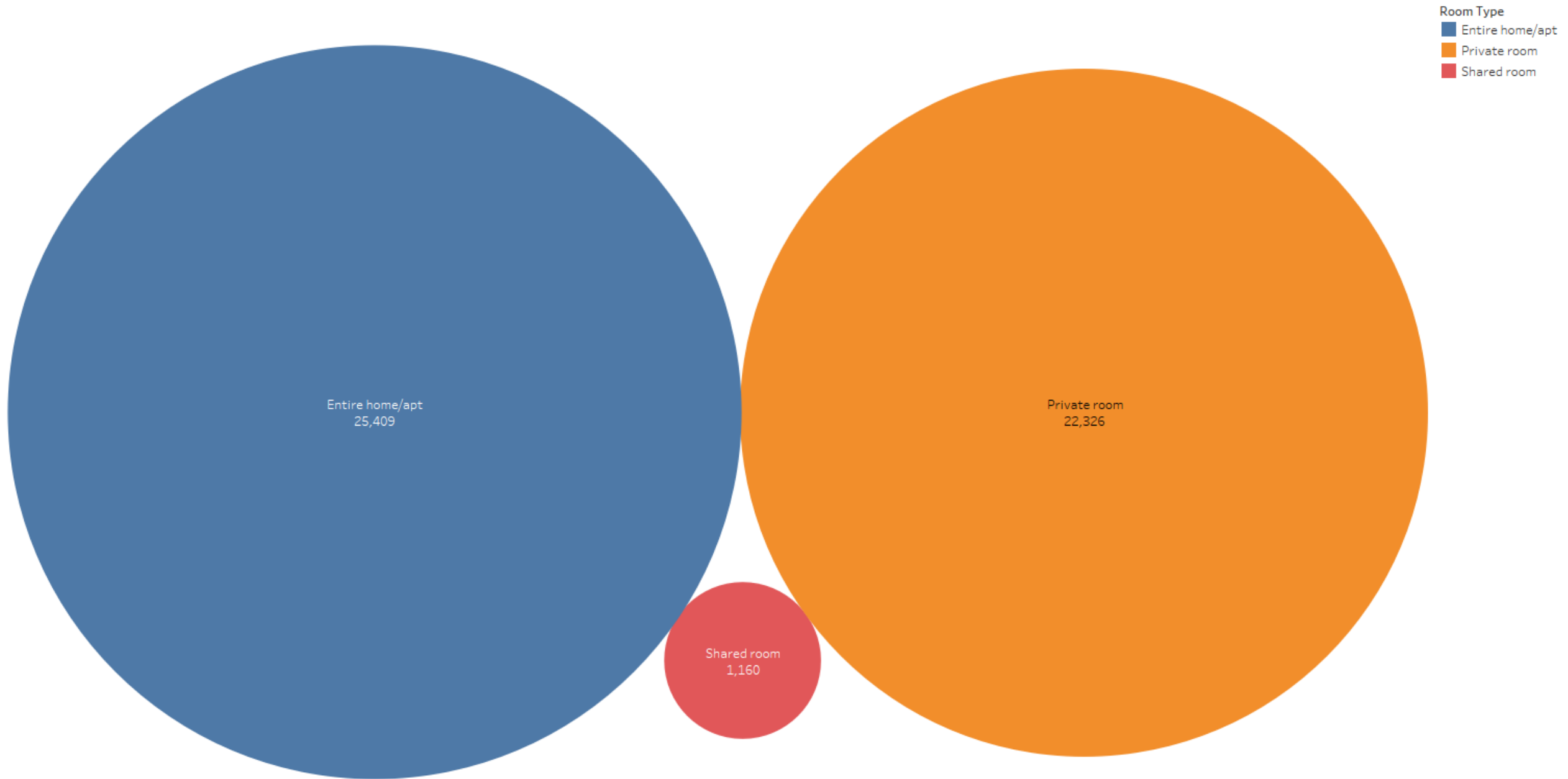


Sum of Reviews Per Month for each Host Id.
The view is filtered on Host Id, which keeps
10 of 37,457 members.

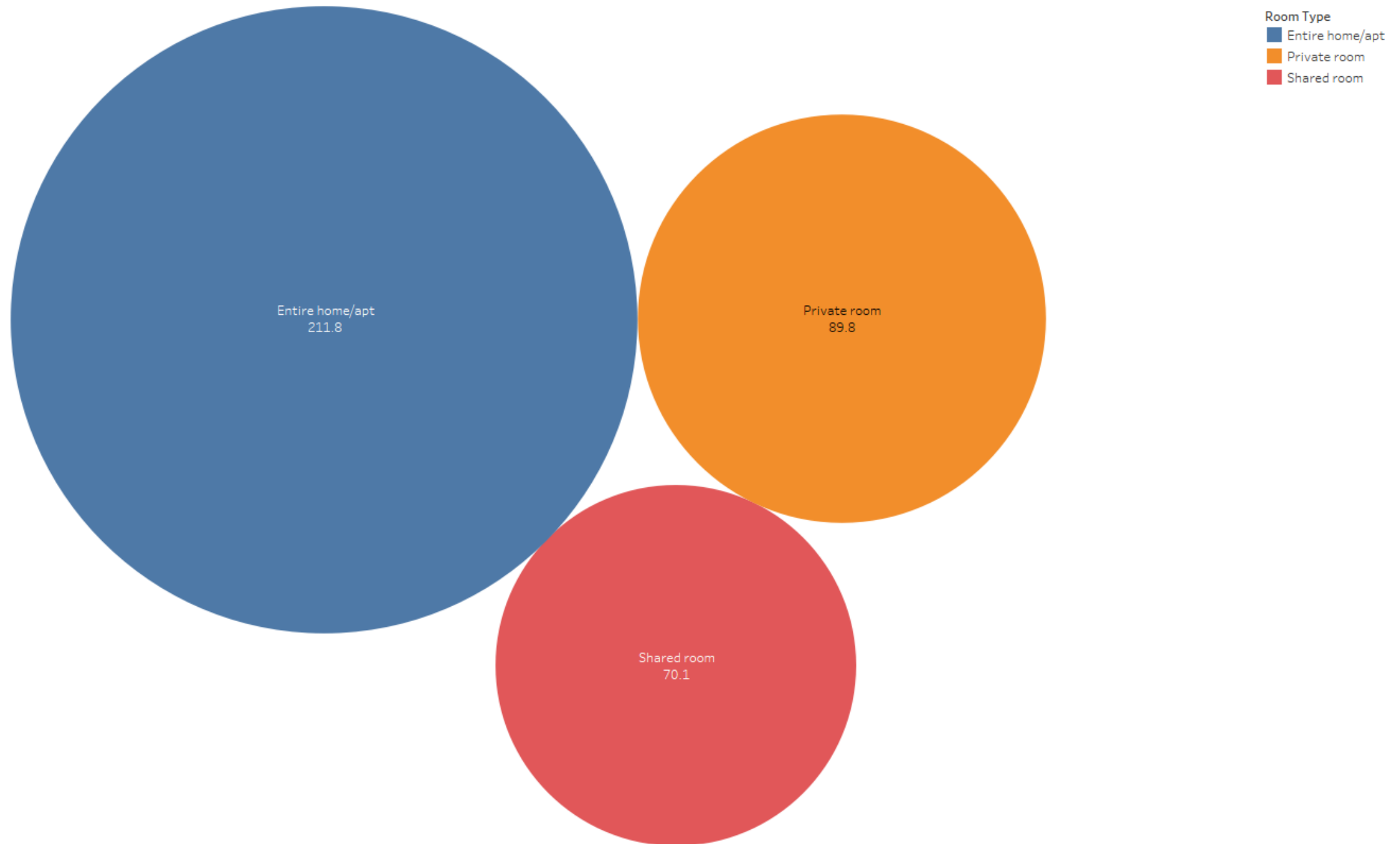
Customers Room type preference based on number of reviews



Annual Availability of Rooms based on Room Type



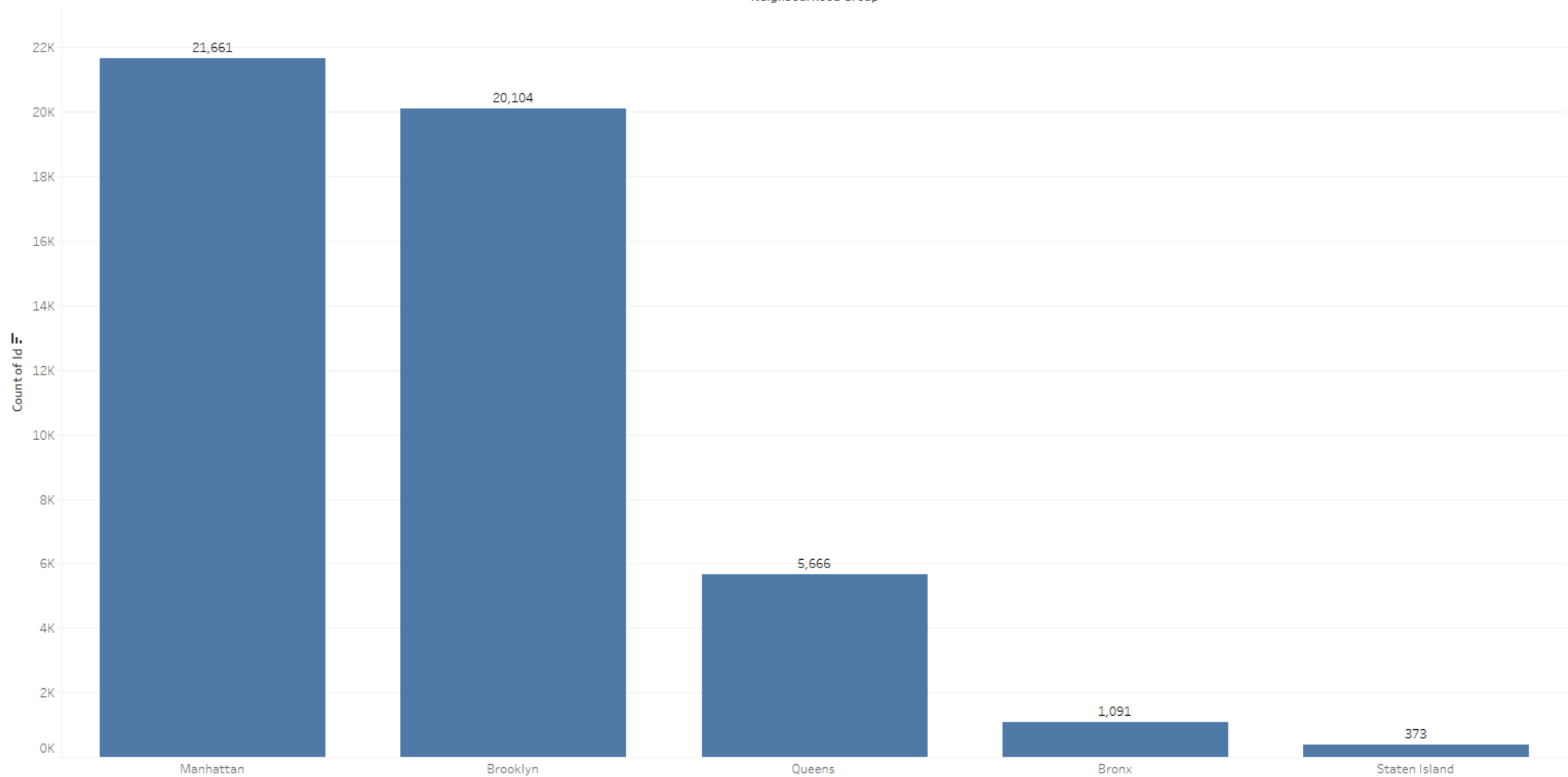
Price comparison based on room type



Room Type and average of Price. Color shows details about Room Type. Size shows average of Price. The marks are labeled by Room Type and average of Price. The view is filtered on Room Type, which keeps Entire home/apt, Private room and Shared room.

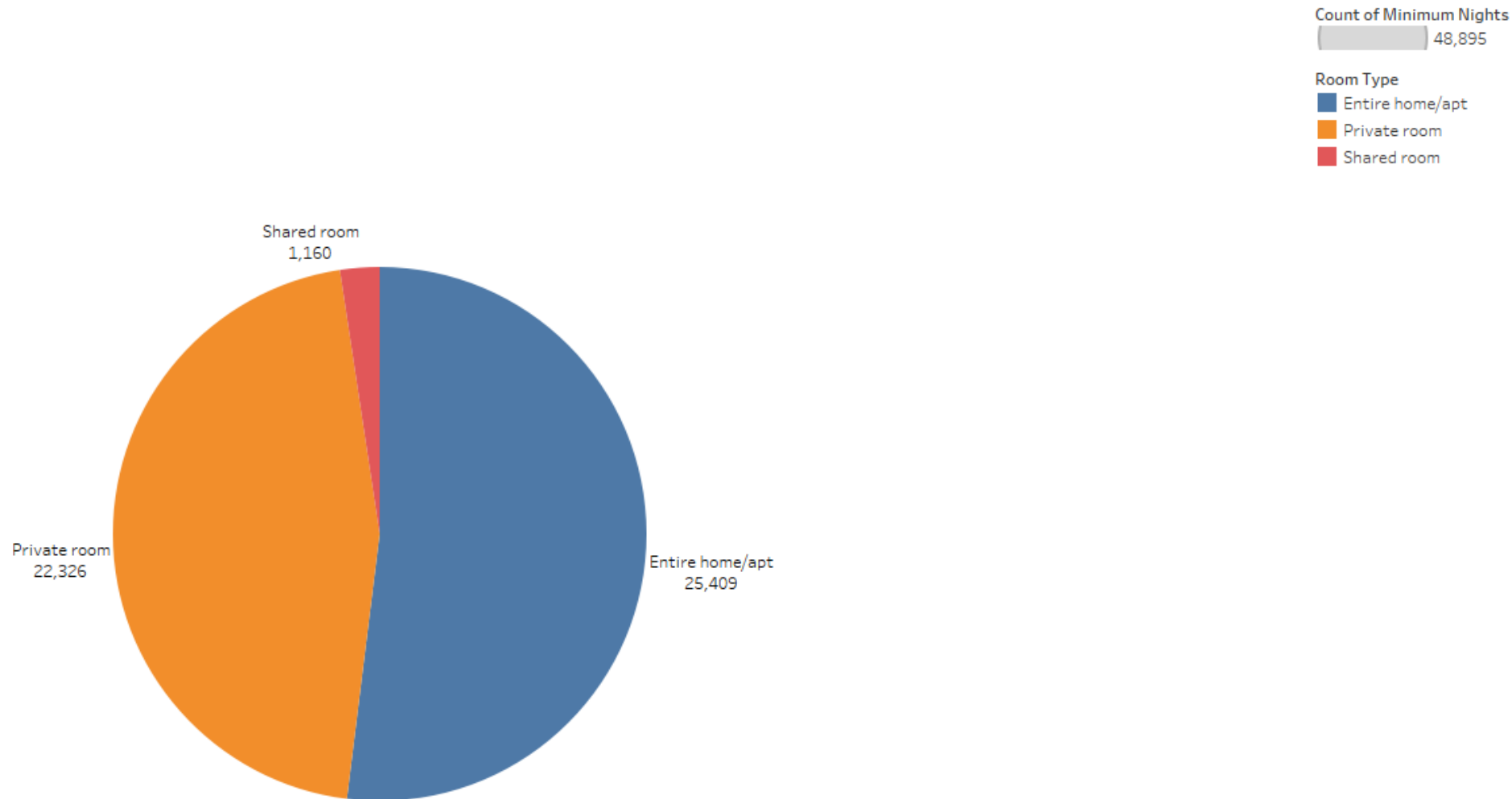
Most popular neighbourhood group based on number of booking id's

Neighbourhood Group

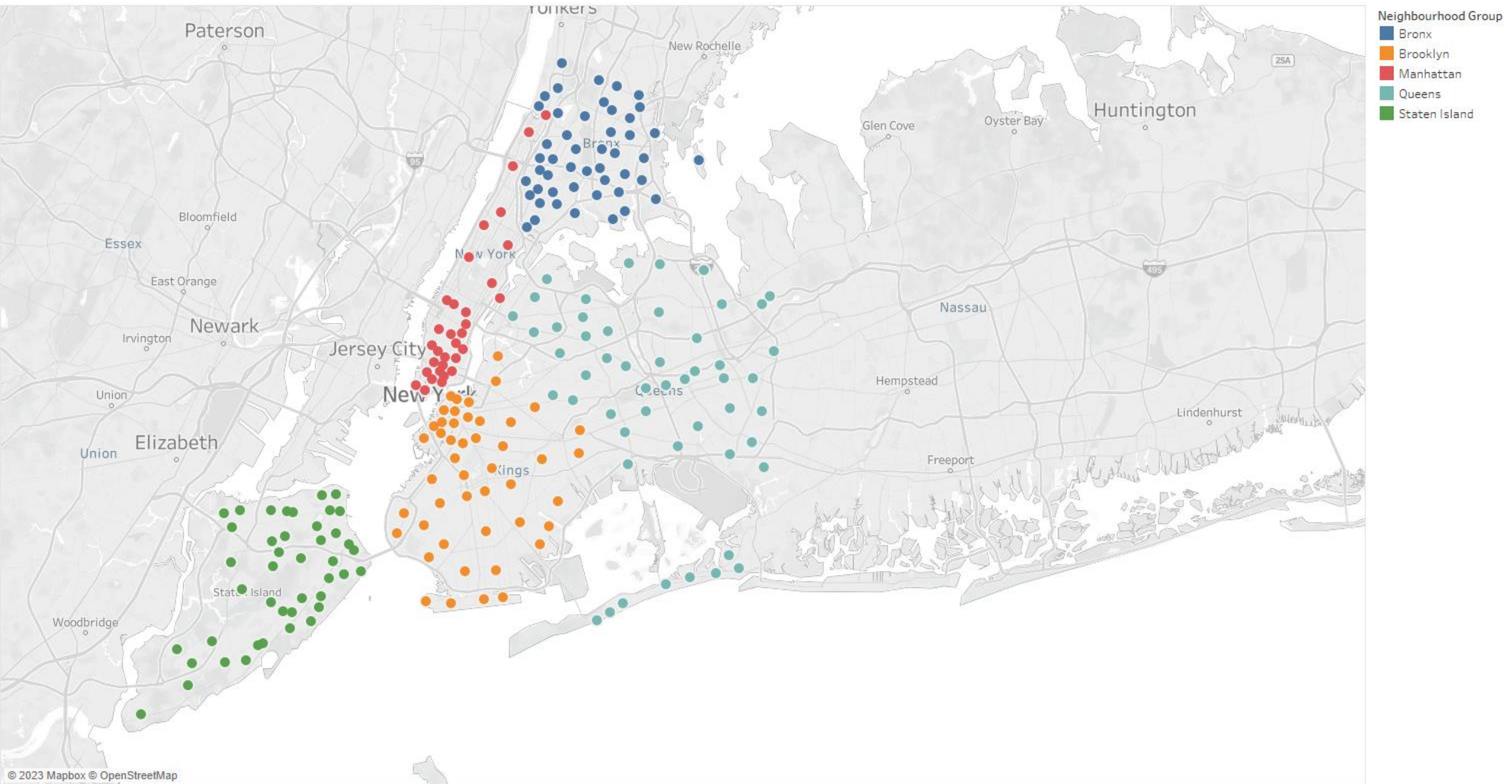


Count of Id for each Neighbourhood Group. The marks are labeled by count of Id.

Most sold room type based on minimum nights



Neighbourhood Group vs Property Density



Outcomes

1. Properties in Manhattan are pretty costlier for rental purpose. So we can target Brooklyn as the properties there are comparatively cheaper.
2. Most of the guest prefer Hosts with Host Id number '37312959' and '344035' as these are the most visited and reviewed host.
3. Most of the guest prefer Hosts with Host Id number '219517861' and '244361589' as these are the most monthly reviewed host.
4. As the Entire Home/Apartment type room are the most preferred among the visitors we should try acquiring more such room type.
5. Since the Shared Room types have the lowest availability we can acquire more such rooms to cater to the requirements of Bachelors and Students.
6. We can focus more on price of Entire Home/Apartment room type to make more revenue and profits for the company.
7. As we have lot of properties in Manhattan and Brooklyn so we have to focus on Queens, Bronx, and Staten Island properties.
8. As the most sold room types are Entire Home/Apartment and Private Rooms so we have to focus on Shared Rooms
9. The density of listed properties in Brooklyn and Queens is quite low so we can focus more on acquiring more properties in these two Neighborhood Groups.