



# AIR BNB CASE STUDY

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# AGENDA

- Objective
- Background
- Important Insights
- Recommendations
- Data Methodologies



# OBJECTIVE

- Gaining the deep understanding about the market for the post COVID era.
- Understanding the requirements of the customers and making their stay in the Airbnb as safe as possible
- Providing the early recommandations to the team to improve upon the efficiency and to improve the customer service.

# BACKGROUND

- AIRBNB, INC. IS AN AMERICAN VACATION RENTAL ONLINE MARKETPLACE COMPANY BASED IN SAN FRANCISCO, CALIFORNIA, UNITED STATES. AIRBNB OFFERS ARRANGEMENT FOR LODGING, PRIMARILY HOMESTAYS, OR TOURISM EXPERIENCES.
  - DUE TO COVID SITUATION, AIRBNB HAS SEEN DROP IN REVENUE.
- ONCE RESTRICTIONS DUE TO COVID ARE EASED OFF , AIRBNB WANTS TO BE FULLY PREPARED WITH THEIR PRECAUTIONARY MEASURES & NEW CHANGES AND IMPLEMENT THE STRATEGIES INTO FULL EFFECT.



# IMPORTANT INSIGHTS

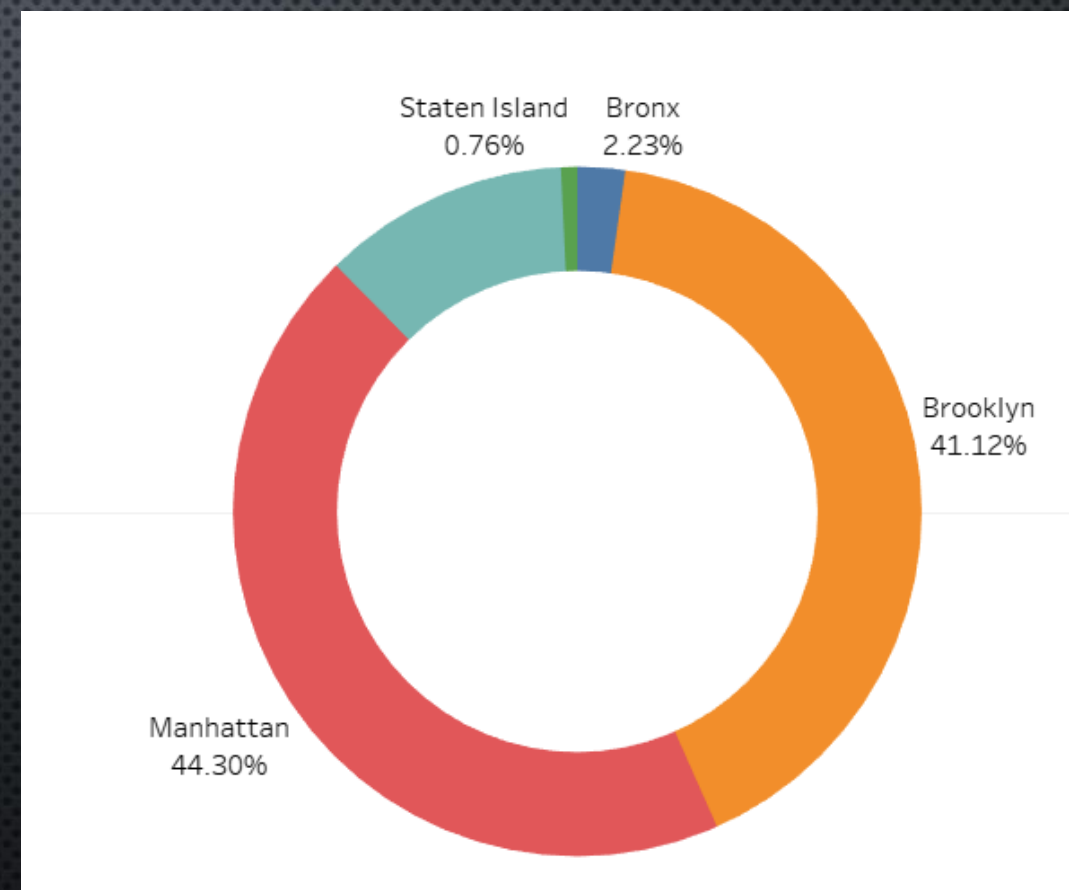
- ACCORDING TO THE KEY LISTINGS MANHATTAN AND BROOKLYN ARE THE NEIGHBORHOOD GROUPS WHICH ARE MOST IN DEMAND.
- THE FOCUS SHOULD BE ON THE ENTIRE HOME/ APARTMENTS AS THE NUMBER OF BOOKINGS FOR THIS IS THE HIGHEST WHEREAS THE SHARED ROOMS HAVE SEEN THE LOWEST NUMBER OF BOOKINGS.
- BROOKLYN AND MANHATTAN HAS MORE DEMAND OF ENTIRE HOME/APT BOOKING BASED ON AVERAGE PRICE.
  - MANHATTAN AND BROOKLYN ARE MOSTLY PREFERRED FOR MINIMUM
    - NIGHT FOR STAY.
- MANHATTAN AND BROOKLYN ARE PROBABLY WELL RECEIVED IN TERMS OF REVIEWS BECAUSE THEY ARE THE CENTERS OF ATTRACTION.EVERY LISTING IN THOSE LOCALES ARE MOSTLY BUILT IN A WAY THAT MAKES A TOURIST FEEL AT HOME.

# NEIGHBORHOOD GROUP DISTRIBUTION

-BROOKLYN(41.1) AND MANHATTAN(44.3)  
NEIGHBORHOOD GROUPS HAVE THE 85.4%PROPERTIES  
LISTED.

-STATEN ISLAND NEIGHBORHOOD GROUP HAS < 1%  
CONTRIBUTION OF PROPERTIES LISTED.

Neighbourhood	Count of Rentals
Manhattan	21643
Brooklyn	20089
Queens	5664
Bronx	1089
Staten Island	373



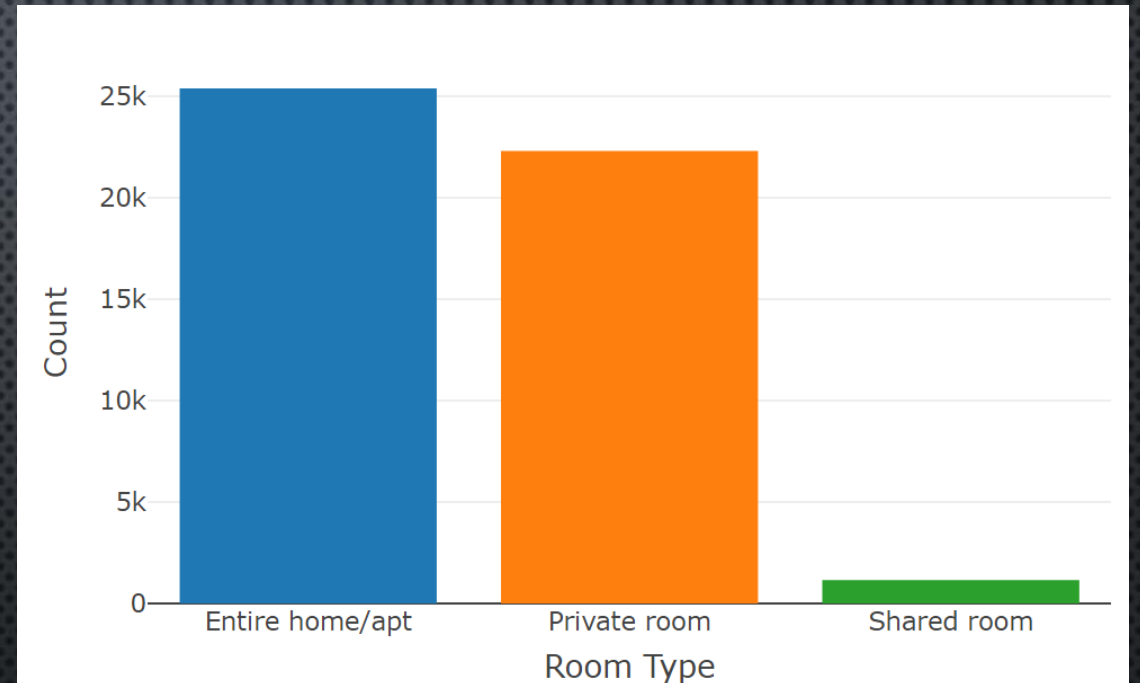


# ROOM TYPE DISTRIBUTION

CONTRIBUTION ROOM TYPES OF LISTING PROPERTIES:

-ENTIRE HOME/APT(51.96%) AND PRIVATE ROOM(45.66%)=>97.63% IS MAJOR PART OF THE PROPERTIES LISTED.

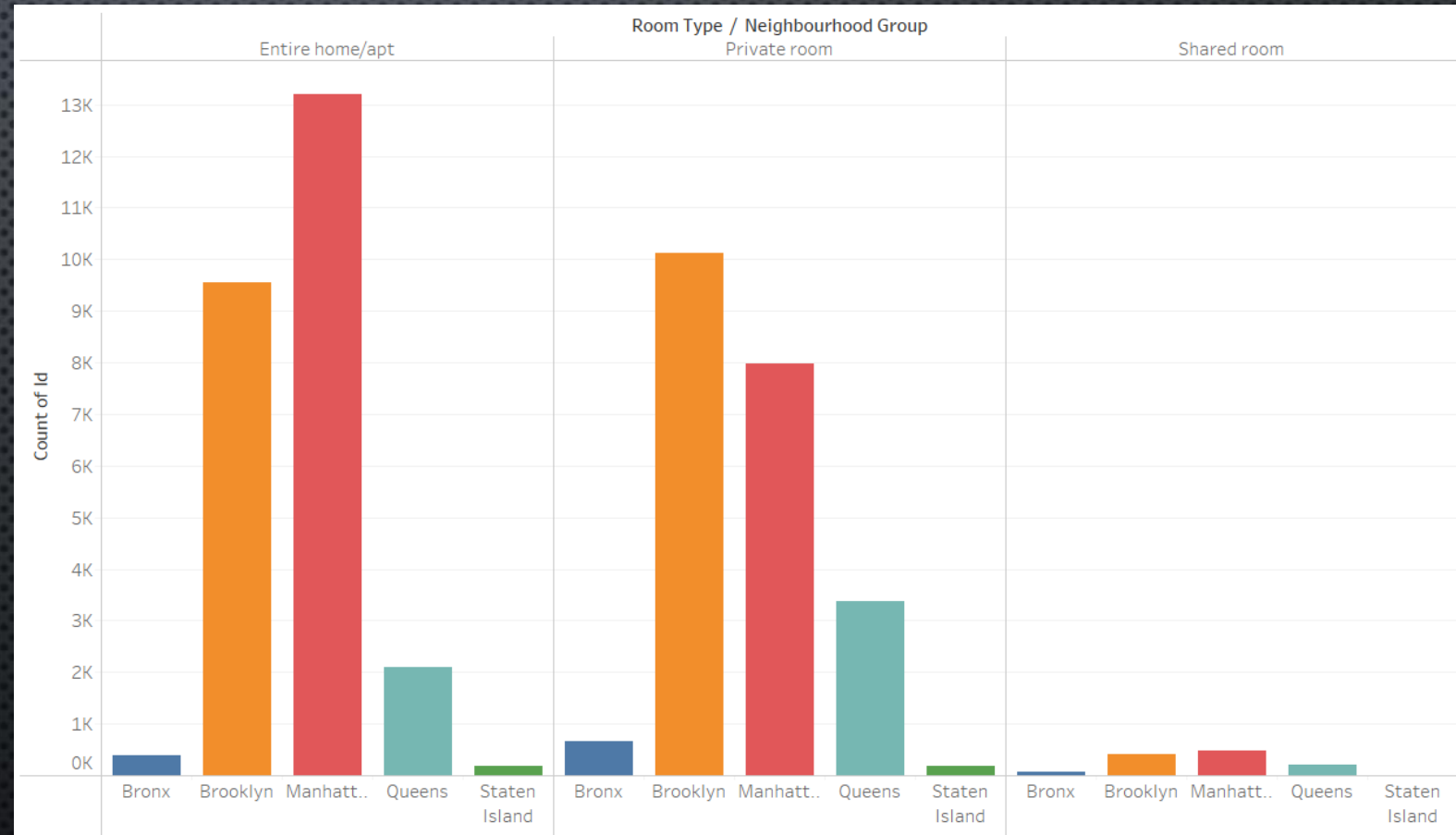
-ONLY 2.37% IS THE CONTRIBUTION OF SHARED ROOM PROPERTIES LISTED.



# ROOM TYPE CONTRIBUTION TO EACH NEIGHBORHOOD

Major difference in contribution of Overall room type and Within Neighbor Group -Manhattan has (14.7% higher contribution of Entire home/apt compared to the Overall Contribution

-Queens 23.2% higher contribution of Private room compared to the Overall Contribution





# PRICE VS NEIGHBORHOOD GROUP

The major contributions to every neighborhood group is through the entire home/apt .

Neighbourh..	Room Type		
	Entire home/apt	Private room	Shared room
Bronx	\$48.33K	\$43.55K	\$3.59K
Brooklyn	\$1,704.63K	\$775.10K	\$20.87K
Manhattan	\$3,289.71K	\$932.11K	\$42.71K
Queens	\$308.22K	\$241.98K	\$13.67K
Staten Island	\$30.60K	\$11.71K	\$0.52K

## NEIGHBORHOOD GROUP VS ROOM TYPE COUNT

From the Fig 2 we can see that the despite the greater listing of the private room in Brooklyn and Queens neighborhood groups the price of the entire home/apt is higher

Neighbourh..	Room Type		
	Entire home/apt	Private room	Shared room
Bronx	379	652	60
Brooklyn	9,559	10,132	413
Manhattan	13,199	7,982	480
Queens	2,096	3,372	198
Staten Island	176	188	9

# RECOMMENDATIONS

- FOCUSING ON BROOKLYN AND MANHATTAN CAN HELP THE BUSINESS FLOURISH AS WE OBSERVED THAT THE ALMOST 80% OF THE LISTINGS ARE FROM THESE TWO NEIGHBORHOOD.
- FOCUSING MORE ON THE ENTIRE HOME/APARTMENTS ROOM TYPE WILL BE MORE BENEFICIAL AND WILL GENERATE MORE REVENUE FOR THE LISTINGS AS WELL AS THE PARTNERS.
- FOLLOWING THE COVID PROTOCOLS WILL GIVE CUSTOMERS A SENSE OF SAFETY AND WILL MAKE THEIR STAYS IN THE ESTABLISHMENTS MORE ENJOYABLE AND IN TURN WOULD GENERATE POSITIVE REVIEWS.



# DATA METHODOLOGY

WE HAVE CONDUCTED THIS ANALYSIS USING FOLLOWING PROCESS —

- CLEANED DATASET BY REMOVING DUPLICATES, TREATING OUTLIERS/MISSING VALUES & REMOVING NULL VALUES AND REDUNDANT COLUMNS ETC.
- PERFORMED UNI-VARIATE & BI-VARIATE ANALYSIS WITH ALL AFFECTING FEATURES TO DRAW SOME INSIGHTS.
- STARTED VISUALIZING THE DATA SET USING PYTHON, TABLEAU & PLOTLY.
- BASED ON THAT PROVIDED OUTCOME/ RESULTS & RECOMMENDATIONS.