



# Unlocking Revenue Growth: Airbnb Insights and Strategies

BY:  
PRASHANT TIWARI  
LIPIKA KANDARI  
SHREYA S PHADE

# AGENDA

- Objective
- Background
- Key findings
- Recommendations
  - Appendix

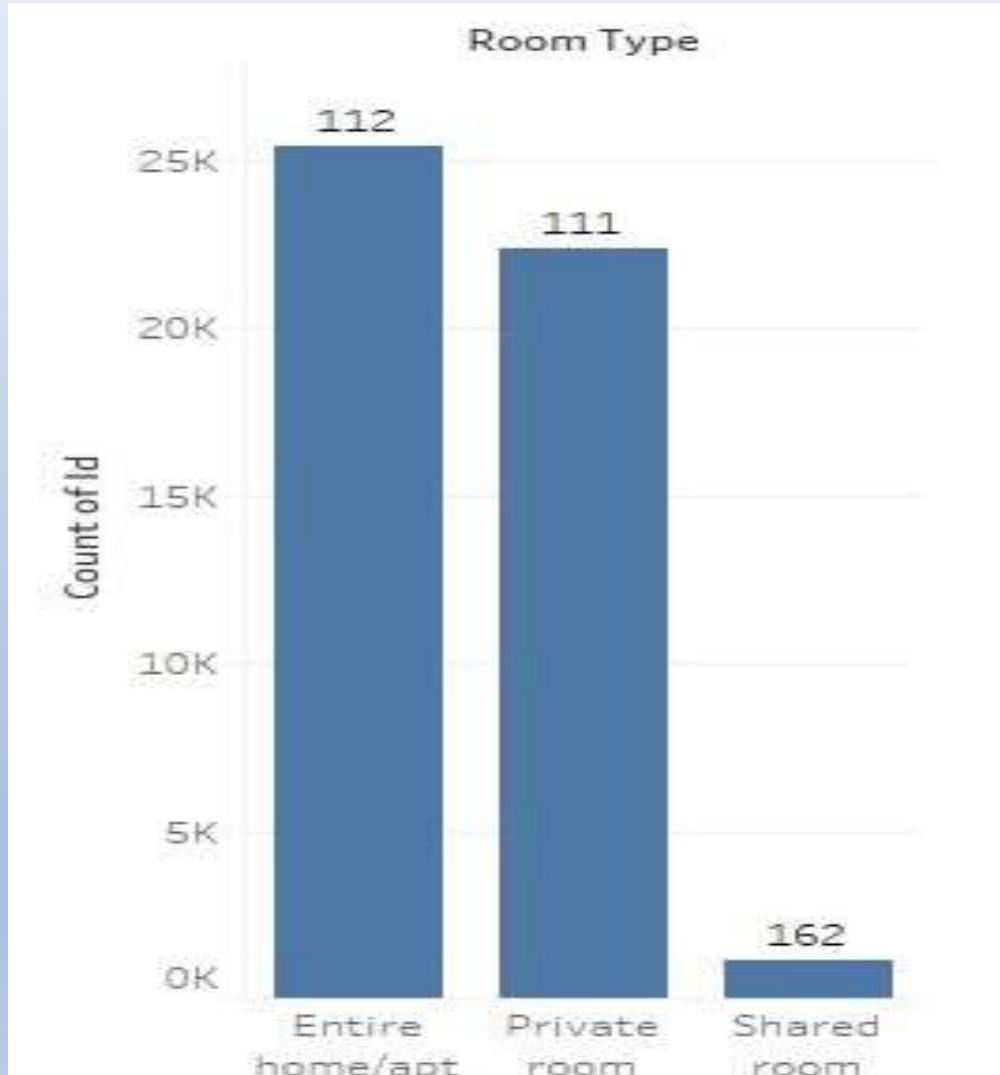
# OBJECTIVE

- Data-Driven Property Acquisition Strategy
- Enhancing User Experience and Property Visibility
- Maximize revenue through data-driven market adaptation

# BACKGROUND

- Recent Revenue Decline: Airbnb has experienced a significant drop in revenue over the past few months due to travel restrictions.
- Anticipating Increased Travel: With the lifting of restrictions and a surge in travel, Airbnb aims to proactively address this changing market landscape.
- Strategic Preparedness: Airbnb seeks to ensure it is well-prepared to capitalize on the expected rebound in travel demand.

# ROOM TYPE RELATION WITH DEMAND/AVAILABILITY



- Most of the listings are of type Entire home/apt or Private room.
- Private room and Entire home is preferred almost equally by most customers.
- Shared room is vacant for most of the time and is least popular.

Availability in a year:

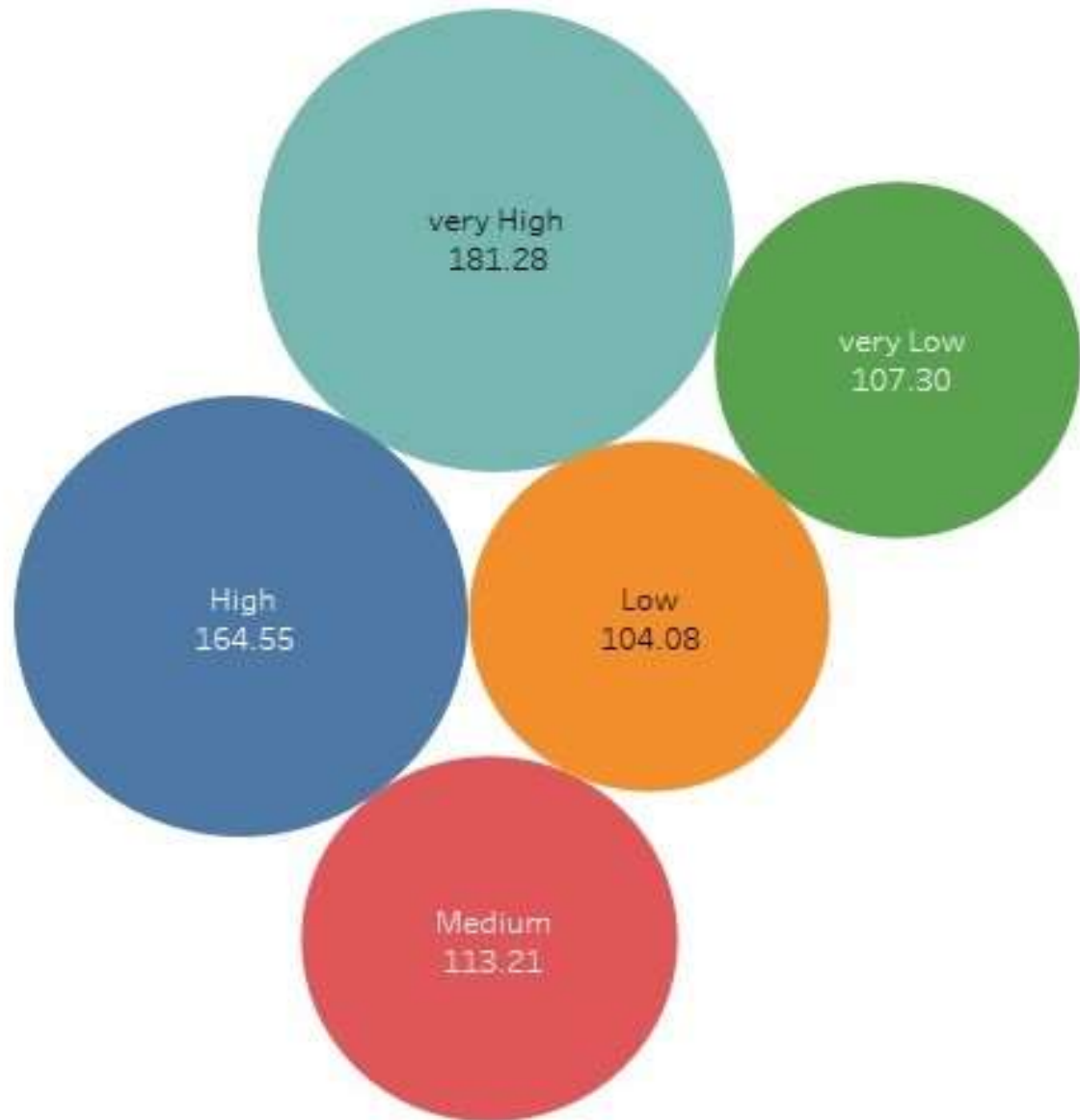
Entire home -112 days

Private room -111 days

Shared room -162 days



# CUSTOMER PREFERENCES FOR VARIOUS ROOM PRICE STRUCTURE

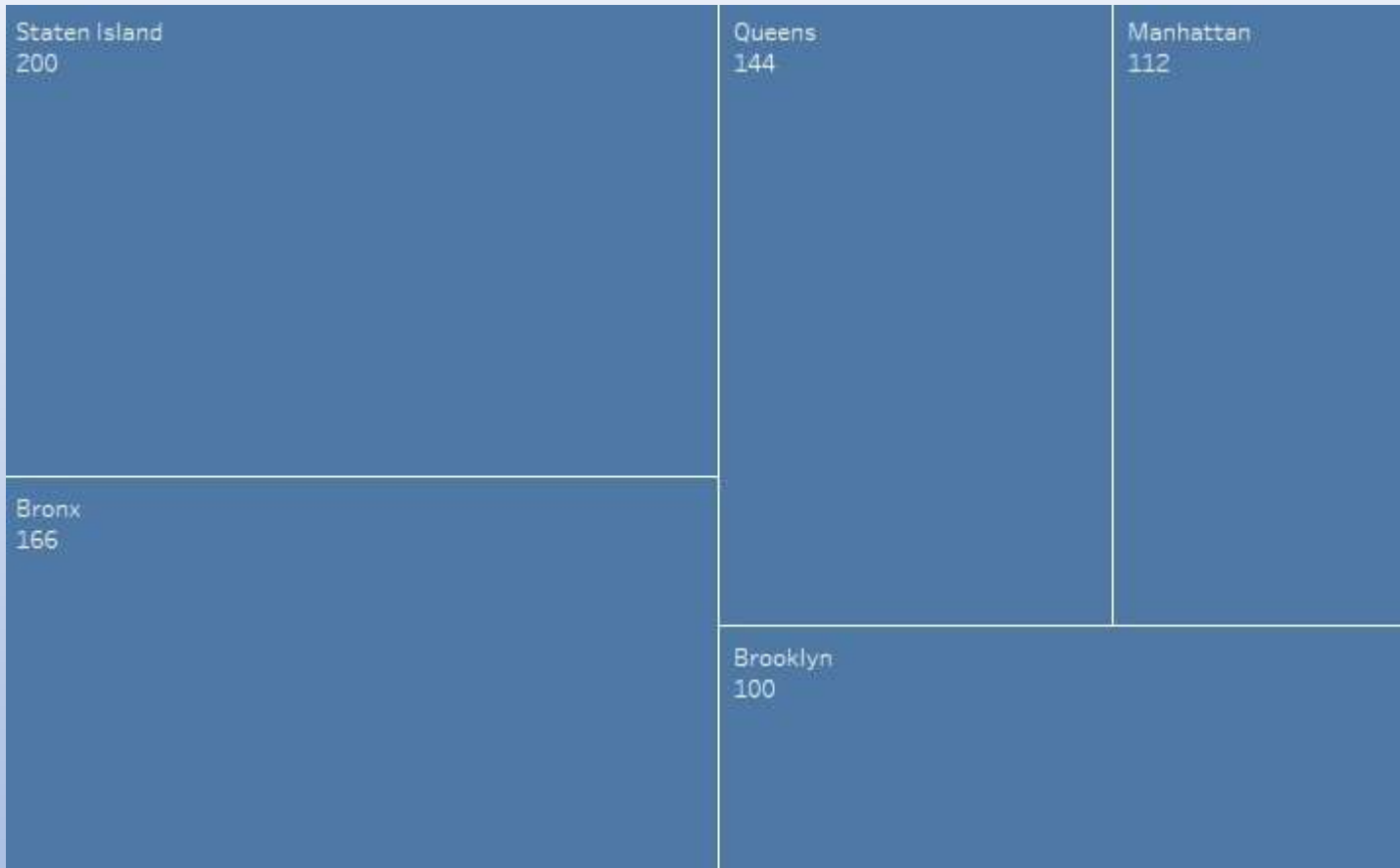


- Affordable pricing attracts more customers.
- As the price of Airbnb listing increases the chances of room remaining vacant increases.
- Listings with low, very low and medium pricing is vacant for lesser days as compared to high and very high pricing.

## PRICE:

0-50	- Low
51-100	- Very Low
101-300	- Medium
301-1000	- High
1001 & Above	-Very High

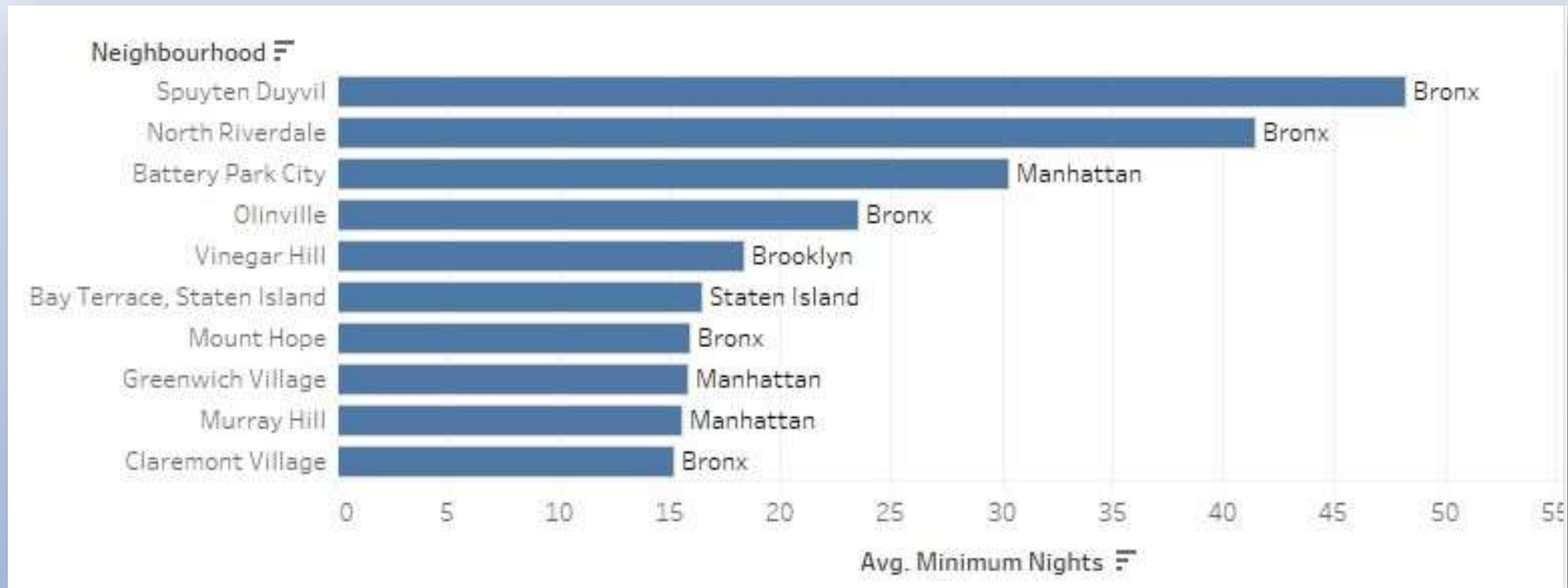
# NEIGHBOURHOOD GROUP POPULARITY



Average availability in a year:	
Staten Island	-200 days
Bronx	-166 days
Queens	-144 days
Manhattan	-112 days
Brooklyn	-100 days

- Brroklyn and Manhattan are some of the most popular neighborhood groups in New York.
- Listings in Staten Island have been vacant for more than half a year.

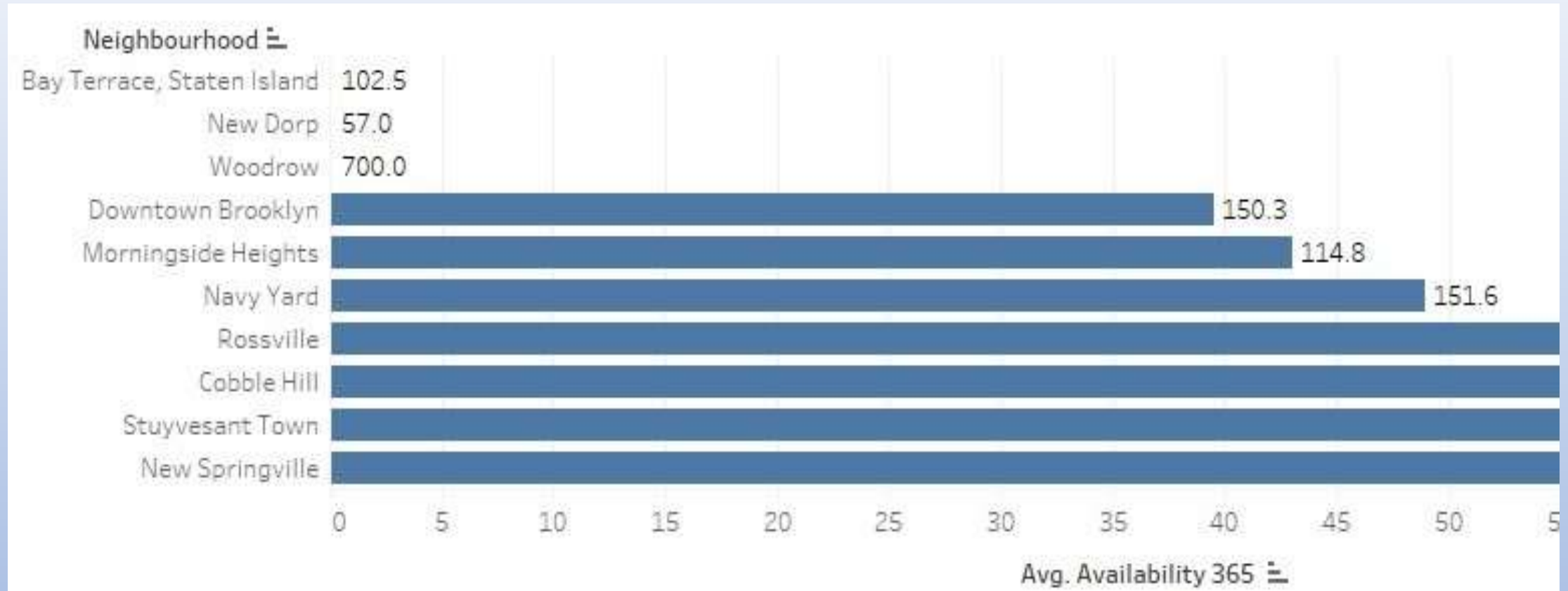
# TOP 10 NEIGHBORHOODS FOR EXTENDED GUEST STAYS



These are the top 10 neighborhoods where customers stay for longer duration and it is found that majority of them are located in Bronx.

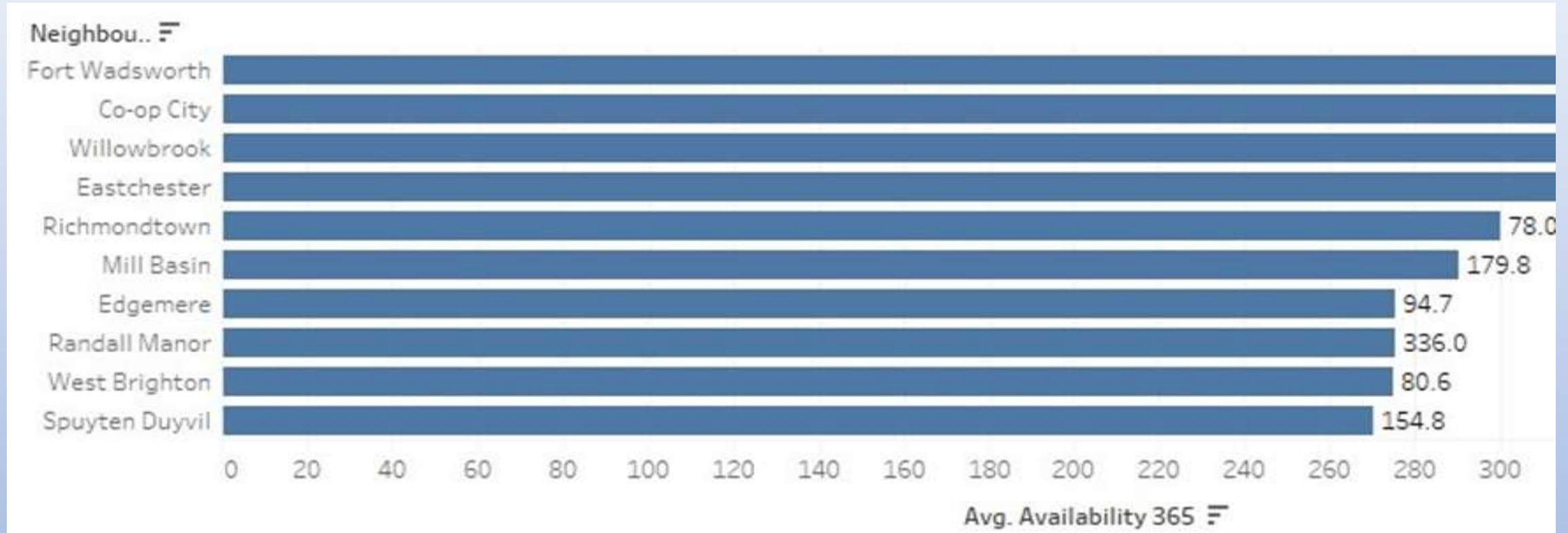


# NEIGHBORHOOD WITH HIGH POPULARITY



- These are the top 10 neighborhoods with high booking throughout the year.
- Most of these neighborhoods have low or medium pricing.
- Woodrow is an exception, which is fully booked throughout the year, in spite of high pricing.

# NEIGHBORHOOD WITH LOWEST POPULARITY



- These are the top 10 neighborhoods that are unable to host guests, and Airbnb listings are mostly vacant throughout the year.
- One common factor among these neighborhoods is that 5 out of 10 neighborhoods have premium pricing.

# RECOMMENDATIONS

- Consider reallocating resources or marketing efforts towards promoting private rooms and entire homes/apartments, as shared rooms tend to highlight the appeal of affordable pricing to attract more customers and consider showcasing popular low and medium-priced listings.
- Investigate the uniqueness of Woodrow, a neighborhood defying high pricing norms with year-round bookings.
- Spotlight the Bronx as a top choice for extended guest stays, featuring the neighborhoods driving longer durations of occupancy.

# APPENDIX

- Performed an extensive analysis of the New York Airbnb Dataset.
- We cleaned the dataset using Python.
- Extracted essential features and applied group aggregation.
- Generated charts and visual representations using Tableau.



**Microsoft Word  
Document**

## DESCRIPTION OF COLUMNS

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking

THANK YOU