Storytelling Case Study: Airbnb, NYC

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Objective

- Airbnb is aiming to recover the losses and improve the business plan post covid-19.

- Estimating post covid customer choices/preferences.

- Important insights we can draw after analysis of Airbnb data.

Background

- For the past few months, Airbnb has seen a major decline in revenue. Now that the
- restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
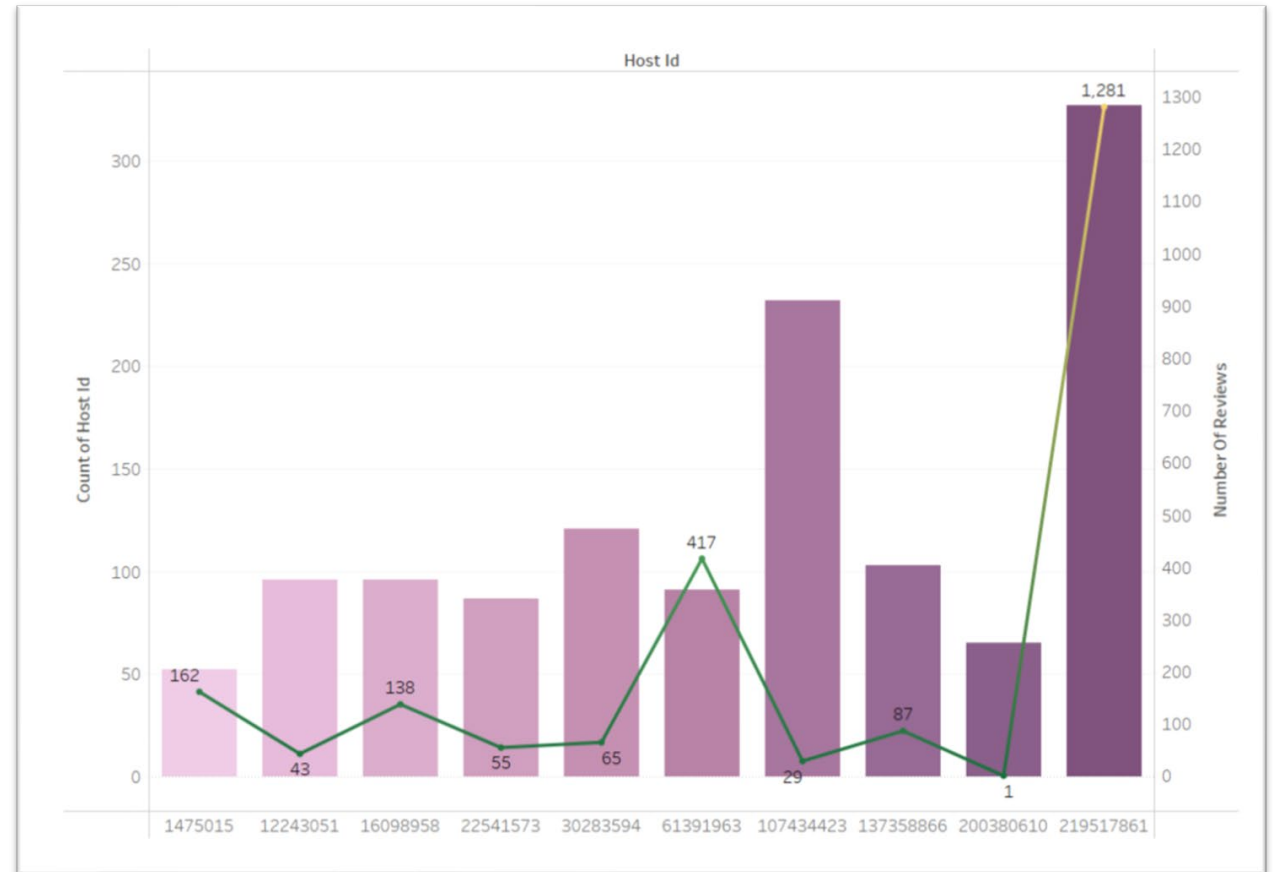- So, analysis has been done on a dataset consisting of various Airbnb listings in New York.

Data preparation

- Cleaned data to remove any missing values and duplicates.

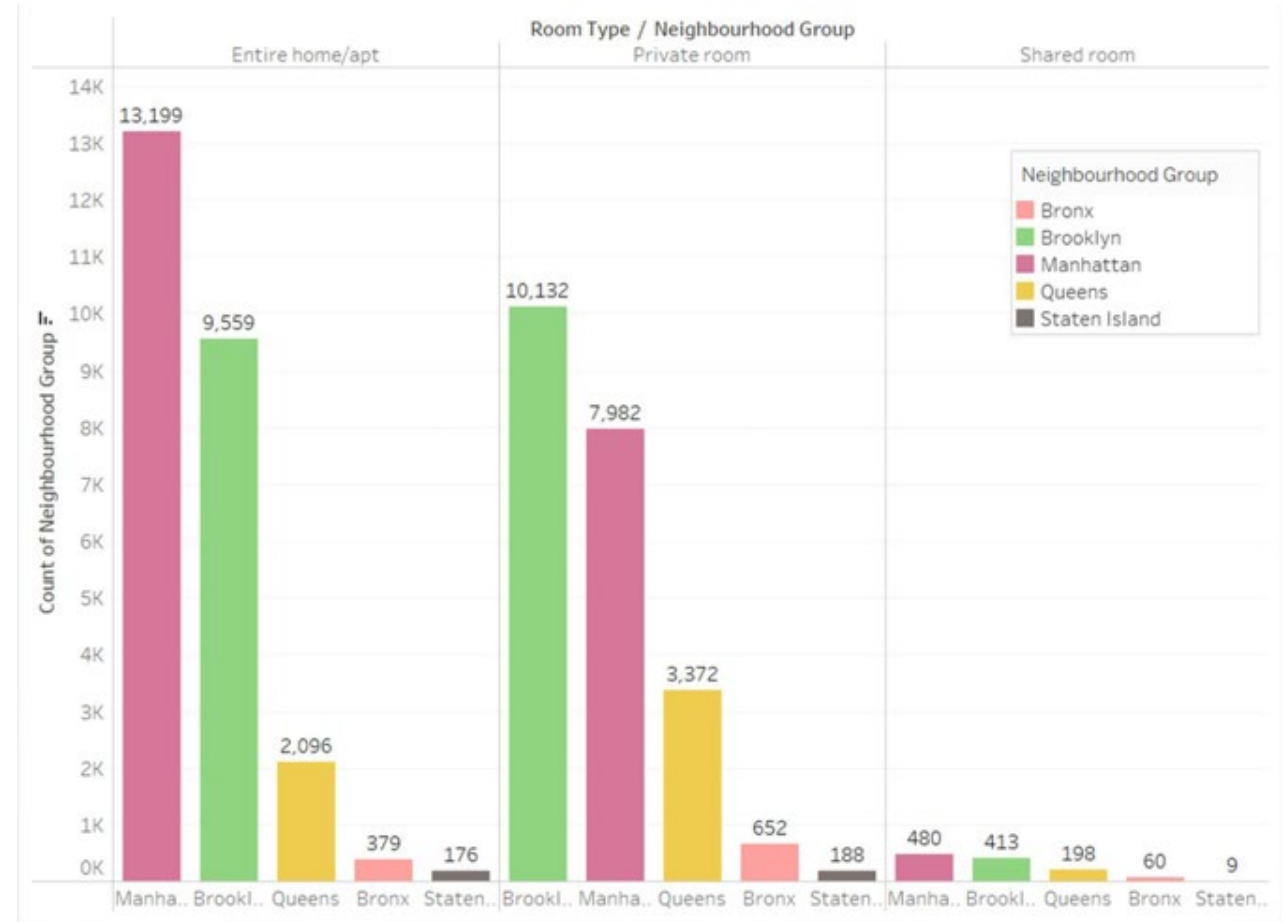- Dropped insignificant columns.

- Identified outliers.

Most popular Host ID

- **Airbnb should recommend Host_id** 219517861 , **Host_id 61391963** and **Host_id 16098958** as top host with most booking and maximum number of reviews.
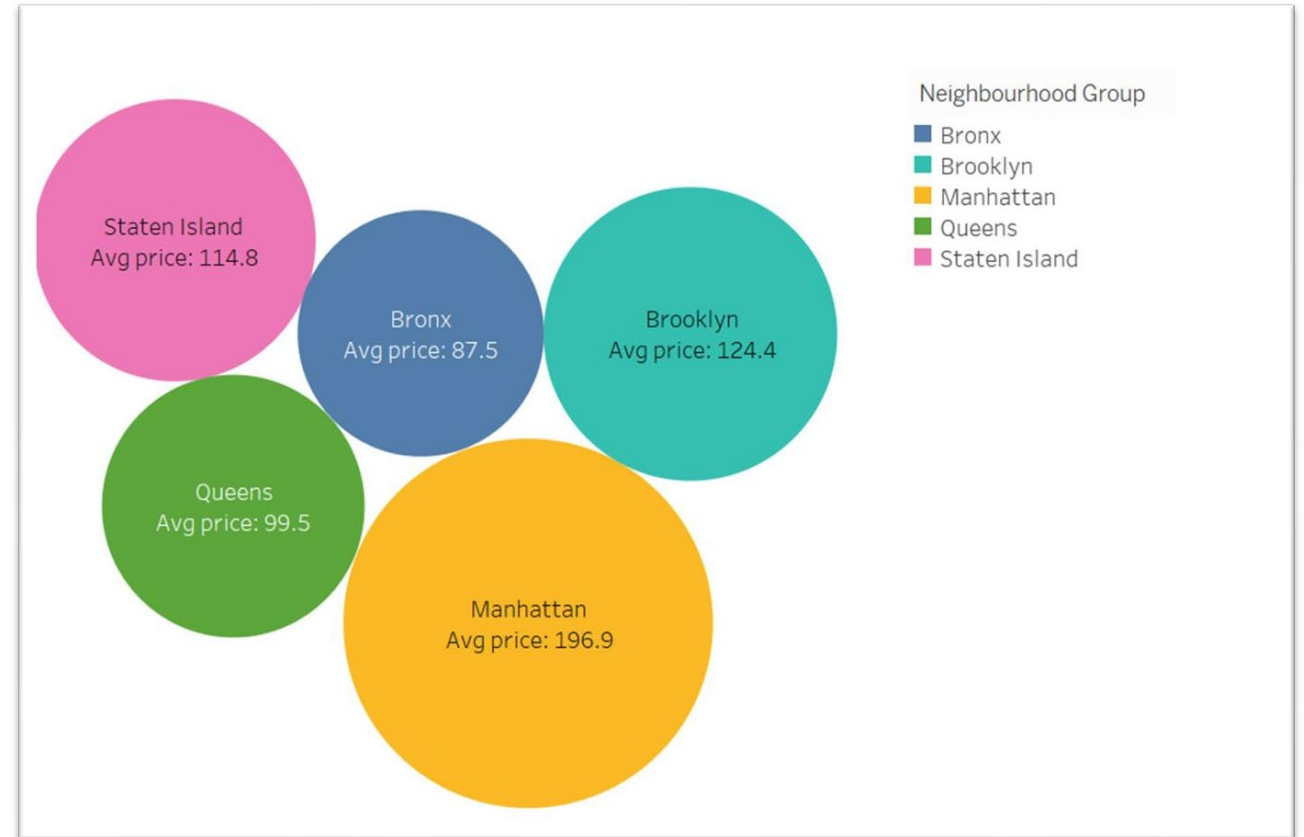
- **Preferred Room type wrt Neighbourhood group.**

- Customer looking for Entire home/apt and Shared room should consider Manhattan and Brooklyn as their choice of preference.

- Customer looking for Private room should consider Brooklyn and Manhattan as their go to options.

- Customer who wants to prefer Queens, Bronx and Staten Island as their neighbourhood group should opt Private room.
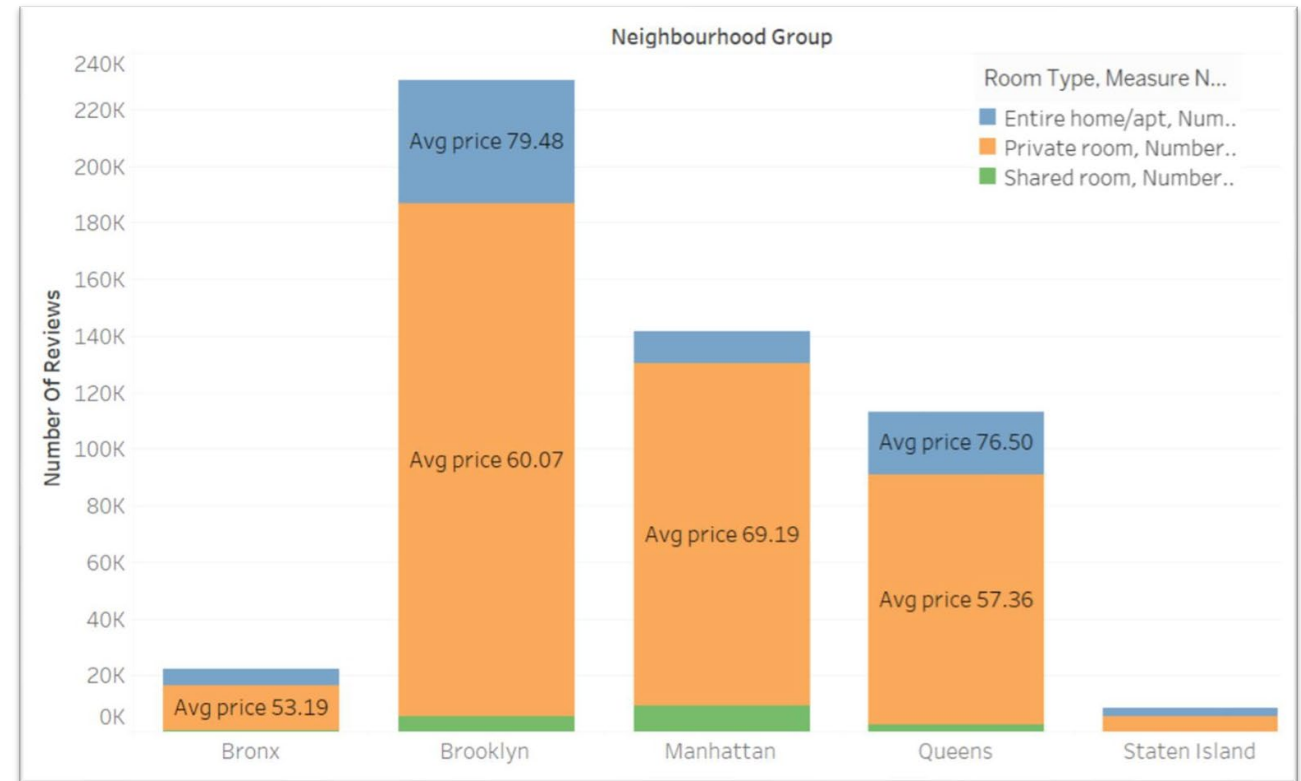
Preferred Neighbourhood group on basis of Average pricing.

- Manhattan and Brooklyn are the top leading neighborhood groups in terms of average prices and customers with high range of budget should prefer these location.

- Customers with average budget can opt for Staten Island

- Customers with lesser budget should consider Queens and Bronx as their neighborhood group.
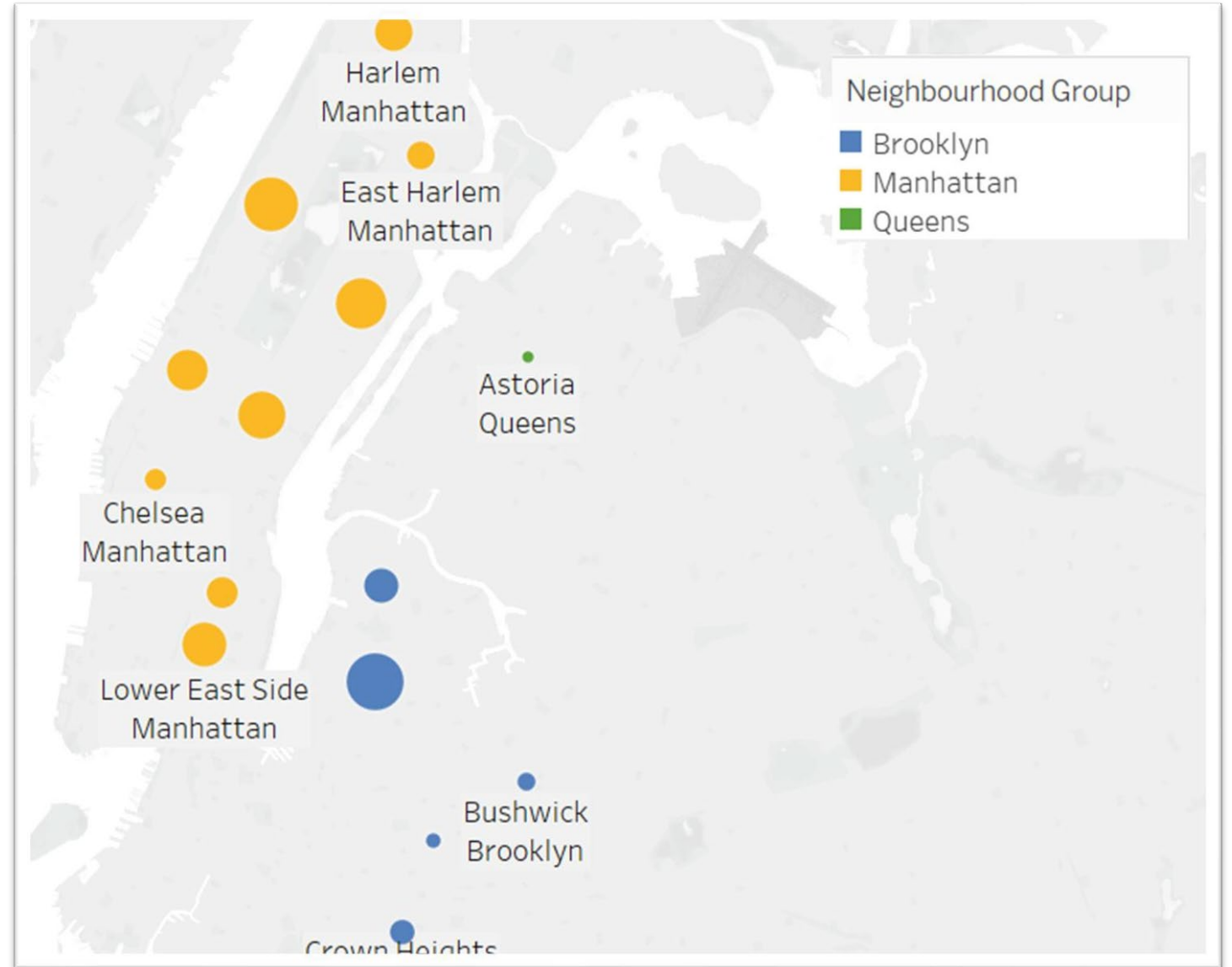
Preferred Neighbourhood group on basis of Reviews, Room type and Average Price.

- Keeping in mind **the number of reviews** and **average price** customer should choose Private room or Entire home/apartment in Brooklyn over Manhattan.

- Customers should re-consider before choosing shared property in Staten Island and Bronx as they have no or very less reviews.

- Queens have decent number of reviews and average price and could be considered as a good option.
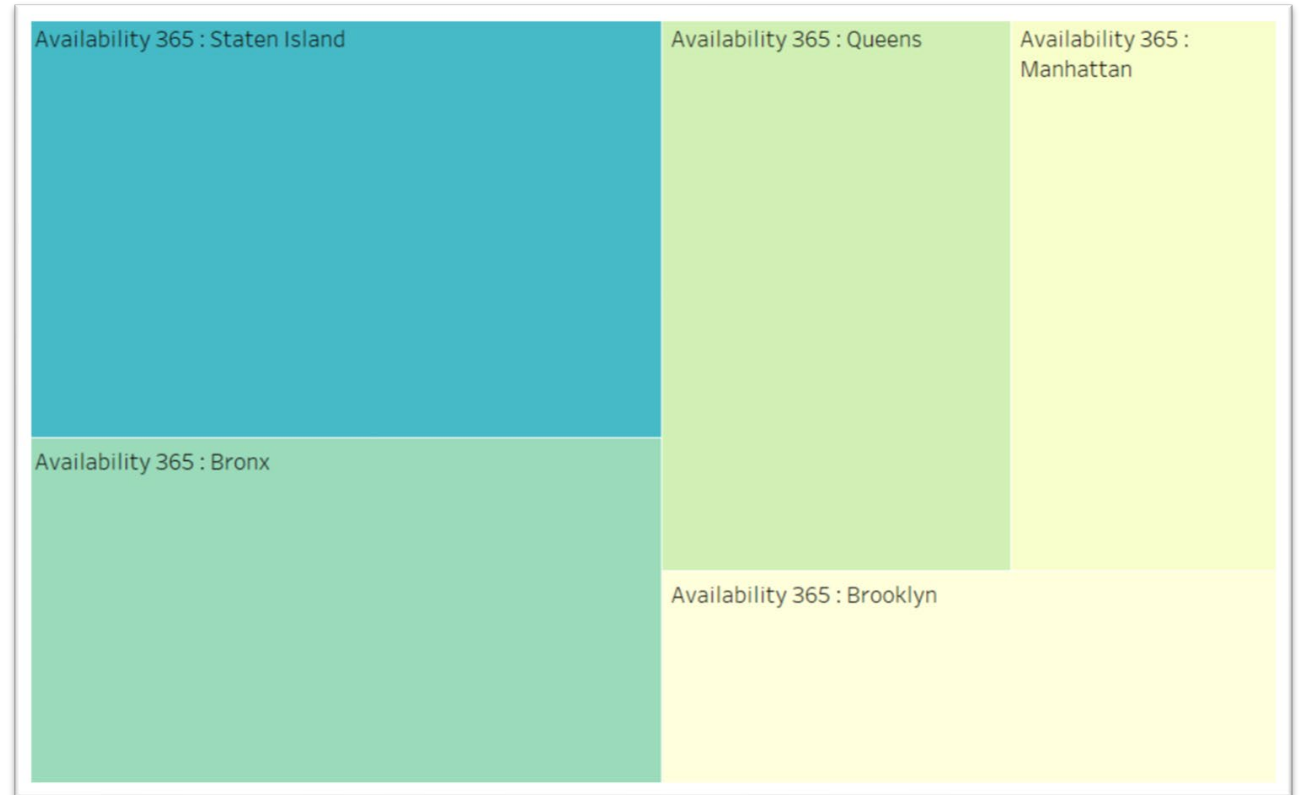
Prime locations w.r.t to Latitude and Longitude

- Most of the prime locations falls under Manhattan. People can consider these locations in NYC.

- Brooklyn is yet another good option when it comes to prime location.

- Staten Island and Bronx have least prime locations. Customers should re-think for these locations if they want to opt for prime ones.
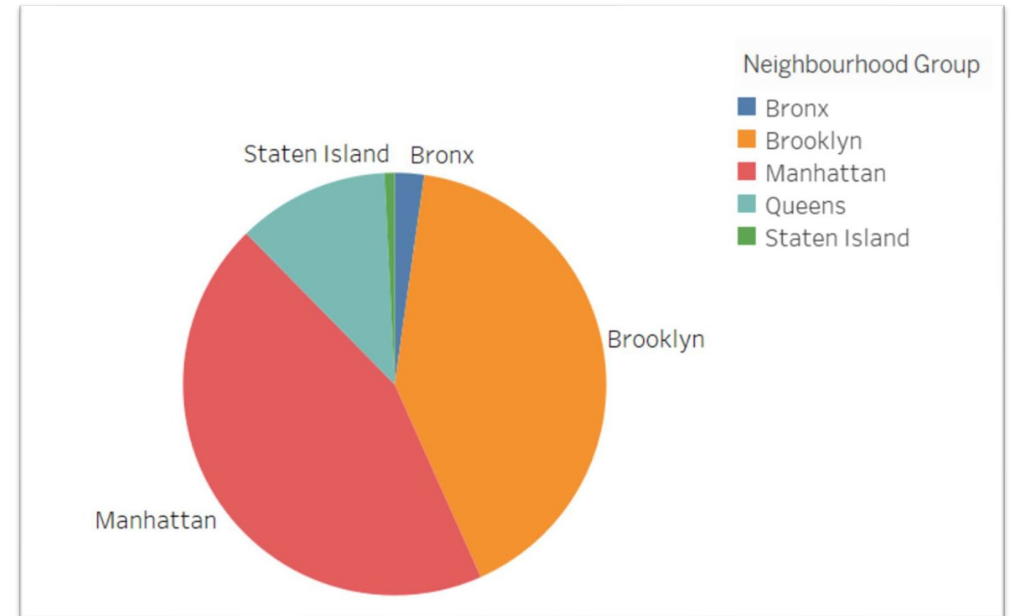
Preferred Neighbourhood group on basis of Availability 365

- On basis of Availability, Staten Island has the highest available days followed by Bronx.

- Brooklyn is difficult to book followed by Manhattan in terms of Availability.

- Queens is manageable when it comes to availability.

- People can keep above scenarios in mind before making any booking.

Property in each Neighbourhood Group

- Manhattan and Brooklyn, though difficult to book in terms of availability still have maximum number of properties followed by Queens, Bronx and Staten Island respectively.

- People should focus more on Manhattan and Brooklyn as they have majority of prime locations and people show more interest in these area.

Data Methodology

- We performed detailed analysis on data using below steps:

  - Data cleaning
  - Exploratory analysis to identify preferred Host, Room type, Neighbourhood etc.

  - Derived insights from data using Tableau tool.