Rebuilding Airbnb Business Strategies in Post-Pandemic Era : NYC

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AGENDA

- ➤ Objective
- ➤ Background
- ➤ Key findings
- ➤ Recommendations
- ➤ Appendix:
    - ❖ Data sources
    - ❖ Data methodology
    - ❖ Data model assumptions

OBJECTIVE

- ➢ Refining our understanding on host acquisition, customer preference and properties

- ➢ Refining our understanding on post pandemic market situation

- ➢ Provide early recommendations to our user experience and operations teams for increasing revenue

BACKGROUND

➢Airbnb has faced a significant revenue decline in recent months
➢With travel restrictions lifting, demand is beginning to rise
➢Airbnb aims to prepare strategically for this renewed travel surge

ROOM TYPE AND NEIGHBOURHOOD FAVOURITES OF CUSTOMERS !!

➤ Customer prefers Entire home/apt for their stays seeking privacy and to feel home-like experience
➤ Staten Islands attracted the customers
➤ Improvement required for Shared rooms

Customer Preferences by Room type, Neighbourhood group

Number Of Reviews
14   2,61,524

Average Number of reviews per listing

| Room Type	Neighbourhood Group				
	Bronx	Brookl..	Manha..	Queens	Staten..
Entire home/apt	30.44	27.37	17.53	28.14	33.12
Private room	24.51	20.60	25.13	25.69	29.42
Shared room	7.20	13.97	21.32	12.60	1.56
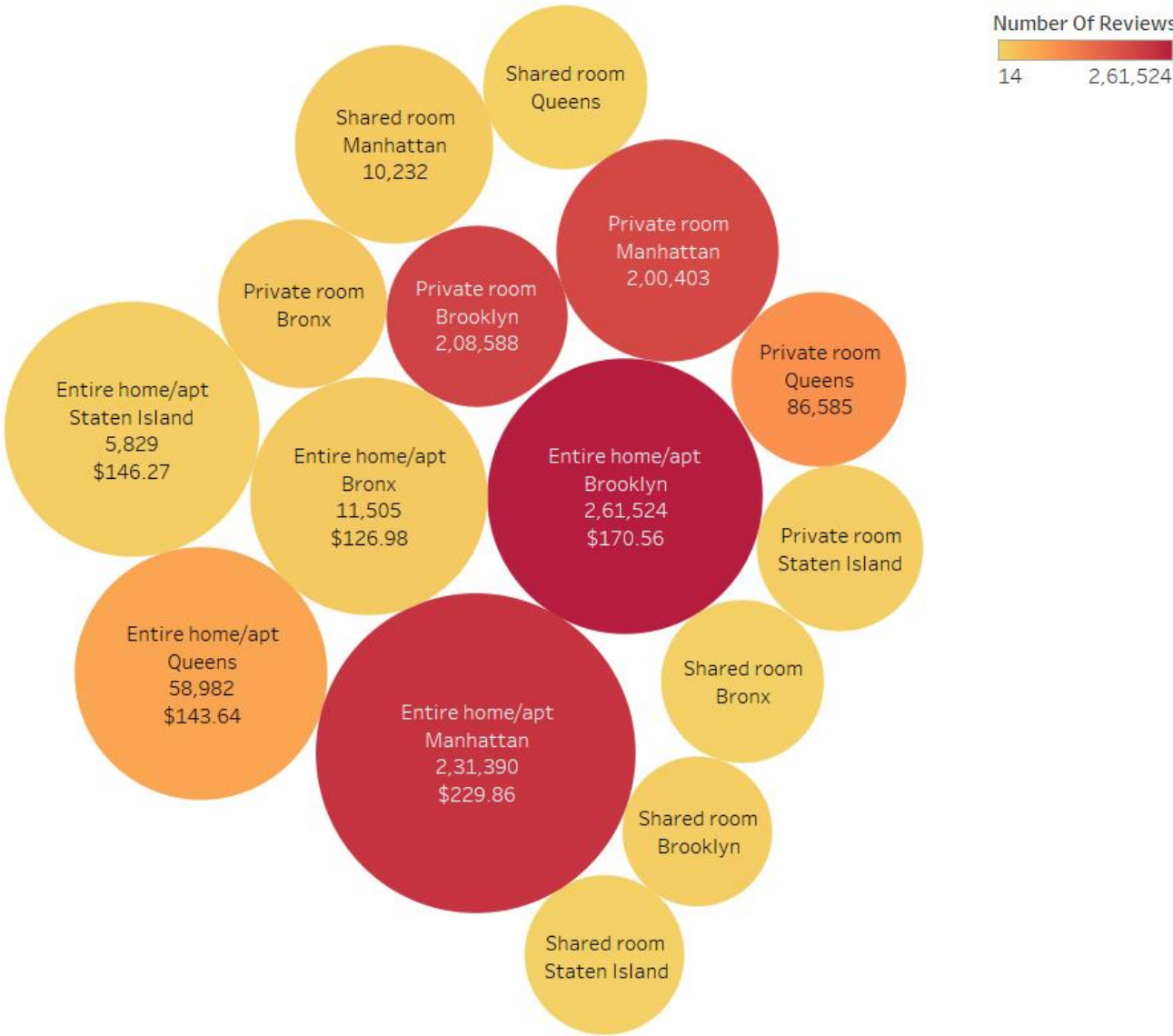
Room Type, Neighbourhood Group, sum of Number Of Reviews and average of Price. Color shows sum of Number Of Reviews. Size shows average of Price. The marks are labeled by Room Type, Neighbourhood Group, sum of Number Of Reviews and average of Price.

AFFORDABLE OPTIONS DOMINATES!

Preference by Price Range

➢ Around 88% Customer prefers budget friendly options
➢ The demand declines as price increases
➢ Mostly the customer prefers around $50-$200 per night for their stay

0.64%
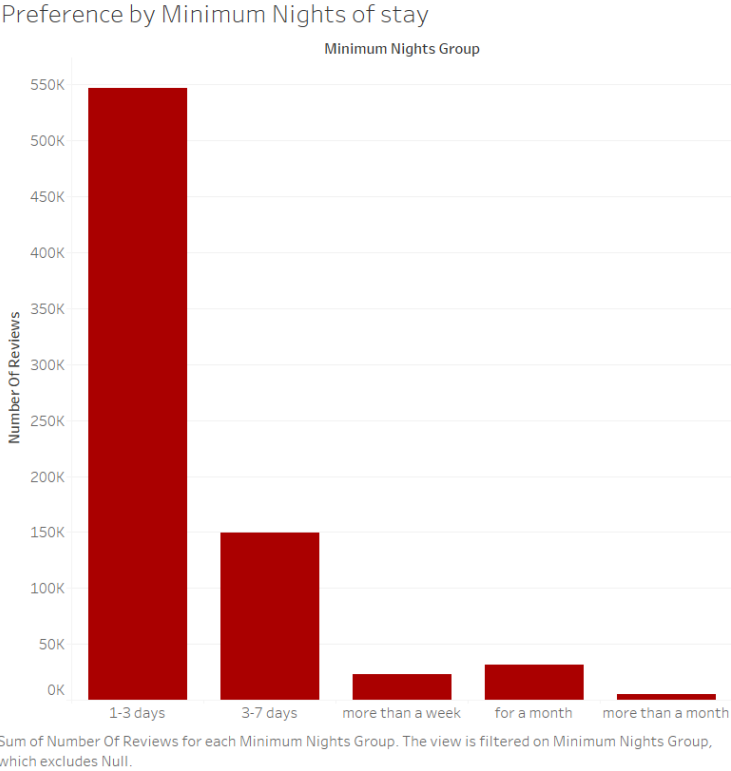Very High Range

1.32%
High Range

87.58%
Low-Price
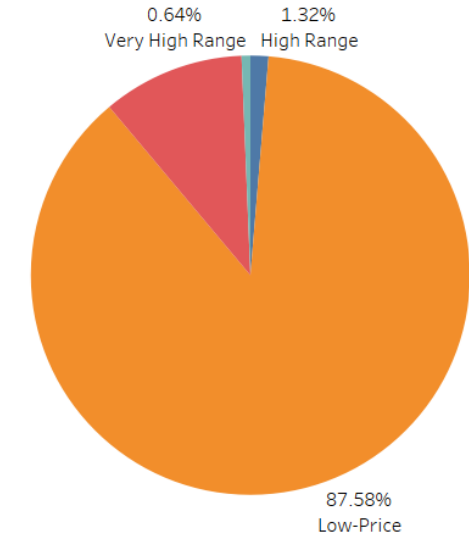
% of Total Number Of Reviews and Price Group. Color shows details about Price Group. Size shows sum of Number Of Reviews. The mark
Reviews and Price Group. The view is filtered on Price Group, which excludes Null.
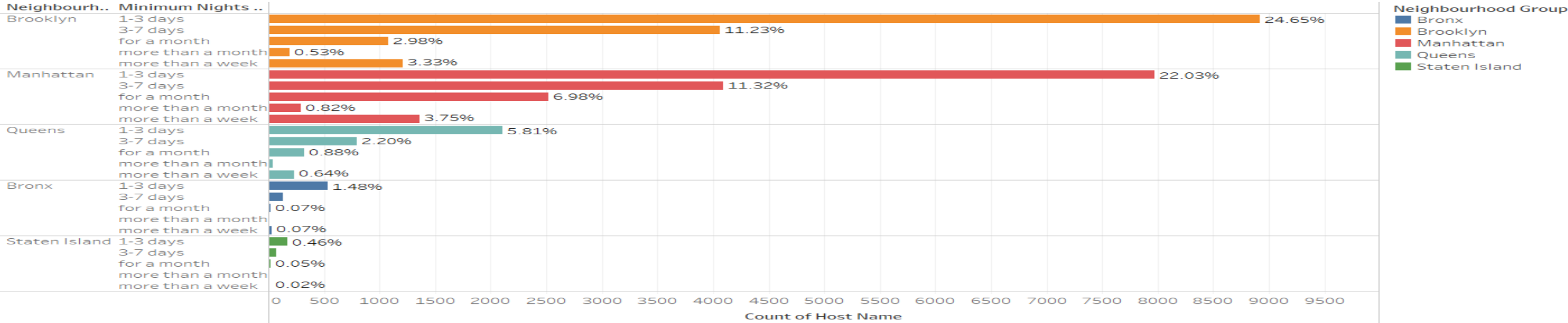
Number Of Reviews
11,04,883

Price Group
■ High Range
■ Low-Price
■ Medium Range
■ Very High Range

KEY TRENDS IN CUSTOMER STAYS AND POPULAR NEIGHBOURHOODS

➢ 72% Customer prefers 1-3 days for their stays

➢ Rise in Demand for monthly stays and Manhattan Leads this trend

➢ Manhattan and Brooklyn dominates the property listings in NYC

Preference by Minimum Nights of stay

Minimum Nights Group

Sum of Number Of Reviews for each Minimum Nights Group. The view is filtered on Minimum Nights Group, which excludes Null.

Number of listings with Minimum Stay and Neighbourhood

Neighbourh..	Minimum Nights ..	
Brooklyn	1-3 days	24.65%
	3-7 days	11.23%
	for a month	2.98%
	more than a month	0.53%
	more than a week	3.33%
Manhattan	1-3 days	22.03%
	3-7 days	11.32%
	for a month	6.98%
	more than a month	0.82%
	more than a week	3.75%
Queens	1-3 days	5.81%
	3-7 days	2.20%
	for a month	0.88%
	more than a month	
	more than a week	0.64%
Bronx	1-3 days	1.48%
	3-7 days	
	for a month	0.07%
	more than a month	
	more than a week	0.07%
Staten Island	1-3 days	0.46%
	3-7 days	
	for a month	0.05%
	more than a month	
	more than a week	0.02%

Neighbourhood Group
- Bronx
- Brooklyn
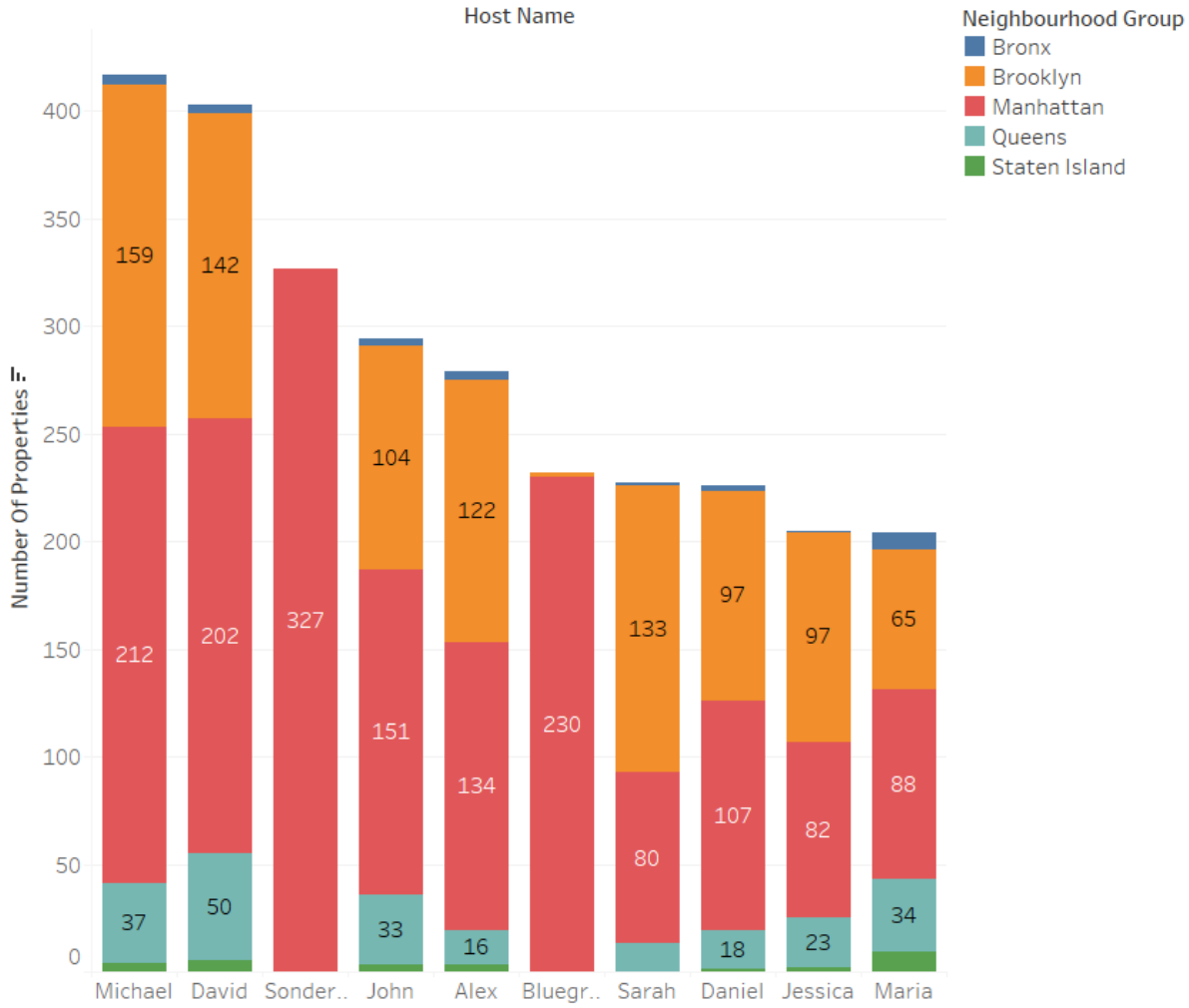- Manhattan
- Queens
- Staten Island

Count of Host Name for each Minimum Nights Group broken down by Neighbourhood Group. Color shows details about Neighbourhood Group. The marks are labeled by % of Total Count of Host Name. The view is filtered on Minimum Nights Group, which excludes Null.
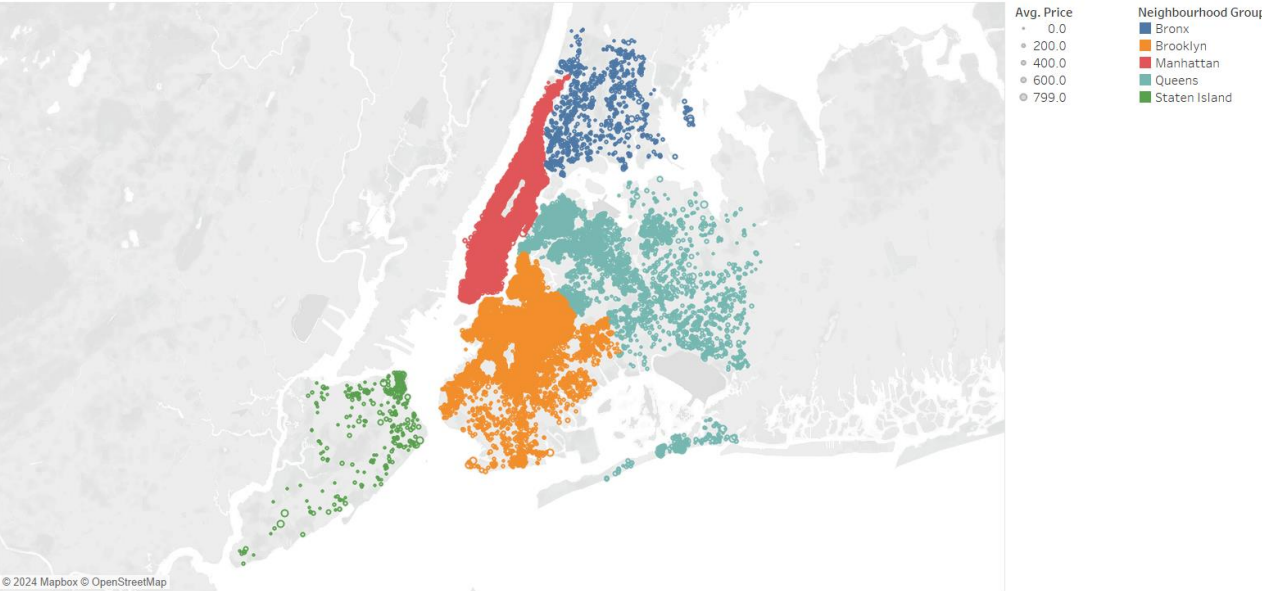
RECOMMENDATION

➢Promote properties with short stays and monthly stays to attract more customers

➢Emphasize the affordability of shared rooms in marketing campaigns

➢Acquire more Properties in Staten Island to meet growing demand and increase supply near NYC

APPENDIX – DATA SOURCES

➢ Here is a snapshot of our data dictionary.

➢ **Categorical Variables:** room_type, neighbourhood_group, neighbourhood

➢ **Numerical Variables:** Price,minimum_nights, number_of_reviews, reviews_per_month,calculated_host_listings_count,availability_365

➢ **Location Variables:** latitude, longitude

➢ **Time Variable:** last_review

➢ Source of Data: Upgrad.com

APPENDIX – DATA METHODOLOGY

We conducted a thorough analysis of Airbnb dataset. The process included:

➤ Cleaned the data and did thorough univariate ,multivariate analysis

➤ Handled outliers and null values with appropriate methods

➤ For effective visualization I used Tableau

For detailed version of Methodology steps -

Methodology_Document.pdf

APPENDIX- DATA MODEL ASSUMPTIONS

➢ Number_of_reviews was taken as customer preference

➢ Assumed that null values in the reviews_per_month column indicate that customers have not reviewed those listings; so replaced with 0

➢ Assuming other null values doesn't impact this analysis