



Impact of Customer Preferences on Home Rentals

AGENDA

- Objective
- Background
- Key findings
- Recommendations
- Appendix:
 - Data sources
 - Data methodology

OBJECTIVE

- ☐ Improve our shared understanding of the customer segments and their preferences
- ☐ Improve our shared understanding about the popular localities and properties
- ☐ Provide early recommendations in acquisition of hosts and improving the user experience

Data Source & Preparation

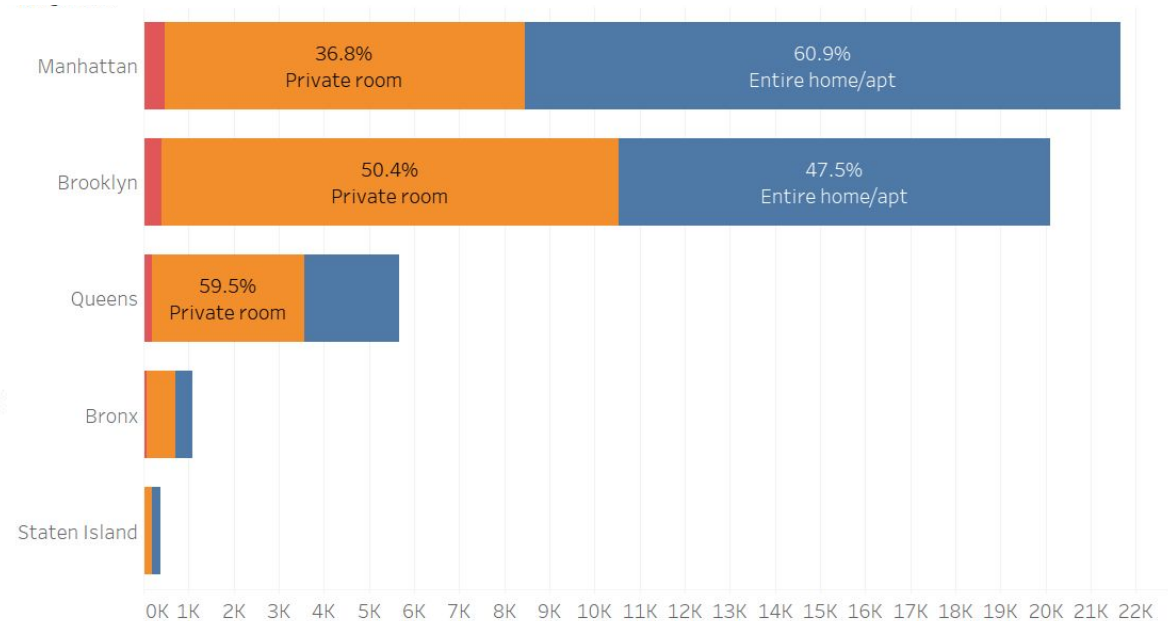
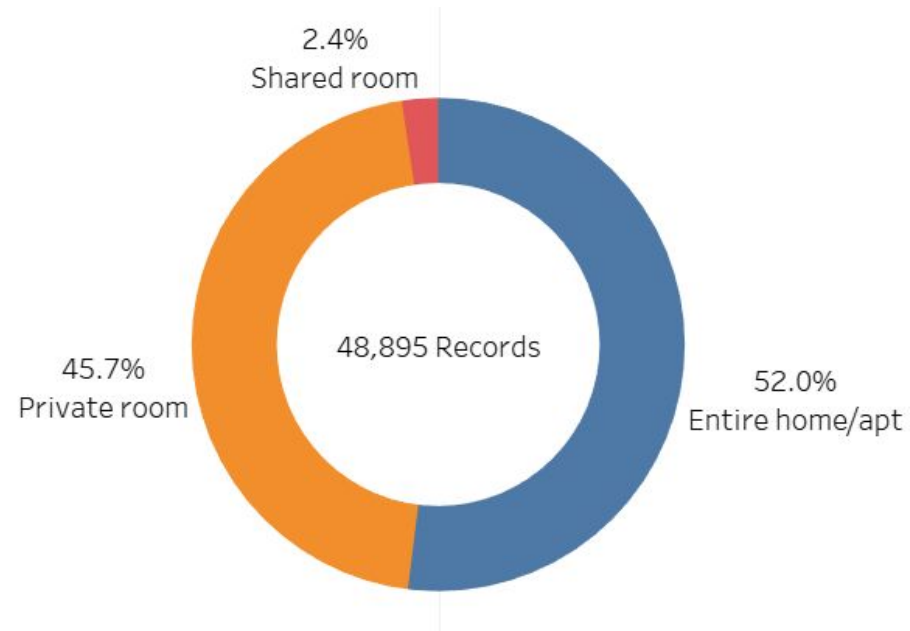
- ❑ Data Source : “AB_NYC_2019.csv” with – 48,895 records
- ❑ Analysis Tool : Tableau
- ❑ Arrived Variable :
 - Minimum Number of Days Grouping
 - Number of reviews per listing

Assumptions & Analysis

- Null values of “Min number of nights” is assumed to be 1
- Median value of pricing is considered for grouping purposes
- Visuals Used
 - Bar Chart
 - Donut Chart
 - Treemap
 - Bubble Chart
 - GeoMap

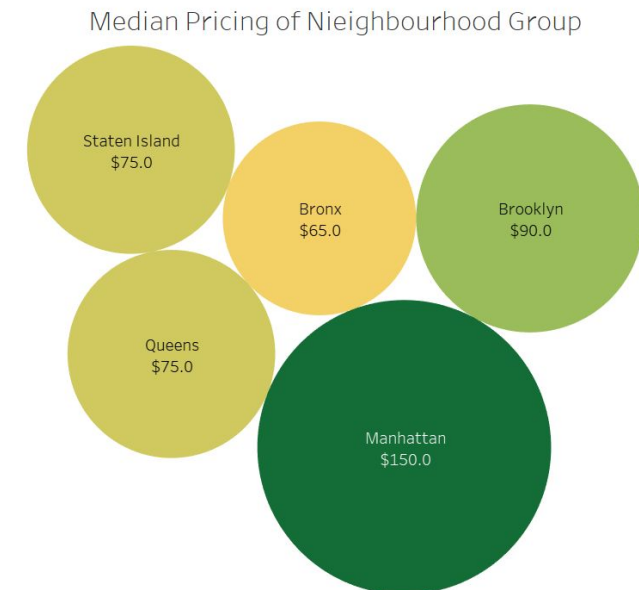
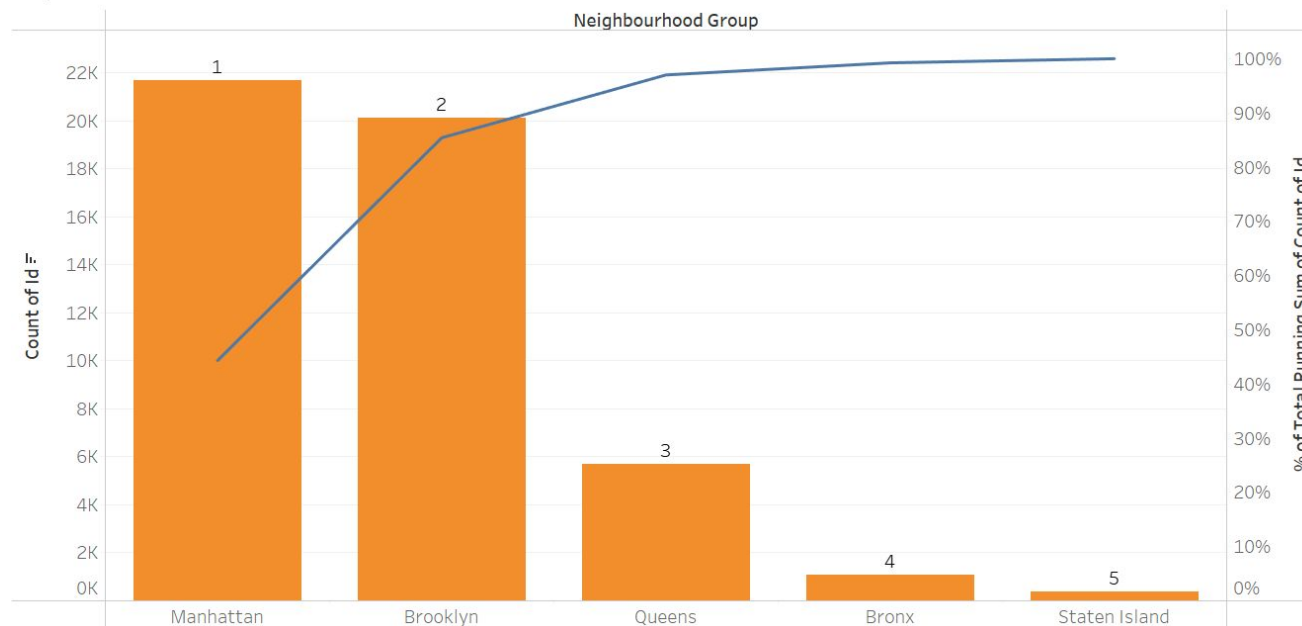
Majority of customer prefer Entire Home/apt

- 52 % of customer prefer Entire home/apt
- Shared rooms are not preferred at all
- Private Rooms hold 46 % of the share



Brooklyn and Manhattan are the top leading neighborhoods

- ❑ Manhattan and Brooklyn are the two major cities, contributing about 85% of the bookings, in the New York City
- ❑ Manhattan being the city with premium rates (median rate of \$150) almost double of other cities like bronx, Queens, stelen islands.
- ❑ Bronx being the cheapest city with median rate of \$65 per nights

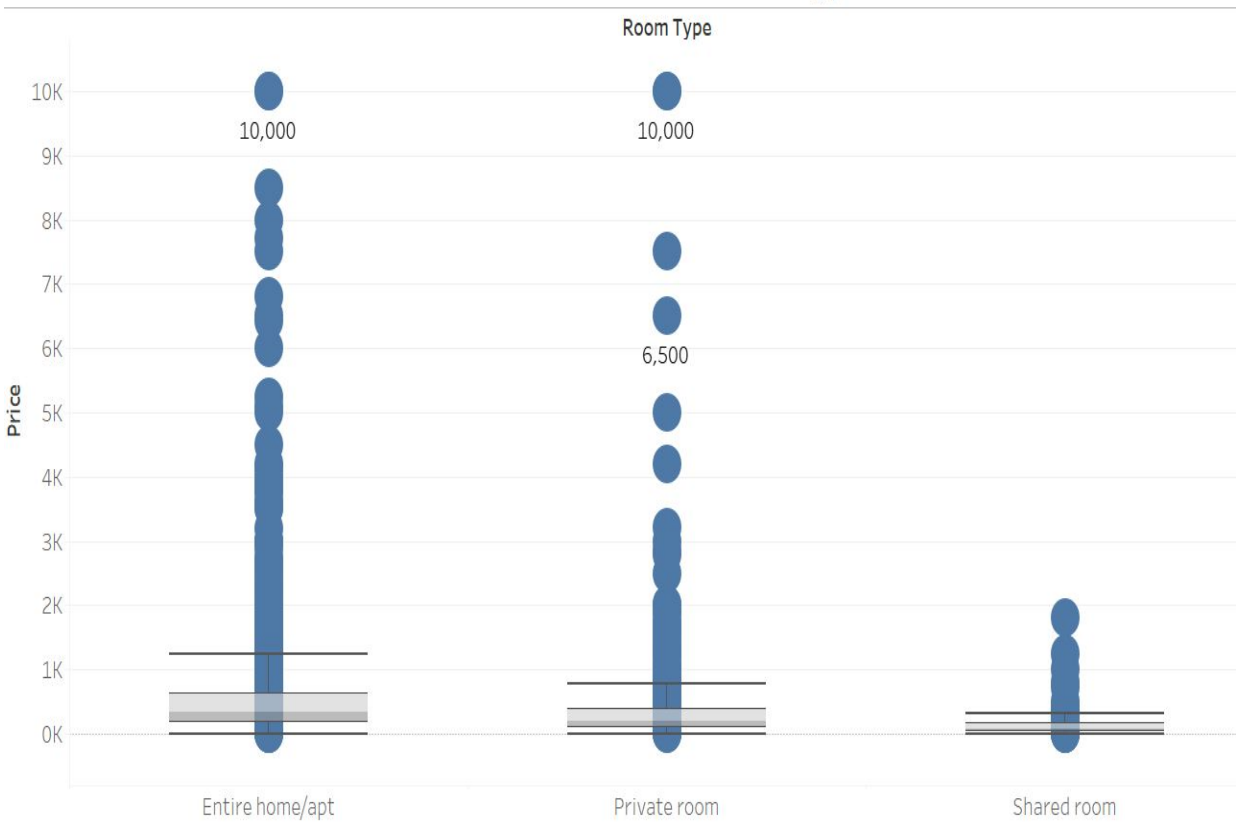


Distribution of Price & Reviews

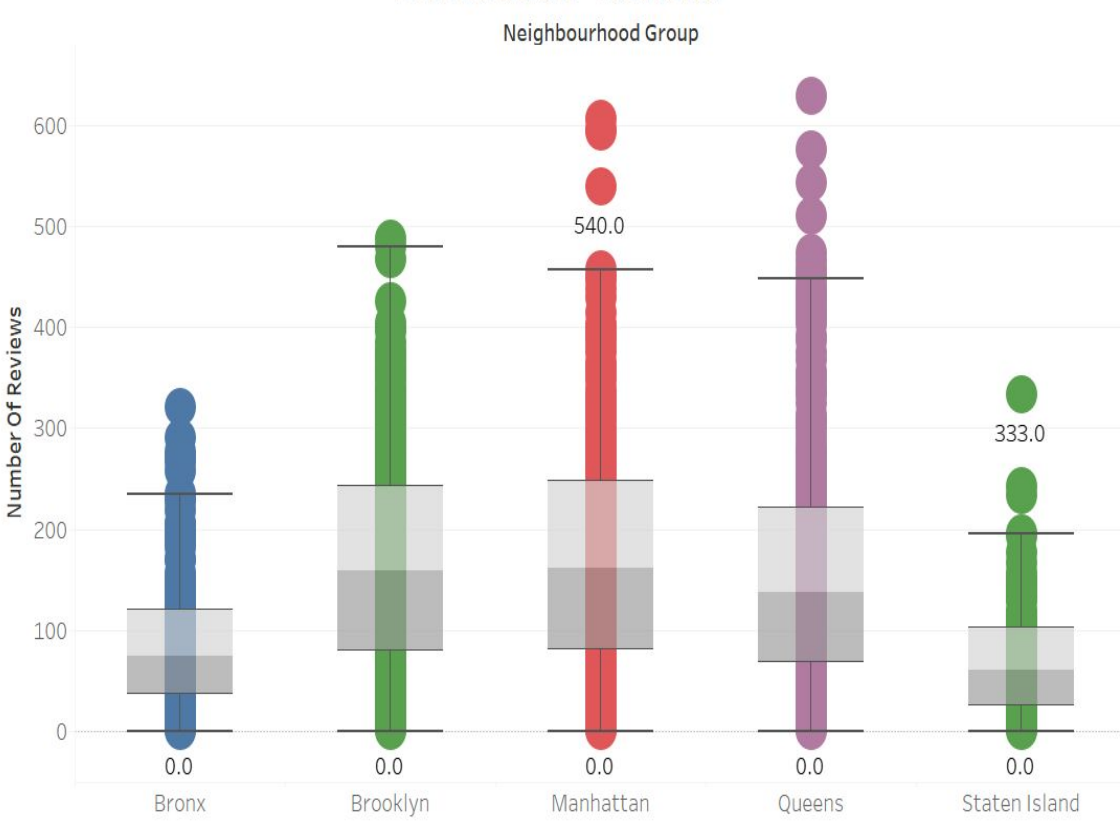
Price

Reviews

Distribution of Price vs Room Type

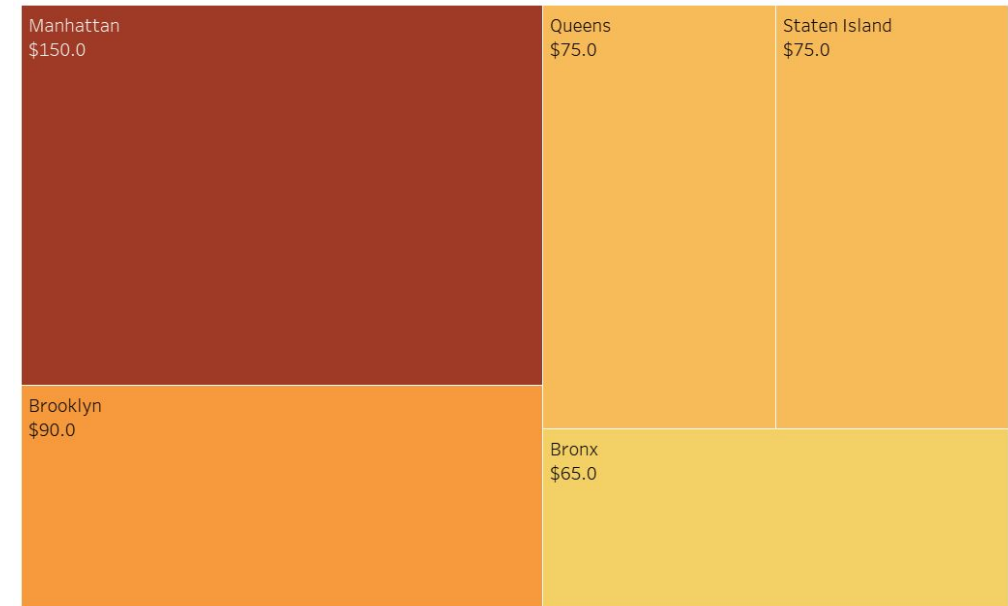
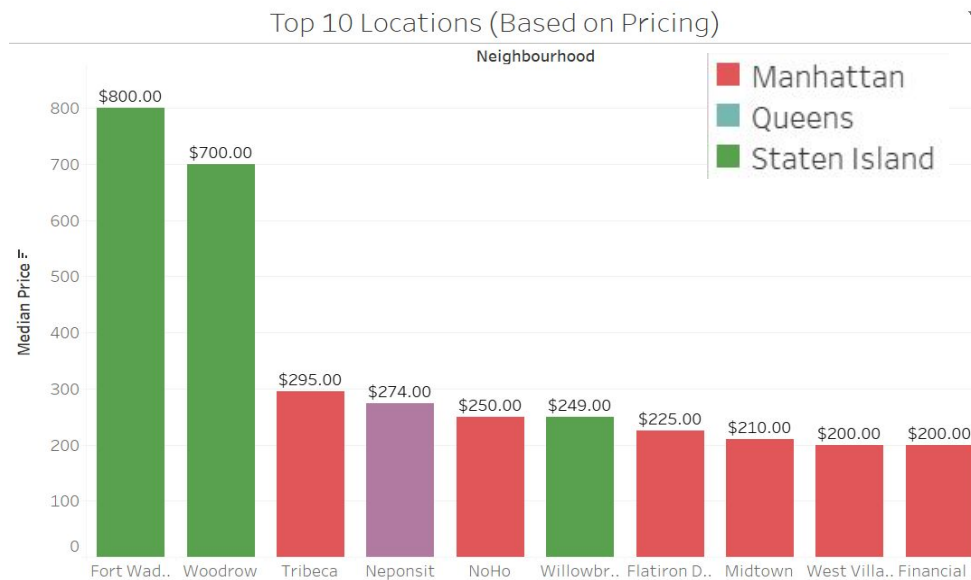


Distribution - Reviews



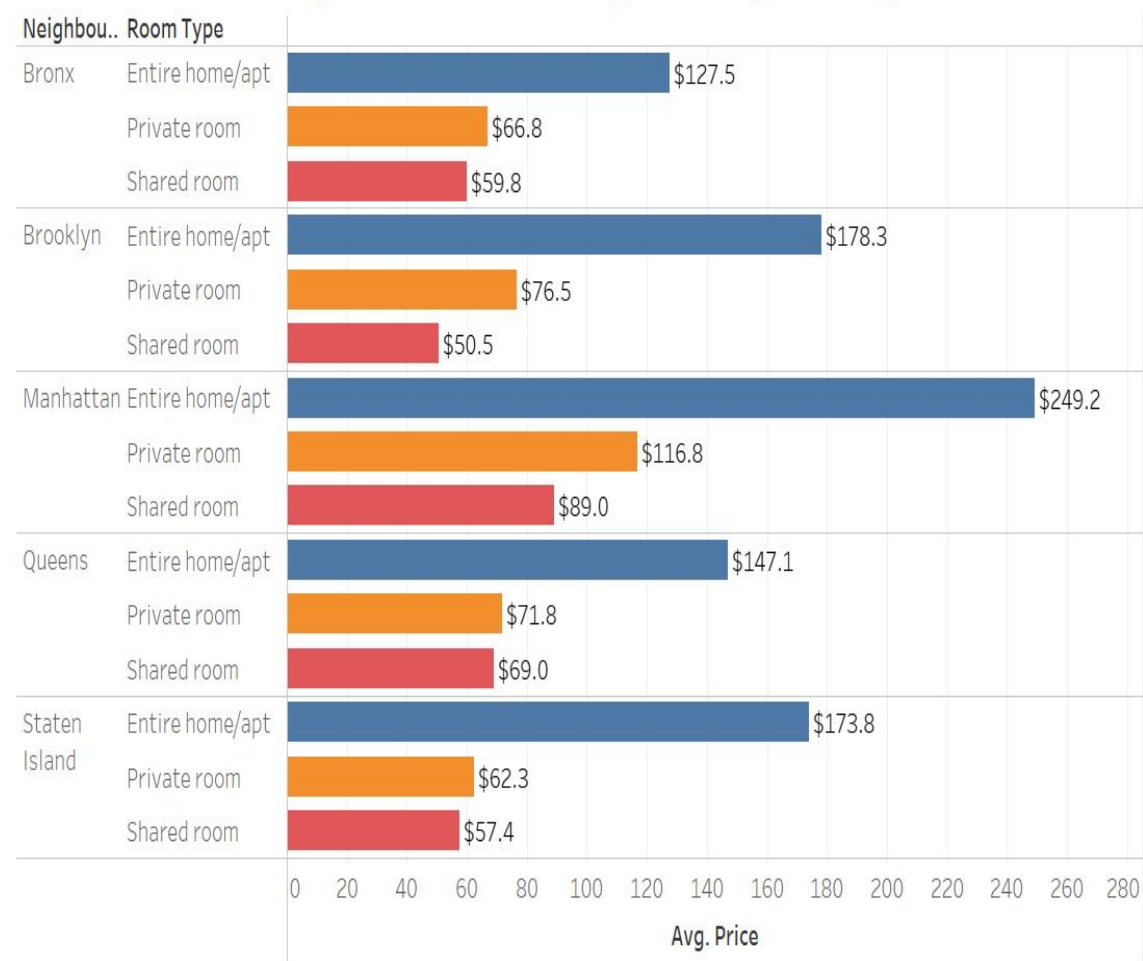
Top 10 locations on the basis of price

- Even Though stelen islands being one of the cheapest cities,
- Properties from stelen islands like Fortward & Woodrow making the highest revenue among all the properties in the New York city.



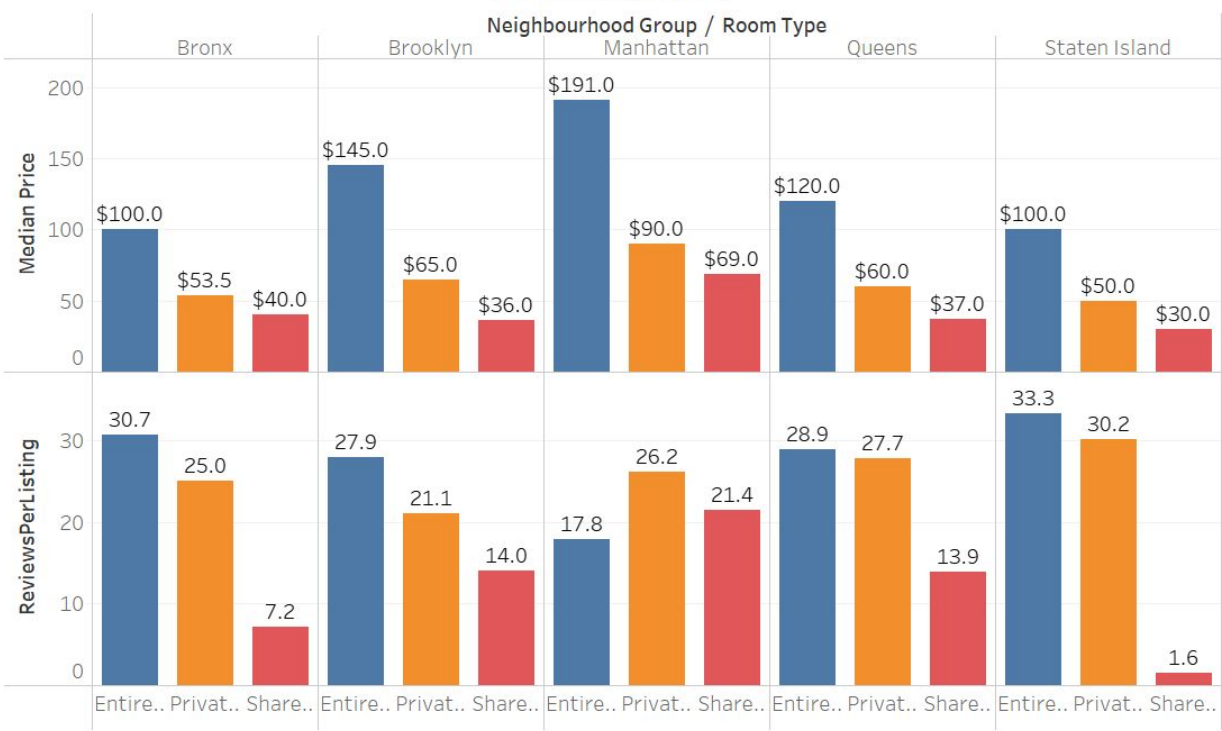
Average Pricing vs Neighbourhood and Room Type

Neighbourhood-Room Type Average Pricing



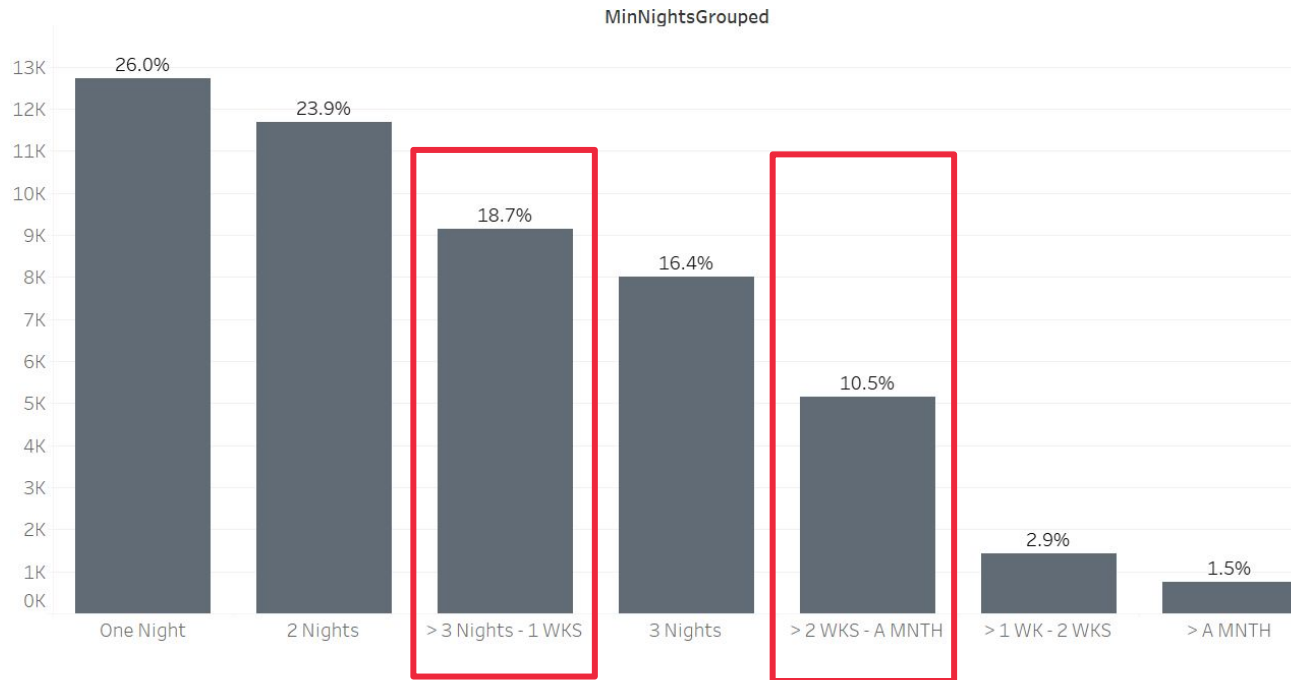
- Manhattan - Entire Home/apt average pricing - \$ 249.2 & median pricing - \$ 191
- Shared rooms are not preferred at all

Price vs Review

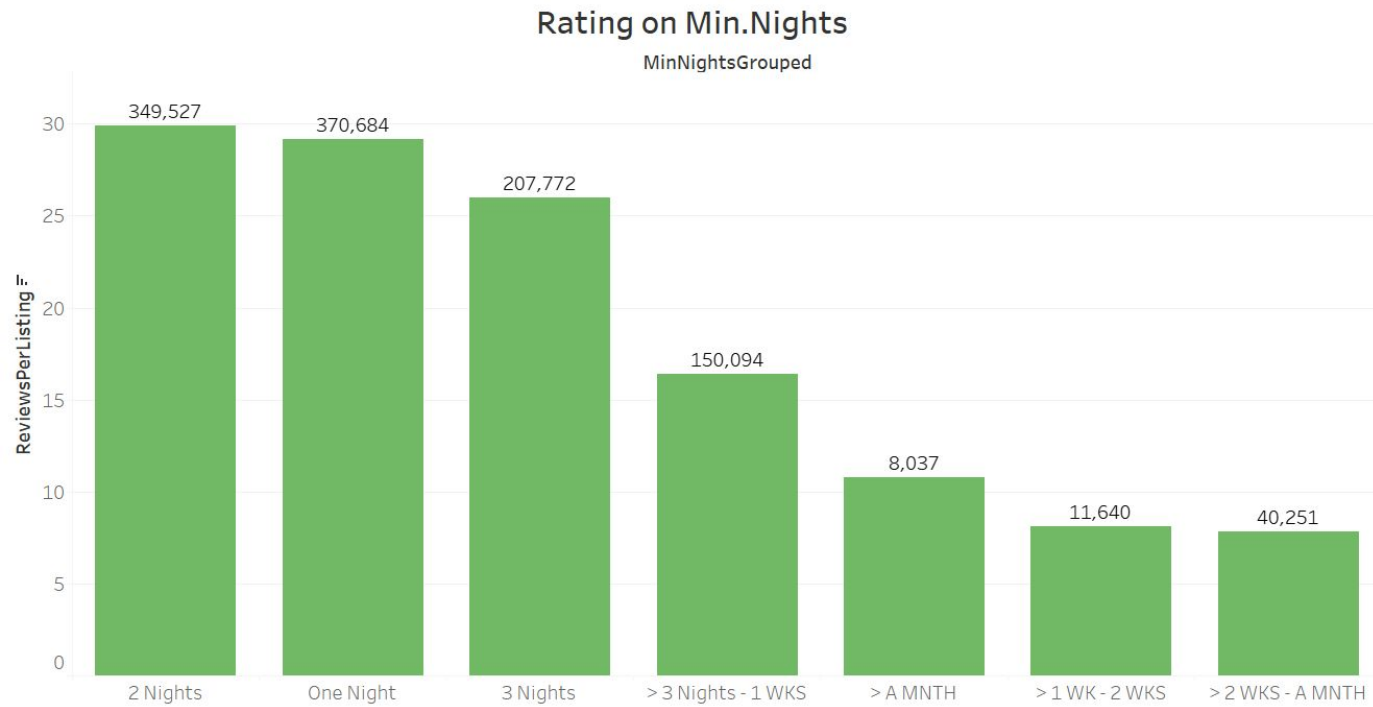


People preferred the private rooms in Manhattan because

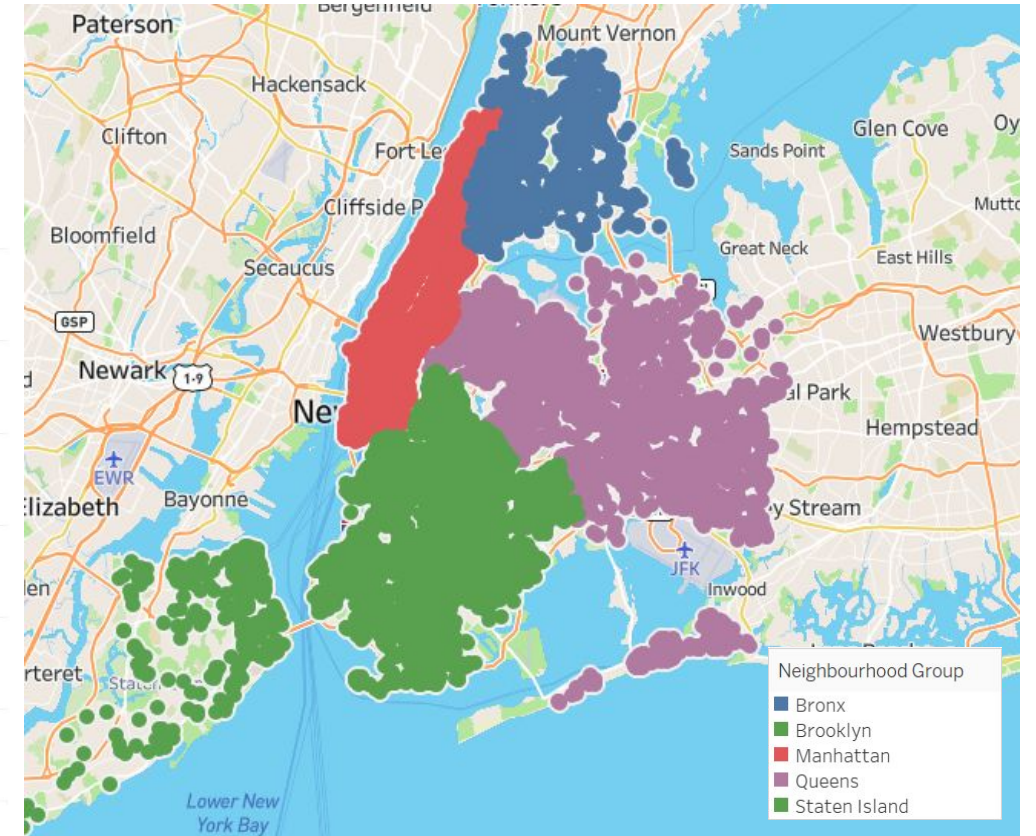
- ☐ Guests with plan to stay for one week could be noted which more than 3 nights stay
- ☐ Guest prefer a month stay rather than 2 weeks stay
- ☐ Guest do not prefer two weeks stay and more than a month stay



Rating vs Minimum Nights

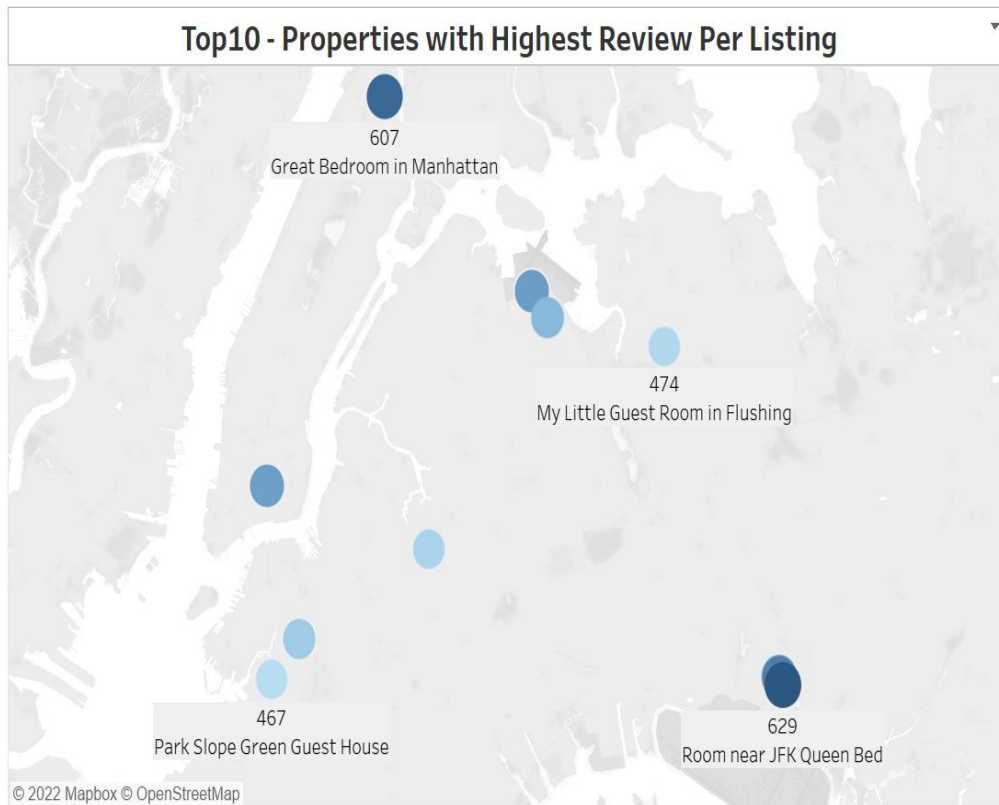


All Host Locations



Top 10 Properties in terms of the Customer Review

- “Room near JFK Queen Bed” tops the list in customer reviews



Recommendations

- ❑ Acquire private rooms and entire apartments, especially in Staten Islands since it is popular.
- ❑ Reducing the prices of entire apartments in Manhattan by at least 15% and increasing the price of private rooms in Queens by at least 10% .
- ❑ Listings most popular have minimum number of nights requirement from 1-5 days and 30 days which should be showcased the most ordering them by properties which are available for most number of days to least

Appendix - Data Source

- ☐ Data Source : “AB_NYC_2019.csv”
- ☐ Tool for the Analysis : Tableau

Appendix - Data Methodology

- ❑ Cleaning the data set using fuzzy logic
- ❑ Created Visuals for Insights
 - ❑ Bar Chart
 - ❑ Bubble Chart
 - ❑ Donut Chart
 - ❑ HeatMap
 - ❑ GeoMap

End of the Document