Impact of
Customer Preferences on
Home Rentals

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AGENDA

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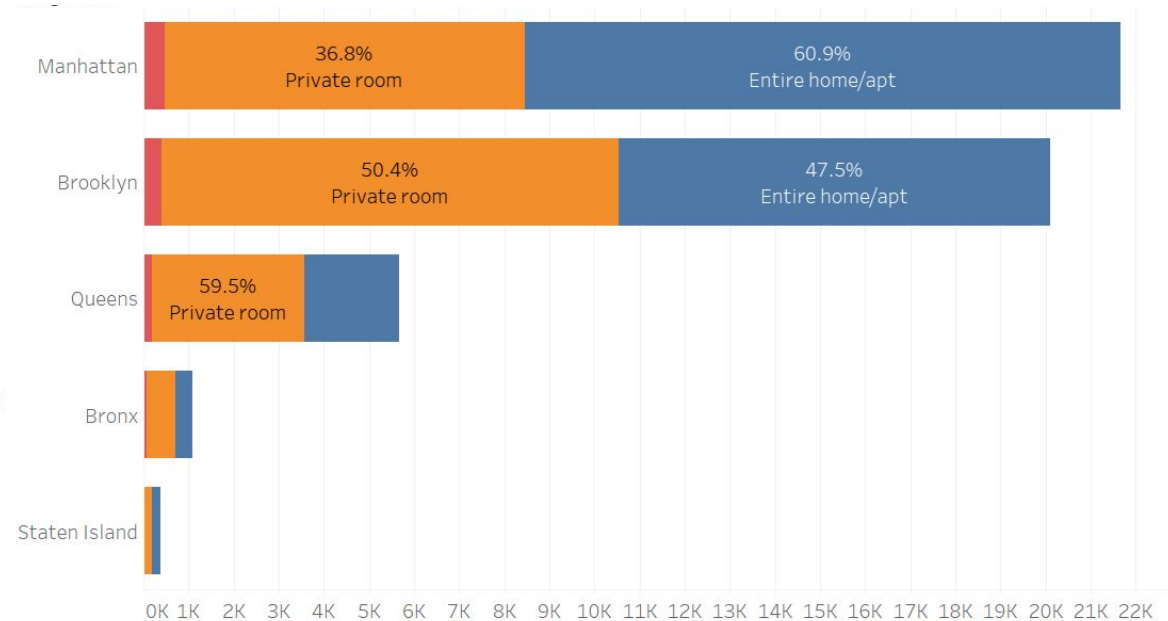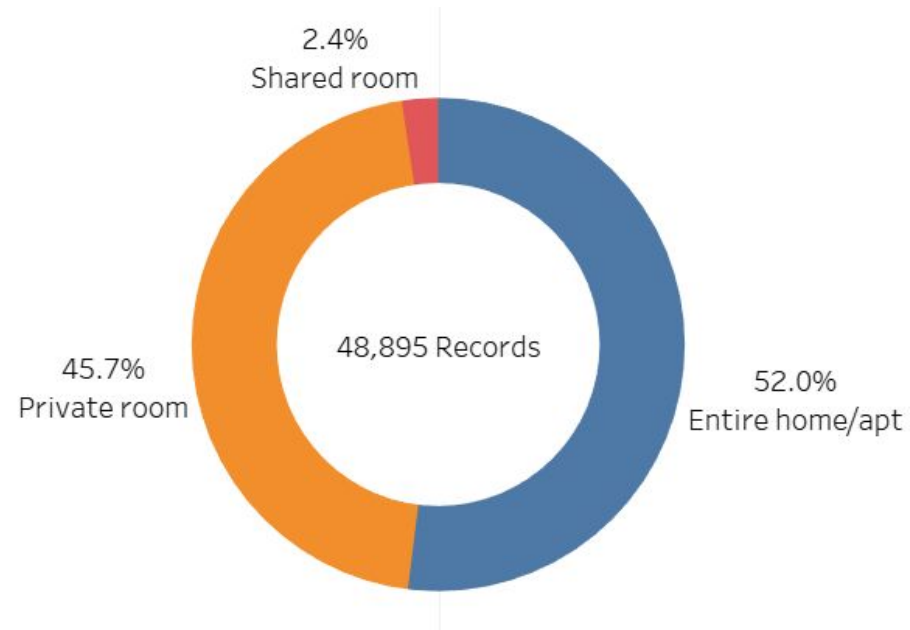 - Data methodology

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

BACKGROUND

- New York City welcomed a record 65.2 million visitors in 2019
- A record 37.7 million hotel room nights were sold citywide In 2019 in NYC
- On the other hand, Airbnb has seen a major decline in revenue

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

2.4%
Shared room

48,895 Records

45.7%
Private room

52.0%
Entire home/apt

Manhattan	36.8% Private room	60.9% Entire home/apt
Brooklyn	50.4% Private room	47.5% Entire home/apt
Queens	59.5% Private room	
Bronx		
Staten Island		

0K 1K 2K 3K 4K 5K 6K 7K 8K 9K 10K 11K 12K 13K 14K 15K 16K 17K 18K 19K 20K 21K 22K

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
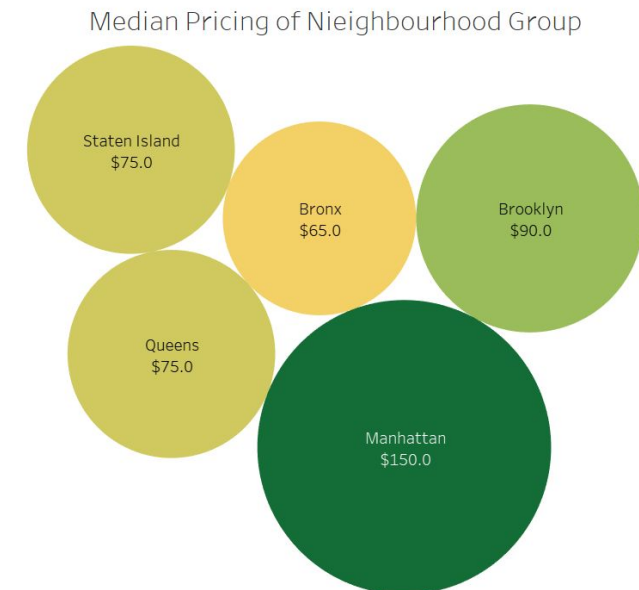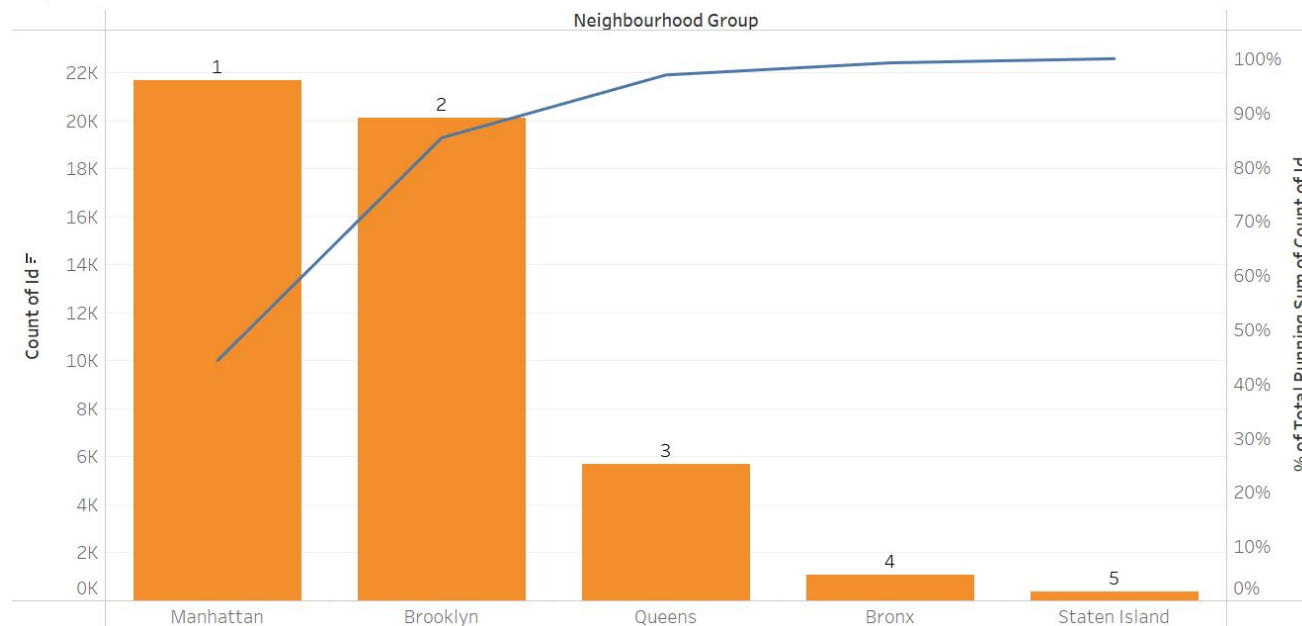
Top 10 locations on the basis of price

- 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.
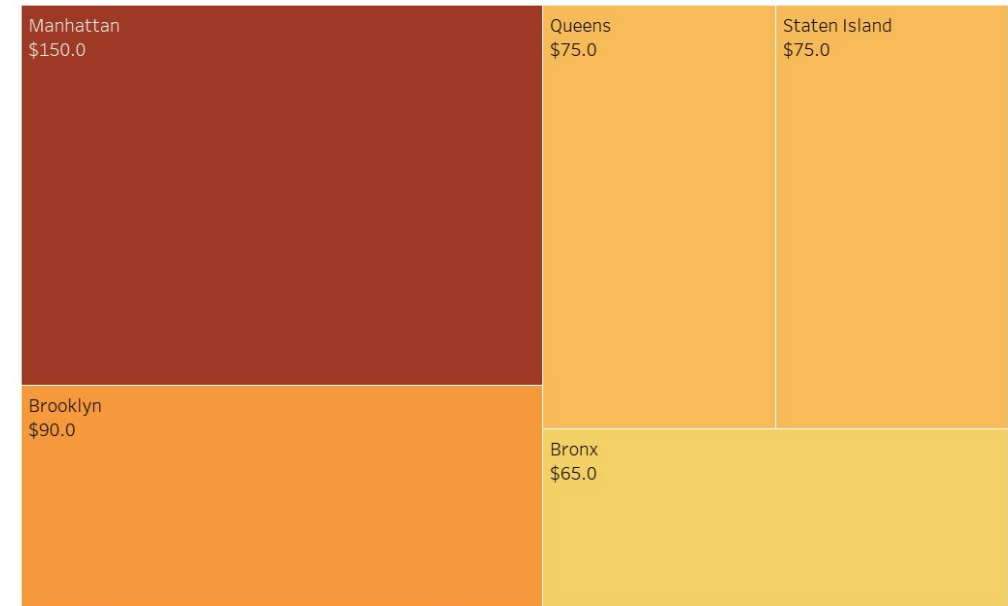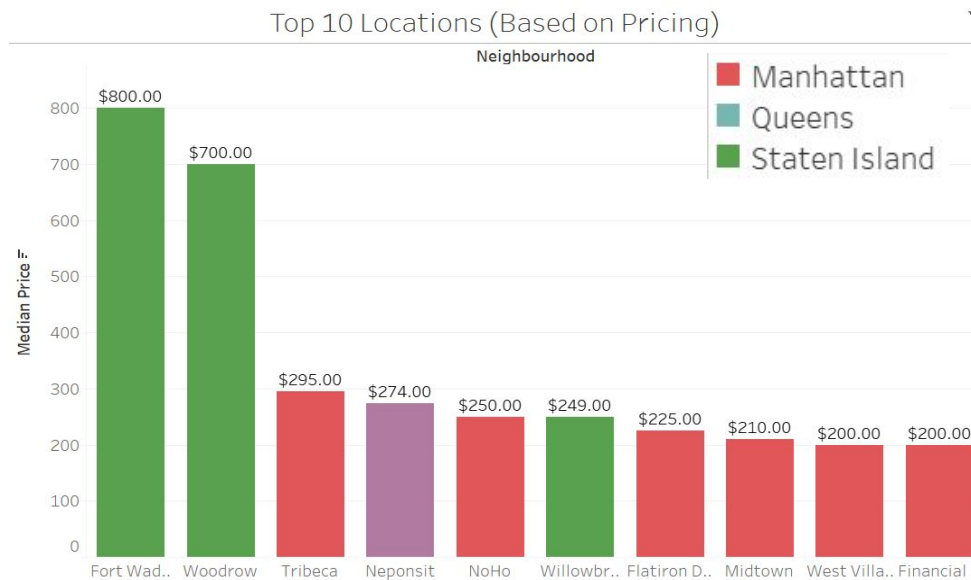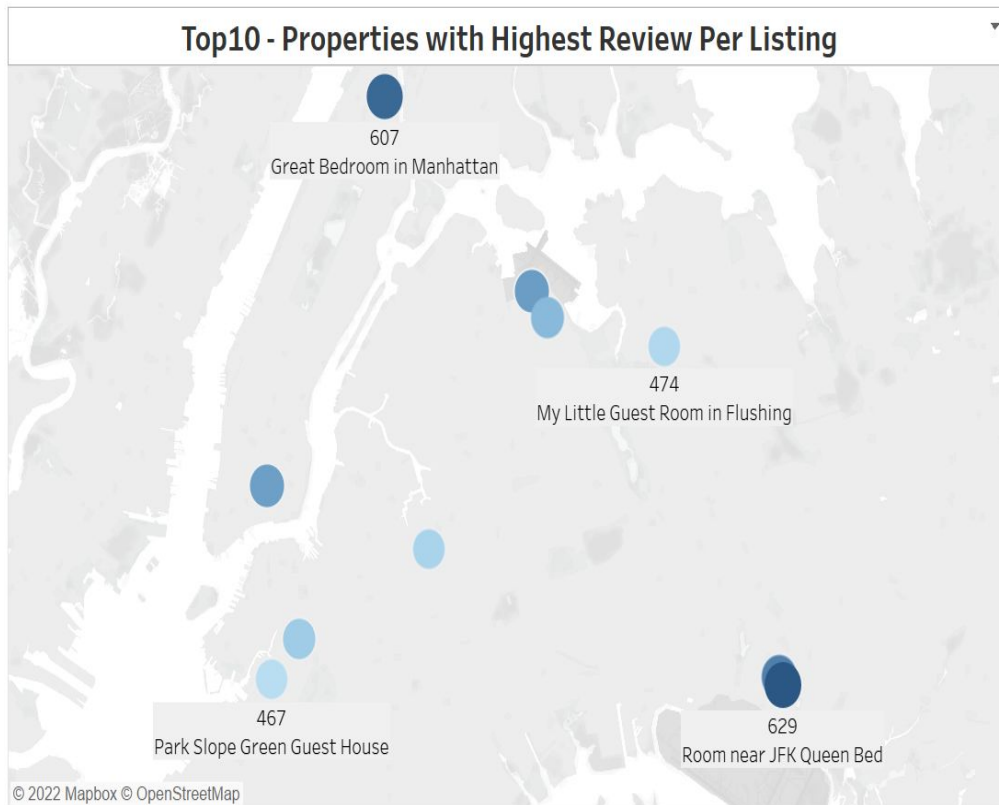
People preferred the private rooms in Manhattan because

- 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

MinNightsGrouped

One Night	26.0%
2 Nights	23.9%
> 3 Nights - 1 WKS	18.7%
3 Nights	16.4%
> 2 WKS - A MNTH	10.5%
> 1 WK - 2 WKS	2.9%
> A MNTH	1.5%

Top 10 Properties in terms of the Customer Review

☐ "Room near JFK Queen Bed" tops the list in customer reviews

Top10 - Properties with Highest Review Per Listing

Top10 - Properties with Highest Review Per Listing

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

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