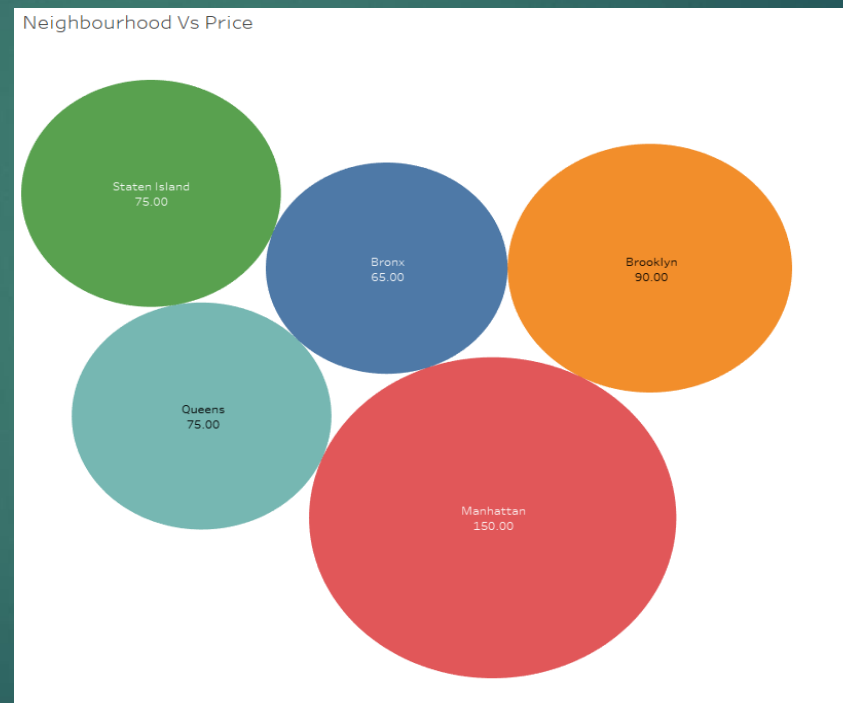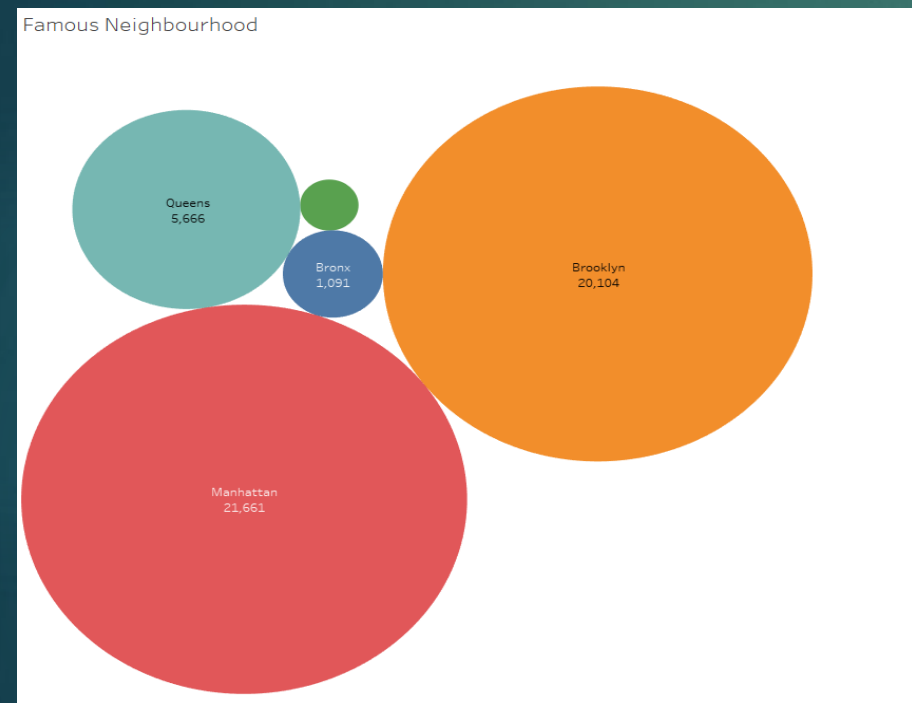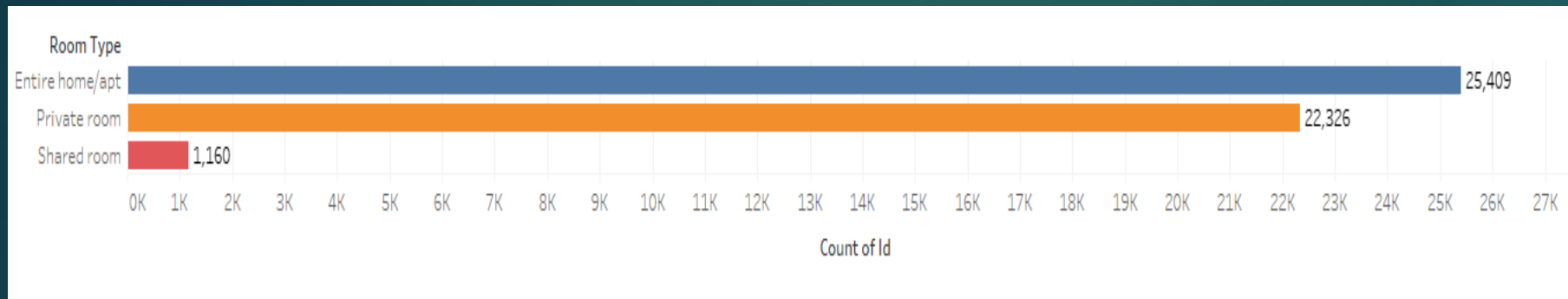# NYC AirBnB Case Study

Audience

- Data analysis managers
- Lead data analyst

Agenda

- Analyze the NYC Airbnb data in detail with technical aspects.
- As audience are from Data background, data insights will be explained to justify the visualizations and purpose.

Room Type

Room Type	Count of Id
Entire home/apt	25,409
Private room	22,326
Shared room	1,160

Famous Neighbourhood

- Queens 5,666
- Bronx 1,091
- Brooklyn 20,104
- Manhattan 21,661

Neighbourhood Vs Price

- Staten Island 75.00
- Bronx 65.00
- Brooklyn 90.00
- Queens 75.00
- Manhattan 150.00

➢ Most of the guests in NYC prefer private room.

➢ Based on this analysis, hosts can prioritize setting private stays to yield more business.

➢ W.r.t no.of bookings and average price, Manhattan and Brooklyn are bigger neighborhoods.
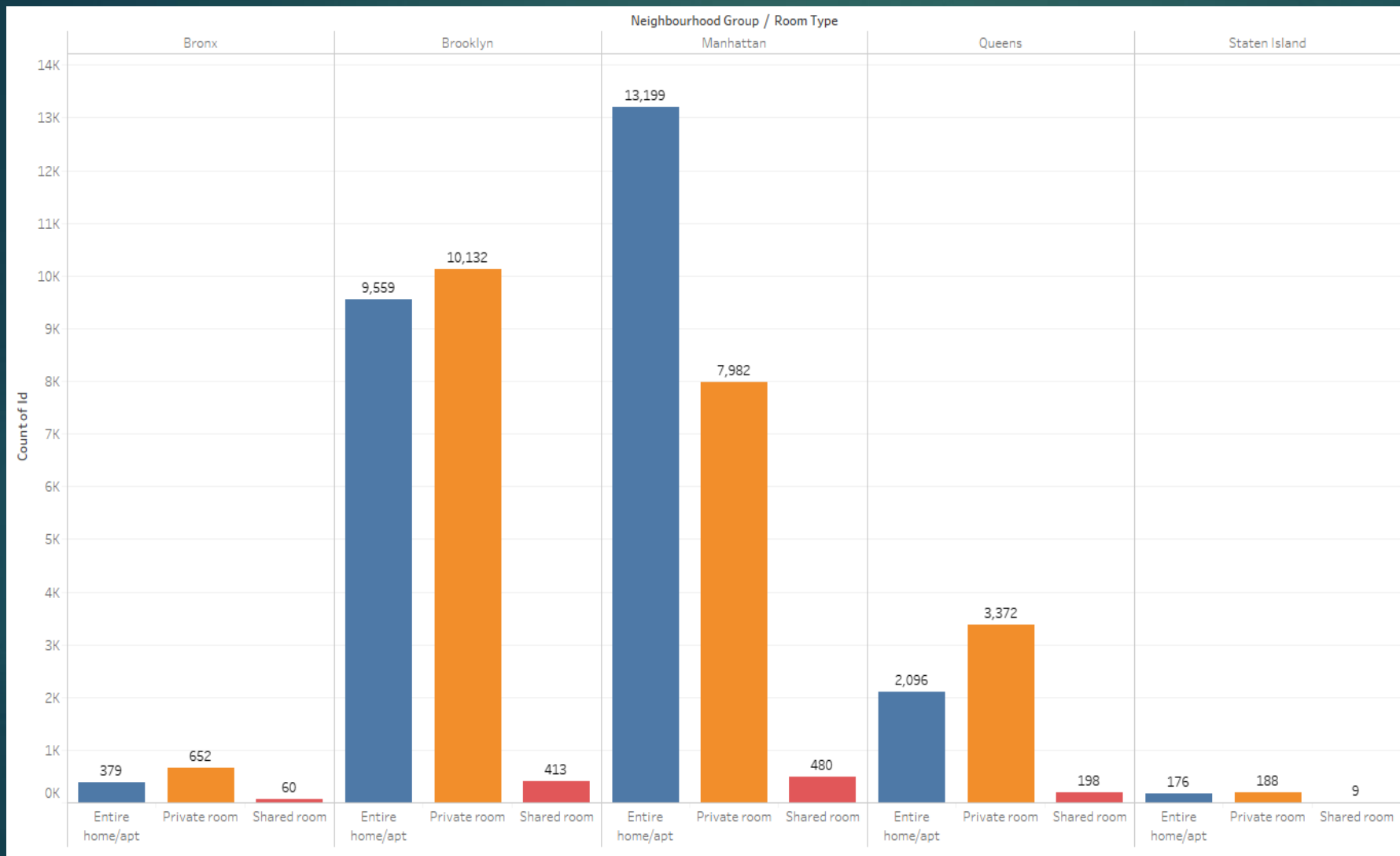
➢ Every neighborhood has private room as most booked except for Manhattan.

➢ Manhattan witnesses the entire home/Apt as most happening bookings.
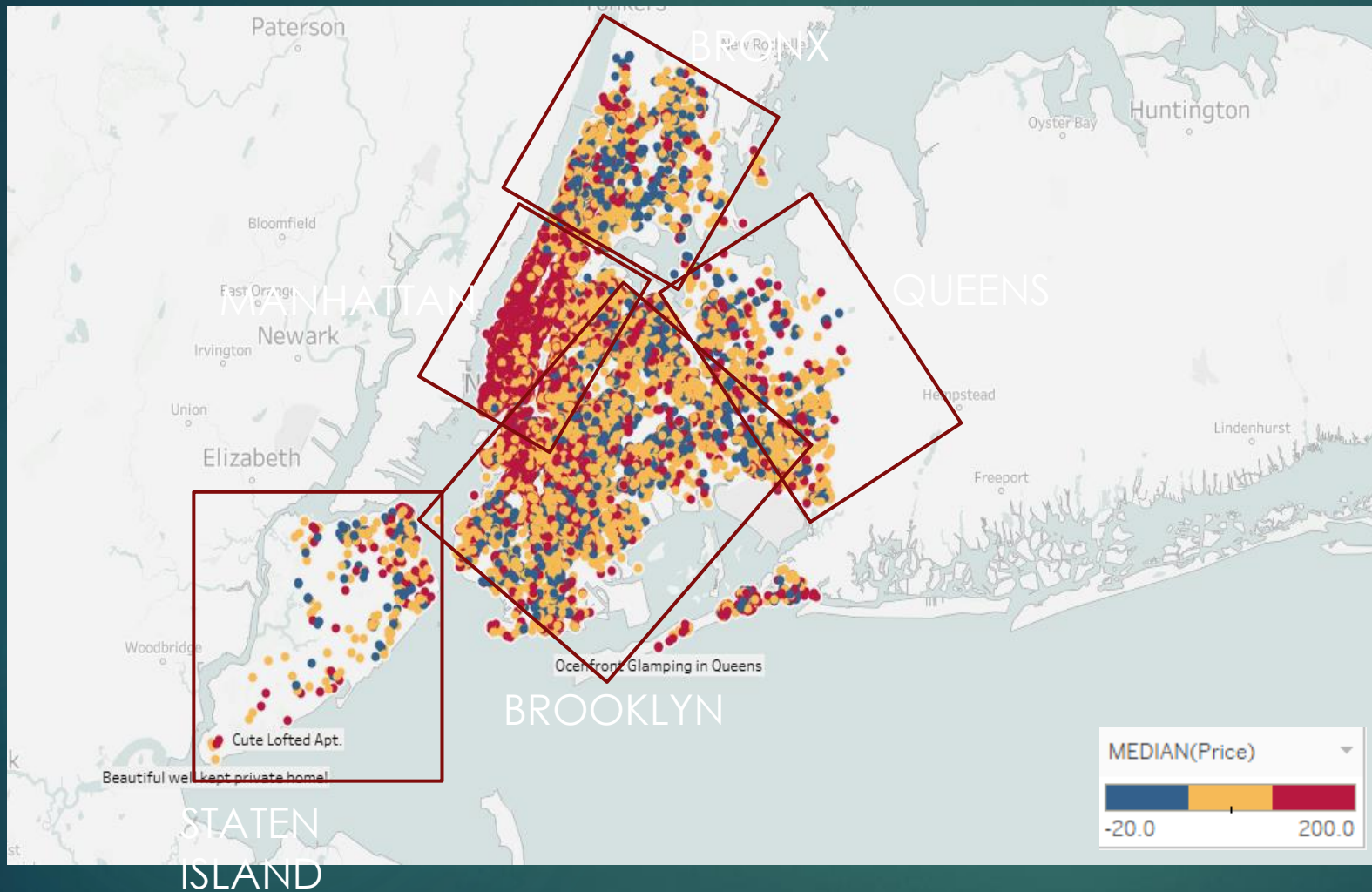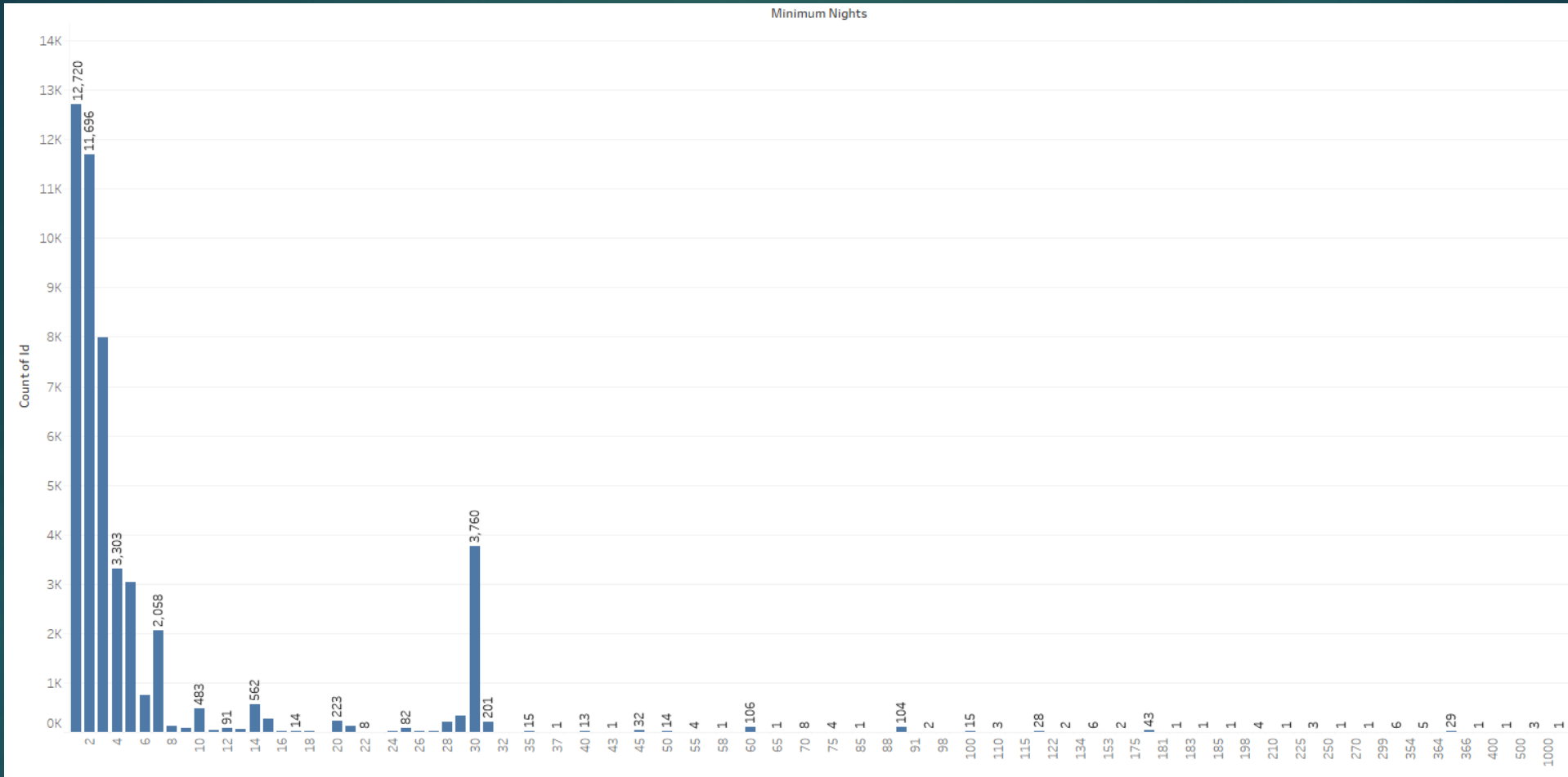
➤ Manhattan is the most expensive area.

➤ Bronx is the cheapest.

Avg Price by Neighbourhood

Neighbourhood Group	Room Type		
	Entire home/apt	Private room	Shared room
Bronx	100.0	53.5	40.0
Brooklyn	145.0	65.0	36.0
Manhattan	191.0	90.0	69.0
Queens	120.0	60.0	37.0
Staten Island	100.0	50.0	30.0

➢ Entire home/apt is expensive than staying in other groups especially in Manhattan and Brooklyn.

➢ Shared room is cheaper than any other group.

➢ Listings which provide minimum nights to say 1-7 have more tendency to attract customers.

➢ There is also considerable interests for minimum nights like 10 , 12, 14 , 20,25, 30, 60 , 90.

HOST ANALYSIS – BEST PERFORMERS

Host Name	Count of Id	Median Price	Price
Sonder (NYC)	327	228	82,795
Blueground	232	303	70,331
Michael	417	120	66,895
David	403	119	65,844
Alex	279	129	52,563
Jessica	205	125	50,697
John	294	99	41,892
Sally	34	165	39,789
Kara	143	239	36,723
Kevin	127	110	35,552

➤ Sanders is the most revenue generating host

➤ Michael is the most bookings generating host.

CONCLUSION

price_range	Neighbourhood Group	Room Type Entire home/apt	Private room	Shared room	Grand Total
HIGH	Bronx	42	11	1	54
	Brooklyn	2,325	198	10	2,533
	Manhattan	6,106	618	32	6,756
	Queens	352	52	7	411
	Staten Island	27	4		31
LOW	Bronx	199	611	55	865
	Brooklyn	2,326	9,061	384	11,771
	Manhattan	1,140	5,378	403	6,921
	Queens	820	3,099	182	4,101
	Staten Island	89	173	8	270
Medium	Bronx	138	30	4	172
	Brooklyn	4,908	873	19	5,800
	Manhattan	5,953	1,986	45	7,984
	Queens	924	221	9	1,154
	Staten Island	60	11	1	72
Grand Total		25,409	22,326	1,160	48,895

Influencers

CNT(ld)
1   9,061

Key preferences for bookings are:

❑ Room Type : Entire Home/Apt or Private Room.

❑ Neighborhood Group : Brooklyn , Manhattan or Queens

❑ Price Range = Low or Medium

Appendix:

Attaching the methodology document explaining the different mechanisms used in the analysis to reach to a conclusion.

Microsoft Word
Document