

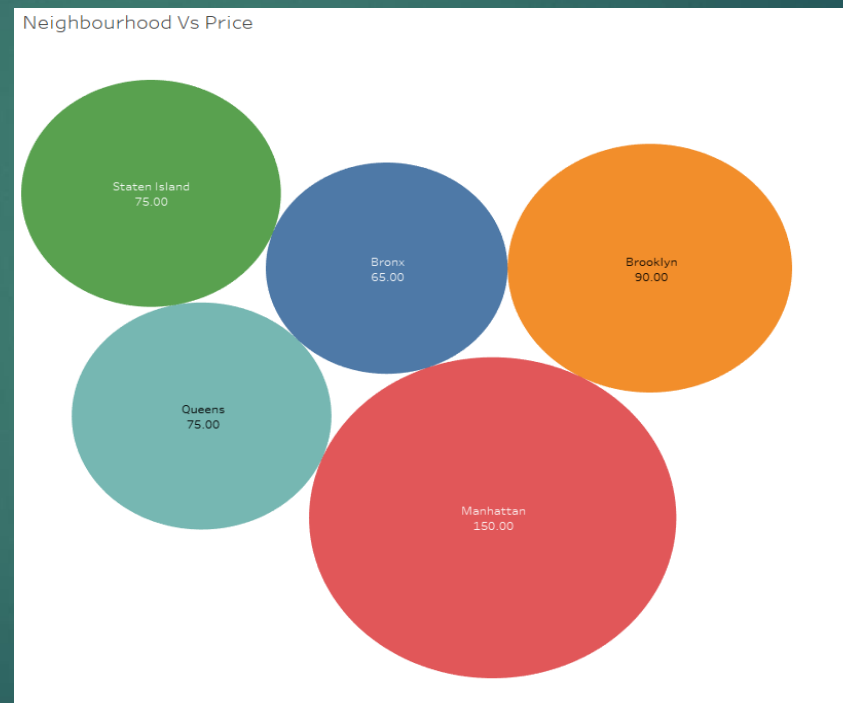
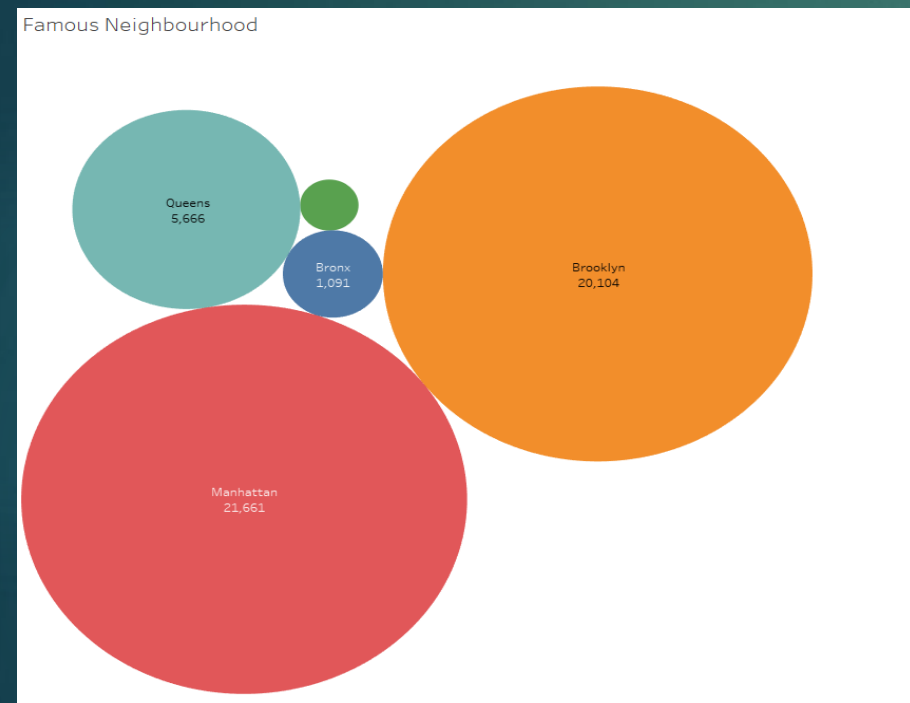
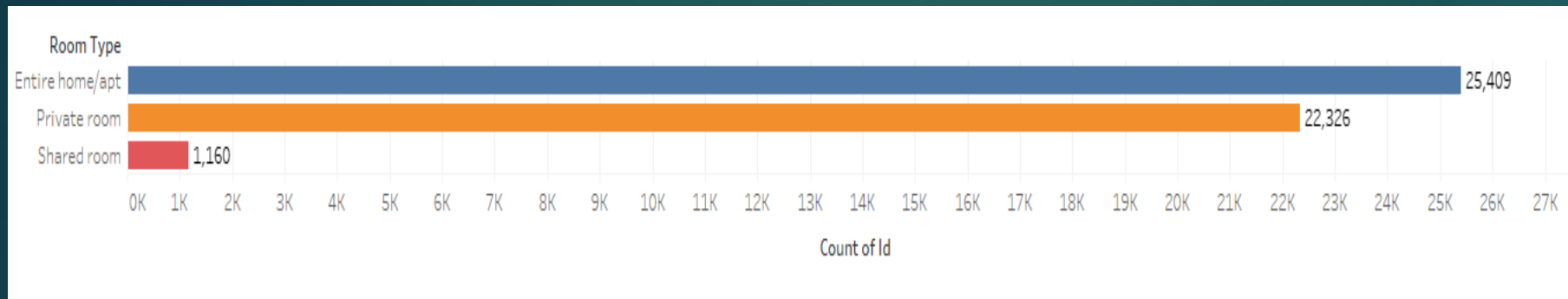
# NYC AirBnB Case Study

# Audience

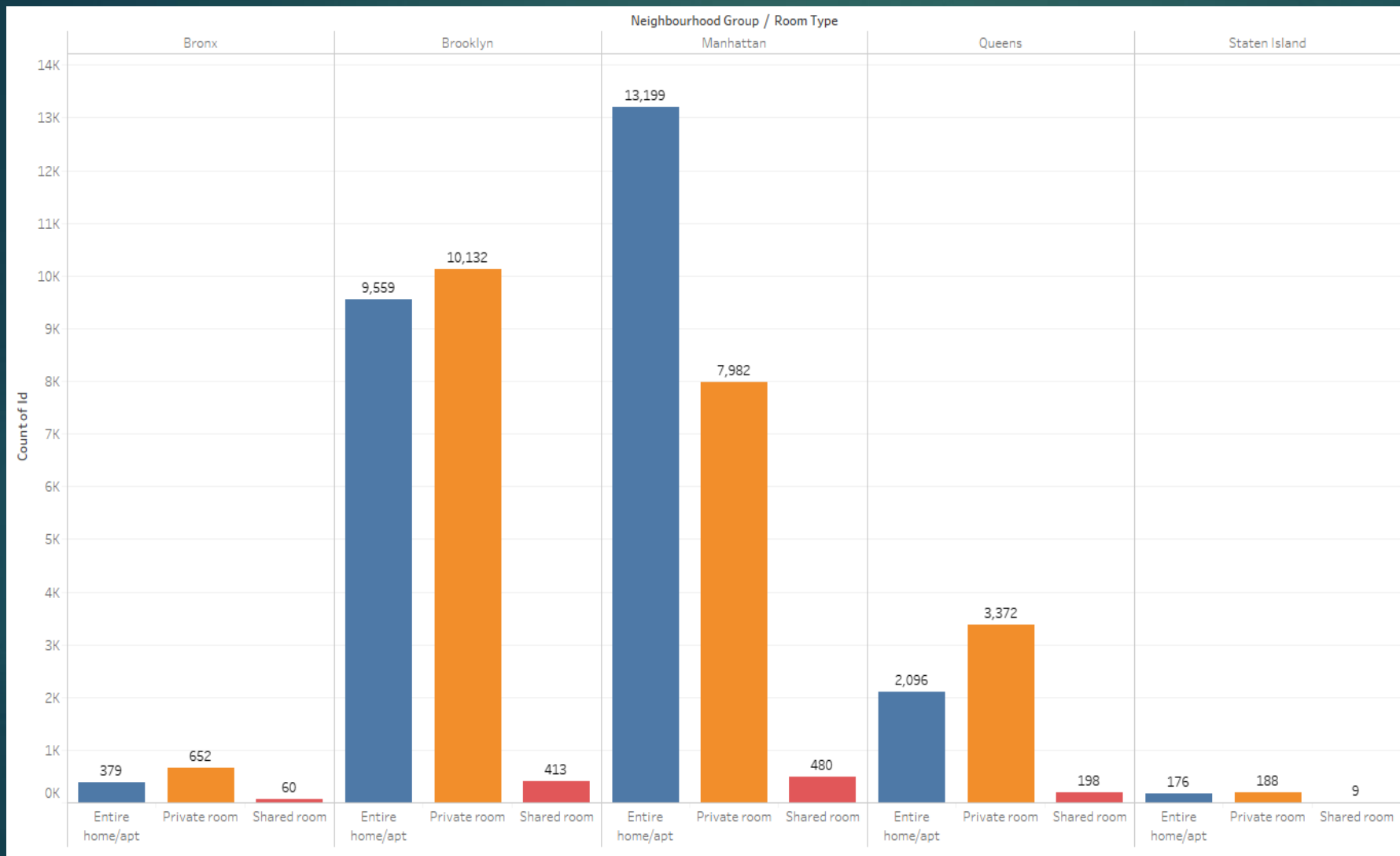
- Head of Acquisitions and Operations, NYC
- Head of User Experience, NYC

# Agenda

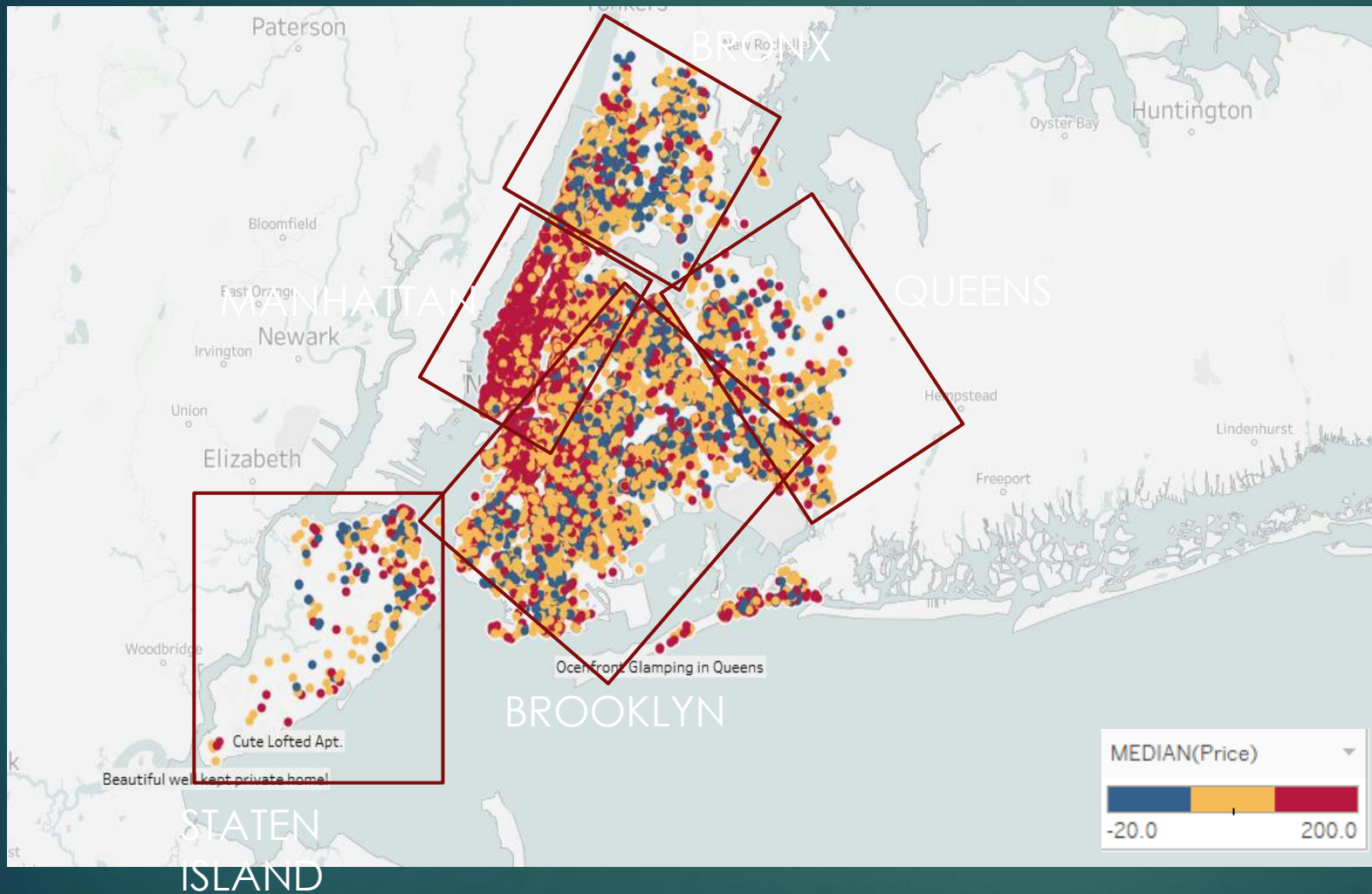
Analyze the NYC Airbnb data for executives who would be more interested to know what is the key takeaway from the analysis with less interest in data.



- 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.

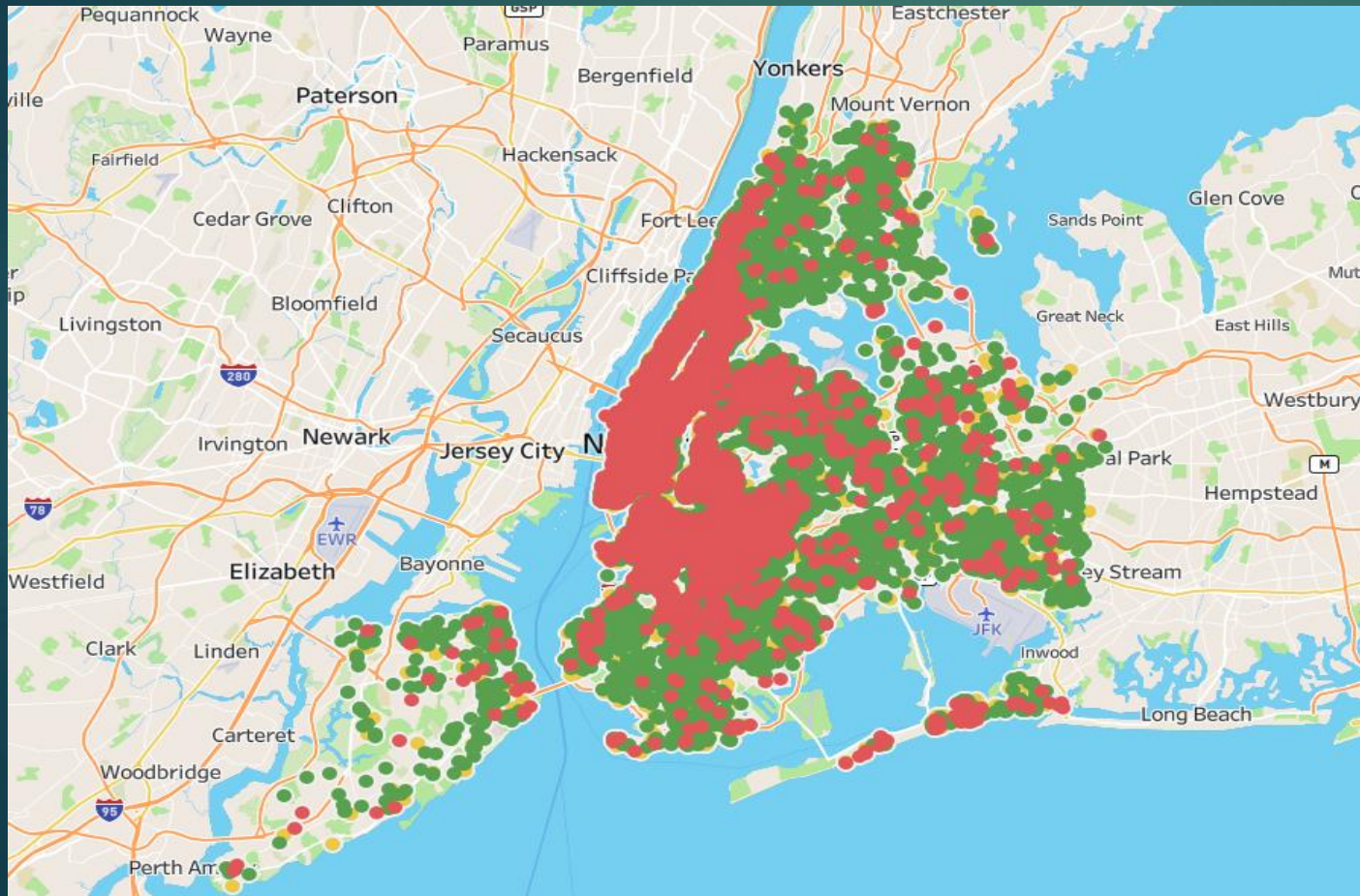


- Manhattan is the most expensive area.
- Bronx is the cheapest.



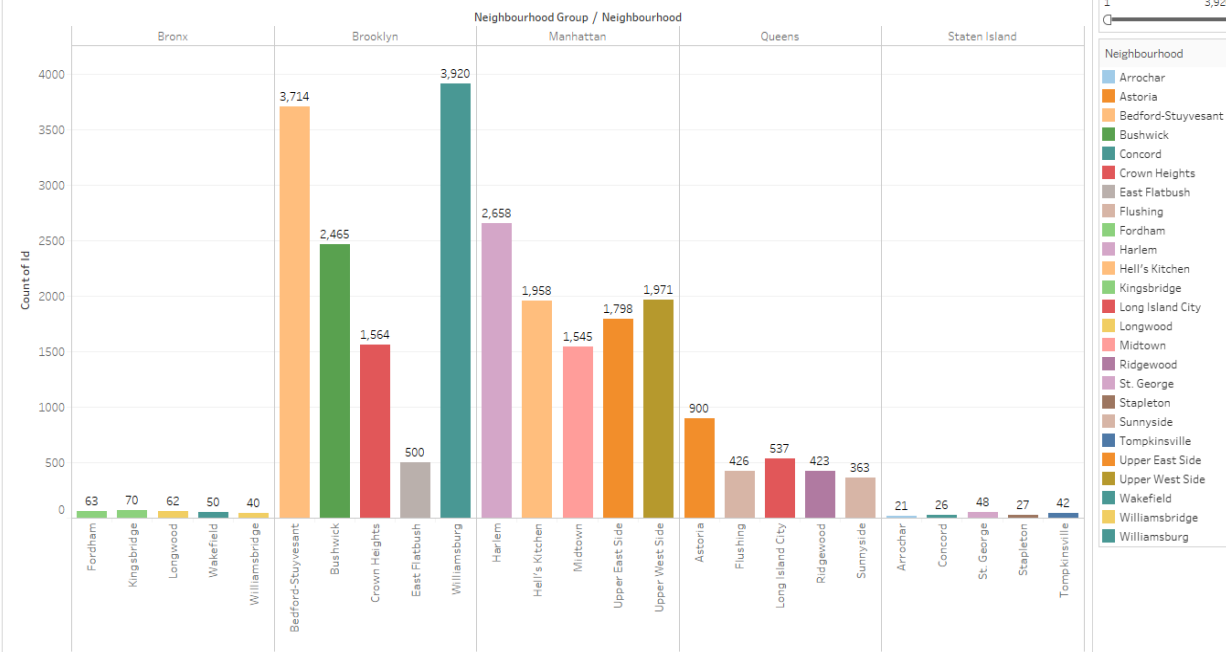
## Avg Price by Neighbourhood

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.

Top 5 neighbourhoods

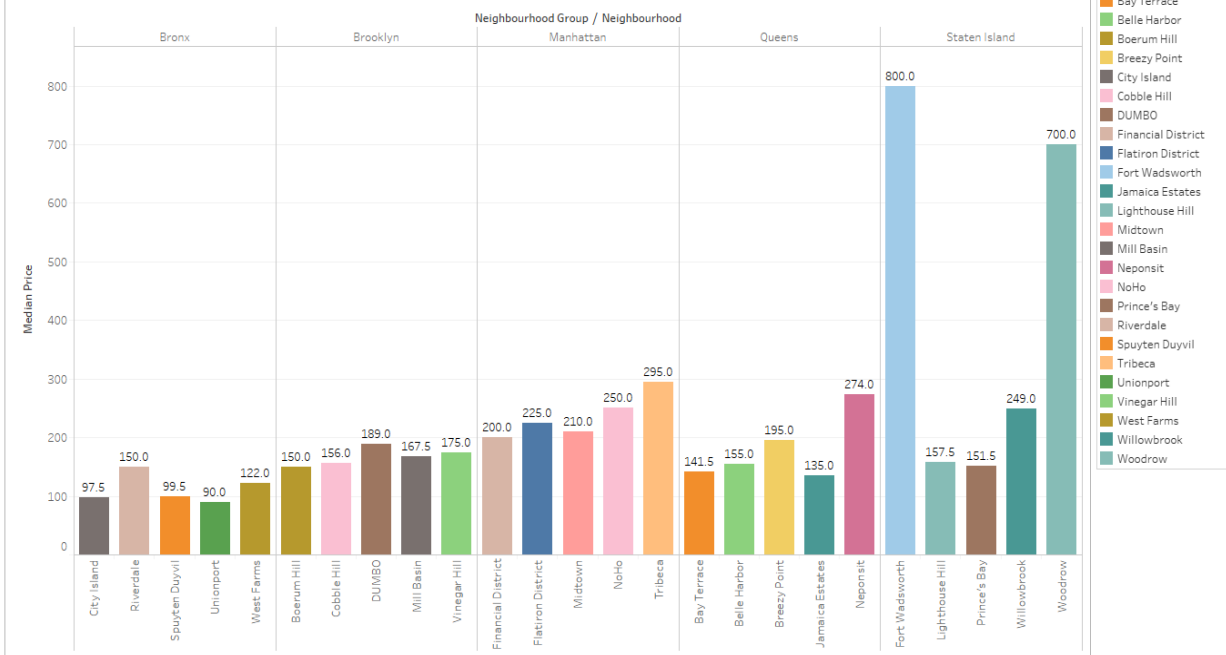


# TOP 5 Neighborhoods groups – Entire house/Apt

Top 5 neighborhoods w.r.t bookings

Brooklyn Shows Huge variation with respect to number of bookings. Rest others are good.

top 10 nb by price



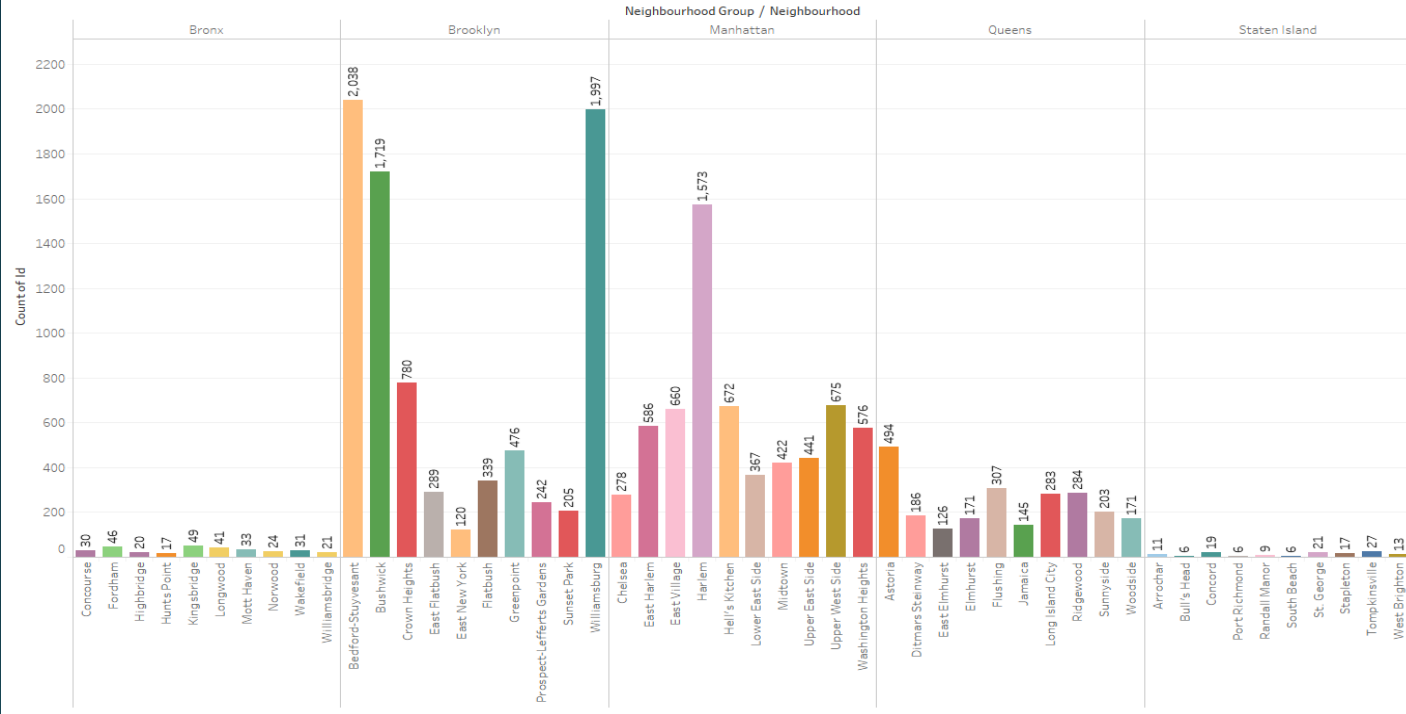
Top 5 neighborhood groups w.r.t price

Staten Island Shows little variation with respect to pricing. Rest others are good.

# TOP 10 Neighborhood groups – Private House

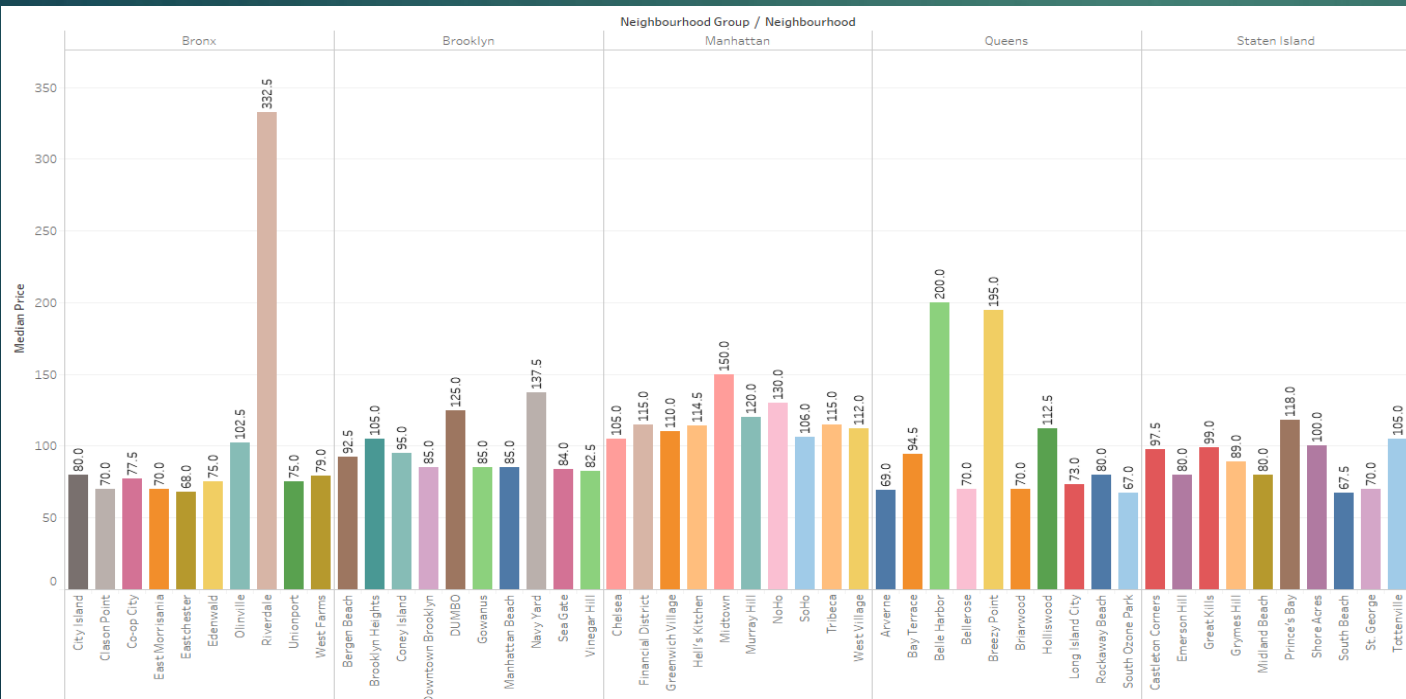
Top 10 neighborhoods w.r.t bookings

Brooklyn, Manhattan and Queens Shows Huge variation with respect to number of bookings. Rest others are optimally good.



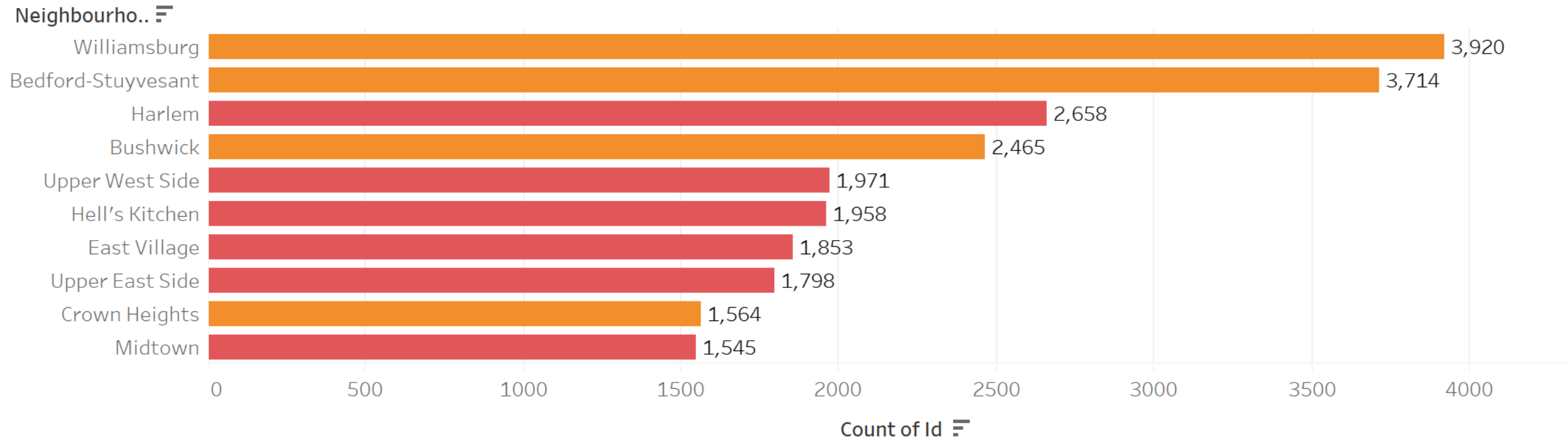
Top 10 Neighborhoods w.r.t price

Most of the top 10 all the groups are well optimized.

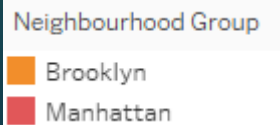




# TOP 10 Neighborhoods



Top 10 Neighborhoods come from Brooklyn or Manhattan.



Host Name	Count of Id	Median Price	Number Of Reviews
Michael	417	120	11,081
David	403	119	8,103
Sonder (NYC)	327	228	1,281
John	294	99	7,223
Alex	279	129	6,204
Blueground	232	303	29
Sarah	227	105	4,579
Daniel	226	120	4,723
Jessica	205	125	4,074
Maria	204	100	4,405

# HOST ANALYSIS

Top 10 hosts with most number of bookings.

Moderately good pricing has brought more bookings to these hosts.

Blueground with minimum review and high price was able to make 232 bookings in one year.

Host Name	🏠	Room Type / Neighbourhood Group														Grand Total	
		Entire home/apt					Private room					Shared room					
		Bronx	Brooklyn	Manhat..	Queens	Staten I..	Bronx	Brooklyn	Manhat..	Queens	Staten I..	Bronx	Brooklyn	Manhat..	Queens		Staten I..
Michael		4	88	143	13	3	1	70	58	22	1		1	11	2		417
David		2	74	117	18	3	2	68	80	32	2			5			403
Sonder (NYC)				319					8								327
John		2	41	76	14	2	1	61	72	18	1		2	3	1		294
Alex		3	63	98	11		1	51	36	4	3		8		1		279
Blueground			2	230													232
Sarah			68	41	6		1	64	36	6			1	3	1		227
Daniel		1	48	73	7	1	2	49	33	11				1			226
Jessica			46	50	6		1	51	30	16	2			2	1		205
Maria		2	33	40	12	3	6	32	46	22	6			2			204

- Reasons for top Bookings:
1. Top 10 properties being situated in famous areas
  2. Decent pricing
  3. Open for feedback resulting in more reviews.

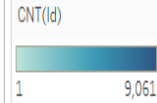
# HOST ANALYSIS – BEST PERFORMERS

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			Grand Total
		Entire home/apt	Private room	Shared room	
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



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



**THANK YOU**