



AIRBNB CASE STUDY

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AGENDA

- ❖ OBJECTIVE
- ❖ VISUALIZATION AND INFERENCES
- ❖ KEY FINDINGS
- ❖ METHODOLOGY

OBJECTIVE

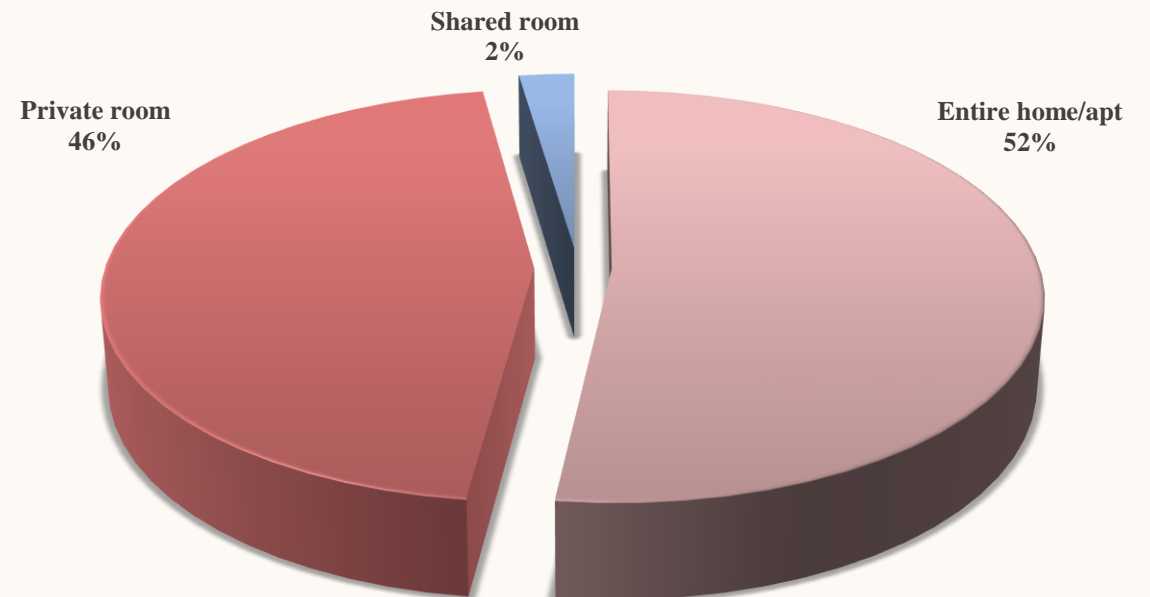
- ❖ For the past few months, Airbnb has seen a major decline in revenue. Now that the restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
- ❖ So, analysis has been done on a dataset consisting of various Airbnb listings in New York
- ❖ Airbnb wants to make sure that it is fully prepared for post pandemic change.

VISUALIZATION AND INFERENCE

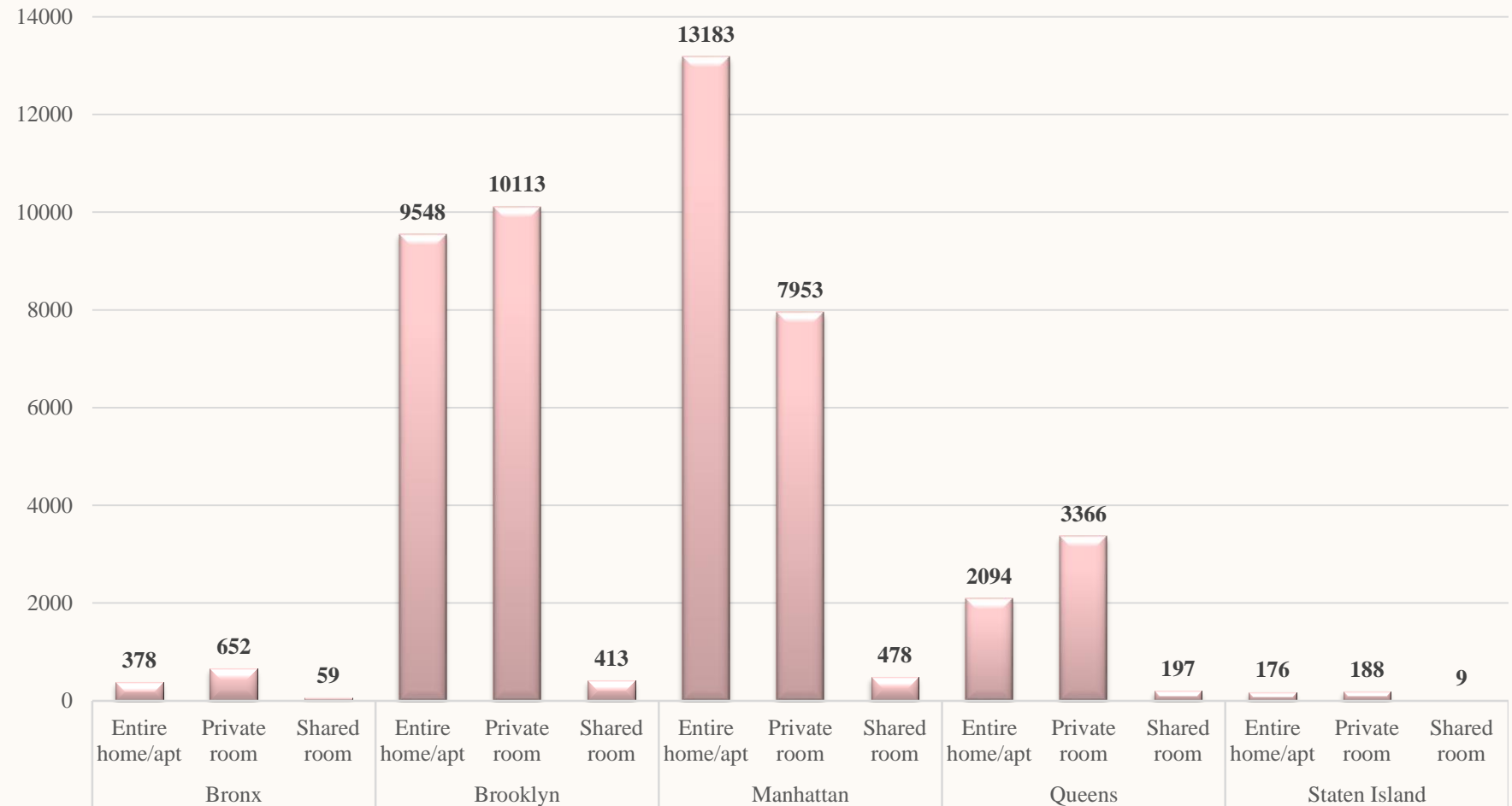
Only 2% of people are preferred to stay in the shared room types.

Remaining 98% of people like to stay in private room and entire Home/Apartment

Number of listings for shared rooms are limited but their average price is placed less and availability is high.



MANHATTAN IS THE CITY WHERE MOST AIRBNB TRANSACTIONS HAVE OCCURRED WITH 44% OF ENTIRE DATASET. THE LEAST HAPPENED IN STATEN ISLAND ONLY 1%. BROOKLYN CONSISTED ON 41% OF TRANSACTIONS WITH 12% QUEENS AND 2 % IN BRONX.

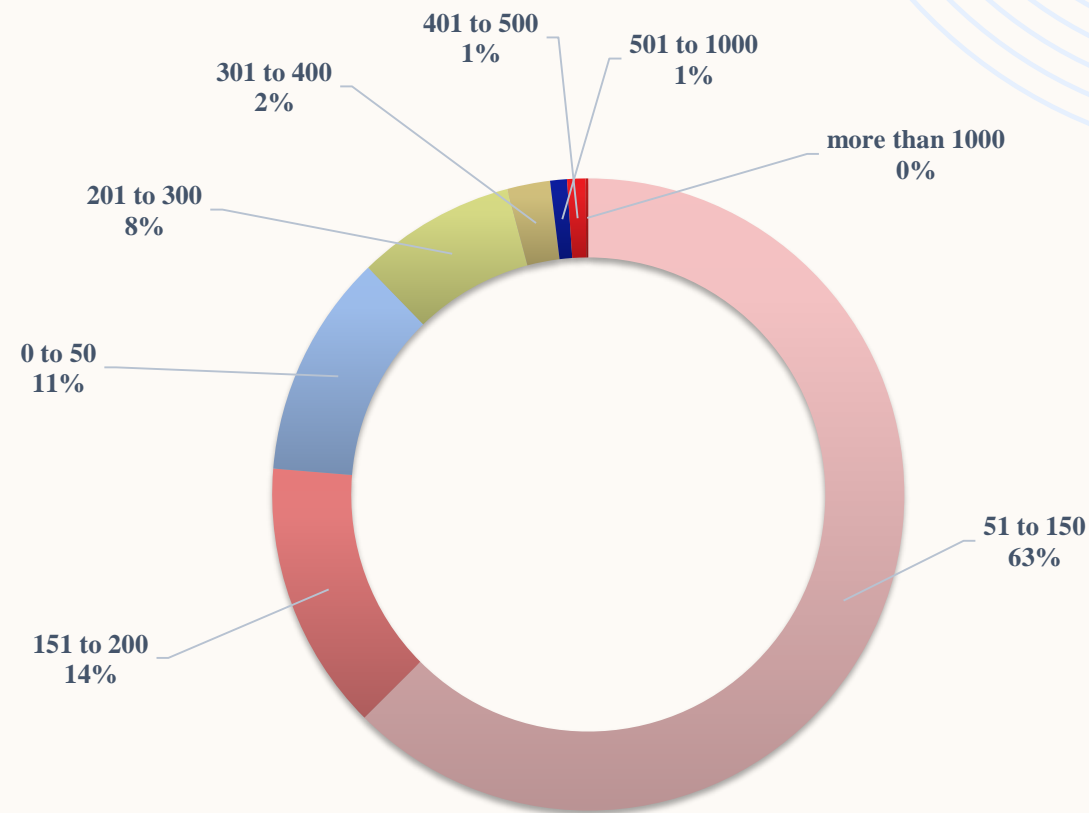


MORE THAN 60% AIRBNB'S HAS A PRICE OF 51 DOLLARS AND 150 DOLLARS AND

THIS PRICE RANGE IS MOST PREFERRED BY THE CUSTOMERS.

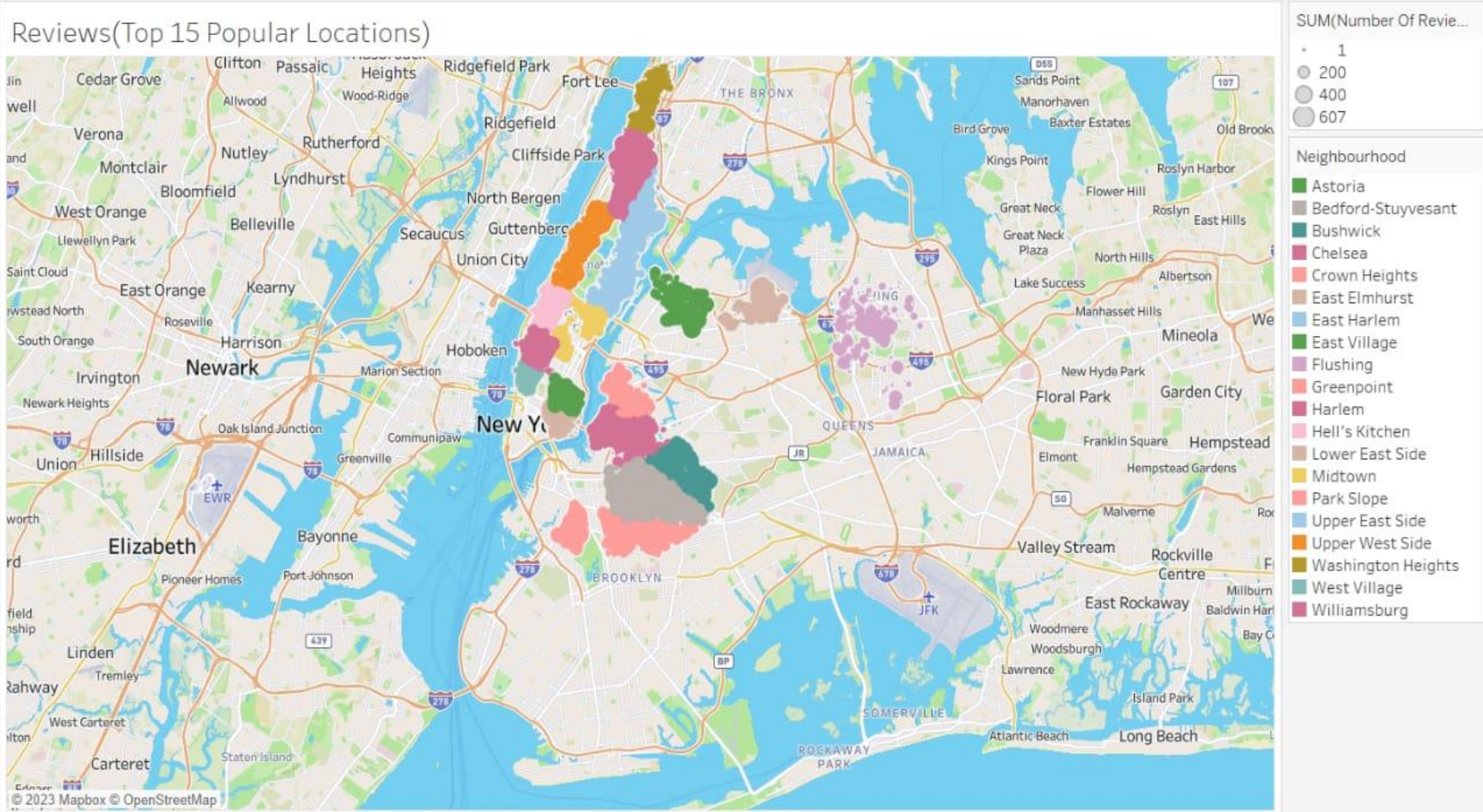
NUMBER OF REVIEWS AND REVIEWS PER MONTH ARE MORE AT LESS PRICE THAN THE HIGHER PRICE AS THERE IS LESS CHANCE OF PEOPLE GOING FOR A HIGH PRICE ROOM.

THE COSTLIEST AIRBNB HAS AROUND 10K DOLLARS AS PRICE.

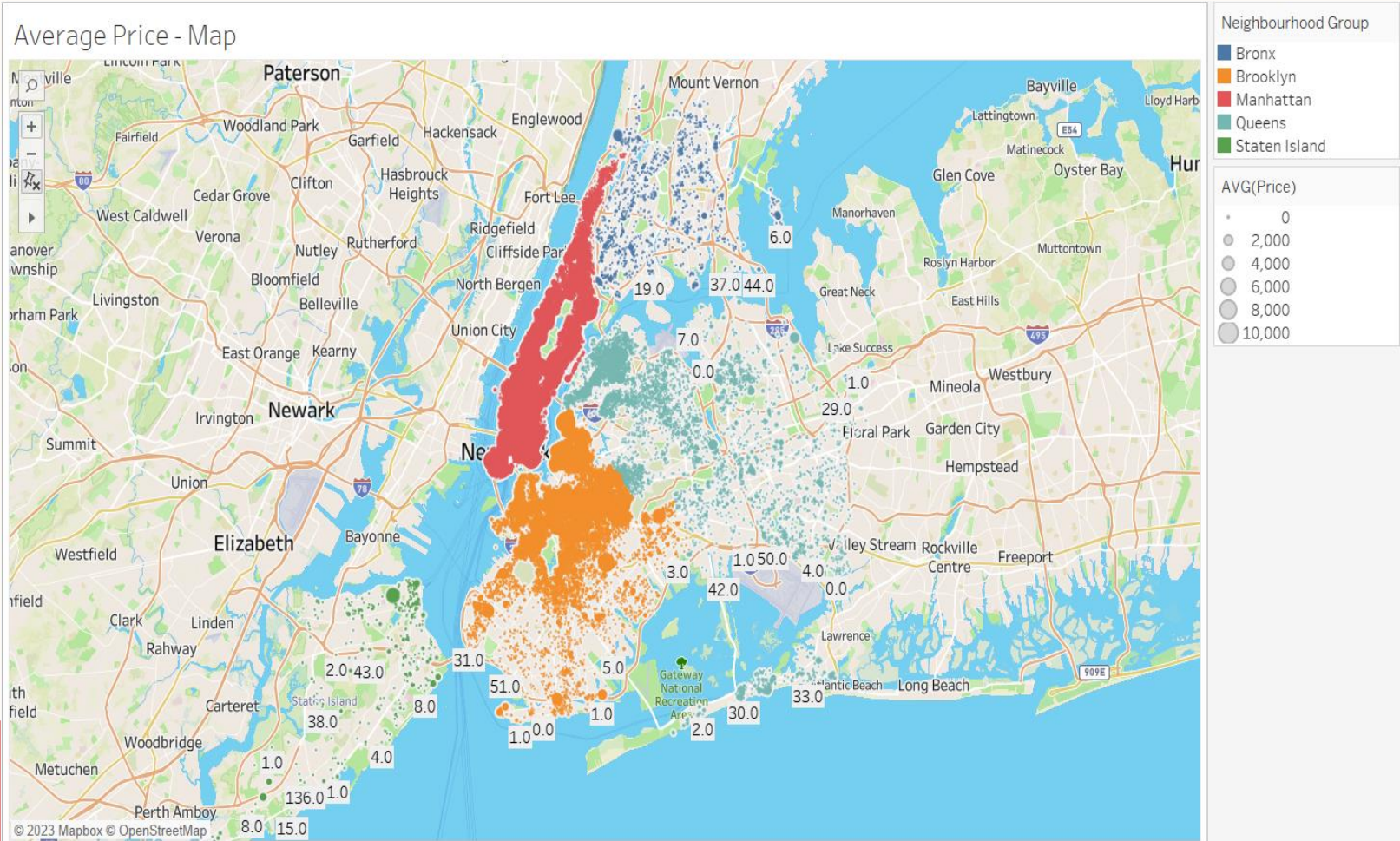


Price group Vs Number of reviews

THE TOP 15 LOCATIONS WHERE PEOPLE STAYS LONGER, MAJORITY OF THE LOCATIONS ARE IN MANHATTAN



PRICE OF ACCOMMODATION IN MANHATTAN IS PRETTY HIGH AND AFFORDABLE TO HIGH CLASS PEOPLE.



RECOMENDATIONS

- ❖ Hosting's of lesser Prices should be acquired as customers mostly prefer lower price
- ❖ Entire home/apt in Manhattan and Private rooms in Queens and Bronx should be Targeted as they have high ratings.
- ❖ Hosting's offering minimum of nights should be targeted across all regions.
- ❖ Following the COVID Protocols will give the Customers a sense of safety, which will make their stays more worriless and it will increase the ratings as well.

METHODOLOGY

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Exploratory data analysis:

- ❖ Checked and treated the Null values in the dataset .
- ❖ Checked the outliers

Data Analysis:

- ❖ We found out most preferred room types
- ❖ City wise transactions
- ❖ Price of rooms at different locations and their reviews
- ❖ Majority of establishments based on the locations



THANK YOU