Analysis of Airbnb NYC 2019 Data

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Agenda

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OBJECTIVE

- Airbnb is a marketplace where people share private spaces all over the world to be rented for the short-term. The spaces are mostly apartments, villas, houses or castles for a unique travel experience available at various prices.

- The present case study aims to help Airbnb prepare in the best way for the post-pandemic changes and help increase their revenue.

BACKGROUND

- Due to travel restrictions caused by the pandemic the company has faced a loss in revenue.

- Now that the restrictions have been reduced, as customers will require to travel, this will increase the chance to make appropriate changes for better business.

- From a business point of view these insights are generated to increase revenue in the near future.

KEY INSIGHTS

- Reviews per month for each room type.

- Here we see that customers prefer and also have give more attention to a an entire home/apartment type stay.

- At the same time in the Manhattan region, the most reviewed room type is entire home/apartment and the second most in Brooklyn region. The highest for private room type in Brooklyn region.
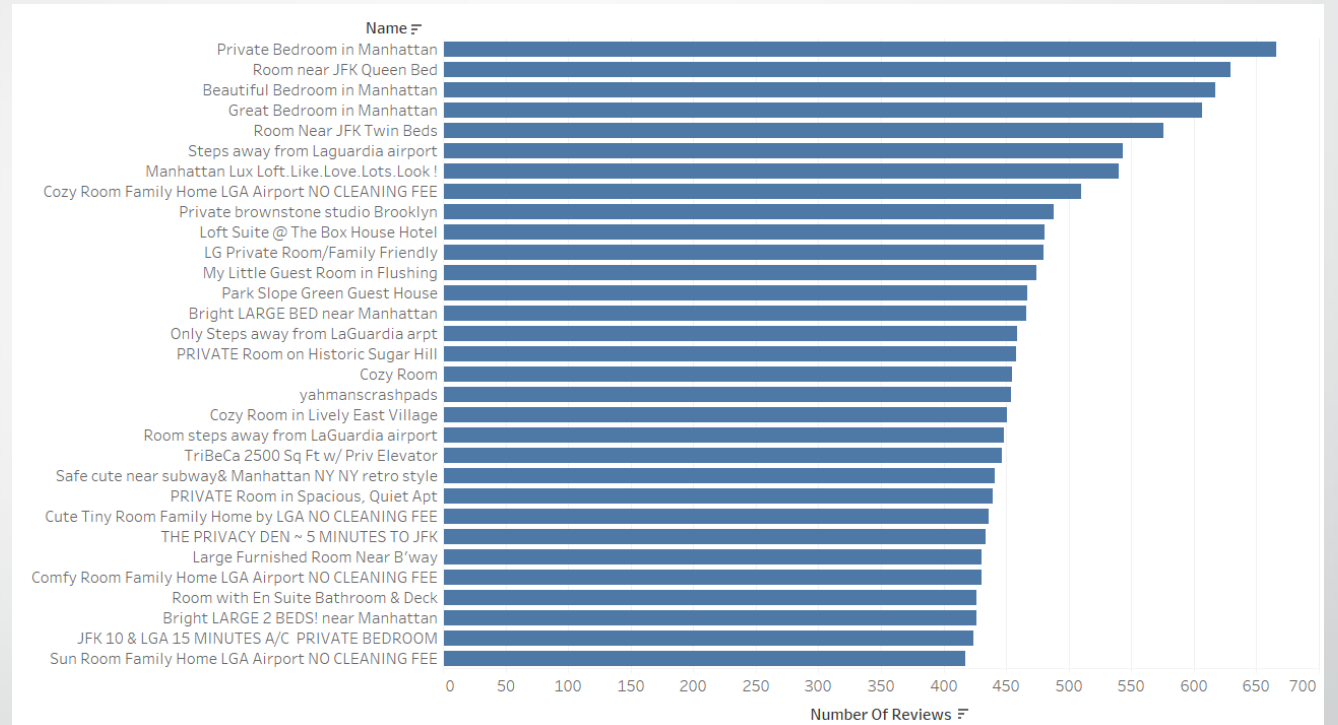
- The lowest being a shared room in Staten island.
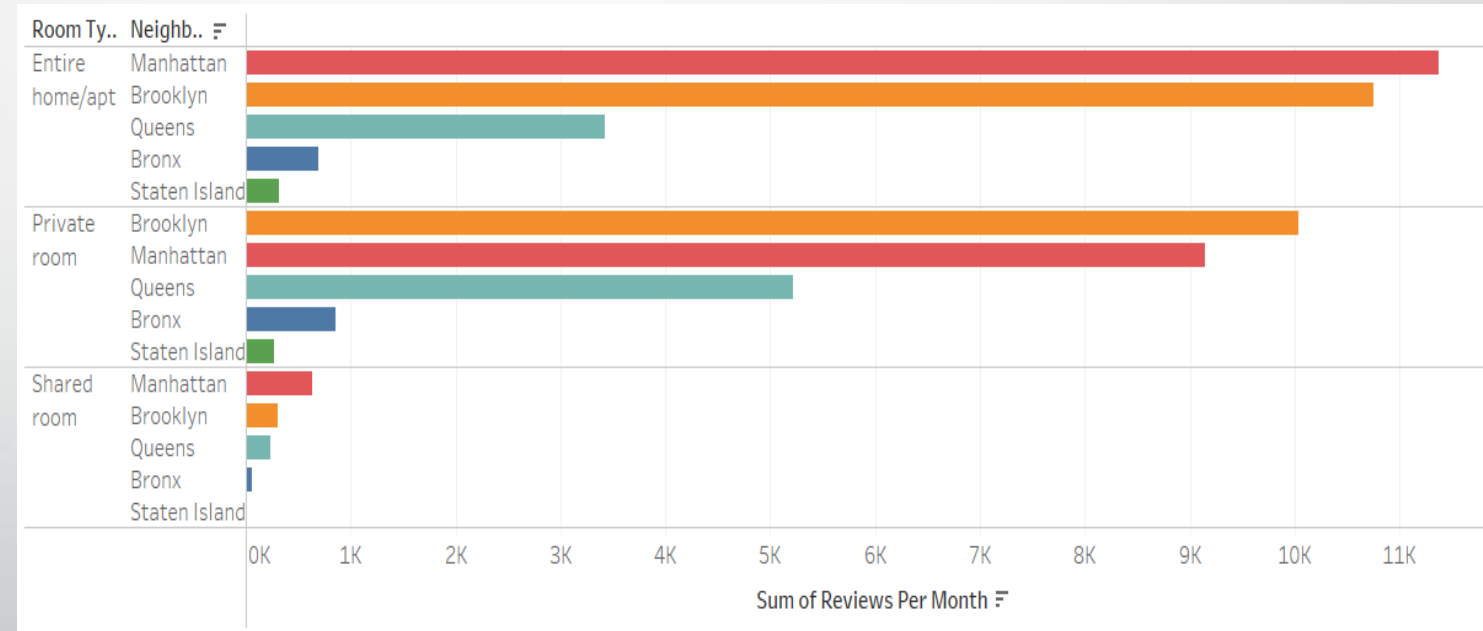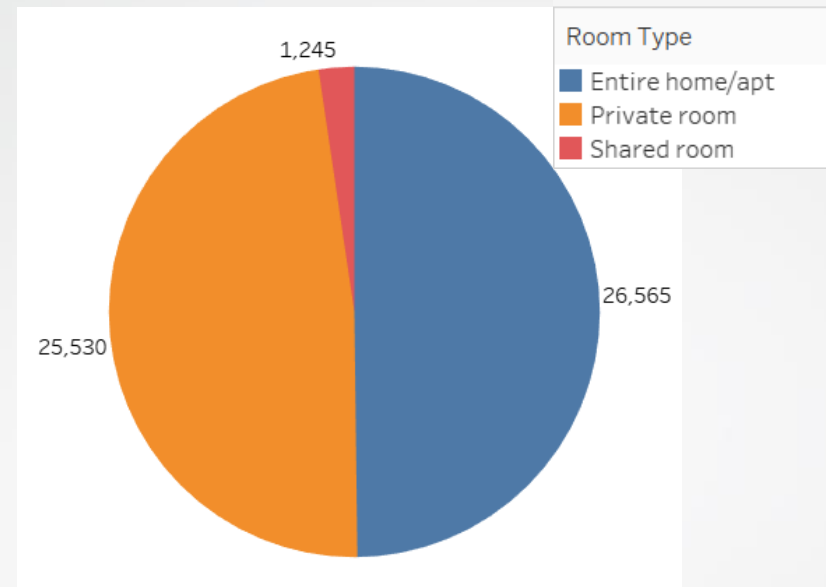
Total number of reviews for each region and room type

- Here we see that Manhattan region and room type entire home/apt have received the highest reviews overall
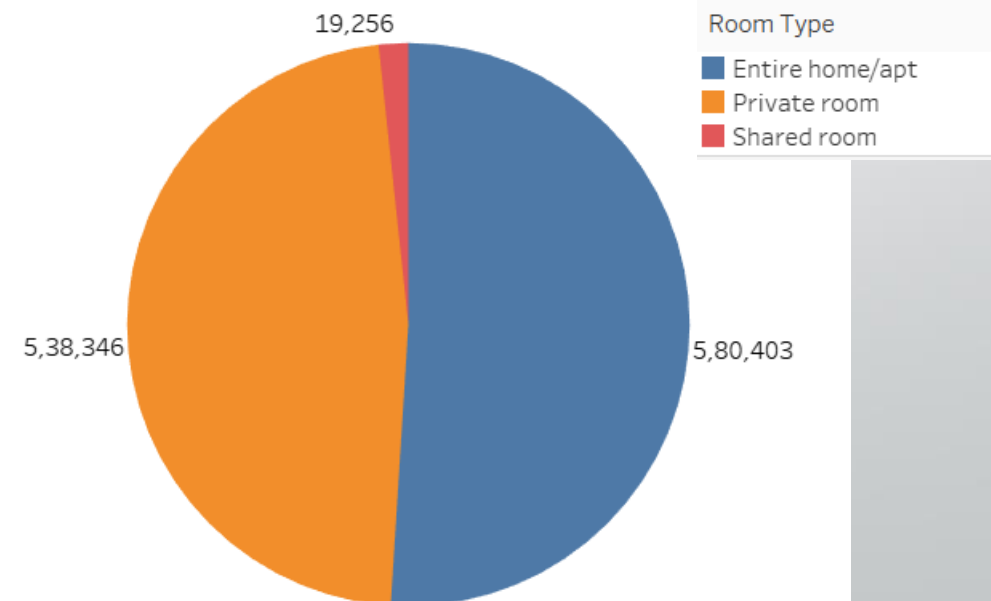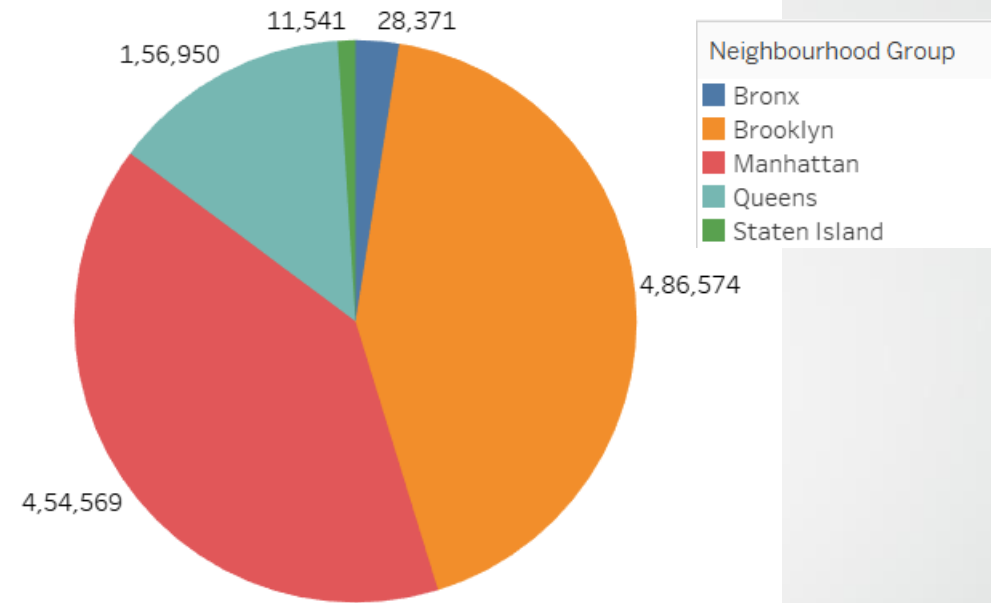
Total reviews as per Name of host listing

- Confirming our analysis that Private room in Manhattan is most preferred. Shows that keyword Manhattan plays a huge role in customer preference.
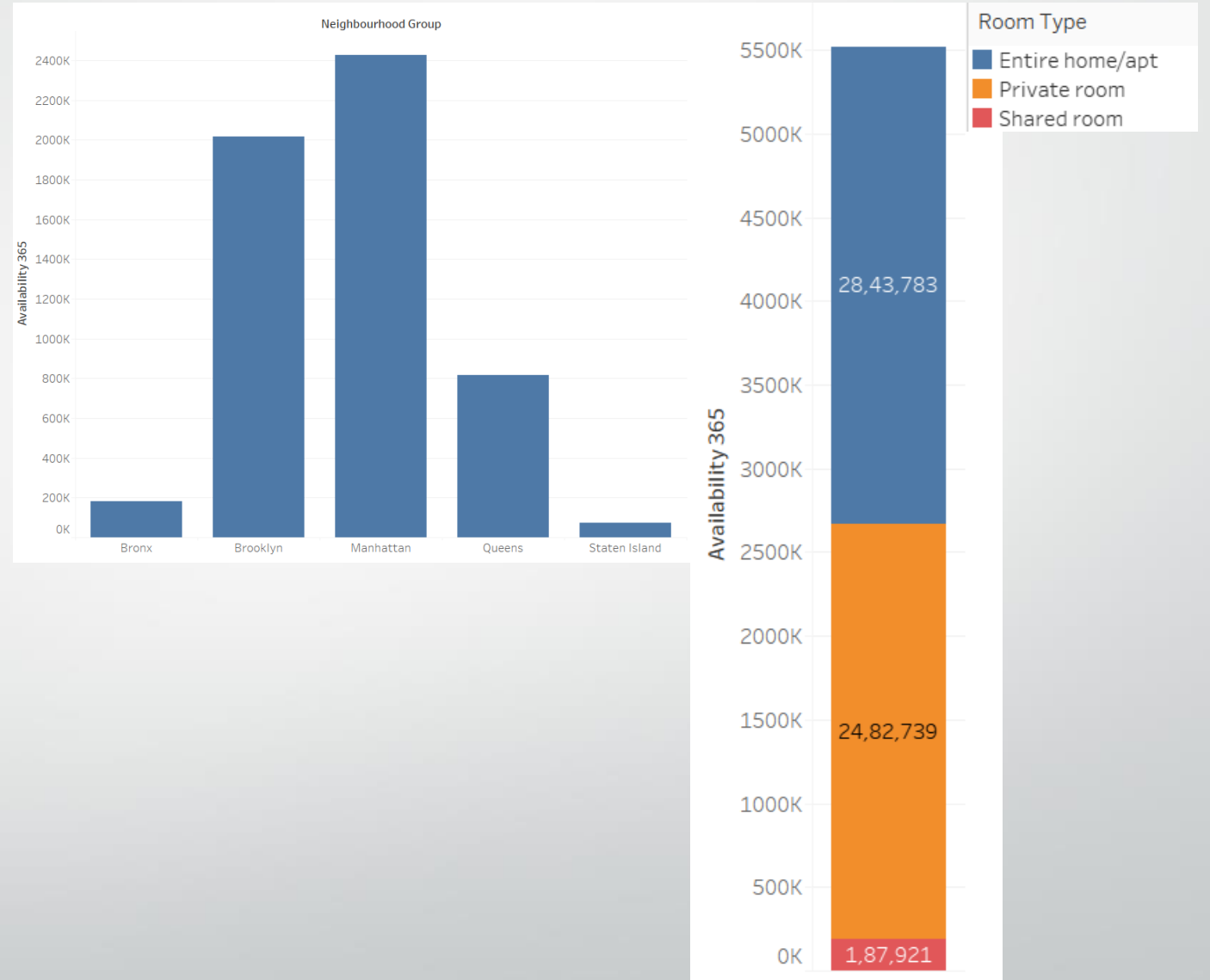

Name ₹

Private Bedroom in Manhattan
Room near JFK Queen Bed
Beautiful Bedroom in Manhattan
Great Bedroom in Manhattan
Room Near JFK Twin Beds
Steps away from Laguardia airport
Manhattan Lux Loft.Like.Love.Lots.Look !
Cozy Room Family Home LGA Airport NO CLEANING FEE
Private brownstone studio Brooklyn
Loft Suite @ The Box House Hotel
LG Private Room/Family Friendly
My Little Guest Room in Flushing
Park Slope Green Guest House
Bright LARGE BED near Manhattan
Only Steps away from LaGuardia arpt
PRIVATE Room on Historic Sugar Hill
Cozy Room
yahmanscrashpads
Cozy Room in Lively East Village
Room steps away from LaGuardia airport
TriBeCa 2500 Sq Ft w/ Priv Elevator
Safe cute near subway& Manhattan NY NY retro style
PRIVATE Room in Spacious, Quiet Apt
Cute Tiny Room Family Home by LGA NO CLEANING FEE
THE PRIVACY DEN ~ 5 MINUTES TO JFK
Large Furnished Room Near B'way
Comfy Room Family Home LGA Airport NO CLEANING FEE
Room with En Suite Bathroom & Deck
Bright LARGE 2 BEDS! near Manhattan
JFK 10 & LGA 15 MINUTES A/C PRIVATE BEDROOM
Sun Room Family Home LGA Airport NO CLEANING FEE

0   50   100 150 200 250 300 350 400 450 500 550 600 650 700

Number Of Reviews ₹

Total Number of reviews with respect to neighbourhood

- Bedford-Stuyvesant and Williamsburg showing and highest reviewed neighbourhoods
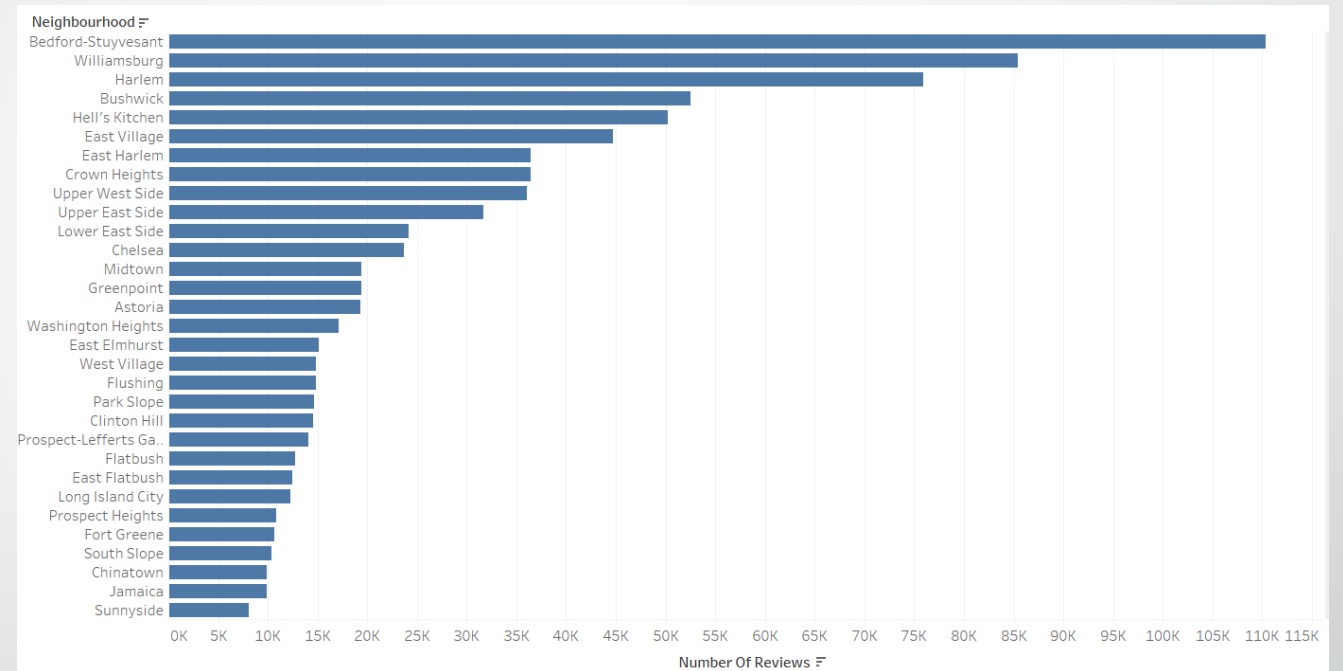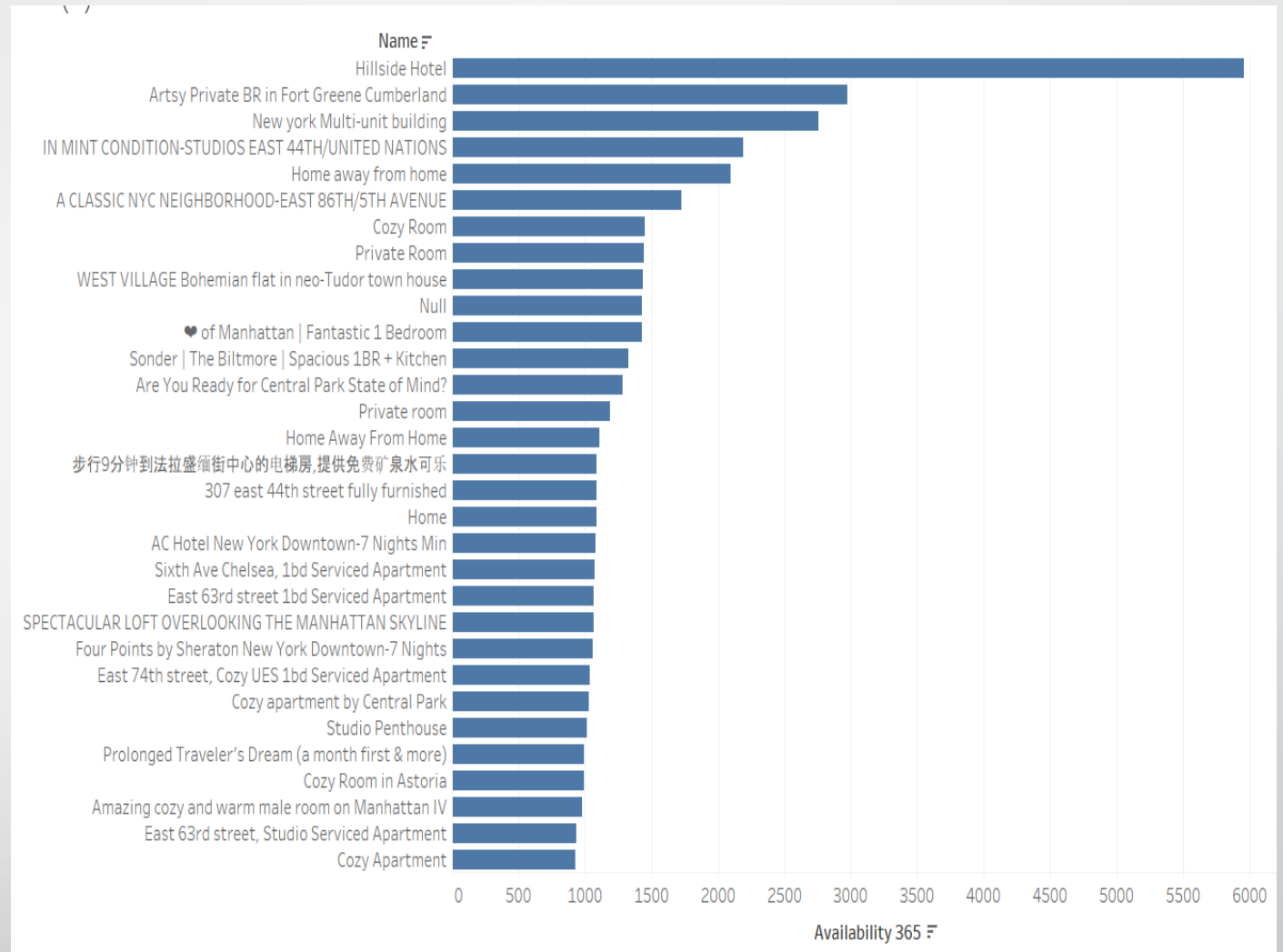
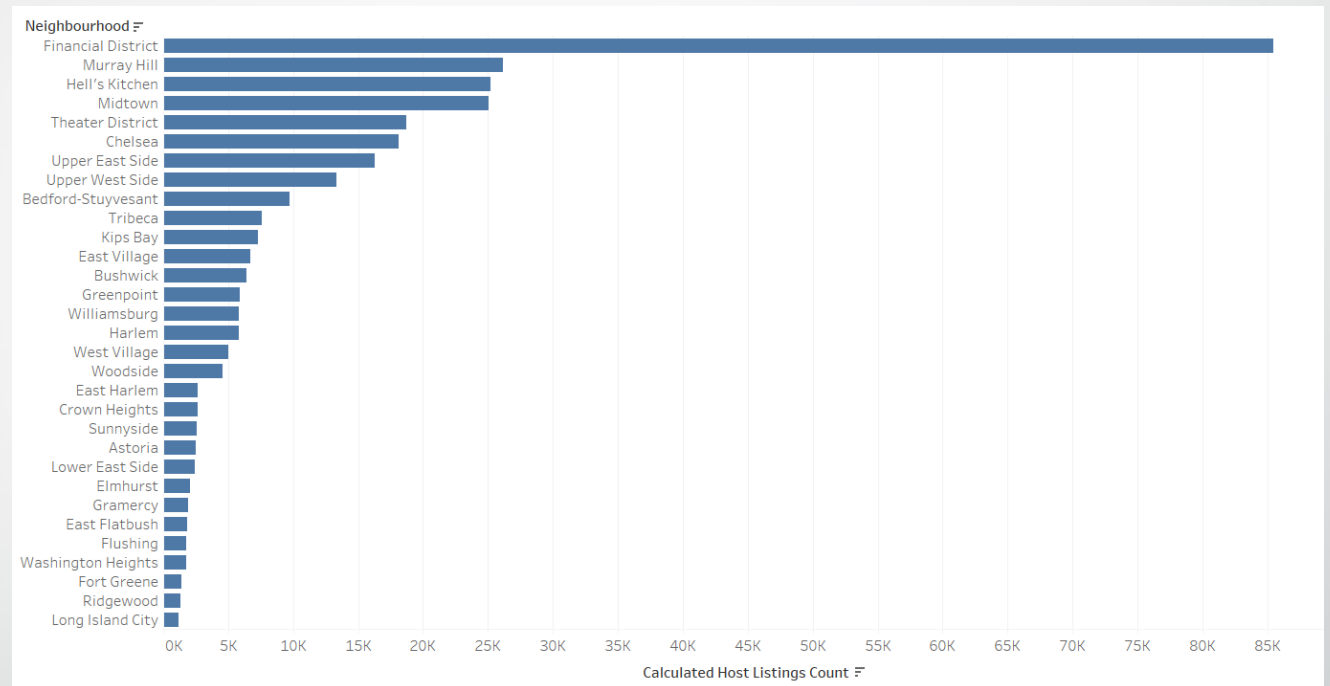# Availability of days vs region and room type

- Manhattan region shows the highest available days for booking with room type Entire home/apt

Highest availability of booking as per Host name

- Highest calculated host listings show that Financial district and Murray hill are most popular areas filled with host listings for stay.
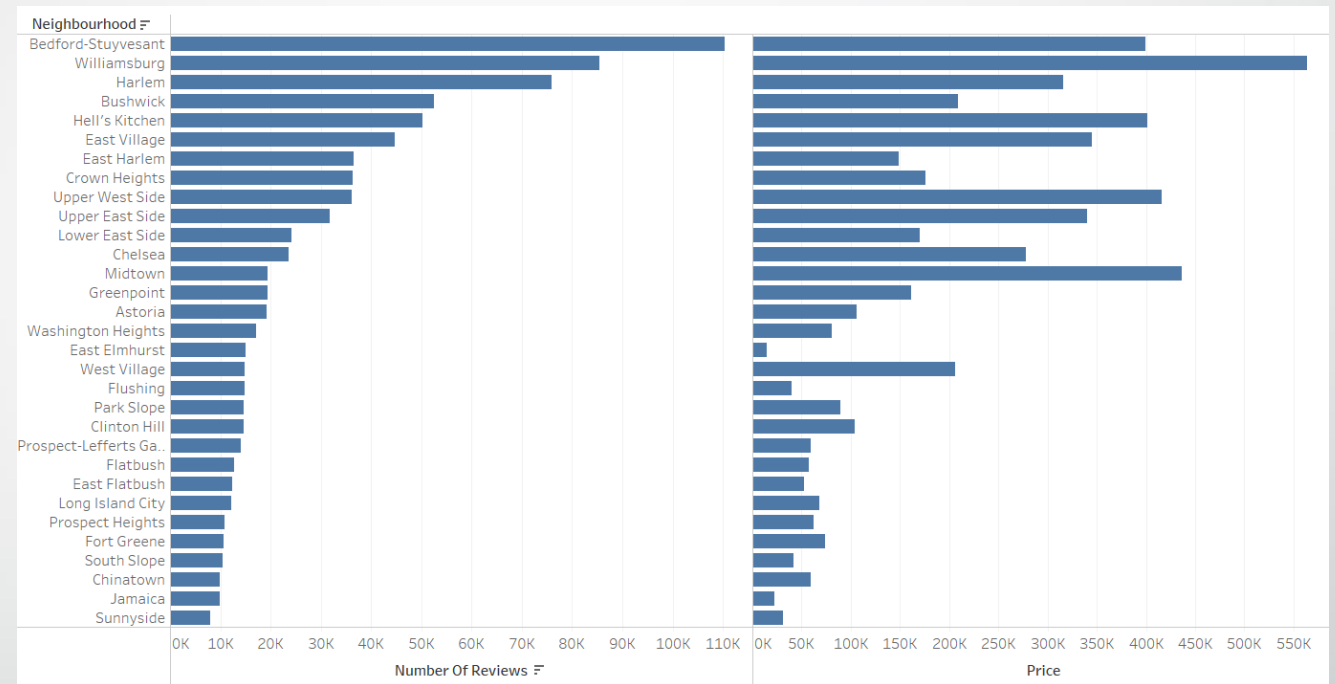
Price vs Reviews based on neighbourhood

- We see here that Williamsburg having the highest price of listings in all neighbourhoods has received a considerably large amount of reviews as well
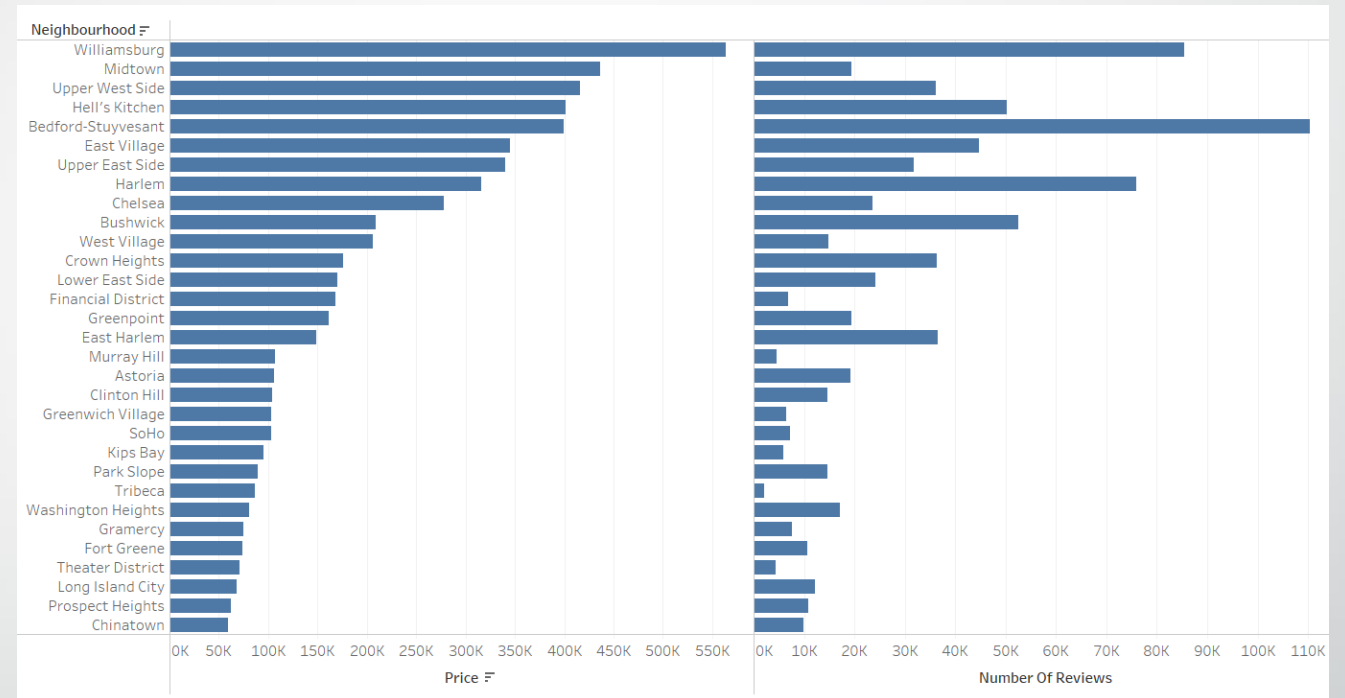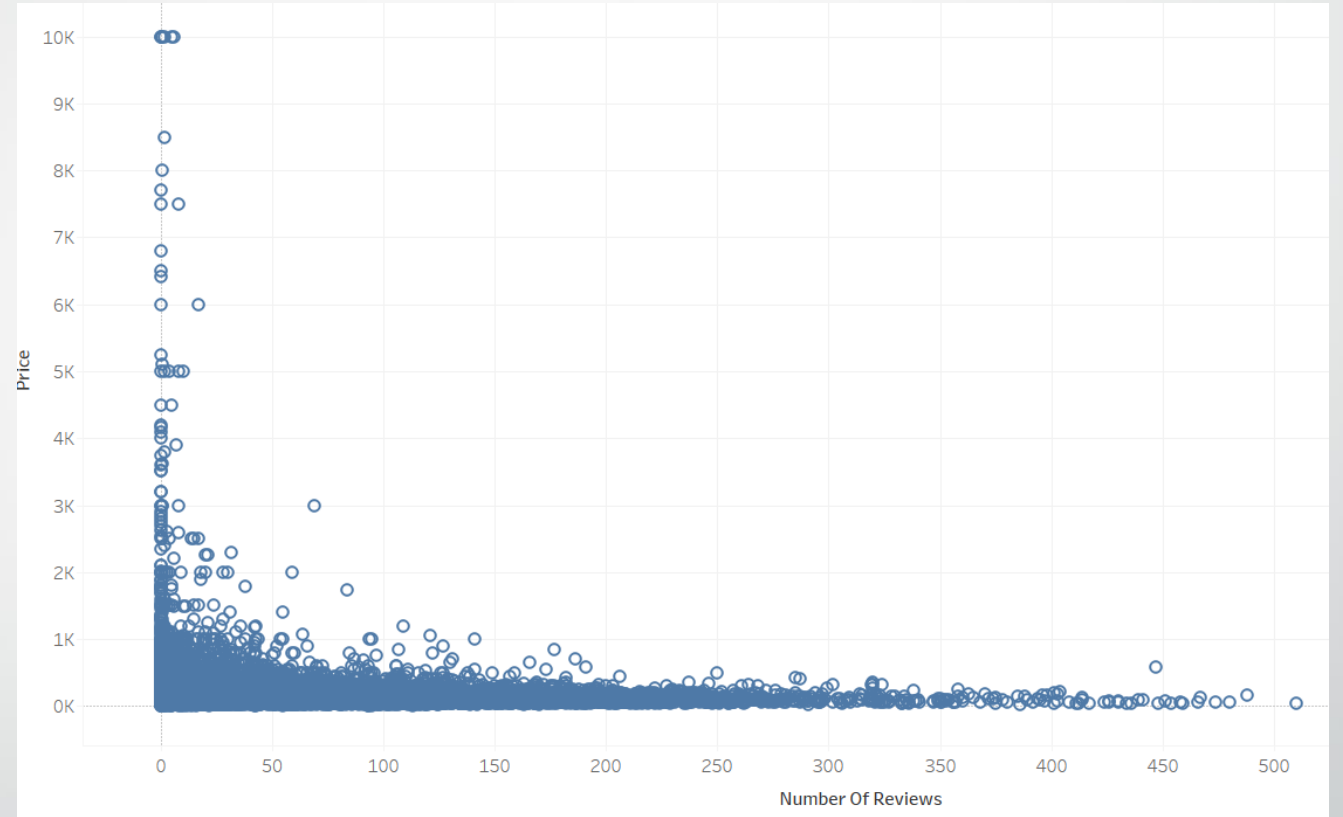
Similarly Bedford-Stuyvesant being the highest amount of reviews is also pricey compared to other neighbourhoods.

Number of reviews vs Price

- The lower priced listings have higher number of reviews showing more preference towards to lower price.

RECOMMENDATIONS

- The data shows customer preferences based on number of reviews, price and location.

- We can conclude that the highest preferred listings are ones that offer private rooms, specifically offering the entire home/apartment setting as we have seen consistently higher reviews per month and totally in these cases.

- The listings in Manhattan region have the highest consistent reviews per month but areas such as Bedford-Stuyvesant and Williamsburg which are part of Brooklyn have shown highest number of reviews overall even with higher pricing.

- The analysis of price vs number of reviews shows that higher amounts of reviews have been given to the lower price ranges, which shows customer preferences.

APPENDIX

- Through the exploratory data analysis we try to bring insights that will help in identifying patterns and taking the next steps considering the business problem

- We see how the customer feedback has been and customer preferences using various factors based on which changes can be made considering the lifting of travel restrictions.

- Please refer to the Methodology Document for technical insights and assumptions into the analysis process