

Business Insights for Airbnb NYC

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OBJECTIVE

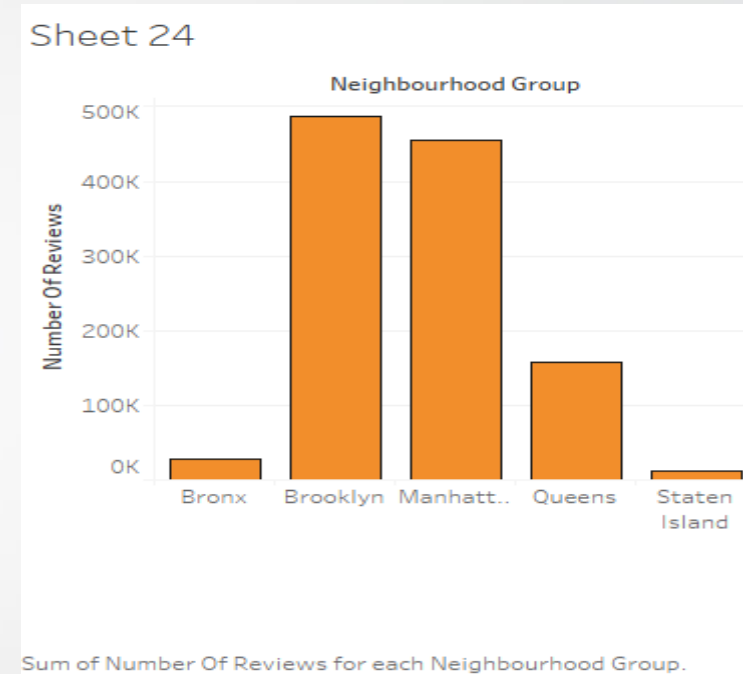
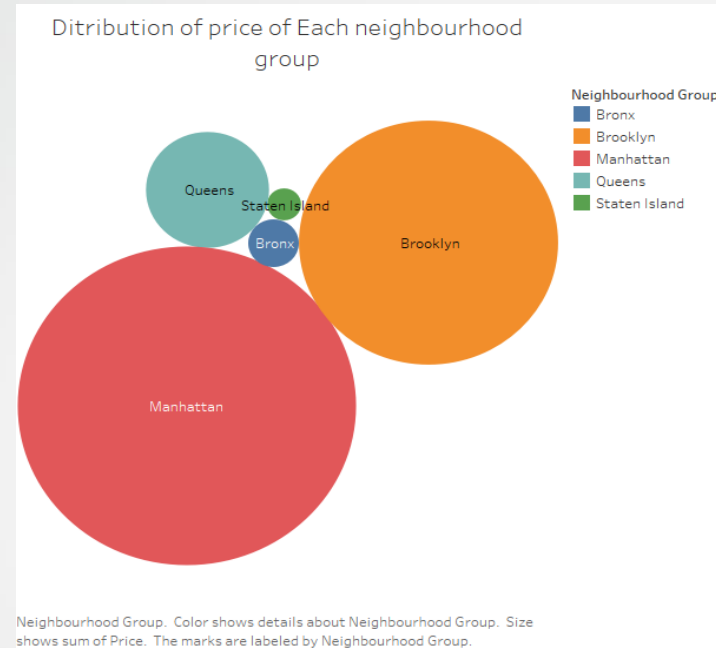
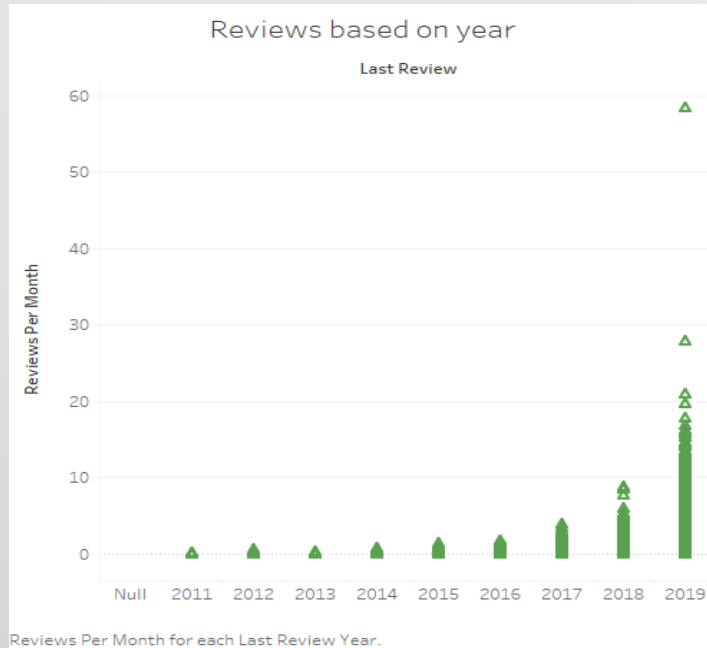
- Airbnb is a marketplace where people share private spaces all over the world to be rented for the short-term. The spaces are mostly apartments, villas, houses or castles for a unique travel experience available at various prices.
- The present case study aims to help Airbnb prepare in the best way for the post-pandemic changes and help increase their revenue.
- To analyze key findings based on customer preference for business growth, expansion and strengthen the business foundation for upcoming endeavors.



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.

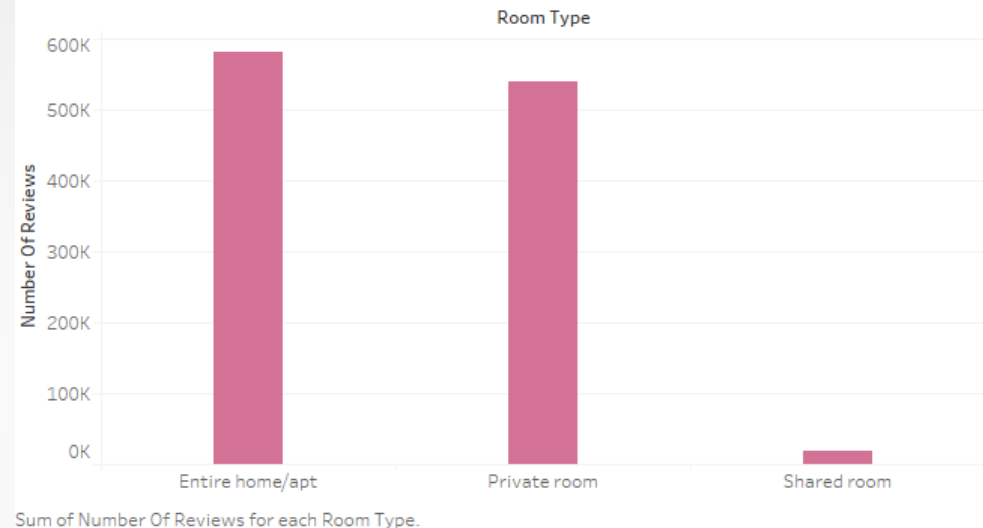
Key insights



- Here in the 'Reviews based on year' visualisation we found that there is gradually increase in review of properties from 2011-2019, where in 2019 have highest number of reviews per month.
- In Distribution of price of each neighbourhood Manhattan , Brooklyn has high number of Revenue generation , and lowest group Saten island
- Number of reviews are also in Brooklyn and Manhattan compare to others.

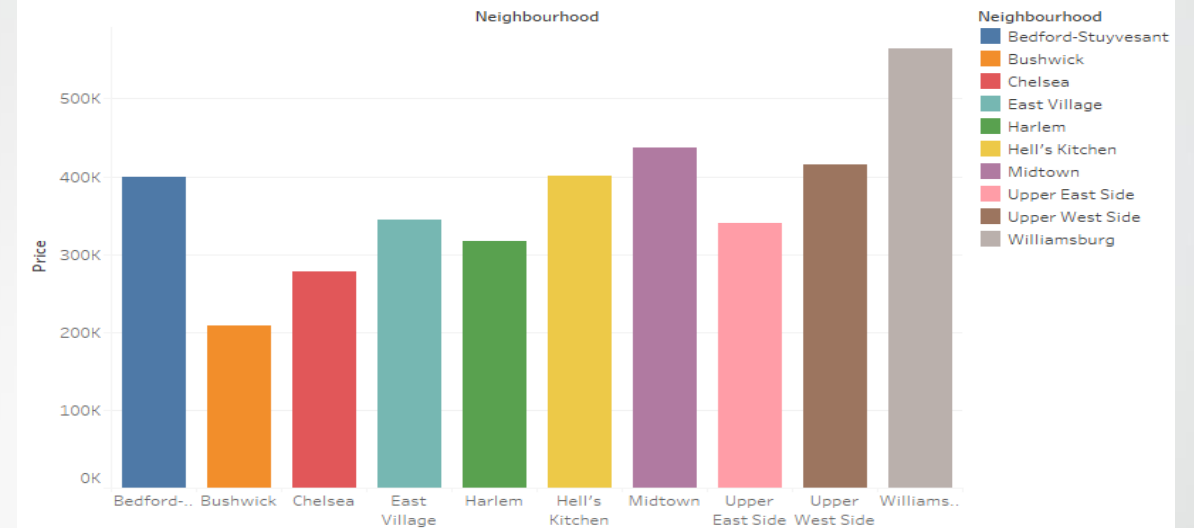
- Customer preference of entire home and private room are more compared to shared room but in second visualisation we found that shared rooms availability is higher than compared to other two.

Sheet 14



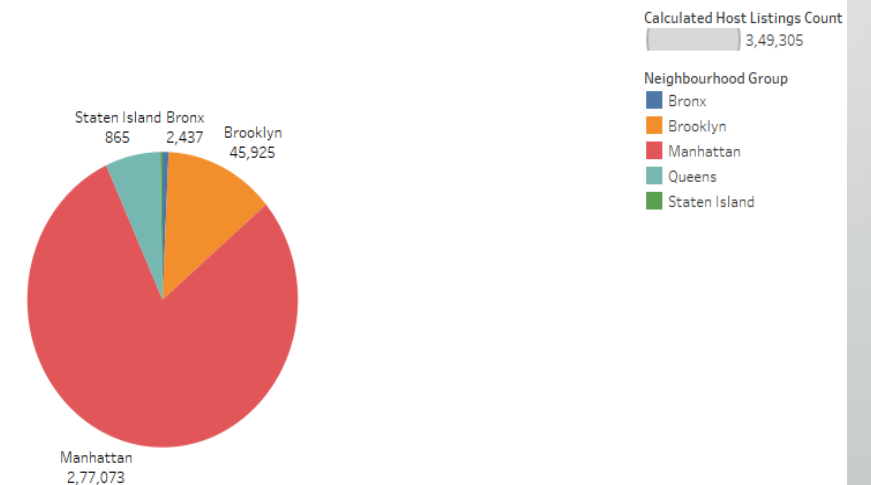
- In first visualisation Williamsburg has highest number of properties and can be considered more revenue generation neighbourhood. Where Bedford, Hells kitchen, midtown have almost similar price. this visualisation indicate the top 10 neighbourhood based on price.
- We can see that in second visualisation hosting based on neighbourhood, Manhattan had almost 70% of hosts, then Brooklyn and Staten island.

top 10 city based on price



Sum of Price for each Neighbourhood. Color shows details about Neighbourhood. The view is filtered on Neighbourhood, which keeps 10 of 221 members.

Calculated hosting based on neighbourhood



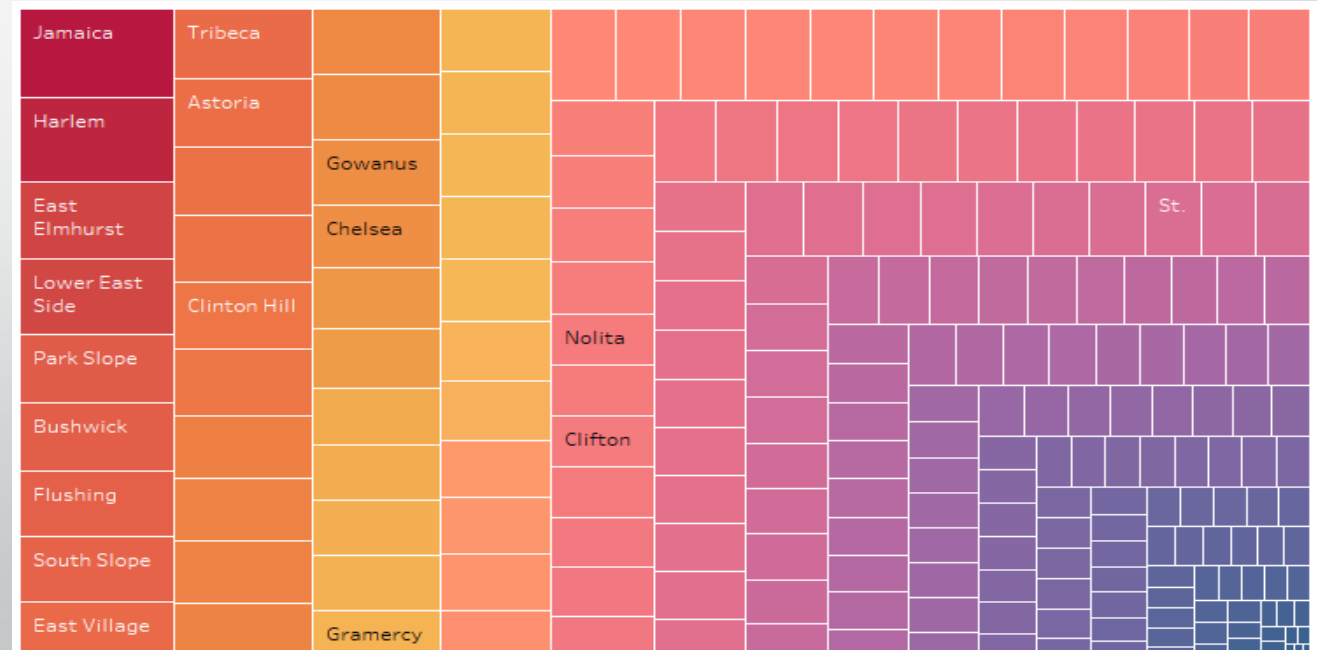
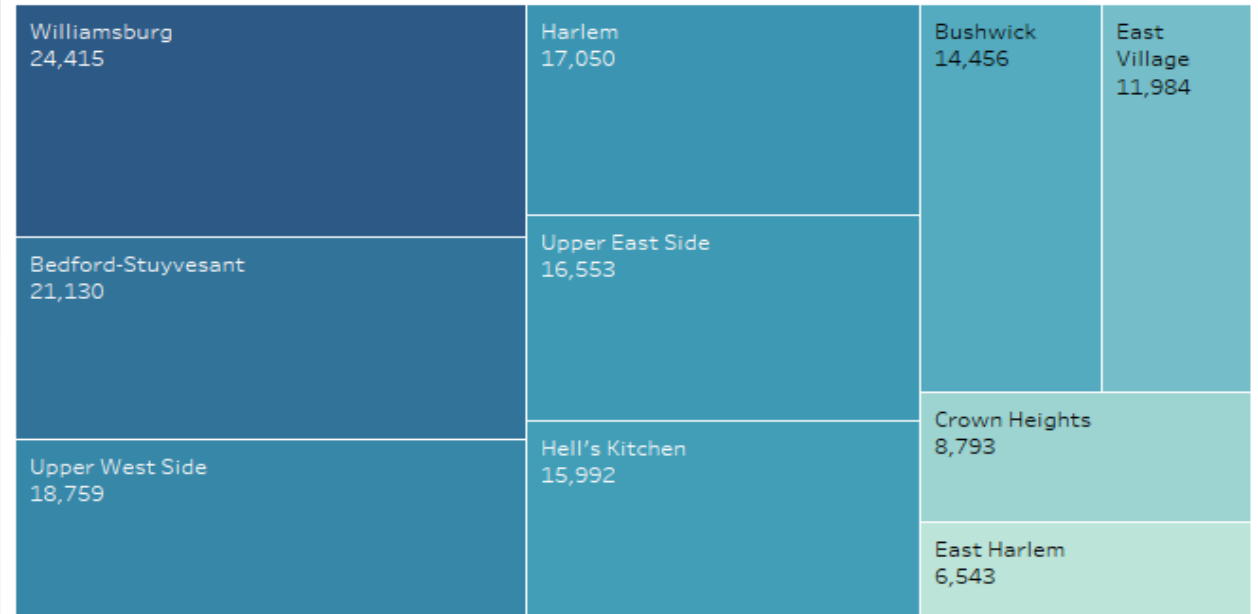
Neighbourhood Group and sum of Calculated Host Listings Count. Color shows details about Neighbourhood Group. Size shows sum of Calculated Host Listings Count. The marks are labeled by Neighbourhood Group and sum of Calculated Host Listings Count.

Minimum nights based on neighbourhood

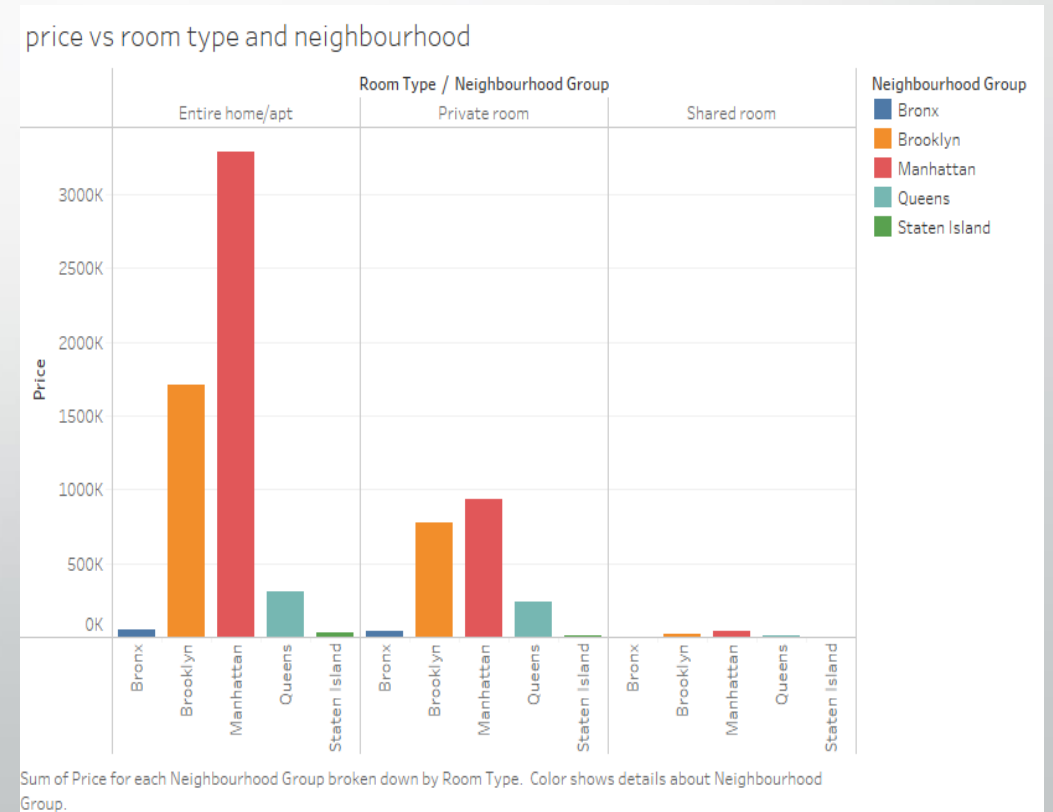
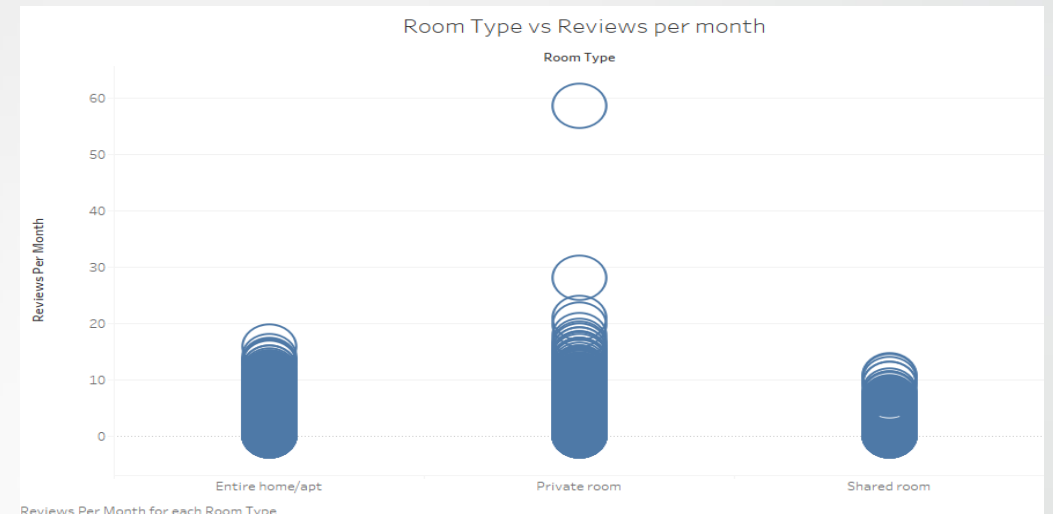
This correlation based on count of minimum nights traveller spend on neighbourhood place. So Williamsburg has highest then Bedford and upper west side. So this place is customer preference but in East Harlem has low customer preference so we must consider this place find more nearest place from traveling destination, if required we can modified or restructure our properties .

In second visualisation is indicate relation of neighbourhood based on maximum number of reviews.so Jamaica and Harlem has more Reviews compared to others then when colour is becoming lighter it showing decrees in reviews.

top 10 Sum of minimum nights based on neighbourhood

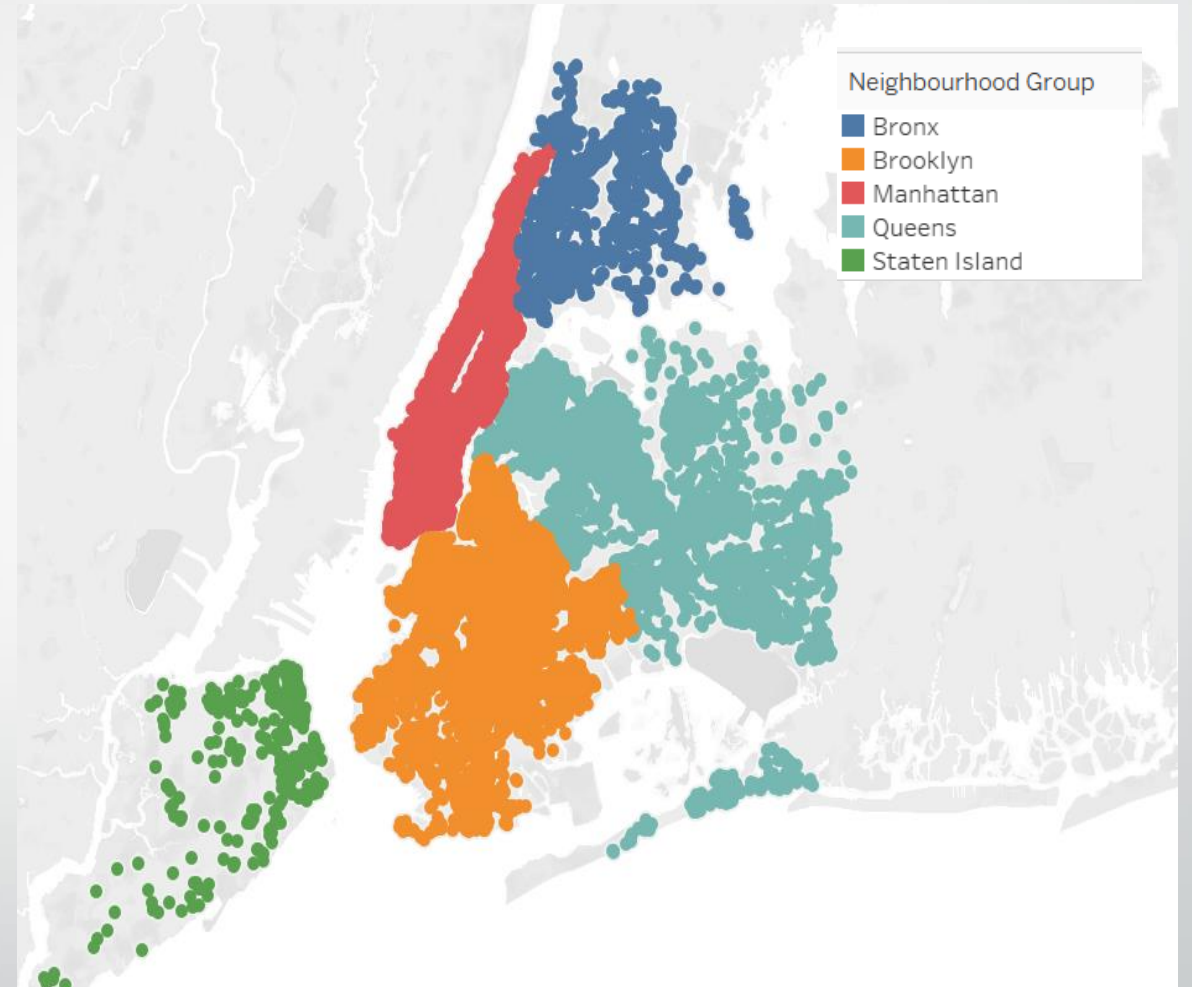


- In first visualisation private room has more reviews per month compared to entire home and shared rooms so we can infer from that this type of option for room type customer preference when lower they have are more members to stay so we can try same service and offer to the customer.
- Price of Manhattan in entire home segment has highest to others segments. Second number is Brooklyn .foe entire home category. In private room category has same in entire home but price is very les compared to entire home.



Availability of regions on NYC map

- Manhattan shows more density in availability followed by Brooklyn and Queens.



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.
- Customer preferences of private room and entire home are more but the availability of shared rooms are high compared to other so we need to increase private room, and entire home for increase revenue based on customer preference area.
- Distribution of price in each neighbored where highest is Manhattan, Brooklyn and lowest in Staten island.
- We found top 10 neighbourhood based on their price which is helpful more generate revenues and recover from losses And maximum hosts from Manhattan the Brooklyn & Manhattan shows more density in availability followed by Brooklyn and Queens.



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