

**AirBnB**

# **Understanding Hotel Customers**

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# Agenda

Objective

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Background

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Key Findings

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Recommendations

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Appendix:

- Data Attributes
  - Data Methodology
  - Data Assumptions
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# OBJECTIVE

1. Identify high-potential hosts and target them for acquisition.
2. Analyze customer behavior and preferences to identify profitable neighborhoods and properties.
3. Develop property adjustment recommendations to improve customer satisfaction and revenue.  
Provide recommendation to various departments to be prepared for the changes post pandemic.



# Background

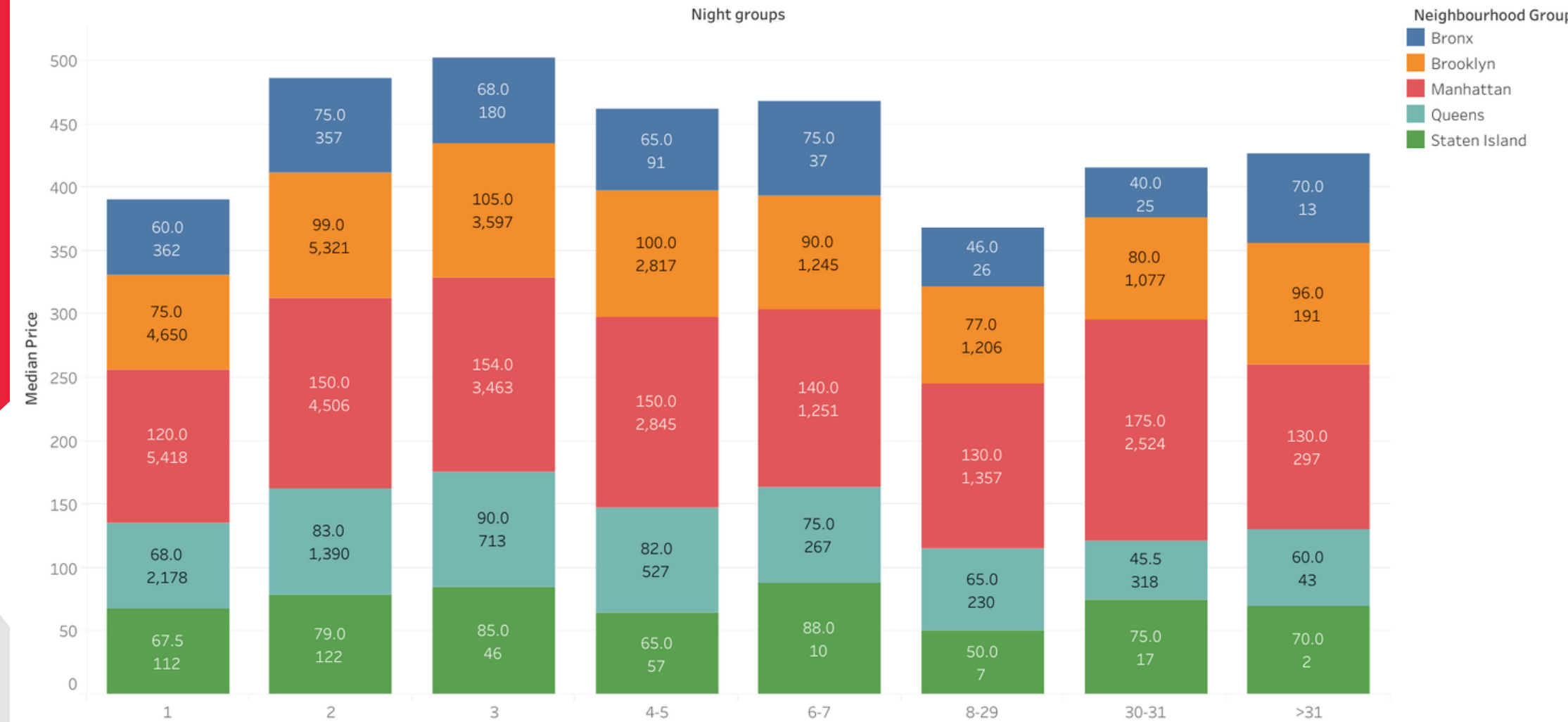
1. Airbnb has seen a decline in revenue due to the COVID-19 pandemic and reduced travel demand.
2. With restrictions lifting and travel increasing, Airbnb wants to prepare for the anticipated demand.
3. To achieve this, Airbnb has conducted an analysis of a New York Airbnb dataset to gain insights into customer behavior, property characteristics, and pricing trends that will help them increase revenue and improve customer satisfaction.

# Data Preparation

1. Data cleaning was performed to remove missing values and duplicates.
2. Insignificant columns were dropped from the dataset.
3. Outliers were identified and addressed to ensure data accuracy and reliability.

# Booking Price with respect to minimum nights

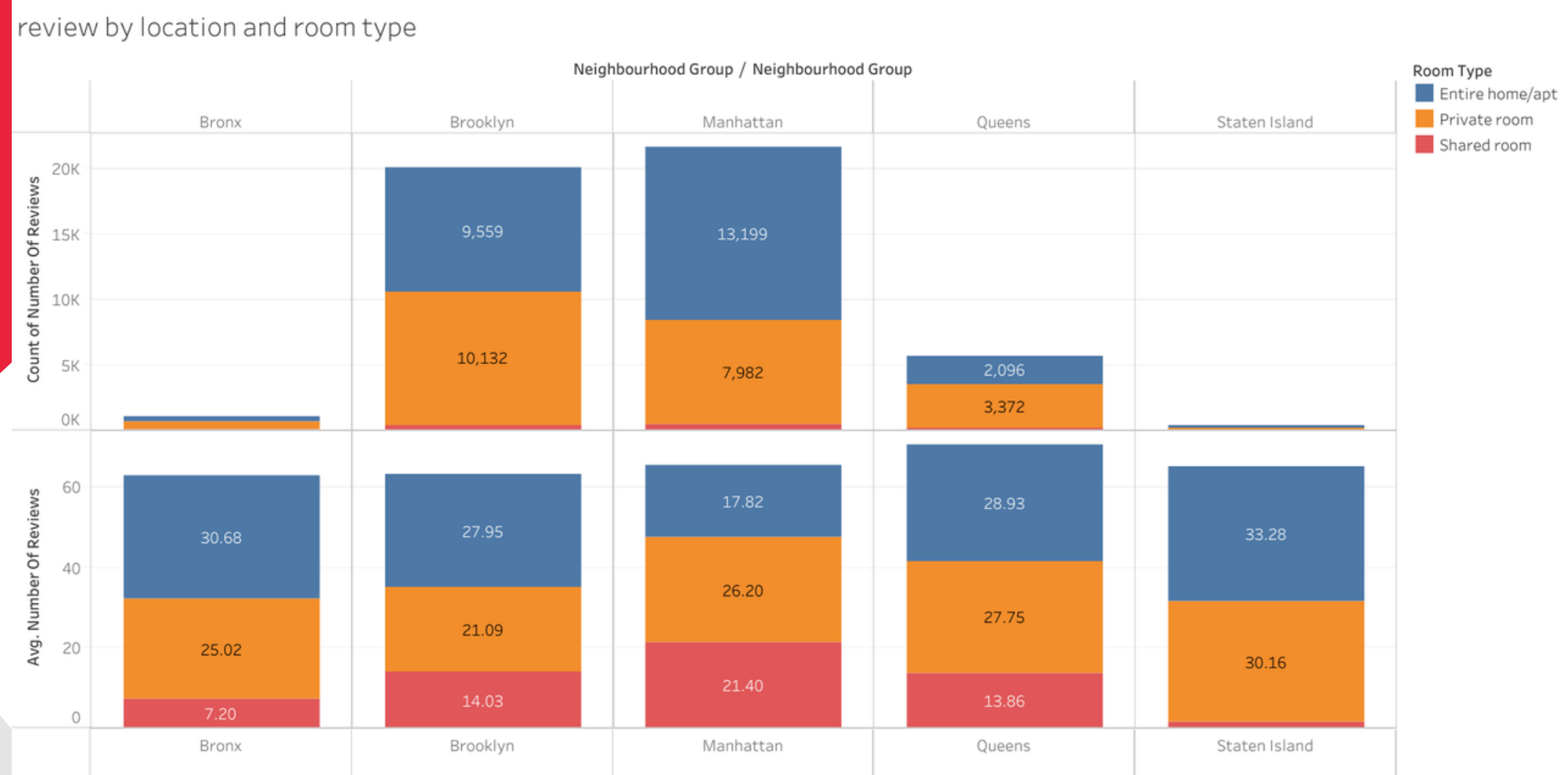
- We see that Manhattan has high price range.
- We see that Bronx has low price range.
- The listings with Minimum night 1-5 have most no. of bookings.
- Brooklyn has more bookings & suitable price for minimum night 1-5.



- We see that Manhattan and Brooklyn is more famous in 30+ day bookings.
- After 30 days, we can also see small spikes, this can also be explained by the monthly rent taking trend.

# Reviews

- We see that Manhattan and Brooklyn has high number of reviews.
- Avg Reviews is 23.2 but when we see Shared room Brooklyn has low reviews and in Manhattan Entire Home has low reviews.
- If we talk about Shared room all location has low reviews.

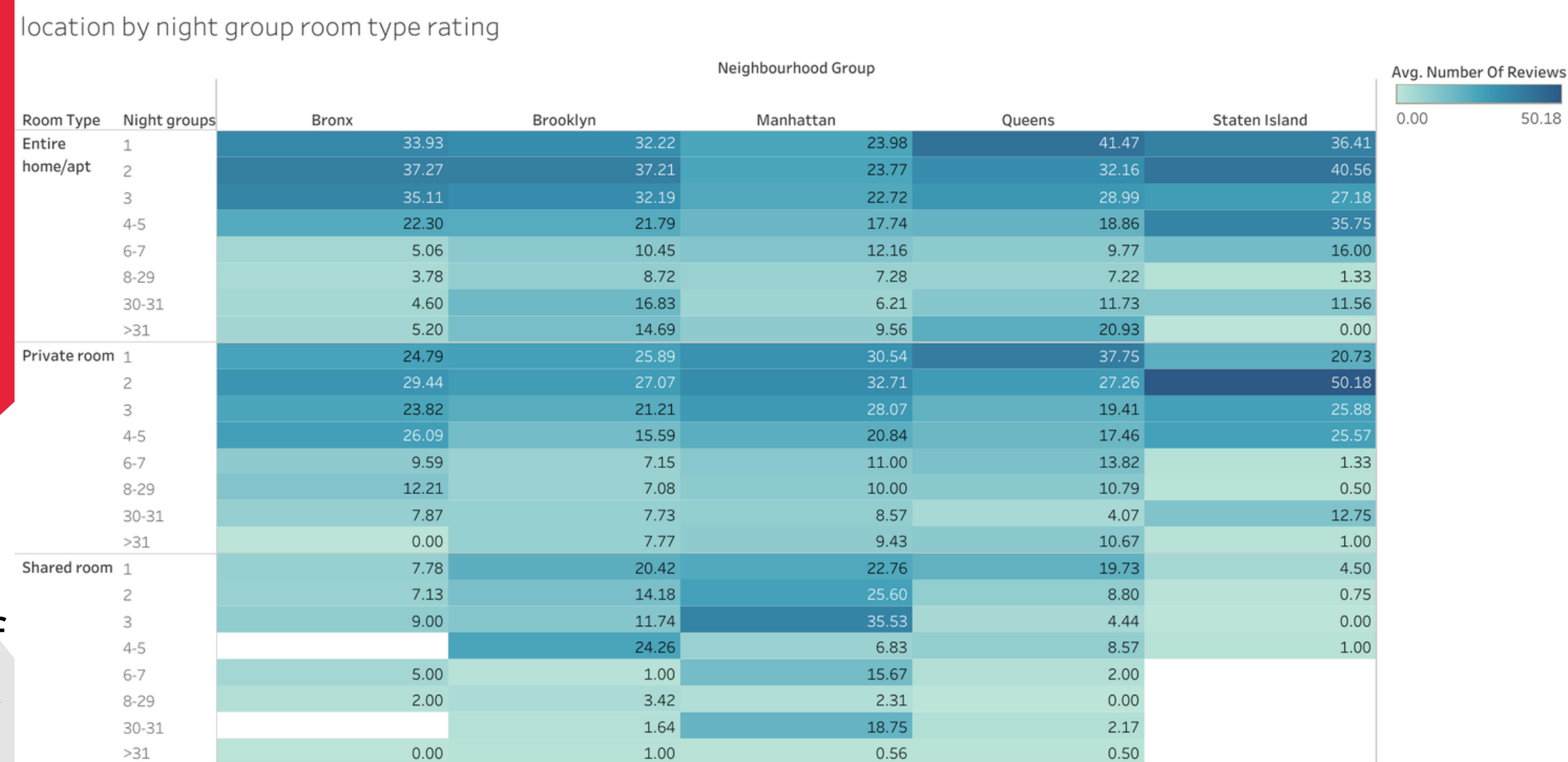


- Private Room has good reviews in all locations.
- Staten Island and Bronx is not that much famous compare to other locations.



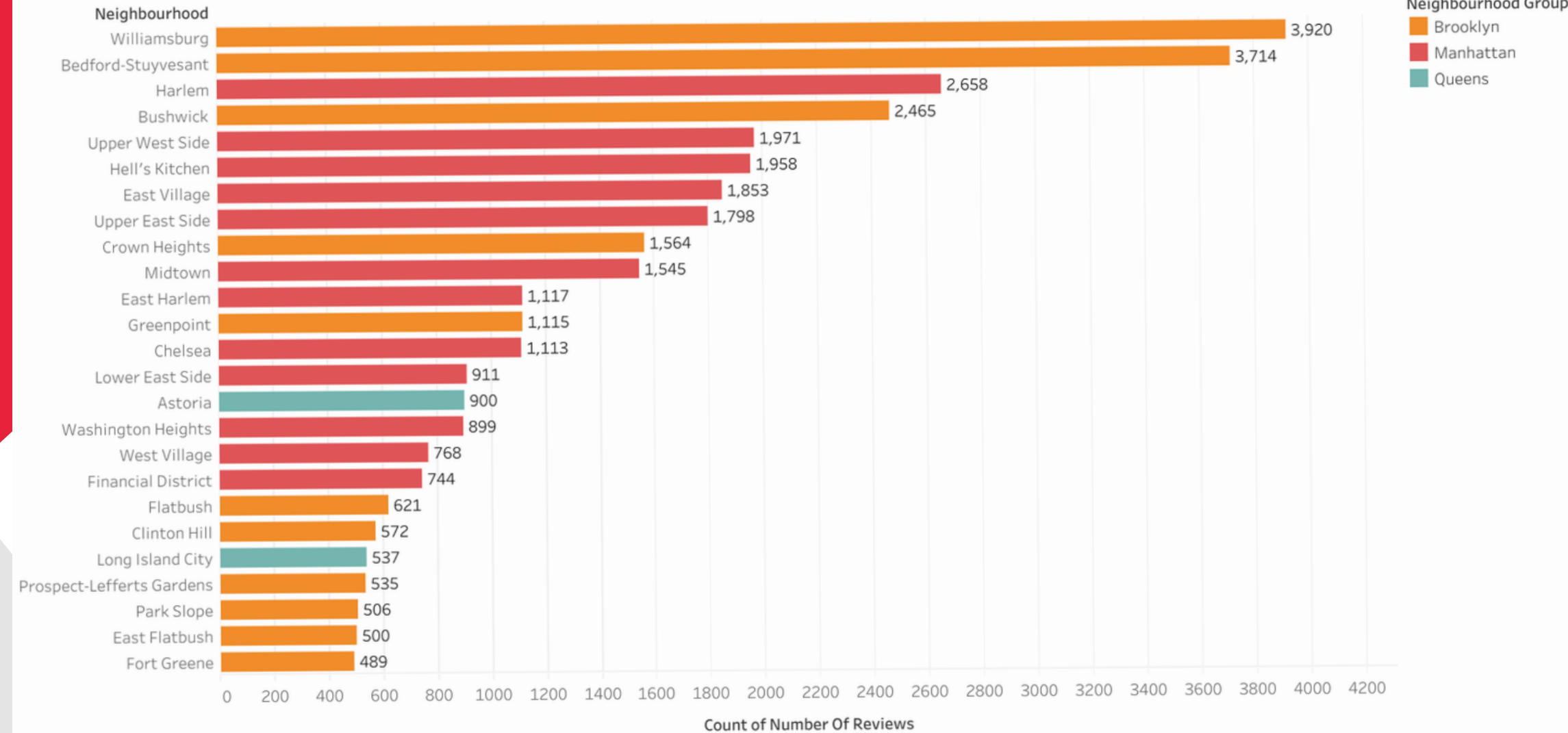
# Reviews Room and Minimum Night

- If we see Shared room Minimum night of Queens ,Staten Island, Bronx all has very low review.
- If we talked about 6+ night stay all Room type and locations has very low reviews.
- Staten Island and Bronx people didnt like to stay 3+ night.





# Top 25 Neighbourhood



- All top 25 Neighbourhoods all belong to Brooklyn and Manhattan based on reviews.

# Price variation with respect to Geography

- We see that, Airbnb has good presence in Manhattan, Brooklyn & Queens.
- Listings are maximum in Manhattan & Brooklyn owing to the high population density and it being the financial and tourism hub of NYC. Staten Island has the least number of listings, due to its low population density and very few tourism destinations.

Sheet 7

