



Data Story Telling

Belong Anywhere.

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Agenda

- **Objective**
- **Background**
- **Key Findings**
- **Recommendations**
- **Appendixes**



Objectives

To understand some important insights based on various attributes in the dataset so as to increase the revenue.

To analyse customer preferences based on the attributes such as pricing to improve customer experiences.

To provide recommendations to the company on future marketing and acquisitions.





Backgrounds

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.

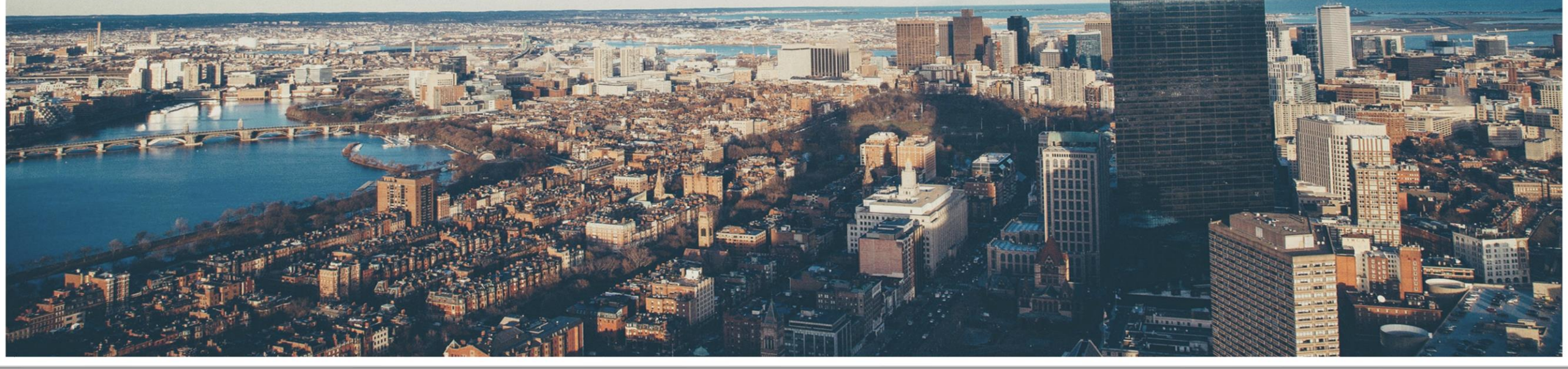
So, analysis has been done on a dataset consisting of various AirBnb, Inc. listings in New York.





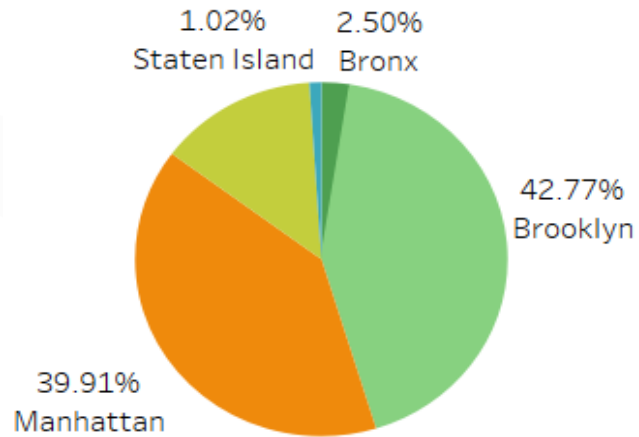
Key Findings

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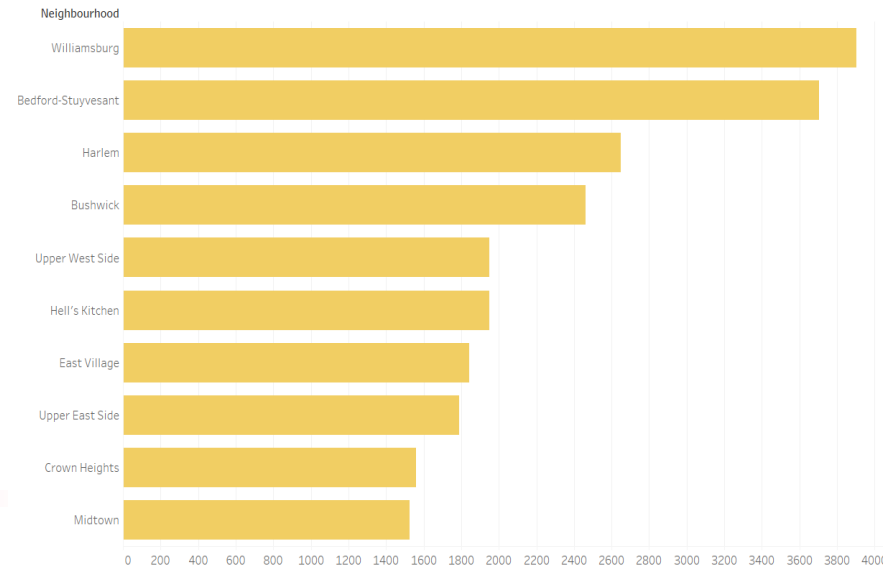


Customer Preferences



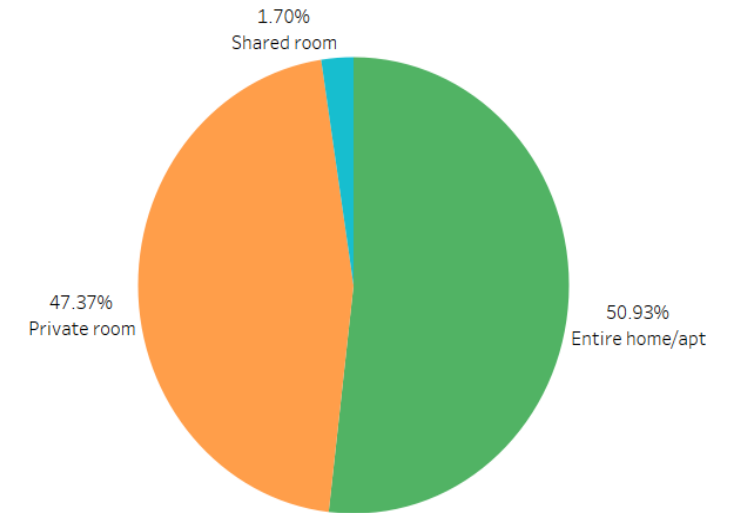
Popular Boroughs

Brooklyn is the most famous borough with 42.77%. Followed by Manhattan with 39.91%.



Popular Neighbourhood

Williamsburg is the most neighbourhood.

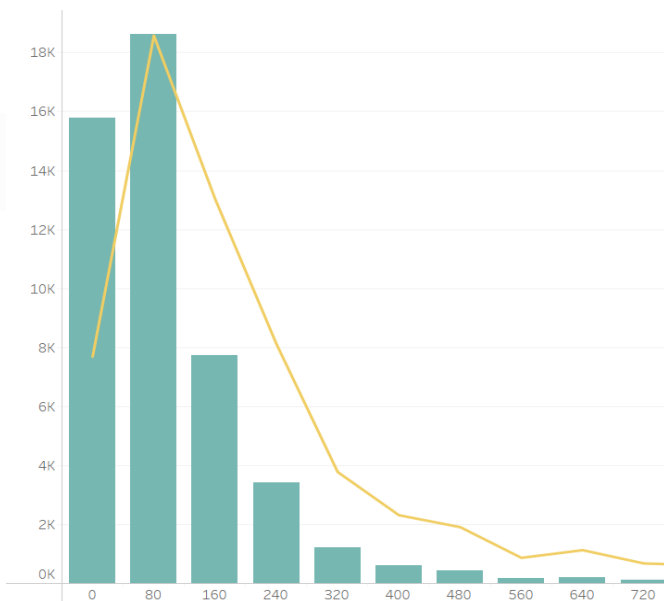


Popular Property Type

Most of the booking in AirBNB are for Entire home/apt.

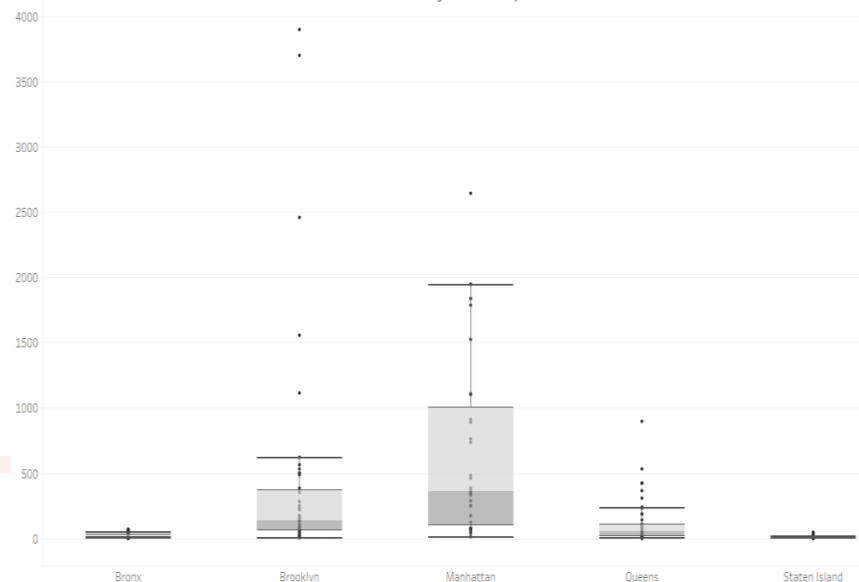


Pricing Perspectives



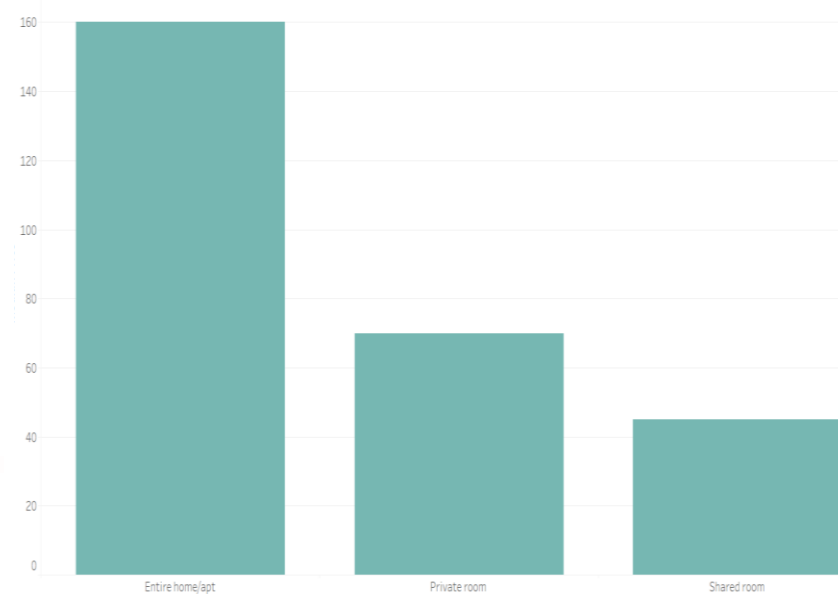
Pricing Distribution

- ✓ Famous price range are between 0-80usd.



Pricing Distribution Across Neighbourhood

- ✓ Manhattan is the costliest, followed by Brooklyn.

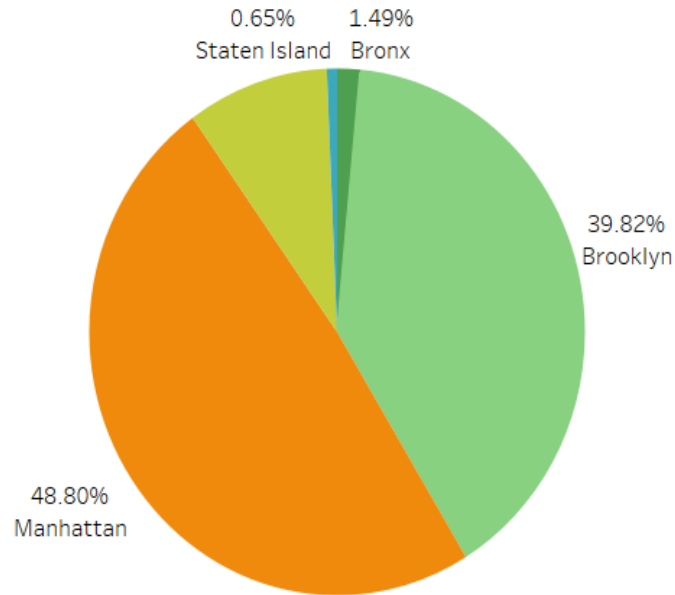


Pricing Distribution Across Property Type

- ✓ Entire Home/Apt cost much greater than Private Room and Shared Room.

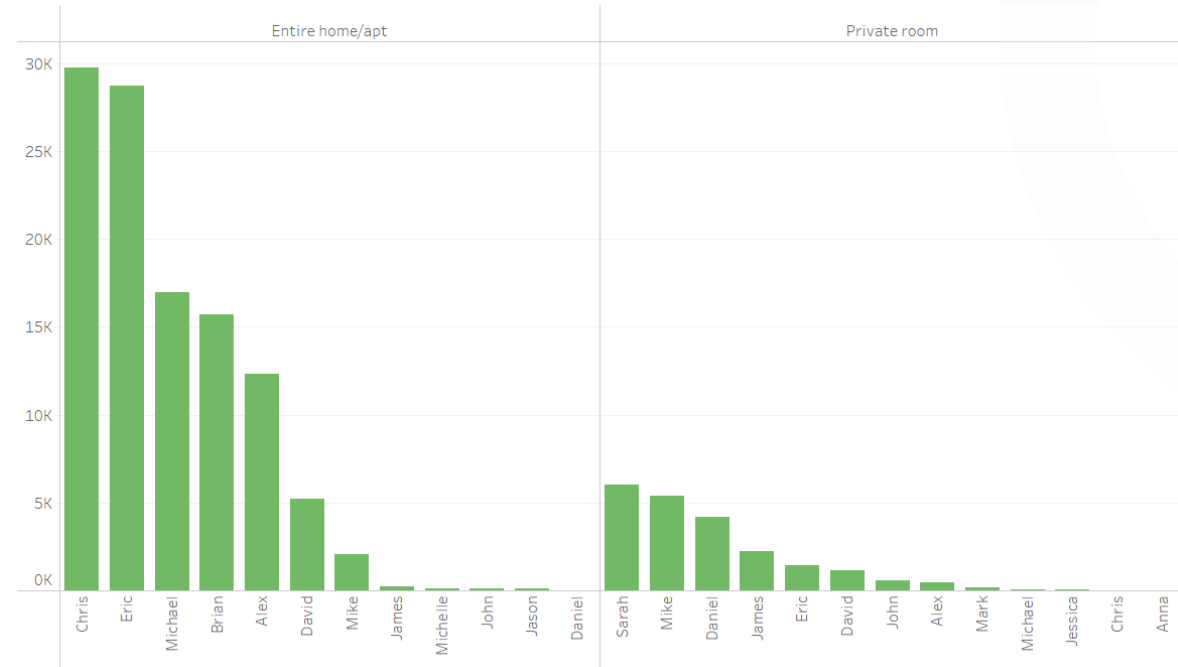


Revenue Generations



Top Revenue (Boroughs)

Manhattan generated the highest Revenue with 48.80% followed by Brooklyn with 39.82%.



Top Revenue (Host)

Chris and Eric are the top revenue generate host for property type Entire Home/Apt.



Recommendations

Book Rooms With Locals, Rather than Hotels.



Prime Locations

Focus on prime locations like Manhattan and Brooklyn where people show more interest.

Potential Queens

Queens are very potential boroughs, due to the main airports especially on festive seasons.

Price

Hosting's of lesser Prices should be acquired as customers mostly prefer lower price.



Recommendations 2.0

Book Rooms With Locals, Rather than Hotels.

Property

More marketing and listings should be focused on Entire Home/Apt.

More Review, More Money

AirBnb/ Host should encourage their customers to provide feedback.

Night Stays

Marketing strategies to encourage longer night stays.





airbnb

Appendixes

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Data Methodology

We conducted our data analysis using Python, which includes data wrangling as well as basic visualizations.

We have removed the outliers by capping the outliers in a different quantiles.

We have removed the columns which are redundant and with higher null values.

Our univariate analysis on Python consists of analyzing the categorical as well as numerical variables.



Outliers

There is an obvious outlier for the price column, 10000 usd is too costly and it is unaffordable for most number of people.

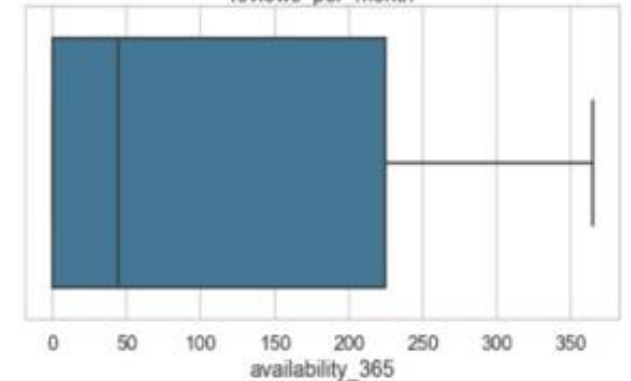
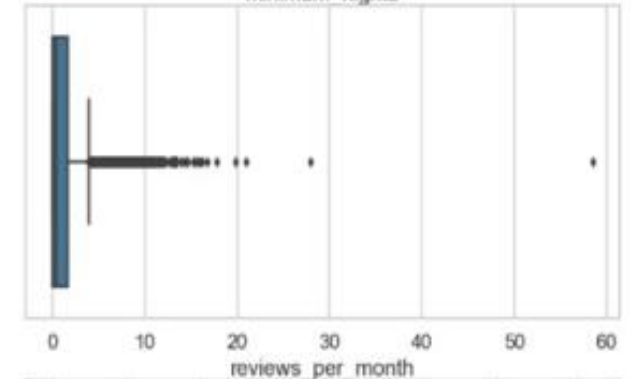
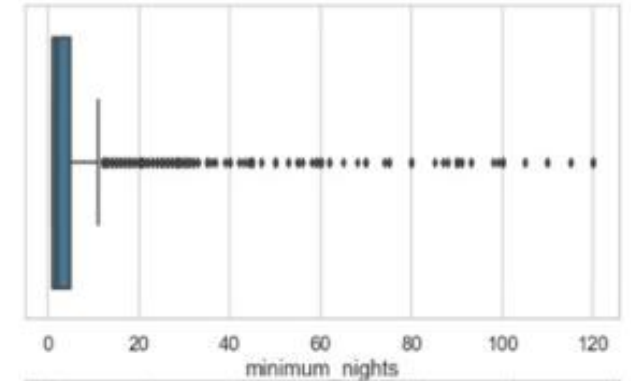
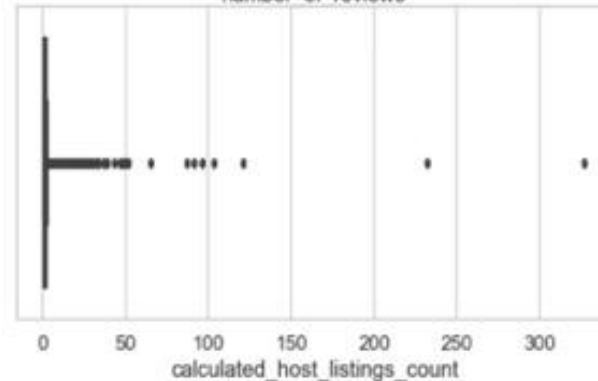
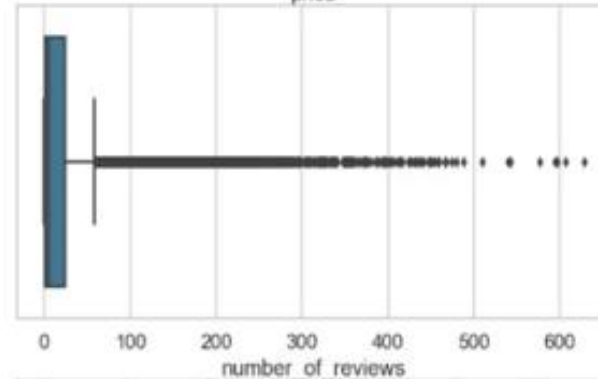
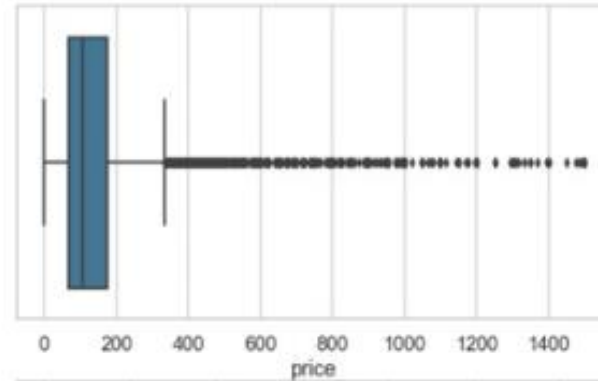
Same goes with the column minimum_nights where 1200 days which is equivalent to 3.28 years.

We have dropped the values which is above the 0.997 quantile as well and it has been capped at 0.997.

Null values

We have dropped the null values in last_review column.

Our final shapes for data consists of 48895 rows with 13 columns.





Data Assumptions



Revenue

Assumed that pre-COVID period data with achieved revenue.



Post COVID

The strategies and insights are to be implemented post COVID period and the demand will increase.



Reviews

The number of reviews indicates the demands.

Thank You