STORYTELLING CASE STUDY – AIRBNB NYC

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AGENDA

- Objective

- Background

- Key Findings

- Recommendations

- Appendix
    - Data Sources
   - Data Methodology
    - Data Model Assumptions

OBJECTIVE

- Provide insights into the current market situation.

- Enhance the understanding of property and host acquisitions, operations and customer preferences.

- Provide upfront recommendations to the marketing and operations team.

BACKGROUND

- Airbnb, an online marketplace for short – and long-term homestays and experiences.

- For the past few months, Airbnb has seen a major decline in revenue.

- Now that the restrictions have been lifted and people have started to travel more.

- Airbnb wants to make sure that it is fully prepared for the change.

NEIGHBOURHOOD'S TO BE TARGETED

- Manhattan and Brooklyn are top neighbourhood groups and mostly people prefer to book the entire home or private room.

- Manhattan has highest number of home/apt properties of total listed properties.

- Very less number of shared rooms are available in each Neighbourhood group.
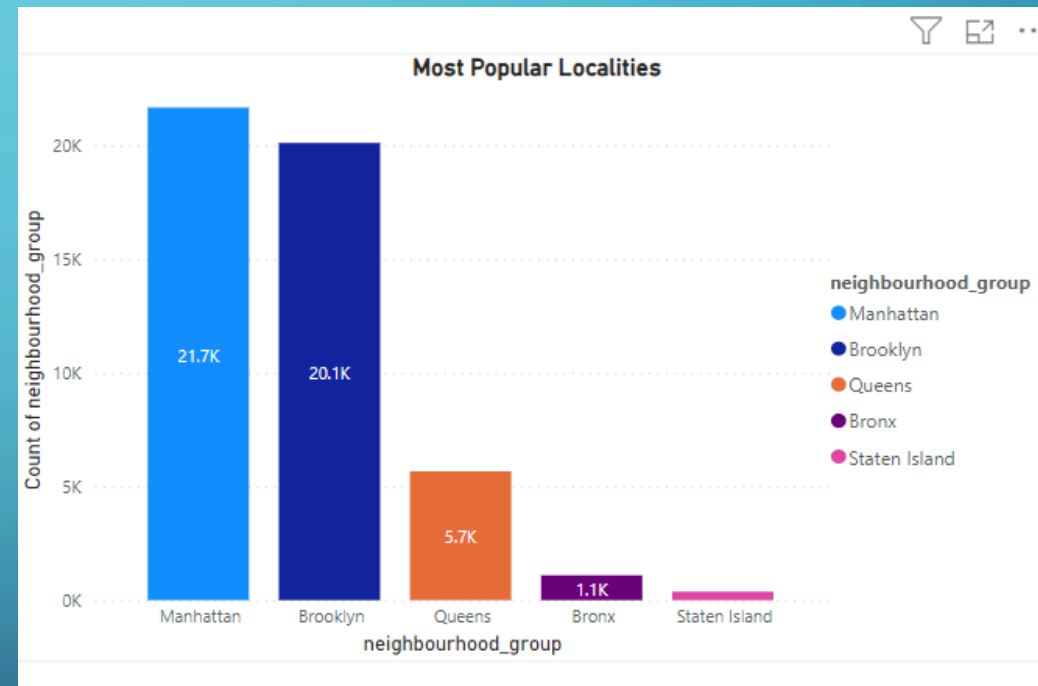
TYPE OF HOSTS AND THEIR LOCATION PREFERENCES

- Entire home/Apartments are the top choice of most people.

- Shared accommodations has the least preferences.
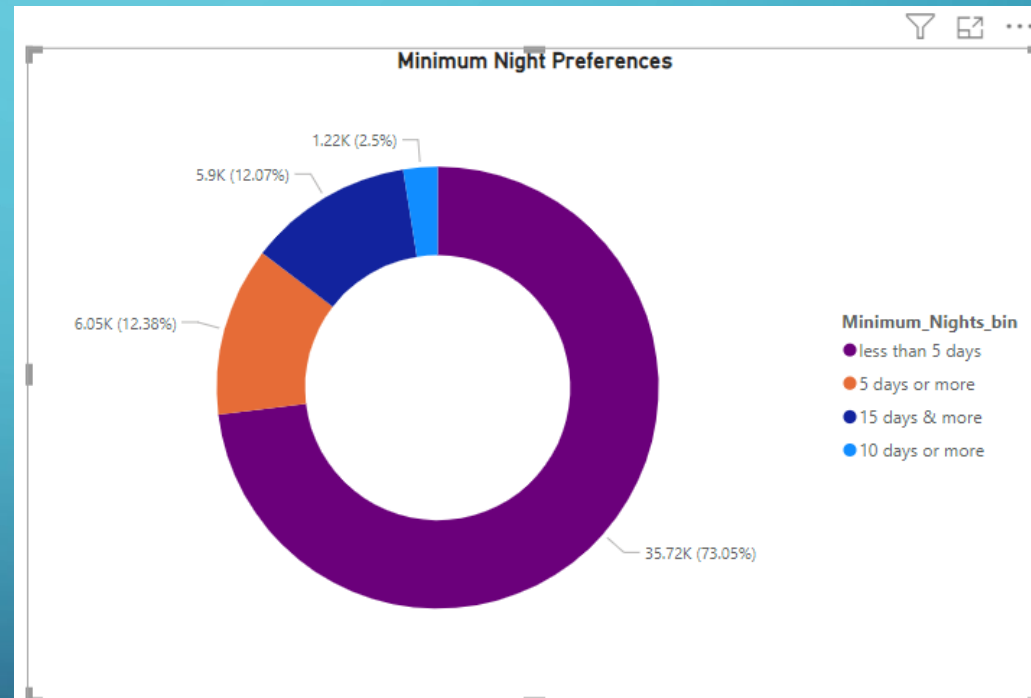
- Manhattan and Brooklyn again tops in the location.
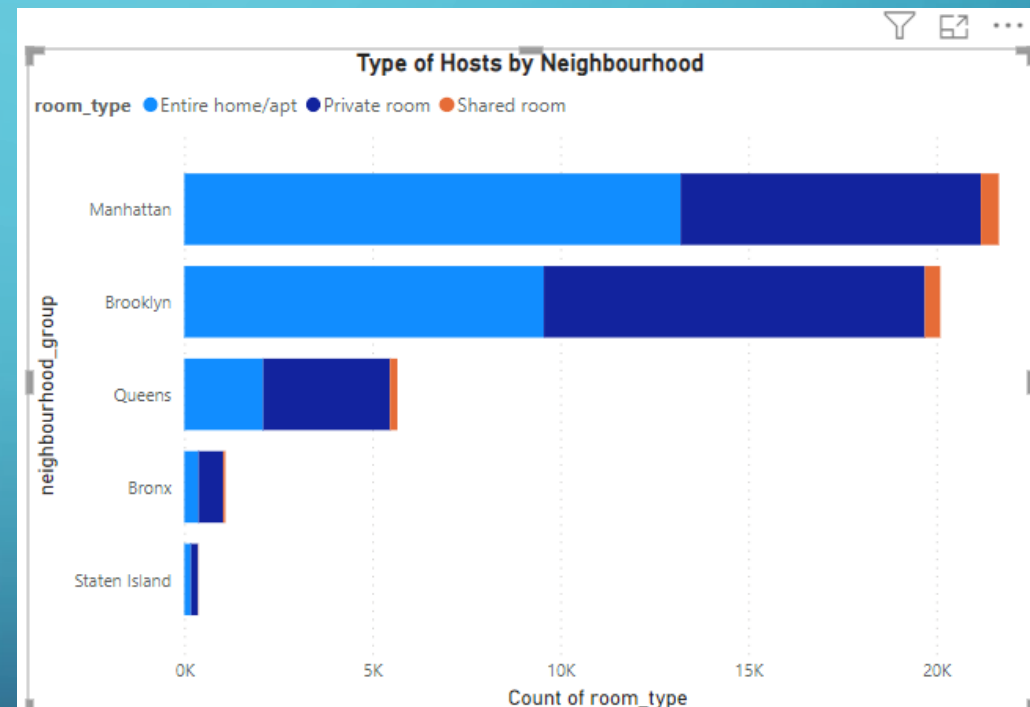
PRICE RANGES PREFERENCES BY CUSTOMERS

- Most preferred price ranges fall under $500.

- Over 83% of customers fall in this price range.

Price Ranges Preferred by Customers
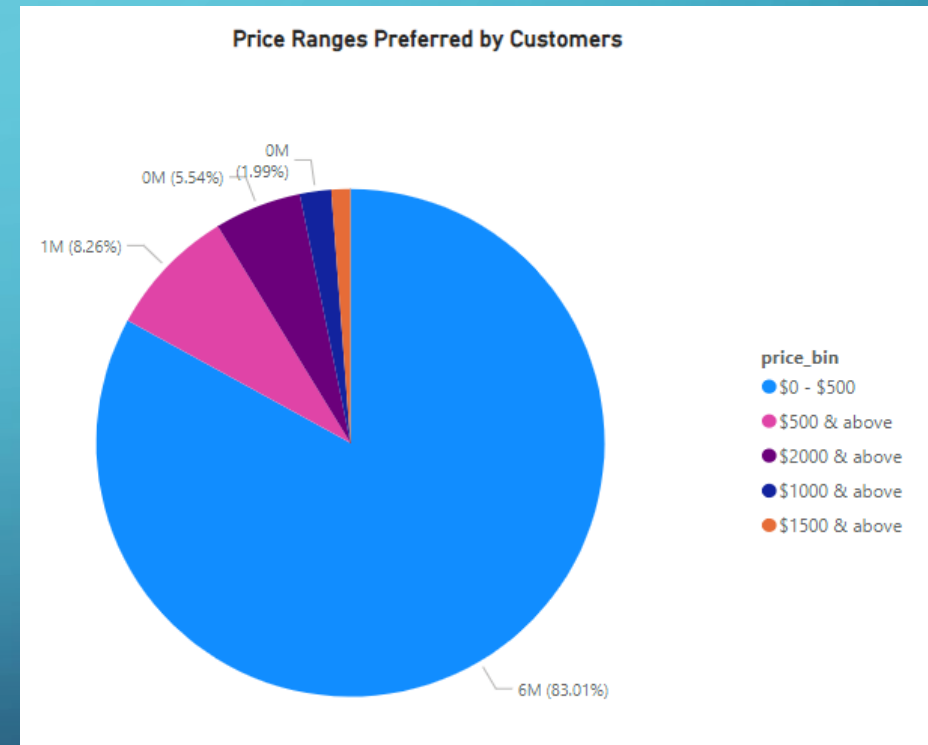
HOW LONG CUSTOMERS STAY?

- Most customers(73%) stay for less than 5 days.

- Close to 25% customers stay more than 5 to 15 days.

KEY FINDINGS AND RECOMMENDATIONS

- Shared accommodations has the least preferences. These need to be inspected and customized to private rooms to meet customer demand.

- More than 80% of the listings are in Manhattan and Brooklyn neighbourhood.

- Threshold of minimum nights should be less than 10 nights to make property more customer-oriented.

APPENDIX

DATA SOURCES

DATA METHODOLOGY

DATA ASSUMPTIONS

DATA SOURCES

The columns in the dataset are self-explanatory. You can refer to the diagram given below to get a better idea of what each column signifies.

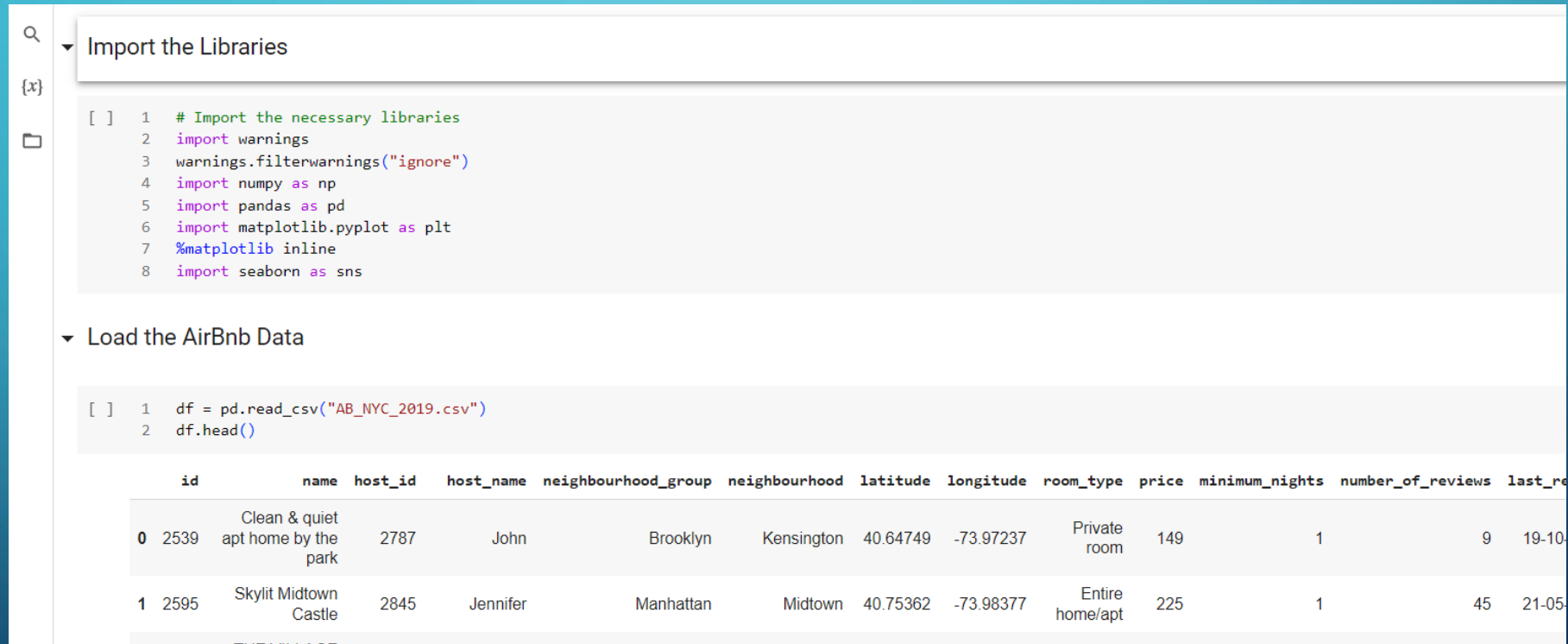**Note:** The price column contains the price/night.

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking

Dataset Description

DATA METHODOLOGY

- Conducted Data Analysis on Airbnb, NYC dataset.

- Data-Cleaning, Preparation & adding features were done through Phyton.

- Created charts and Visualization through Power-BI

DATA METHODOLOGY – DATA CLEANING/PREPARATION

DATA METHODOLOGY – VISUALIZATION THRU POWER BI
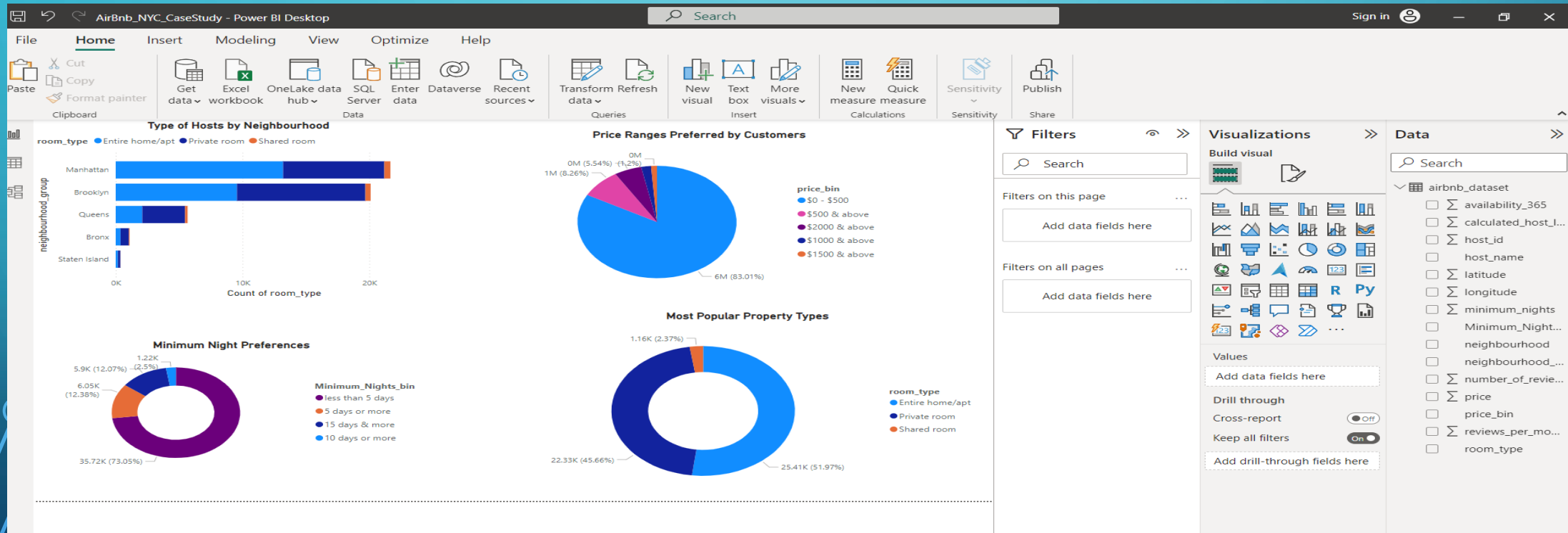
DATA ASSUMPTIONS

```
Categorical Variables:
    - room_type
    - neighbourhood_group
    - neighbourhood

Continous Variables(Numerical):
    - Price
    - minimum_nights
    - number_of_reviews
    - reviews_per_month
    - calculated_host_listings_count
    - availability_365
- Continous Variables could be binned in to groups too

Location Varibles:
    - latitude
    - longitude

Time Varibale:
    - last_review
```

Variable Categories