airbnb
Insights

BY:

Satyam Khorgade

Darshika Singh

Objective

❖ Enhance our approach to reduce the financial and business impacts of Covid-19 on New York City's Airbnb.

❖ Recognize user experience patterns and client preferences for Airbnb in New York City.

❖ Provide suggestions for new acquisitions and ways to improve the customer experience.
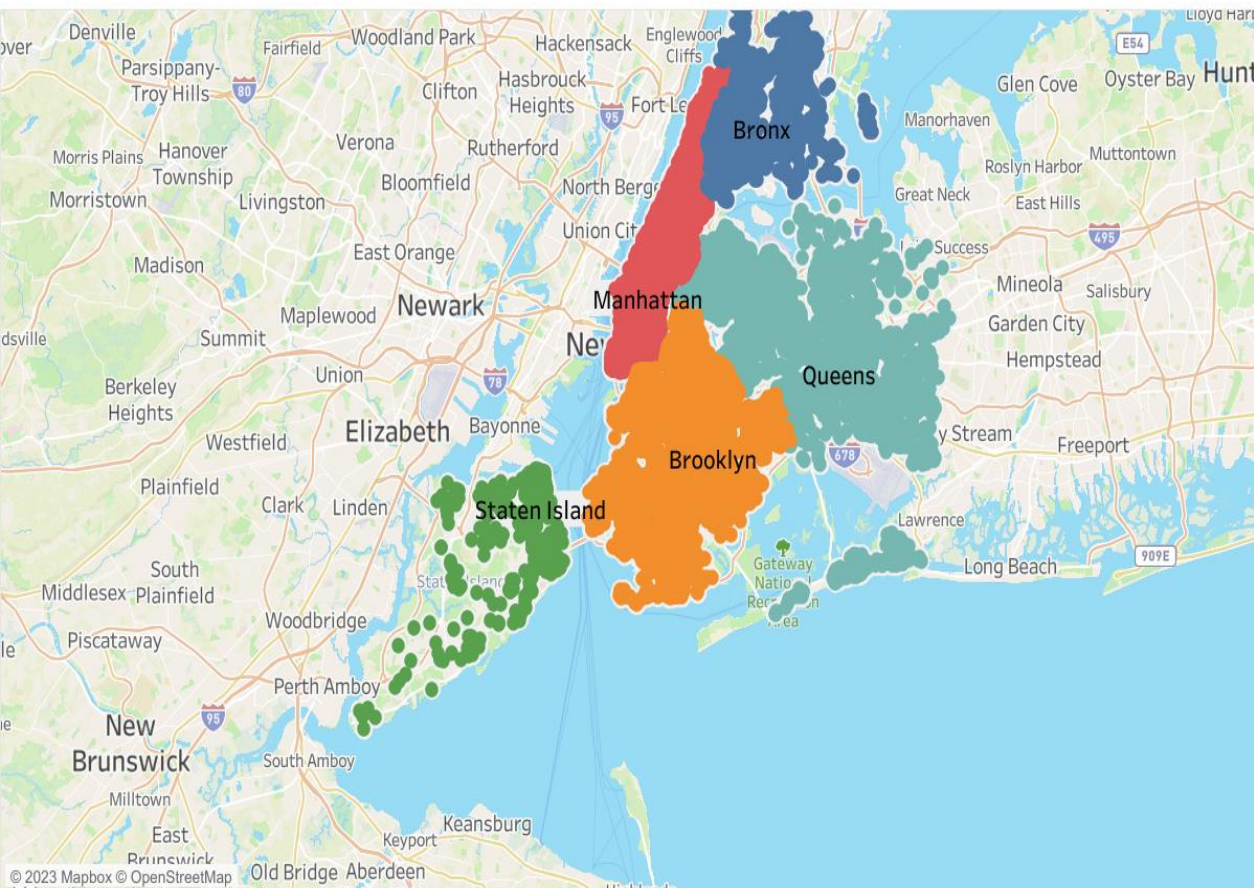
Background

❖Airbnb's income has decreased significantly as a result of travel restrictions imposed by the Covivirus-19 epidemic.

❖Airbnb wants to make sure that it is completely prepared for this transformation now that the limits have started to loosen and people have started to travel more.

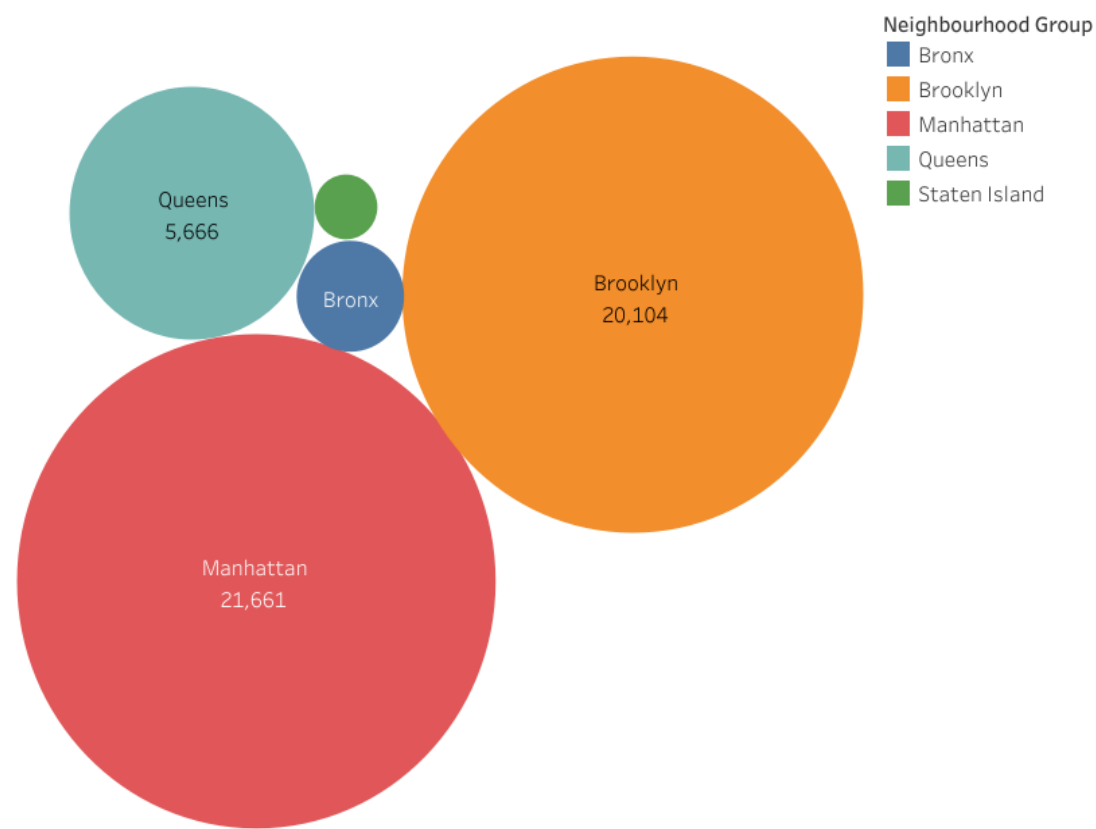❖ Hence, analysis has been done on a dataset made up of several New York AirBnB listings.

Visualizations and Interface
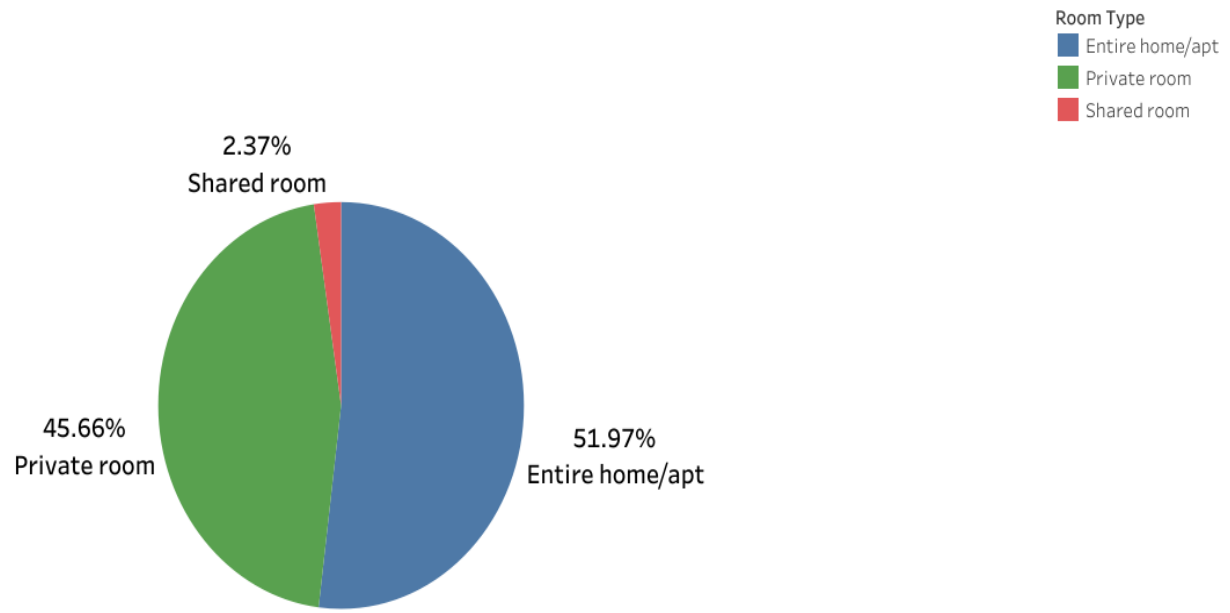
Nieghbourhood Distribution of Hosts

Most Listings

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Queens 5,666
Bronx
Brooklyn 20,104
Manhattan 21,661

❖ To determine which neighborhood group has the most host listings, a bubble chart between the groups of hosts was made.

❖ counted the number of host listings and the distinct number of listings. Staten Island has the fewest number of host listings and Manhattan has the most, with 21661.

Room Type Preference

2.37%
Shared room

45.66%
Private room

51.97%
Entire home/apt

Room Type
- Entire home/apt
- Private room
- Shared room

Room Avaiblity to Neighbourhood

Neighbourhood Group

Count of Availability 365

9 ———————— 13,199

Room Type	Bronx	Brooklyn	Manhatt..	Queens	Staten Island
Entire home/apt	379	9,559	13,199	2,096	176
Private room	652	10,132	7,982	3,372	188
Shared room	60	413	480	198	9

❖ Airbnb hosts who provide rentals in New York City prefer The entire house/apartment, as well as a private room above the shared rooms.

❖ The room types 'Entire home/apartment' and 'Private room' account for 51.97% and 45.66%, respectively, of the listed properties in New York City. Only 2.37% of all properties listed have shared rooms.
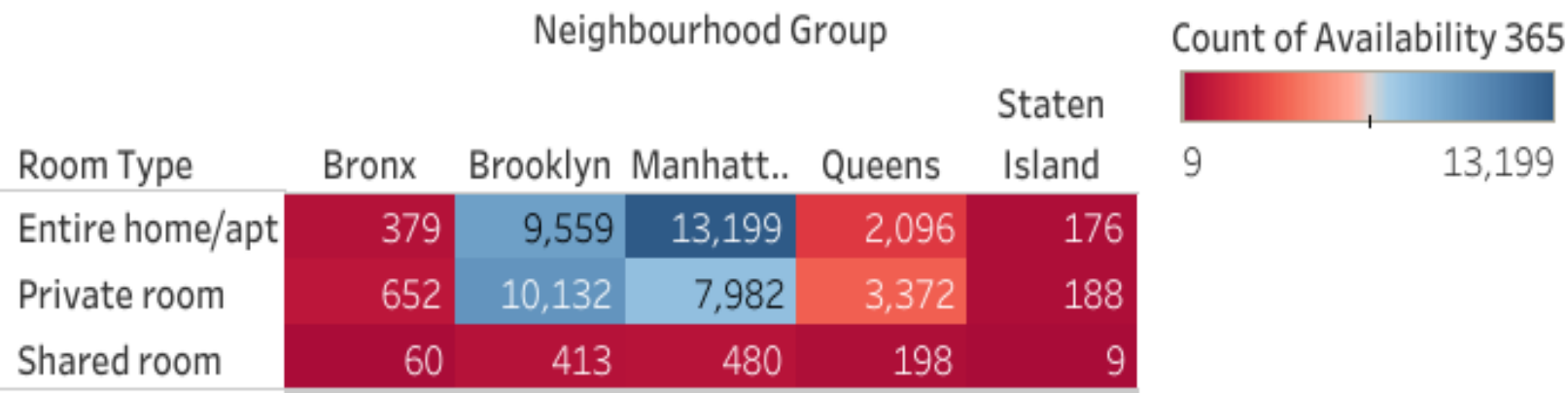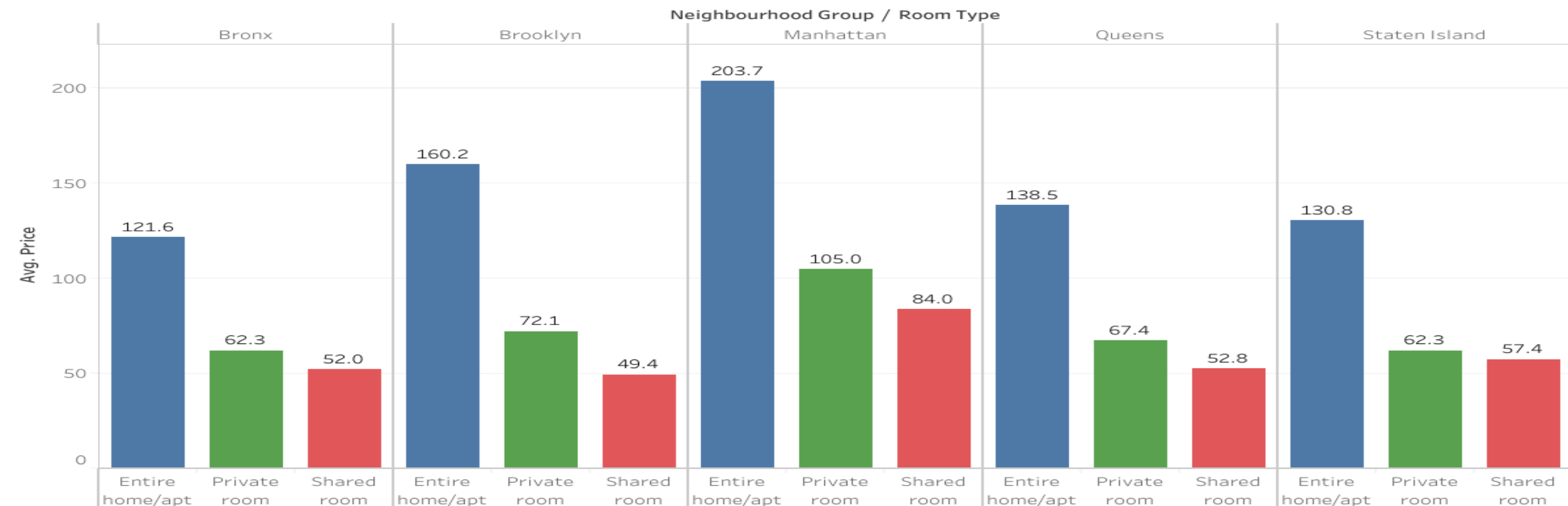
❖For entire home and apt Manhattan has the most availability

❖For private room Brooklyn has most availability

❖shared room have the least availability

AVG Nieghbourhood Prices

Neighbourhood Group / Room Type

| Bronx | Brooklyn | Manhattan | Queens | Staten Island |

Bronx:
- Entire home/apt: 121.6
- Private room: 62.3
- Shared room: 52.0

Brooklyn:
- Entire home/apt: 160.2
- Private room: 72.1
- Shared room: 49.4

Manhattan:
- Entire home/apt: 203.7
- Private room: 105.0
- Shared room: 84.0

Queens:
- Entire home/apt: 138.5
- Private room: 67.4
- Shared room: 52.8

Staten Island:
- Entire home/apt: 130.8
- Private room: 62.3
- Shared room: 57.4

❖ Bronx and Staten Island have the least expensive rentals, while Manhattan and Brooklyn have the most expensive ones.

❖ Private rooms are the least expensive room type in both Manhattan and Brooklyn, followed by full homes or flats.

❖ Compared to other neighborhoods groups, the price difference between full homes/apartments and individual rooms in Queens and the Bronx is between 5 and 10%.

Top Ten Hosts
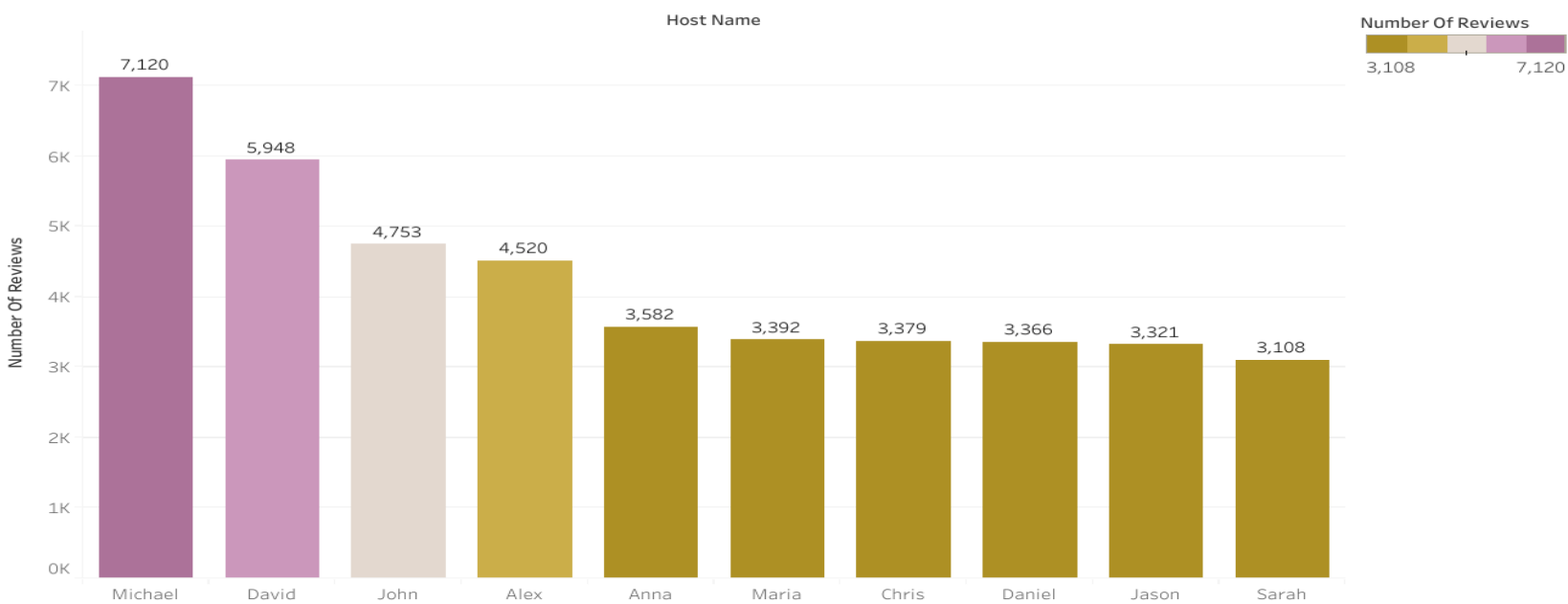
Top Host With Most reviews
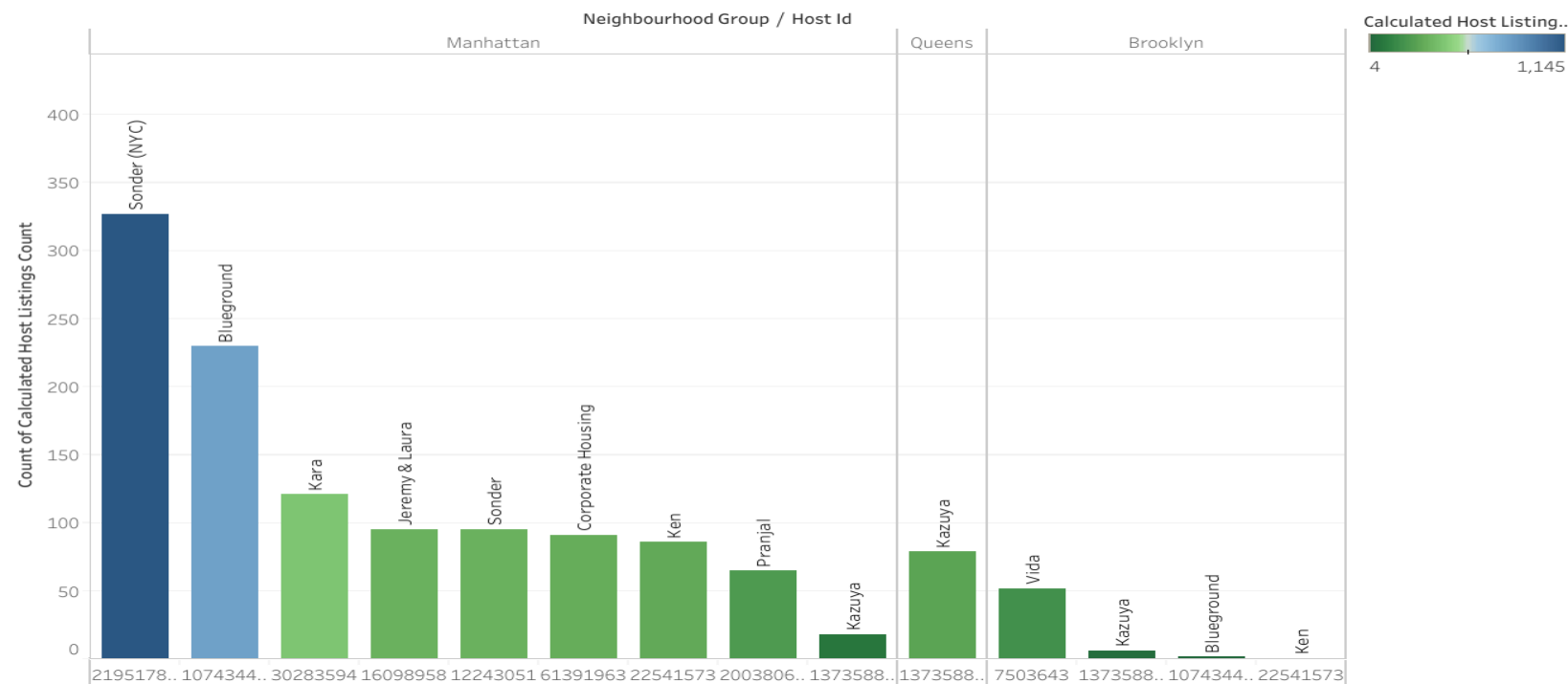
❖ From here, we can see that the ID 219517861 named Sonder, which has a maximum host listings, has 300+ listings.

❖ In contrast, the host with ID 7503643 named vida has a minimum of 50.listings

❖ While the server with ID 107434423 named Blueground often has 200+ listings.
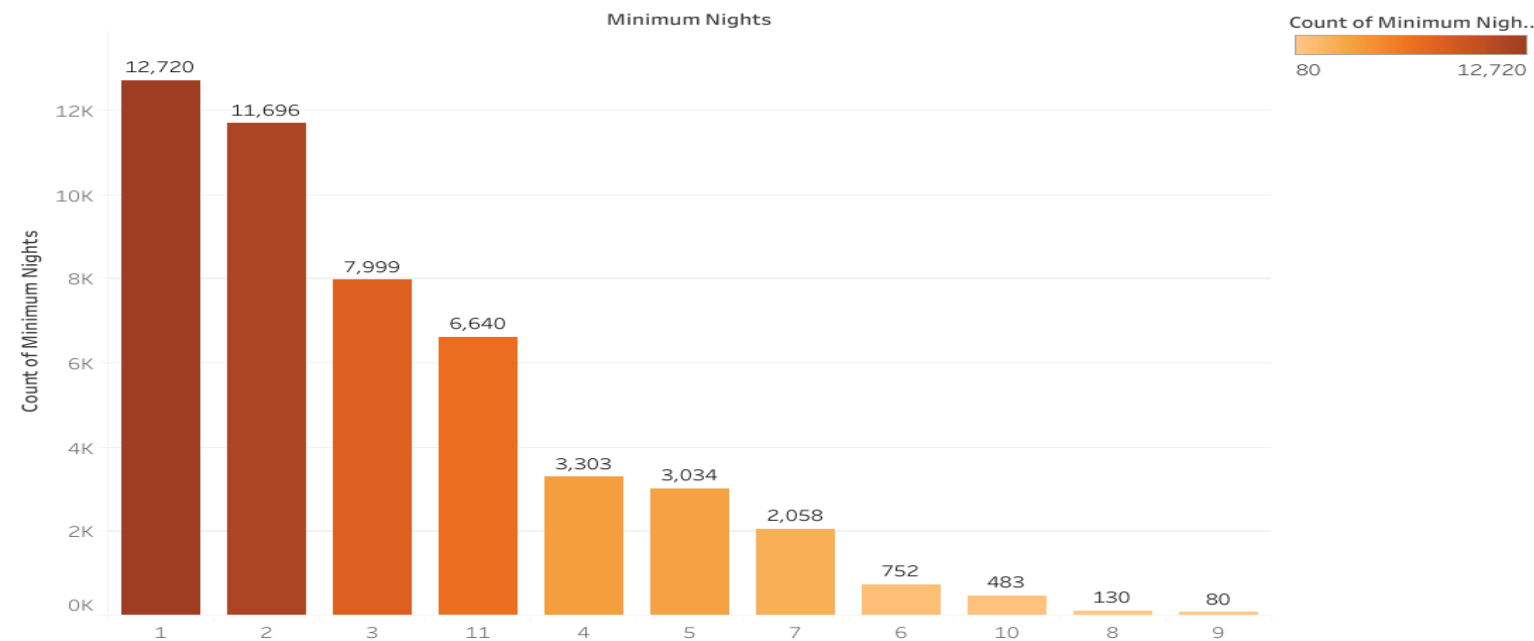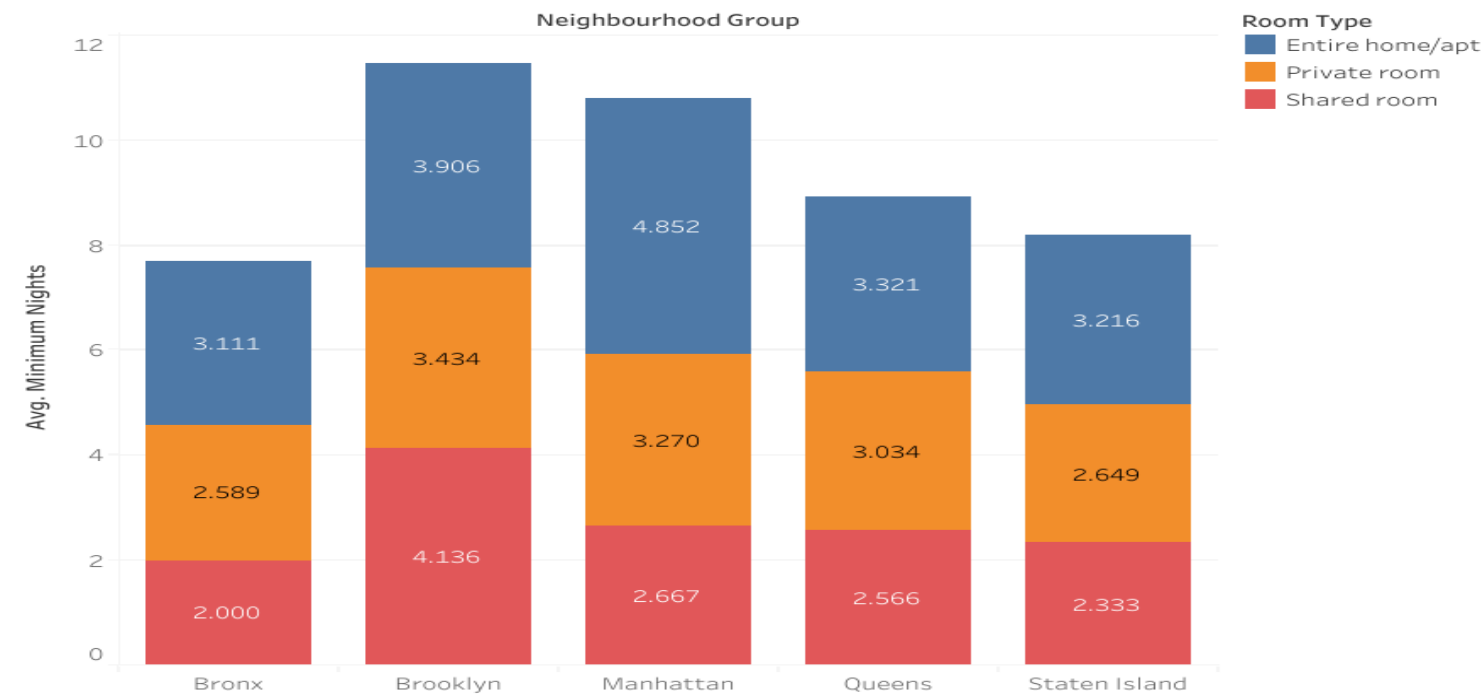
❖ Michael is the host with most number of review's followed by David and john

❖We also observe all the top host hosts are mostly from Manhattan one from Queens and rest from Brooklyn

Customer preference to Nights stayed

Minimum Nights

Count of Minimum Nigh..
80 — 12,720

Minimum Nights	Count
1	12,720
2	11,696
3	7,999
11	6,640
4	3,303
5	3,034
7	2,058
6	752
10	483
8	130
9	80

Minimum Nigts

Neighbourhood Group

Room Type
- Entire home/apt
- Private room
- Shared room

Neighbourhood	Shared room	Private room	Entire home/apt
Bronx	2.000	2.589	3.111
Brooklyn	4.136	3.434	3.906
Manhattan	2.667	3.270	4.852
Queens	2.566	3.034	3.321
Staten Island	2.333	2.649	3.216

❖ Around 12.7k visitors choose to remain for a single day, followed closely by 11.6k visitors who stay for two nights.

❖ Consumers also favors stays of 3 to 7 nights.

❖ Consumer preferences for overnight stays increase for stays of 14 and 30 nights.

❖Average minimum nights for entire apt/home is highest for Manhattan

❖Average minimum nights for private room is highest for Brooklyn

❖Average minimum nights for shared room is highest for Brooklyn than other neighborhood's

Key Insights And Recommendations

- ❑ Renters in New York City who use Airbnb are privileged entire house or apartment, plus private room above shared rooms.
- ❑ Manhattan has the most expensive rental properties followed by Brooklyn , while Bronx and Staten Island have the least expensive.
- ❑ People show interest in the host Sonder and spend most nights here.
- ❑ Pay attention to popular areas like Manhattan and Brooklyn where more people are interested.
- ❑ Since there is a lower likelihood that people will choose a high-priced room, there are more evaluations at lower prices than at higher prices.
- ❑ People show interest in the host Sounder and spend more nights there also Michael is most reviewed host among all.
- ❑ Majority of the people like to spend one day followed by two days

Appendix

Methodology :
 ❖ The analysis and visualizations were done using Tableau considering various parameters.
 ❖ The analysis was done keeping in mind the business side of the project. The important factors taken into consideration were customer booking volume and customer preference.
 ❖ The first half of the presentation focused on customer preference. The second half compared various parameters of customer preference with respect to price.
 ❖ The following parameters were considered – Customer experience : Neighborhood, Room type & minimum nights offered
 ❖ Price variation : Volume of customer booking, Room type, Neighborhood, Number of reviews & Geography. Recommendations have been made keeping in mind the above parameters.

Assumptions
As we are not aware about the nature of reviews, we have assumed that the properties which received higher number of reviews have a better customer liking.

AirBnB happened because Brian Chesky couldn't pay his rent, but did have some space.

Sam Altman

Thank You