BUSINESS INSIGHTS OF AIRBNB LISTINGS IN NYC

Submission by –

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AGENDA

- Objective

- Background

- Key findings

- Recommendations

- Appendix:
    - Other Data Insights
    - Data methodology
    - Data model assumptions

OBJECTIVE

- To study insights on distribution of listings by neighborhood groups

- To study customer preferences for listings based on various factors

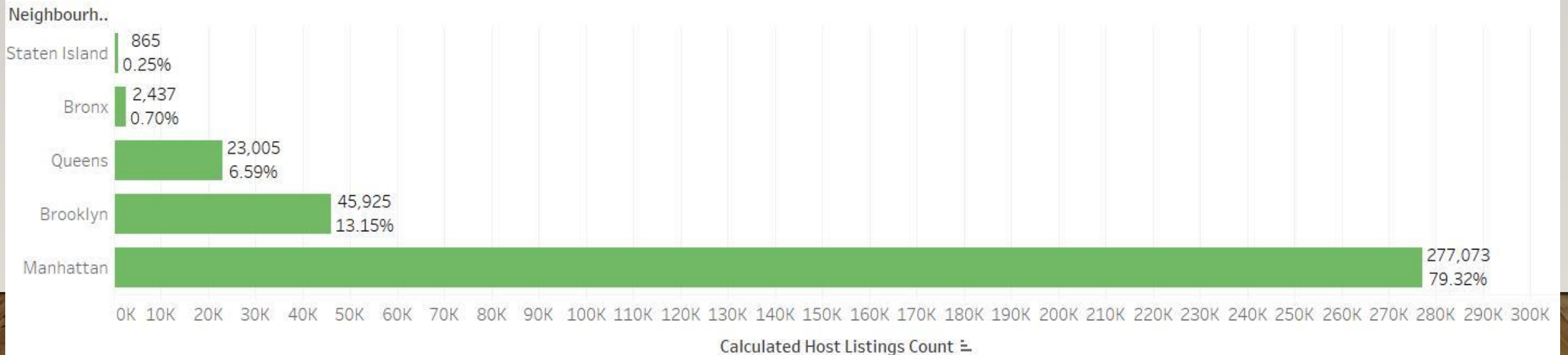- Provide recommendations to Operations and User Experience teams

BACKGROUND

o **AirBnb has seen a severe decline in revenues in the past in the NYC region**

o **The company wants to be prepared to capitalize on opportunities in the post Covid period, with ease of travel restrictions on customers**
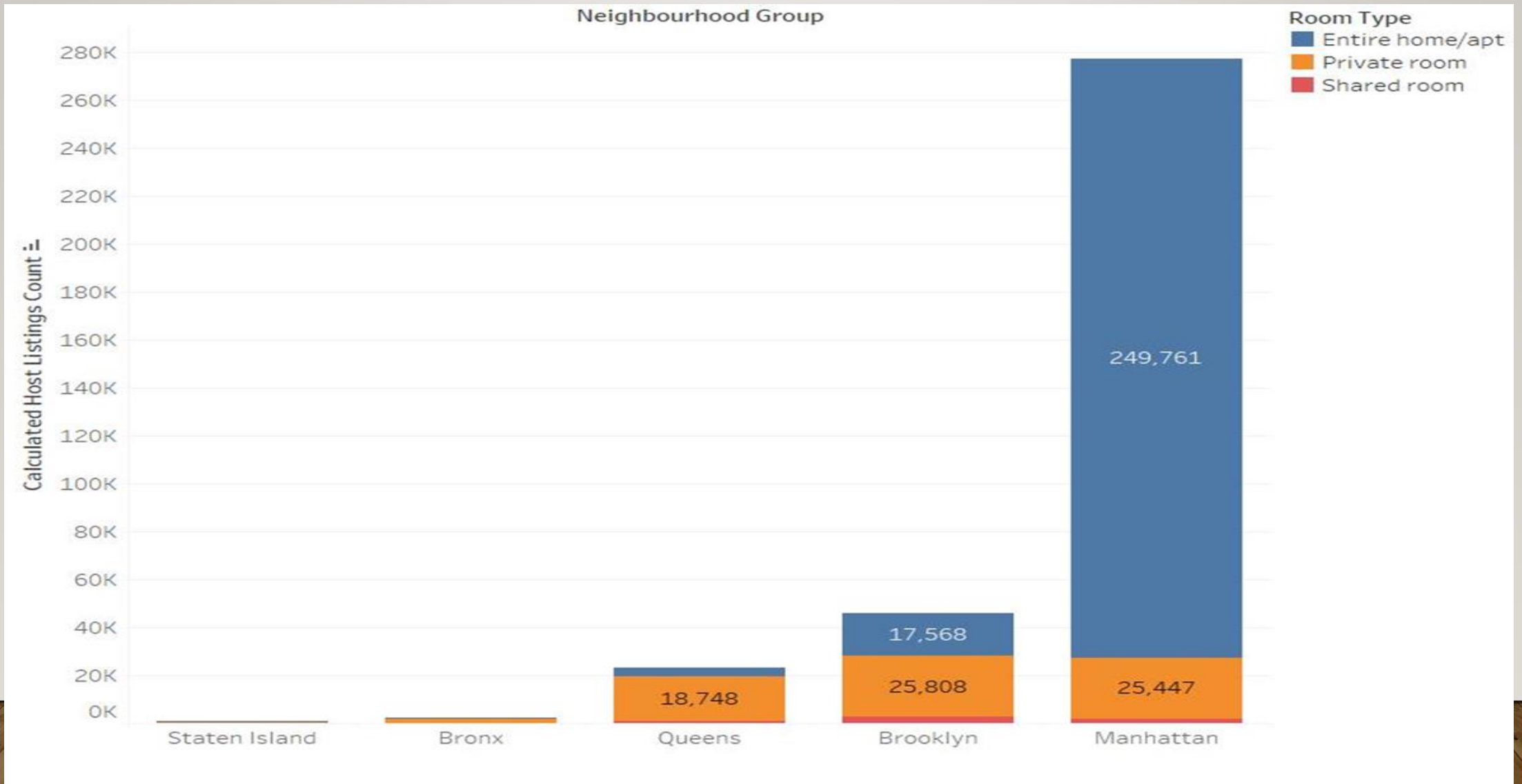
MOST LISTED NEIGHBOURHOOD GROUPS

- **Manhattan has the most listed properties accounting to 79.32% of the listings**

- **Staten Island has the least listed properties accounting to 0.25% of the listings**

Most Listed Neighbourhood Groups

Neighbourh..

Staten Island	865 0.25%	
Bronx	2,437 0.70%	
Queens	23,005 6.59%	
Brooklyn	45,925 13.15%	
Manhattan	277,073 79.32%	

0K 10K 20K 30K 40K 50K 60K 70K 80K 90K 100K 110K 120K 130K 140K 150K 160K 170K 180K 190K 200K 210K 220K 230K 240K 250K 260K 270K 280K 290K 300K

Calculated Host Listings Count ≟

# MOST LISTED NEIGHBOURHOOD GROUPS BY ROOM TYPE

PRICING OF ROOMS IN EVERY NEIGHBOURHOOD

- o **Manhattan is the most expensive neighbourhood, while Bronx is the cheapest**

- o **Average price per night of rooms in the Manhattan area is approximately 58% more than the average price across all neighborhood groups and in the Bronx area it is approximately 30% lesser than the average price**
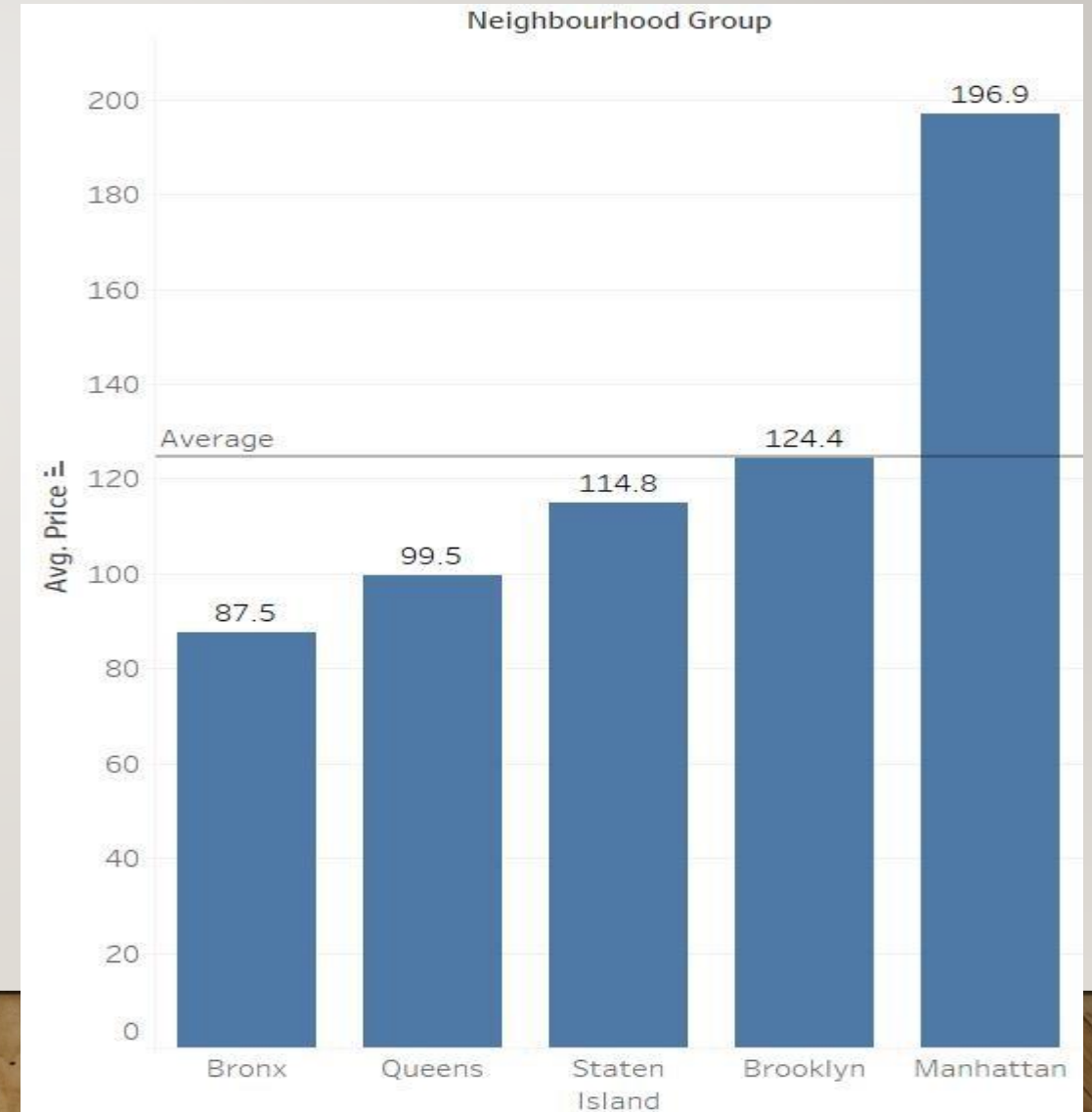
CUSTOMER PREFERENCE BASED ON AVERAGE PRICES AND MINIMUM NIGHTS OF STAY

o **Most customers prefer listings where the minimum nights of stay is less than 5 nights and where the average pricing is approximately 150 per night.**

o **An exception to the above is observed, where some customers are willing to pay approximately 183 per night for 30 nights of stay**
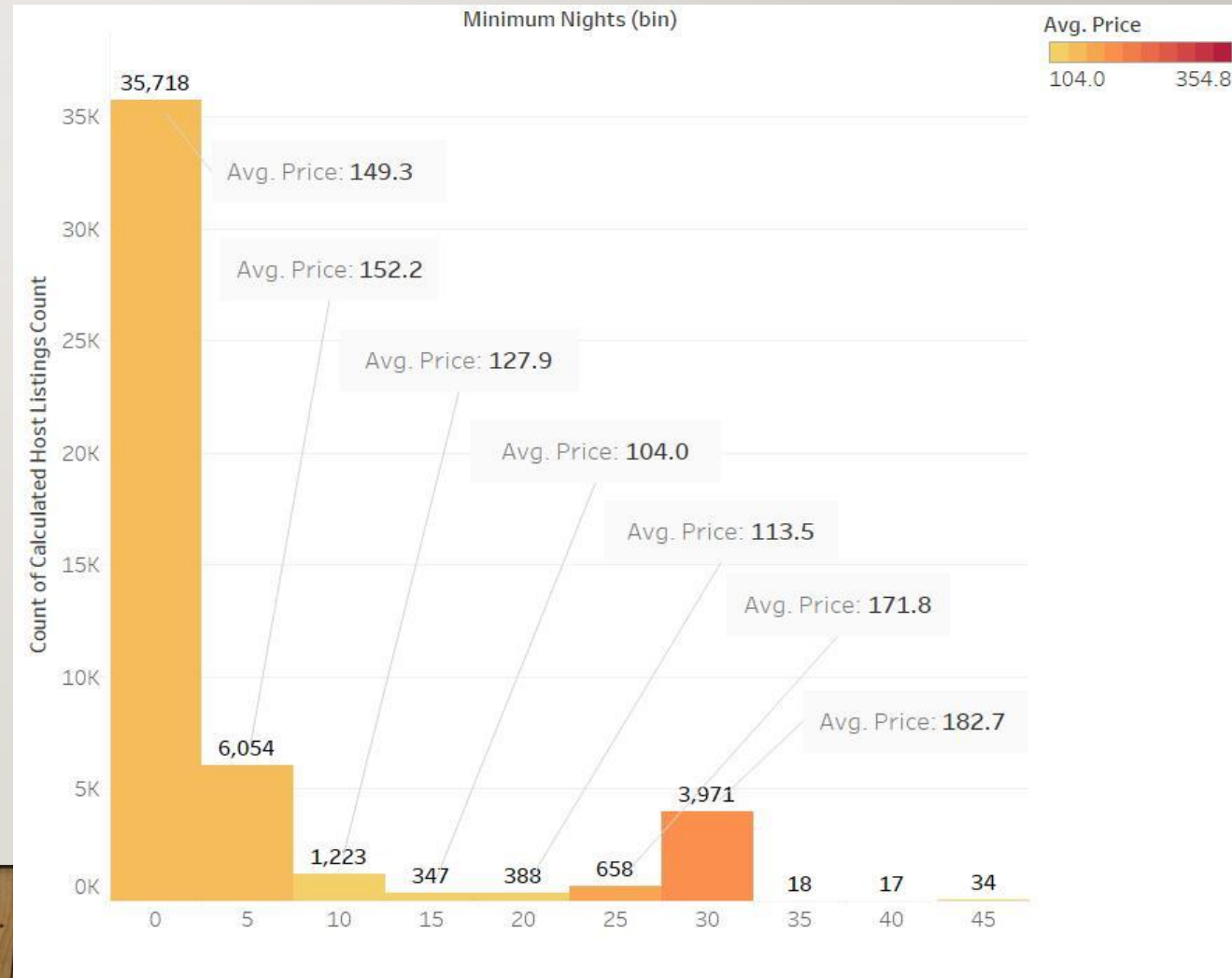
Avg. Price variation based on Neighbourhood area & Reviews per month
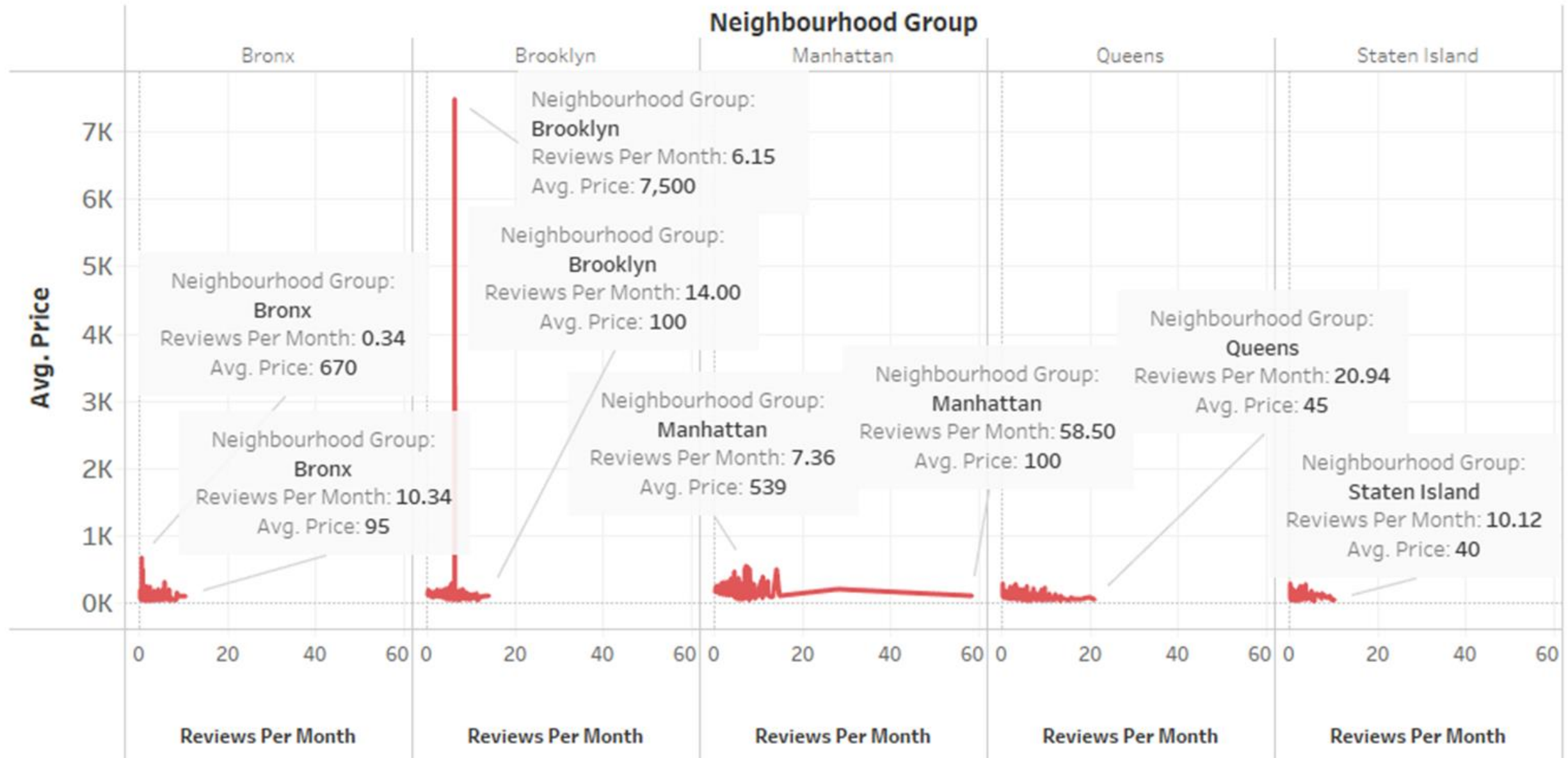
CUSTOMER REVIEWS FOR EACH NEIGHBOURHOOD GROUP

- **Manhattan** is the highest rated area followed by Brooklyn
- **Staten Island** is the lowest rated area of all the neighborhood groups

No. of reviews depending on neighbourhood group

RECOMMENDATIONS

o **More listings can be acquired in the unpopular locations like Staten Island and Bronx as the average price of the neighborhood groups is lesser than the average price across all neighborhoods**

o **The focus should be on acquiring hosts who provide Entire home/Apt type of rooms in these locations, which could improve ratings, as there are already many listings hosting Private rooms**

o **Also in the moderately ranked regions of Brooklyn and Queens, the company needs to focus on hosts who can provide Private Rooms and Entire home/Apt type rooms with average prices ranging anywhere within 150 per night and the minimum nights of stay are 5 nights**

APPENDIX

o **This presentation is supplemented with a Methodology Document highlighting other insights from the AirBnB dataset of the NYC region**

o **The document contains a detailed logical sequence used to arrive with final insights for the presentation**

o **The recommendations for the business are made** **assuming** **the following :**

- **It is expected that the travel post Covid is going to improve in the NYC region**

- **The company does not plan on acquiring listings from new territories in the region other than the existing neighborhood groups**