

# AIRBNB

+By  
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# AGENDA

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1. OBJECTIVE
2. VISUALIZATION
3. METHODOLOGY



The revenue of Airbnb has significantly decreased during the last few months.

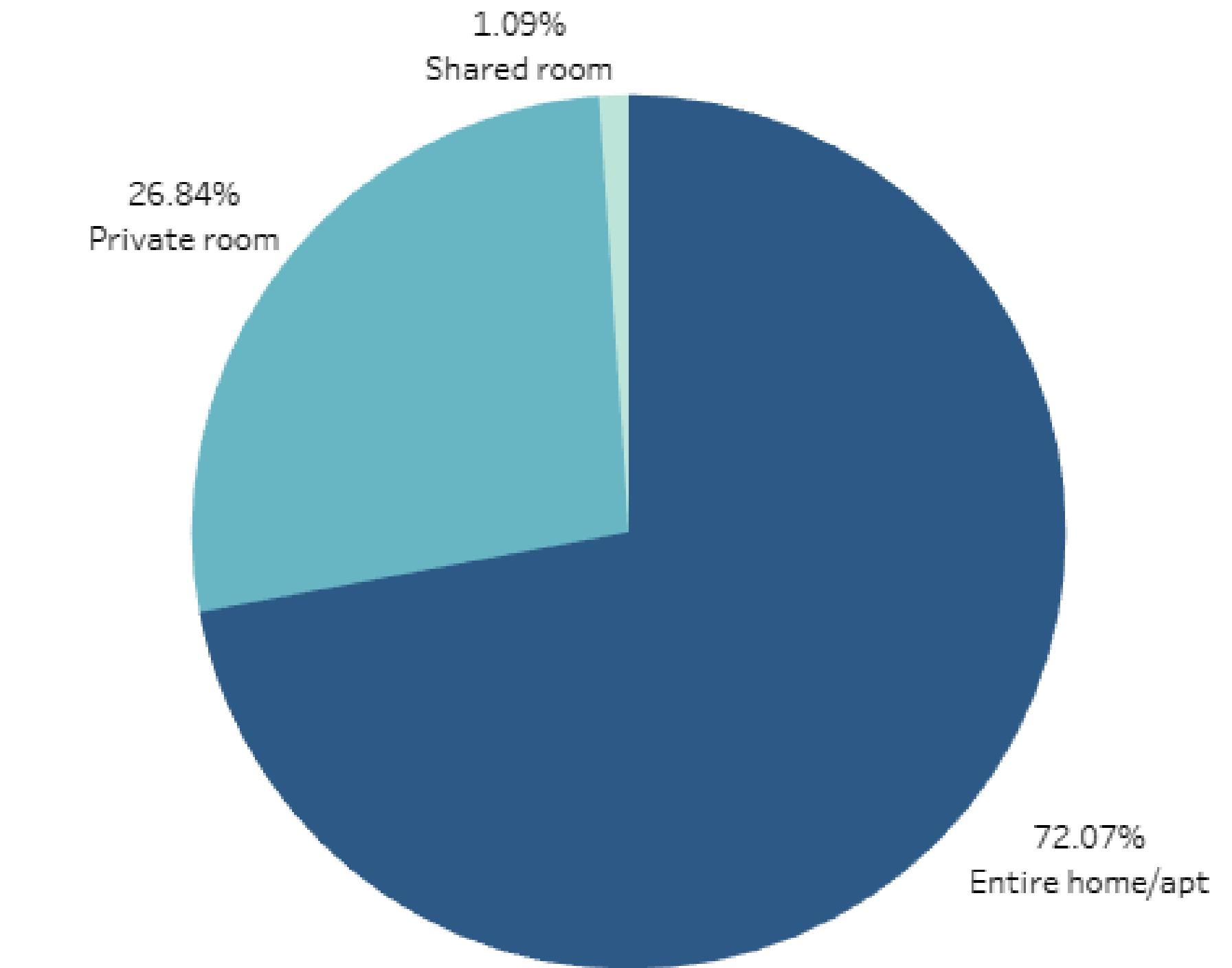
Airbnb wants to ensure that it is entirely prepared for this difficulty now that the restriction has started to travel more.

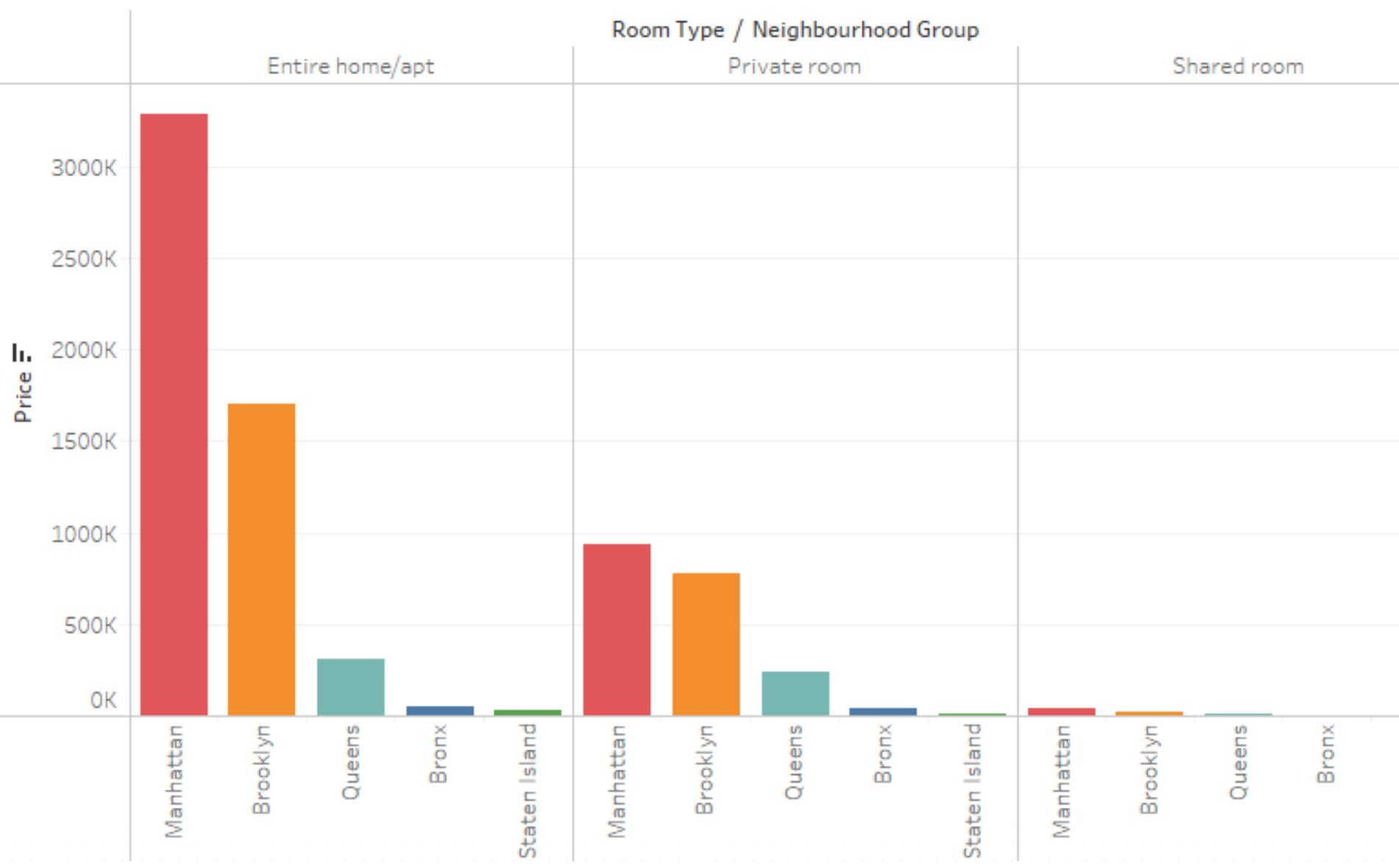
Therefore, analysis has been done on a dataset made up of different New York Airbnb listings (NYC).

# Visualization

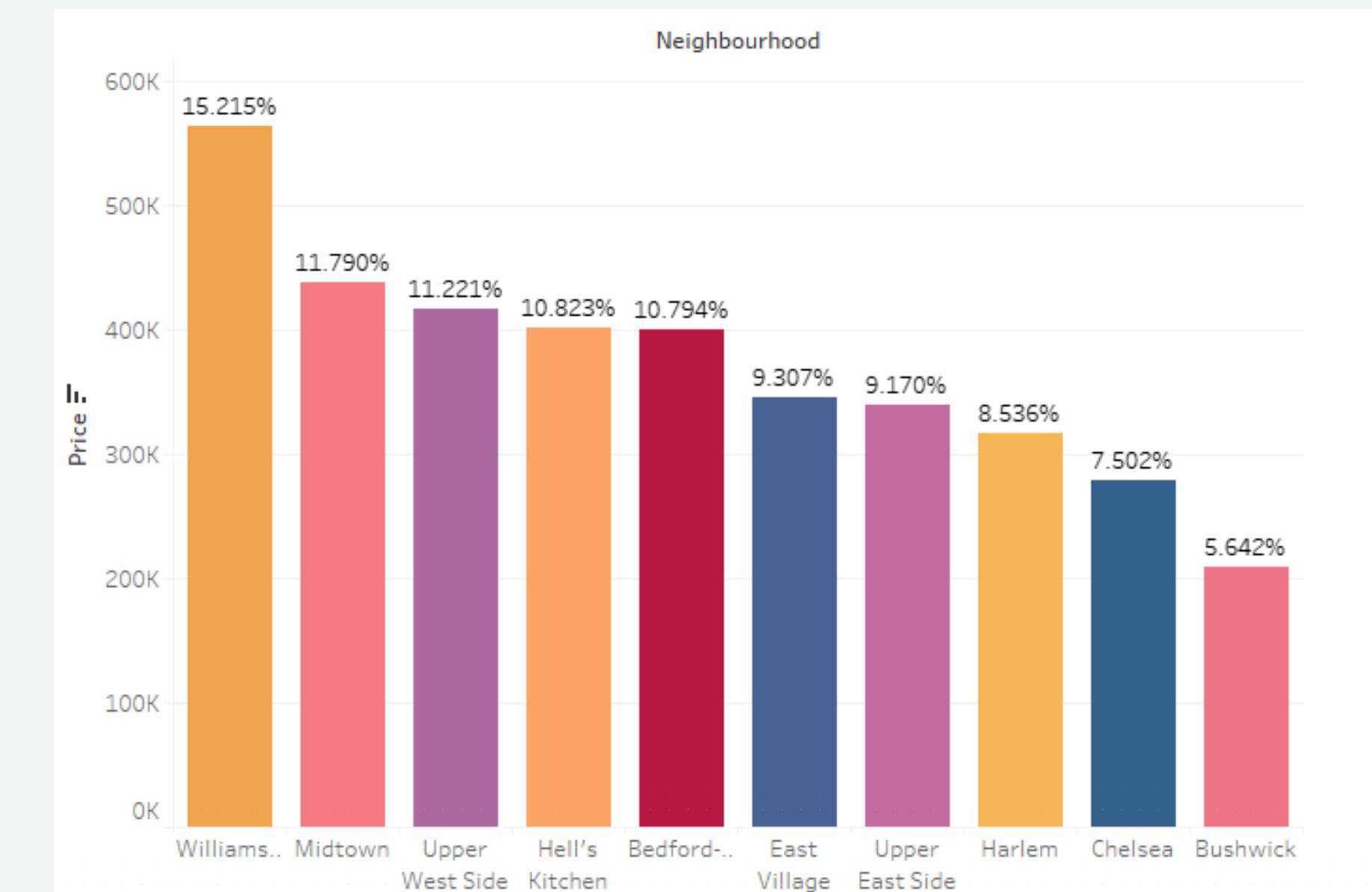


**72.07 % of customers  
prefer an Entire home/  
apartment for their stay.**

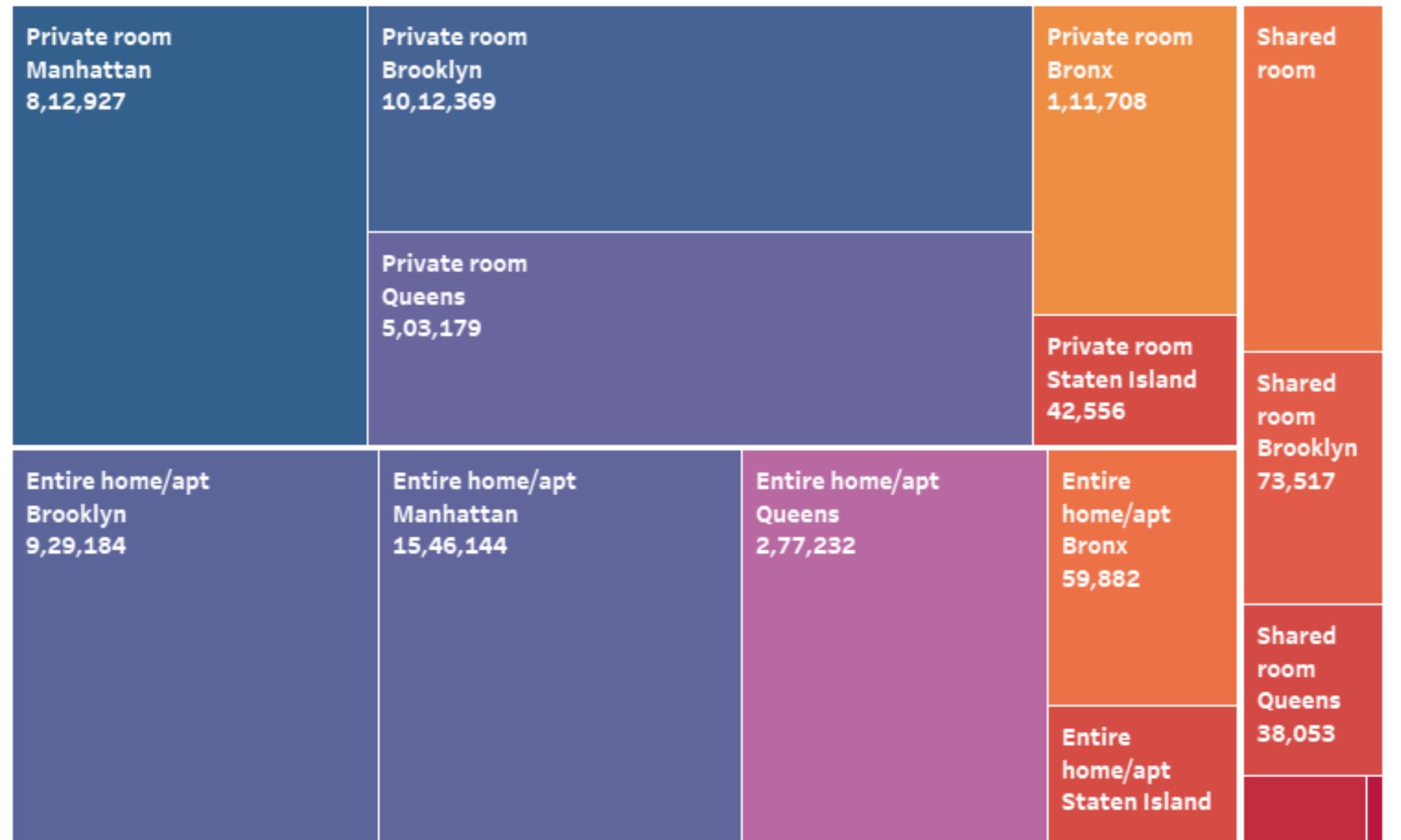




Brooklyn and Manhattan are the top leading neighborhood groups in the rooms listings and the majority of people like the entire home or private room.

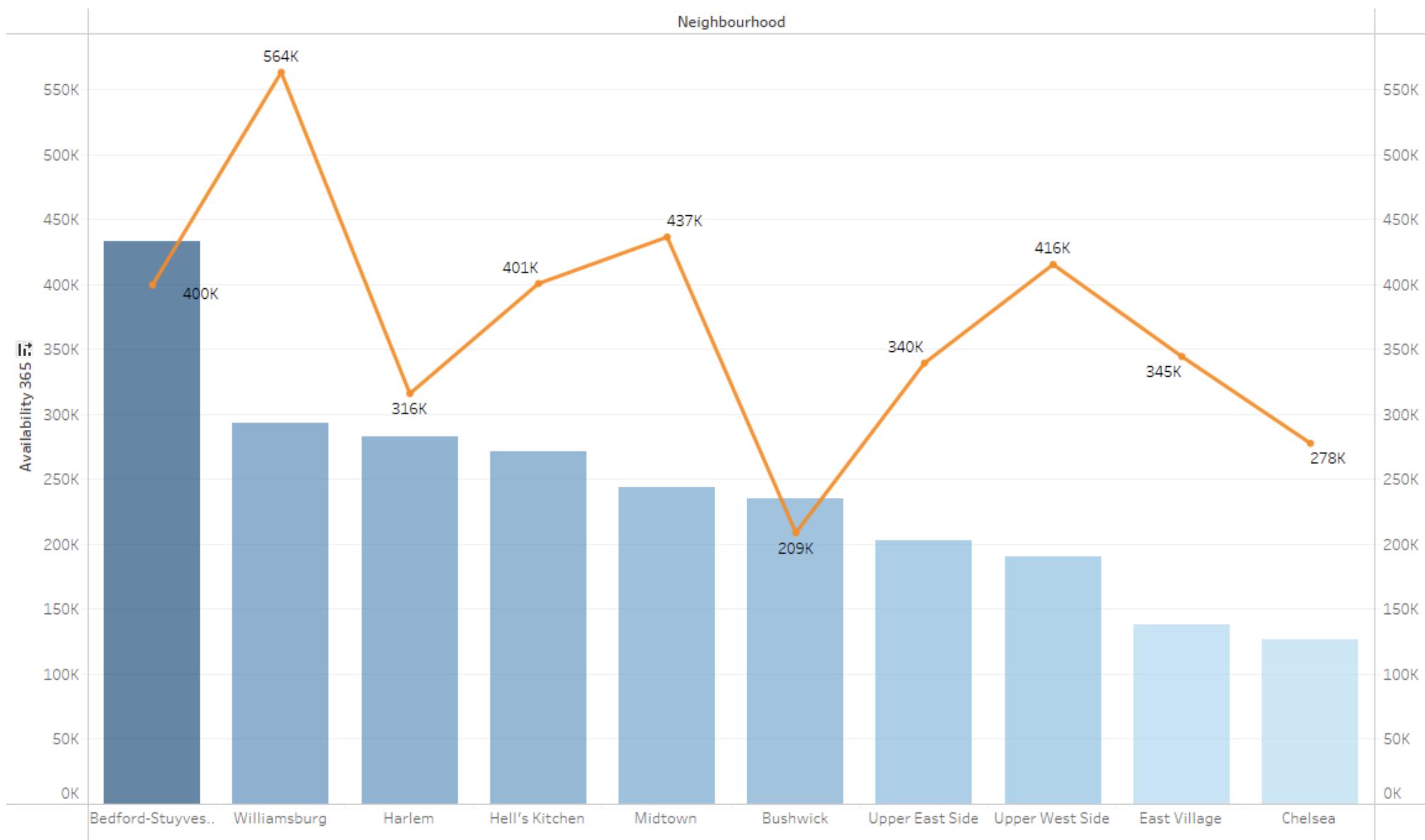


These are the top 10 locations on the basis of price, even though the room price in Williamsburg is high, but the ambience attracts the people.



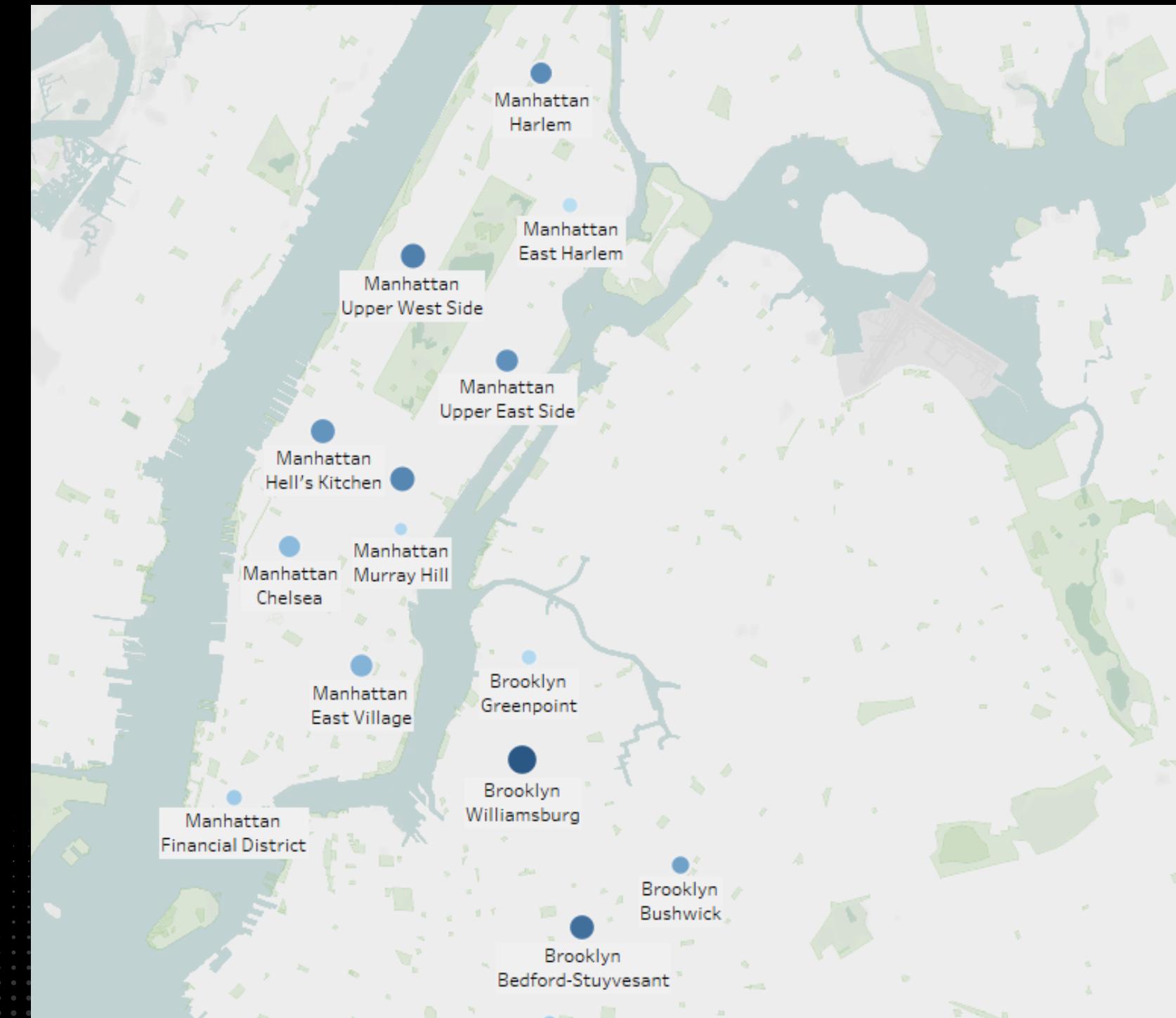
**With the help of this chart, we can comprehend**

There are three types of the room onto which people preferred the private rooms in Manhattan because it is the centre of New York and we can enjoy the view from this location.



**Bushwick is an evolving, industrial area marked by imaginative street art and converted warehouses. People love to see such artworks. Moreover, the price is affordable and available for stay.**

**Top 15 prime locations  
where people stays  
longer.  
The majority of locations  
are in Manhattan.**





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# METHODOLOGY

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## Exploratory Data Analysis:

- Checked the Null values in the dataset. Found some columns with the null values i.e. names, host\_name, last\_review, and review\_per\_month.
- Checked the outliers in the dataset.

## Data Analysis:

- Try to analyze the data using different columns based on their price, availability\_365, minimum\_nights, and the reviews of the customers we received.

## Inference after analyzing the data:

- We saw that people like to visit the center of New York from where they can see the beauty of the city.
- The number of listings of shared rooms is limited but their average price is placed less and availability is high.
- A number of reviews and reviews per month are more at less price than the higher price as there is less chance of people going for a high price room.
- Manhattan and Brooklyn are very costly neighbourhood\_groups.
- People show interest in the host Bluerground and spend more nights here.
- The minimum number of nights to stay reduces with a price increase.
- Focus on prime locations like Manhattan and Brooklyn where people show interest.



*Thank You*