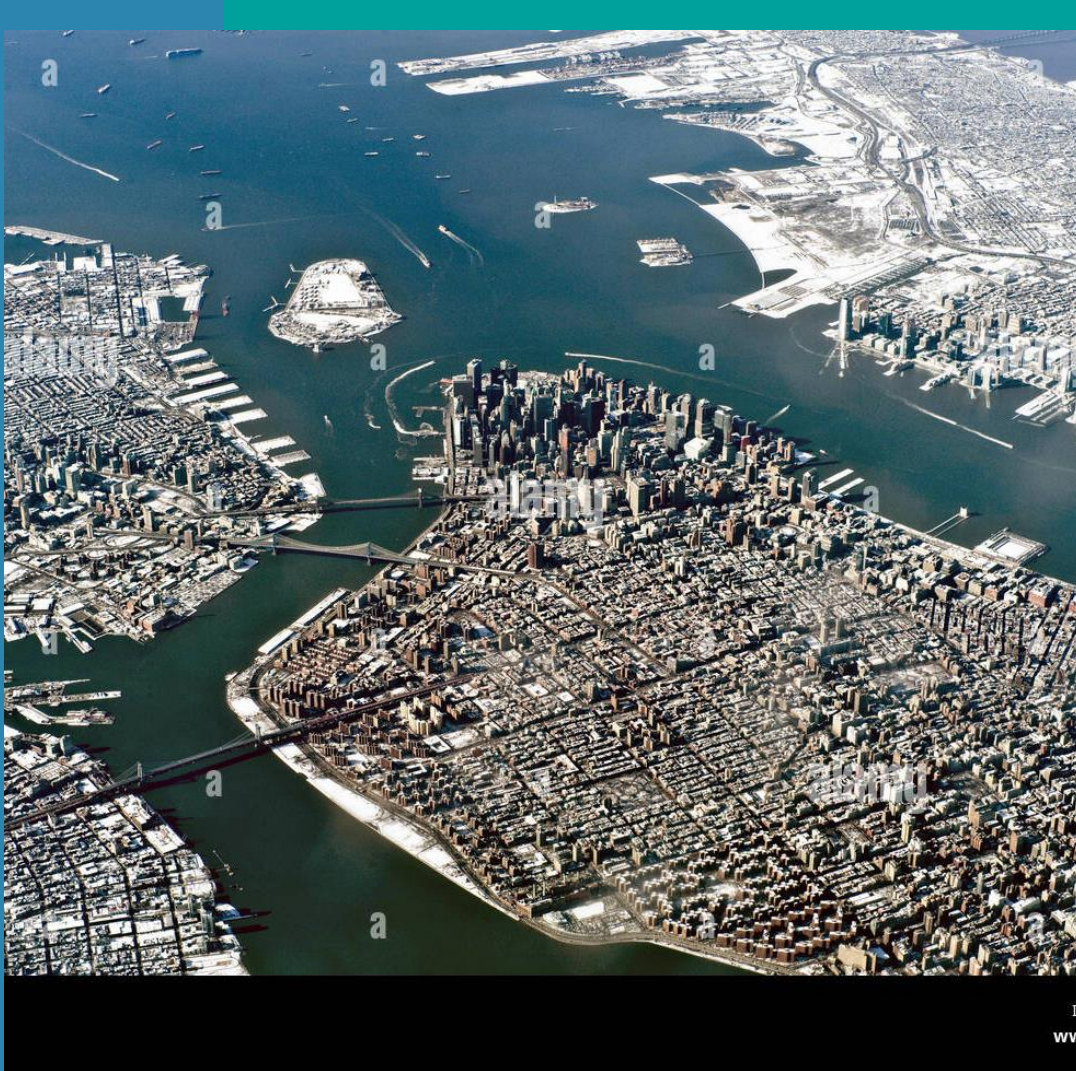# AIRBNB, NYC

- **Head of Acquisitions and Operations, NYC**
- **Head of User Experience, NYC**

Agenda

- Objective

- Background

- Key Findings / Recommendations

- Appendix:

    1) Data Insights

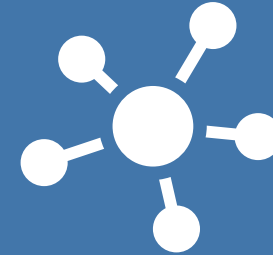   2) Data Assumptions

    3) Data Methodology

OBJECTIVE

- To improve property acquisition, and operations
- Understand customer preferences, website and app
- Provide property listing recommendations

BACKGROUND

From 2015, the customer relation and business improved

The highest revenue collected was in 2019 Q2

Manhattan is the most popular neighborhoods in NYC

It is assumed that the properties with no reviews for more than 1.5 years is either not preferred or is not available for staying anymore.
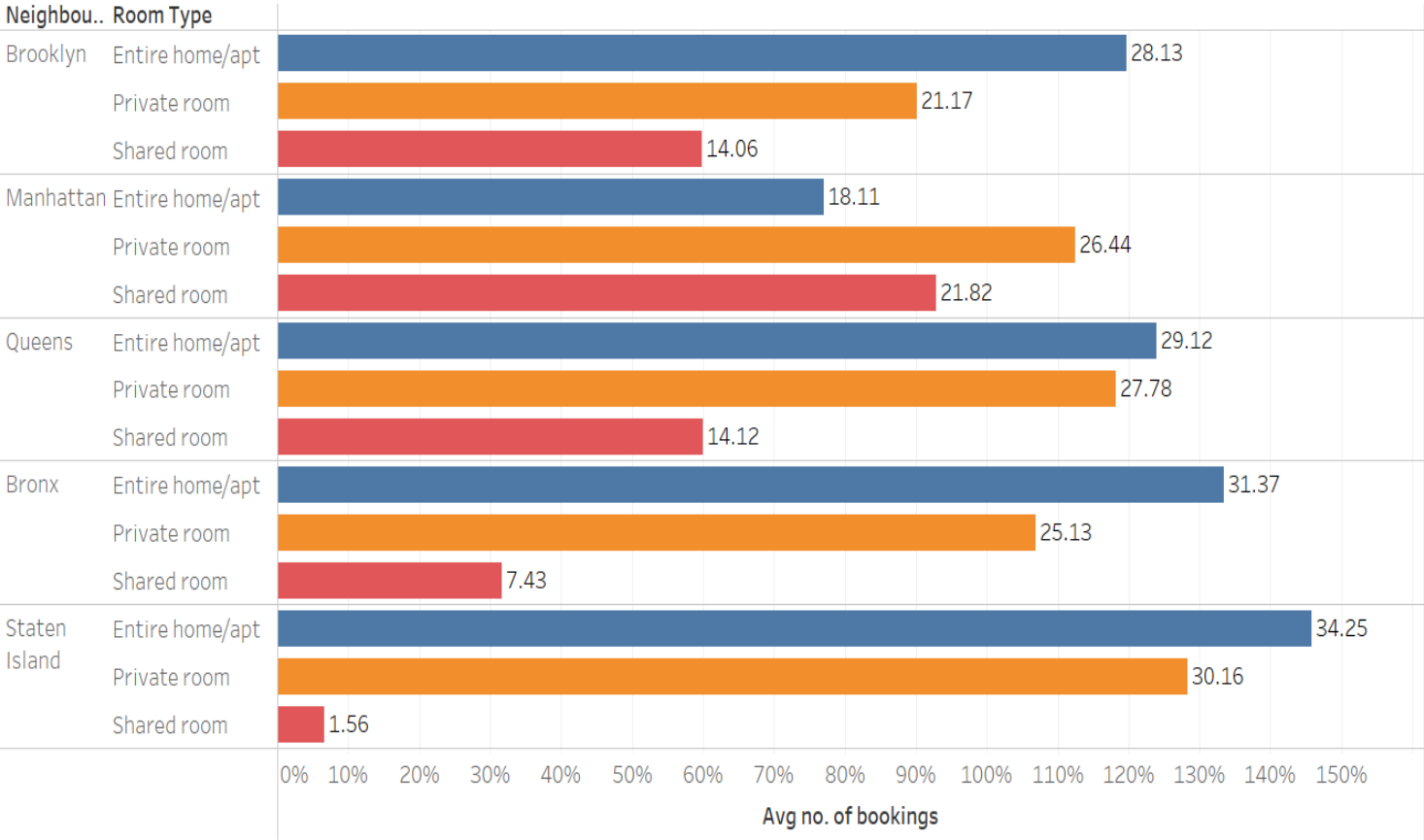
KEY FINDINGS
BOOKINGS IN THE NEIGHBORHOOD

- For all the neighborhoods except for Manhattan, people review the Entire home/Apt. more than private rooms. It can be assumed that people prefer entire home.

- This happens because the average price of an entire apartment in Manhattan comes out to be more than $200.

- If we reduce this price, then then Manhattan will be able to increase its booking.

Bookings in the neighborhood

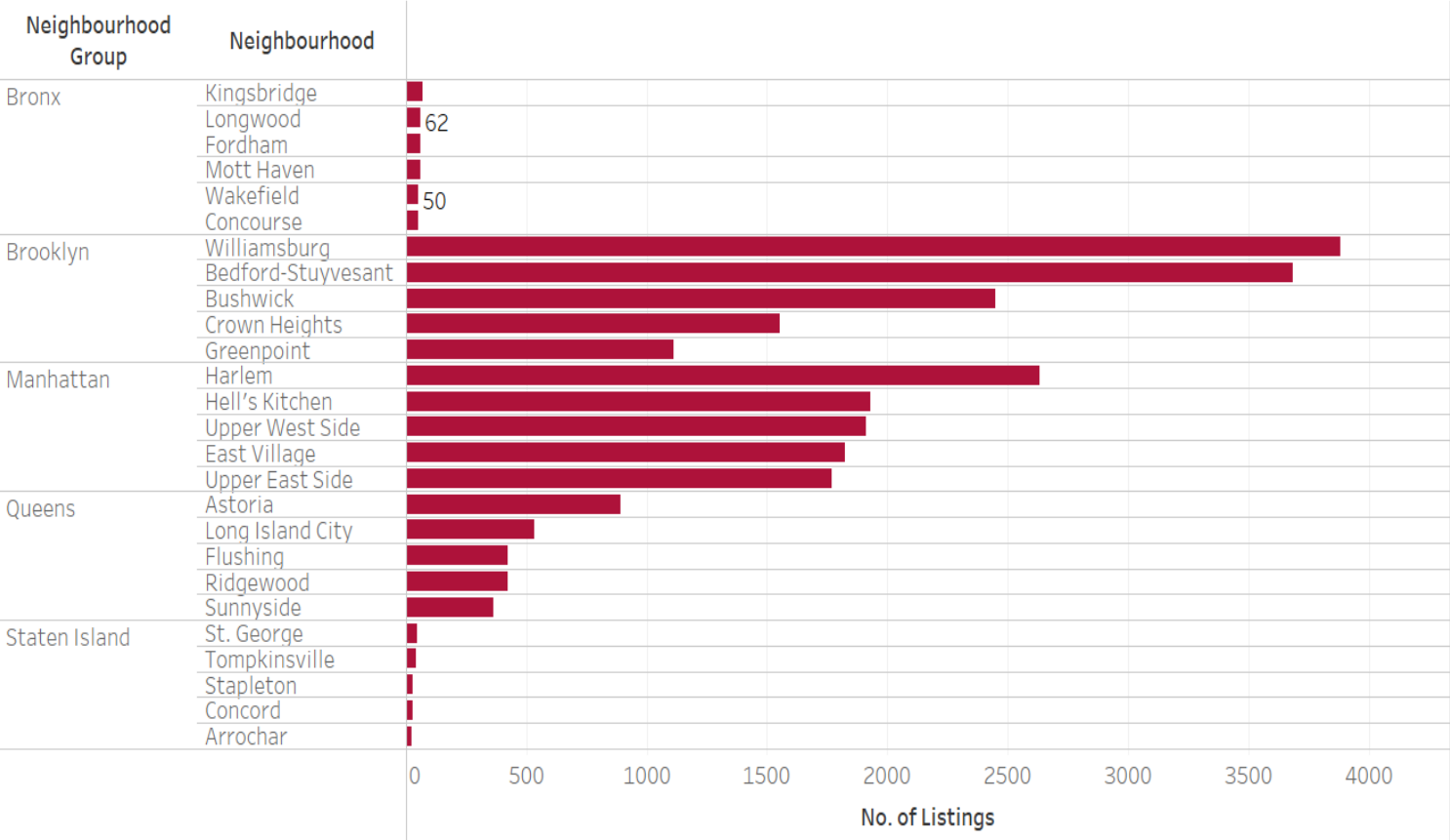| Neighbou..	Room Type	Avg no. of bookings
Brooklyn	Entire home/apt	28.13
	Private room	21.17
	Shared room	14.06
Manhattan	Entire home/apt	18.11
	Private room	26.44
	Shared room	21.82
Queens	Entire home/apt	29.12
	Private room	27.78
	Shared room	14.12
Bronx	Entire home/apt	31.37
	Private room	25.13
	Shared room	7.43
Staten Island	Entire home/apt	34.25
	Private room	30.16
	Shared room	1.56

% of Total Avg. Number Of Reviews for each Room Type broken down by Neighbourhood Group. Color shows details about Room Type. The marks are labeled by average of Number Of Reviews.

- Entire home/apt
- Private room
- Shared room

Top 5 Listings in a neighborhood

- For increasing revenue, we should increase listings in Bronx, Staten Island and also in Queens.

- Listings in Bronx & Staten Island is way less than any other neighborhood. Where Williamsburg, Brooklyn has more than 3800 listings, St. George, Staten Island has only 46 listings.

- By using prime locations in the neighborhood preferably with a view will help to increase revenue.
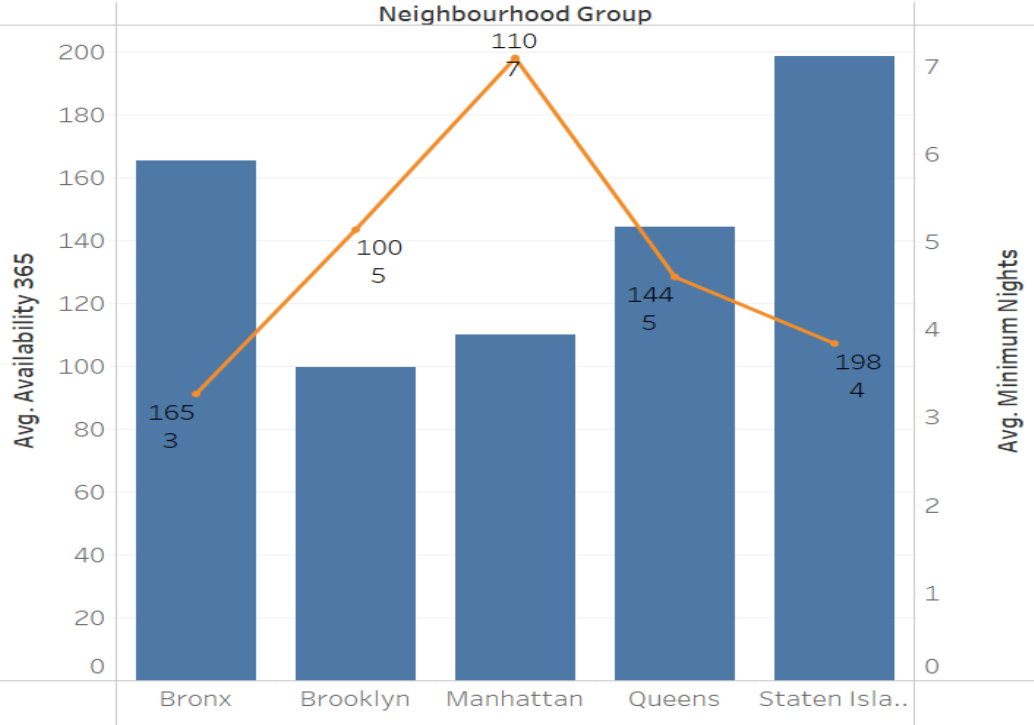

Top 5 listings

No. of Listings for each Rank of No. of Listings broken down by Neighbourhood Group and Neighbourhood. Color shows Top 3 for sheet 3. The marks are labeled by No. of Listings. The view is filtered on Rank of No. of Listings, which keeps 1, 2, 3, 4 and 5.
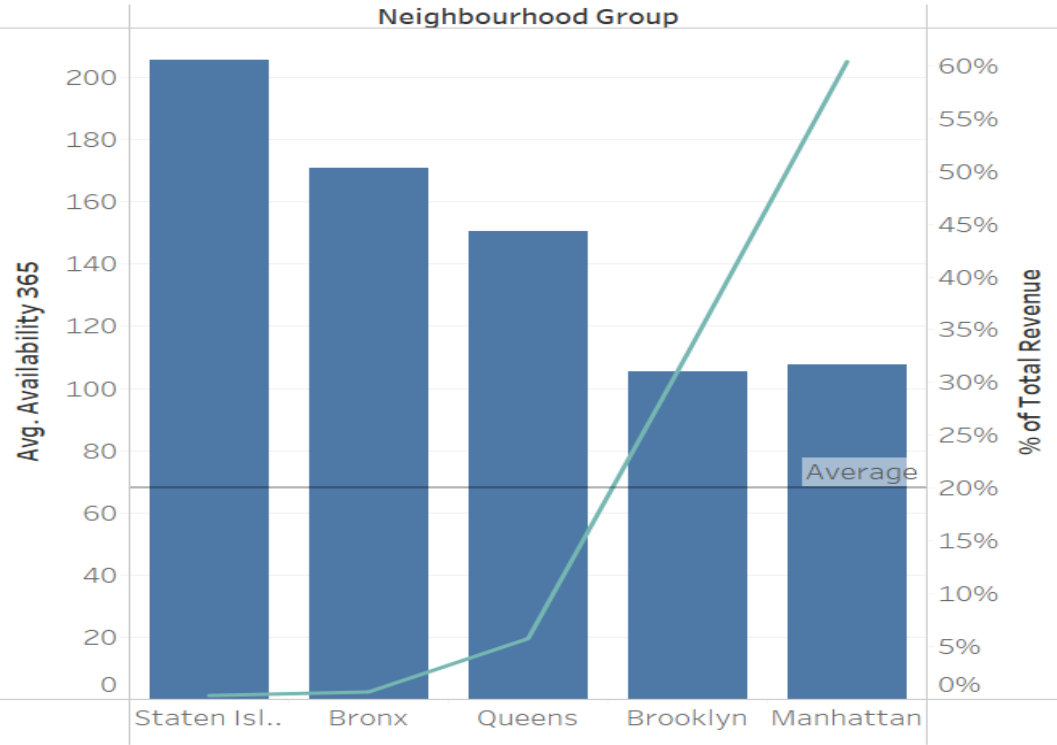
Rooms available and minimum nights

Availability vs Minimum nights in a neighbourhood

The trends of Avg. Availability 365 and Avg. Minimum Nights for Neighbourhood Group. Color shows details about Avg. Availability 365 and Avg. Minimum Nights. For pane Average of Minimum Nights: The marks are labeled by Avg. Availability 365 and Avg. Minimum Nights.

Measure Names
- Avg. Availability 365
- Avg. Minimum Nights

Availability vs Revenue

The trends of Avg. Availability 365 and % of Total Revenue along Table (Across) for Neighbourhood Group. Color shows details about Avg. Availability 365 and % of Total Revenue along Table (Across). The data is filtered on Last Review Year, which excludes Null.
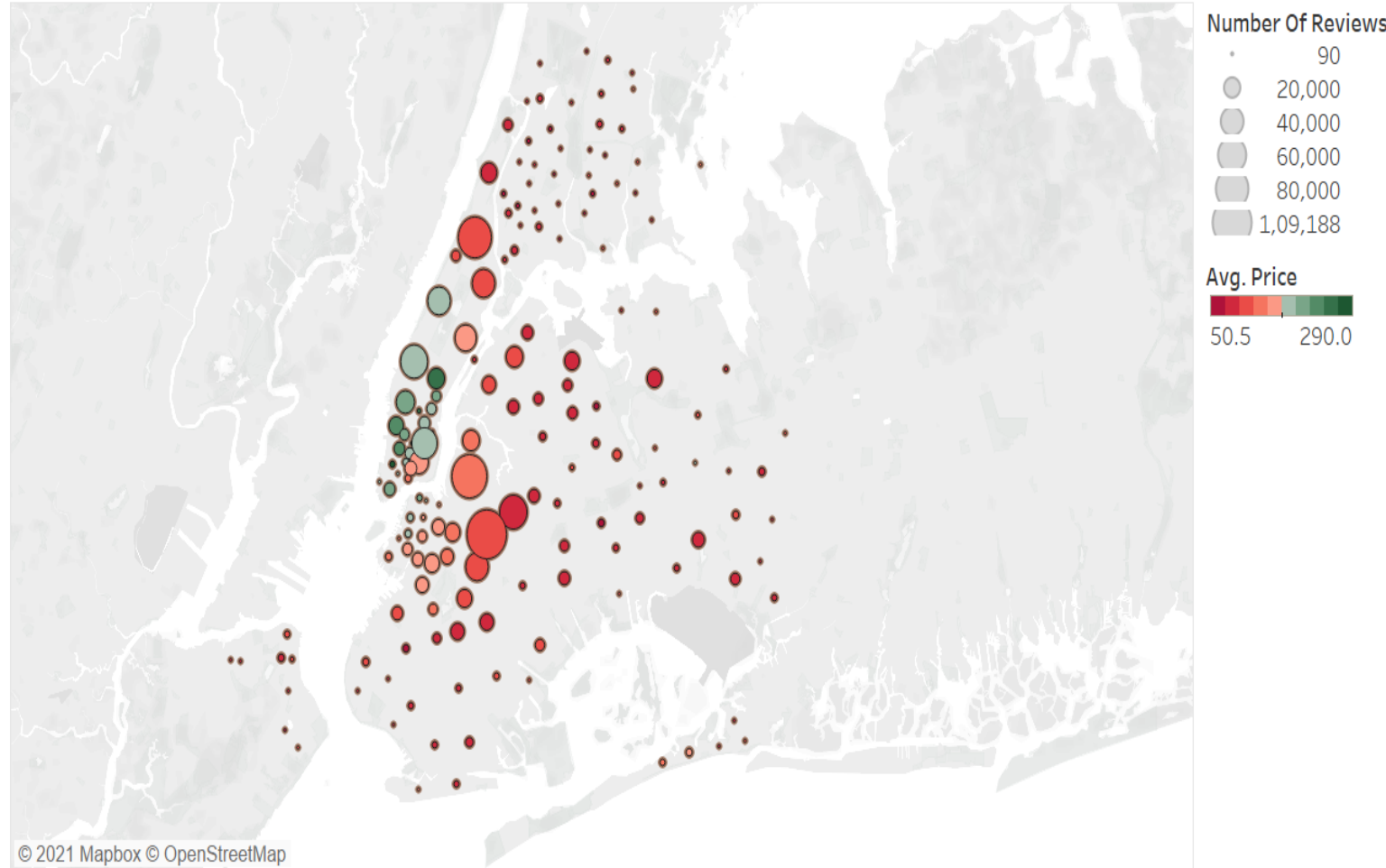
Measure Names
- % of Total Revenue along Table (Across)
- Avg. Availability 365

Rooms available and Revenue generated

8

Property Reviews

- In Manhattan, the average price is more than $190 and reviews are more than 20k, in Brooklyn avg. price is less than $100 but avg. reviews are more than 30k. For Bronx, Staten Island and Queens Avg price and avg reviews are less.

- Since price depends on the locality, we should focus more on reviews.

- To do so we can introduce a 'personalized' checkout message system from AirBnb and the host, where customers can also review the property directly. By looking at a checkout message people will more likely to leave a review.

Reviews of Properties in NYC

Number Of Reviews
- 90
- 20,000
- 40,000
- 60,000
- 80,000
- 1,09,188

Avg. Price
50.5 — 290.0

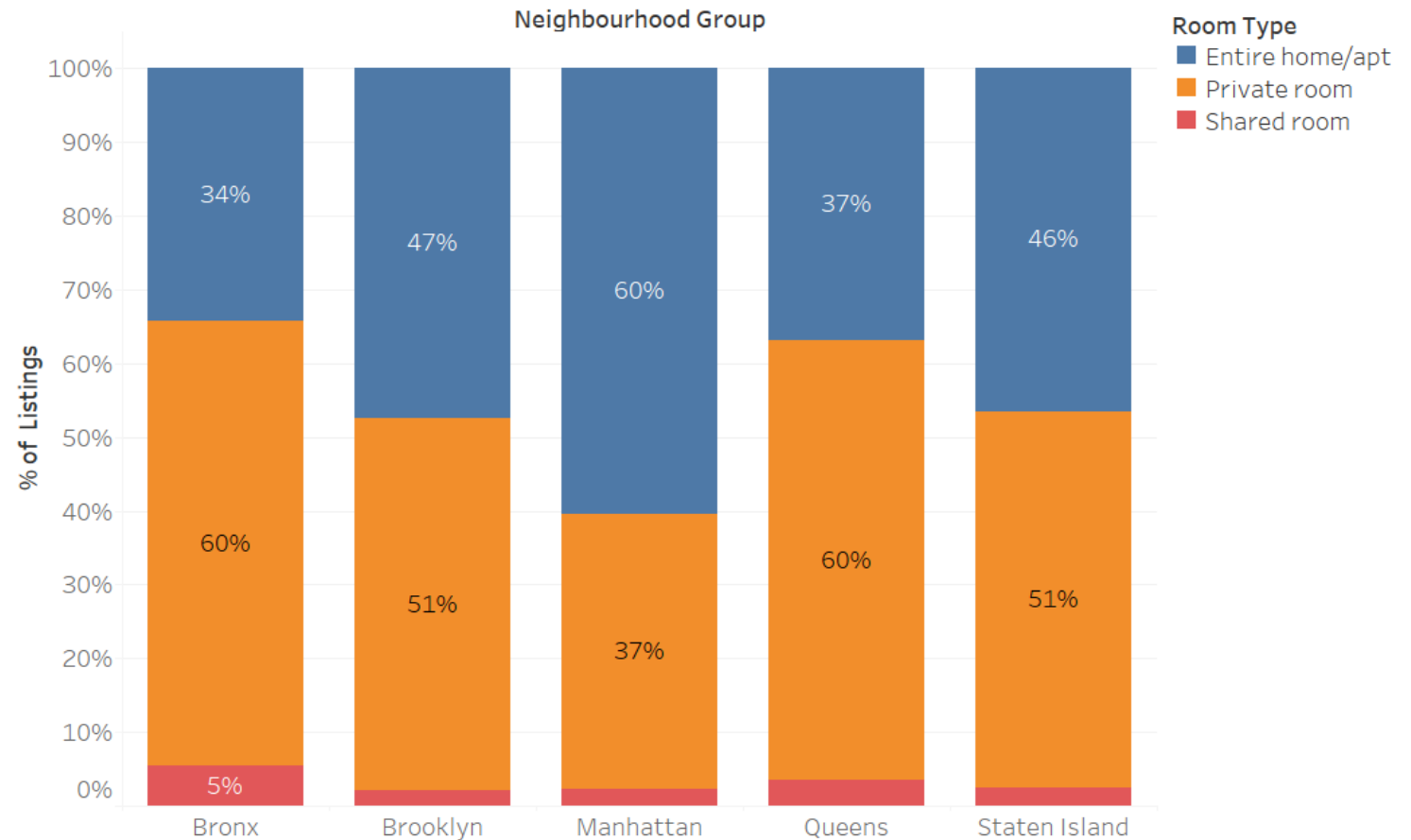© 2021 Mapbox © OpenStreetMap

Map based on average of Longitude and average of Latitude. Color shows average of Price. Size shows sum of Number Of Reviews. Details are shown for Neighbourhood. The data is filtered on count of AB_NYC_2019.csv, which ranges from 10 to 3,920. The view is filtered on sum of Number Of Reviews, which ranges from 90 to 1,10,352.

Rooms Preferred

- In Bronx, Brooklyn, Queens and Staten Island, private rooms are preferred by upto 60% except Manhattan.

- In Manhattan people prefer entire apartments up to 60%.

- It can be assumed that due to privacy issues shared rooms are not preferred by people in NY.
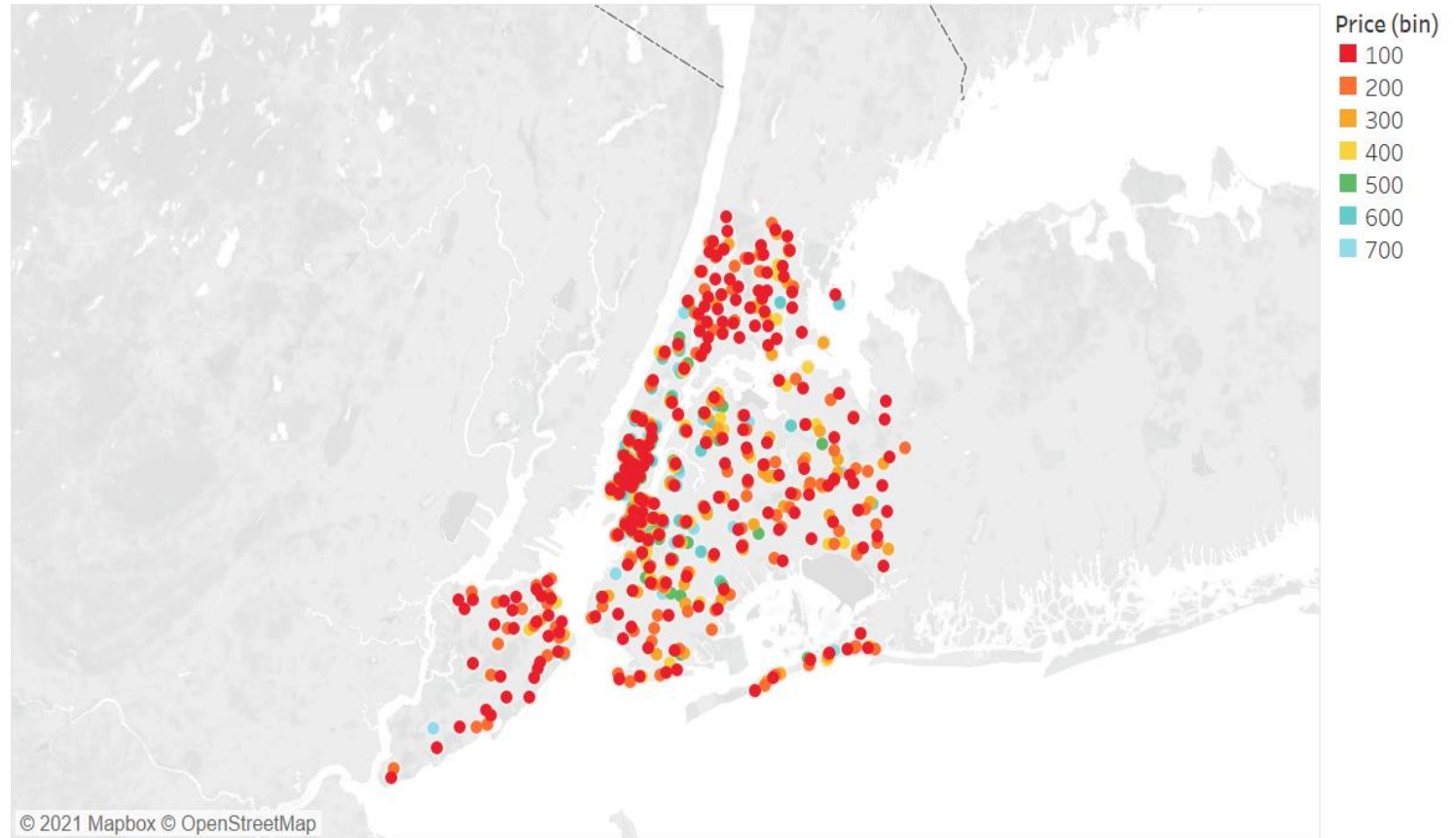
Shared rooms are not preferred

% of Total No. of Listings for each Neighbourhood Group. Color shows details about Room Type. The marks are labeled by % of Total No. of Listings.

Price Range in New York

- Most of the properties charges less then $200.

- There are around 80 properties that charge more than $500 per night.

- Brooklyn has the most diverse prices in properties

Price throughout NYC

Price (bin)
- 100
- 200
- 300
- 400
- 500
- 600
- 700

© 2021 Mapbox © OpenStreetMap

Map based on average of Longitude and average of Latitude. Color shows details about Price (bin). The marks are labeled by Neighbourhood Group and Neighbourhood. The view is filtered on Neighbourhood Group and Price (bin). The Neighbourhood Group filter keeps Bronx, Brooklyn, Manhattan, Queens and Staten Island. The Price (bin) filter has multiple members selected.

Appendix – Other Findings / Data Assumptions

➤ OTHER FINDINGS

- The majority of the listings are hosted by a single host each.

- Manhattan has a 13% higher contribution of 'Entire home/apt' compared to the overall contribution of 'Entire home/apt'.

- Most of the properties has availability of 30 days or less.

➤ DATA ASSUMPTION

- Properties with no reviews for more than 1.5 years is either not preferred or is not available for staying anymore.

- There is no column that shows the number of bookings, hence it is assumed that no. of reviews against a listing is the no. of bookings made..

- The company does not want to expand yet to new territories in NYC.

Appendix – Data Methodology

- We conducted a thorough analysis of the Airbnb data.

- Cleaning the data set for missing values and outliers.

- Using exploratory data analysis to identify customer preferences using Tableau