



Strategies to Revive Business post-Covid Period

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AGENDA

- ▶ Objective
- ▶ Background
- ▶ Key findings
- ▶ Recommendations
- ▶ Appendix:
 - ❑ Data Sources
 - ❑ Data methodology
 - ❑ Data model assumptions

OBJECTIVES

- ▶ To understand the reason why there is a decline in revenue post covid
- ▶ To improve the condition by getting the insights from Airbnb NYC Business in pre-COVID period.
- ▶ To learn customers choices for post covid and to help improve the business

BACKGROUND

- ▶ The COVID- 19 pandemic has drastically affected economic of whole country including the airline industry.
- ▶ Various travel restrictions has had an severe impact on revenue
- ▶ Now that the restriction has been lifted it should operate at full throttle.

Higher prices for Maximum no. nights stay

- ▶ It was observed that the **host listing** was maximum for **Entire home** apt for a **minimum nights of 21-30 nights stays**.
- ▶ As we can say Entire home apt are most popular among the different room types as **maximum count** of host listing was **1,76,174** for 21-30 nights stay.
- ▶ As the nights stay increase prices go up, so **post covid** it would be difficult to manage finances for people, reducing the price for nights will see increase in no. of bookings.

Least Nights with Maximum Bookings

- ▶ Host listing with **minimum nights** of stay **receives maximum Bookings** during the pre covid period
- ▶ Post covid Customer would be looking for **maximum night** stay with **minimum price**
- ▶ So it will really see a growth in no. of booking if we reduce price for maximum no. of nights.

Properties at Cheaper Rates

- ▶ As we observed ***Bronx is the cheapest city*** for Entire Home Apartments should be up for selling.
- ▶ **Good marketing strategies** will help increasing demand among the customers to generate revenue.

APPENDIX – Recommendation

- ▶ We assumed people will travel more post covid looking for maximum night stay
- ▶ Reducing the prices will surely affect the business and will definitely see the growth especially in Manhattan where listed property are more as the locality is popular among the customer.

APPENDIX – Data Methodology

- ▶ Used Tableau for Data Visualization to get accurate insights
- ▶ Did thorough analysis on Airbnb Data which was provided
 - Cleaned the data for missing values and Outliers
 - Using Exploratory Data Analysis to identify customer preferences based on
 - Area Preferences
 - Price
 - Listing Preferences

APPENDIX – DATA ASSUMPTION

- ▶ We assumed that post covid customer will again start to travel as the restriction were lifted.
- ▶ Also we assumed travellers might stay for longer duration, this is one of factor which we consider during strategizing our decisions to increase revenues.



Thank You!