



# Insights from Airbnb Analysis from Pre-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 travel

# 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.

# Objective of the Analysis of the Airbnb NYC Data

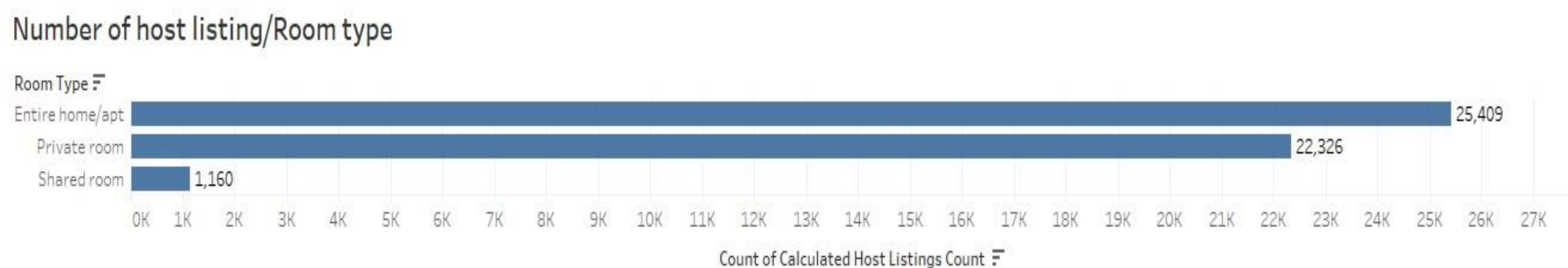
- ▶ Customer preferences, reviews and ratings were Analysed from Airbnb data
- ▶ The results from the insights will help us to take decision to improve the travelling
- ▶ Insights will help us to make travelling faster and safer

# Data Preparation and Cleaning

- ▶ Data was cleaned as such no duplicate, missing values are present
- ▶ Cleaned data provides an accurate insights
- ▶ Help us to understand the key insights for analysis and decision making.

# Customer preferences for room types

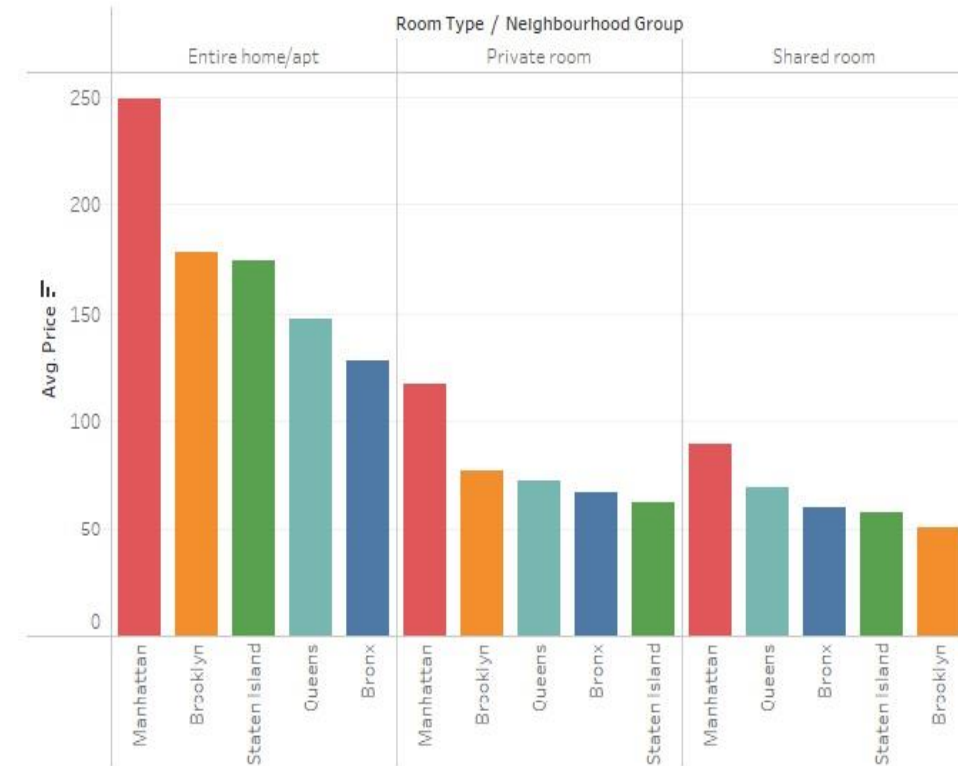
- ▶ Customer prefer *Entire Room* and *private room* over shared room types by Airbnb host listings.
- ▶ The room types Entire & Private room accounts for almost **97.5%** of the entire listed property
- ▶ Shared room types account **less than 2.5%** of the total property listed



# Location prices for Room types

- ▶ **Manhattan is the costliest city** of all the neighbourhood groups for all room types
- ▶ For shared rooms, ***Brooklyn is the cheapest city of all*** neighbourhood group
- ▶ For Private rooms, **Staten Island is the cheapest city** of all neighbourhood group

Prices of Rooms in Neighbourhood groups

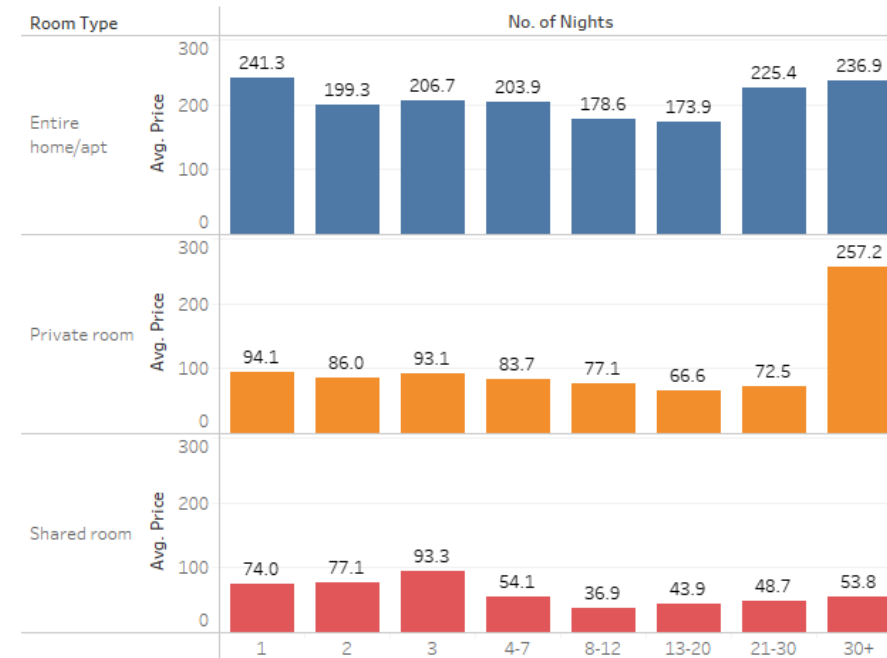




# Price Variation for Minimum night stay

- ▶ Entire room apartment on an *average cost around 200* for night stay.
- ▶ **Entire apartments are popular and so are private room.**
- ▶ Private room will cost lesser than entire room and will also cost almost same for any no. of nights
- ▶ Manhattan is costliest overall and the cheapest are:
  - Entire apt: Bronx
  - Private room: Staten Islands
  - Shared room: Brooklyn

Price Variation of roomtypes For Minimum Nights of stay



# DATA SOURCES

- Here is a snapshot of our data dictionary

Column	Description
id	listing ID
name	name of the listing
host_id	host ID
host_name	name of the host
neighbourhood_group	location
neighbourhood	area
latitude	latitude coordinates
longitude	longitude coordinates
room_type	listing space type
price	
minimum_nights	amount of nights minimum
number_of_reviews	number of reviews
last_review	latest review
reviews_per_month	number of reviews per month
calculated_host_listings_count	amount of listing per host
availability_365	number of days when listing is available for booking

# APPENDIX – Data Assumption

- ▶ We assumed that data prior to the covid 19 period was achieving the desired revenue.
- ▶ Company **strategies** are decided by assuming that the travelling will **increase** post Covid-19 pandemic.



*Thank You!*