

SOLUTION

Suggestion for the client to achieve Business Objective:

- Hosts should strategically list their properties in Manhattan and Brooklyn to get more bookings. Pick popular neighbourhoods within neighbourhood group for better visibility.
- Prioritizing entire home or private room listings proves advantageous, since guests like these options more than shared spaces.
- While guests generally gravitate towards lower-priced listings, understanding seasonality and customer behavior is crucial. Adjust your prices based on the season. Keep prices lower in warmer months and higher during festivals like Christmas, New Year, etc. in colder months.
- Guests prefer staying longer in entire homes. Set your minimum nights accordingly. On average, people stay for 23 nights, and the price per night is \$70.17
- In competitive neighborhoods like Manhattan and Brooklyn, hosts must implement strategies to stand out. Encouraging guests to leave feedback and reviews enhances visibility, attracting more bookings and maximizing revenue.