

Exploratory Analysis on New York Airbnb



BY-

Korakolla Umesh

Majority of Customers Prefer Listings of Lower Price

- Distribution of Prices over the regions clearly Indicates that Customer Prefer Lower prices i.e. below 2k
- We see that **Manhattan** and **Brooklyn** have high Price Listings, so except the Premium Properties, the others should be Targeted for those 2 regions
- Properties in Bronx and State Island are least expensive, so those should be Targeted.

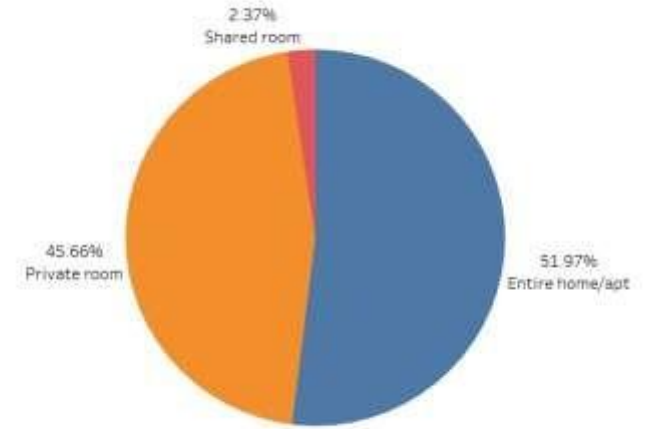


Customer Preferences of Regions and Room Types

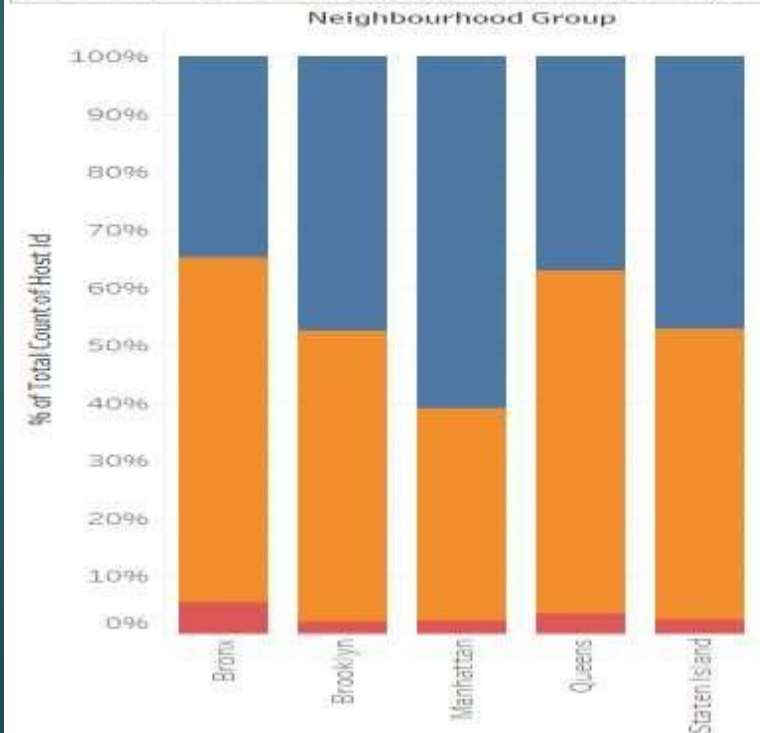
- Across all the Regions Customers Prefer Entire home/apt and Private rooms
- In Manhattan Entire home/apt constitutes the highest Percentage i.e. 60.93%
- Queens and Bronx have high percentage of Private rooms i.e. 59.5%
- In Brooklyn and State Island the percentage of Entire home/apt and Private rooms are also similar

Room Type

- Entire home/apt
- Private room
- Shared room



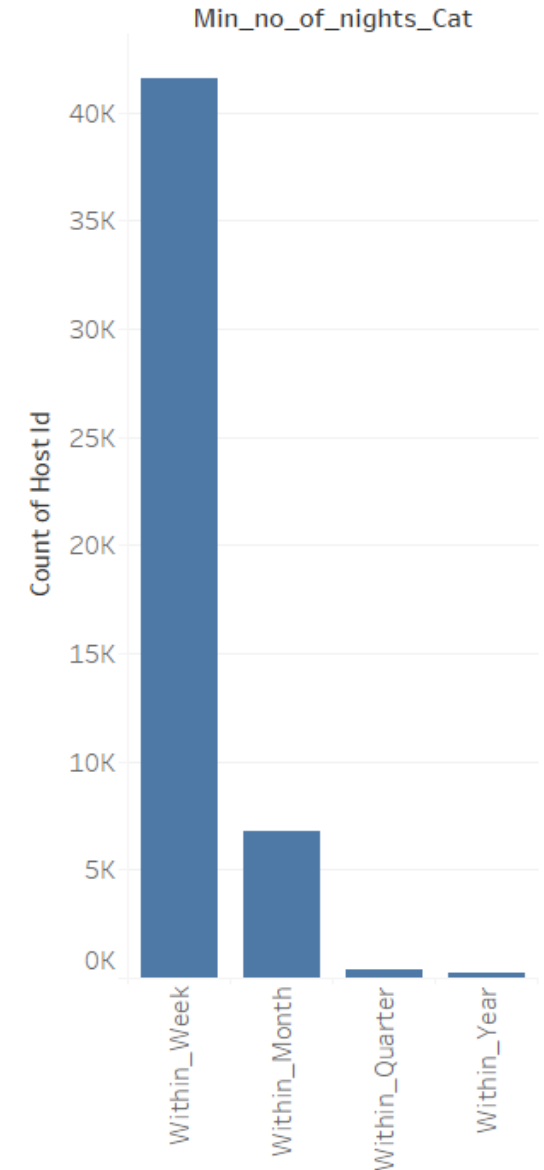
Preference of Region/Room Type



Preferences Based on Minimum Number of Nights

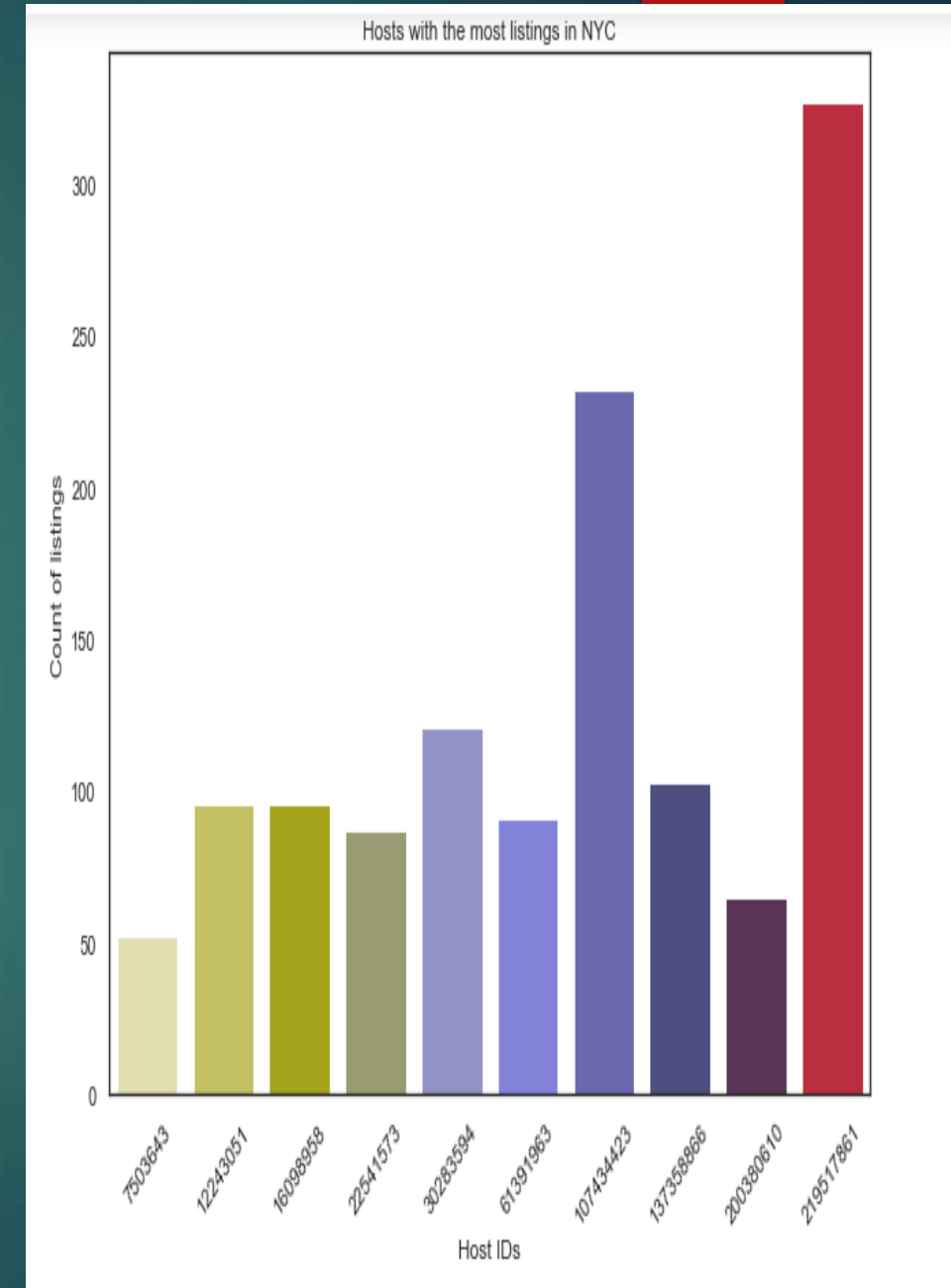
- Properties offering minimum of nights from 1-7 should be acquired, as Majority of Hosts prefer to stay less number of days
- Hosts having minimum of nights are likely to give more number of reviews
- Lesser the number of nights, lesser the price for such Properties

Min_no_of_nights_preferred

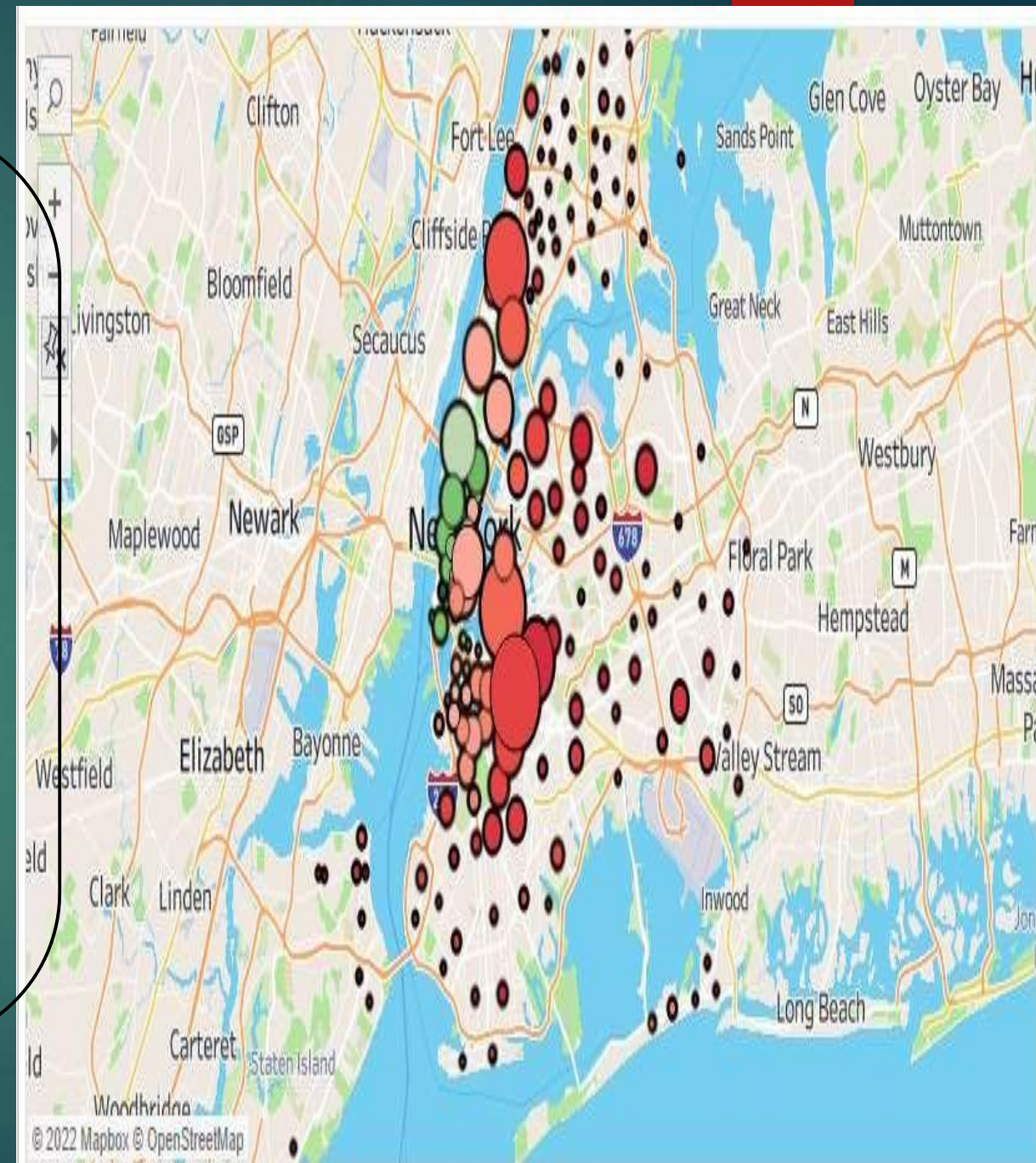


Host with the most listings in NYC

- hosts (IDs): “219517861” have the most listings on Airbnb platform and taking advantage of this service
- we can see that there is a good distribution between top 10 hosts with the most listings
- First host has more than 300+ listings



- Map based on average of Longitude and average of Latitude.
- Colour shows median of Price.
- Size shows sum of Number Of Reviews. Details are shown for Neighbourhood.
- The view is filtered on sum of Number Of Reviews and count of AB_NYC_2019.csv.
- The sum of Number Of Reviews filter includes values greater than or equal to 10. The count of AB_NYC_2019.csv filter includes values greater than or equal to 10.



Recommendations

- Hosting's of lesser Prices should be acquired as customers mostly prefer lower price
- Entire home/apt in Manhattan and Private rooms in Queens and Bronx should be Targeted
- Hosting's offering minimum of nights should be targeted across all regions

ASSUMPTIONS

- We assumed the data prior to the COVID – 19 period was achieving the desired revenue.
- Min nights was binned into four groups : Weekly, Monthly, Quarterly and Yearly.
- The company's strategies are decided considering the travel will increased in the post COVID period.



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