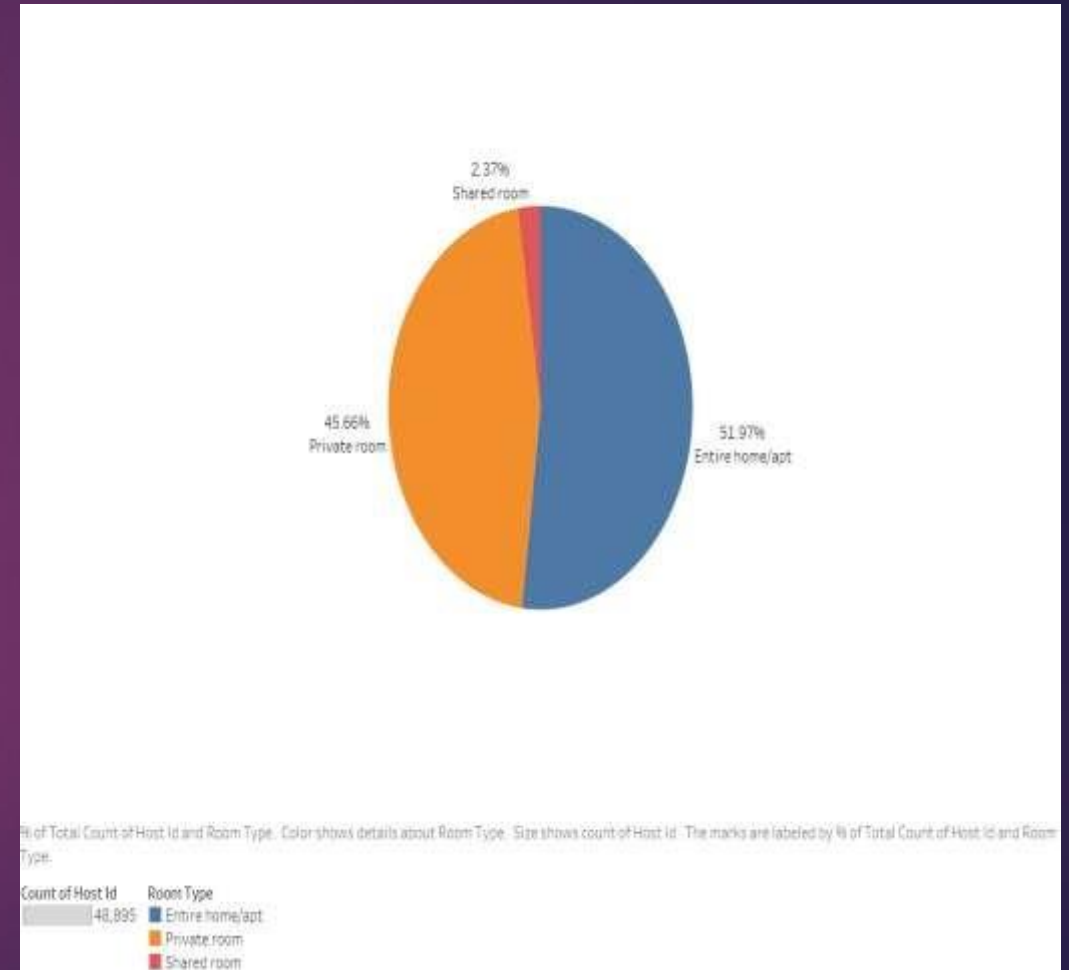


# Business Revenue for Airbnb NYC

**BY-**  
**Korakolla Umesh**

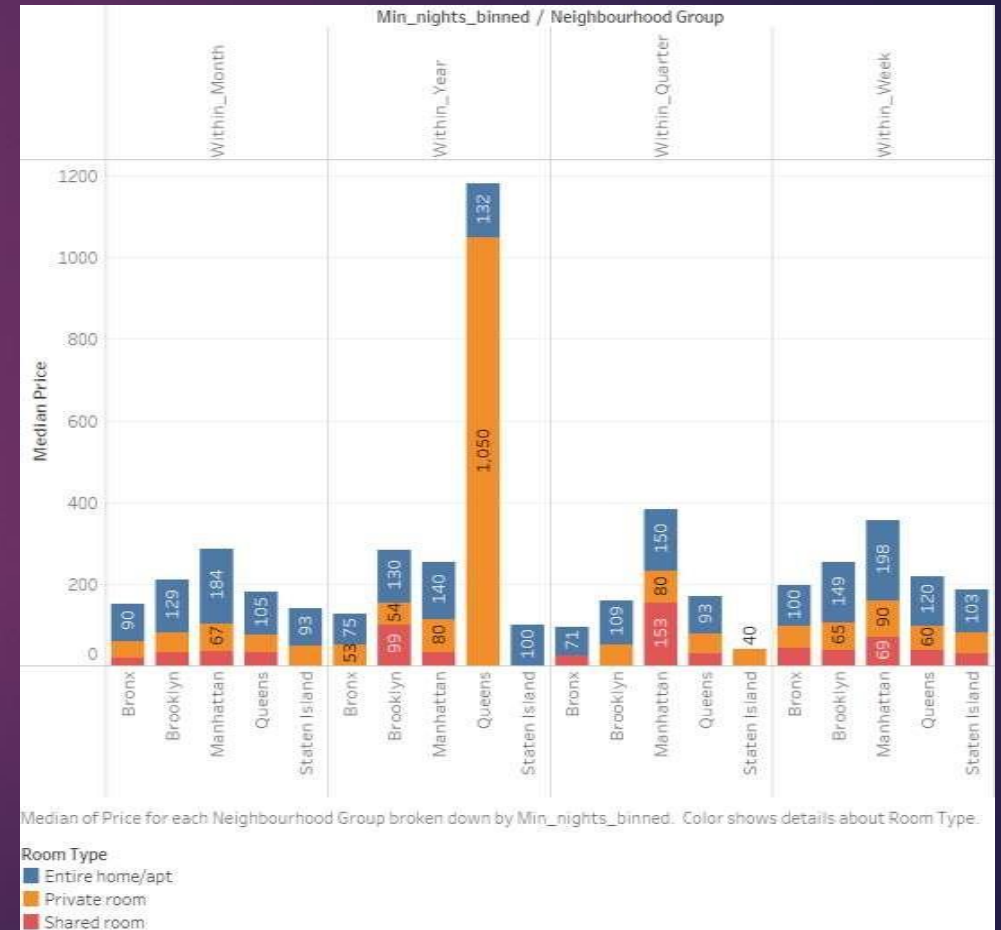
# CUSTOMER PREFERS PRIVATE/ ENTIRE ROOM TYPES

- The room types 'Entire home/apt' and 'Private room' account for a major portion of the listed properties (around 97.6%).
- Shared rooms account for only 2.4% of the total listed properties.
- Customers prefer **Entire home/apt** or **Private room** among all the 48,895.



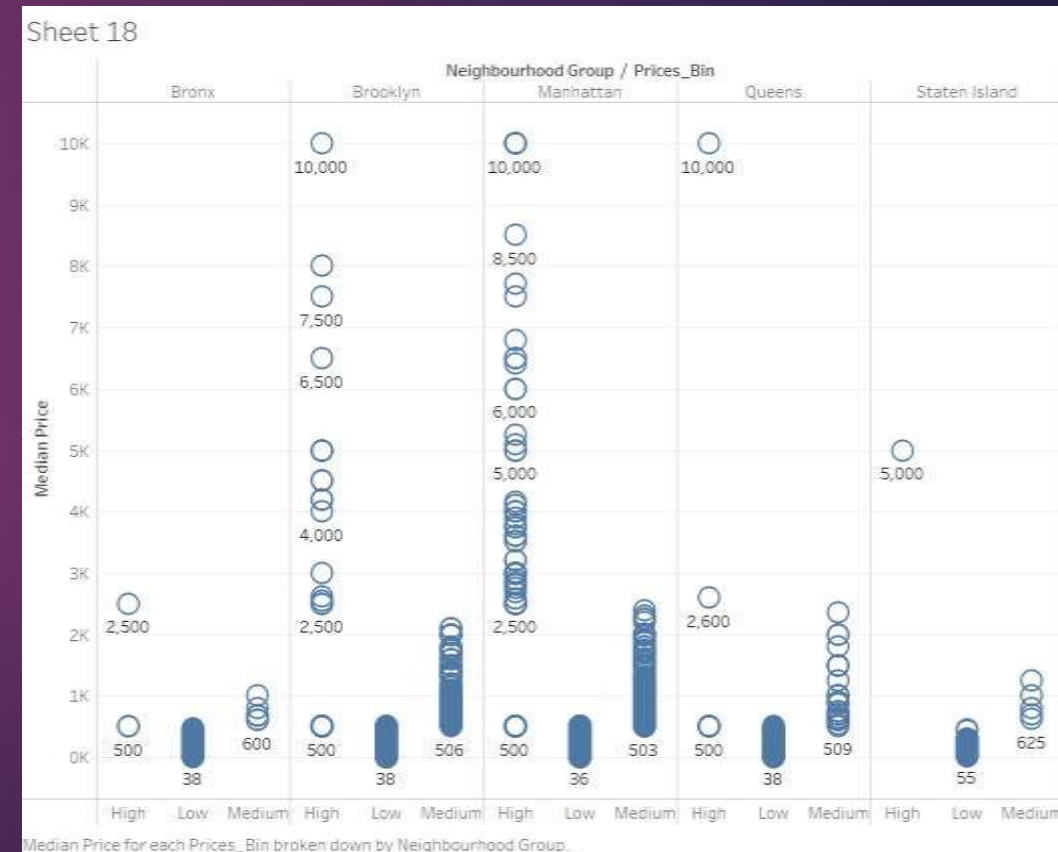
# PROPERTIES WITH LEAST MIN

- It has been observed, that the hosts offering weekly min nights to stay have received the highest booking in the past.
- Weekly min nights have the highest average reviews.
- Monthly min nights are preferred by customer for Entire apartments

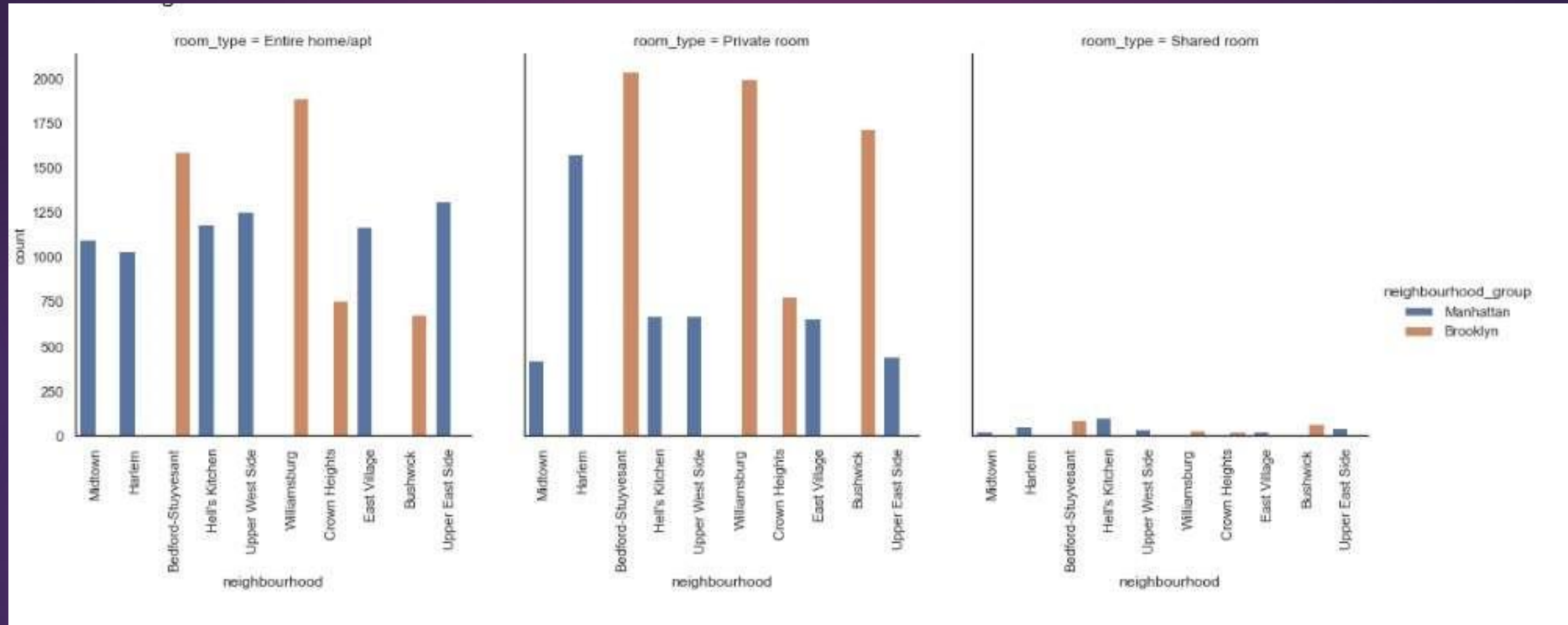


# VARIOUS KINDS OF PROPERTIES THAT EXIST WITH RESPECT TO CUSTOMER PREFERENCES

- Premium properties in Bronx and Straiten Islands got good reviews in the past.
- The properties in Manhattan are the most expensive than any other area while those in Bronx and Straiten Islands are the least expensive.
- Manhattan have the 27% of entire home, while Brooklyn have the 21% of private room.



# Room type for a rich visualization



- Amazing, but let's breakdown on what we can see from this plot.
- First, we can see that our plot consists of 3 subplots - that is the power of using cat plot; with such output
- we can easily proceed with comparing distributions among interesting attributes. Y and X axes stay exactly the same for each subplot, Y-axis represents a count of observations and X-axis observations we want to count. However, there are 2 more important elements: column and hue; those 2 differentiate subplots.
- After we specify the column and determined hue we are able to observe and compare our Y and X axes among specified column as well as color-coded. So, what do we learn from this?
- The observation that is definitely contrasted the most is that 'Shared room' type Airbnb listing is barely available among 10 most listing-populated neighbourhoods. Then, we can see that for these 10 neighbourhoods only 2 boroughs are represented: **Manhattan and Brooklyn**;
- that was somewhat expected as Manhattan and Brooklyn are one of the most travelled destinations, therefore would have the most listing availability. We can also observe that Bedford-Stuyvesant and Williamsburg are the most popular for Manhattan borough, and Harlem for Brooklyn.



# RECOMMENDATIONS

- Premium properties in Bronx and Staten should be targeted as the prices are already reasonable
- Non-premium properties in Manhattan should be targeted as the prices are already expensive and a reasonable approach will get more customers.
- Besides, properties with 30 min nights stay should also be acquired as they have market traction

# 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.



# APPENDIX

- Data Methodology is attached in the .docx file.
- 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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