

THE SECRETS OF AIRBNB IN NYC: A DATA - DRIVEN STORY

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AGENDA

1) Objective

2) Background

3) Key findings

4) Recommendations

5) Appendix:

a) Data sources

b) Data methodology

c) Data model assumptions

OBJECTIVE

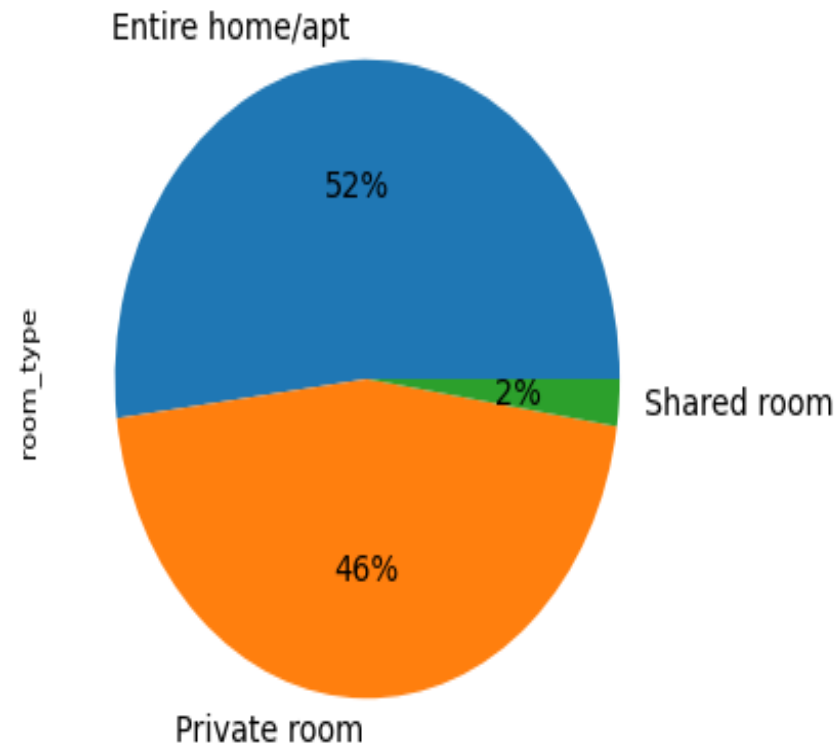
- 1) To provide insights in to the current market situation.***
- 2) Enhance our understanding of property and host acquisitions, operations and customer preferences.***
- 3) Provide early recommendations to our marketing and operations team.***

BACKGROUND

- 1) For the past few months Airbnb has seen a major decline in revenue.***
- 2) Now that the restrictions have started lifting and people have started to travel more.***
- 3) Airbnb wants to make sure that it is fully prepared for this chance.***

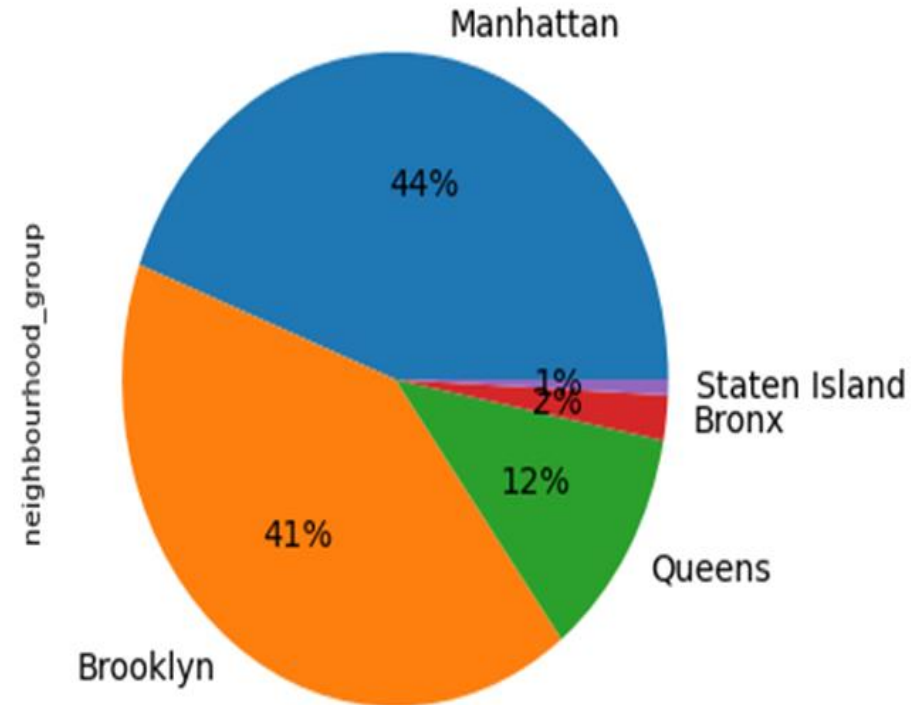
The Problems With The Shared Rooms

- 1) Shared rooms only a count for 2 % of the total types of the rooms.*
- 2) They are less likely to be reviewed*



Most Contributing Neighbourhood

- 1) *85 % of the listing are from Manhattan and Brooklyn neighbourhood group.*
- 2) *Staten Island has the lowest contribution.*



Conclusion and Recommendations

- 1) Shared rooms need to be inspected upon.*
- 2) The cumulative contribution of all hosts is better than a few hosts doing well.*
- 3) More than 80% of the listings are from Manhattan and Brooklyn neighbourhood group.*

Appendix Data Sources

The columns in the dataset are self-explanatory. You refer to the diagram given below to get a better idea of what each column signifies.

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 Methodology

- 1) Conduct a thorough analysis of New York Airbnb dataset.***
- 2) Cleaned the dataset using python.***
- 3) Derived the necessary features.***

Appendix Data Assumptions

Categorical Variables:

- room_type
- neighbourhood_group
- neighbourhood

Continous Variables(Numerical):

- Price
- minimum_nights
- number_of_reviews
- reviews_per_month
- calculated_host_listings_count
- availability_365
- Continous Variables could be binned in to groups too

Location Variables:

- latitude
- longitude

Time Varibale:

- last_review

***THANK
YOU***