Storytelling Case Study:
Airbnb, NYC

PPT-2

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AGENDA PAGE

Objective

Background

Key findings

Recommendation

Objective

To provide clarity regarding the state of the market at the moment
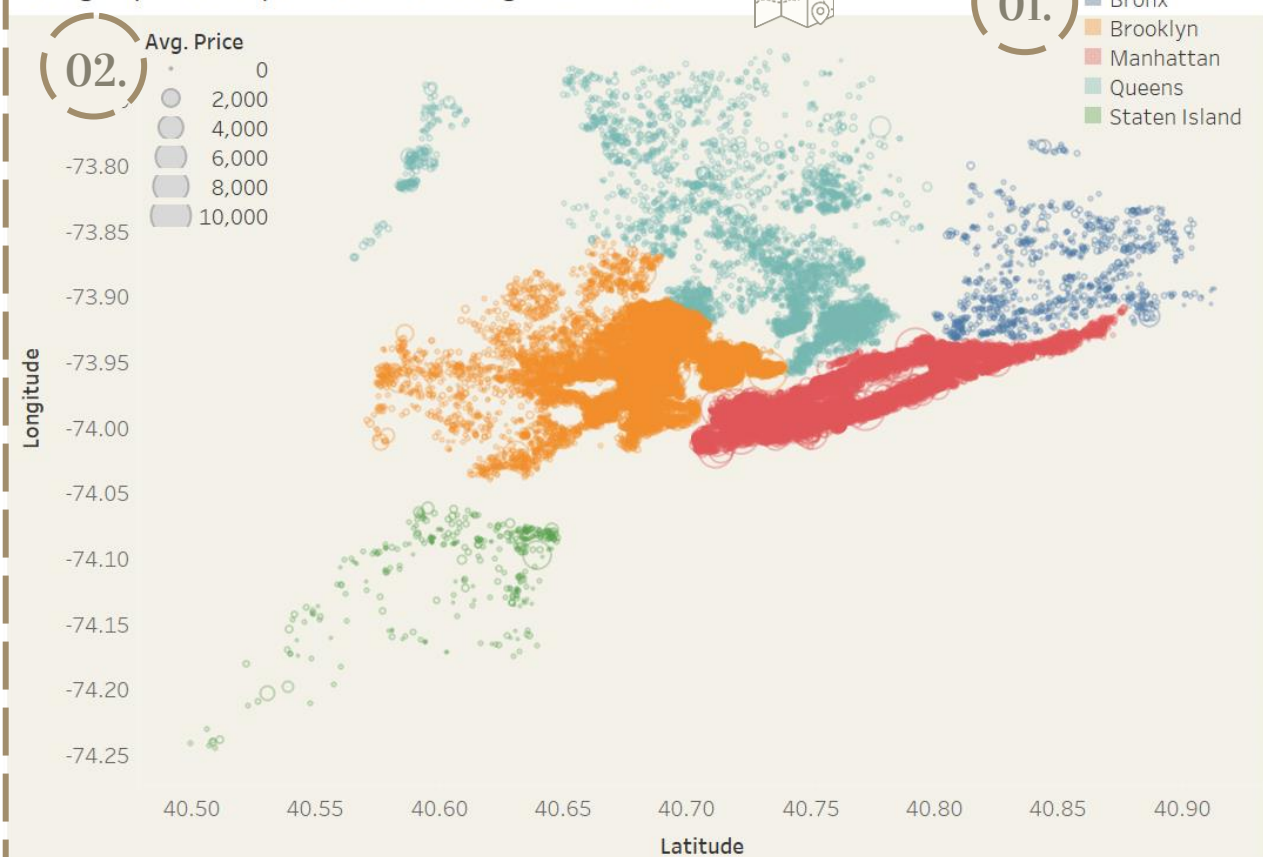Boost our knowledge of operations, client preferences, and property and host purchases.

Make early suggestions to our operations and marketing teams.

Background

The revenue of Airbnb has significantly decreased during the last few months. We want to make sure that we are ready for this shift now that the limitations have begun to loosen and people are beginning to travel more.

Geographical spread of listing – NYC

Geographical Spread of Listing Across NY

Avg. Price
- 0
- 2,000
- 4,000
- 6,000
- 8,000
- 10,000

Longitude axis: -73.80, -73.85, -73.90, -73.95, -74.00, -74.05, -74.10, -74.15, -74.20, -74.25

Latitude axis: 40.50, 40.55, 40.60, 40.65, 40.70, 40.75, 40.80, 40.85, 40.90

Neighbourhood..
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

01.

02.

This graph shows the geographical spread of listing across **New York.**

We can notice **a high density in Manhattan** Followed by **Brooklyn,** We can also notice that Manhattan has bigger circles, That means **some hosts could have high listings in Manhattan**

Staten Island could be **least listed** followed by **Bronx**

.

Average Price Range

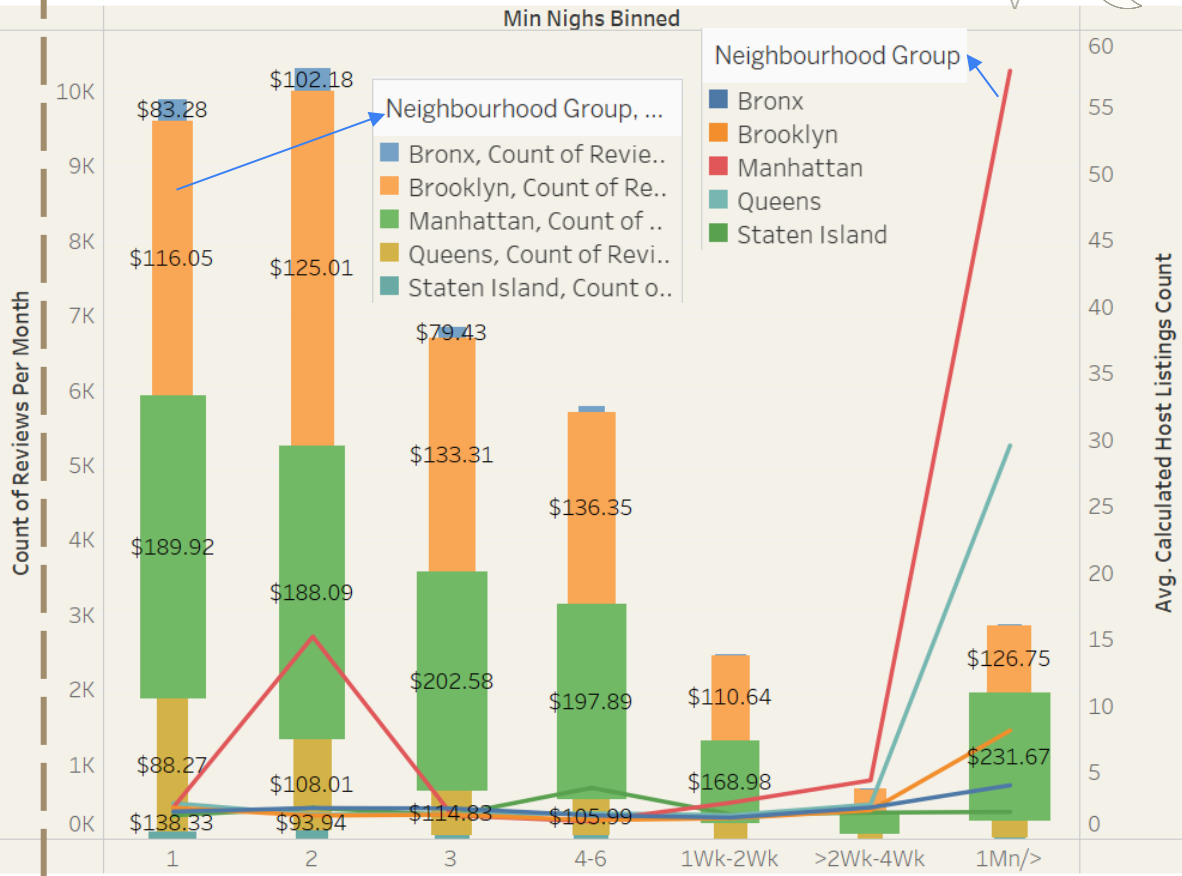Avg. Price per Neighbourhood Group & Price Difference across N.Group
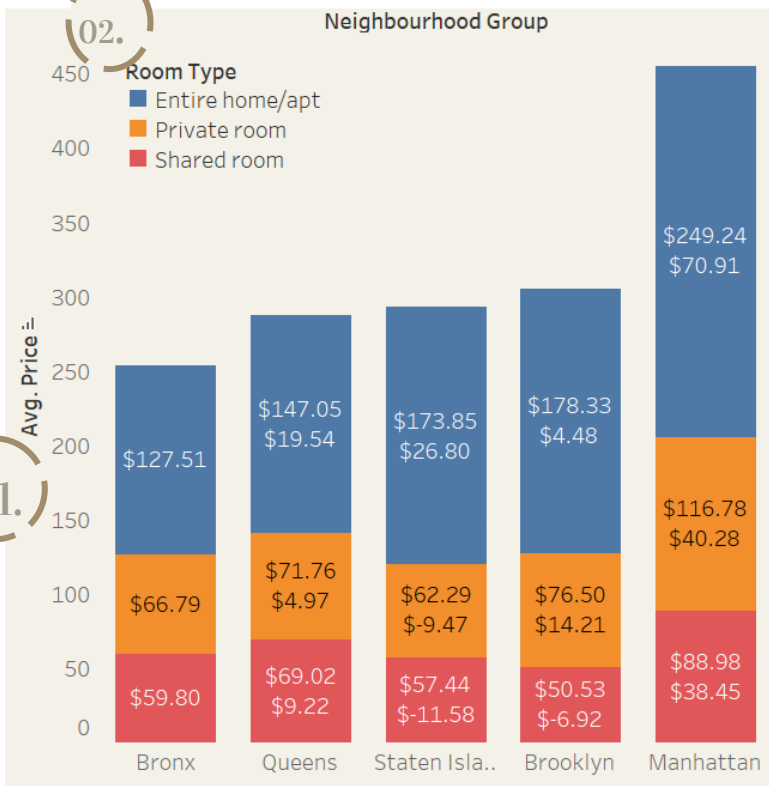
Manhattan has **highest** prices across all room types. View as **Bronx** has the **lowest** among all.

The prices of **shared room** are almost similar In four neighborhoods other than Manhattan[$60 – $70]. And you have to **pay $38.45 more** for Manhattan.

And we have a very similar trend for the **private rooms. So, both categories has price range within $10.**

The place range of **entire home/ apartment** is between **$128 and $178.** And we have to pay **$71** more for this room category in Manhattan [$249].

Reviews per month across N.Groups with avg. Pricing

Min Nighs Binned

Neighbourhood Group, ...
- Bronx, Count of Revie..
- Brooklyn, Count of Re..
- Manhattan, Count of ..
- Queens, Count of Revi..
- Staten Island, Count o..

Neighbourhood Group
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Minimum Nights

For 1 or 2 days of booking we can see the **highest reviews[>9k each]**.

For **3 days or 4-6 days** we can see around **6K/7k reviews**.

People tend to **review more if they stay for two days** as compared to others within a month of stay in **Manhattan**.

However, the trend is totally different for **more than a month** of stay as the Average host listing in **Manhattan** is highest followed By **Queens**.

Minimum Nights Pricing Average

Neighbourh..	Min Nighs Binned						
	1	2	3	4-6	1Wk-2..	>2Wk-..	1Mn/>
Bronx	$83.28	$102.18	$79.43	$75.45	$89.91	$53.38	$67.97
Brooklyn	$116.05	$125.01	$133.31	$136.35	$110.64	$92.90	$126.75
Manhattan	$189.92	$188.09	$202.58	$197.89	$168.98	$171.93	$231.67
Queens	$88.27	$108.01	$114.83	$105.99	$96.90	$73.25	$103.90
Staten Island	$138.33	$93.94	$100.89	$98.88	$252.07	$29.00	$88.68
Average	$123.17	$123.45	$126.21	$122.91	$143.70	$84.09	$123.79

365 Availability

Room Type N.Groups with Listing+ Availability + Reviews

02.

Room Type / Neighbourhood Group

01.

Entire home/apt | Private room | Shared room

Distinct count of Availability 365

350
300
250
200
150
100
50
0

Bronx | Brooklyn | Manhattan | Queens | Staten Island | Bronx | Brooklyn | Manhattan | Queens | Staten Island | Bronx | Brooklyn | Manhattan | Queens | Staten Island
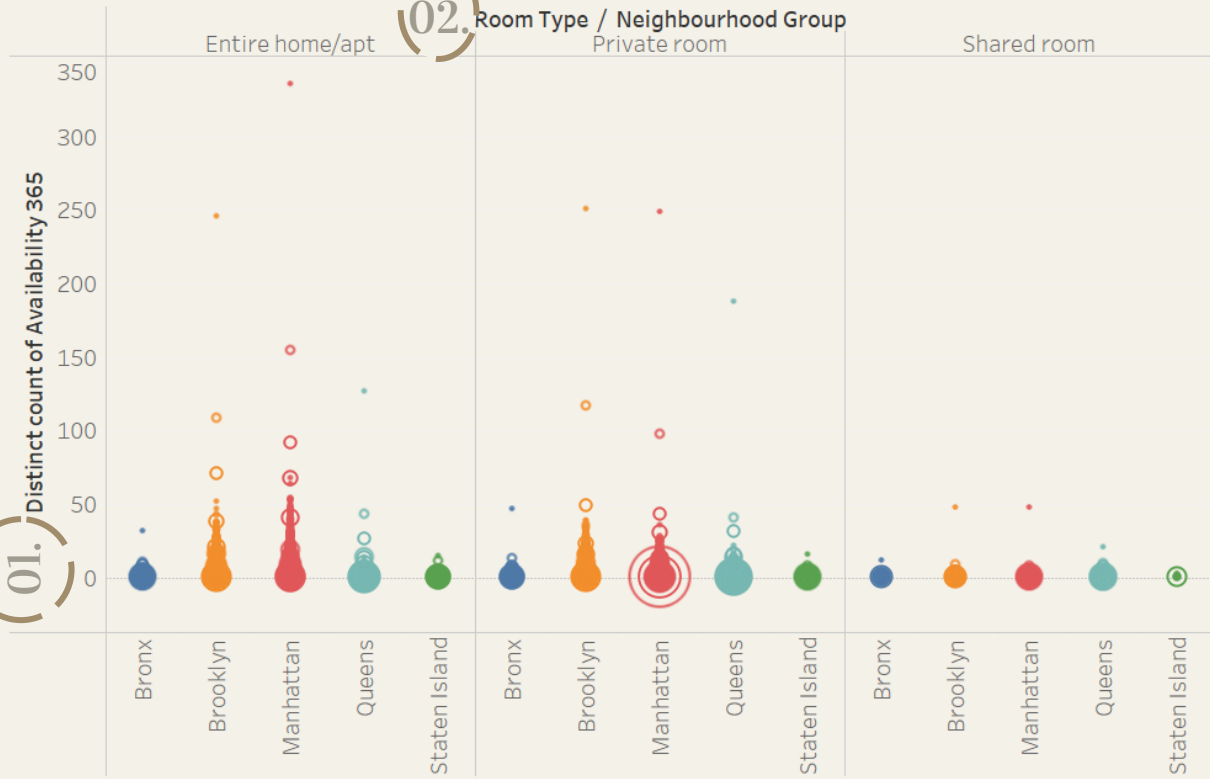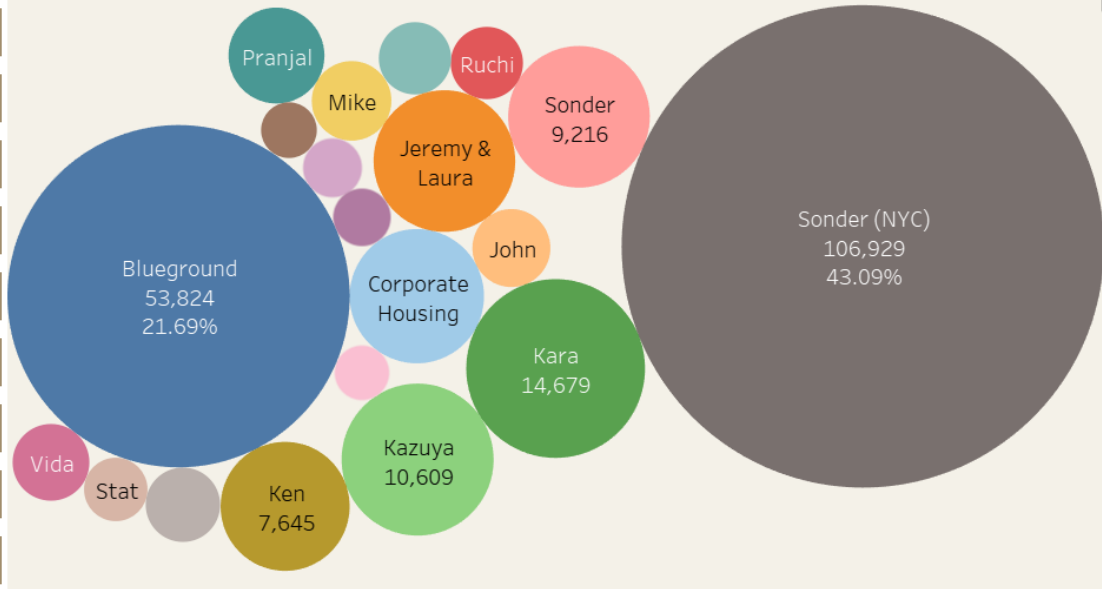
Shared room has lowest availability as compared to others

Private rooms in Manhattan has high number of reviews.

Neighbourhood Group

- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Reviews Per Month
- 0.01
- 20.00
- 40.00
- 58.50

HOSTS

Top Host wrt Listing Counts & their price variation [Top 20]

- Pranjal
- Ruchi
- Mike
- Sonder 9,216
- Jeremy & Laura
- Sonder (NYC) 106,929 43.09%
- Blueground 53,824 21.69%
- Corporate Housing
- John
- Kara 14,679
- Vida
- Stat
- Ken 7,645
- Kazuya 10,609

Host Name
- Blueground
- Corporate ..
- Hiroki
- Host
- Jeremy & La..
- John
- Kara
- Kazuya
- Ken
- Melissa
- Mike
- Nina
- Pranjal
- Red Awning
- Ruchi
- Sonder
- Sonder (NY..
- Stanley
- Stat
- Vida

Sonder has highest number of listing with the count of 106,909 followed by **blue ground** with the count of 53,824.
Both Combined having 65% of all hosts.

TOP HOSTS

🏆 Sonder NYC

Sonder has multiple offices across the globe, with Hub cities in Denver, San Francisco, Montreal and London/Amsterdam. We're a very locally driven organization, with teams on the ground in cities across the world.

• 40+ cities in 10 countries
• Approximately 9,000 units live worldwide
• 1M+ guests

🏆 Blueground

Blueground operates the largest, curated network of furnished rentals in the world, designed for individuals and corporate clients seeking 30+ day stays.
In an effort to leverage the benefits of our proprietary tech, quality product, and geo-local operational excellence, we've made significant strides to innovate the category through a series of strategic acquisitions.

Recommendation

01. ## Top Neighborhoods

We can notice a high density in **Manhattan** followed by **Brooklyn**, The hosts have high listings in Manhattan.

These neighborhoods should be ready for a boost.

02. ## Pricing Trends

Manhattan has highest prices across all room types. View as Bronx has the lowest.
Both Private & Shared categories has price range within $10.

Reducing price of Manhattan apartments can boost reviews

03. ## Minumum Nights Discounts

People tend to review more if they stay for two days as compared to others within a month of stay in Manhattan.
Discount should be provided for 2 day stay as it has high listing but show a similar reviewing trends.

04. ## Focus on Shared Rooms

Very few number of shared rooms are available across all Neighborhood group.
Some discounts should be put on shared rooms for more attraction as it already has good number of reviews despite low availability.

05. ## Preferable HOSTS

Sonder(NYC) and Blue ground Both
Combined having 65% of all hosts.

THANK YOU!

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