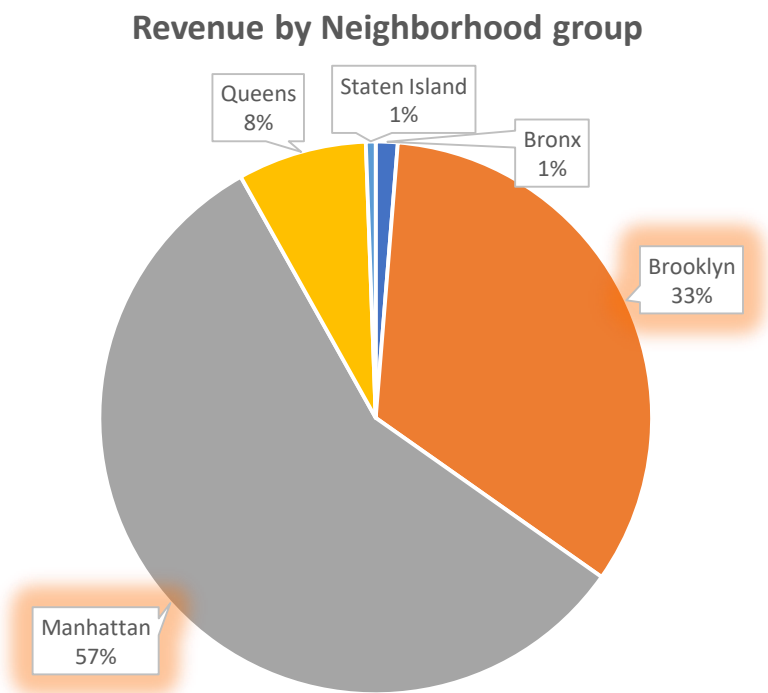
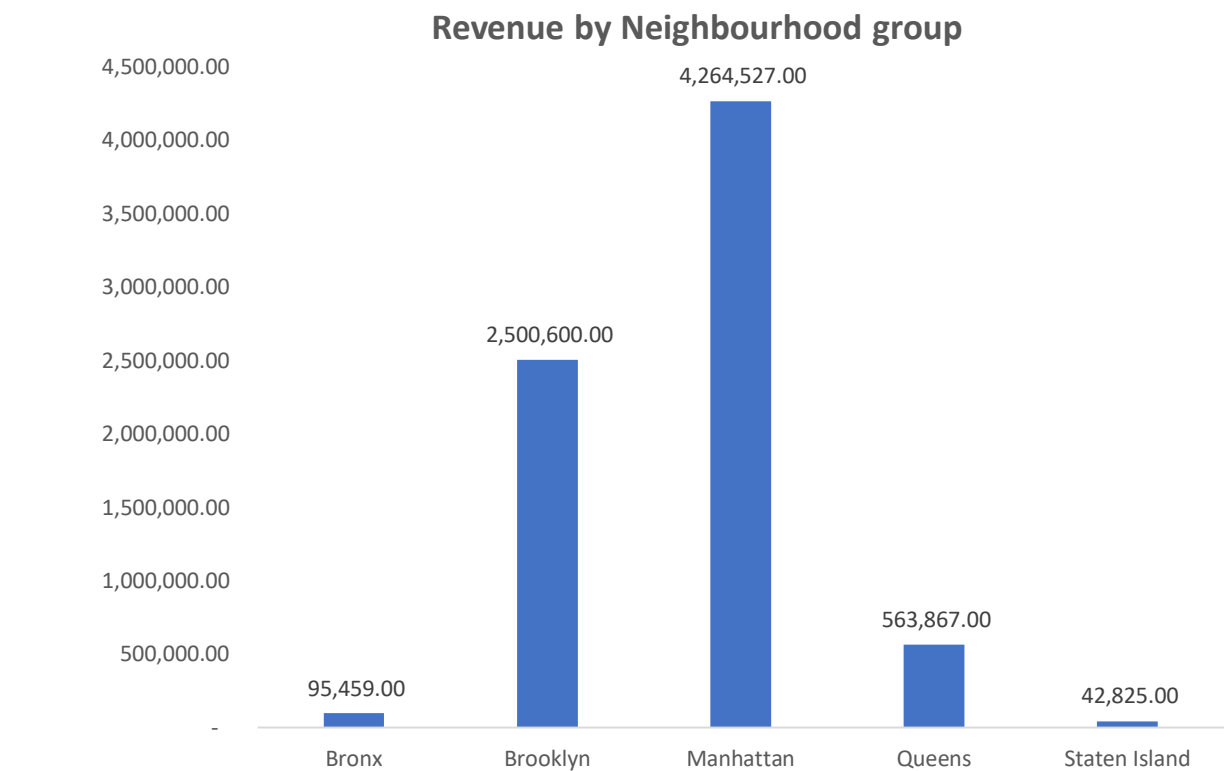


AirBnB_New York

EXECUTIVE PRESENTATION

Presenter – Tosin Ayedebinu

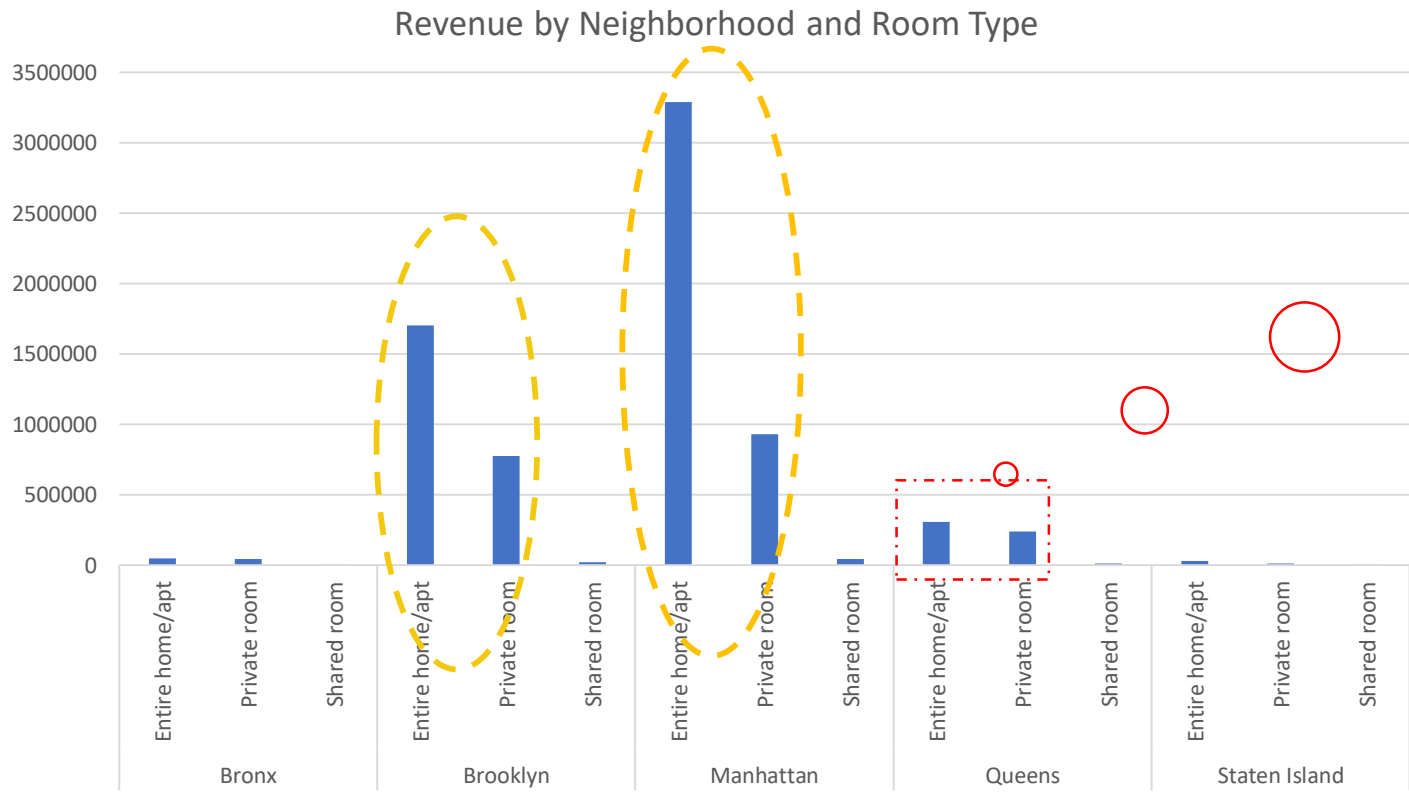
In the NY area, statistical analysis reveals that 90% of AirBnB’s revenue comes from only two of the five neighborhood groups whilst the room types generating most of this revenue are the entire home/apartment and private rooms.



Key Insights

- 1) **Revenue** – Looking into the future, there are insinuations that government wants to tighten controls on rent & accommodation especially in Manhattan. **Management should be pro-active to closely monitor unfolding events in the NY metropolitan areas, increase communications with hosts and lobby decision makers with value propositions.**
- 2) **Room Types** – Customer choices reveal that privacy of accommodation is top priority to Airbnb users. **Management should further create a niche in the market for entire home/apartment and private rooms and drive more host engagements in that direction.**

Spread of customer choices further corroborates the metropolitan nature of Brooklyn and Manhattan in NY and the preference for privacy is seen in customer's taste for Entire Home/Apartment and Private Rooms



Queens Neighborhood is an emerging market

Key Insights

- 1) **Revenue Increase**—A further drill down into the room types that generates the most revenue reveals that customers prefer the Entire home/apt and Private rooms. **AirBnB may want to realign advertisements in the NY area to target the room types generating the most revenue and also target related hosts/experience providers for soft training on providing great customer experiences for those room types based off customer recommendations.**
- 2) **Room Types** – Queens Neighborhood group is a strong emerging market. **AirBnB to encourage hosts in this area to drop prices and provide private transportation to clients. Thus customers can stay in Queens and still enjoy the flairs of Manhattan in a cost effective manner.**

Further analysis reveals that when room type is entire home/apartment, the average of revenue increases by \$1.91k indicating a pointer of focus for management action going forward.

Key influencers Top segments



What influences Revenue to Increase ?

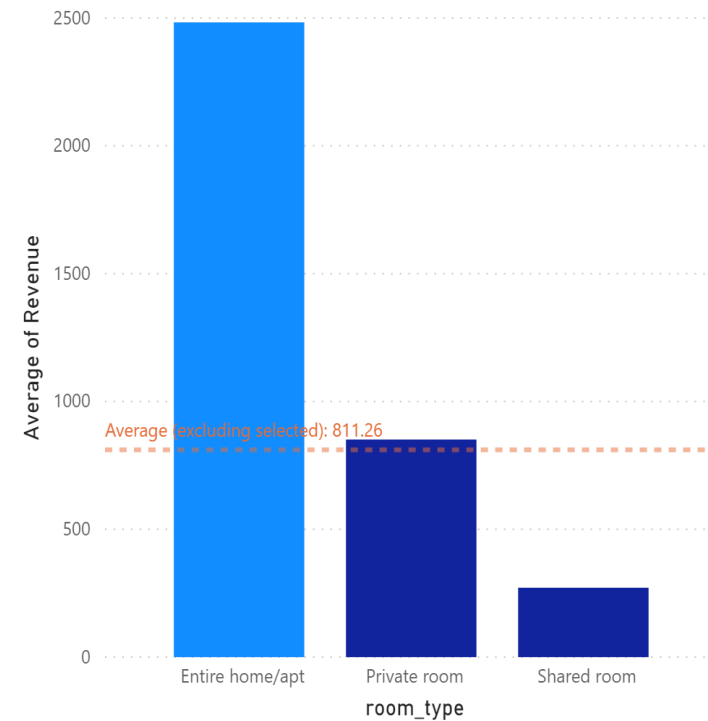
When...

room_type is Entire home/apt

...the average of Revenue increases by

1.91K

← Revenue is more likely to increase when room_type is Entire home/apt than otherwise (on average).



☐ Only show values that are influencers

Contrary to expectations, the number of reviews is not having a significant impact on revenue in this particular study because most client did not leave reviews. Management to device a strategy of encouraging clients to leave reviews.

