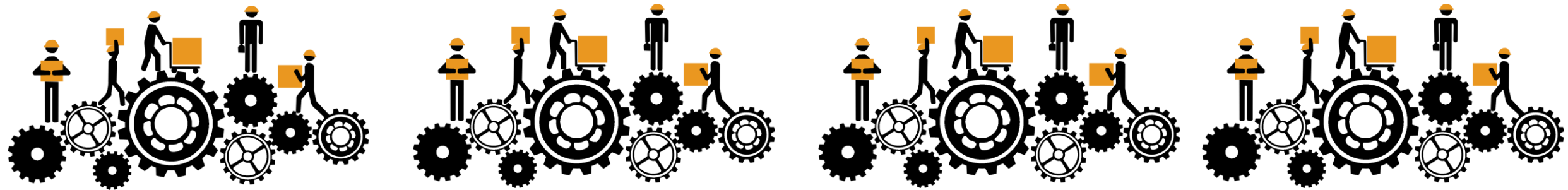**Objective**
- Background
- Key Findings
- Recommendations

Appendix:
- Data Attributes
- Data Methodology
- Data Assumptions

OBJECTIVE

- Identify high-potential hosts and target them for acquisition.
- Analyze customer behavior and preferences to identify profitable neighborhoods and properties.
- Develop property adjustment recommendations to improve customer satisfaction and revenue.
- Provide recommendation to various departments to be prepared for the changes post pandemic.

BACKGROUND

- Airbnb has seen a decline in revenue due to the COVID-19 pandemic and reduced travel demand.

- With restrictions lifting and travel increasing, Airbnb wants to prepare for the anticipated demand.

- To achieve this, Airbnb has conducted an analysis of a New York Airbnb dataset to gain insights into customer behavior, property

- characteristics, and pricing trends that will help them increase revenue and improve customer satisfaction.
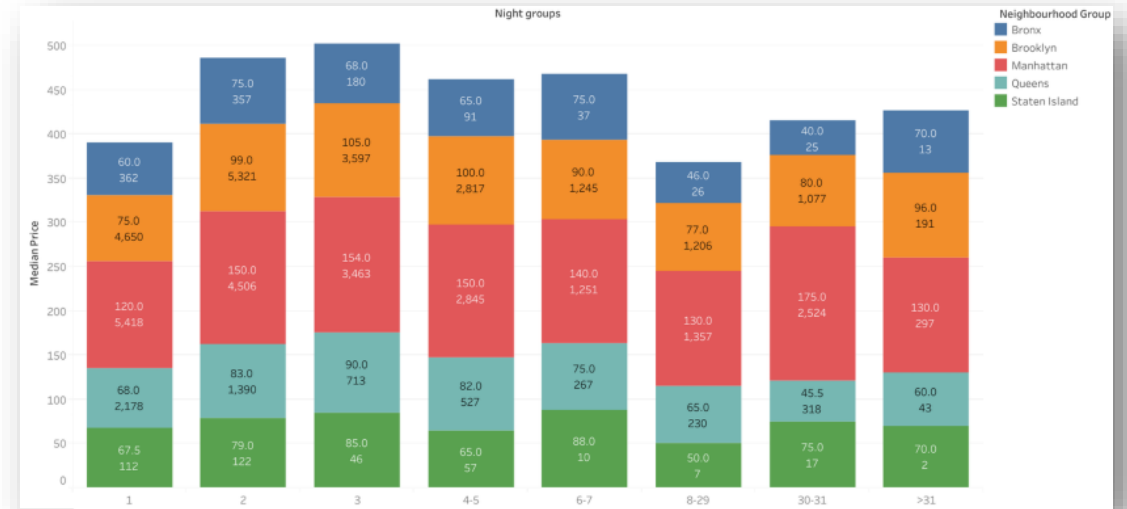
DATA PREPARATION

- Data cleaning was performed to remove missing values and duplicates.
- Insignificant columns were dropped from the dataset.
- Outliers were identified and addressed to ensure data accuracy and reliability.
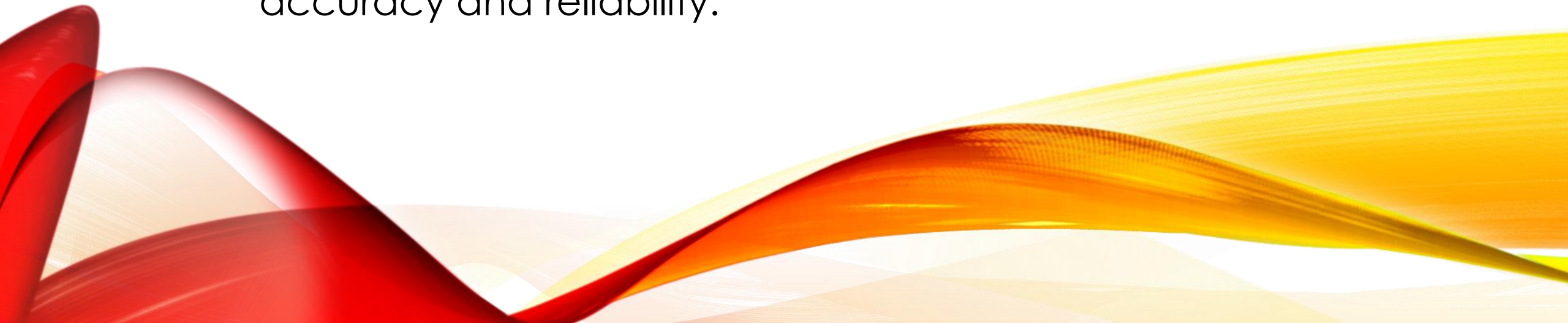
BOOKING PRICE WITH RESPECT TO MINIMUM NIGHTS

- Data cleaning was performed to remove missing values and duplicates.

- Insignificant columns were dropped from the dataset.

- Outliers were identified and addressed to ensure data accuracy and reliability.

- Data cleaning was performed to remove missing values and duplicates.

- Insignificant columns were dropped from the dataset.

- Outliers were identified and addressed to ensure data accuracy and reliability.

REVIEWS

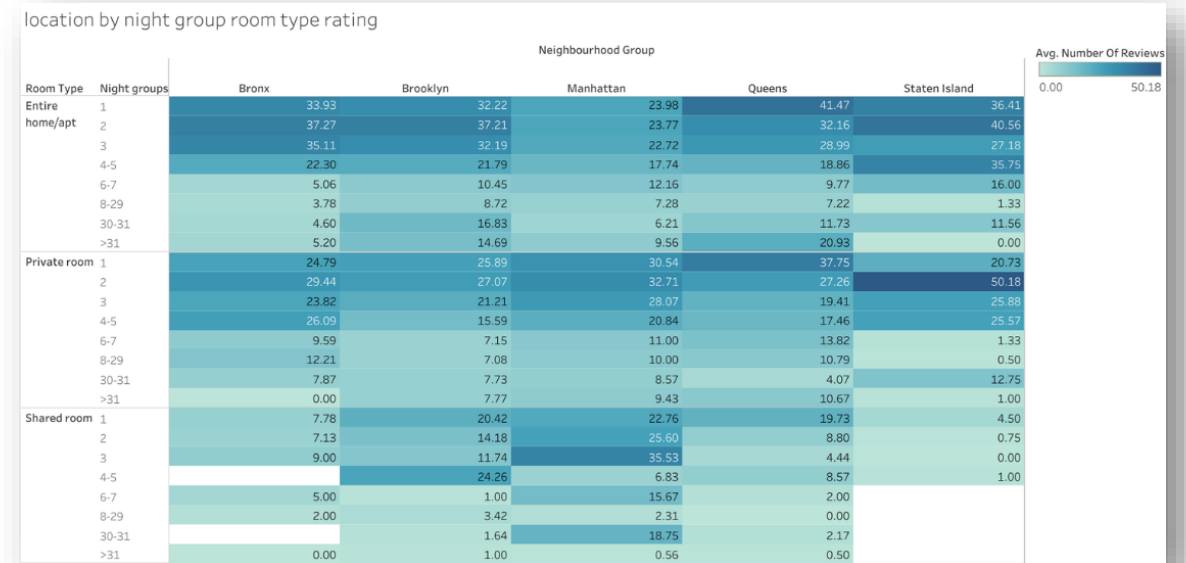- We see that Manhattan and Brooklyn has high number of reviews.
- Avg Reviews is 23.2 but when we see Shared room Brooklyn has low reviews and in Manhattan Entire Home has low reviews.
- If we talk about Shared room all location has low reviews.
- Private Room has good reviews in all locations.
- Staten Island and Bronx is not that much famous compare to other locations.


review by location and room type

REVIEWS ROOM AND MINIMUM NIGHT

- If we see Shared room minimum night of Queens Staten Island, Bronx all has very low review.

- If we talked about 6+ night stay all Room type and locations has very low reviews.

- Staten Island and Bronx people didn't like to stay 3+ night.

location by night group room type rating

Room Type	Night groups	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Entire home/apt	1	33.93	32.22	23.98	41.47	36.41
	2	37.27	37.21	23.77	32.16	40.56
	3	35.11	32.19	22.72	28.99	27.18
	4-5	22.30	21.79	17.74	18.86	35.75
	6-7	5.06	10.45	12.16	9.77	16.00
	8-29	3.78	8.72	7.28	7.22	1.33
	30-31	4.60	16.83	6.21	11.73	11.56
	>31	5.20	14.69	9.56	20.93	0.00
Private room	1	24.79	25.89	30.54	37.75	20.73
	2	29.44	27.07	32.71	27.26	50.18
	3	23.82	21.21	28.07	19.41	25.88
	4-5	26.09	15.59	20.84	17.46	25.57
	6-7	9.59	7.15	11.00	13.82	1.33
	8-29	12.21	7.08	10.00	10.79	0.50
	30-31	7.87	7.73	8.57	4.07	12.75
	>31	0.00	7.77	9.43	10.67	1.00
Shared room	1	7.78	20.42	22.76	19.73	4.50
	2	7.13	14.18	25.60	8.80	0.75
	3	9.00	11.74	35.53	4.44	0.00
	4-5		24.26	6.83	8.57	1.00
	6-7	5.00	1.00	15.67	2.00	
	8-29	2.00	3.42	2.31	0.00	
	30-31		1.64	18.75	2.17	
	>31	0.00	1.00	0.56	0.50	

Neighbourhood Group

Avg. Number Of Reviews
0.00   50.18

TOP 25 NEIGHBOURHOOD

- All top 25 Neighborhoods all belong to Brooklyn and Manhattan based on reviews.
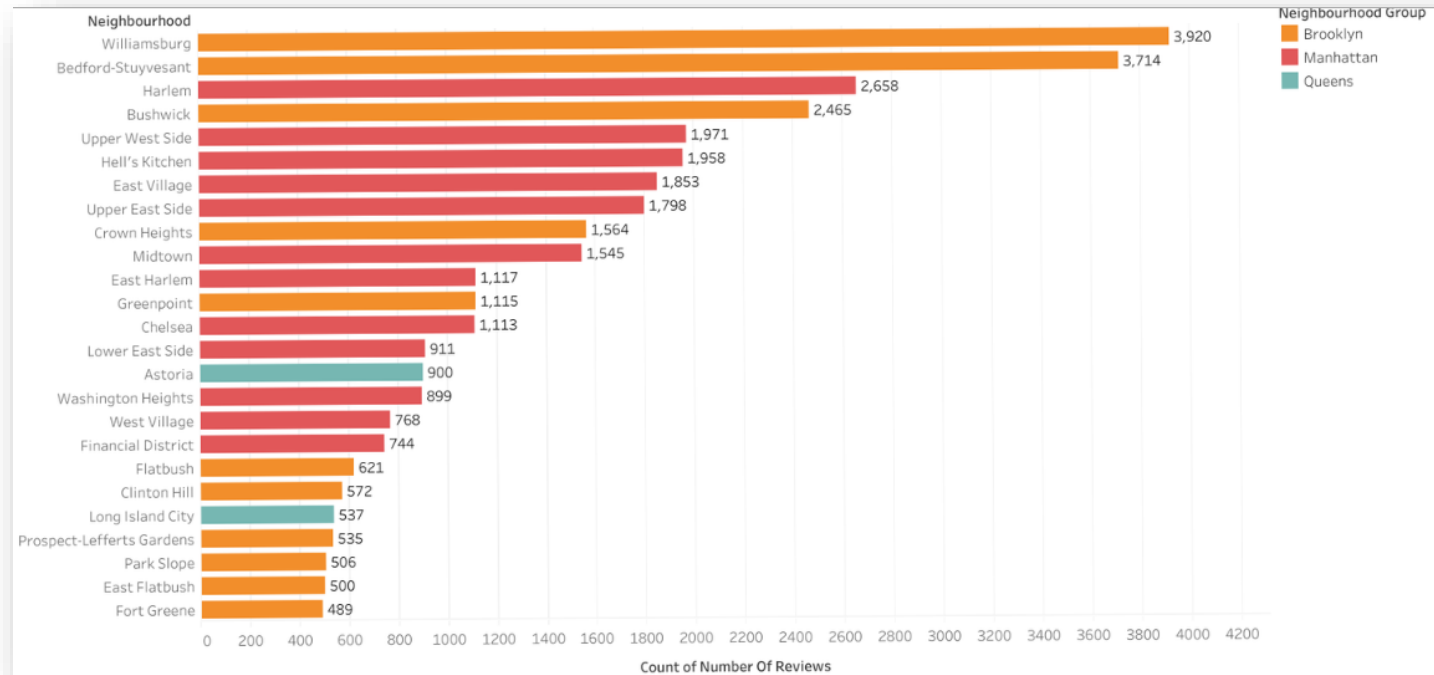
PRICE VARIATION WITH RESPECT TO GEOGRAPHY

- We see that, Airbnb has good presence in Manhattan, Brooklyn & Queens.

- Listings are maximum in Manhattan & Brooklyn owing to the high population density and it being the financial and tourism hub of NYC.

- Staten Island has the least number of listings, due to its low population density and very few tourism destinations.