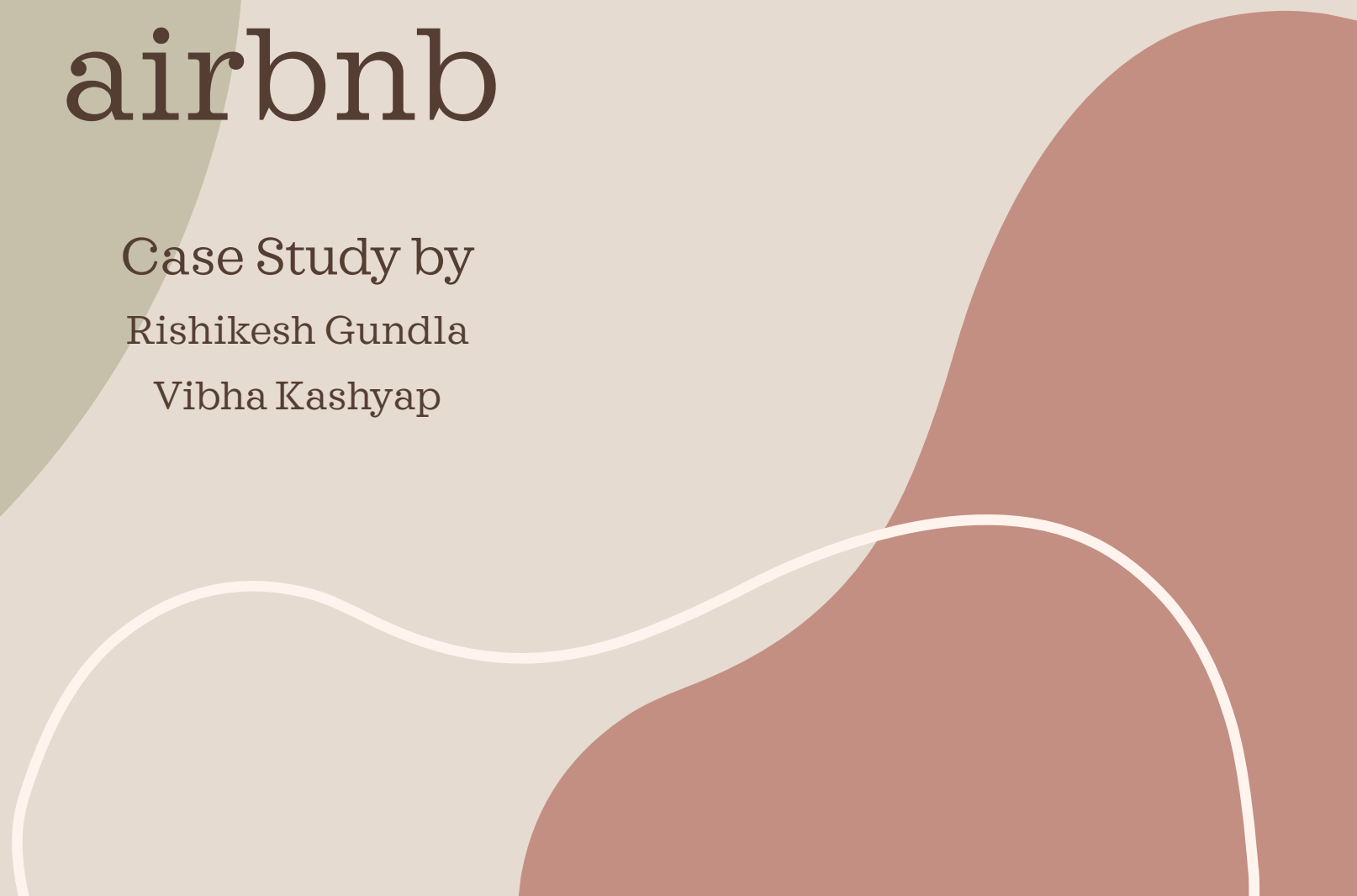




# airbnb

Case Study by  
Rishikesh Gundla  
Vibha Kashyap





# agenda



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# objective

- To understand the current market conditions.
- To understand customer preferences.
- Understanding what type of acquisitions to make.
- Understanding how to improve User Experience



# background

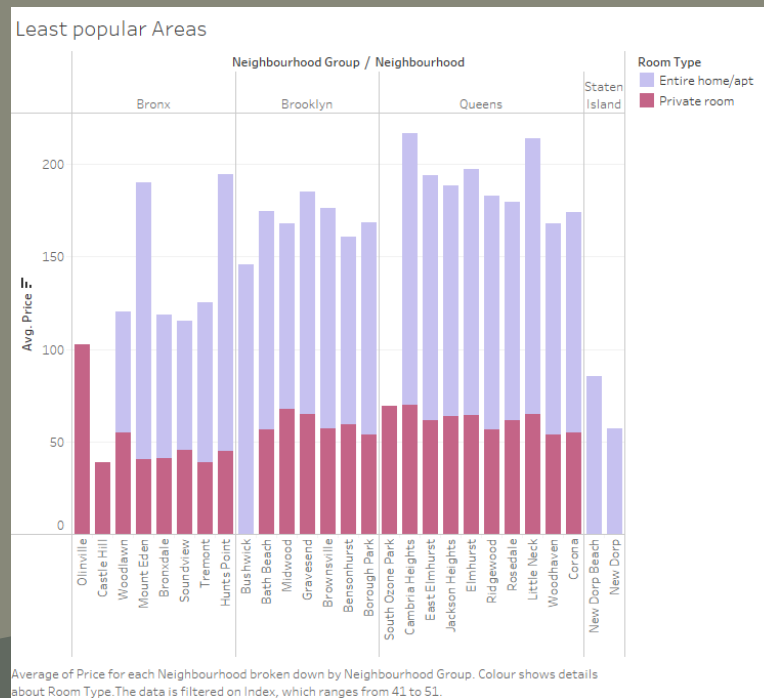
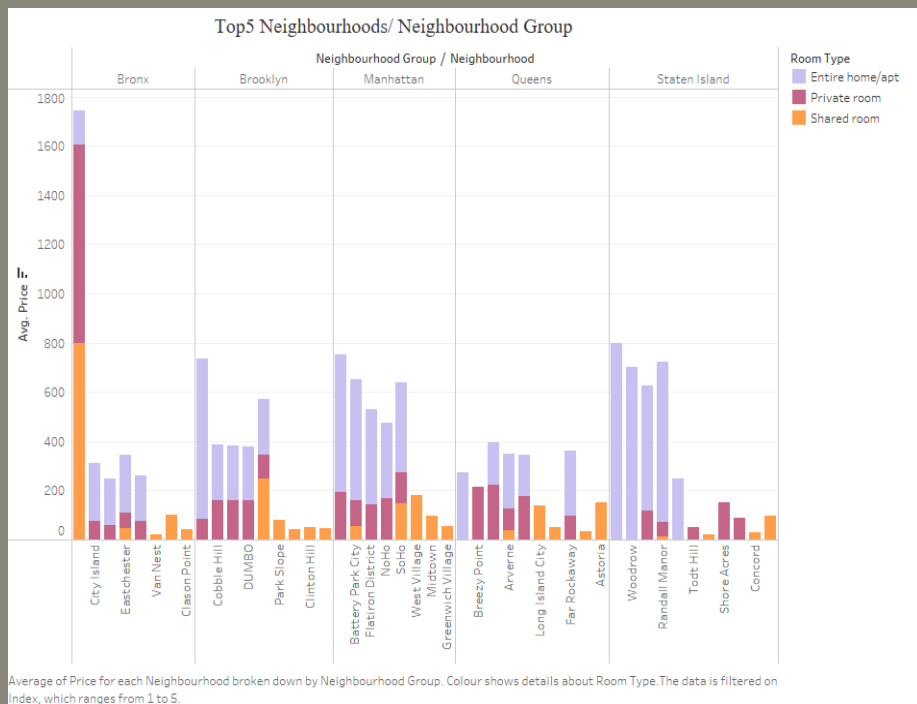
- ❑ We have seen a major decline in revenue due to pandemic restrictions.
- ❑ Due to restrictions lifting post pandemic, there is an increase in demand for rooms.
- ❑ Acquisitions need to be made to accommodate for the increase in demand.



# key findings

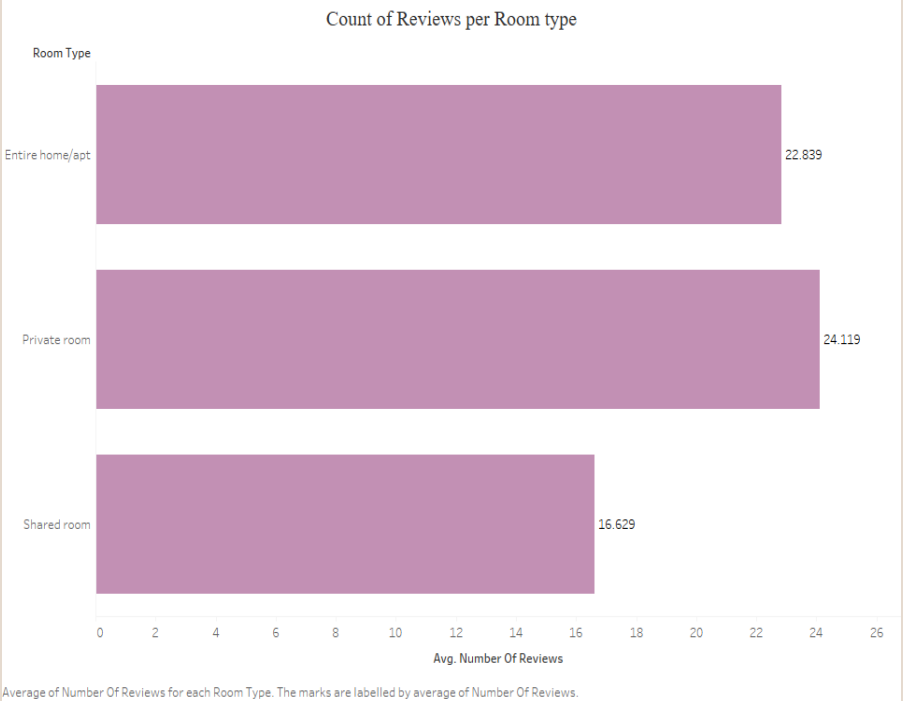
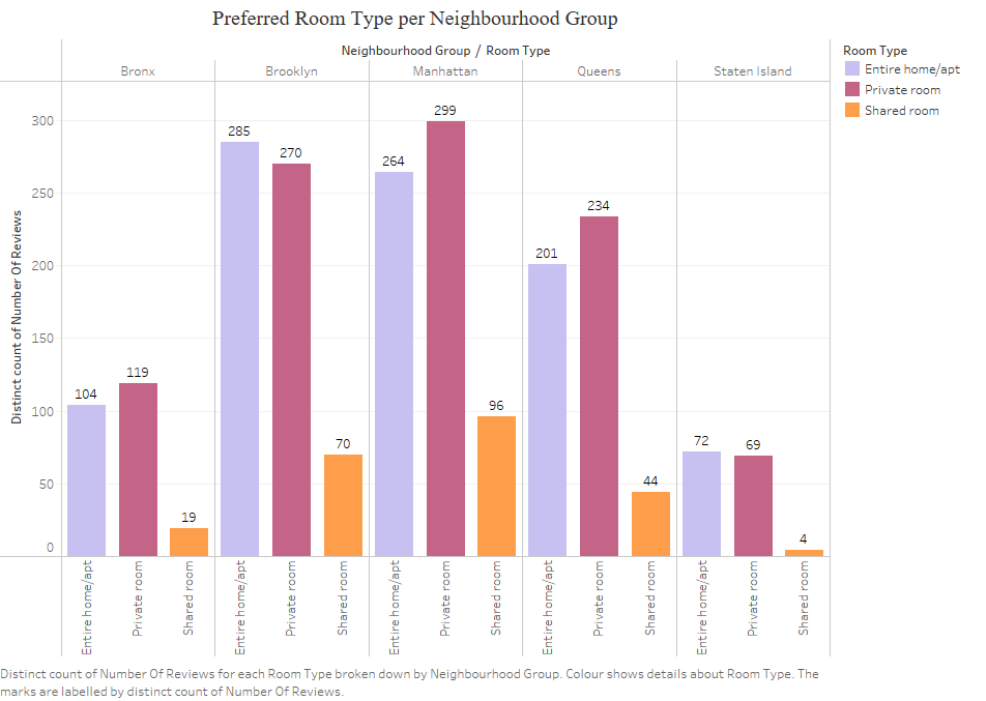
- ❑ ACQUIRE SHARED ROOMS IN LESS POPULAR AREAS TO INCREASE REVENUE.
- ❑ ACQUIRE PRIVATE ROOMS IN POPULAR AREAS.
- ❑ CUSTOMERS PREFER PROPERTIES WITH LOWER PRICE RANGE.
- ❑ LOT OF UNAVAILABLE PROPERTIES ARE VISIBLE TO CUSTOMERS.

# Acquire shared rooms in less popular areas to increase revenue.



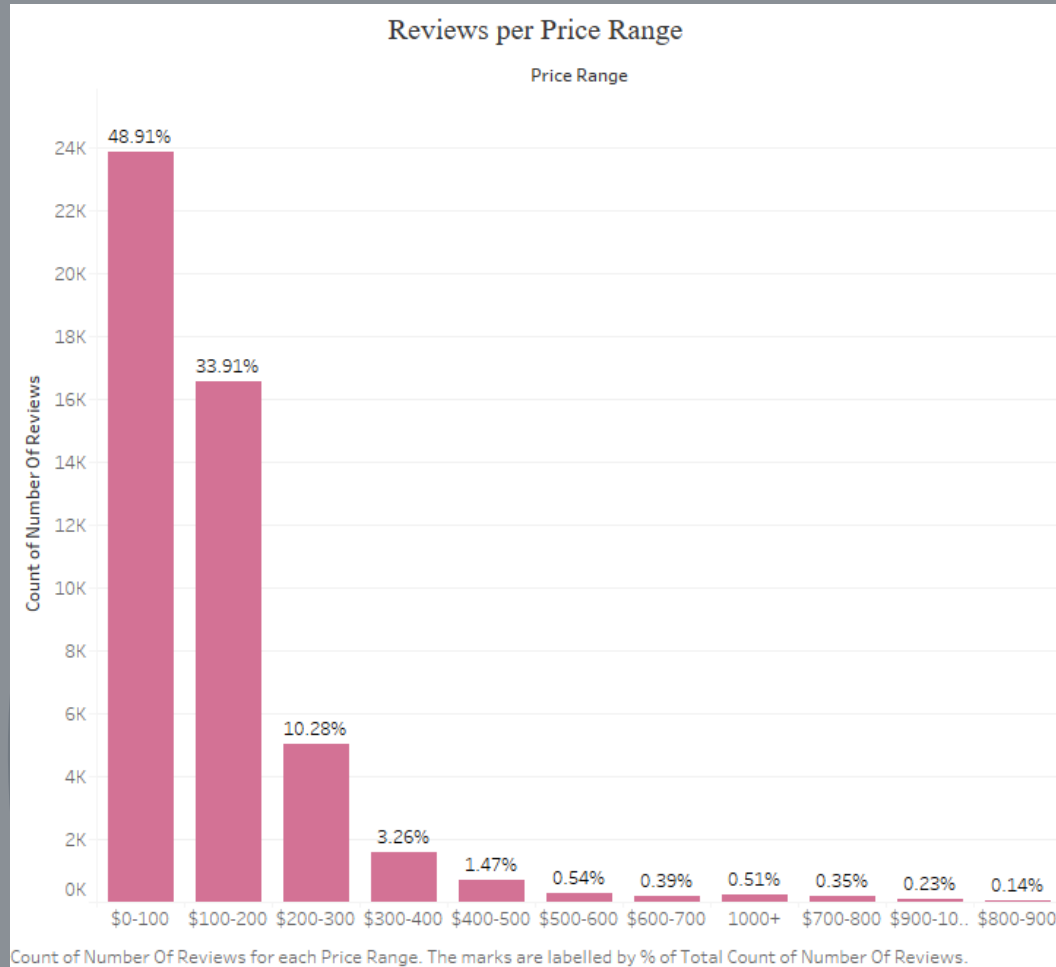
- The major difference between Top5 neighborhoods and the least popular neighborhoods is the presence of Shared rooms.

# Acquire Private Rooms in popular areas.



Private rooms are the most popular throughout New York with approximately 25 reviews per listing

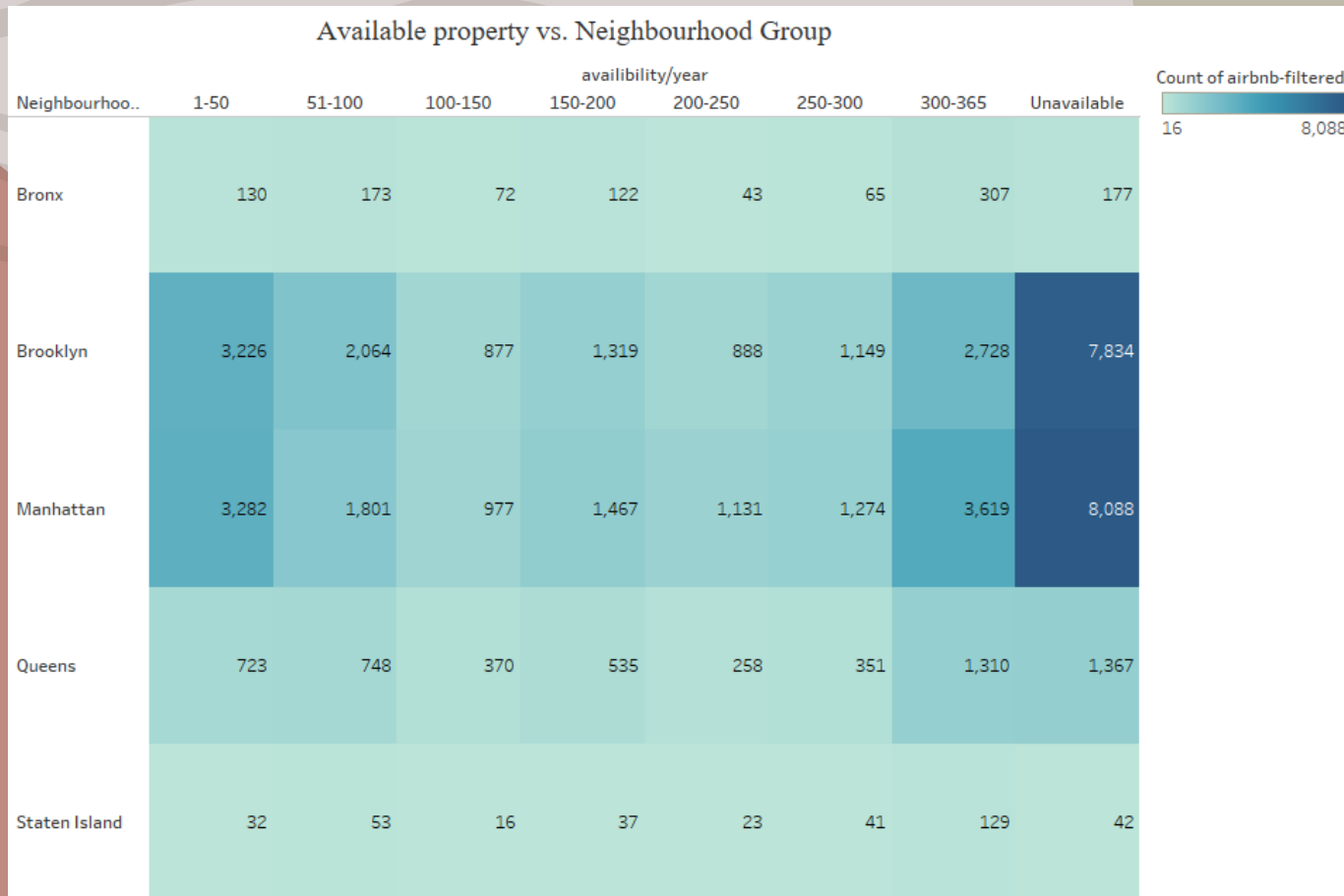
# customers prefer properties with lower price range.



- ~49% of customer reviews come from properties under the price range of \$0-100.
- Almost 80% of the reviews are for properties priced \$300 and below.



Lot of unavailable properties are visible to customers.

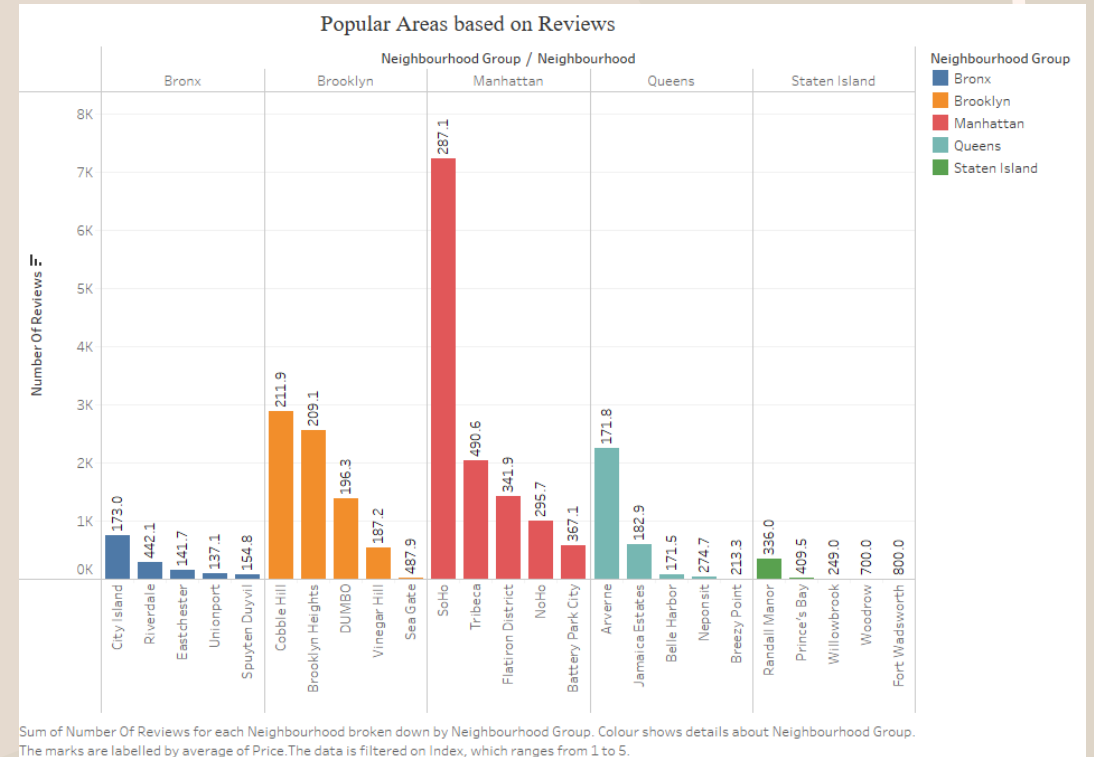
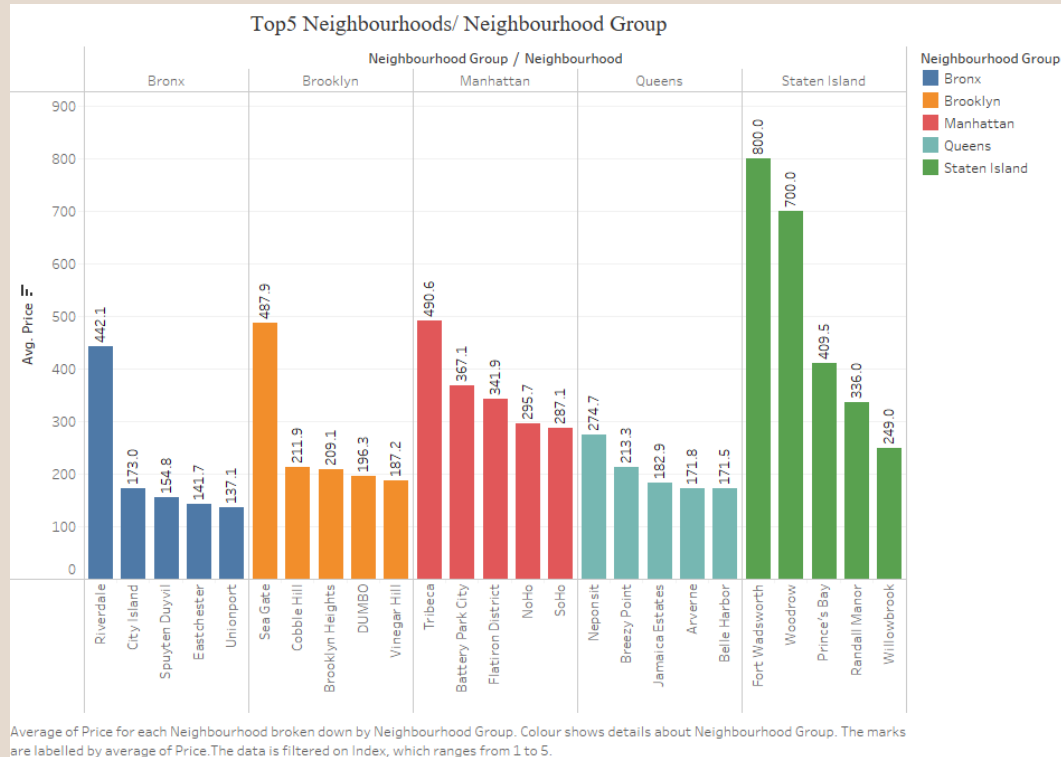


Count of airbnb-filtered.csv broken down by availability/year vs. Neighbourhood Group. Colour shows count of airbnb-filtered.csv. The marks are labelled by count of airbnb-filtered.csv. The view is filtered on availability/year, which keeps 8 of 8 members.

The unavailable properties are those which are available for 0 days in a year.

There can be filtered out and hidden in order to improve the efficiency of the search and thereby improving User Experience

# Popular Neighborhoods



Above are the most Popular Areas based on Price(image1) and Reviews(image2). Acquiring properties in any of the above would be a safe and good option.

# summary

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Most popular room type based on review is Private room closely followed by Entire room/apartment.

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Adding shared rooms priced in less popular area might be a good alternative since shared rooms are less expensive when compared to the other 2 options.

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All new property acquisitions should be priced between \$0-300.

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To improve user experience, remove the properties for which availability is 0 days.



thank you