



AIRBNB

CASE STUDY , NYC

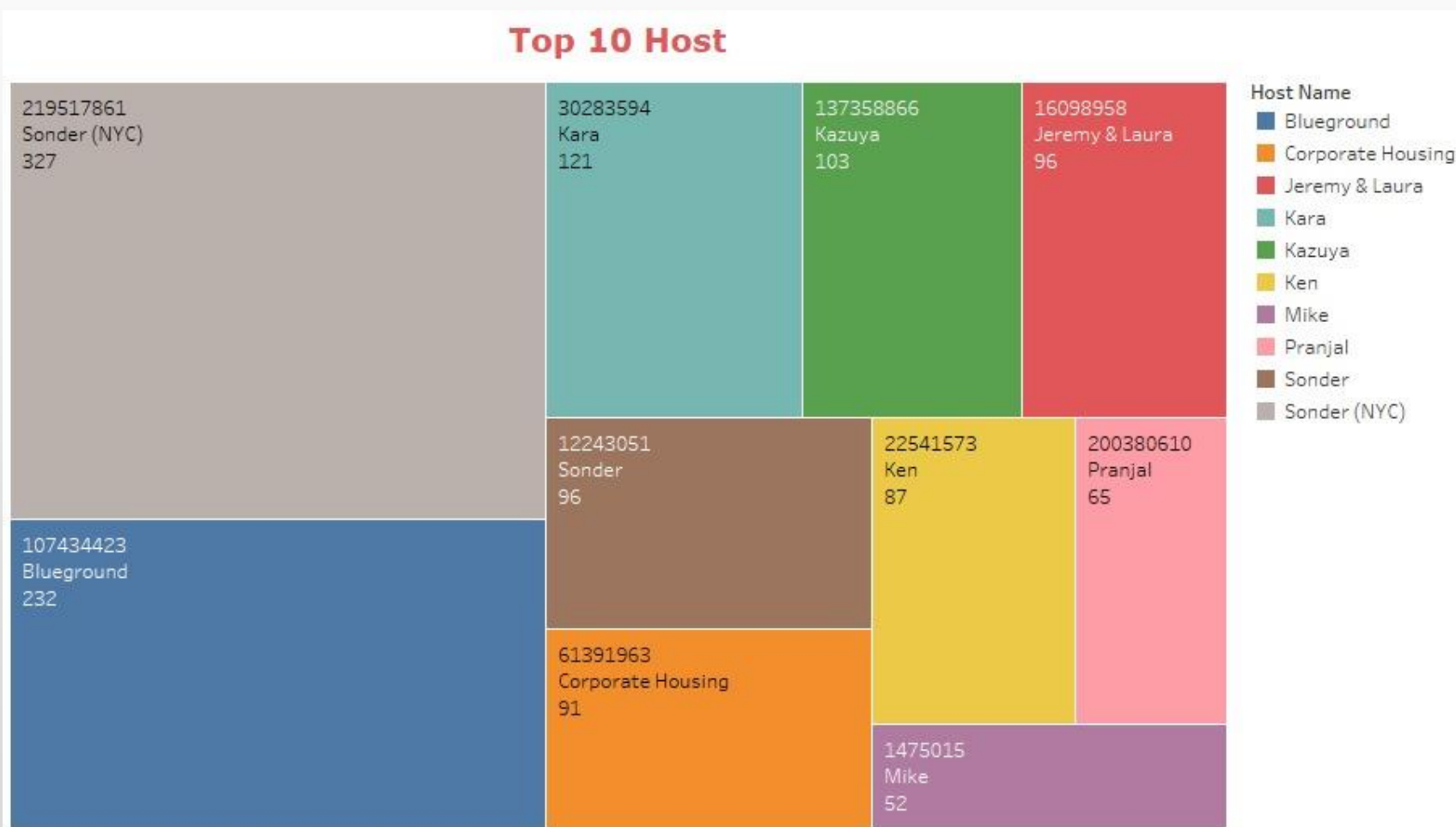
By

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Objective

- **Airbnb is an online marketplace and hospitality service that allows people to rent out their properties or spare rooms to guests seeking short-term accommodations.**
- **In the wake of the pandemic, Airbnb experienced a significant downturn in revenue over the past few months.**
- **However, with the easing of restrictions and an increasing number of people resuming travel, Airbnb is determined to ensure its readiness for this shift in the industry.**

Top 10 Host



- **The host with the ID **219517861** (Sonder), holds the record for the highest number of bookings, which amounts to 327.**
- **Followed by Blue ground.**

Neighbourhood Group

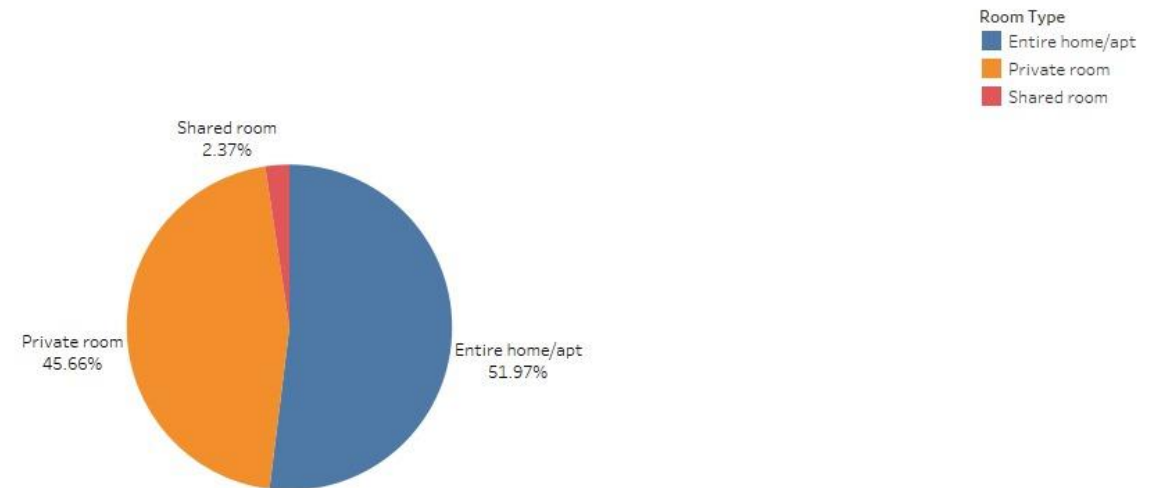


- There are three types of rooms available on **Airbnb: Entire home/apartment, Private room and Shared room.**
- It seems that customers generally have a preference for **Private rooms (45%) or Entire homes (52%) over Shared rooms (2.4%).**
- To boost bookings and acquire more private listings, **Airbnb can focus on promoting shared rooms by offering discounts.**

Neighbourhood Group

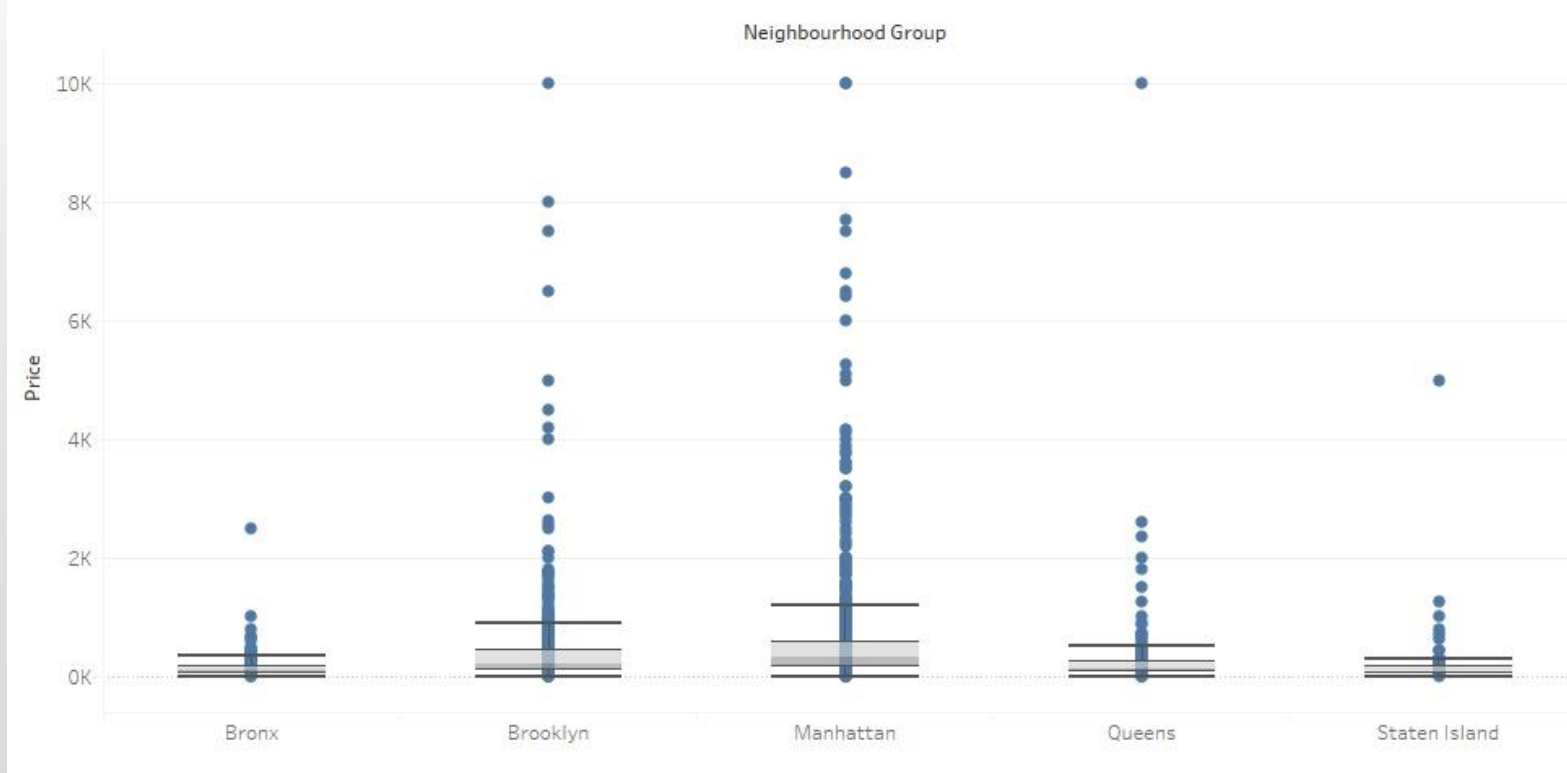
In terms of the distribution of room types across different locations, Queens and Bronx each contribute 60% to the private room category, which is higher than the combined ratio of 45%. On the other hand, Manhattan has a higher contribution (61%) in the entire home category compared to the combined ratio of 52%.

Room Type wrt Neighbourhood group (2)



Price Analysis Based on Neighbourhood

Price Analysis Neighbourhood Wise

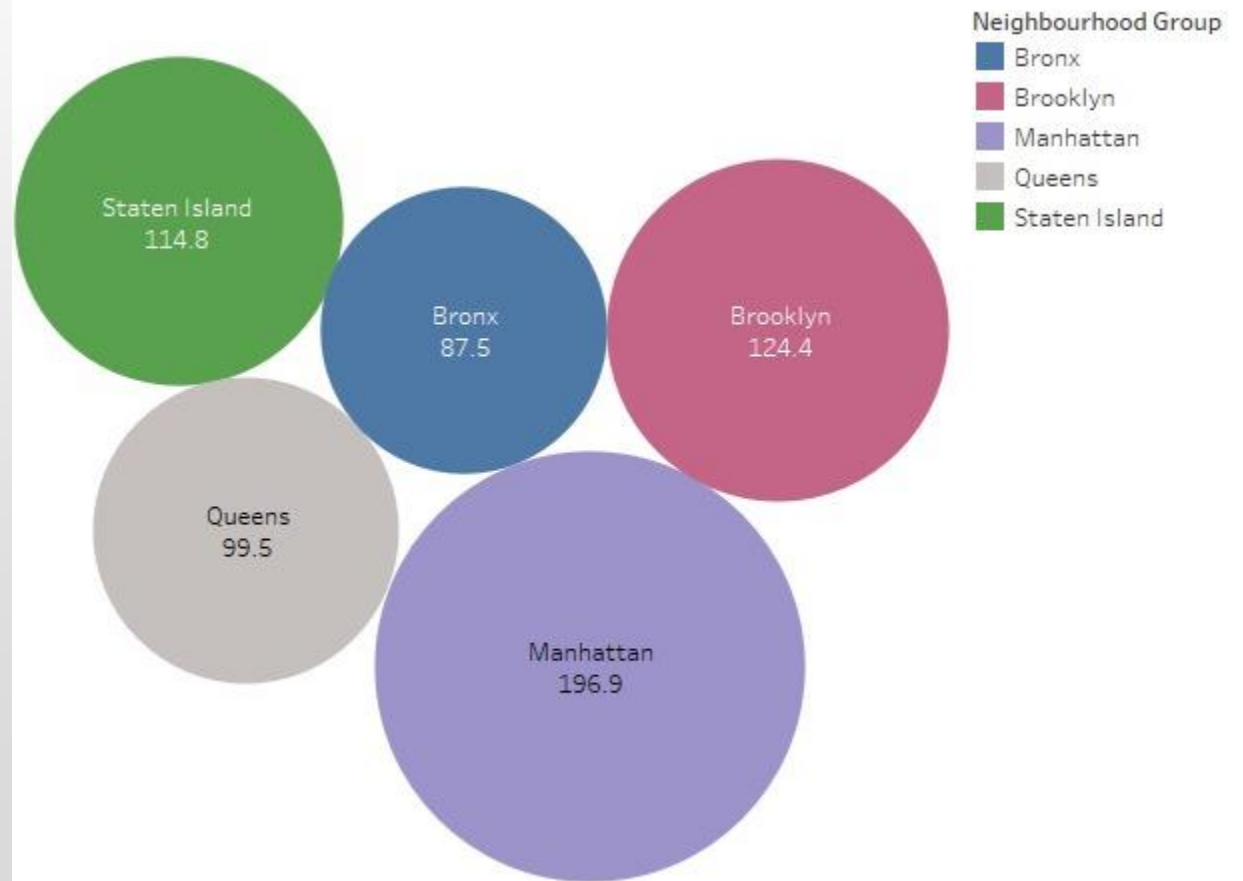


- **Outliers in the Price column are primarily found in Brooklyn and Manhattan, with Manhattan having the widest range of prices.**
- **The Bronx offers the most affordable listings. Median prices across all neighborhoods typically range from \$80 to \$300. The positively skewed Price distribution resulted in the median being close to the lower quartile, and there are some outliers visible in the boxplot.**

Average Prices

- **Manhattan has the highest average price for listed properties, standing at approximately 196.9.**
- **Brooklyn follows with the second-highest average price of 124.4.**
- **In comparison, the Bronx is a more affordable neighborhood, with an average price nearly half that of Manhattan.**

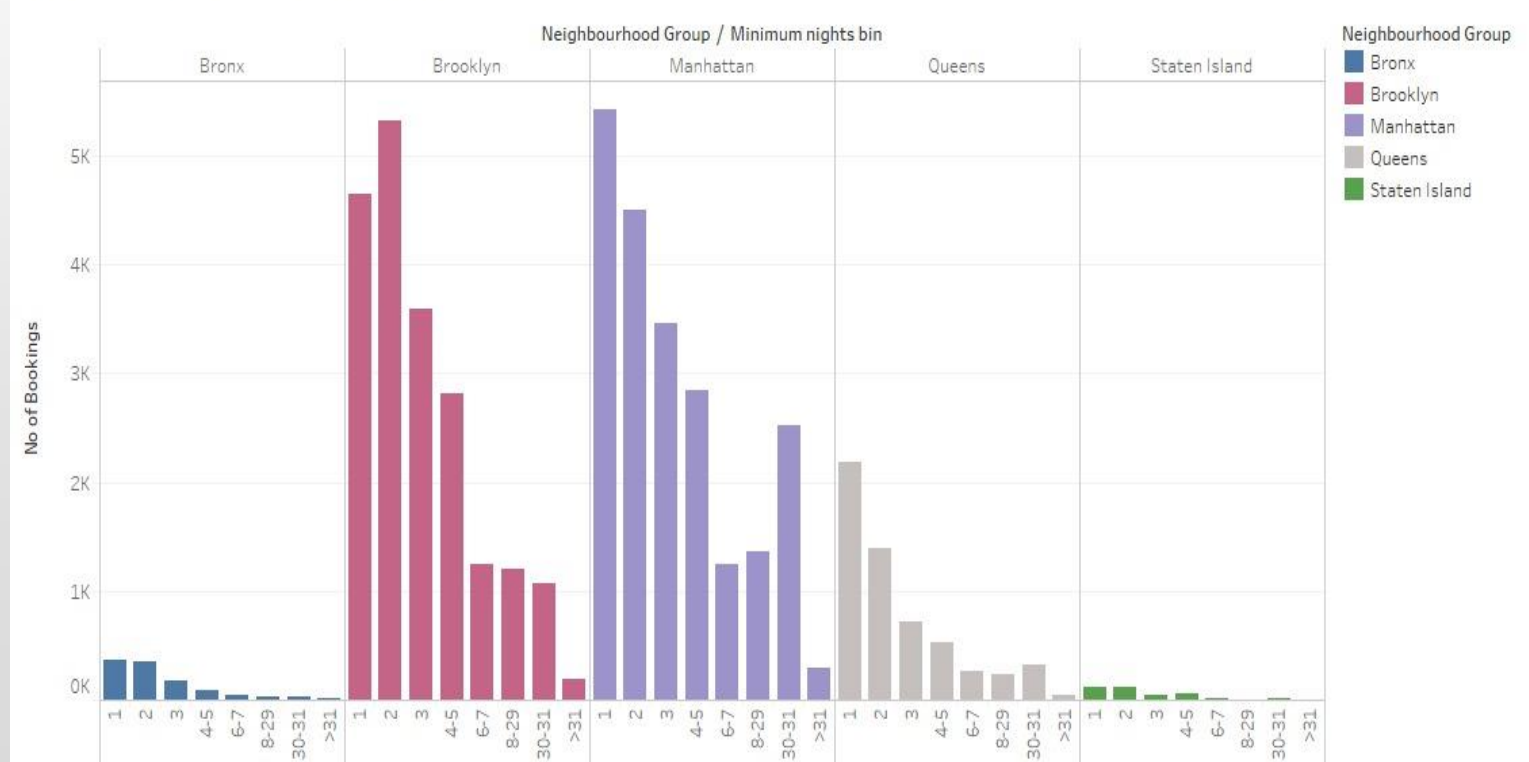
Avg Price Of Neighbourhood group



Customer Bookings

- Listings with minimum nights ranging from 1 to 5 have the highest number of bookings.
- A significant spike is observed in 30-day bookings, which is likely due to customers renting on a monthly basis.
- Manhattan and Brooklyn have a higher number of 30-day bookings compared to other areas.
- Possible reasons for this could include tourists booking longer stays or mid-level employees opting for budget accommodations during company visits.

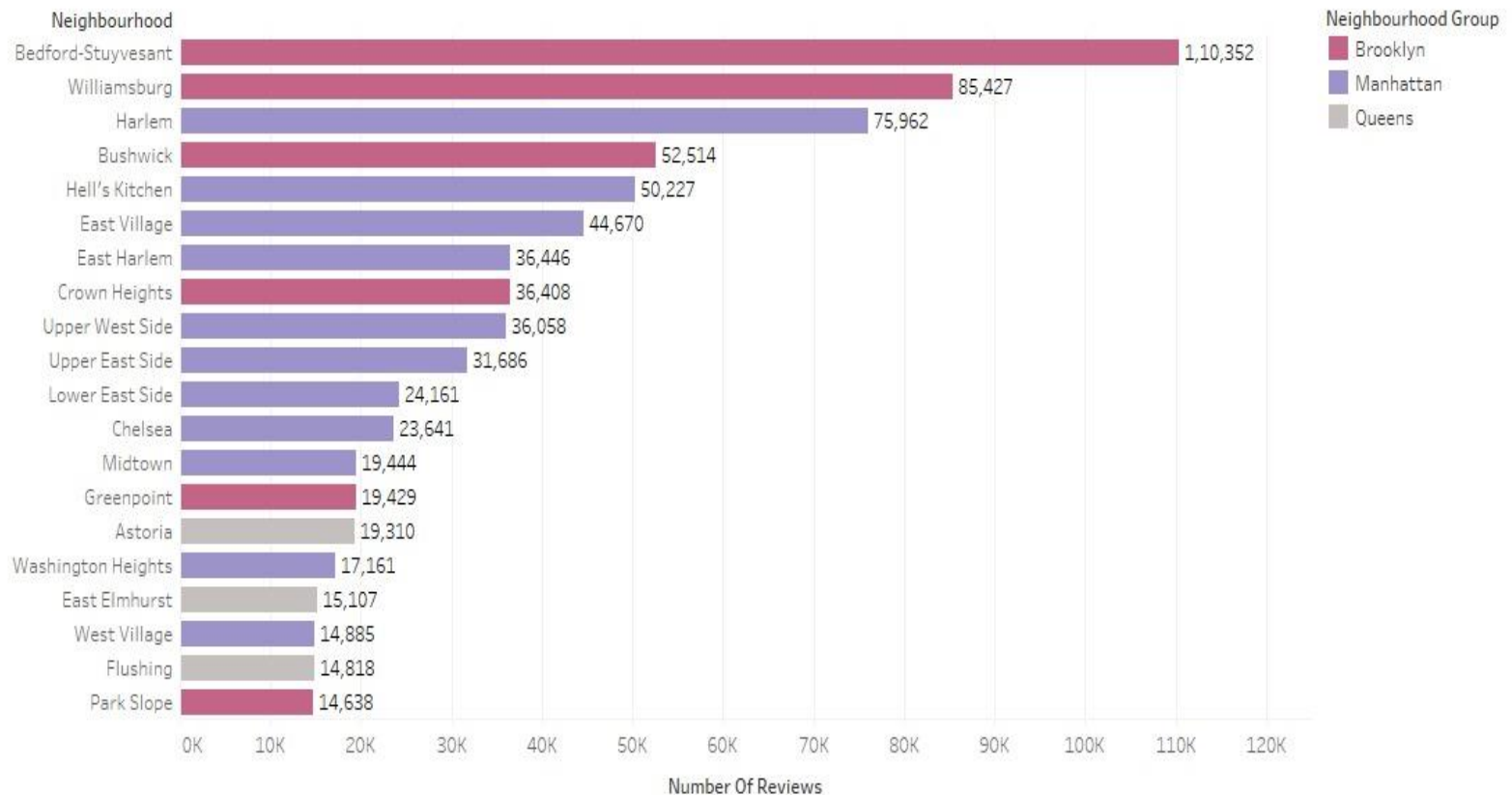
Customer booking w r t min nights



Popular Neighbourhood

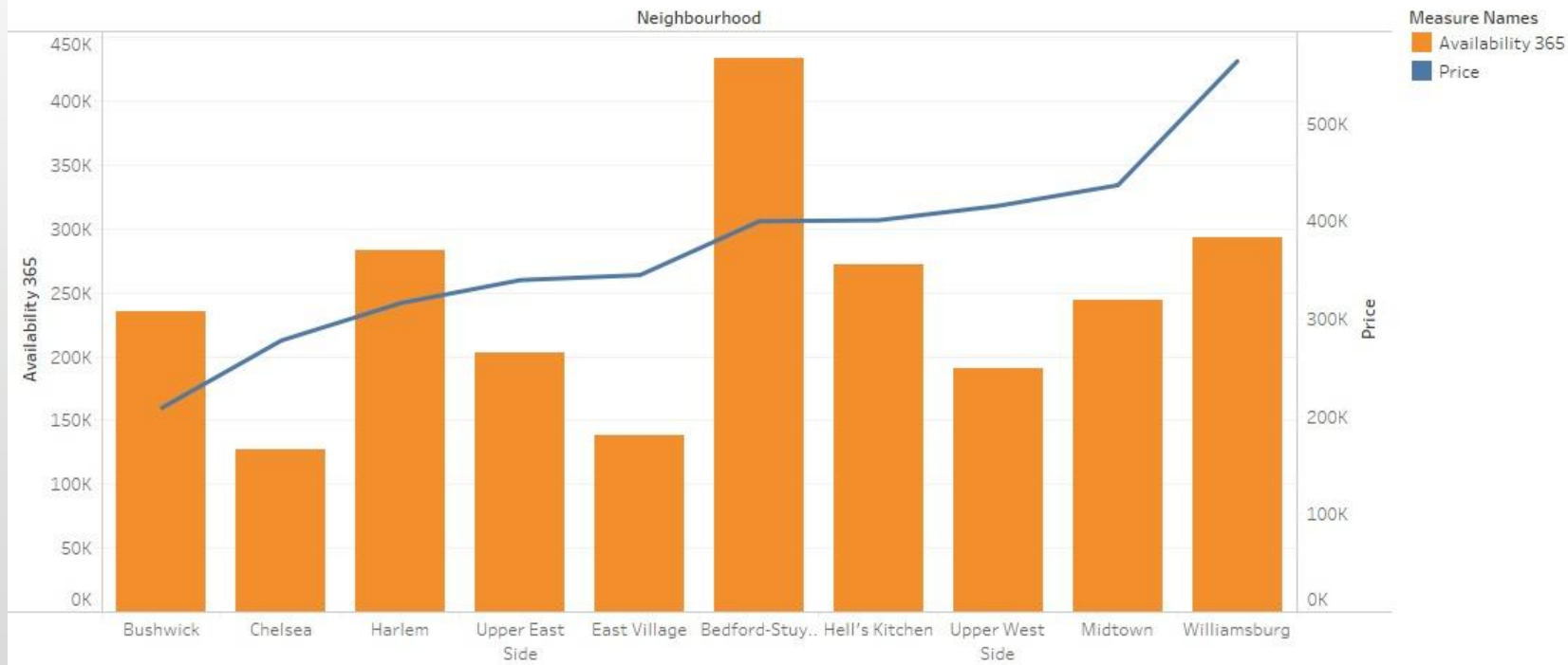
- **Bedford-Stuyvesant** in **Brooklyn** has the highest number of reviews, totaling **110,352**, making it the most popular neighborhood.
- **Williamsburg** follows closely behind with a significant number of reviews.
- In **Manhattan**, **Harlem** receives the highest number of reviews, indicating its popularity among visitors.
- **Hell's Kitchen** in **Manhattan** also garners a substantial number of reviews, making it a popular choice for visitors.
- The higher number of customer reviews suggests a higher level of satisfaction in these neighborhoods.

Popular Neighbourhoods



Neighbourhood Vs Availability

Sheet 12



Bedford stands out as the most readily available option with a comparatively lower price, making it an excellent choice for customers. Following a similar trend, Harlem also offers high availability and an affordable price point. However, Chelsea has limited availability, coupled with higher costs. Conversely, Williams commands a higher price tag while offering average availability.