# HEAD OF ACQUISITIONS & OPERATIONS AND THE HEAD OF USER EXPERIENCE

AREA WITH MAXIMUM REVIEWS

- The number of reviews features in the dataset represent the customers who have given the review to a particular property they have stayed in.

- Looking at the pie chart , Queens has 26.5% of total reviews which is of maximum share.

- Manhattan has 2nd highest number of reviews constituting 25.53%.

- Bronx has 13.50% of total reviews

- The share percentage of reviews for each neighborhood group is depicted above. It can be stated that Queens, Manhattan have majority of reviews which implies that people are liking these neighborhoods. Also from these neighborhoods majority revenue is generated for the company.

Number of reviews in each neighbourhood group

Bronx 13.50%
Staten Island 14.00%
Queens 26.45%
Manhattan 25.53%
Brooklyn 20.52%
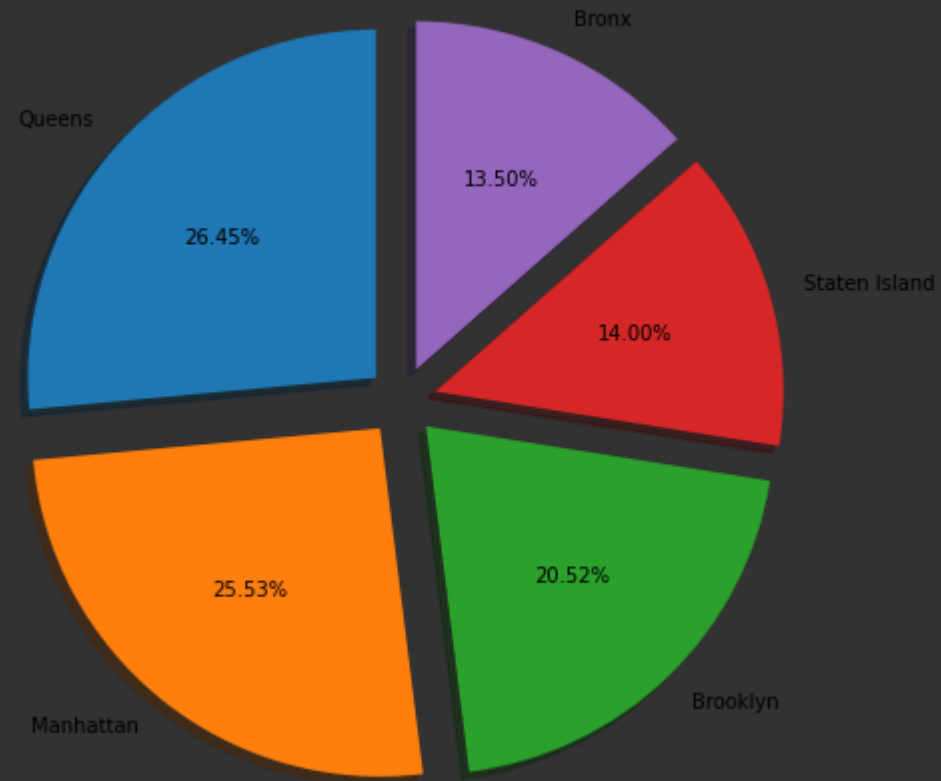
MIDDLE OBSERVATION

- The summary statistics shows us that the average price is 152.72, the average minimum nights stay is 7.03 nights, and the average number of reviews is 23.27 per listing. We also learn that a host has an average of 7.14 places listed and availability averages 112.78 vacant days per year.

- Most importantly, the min price is showing as zero and the max price as 10,000. Something isn't right with the data.

- The minimum value is set as zero, which does not make any sense since there are no free rooms on Airbnb – and the maximum value is set 10,000 – which just seems too high. Notice how the mean is considerably higher than the median. This is an indication that the data is skewed.

BUSIEST HOSTS

- The bar plot shows the top hosts with respect to number of reviews

- Among them Jj has highest number of reviews and we can assume that Jj is the busiest host.

- The top host have listed private rooms, entry home/apt.


Busiest Hosts
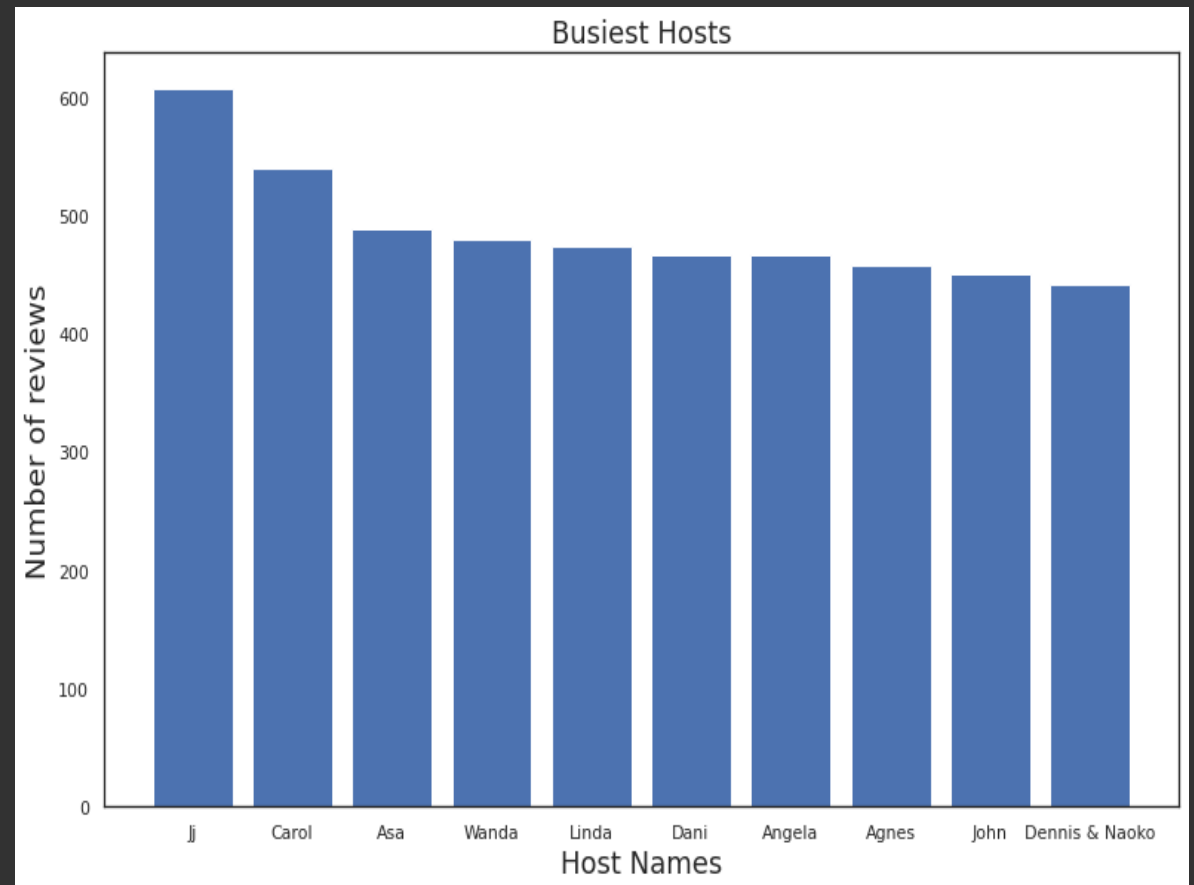
PREFERRED TYPES OF ROOMS:

- Looking at the adjacent histogram, we can say that there are three Rooms type listed in the entry dataset namely Private Room, Entire Home/Apt, Share Rooms.

- Among these types the most preferred room type is entire room/apt as well as Private room.

- Share room is least preferred by people.
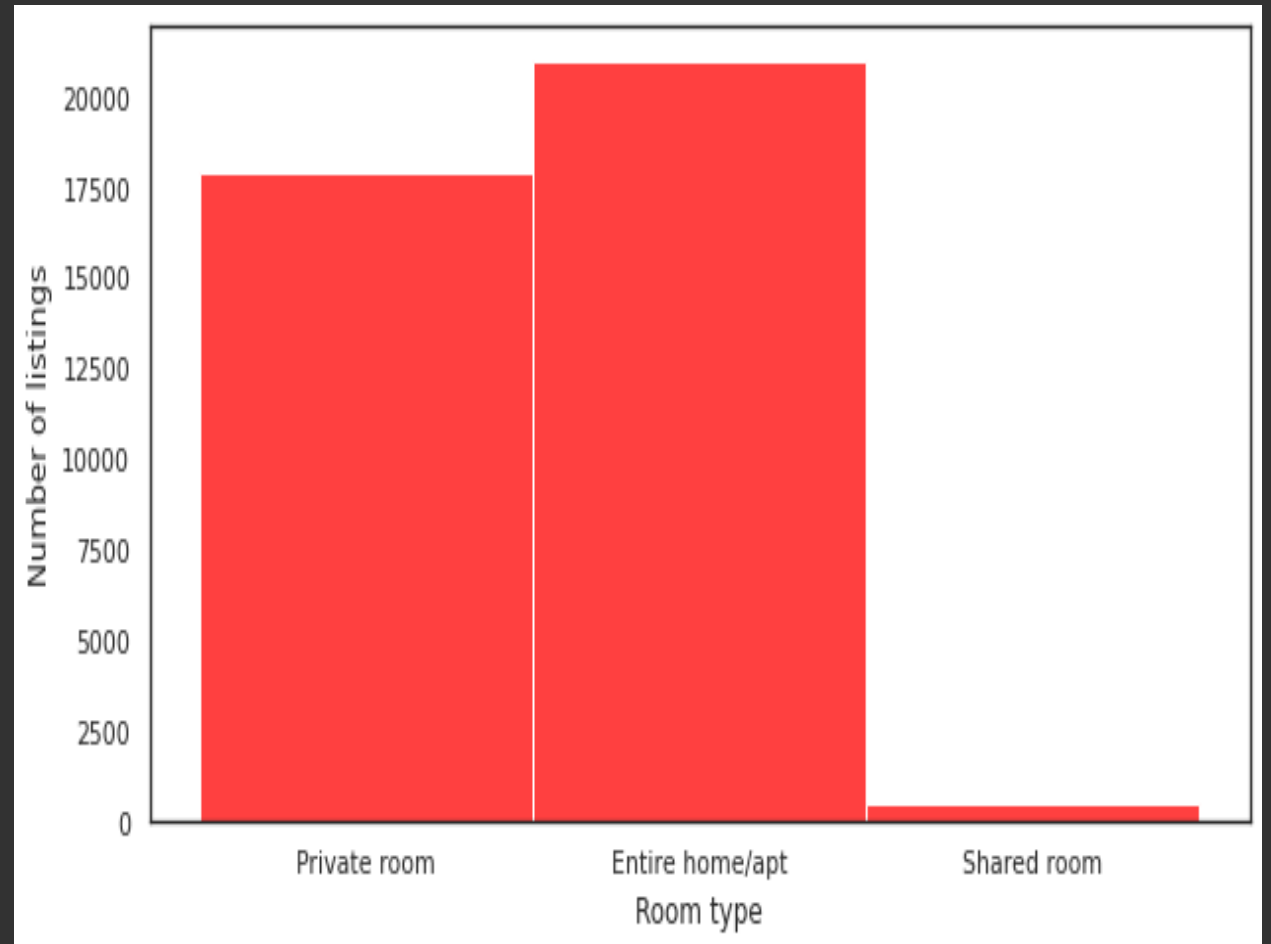
- The neighborhoods with the most listings are in Manhattan and Brooklyn – which is understandable – given that tourists are more likely to stay in those areas. Williamsburg, in Brooklyn, appears first with 3,415 listings. In Manhattan, Harlem has the most listings, totaling 2,311 offers.
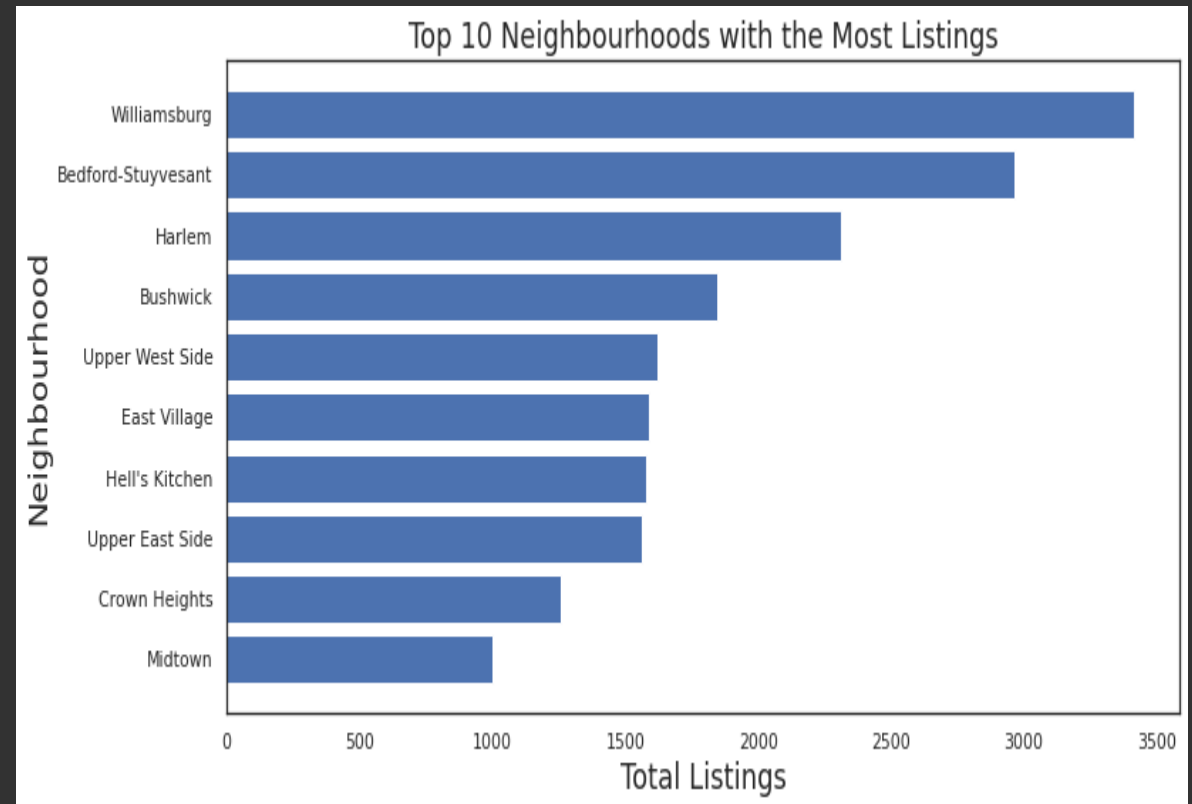
RECOMMENDATIONS:

o Acquire private rooms and entire apartments, especially in Staten Islands since it is popular

o Reducing the prices of entire apartments in Manhattan by at least 15% and increasing the price of private rooms in Queens by at least 10%

o Listings most popular have minimum number of nights requirement from 1-5 days and 30 days which should be showcased the most ordering them by properties which are available for most number of days to least.

MAJOR INSIGHTS:

- Manhattan has most number of listings, followed by Brooklyn and Queens. Staten Island has least number of listings.

- Manhattan and Brooklyn make up for 87% of listings available in NYC.

- Brooklyn and Manhattan are most liked neighborhood groups by people.

- Queens has significantly less host listings than Manhattan. So, we should take enough steps to encourage host listings in Queens.

- The maximum demand is for private rooms and entire home/apartment. People are more interested in cheaper rentals.

CONCLUSION:

- We can conclude from the analysis that Manhattan is the top neighborhood group when it comes to the number of listings and highest rental prices. Given that Manhattan is a world-famous for its museums, stores, parks and theatres – and its substantial number of tourists throughout the year, hence the prices are much higher in this borough.

- The number 2 neighborhood group is Brooklyn having significant number of listings and more affordable prices if compared to Manhattan.

- For other neighborhood groups namely Queens, Bronx and Staten island there aren't as many listing options available, especially on Staten Island. Considering that those are residential areas, it is possible that many guests choose these locations to save up money or perhaps to visit family and friends who live in this area.

- For our data exploration purpose, it would have been nice to have couple of additional features like positive and negative reviews. Depending upon that we could have gauged the popularity of each neighborhood.

THANK YOU!