CUSTOMERS PREFERENCES FOR HOUSE RENTALS

BY - VIVEK SHARMA

THAKUR YASHRAJ SINGH

PREETI GUPTA

AGENDA:

- About the dataset
- Features Descriptions
- Problem statements
- Data Exploration
- Data Cleaning
- Hosts & Neighborhood Groups
- Price Distribution across neighborhoods
- Popular neighborhood by reviews
- Conclusion

ABOUT THE DATASET NYC-2019

- Airbnb, Inc. is an American San Francisco-based company operating an online marketplace for short-term homestays and experiences. The company acts as a broker and charges a commission from each booking. The company was founded in 2008 by Brian Chesky, Nathan Blecharczyk, and Joe Gebbia.

- The dataset we analysed consists the booking information of AirBnb from the year 2008 – 2019
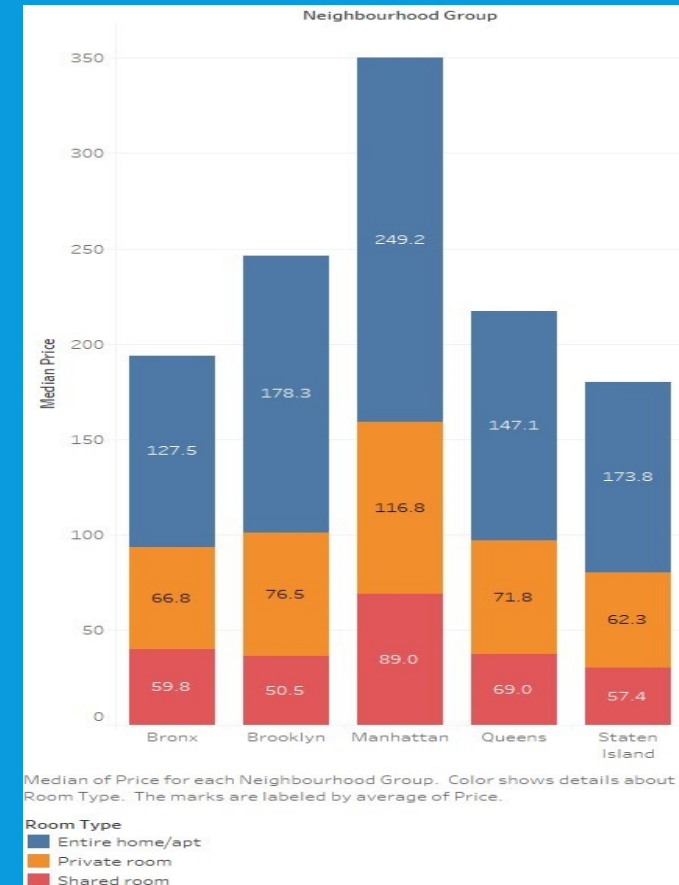
OBJECTIVES:

- Improve our shared understanding about the market conditions

- Improve shared understandings of our customers

- Provide various recommendations to departments to be prepared to the changes post pandemic

- Find the major reason for declining the revenues

- The restrictions have started lifting and people have started to travel more, Airbnb wants to make sure that it is fully prepared for this change.
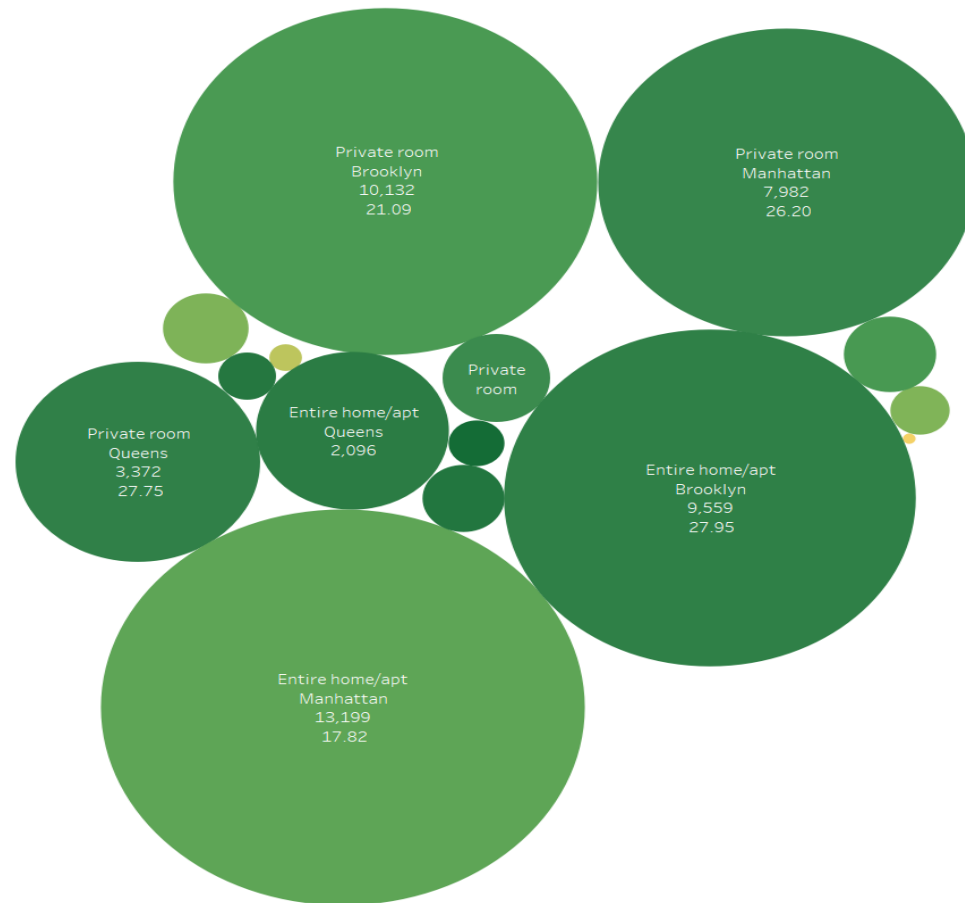
NEIGHBORHOOD GROUP WISE STATS:

PRICING IN PREFERRED LOCATIONS

- Entire home/apt's price is ~100% more than private rooms except

  Brooklyn and Staten Island with

  ~150%

- Private room's price is ~10% more than shared rooms except Brooklyn and Manhattan with ~40%

- Manhattan is costliest overall and the cheapest

  are: ○ Entire apt: Bronx ○ Private room: Staten Islands ○
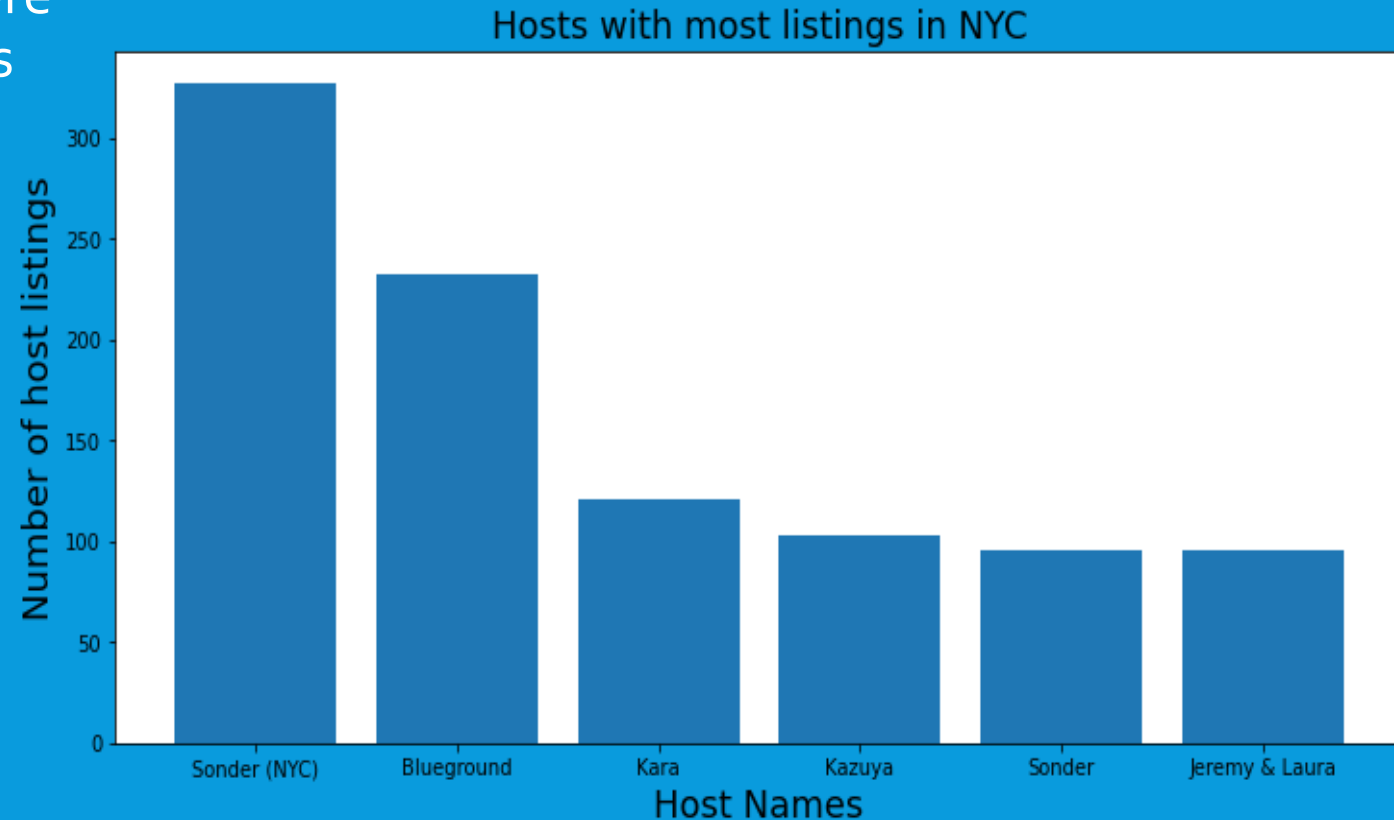 Shared room: Brooklyn

Neighbourhood Group

Median of Price for each Neighbourhood Group. Color shows details about Room Type. The marks are labeled by average of Price.

Room Type
- Entire home/apt
- Private room
- Shared room

NEIGHBORHOOD GROUP BUBBLE CHART

LISTINGS WITH MOST HOSTS

- As in the adjacent bar chart , We can see there is a good distribution among the top 6 Hosts

- The host name Sonder(NYC) has highest number of listings of 327 in the Manhattan neighbourhood group.

- The host name blueground has 2nd highest listing of 232 in Manhattan neighbourhood group

- The host blueground also has 232 listing in Brooklyn

Hosts with most listings in NYC

AVG PRICE & MINIMUM NO. OF NIGHTS FOR DIFFERENT ROOM TYPES