

# **Air BNB Data Analysis**

***Wireframe Documentation***

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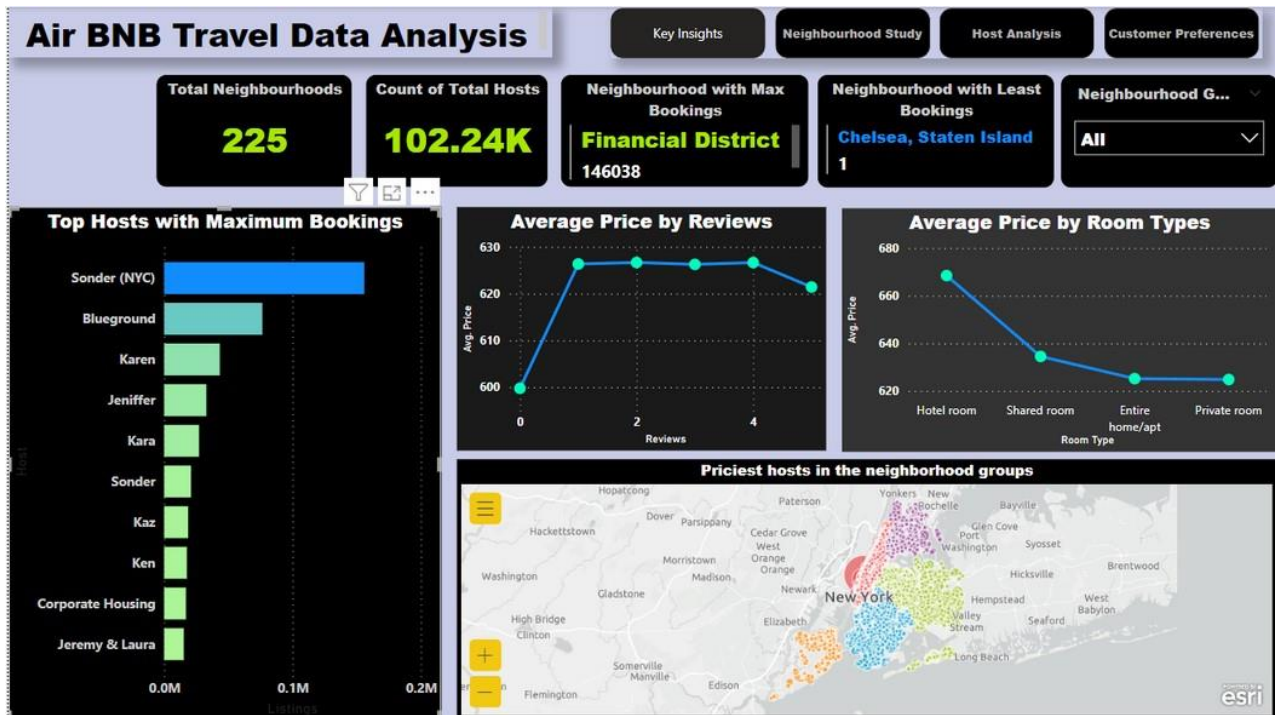
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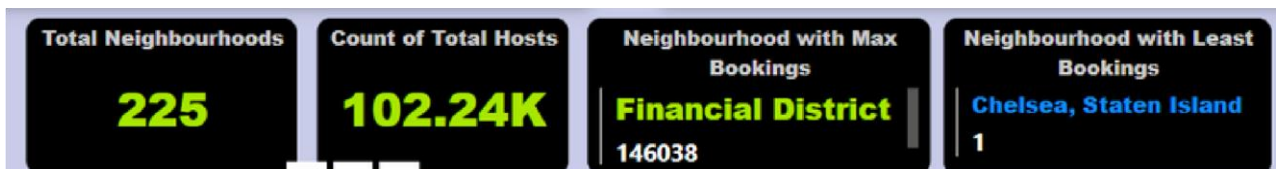
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## 1.Key Insights



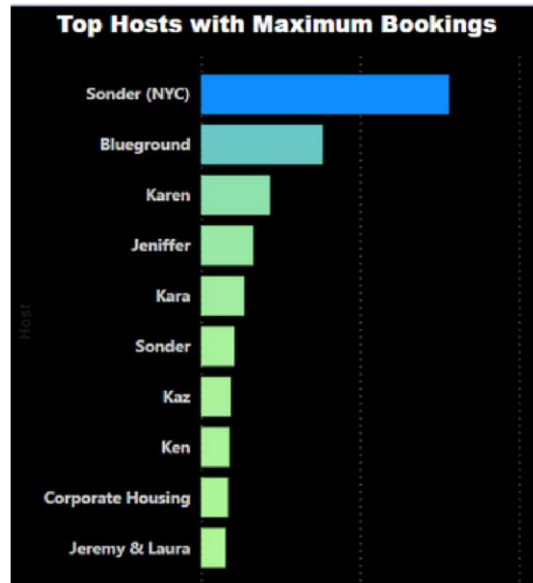
### 1.1 Cards

Card slicers that show Total number of Neighbourhoods, the rooms span over , Count of total hosts, Neighbourhood with maximum number of bookings , and Neighbourhood with the least number of bookings.



## 1.2 Top Hosts With Maximum Bookings

The top 10 hosts having the maximum number of bookings.



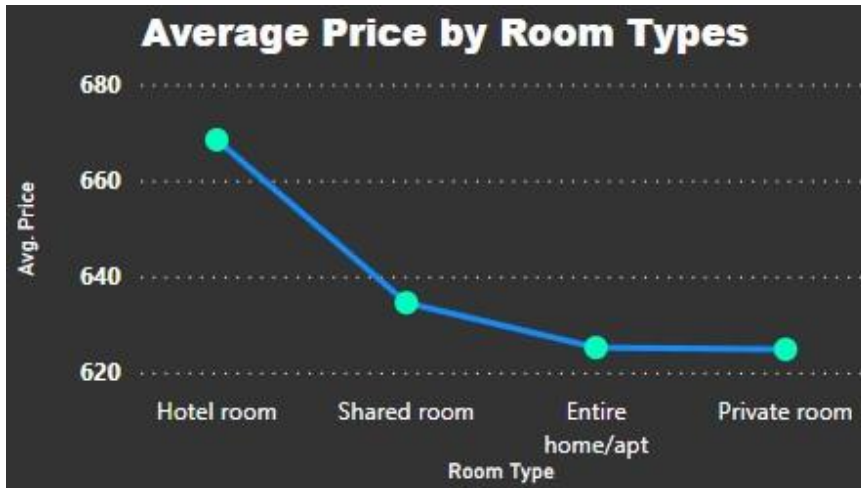
## 1.3 Average Price By Reviews

The Average price over reviews scores given by customers out of 5.



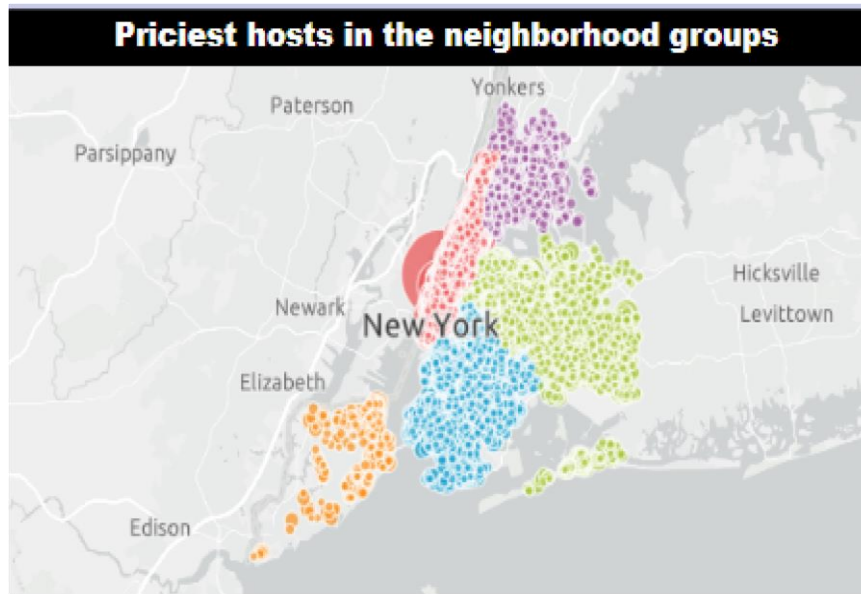
## 1.4 Average Price By Room Types

The Average price over reviews scores given by customers out of 5.



## 1.5 Prices By Host types

The Average price over reviews

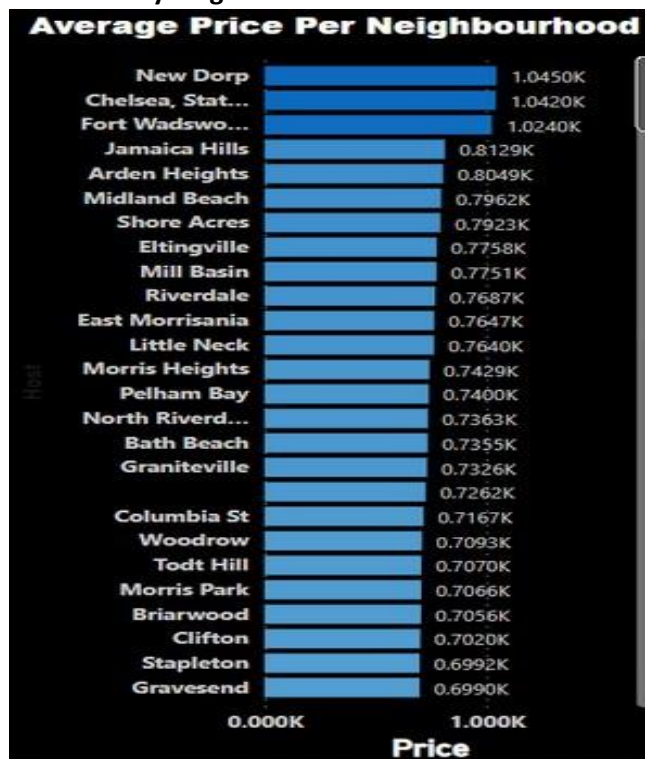


## 2. Neighbourhood Study



### 2.1 Average Price Per Neighbourhood

The Average price observed in every neighbourhood.



## 2.2 Total Sales / Neighbourhood Groups

The sum total of all the prices of every room sold for the said minimum number of nights in each Neighbourhood Group.



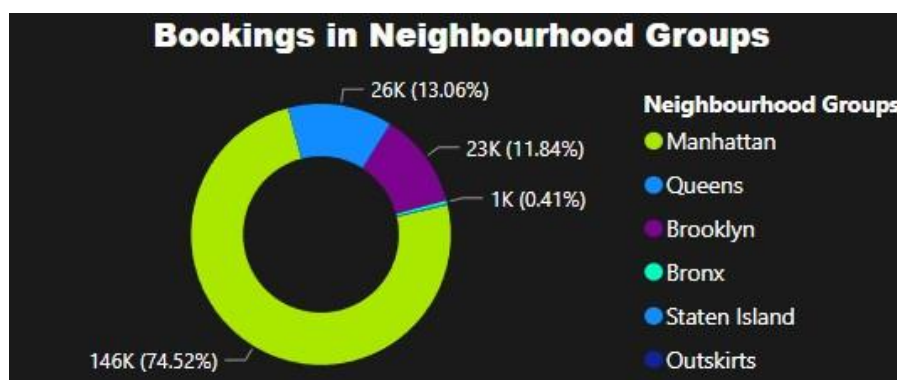
## 2.3 Average Price per Neighbourhood Group

The Average price of all the prices of every room sold in each Neighbourhood Group.



## 2.4 Bookings in Neighbourhood Groups

The total bookings done in every neighbourhood group





## 2.4 Total Bookings per Neighbourhood

The total bookings done in every neighbourhood.

| Neighbourhood      | Total Booking |
|--------------------|---------------|
| Financial District | 14603         |
| Hell's Kitchen     | 6827          |
| Midtown            | 5950          |
| Murray Hill        | 4994          |
| Upper East Side    | 4339          |
| Lower East Side    | 4209          |
| Chelsea            | 3247          |
| Upper West Side    | 2857          |
| Theater District   | 2696          |
| Woodside           | 2560          |
| Bedford-Stuyvesant | 2319          |
| Kips Bay           | 1800          |
| Bushwick           | 1721          |
| Harlem             | 1482          |
| Williamsburg       | 1478          |
| Tribeca            | 1246          |
| East Village       | 1097          |

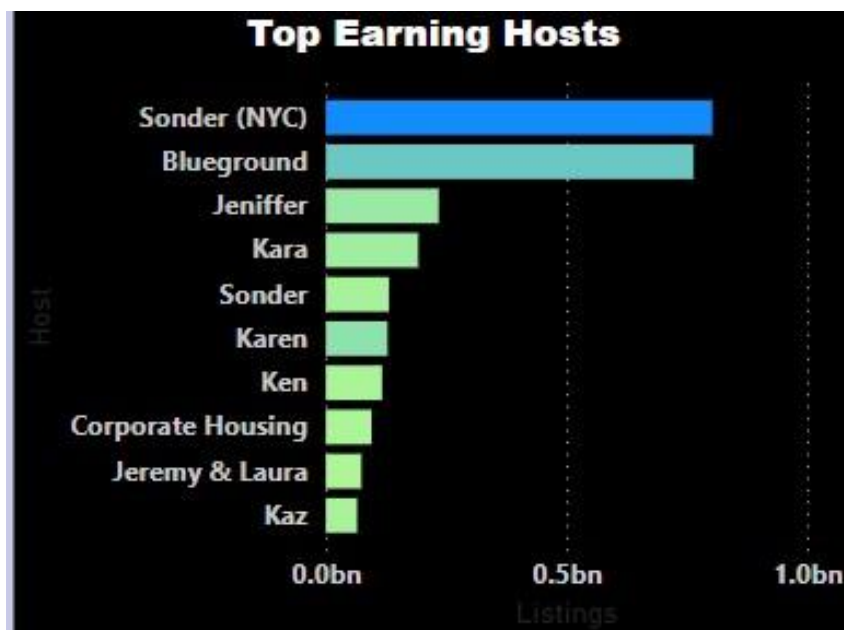


### 3. Host Analysis



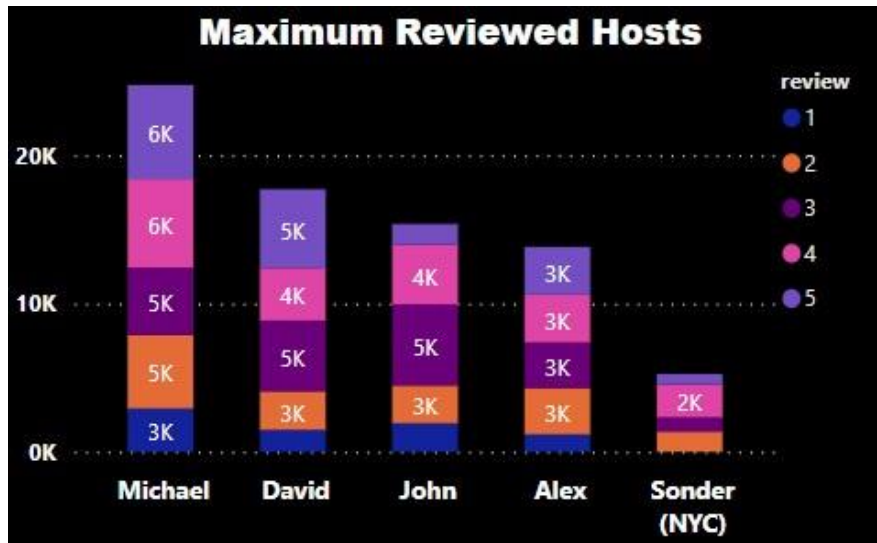
#### 3.1 Top Earning Hosts

Hosts having Maximum sales calculated as the sum of prices



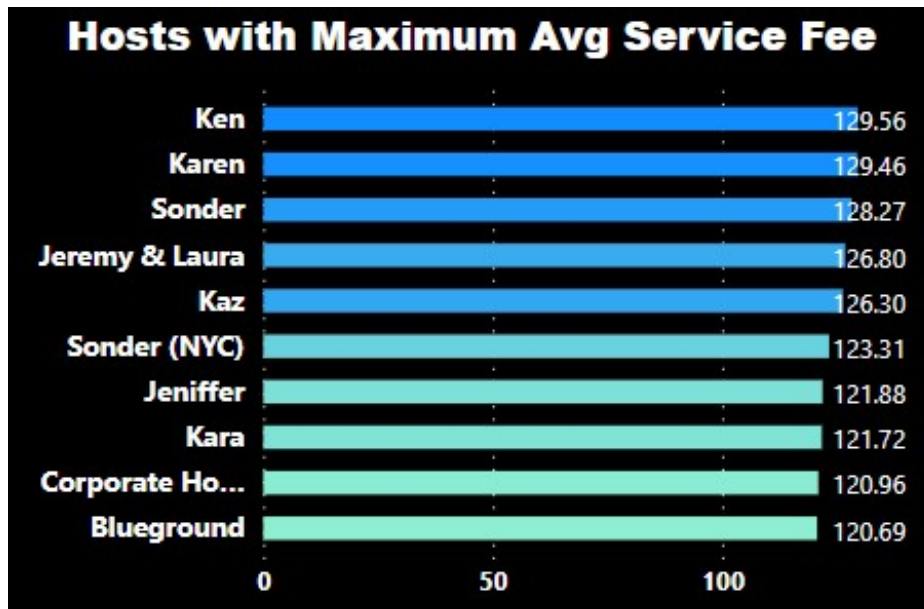
### 3.1 Maximum Reviewed Host

Hosts having Maximum number of review from their customers.



### 3.2 Hosts with Maximum Average Service Fee

The average service fee of each host the highest being Ken.



### 3.3 Hosts with Maximum Average Price

Hosts with the highest average price of rooms respectively in each neighbourhood.



### 3.4 Total Bookings per Host

The total number of bookings made under each host

| Host Name         | Bookings |
|-------------------|----------|
| Sonder (NYC)      | 155848   |
| Blueground        | 76484    |
| Karen             | 43301    |
| Jeniffer          | 32840    |
| Kara              | 27175    |
| Sonder            | 20832    |
| Kaz               | 18679    |
| Ken               | 17668    |
| Corporate Housing | 16926    |
| Jeremy & Laura    | 15264    |
| Kazuya            | 14729    |
| Soya              | 11115    |
| Justin            | 10999    |
| Hiroki            | 10921    |
| Stay With Vibe    | 10368    |
| Stanley           | 9613     |
| Pranjal           | 8181     |
| Momoyo            | 6888     |

## 4. Customer Preferences



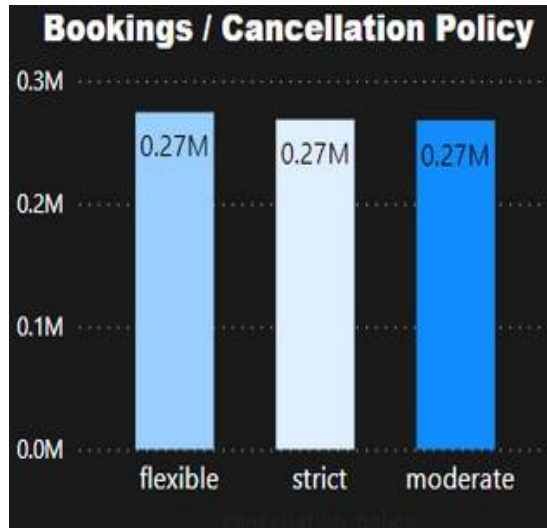
### 4.1 Construction Year / Dataset

Construction year of the rooms and the number of bookings made for rooms constructed in that year.



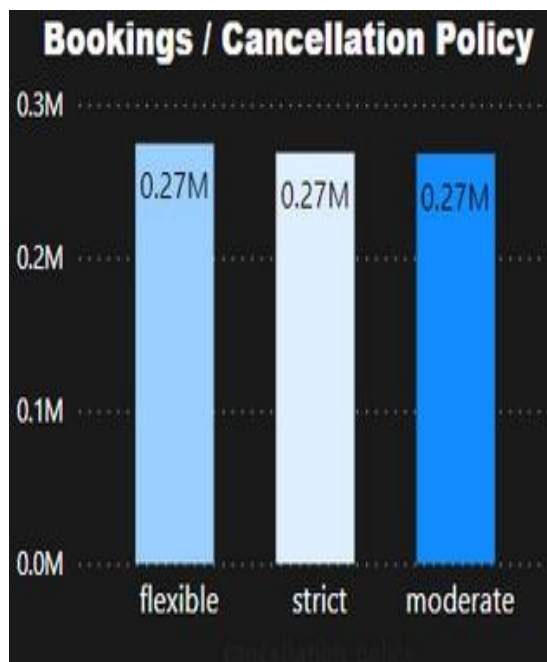
## 4.2 Bookings/ Cancellation Policy

Amount of bookings in each category of flexible, strict and moderate cancellation policies.



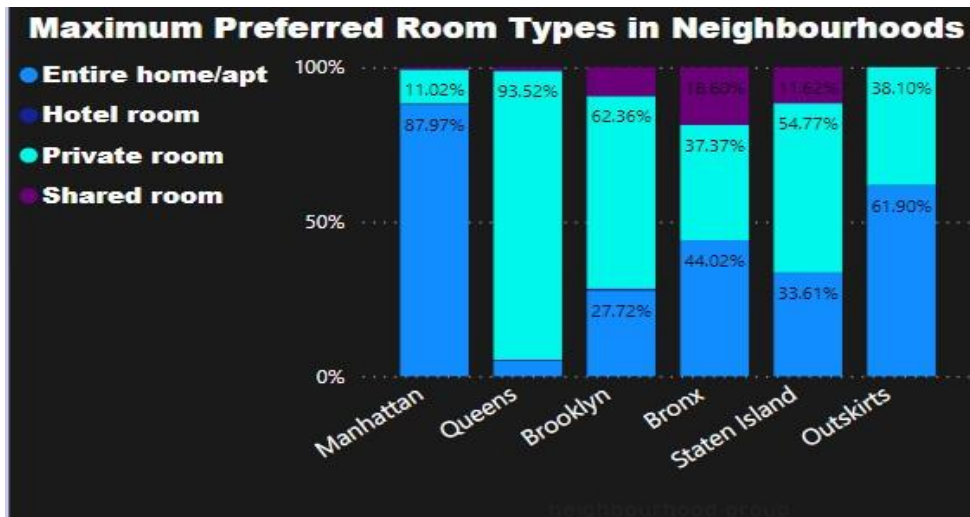
## 4.3 Bookings/ Instant Bookable

Amount of bookings in each category of instant bookable and non bookable.



#### 4.4 Maximum Preferred Room Types in Neighbourhood Groups

Mostly preferred rooms in neighbourhood groups.



#### 4.5 Maximum Preferred Room Types in Neighbourhood Average Minimum Nights / Preferred Room Types

Amount of bookings in each category of instant bookable and non bookable.

