

Airbnb NYC 2019 Analysis

Data Analytics Capstone Project

Prepared by: Ankita Gupta

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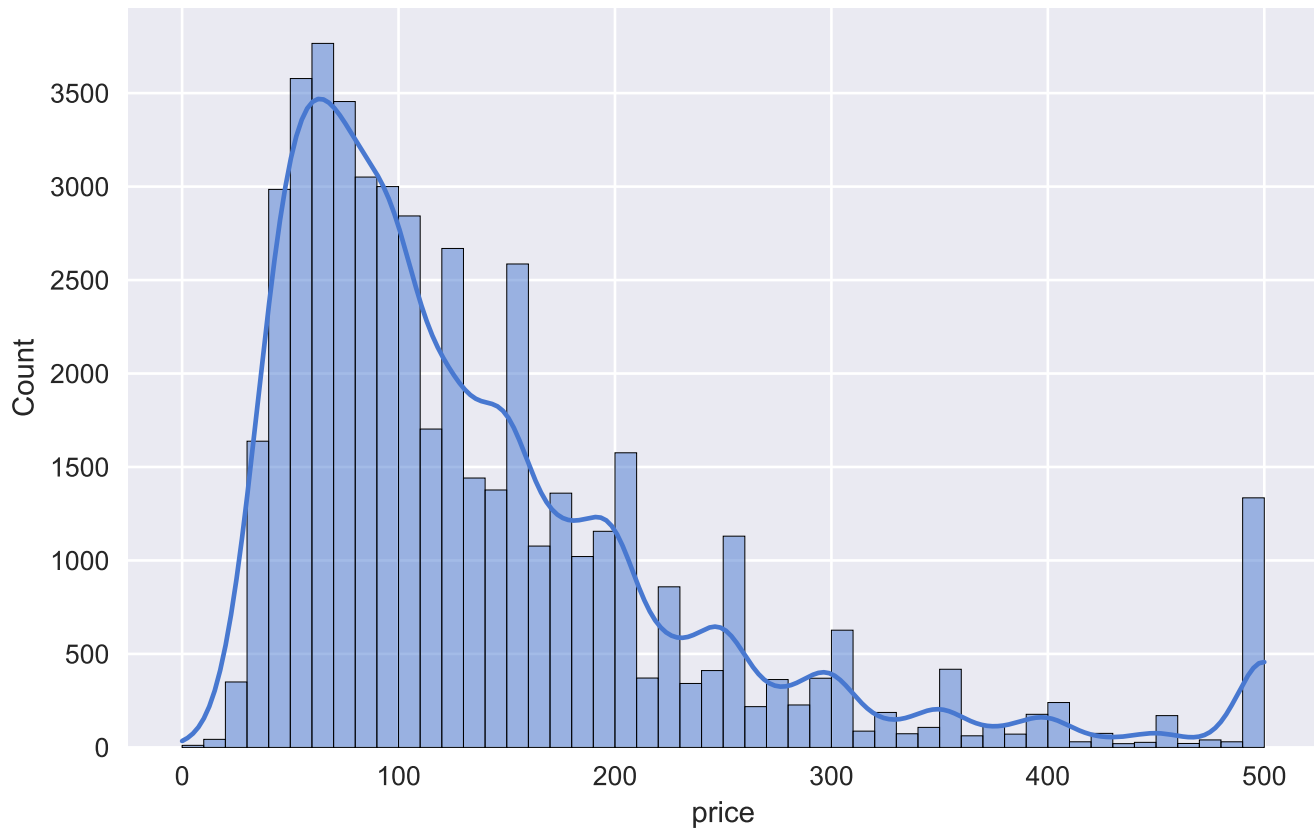
Key Metrics

Listings: 48,895

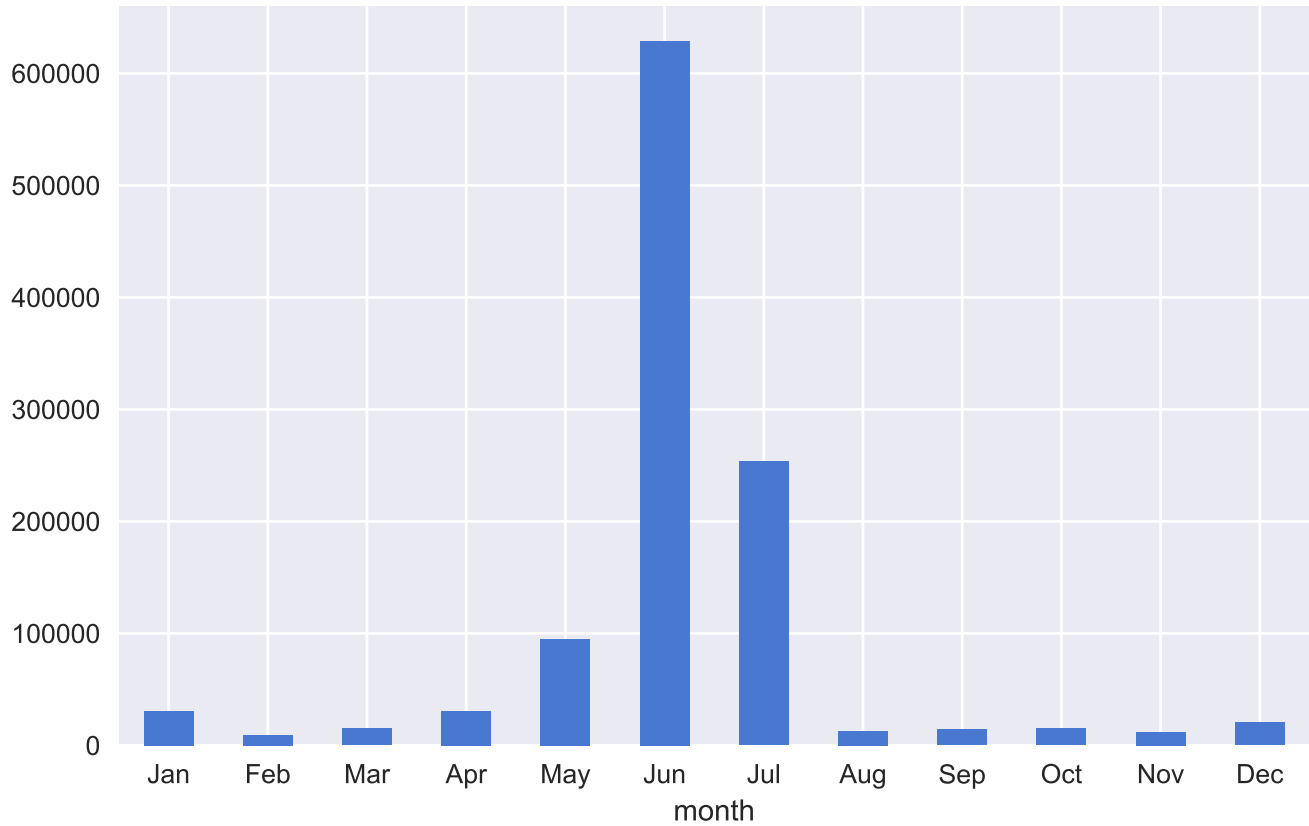
Avg Price: \$152.72

Total Reviews: 1,138,005

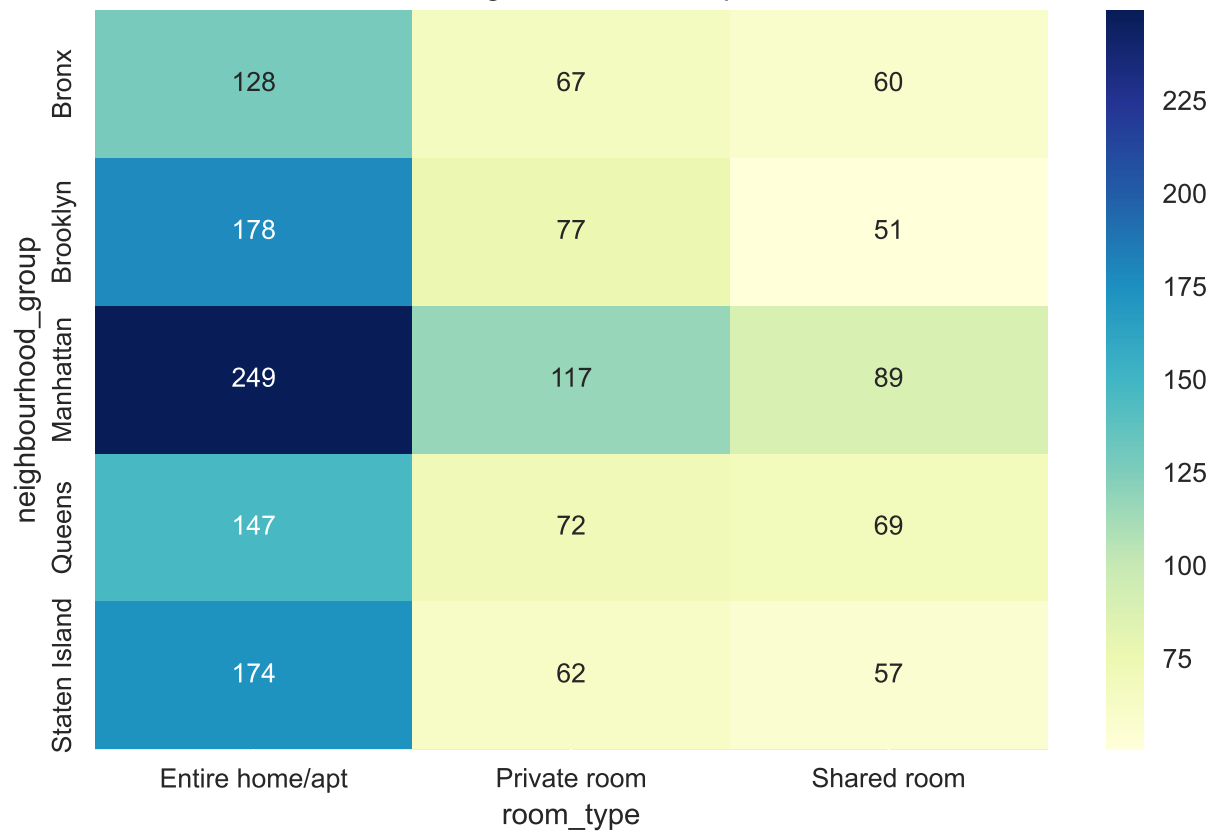
Price Distribution



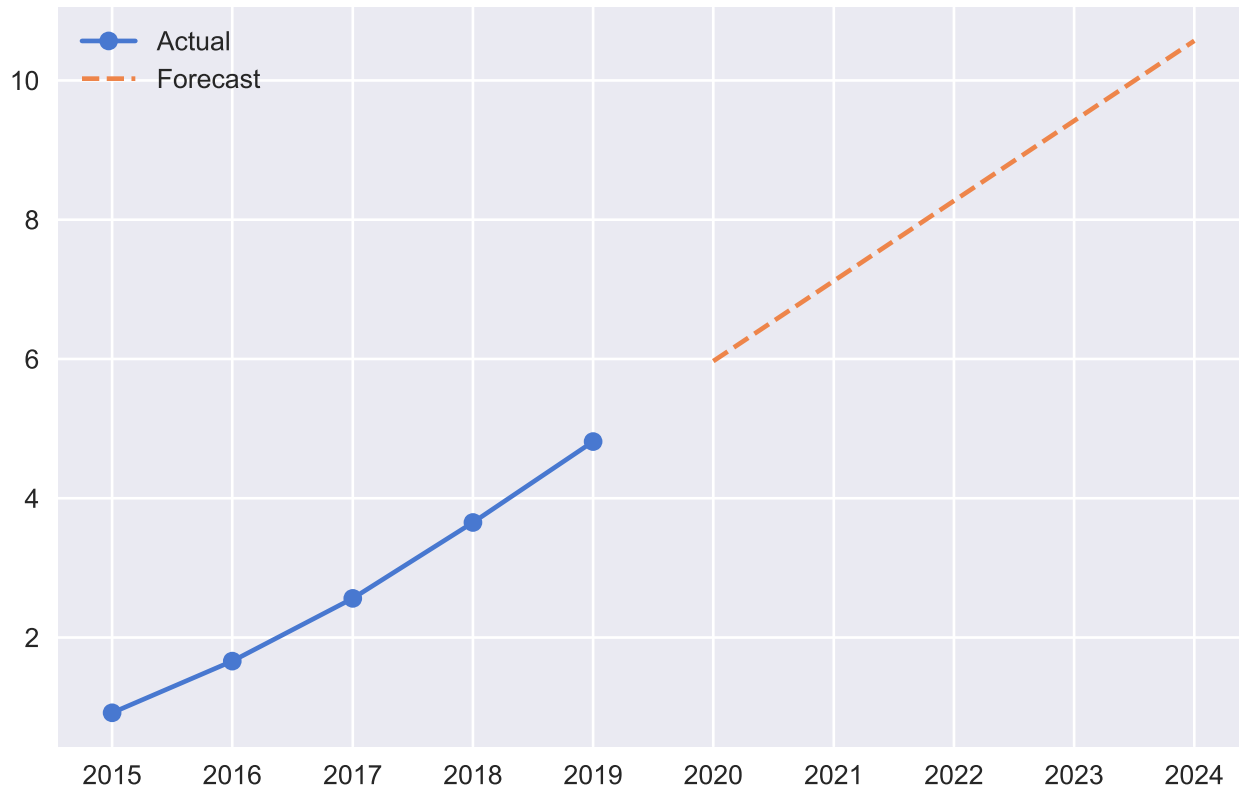
Seasonal Reviews



Average Price Heatmap



ARIMA Revenue Forecast



- Manhattan and Brooklyn dominate pricing.
- Summer shows peak demand.
- Entire homes cost significantly more.
- ARIMA indicates steady revenue growth.

Conclusions

Recommendations:

- Dynamic seasonal pricing
- Focus on high demand neighborhoods
- Improve customer trust