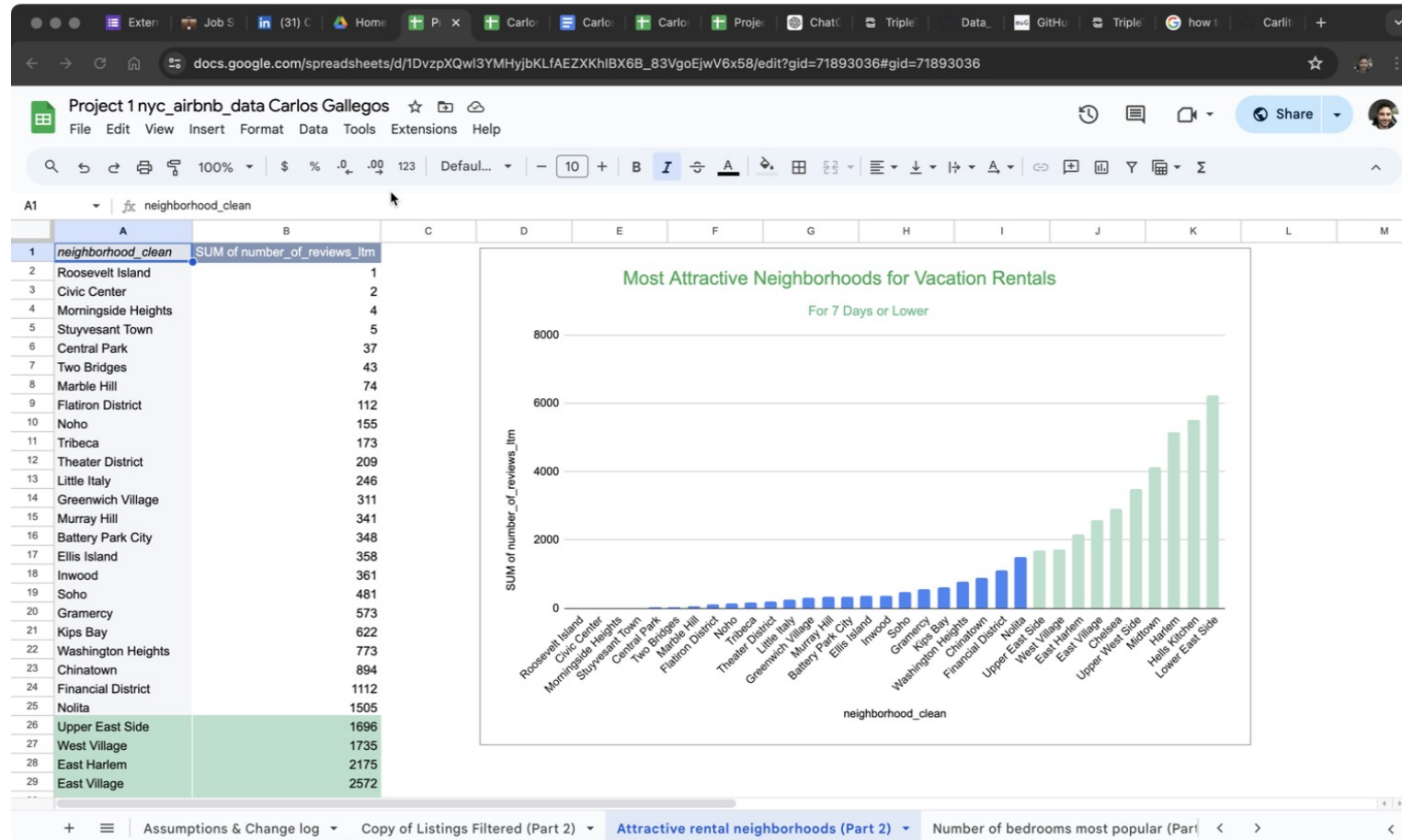


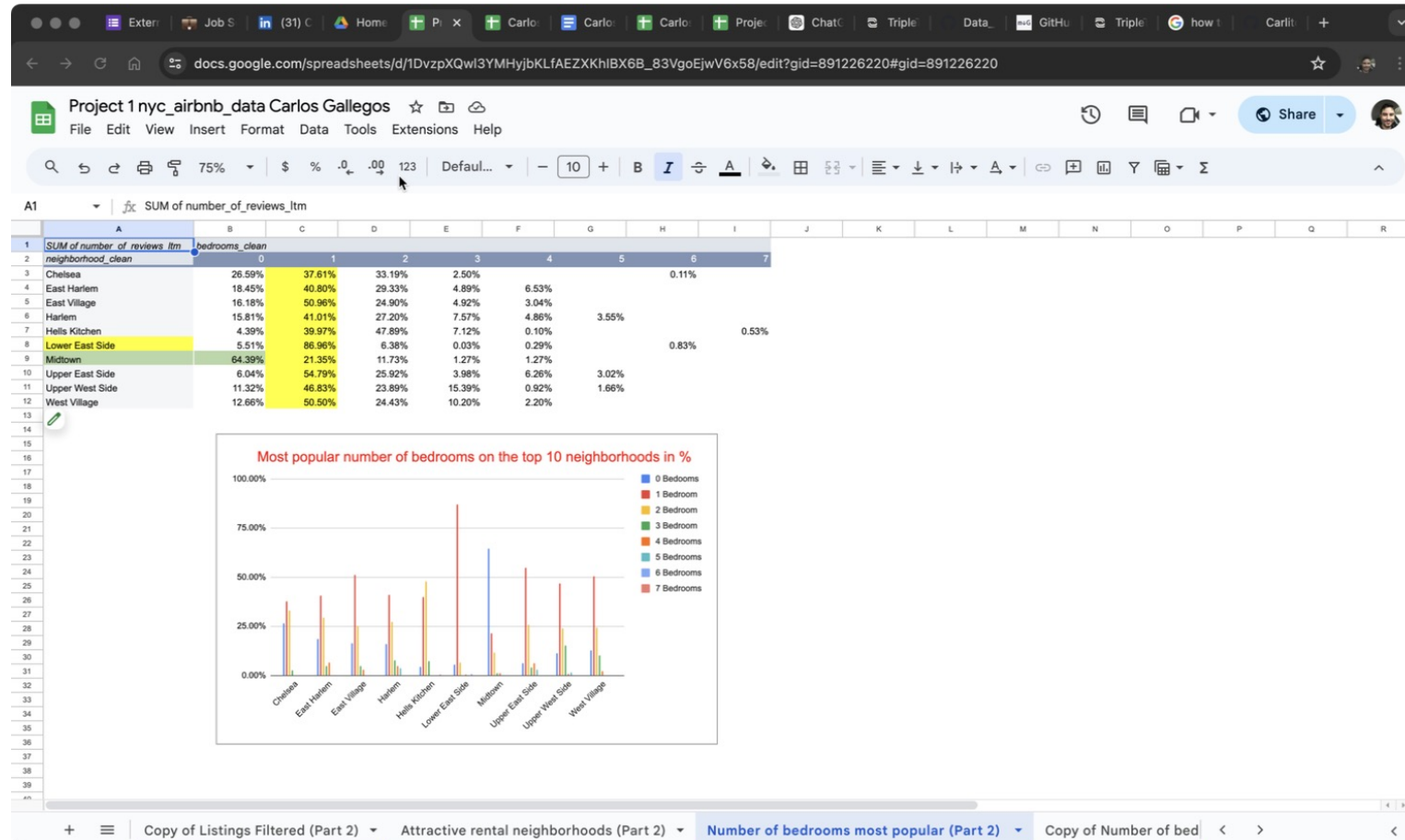
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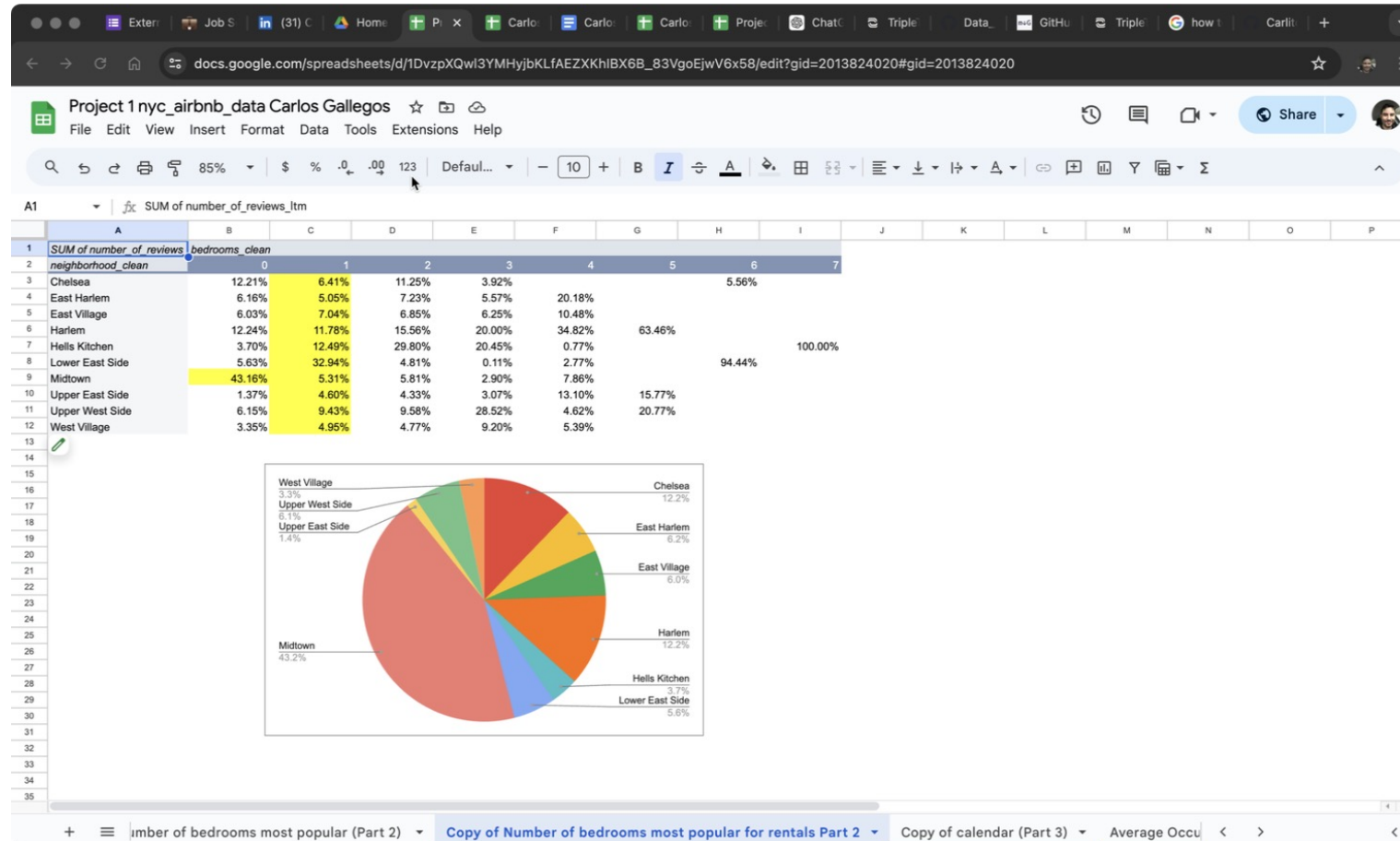
Attractive rental neighborhoods



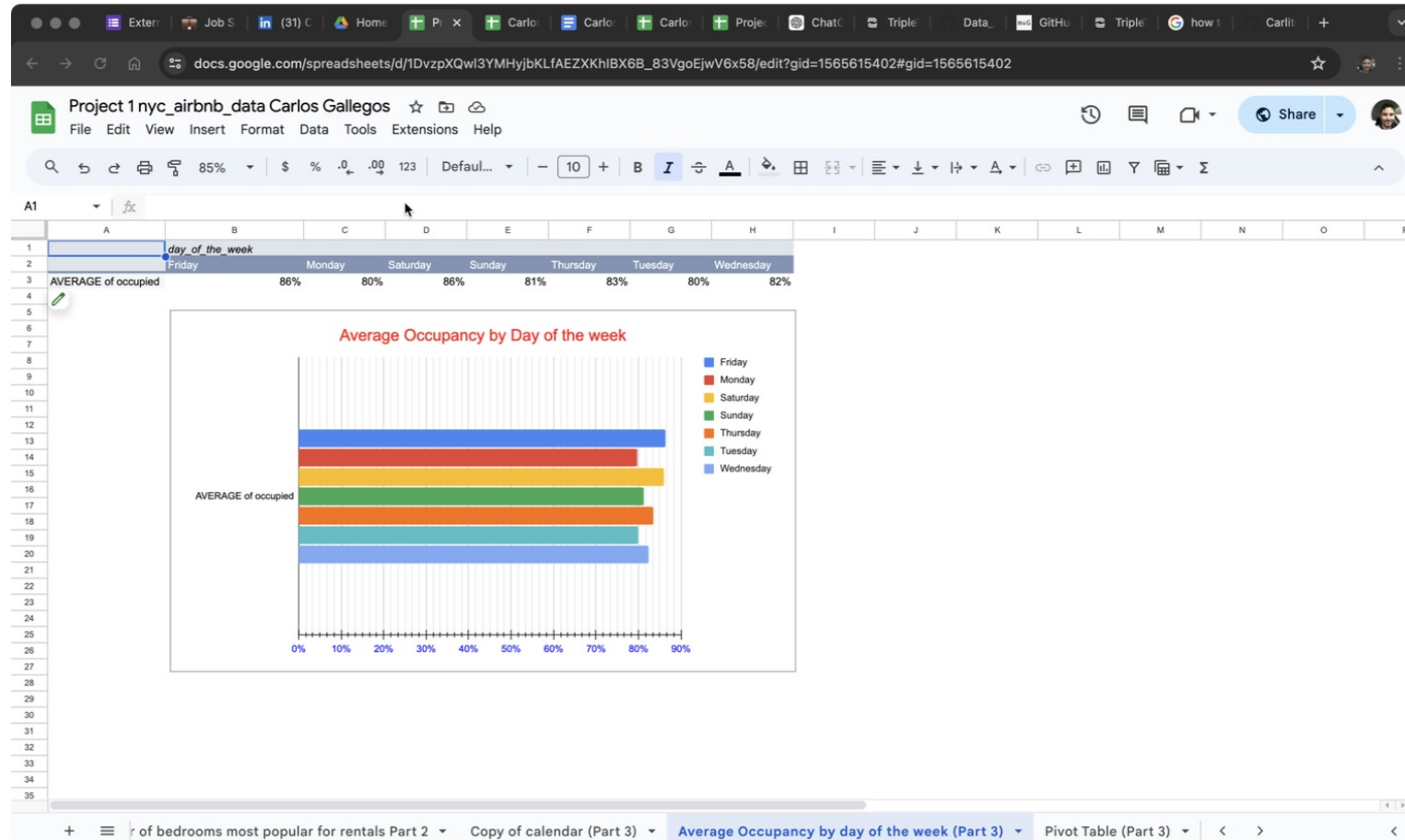
Number of bedrooms most popular



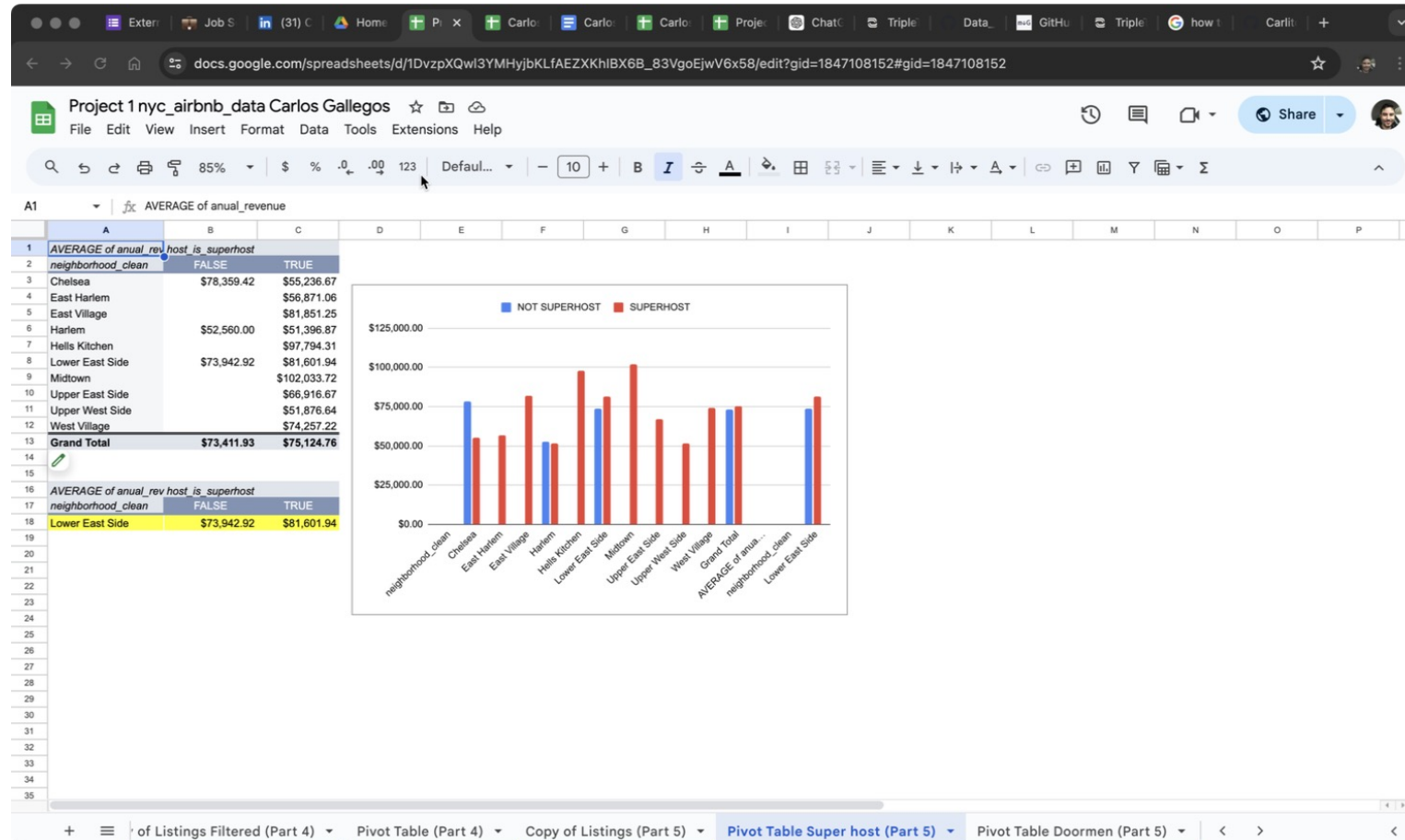
Copy of Number of bedrooms most popular for rentals



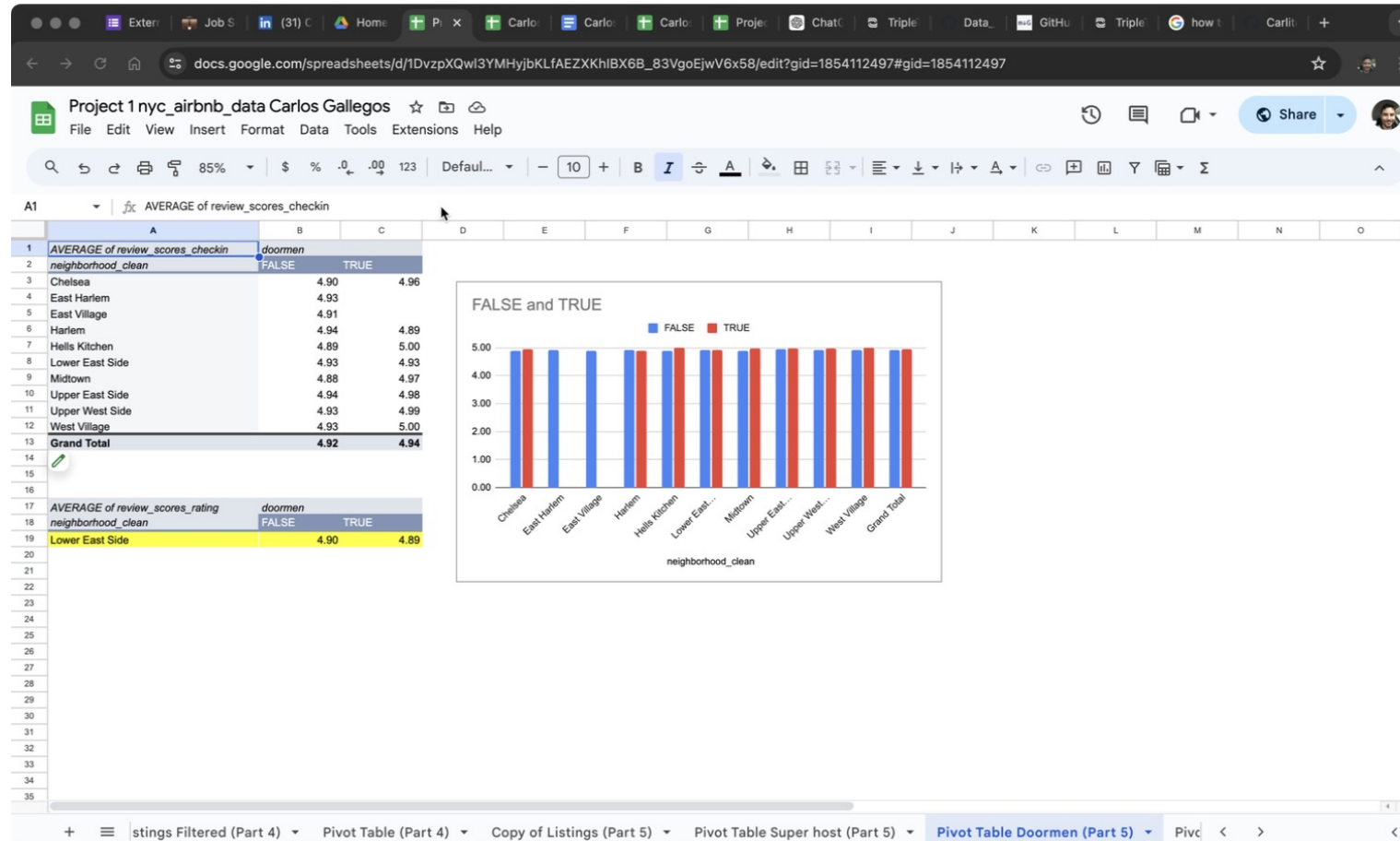
Average Occupancy by day of the week



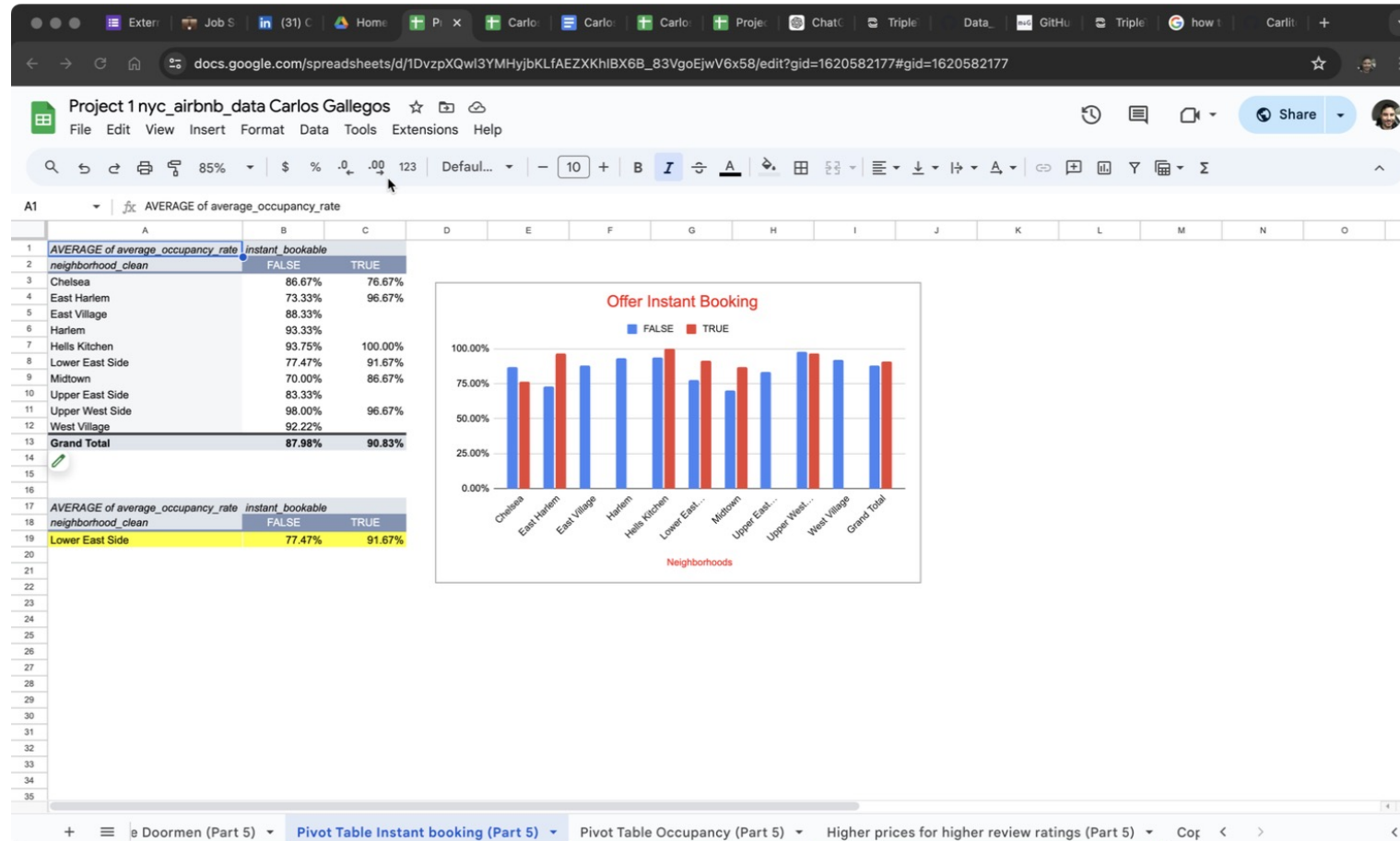
Pivot Table Super host



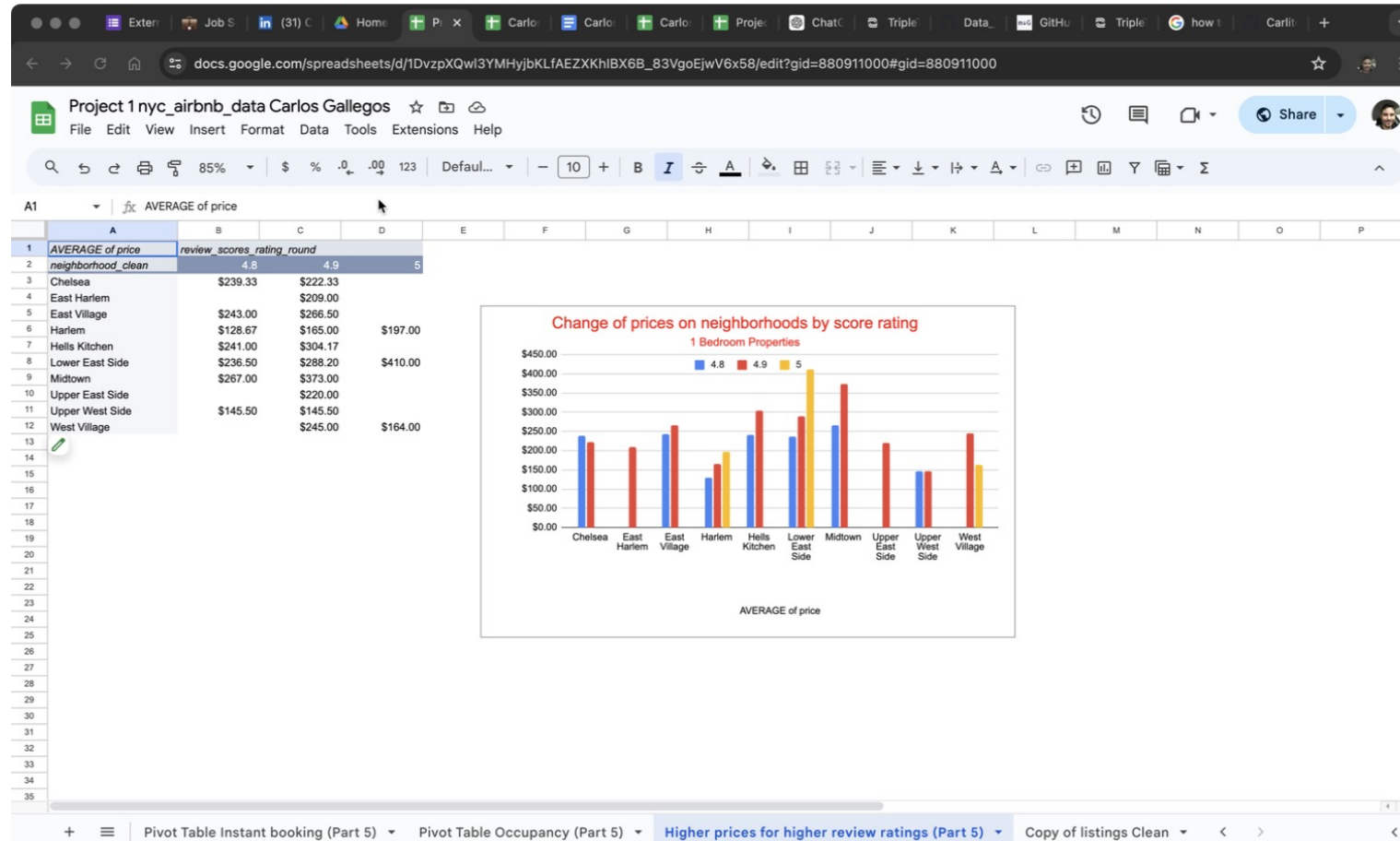
Pivot Table Doormen



Pivot Table Instant booking



Higher prices for higher review ratings



Assumptions & Change log

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File Edit View Insert Format Data Tools Extensions Help

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Assumptions

Only rentals with a minimum night requirement of 7 days or fewer would be applicable.

Airbnb high review rating is considered to be 4.8 or above

Listings with no reviews from the last 12 months are most likely inactive.

After the analysis made on the 10 best neighborhoods for rentals we centered or recommendations on them especially on Lower East Side one bedroom properties.

Only One-bedroom properties should be targeted

Change log

1. Created a Copy of Listings to clean the Data

1.1 Deleted Row 2440 to eliminate blank on pivot table

1.2 Rename column S for host_is_superhost

1.3 Used Find and Replace on Column S to replace f for FALSE on 694 rows

1.4 Used Find and Replace on Column S to replace t for TRUE on 1746 rows

1.5 Rename column Z for host_has_profile_pic

1.6 Used Find and Replace on Column Z to replace f for FALSE on 8 rows

1.7 Used Find and Replace on Column Z to replace t for TRUE on 2430 rows

1.8 Rename column AA for host_identity_verified

1.9 Used Find and Replace on Column AA to replace f for FALSE on 278 rows

1.10 Used Find and Replace on Column AA to replace t for TRUE on 1262 rows

1.11 Created a Column next to AB named "neighborhood_clean" filled with =TRIM(PROPER(AB))

1.12 Created a Column "bedrooms_clean" on AM Filled with IF() function to substitute empty cells with 0 from "bedrooms" column

1.13 Rename column BM for instant_bookable

1.14 Used Find and Replace on Column BM to replace f for FALSE on 1814 rows

1.15 Used Find and Replace on Column BM to replace t for TRUE on 626 rows

2 Created a Copy of listings Filtered for Part 2

2.1 Filter applied on Column AP "minimum_nights" to only days from 1 to 7. Eliminated 991 rows

2.2 Filter applied on Column BD "last_review" to only dates in the last 12 months. Eliminated 118 rows

2.3 Filter applied on Column AC "neighborhood_clean" to focus the data on the top 10 Most Attractive rental neighborhoods for vacation rentals (Pivot Table and Chart)

2.4 Created a Pivot table Number of bedrooms most popular for rentals

2.5 Filter applied on Copy on listings Filtered for Part 2 on Column AM "Bedrooms Clean" to show only 1 bedroom properties. Eliminated 491 rows.

Start Here Assumptions & Change log Copy of Listings Filtered (Part 2) Attractive rental neighborhoods (Part 2) Number of bedrooms mos

Executive Summary & Recommendations

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File Edit View Insert Format Data Tools Extensions Help

75% 123 Default... 10 B I A

A1 EXECUTIVE SUMMARY

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	EXECUTIVE SUMMARY													
2	The following analysis provides actionable insights for strategic decision-making in the vacation rental market within Manhattan, New York City. Our analysis delves into property types, neighborhood dynamics, property sizes, occupancy rates, review ratings and estimated revenue to guide future investments effectively.													
3														
4	RECOMMENDATIONS													
5														
6	Property Targeting: Through meticulous examination of various neighborhoods, we have identified the best ones are: Upper East Side, West Village, East Harlem, East Village, Chelsea, Upper West Side, Midtown, Harlem, Hell's Kitchen and Lower East Side													
7														
8	Property Size: By analyzing the Data on properties located on the Top 10 neighborhoods, we determined the one-bedroom is the most popular between all 10. The exception is Midtown with 0 bedrooms													
9														
10	Lower East Side Investment Opportunity: Our analysis pinpointed Lower East Side one-bedroom properties as having significant potential for future investments, given their high occupancy rates and projected revenue.													
11														
12	Optimal Booking Days: Detailed analysis revealed that Fridays and Saturdays boast the highest occupancy rates, reaching 86.4% and 86.1%, respectively. While Thursdays 83.4%, Wednesday 82.4%, Tuesday 80%, Sunday 81.2% and finally Monday with the lowest 79.7% This insight can inform pricing and marketing strategies to maximize revenue.													
13														
14	Top-Performing Property: Property ID 50913708 , located in Lower East Side and one-bedroom. Emerged as the top-performing property, with an impressive projected annual revenue of \$113,527 with a price of \$410 and an average occupancy rate of 75.86%. This property exemplifies the potential for lucrative returns in the identified market segment.													
15														
16	Impact of Superhost Status: Being a Superhost presents a valuable opportunity to command higher prices, enhancing profitability and competitiveness in the market. With a difference between \$7,659 average on prices between properties located in Lower East Side													
17														
18	Instant Booking Impact: Offering instant booking options significantly boosts occupancy rates, increasing from 77% to 91% . This highlights the importance of providing convenient booking options to attract guests.													
19														
20	Amenities Influence: Certain amenities, such as building staff, play a crucial role in enhancing guest satisfaction, leading to higher ratings and improved competitiveness in the top 10 neighborhoods. Increasing our check-in rates by 0.1 in most of the Top 10 neighborhoods.													
21														
22	Review ratings a key to success: It is evident the rental price increment as well as the projected revenue on one bedroom properties on our Top 10 neighborhoods. With especial enfasis on Lower East Side.													

+ Start Here Assumptions & Change log Copy of Listings Filtered (Part 2) Attractive rental neighborhoods (Part 2) Number of bedrooms

Conclusion & Table of Contents

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File Edit View Insert Format Data Tools Extensions Help

75% 123 Default... 10 B I A

A1 EXECUTIVE SUMMARY

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
24	CONCLUSION													
25	In conclusion, our comprehensive analysis provides actionable insights for stakeholders seeking to capitalize on opportunities in the Manhattan vacation rental market. By leveraging data-driven strategies and understanding market dynamics, investors can optimize their investment decisions and drive sustainable growth in this lucrative sector.													
27	TABLE OF CONTENTS													
30	Assumptions & Change log													
31	Raw Data (Listings)													
32	Calendar													
33	Data Dictionary													
34	Clean Data													
35	Copy of listings (Clean Data)													
36	Part 2													
37	Copy of listings Filtered (Part 2)													
38	Attractive rental neighborhoods (Part 2)													
39	Number of bedrooms most popular (Part 2)													
40	Part 3													
41	Copy of calendar (Part 3)													
42	Pivot Table (Part 3)													
43	Average Occupancy by day of the week (Part 3)													
44	Part 4													
45	Copy of Listings filtered (Part 4)													
46	Pivot Table (Part 4)													
47	Part 5													
48	Copy of listings (Part 5)													
49	Pivot Table Super Host (Part 5)													
50	Pivot Table Doormen (Part 5)													
51	Pivot Table Instant booking (Part 5)													
52	Pivot Table higher prices for higher review ratings													

+ ≡ Start Here Assumptions & Change log Copy of Listings Filtered (Part 2) Attractive rental neighborhoods (Part 2) Number of bedrooms