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New York City Airbnb Analysis
Analysis Period: 2011-2019

About the project:

This report analyzes Airbnb listings in New York City, exploring trends in prices, availability, and popularity across different neighborhoods. The goal is to provide insights for potential hosts and guests to make informed decisions.

Click to Overview! ❯ ❯

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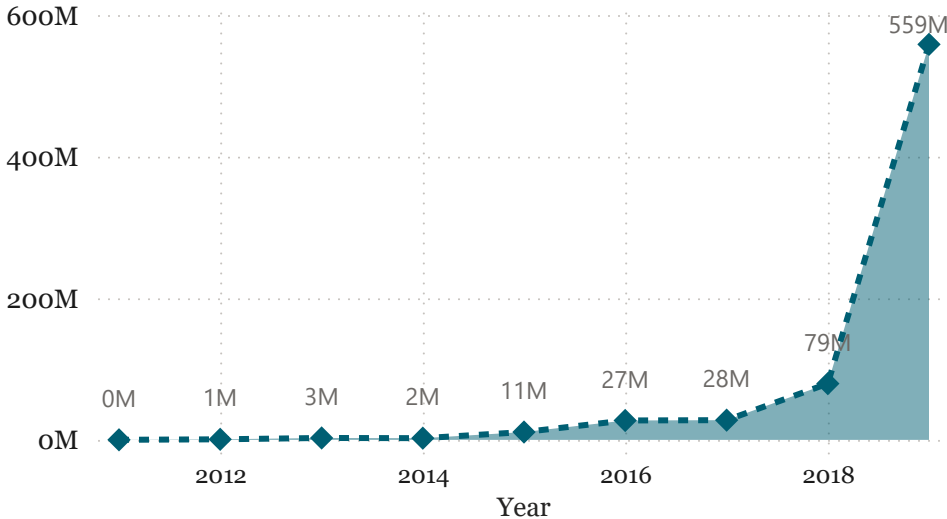| Metric	Value
Total Revenue	965.18M
Occupancy Rate	1.74K
Total Listings	48.90K
Average Price per Neighborhood	152.71

Annual Revenue Growth Over Time

Revenue Breakdown by Room Type

Room Type	Revenue
Entire hom...	706.56M
Private room	247.22M
Shared room	11.41M
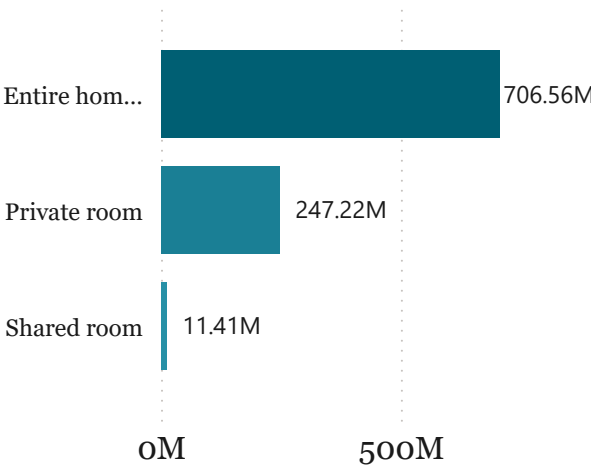
Revenue Distribution by Neighbourhood and Price Category

neighbourho... Manhattan   neighbourho... Midtown   Price Catego... ✕

	Value
Total Revenue	965182768
Manhattan	574446006
Brooklyn	279143439
Queens	85898780
Midtown	79147103
Hell's Kitchen	60670676
Upper West Side	48490898
Medium	62961471
High	10660791
Low	5524841
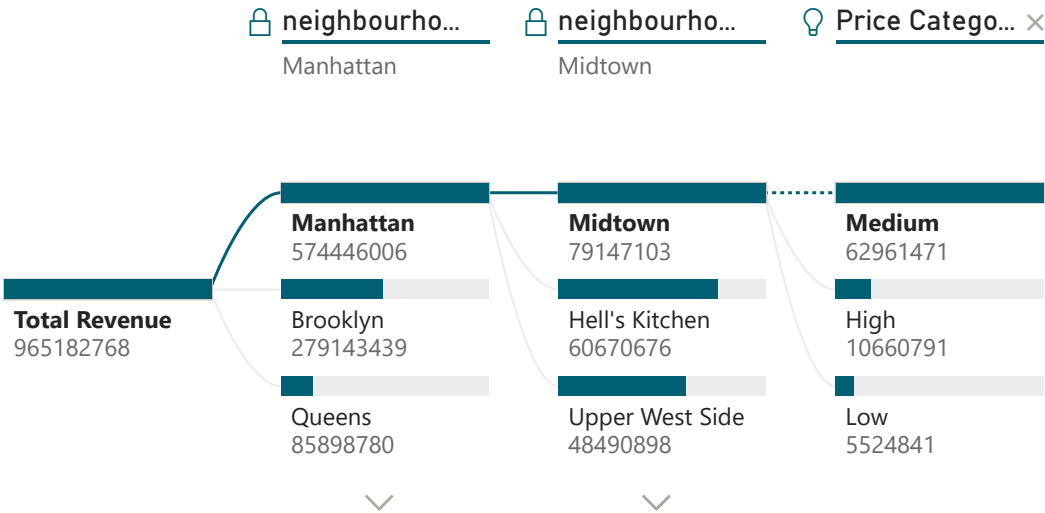
Top Earning Hosts: Revenue, Price, and Listing Count

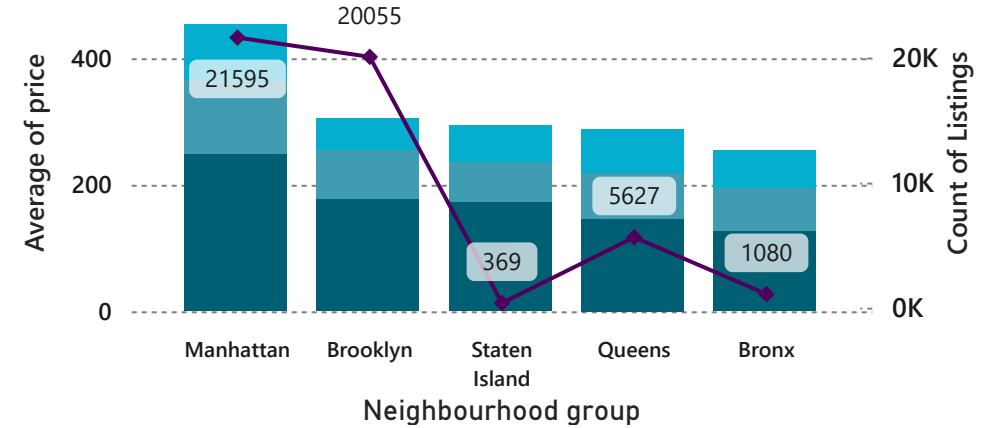| host_name	Total Revenue	Average Price per Neighborhood	Count of Listings
Sonder (NYC)	24.56M	253.20	327
Red Awning	7.69M	720.29	49
Kevin	6.92M	279.94	127
Ken	6.69M	200.48	121
Kara	10.66M	256.80	143
Jessica	11.05M	247.30	205
Henry	6.80M	660.50	34
David	7.76M	163.29	402
Blueground	18.02M	303.15	232
Alex	6.79M	188.40	279
Total	**106.93M**	**248.21**	**1919**

New York City Airbnb Analysis

Clear all slicers

Geospatial Revenue Distribution Across New York City

Neighbourhood group ● Bronx ● Brooklyn ● Manhattan ● Queens ● Staten Island

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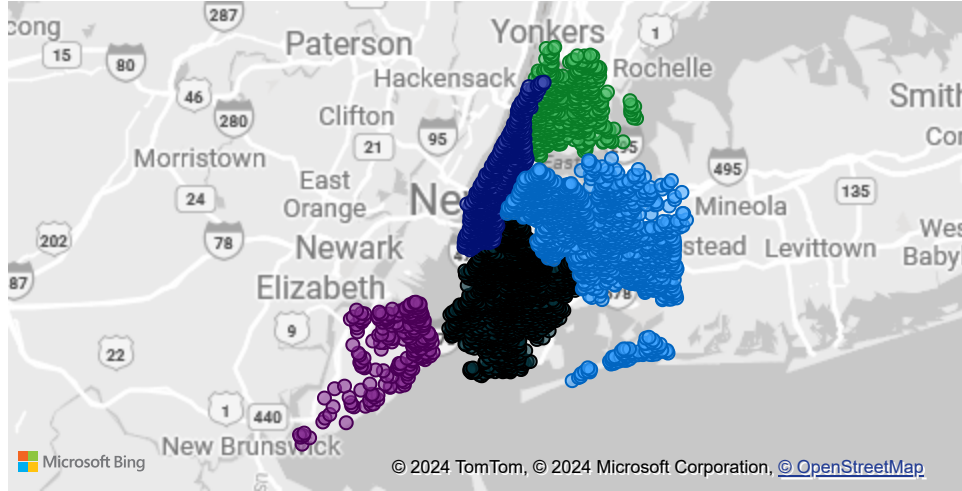
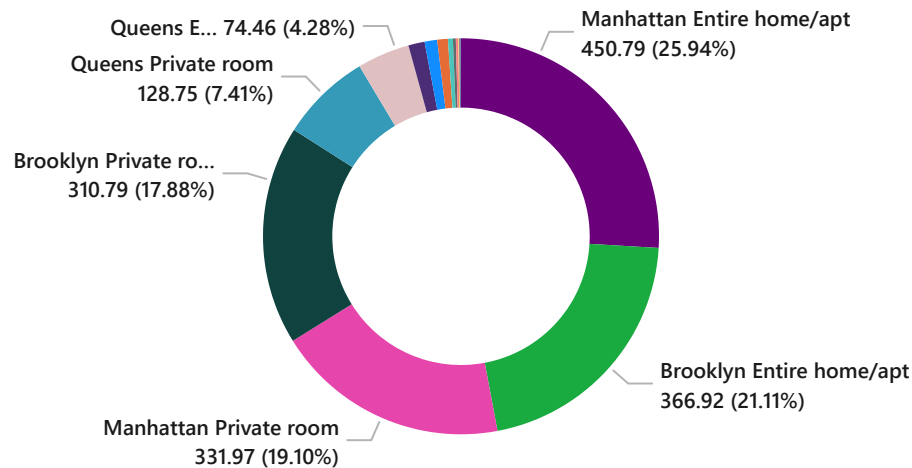## Room Type Pricing and Availability Across Neighborhood Groups

**room type** ● Entire home/apt ● Private room ● Shared room ◆ Count of Listings

20055

21595

369

5627

1080

Manhattan   Brooklyn   Staten Island   Queens   Bronx

Neighbourhood group

Market Share of Occupancy Rates by Neighborhood group

Queens E... 74.46 (4.28%)

Queens Private room 128.75 (7.41%)

Brooklyn Private ro... 310.79 (17.88%)

Manhattan Private room 331.97 (19.10%)

Manhattan Entire home/apt 450.79 (25.94%)

Brooklyn Entire home/apt 366.92 (21.11%)

Host Listing Dynamics: Price Versus Volume Analysis

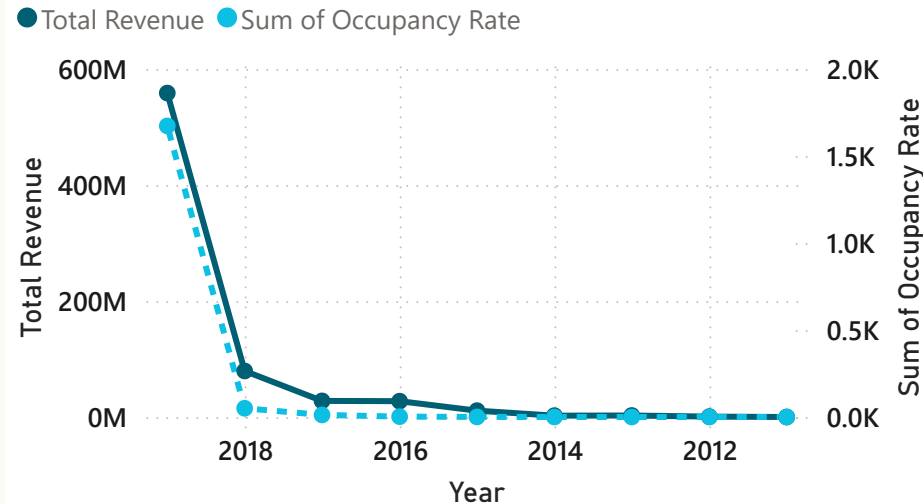**Neighbourhood group** ● Bronx ■ Brooklyn ◆ Manhattan ● Queens ▲ Staten Island
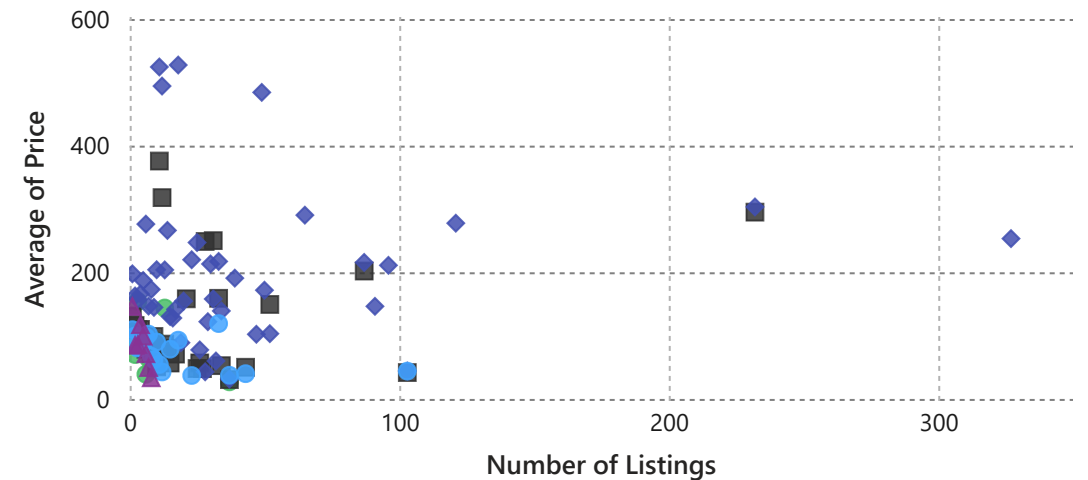
Number of Listings

Executive Summary: New York City Airbnb Analysis
Key Insights and Recommendations

Clear all slicers

Revenue Trend Over Time

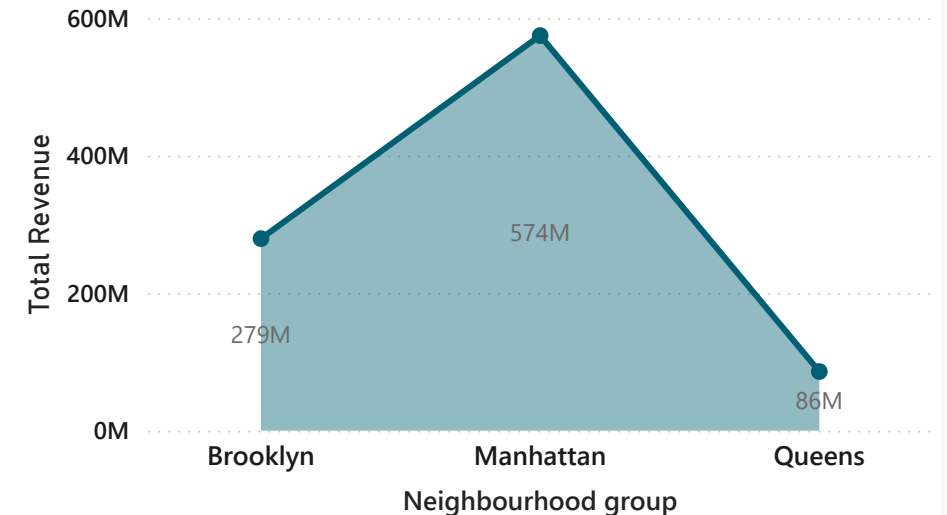● Total Revenue ● Sum of Occupancy Rate

Top 3 Neighborhoods by Revenue

574M

279M

86M

Brooklyn   Manhattan   Queens

Neighbourhood group

Recommendations:
Consider dynamic pricing strategies during peak seasons to increase occupancy and revenue.

Recommendations:
Hosts should focus on entire home listings in Manhattan and Brooklyn to maximize revenue.

SUMMARY:

The New York City Airbnb market from 2011 to 2019 exhibited substantial growth, particularly in Manhattan and Brooklyn, with entire homes driving most of the revenue. Strategic focus on high-performing neighborhoods, dynamic pricing, and data-driven marketing can further maximize profitability and market share.