



# New York City Airbnb Analysis

*Analysis Period: 2011-2017*

## 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! ➡ ➡



NAVIGATION

Cover Page

Key metrics

Detailed Analysis

Executive Summary

FILTERS

Year

2011

2019

Neighborhood

All

Room Type

All

Price Category

All

New York City Airbnb Analysis

Total Revenue

965.18M

Occupancy Rate

1.74K

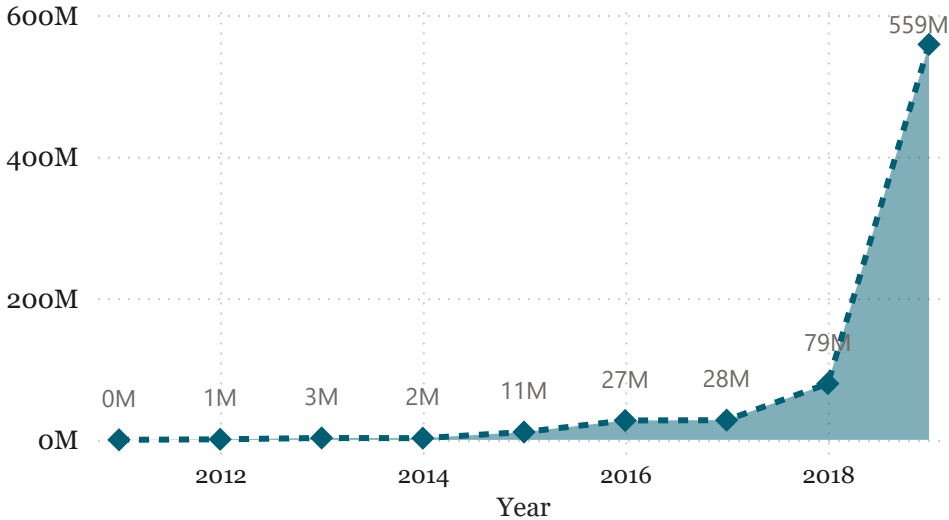
Total Listings

48.90K

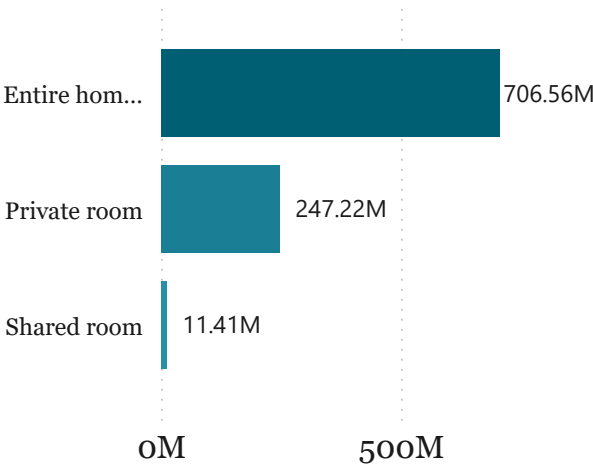
Average Price per Neighborhood

152.71

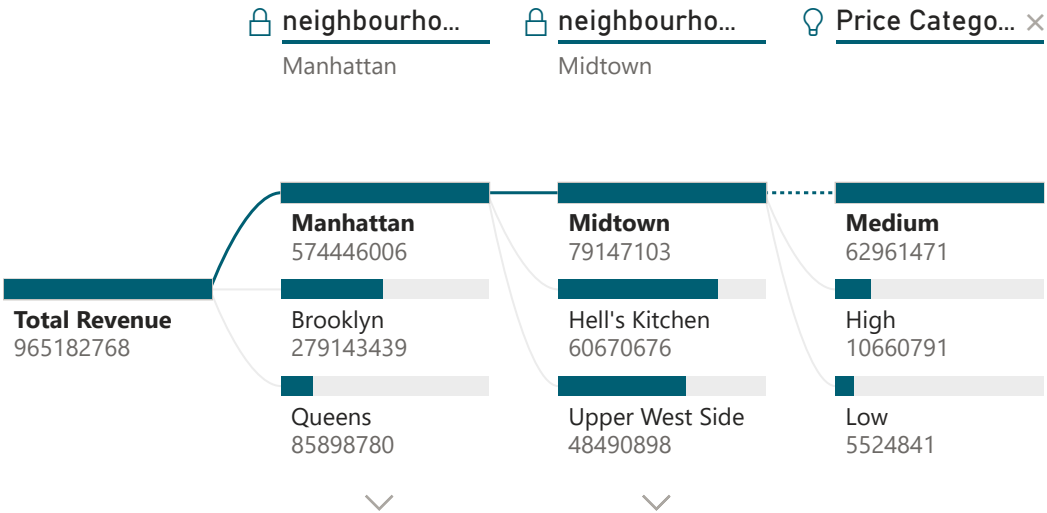
Annual Revenue Growth Over Time



Revenue Breakdown by Room Type



Revenue Distribution by Neighbourhood and Price Category



Top Earning Hosts: Revenue, Price, and Listing Count

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





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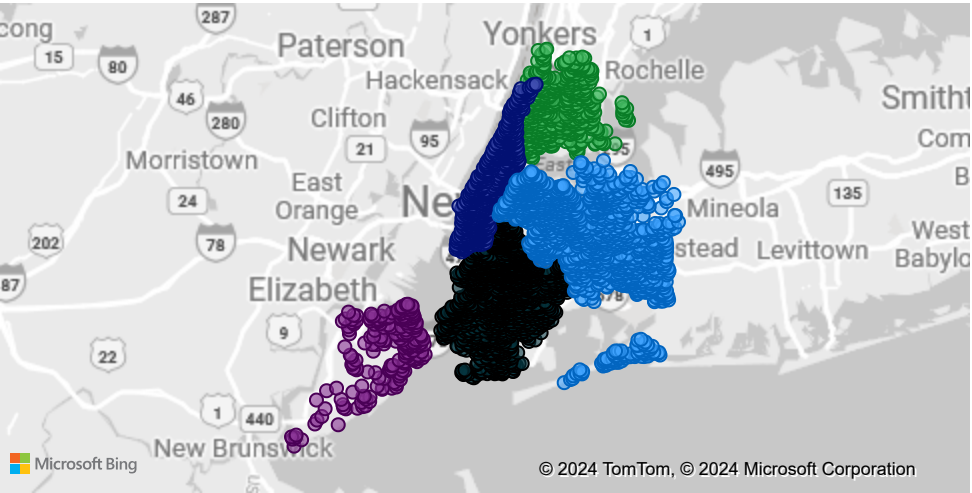
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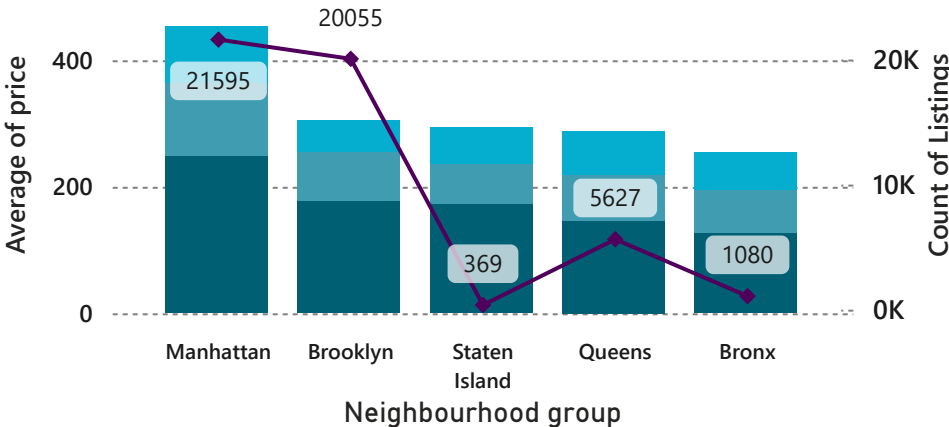
## Geospatial Revenue Distribution Across New York City

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

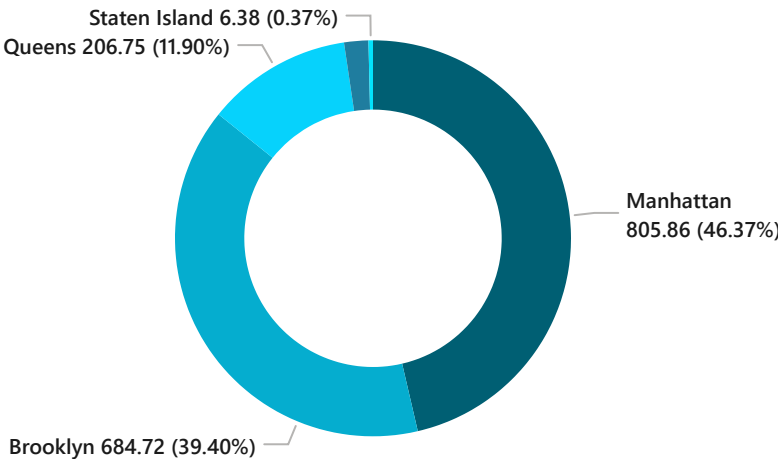


## Room Type Pricing and Availability Across Neighborhood Groups

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

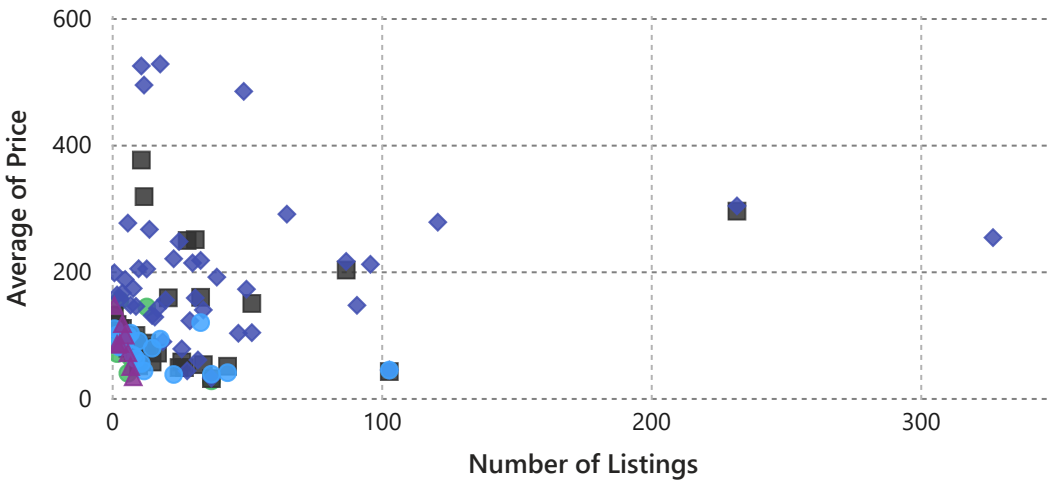


## Market Share of Occupancy Rates by Neighborhood group



## Host Listing Dynamics: Price Versus Volume Analysis

Neighbourhood group ● Bronx ■ Brooklyn ◆ Manhattan ● Queens ▲ Staten Island





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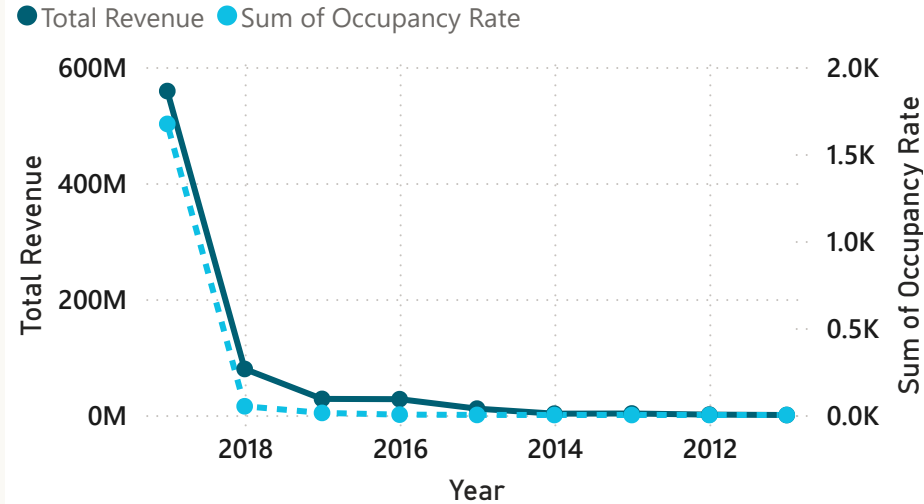
Price Category

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# Executive Summary: New York City Airbnb Analysis

## Key Insights and Recommendations

Revenue Trend Over Time



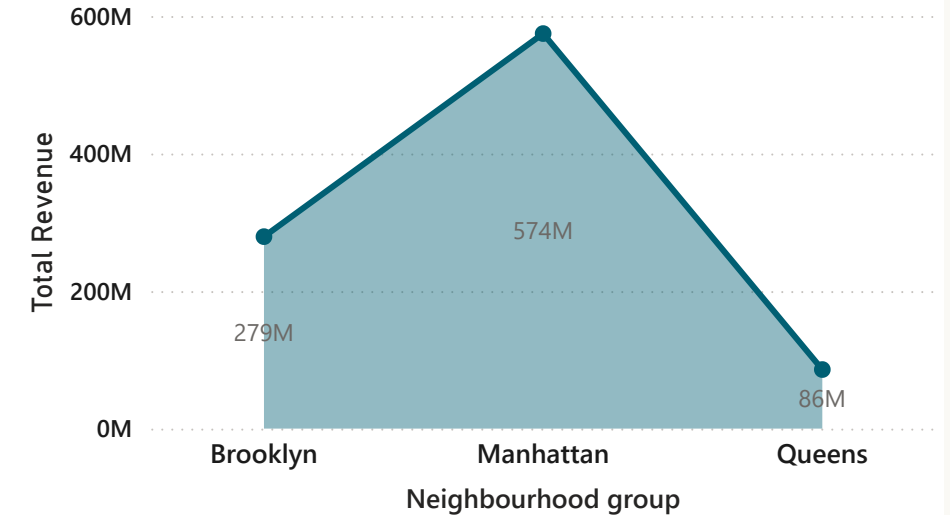
### Recommendations:

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

Top 3 Neighborhoods by Revenue



### Recommendations:

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