| A |
| --- |
| **executive summary** |
| This analysis identifies the Lower East Side as the most promising location for your vacation rental investment. |
| Key findings include: The Lower East Side boasts the highest popularity rate (89.96%) among the top 10 considered neighborhoods and bedroom configurations. |
| Analysis suggests an estimated annual revenue of $80,325.97. |
| The detailed analysis is documented in the following pivot tables: |
| - estimated_revenue: Provides a breakdown of the estimated annual revenue calculation.- |
| - processed_calander: Details the processing of calendar data used in occupancy rate calculations. |
| - listing_occupancy: Analyzes occupancy rates for various listings. |
| - popular_bedrooms: Identifies the most popular bedroom configurations. |
| - popular_rentals: Highlights the most popular rental properties. |
| For a complete picture, please refer to the Table of Contents. |
| |
| This data-driven recommendation positions the Lower East Side as a strong contender for your vacation rental investment. |
| |
| |
| |

| | A | B | C | D | E |
| --- | --- | --- | --- | --- | --- |
| 1 | **Name** | **Description** | | | |
| 2 | processed_data_dictionary | processed_data | | | |
| 3 | processed_listings | processed listings | | | |
| 4 | estimated_revenue | pivot table of estimated revenue of lower east side one bedroom | | | |
| 5 | listing_occupancy | listing of occupied properties- pivot table | | | |
| 6 | popular_bedrooms | pivot table of the most popular bedrooms | | | |
| 7 | popular_rentals | top 10 most popular rental cities- Pivot table | | | |
| 8 | | | | | |
| 9 | | | | | |
| 10 | | | | | |
| 11 | | | | | |
| 12 | | | | | |
| 13 | | | | | |
| 14 | | | | | |
| 15 | | | | | |
| 16 | | | | | |
| 17 | | | | | |
| 18 | | | | | |
| 19 | | | | | |
| 20 | | | | | |
| 21 | | | | | |

## Sheet 1: change_log

| step | changes | reason |
|---|---|---|
| 1 | renamed file sheets | organization |
| 2 | created organizational tabs | organization |
| 3 | created copies for processed data | organization |
| 4 | resized columns | organization |
| 5 | freeze rows | organization |
| 6 | filtered initial data for revelancy | organization |
| 7 | created a pivot table | most popular rentals |
| 8 | added neighborhoods_clean to rows | organization |
| 9 | added neighborhoods_reviews_ltm to values | organization |
| 10 | hid rows 12-32 | to show top 10 cities |
| 11 | created another column for bedroom_clean | organization |
| 12 | created a pivot table for bedroom | popular bedrooms |
| 13 | created a occpied column in the processed calender sheet | prepared data for agregation |
| 14 | added a column in processed listings (occupancy_ listings) | organization |
| 15 | created a pivot table | estimated_revenue |
| 16 | resized columns | organization |
| 17 | formatted cell colors on pivot tables | organization |

Tabs: table_of_contents | assumptions | **change_log** | processed_data_dictionary | processed_listings | estimated_revenue

## Sheet 2: processed_data_dictionary

### Data Dictionary for Listings

| Field | Type | Calculated | Description |
|---|---|---|---|
| id | integer | | Airbnb's unique identifier for the listing |
| listing_url | text | y | |
| scrape_id | bigint | y | Inside Airbnb "Scrape" this was part of |
| last_scraped | datetime | y | UTC. The date and time this listing was "scraped". |
| source | text | | One of "neighbourhood search" or "previous scrape". "neighbourhood search" means that the listing was found by searching the |
| name | text | | Name of the listing |
| description | text | | Detailed description of the listing |
| neighborhood_overview | text | | Host's description of the neighbourhood |
| picture_url | text | | URL to the Airbnb hosted regular sized image for the listing |
| host_id | integer | | Airbnb's unique identifier for the host/user |
| host_url | text | y | The Airbnb page for the host |
| host_name | text | | Name of the host. Usually just the first name(s). |
| host_since | date | | The date the host/user was created. For hosts that are Airbnb guests this could be the date they registered as a guest. |
| host_location | text | | The host's self reported location |
| host_about | text | | Description about the host |
| host_response_time | | | |
| host_response_rate | | | |
| host_acceptance_rate | | | That rate at which a host accepts booking requests. |

Tabs: table_of_contents | assumptions | change_log | **processed_data_dictionary** | processed_listings | estimated_revenue

## Sheet 3: processed_listings

| id | scrape_id | last_scraped | source | nam | descripti | neighborhood_overvie | picture_u | host_id | host_u | host_name | host_since | h |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 57618 | 20220907064715 | 2022-09-07 | previous scrape | Great ne | <b>The | | https://a0.mu | 274557 | https://www | Ana | 2010-10-30 | N |
| 57754 | 20220907064715 | 2022-09-07 | city scrape | Stylish L | Clean and | It's safe, and the "hottest" ir | https://a0.mu | 275578 | https://www | R | 2010-10-31 | N |
| 57874 | 20220907064715 | 2022-09-07 | city scrape | The Bro | Tastefully and | Fantastic and vibrant neigh | https://a0.mu | 276291 | https://www | Simon | 2010-11-01 | N |
| 59709 | 20220907064715 | 2022-09-07 | city scrape | Artistic, | A cozy | Our neighborhood is a cros | https://a0.mu | 186084 | https://www | Ricardo & Ashlie | 2010-07-30 | N |
| 16974 | 20220907064715 | 2022-09-07 | city scrape | SpaHa L | Our luxury | | https://a0.mu | 65837 | https://www | Robin | 2009-12-26 | N |
| 62891 | 20220907064715 | 2022-09-07 | city scrape | Smalles | <b>The | | https://a0.mu | 306545 | https://www | Olivia | 2010-12-01 | N |
| 23686 | 20220907064715 | 2022-09-07 | city scrape | West Vil | August sale! | Restaurants: <br />Near the | | 93790 | https://www | Ann | 2010-03-15 | N |
| 123784 | 20220907064715 | 2022-09-07 | city scrape | NYC Stu | Comfortable, | The new restaurants, store: | https://a0.mu | 617990 | https://www | Christopher | 2011-05-23 | N |
| 126443 | 20220907064715 | 2022-09-07 | city scrape | Massive | NEWLY | This is East Village, it's the | https://a0.mu | 627217 | https://www | Seith | 2011-05-26 | N |
| 27644 | 20220907064715 | 2022-09-07 | city scrape | Sugar H | The | I love the diversity of my ne | | 119510 | https://www | Emma | 2010-05-06 | N |
| 65425 | 20220907064715 | 2022-09-08 | city scrape | Entire 2 | Hi! Thanks | | https://a0.mu | 314941 | https://www | Tony | 2010-12-10 | N |
| 66251 | 20220907064715 | 2022-09-07 | city scrape | East Vill | Comprising | | https://a0.mu | 324460 | https://www | Samir | 2010-12-21 | N |
| 144087 | 20220907064715 | 2022-09-07 | city scrape | LUXURY | the<br /><br | | https://a0.mu | 616825 | https://www | Rinaldo & Jessa | 2011-05-23 | N |
| 148825 | 20220907064715 | 2022-09-07 | city scrape | Best Cit | Close to | This dynamic neighborhood | https://a0.mu | 718349 | https://www | B. | 2011-06-19 | N |
| 68974 | 20220907064715 | 2022-09-08 | city scrape | Unique s | The loft on | The Bowery is an incredible | https://a0.mu | 281229 | https://www | Alicia | 2010-11-08 | N |
| 42300 | 20220907064715 | 2022-09-08 | city scrape | Beautifu | Architect-own | The apartment is in the bor | https://a0.mu | 184755 | https://www | Koray | 2010-07-29 | N |
| 152263 | 20220907064715 | 2022-09-07 | city scrape | Cozy ap | You will feel | Parking is curbside, which i | https://a0.mu | 732535 | https://www | William | 2011-06-22 | N |
| 163814 | 20220907064715 | 2022-09-07 | city scrape | ☆ STUD | NEWLY | The East Village is known f | https://a0.mu | 627217 | https://www | Seith | 2011-05-26 | N |
| 75635 | 20220907064715 | 2022-09-07 | city scrape | Bright C | <b>The | | https://a0.mu | 401696 | https://www | Patricia | 2011-02-20 | N |

Tabs: table_of_contents | assumptions | change_log | processed_data_dictionary | **processed_listing**

▼ 1,329 of 2,439 rows displayed

## estimated_revenue

| id | AVERAGE of price | AVERAGE of ocupancy_rate | estimated_annual_revenue |
|---|---|---|---|
| 16229170 | $214.00 | 0.90 | $70,299.00 |
| 50873910 | $421.00 | 0.38 | $58,286.72 |
| 50874125 | $413.00 | 0.55 | $83,169.66 |
| 50913708 | $410.00 | 0.76 | $113,527.59 |
| 50997233 | $391.00 | 0.62 | $88,581.72 |
| 50999162 | $438.00 | 0.60 | $95,922.00 |
| 50999361 | $404.00 | 0.59 | $86,442.07 |
| 51409979 | $269.00 | 0.66 | $64,328.10 |
| 51410607 | $291.00 | 0.76 | $80,576.90 |
| 51410905 | $280.00 | 0.67 | $68,133.33 |
| 51618851 | $359.00 | 0.48 | $63,258.28 |
| 51619634 | $267.00 | 0.90 | $87,373.45 |
| 51619950 | $284.00 | 0.57 | $58,740.67 |
| 51681375 | $278.00 | 0.67 | $67,646.67 |
| 51687864 | $267.00 | 0.86 | $84,012.93 |
| 51688080 | $282.00 | 0.76 | $78,084.83 |
| 51943950 | $365.00 | 0.48 | $64,315.52 |
| 51944428 | $287.00 | 0.69 | $72,244.83 |
| 51944937 | $270.00 | 0.83 | $81,558.62 |
| 51945109 | $305.00 | 0.59 | $65,259.48 |

Tabs: processed_listings | **estimated_revenue** | processed_calendar | listing_occupancy | popular_bedrooms | popular_rental

## processed_calendar

| listing_id | date | day_of_week | available | occupied | price | adjusted_price | minimum_nights | maximum_nights |
|---|---|---|---|---|---|---|---|---|
| 9357 | 2022-09-07 | 4 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-08 | 5 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-09 | 6 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-10 | 7 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-11 | 1 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-12 | 2 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-13 | 3 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-14 | 4 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-15 | 5 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-16 | 6 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-17 | 7 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-18 | 1 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-19 | 2 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-20 | 3 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-21 | 4 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-22 | 5 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-23 | 6 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-24 | 7 | f | 1 | $175.00 | $175.00 | 30 | 1125 |
| 9357 | 2022-09-25 | 1 | f | 1 | $175.00 | $175.00 | 30 | 1125 |

Tabs: processed_listings | estimated_revenue | **processed_calendar** | listing_occupancy | popular_bedrooms | popular_rentals

## listing_occupancy

| listing_id | AVERAGE of occupied |
|---|---|
| 9357 | 1.00 |
| 15341 | 0.45 |
| 16974 | 0.83 |
| 17037 | 1.00 |
| 19159 | 0.97 |
| 23686 | 0.80 |
| 27644 | 0.83 |
| 29683 | 1.00 |
| 36703 | 1.00 |
| 42300 | 1.00 |
| 43105 | 1.00 |
| 57618 | 1.00 |
| 57754 | 0.97 |
| 57874 | 0.90 |
| 59014 | 0.77 |
| 59709 | 0.90 |
| 60164 | 0.23 |
| 60611 | 1.00 |
| 60680 | 1.00 |
| 61509 | 1.00 |

Tabs: processed_listings | estimated_revenue | processed_calendar | **listing_occupancy** | popular_bedrooms | popular_rental