



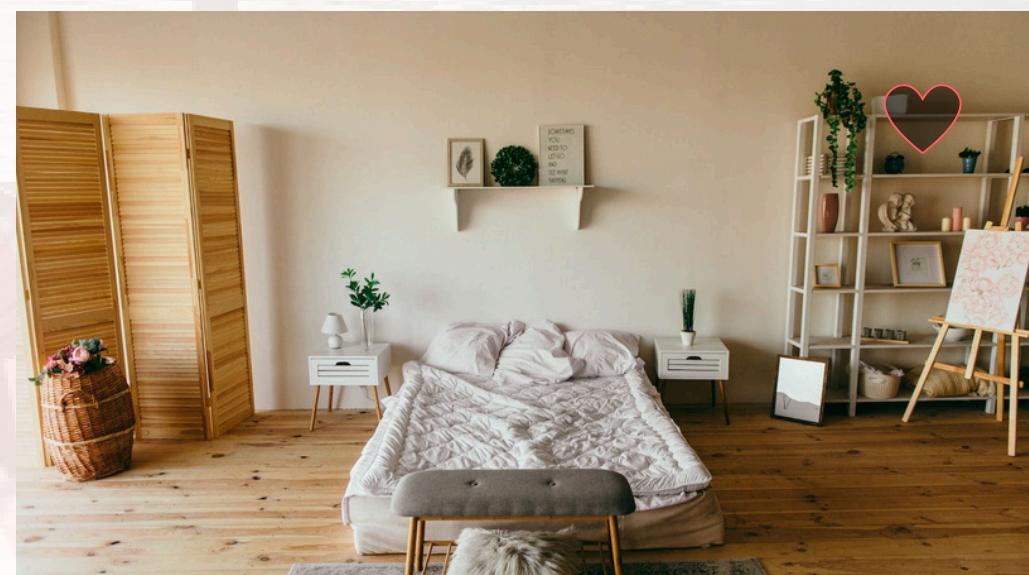
New York Listings



# Agenda



- Agenda 1** Neighbourhood Distribution
- Agenda 2** Reviews in Neighbourhood
- Agenda 3** Price in Neighbourhood
- Agenda 4** Property Type & Availability
- Agenda 5** Room Type Preferred
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# Executive Summary



## Airbnb



has experienced a **notable decline in revenue** over the past few months. With travel restrictions now easing and tourism rebounding, it is critical to realign operational and strategic focus to meet evolving customer demand and optimize performance across the **New York City** market.

- 1 Manhattan and Brooklyn dominate the market with **80%** of total listings



- 2 **Mid-range properties** (\$50–\$400) account for the majority of bookings



- 3 Individual and small hosts drive the **majority of bookings**, yet larger hosts show low performance



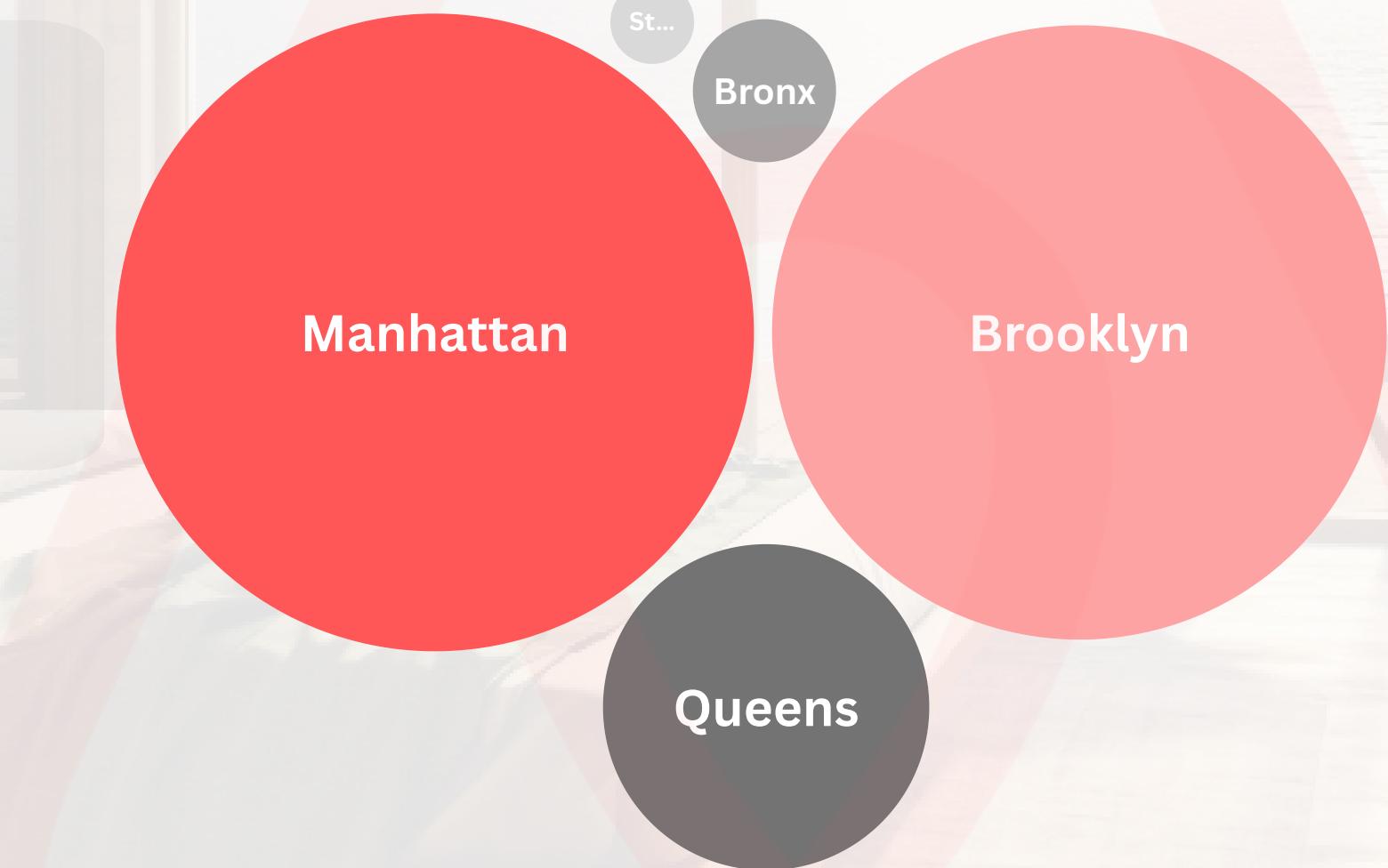
- 4 Overpriced properties in neighborhoods like **Riverdale and Randall Manor** show no traction



# Neighbourhood Distribution

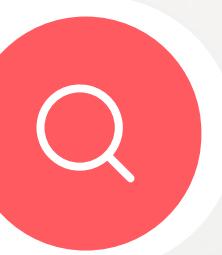


Out of **50,000** Airbnb listings almost **41,000** are in Manhattan and Brooklyn which accounts almost **86.4%** of whole listings in NYC.



Staten island and Bronx have only **1-2% listings** with lowest listings

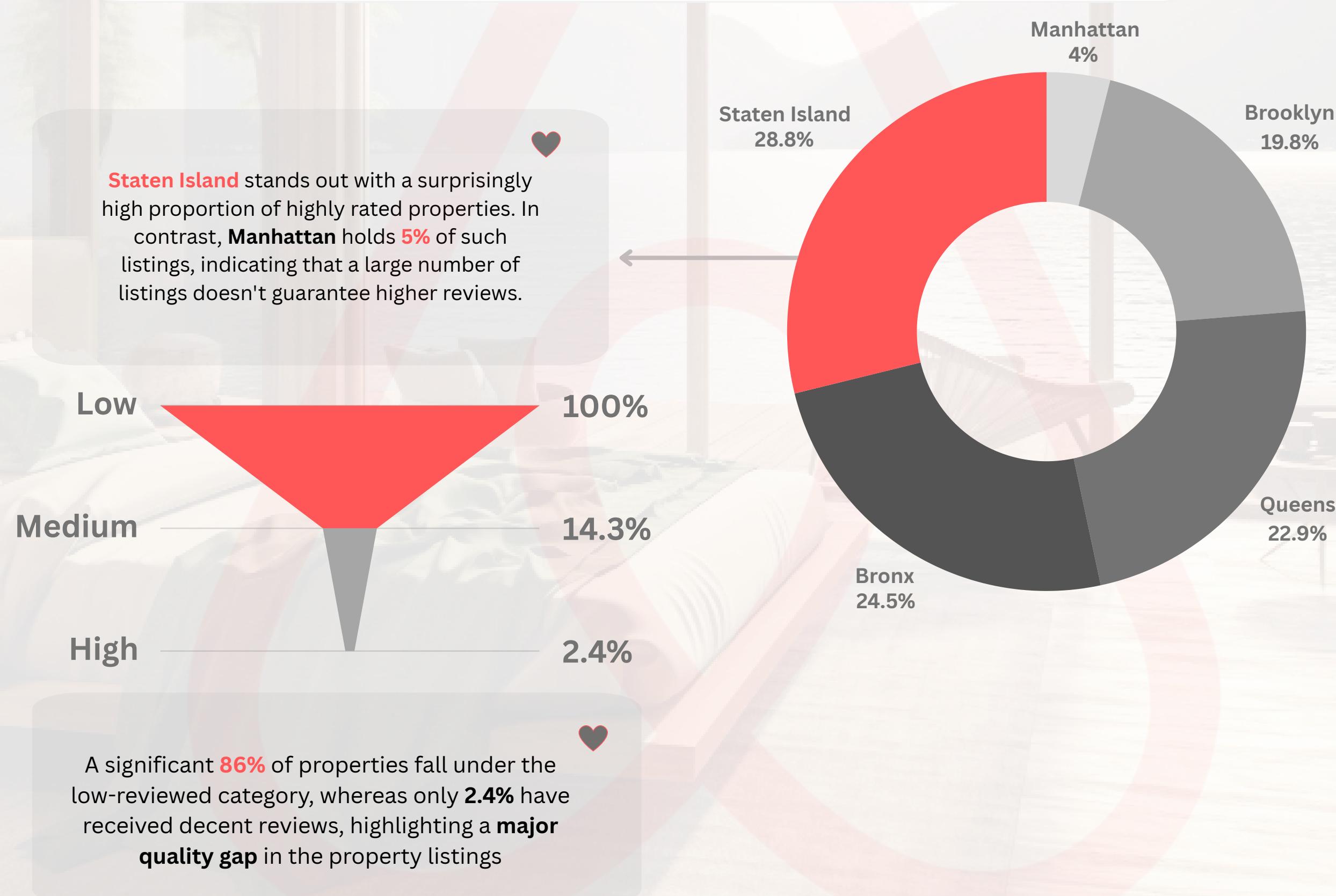
# Reviews in Neighbourhood



Based on my Hypothesis Driven Analysis, over **11,000** properties in **Manhattan** have low reviews, accounting for approximately **51%** of Manhattan listings in the area and only **5% properties** have decent reviews



# Which Neighbourhood has highest Reviews



# Neighbourhood Group Average Price in Neighbourhood



**Staten Island** stands out with a surprisingly high average price having low listings and **less popular neighborhood**. This does not mean that neighbourhood is low performing

**Manhattan**

196

**Brooklyn**

124

**Staten Island**

114

**Queens**

99

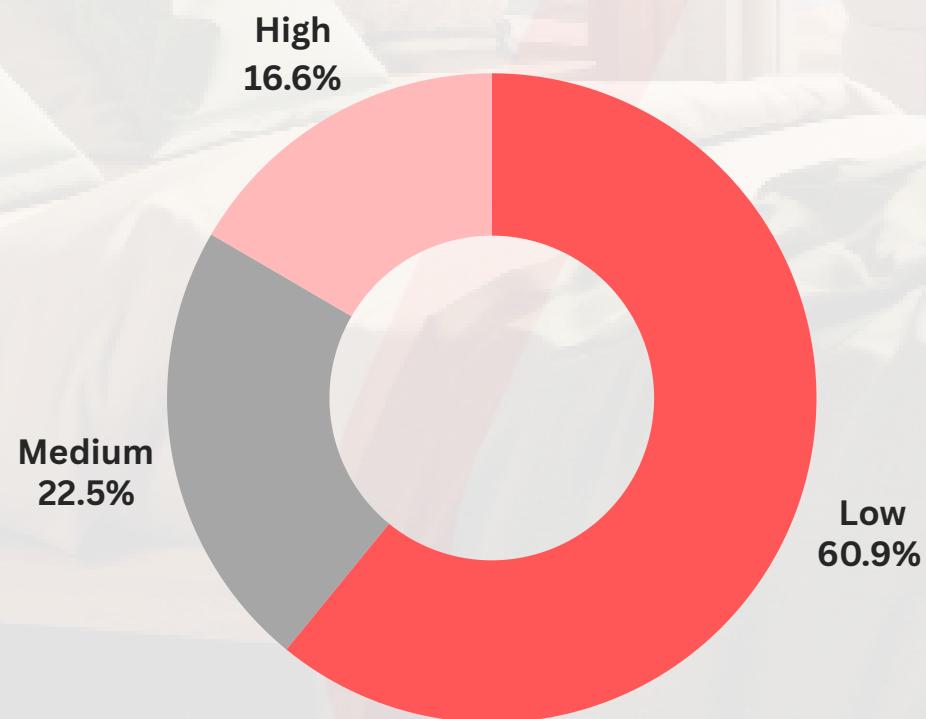
**Bronx**

87

## Property Type



**Mid Range** properties are dominating in properties category while there are only 110 over expensive listings



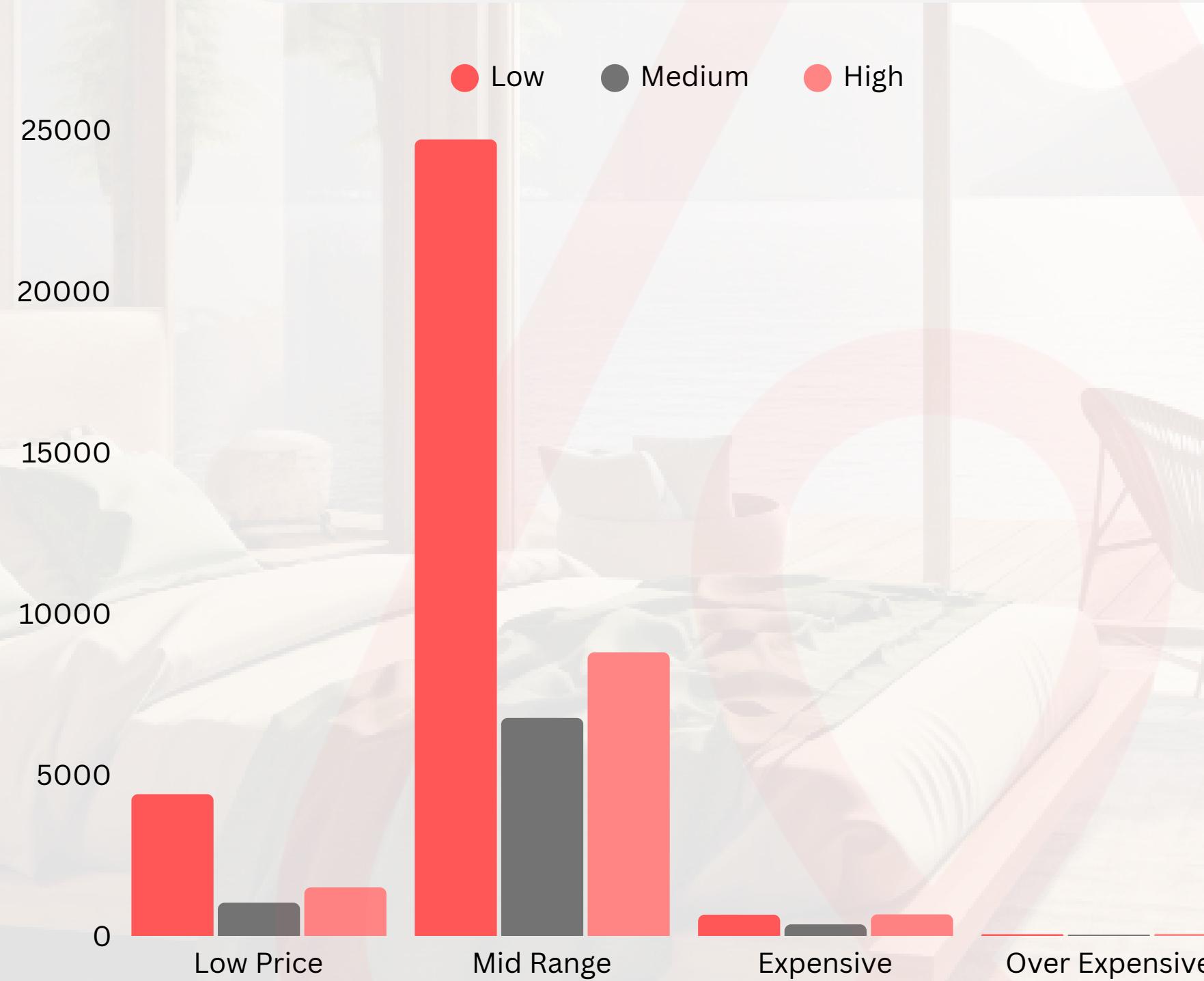
Mid-range properties, despite being the most booked & desirable, have the lowest availability

Mid Range

Low

Expensive

# Which Type of properties are available ?



Approximately **60%** of listings have low availability

The average availability per year is **131 days**, where **46.4%** of properties are available less than a month in a whole year (365 days)

Only **2-3%** properties are **available** throughout the year

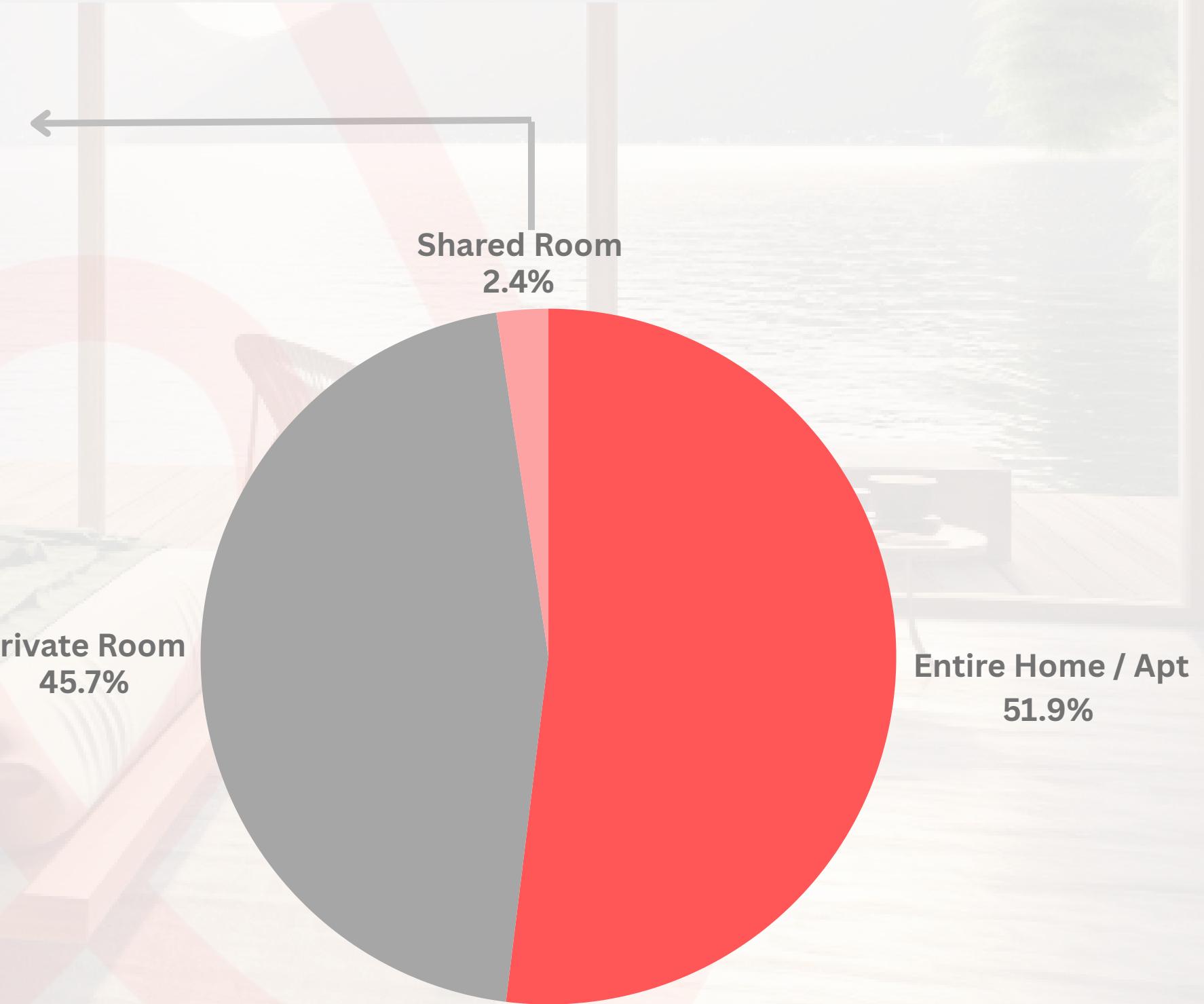
As observed, **mid-range** properties receive the highest number of bookings, yet they have the lowest availability. This mismatch may be a key factor contributing to **the recent decline** in overall bookings

## Room Type Preferred

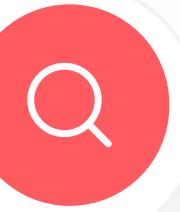


**Shared rooms** show negligible demand compared to **private rooms** and **entire homes**, indicating a clear preference among guests for more privacy and personal space

**Private room** is more preferred in other neighbourhood except Manhattan



# Overpriced Listings



1

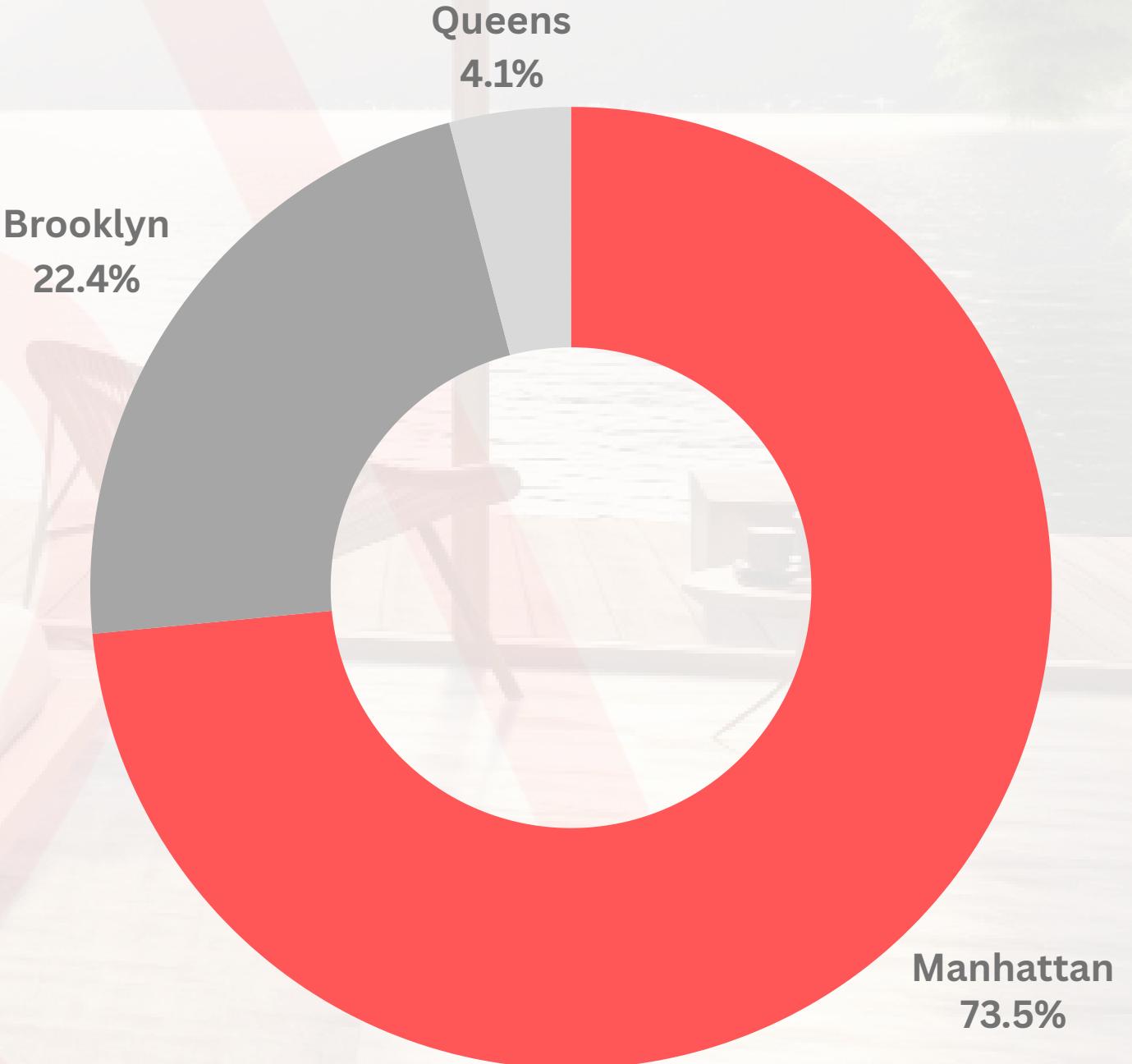
Out of all **110** overpriced properties, a striking **73%** are located in **Manhattan**, highlighting a concentration of premium pricing. In contrast, **Staten Island** and the Bronx each have only one such listing, indicating minimal overpricing in those areas

2

Among the 73% overpriced properties in Manhattan & Brooklyn, the **majority** are concentrated in the "**Upper West Side**" and "**Bedford Stuyvesant**" neighbourhood, making it a key hotspot for premium listings

3

However, these properties receive **0 reviews** per month, suggesting low engagement and classifying them as **underperforming** listings despite their high pricing.



## Top Listings based on availability and reviews



Manhattan

**SpaHa Studio Monthly Renta**

BOHEMIAN EAST VILLAGE 2 BED HAVEN

Queens

5mins from JFK, one cozy bedroom for one

Blue Magic

Brooklyn

Brooklyn Queen Bed

These are the **top listings** among the **2-3%** listings that are available throughout the year and have received a **high** number of



## Type of Stays preferred



Short Stay(<= 7 days)

100%

Moderate Stay(8-30)

15.9%

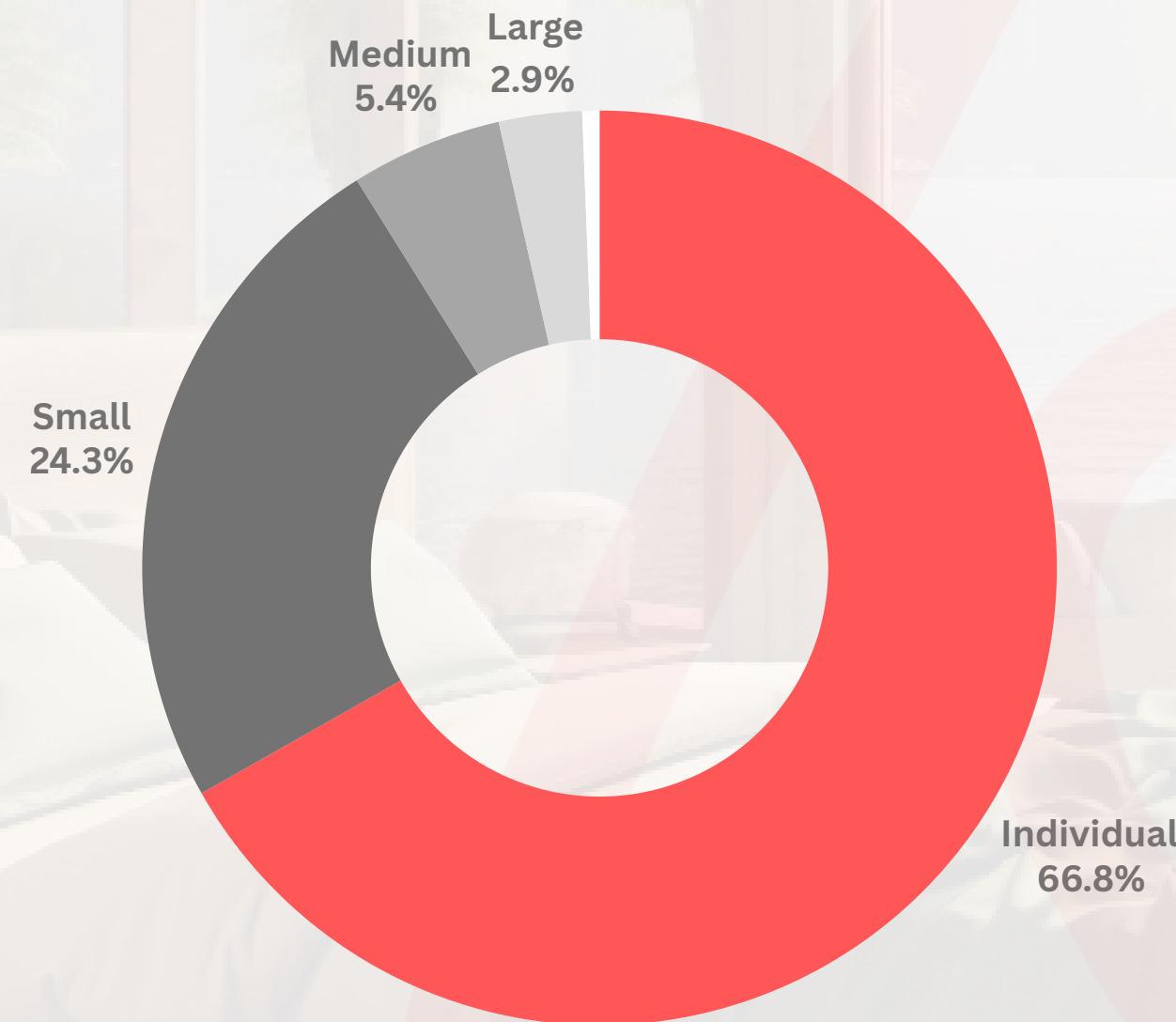
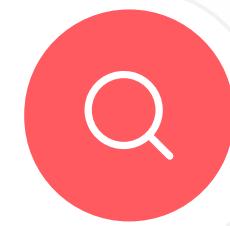
Long Stay(> 30)

2.4%

Approximately **85% of bookings** are for properties with a minimum stay of **less than 7 nights**. Booking frequency noticeably declines as the required **minimum nights increase**



# Hosts Based on Review And Availability



1

## Hosts based on Reviews

**Individual** and Small hosts consistently receive more **reviews per month** than other host types.

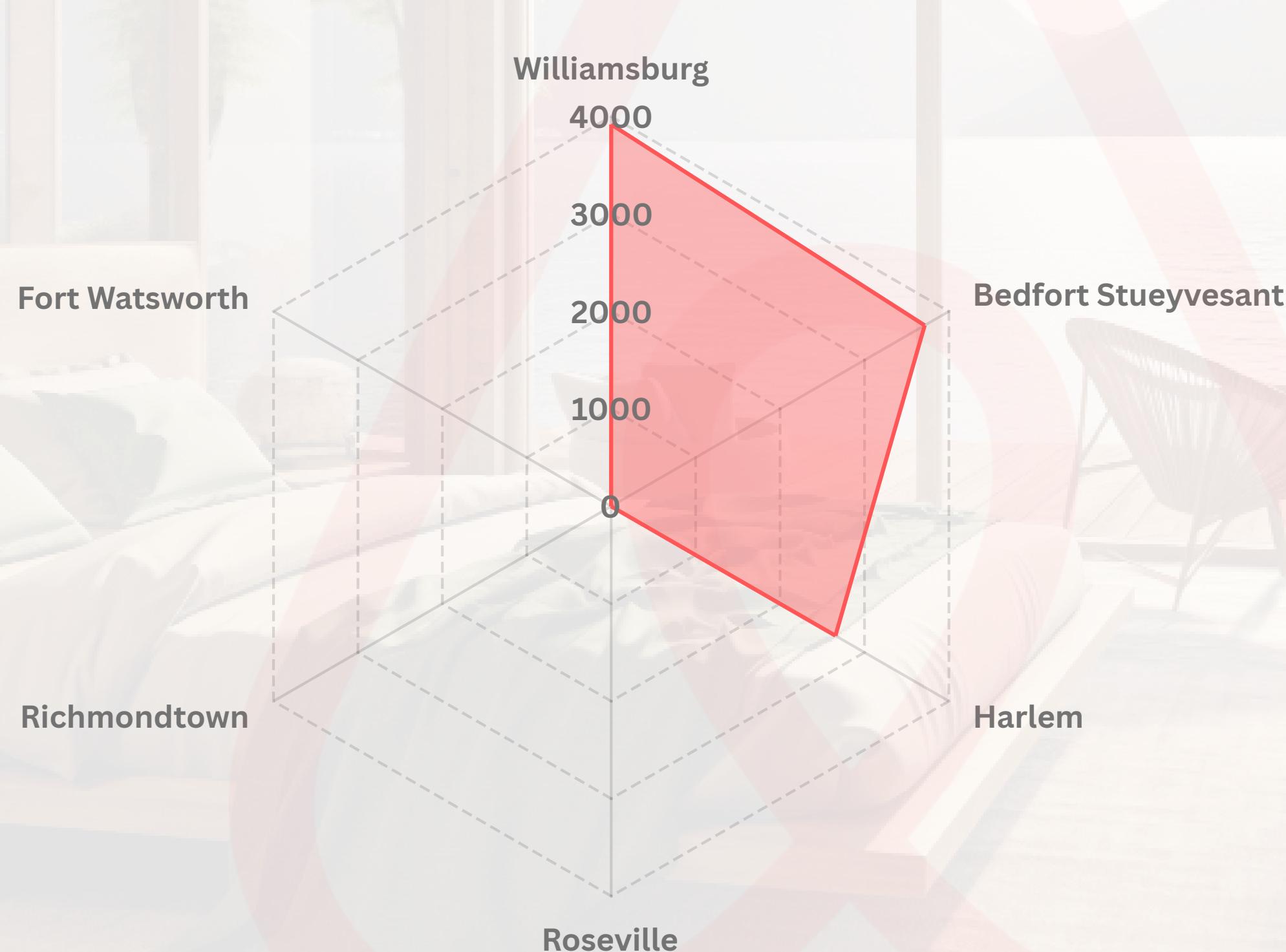
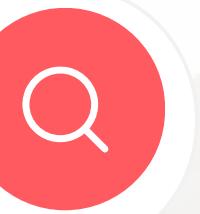
2

## Hosts based on Availability

**Individual and Small hosts** maintain higher availability levels than other types, and these differences are highly **statistically significant**.

Both **ANOVA** and **Tukey HSD** confirm that Individual and Small hosts perform better in terms of guest engagement (reviews) and property availability, proving the **hypothesis correct** with strong statistical backing.

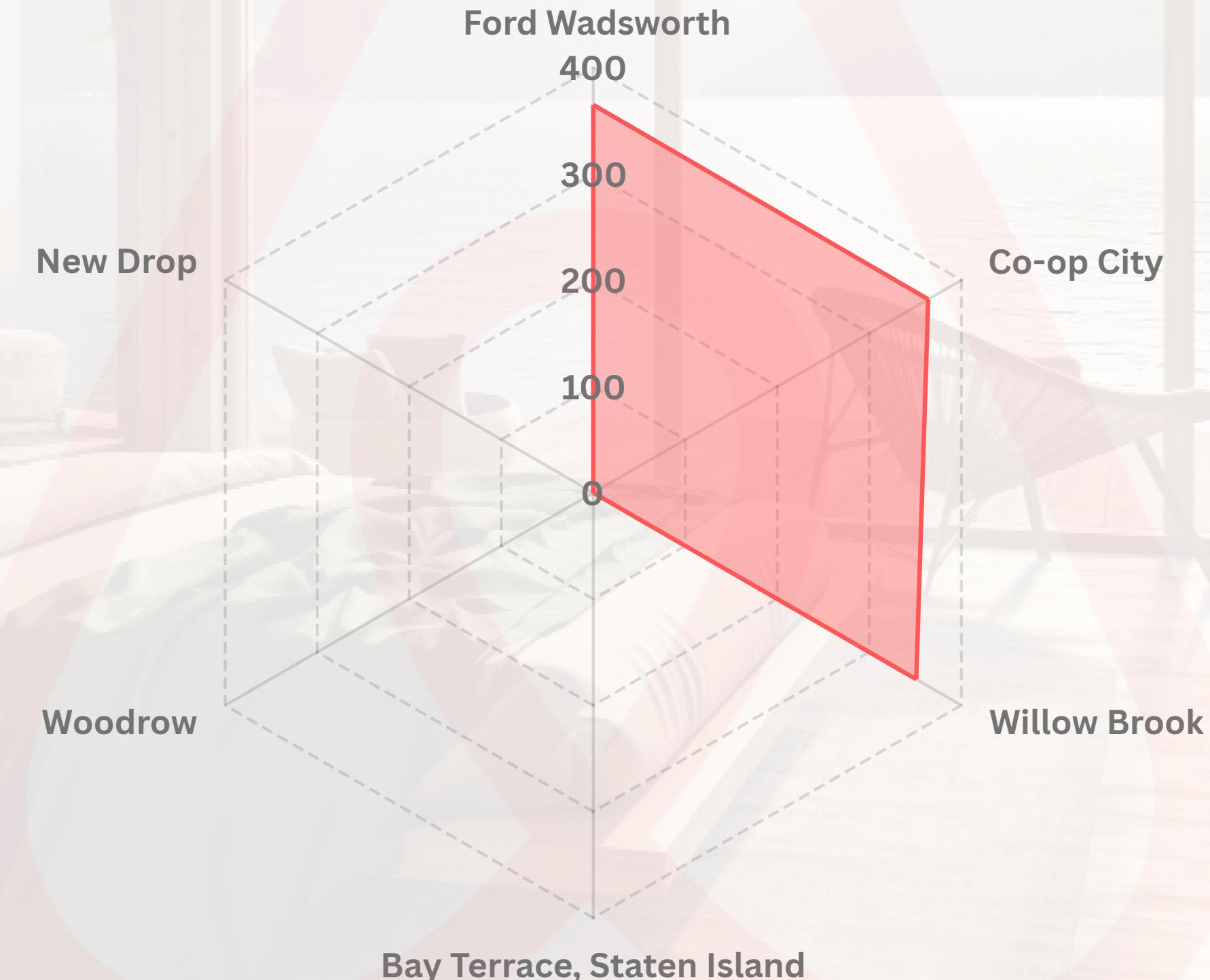
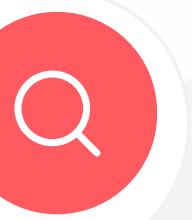
## Top & Bottom – 3 Neighbourhood based on Listings



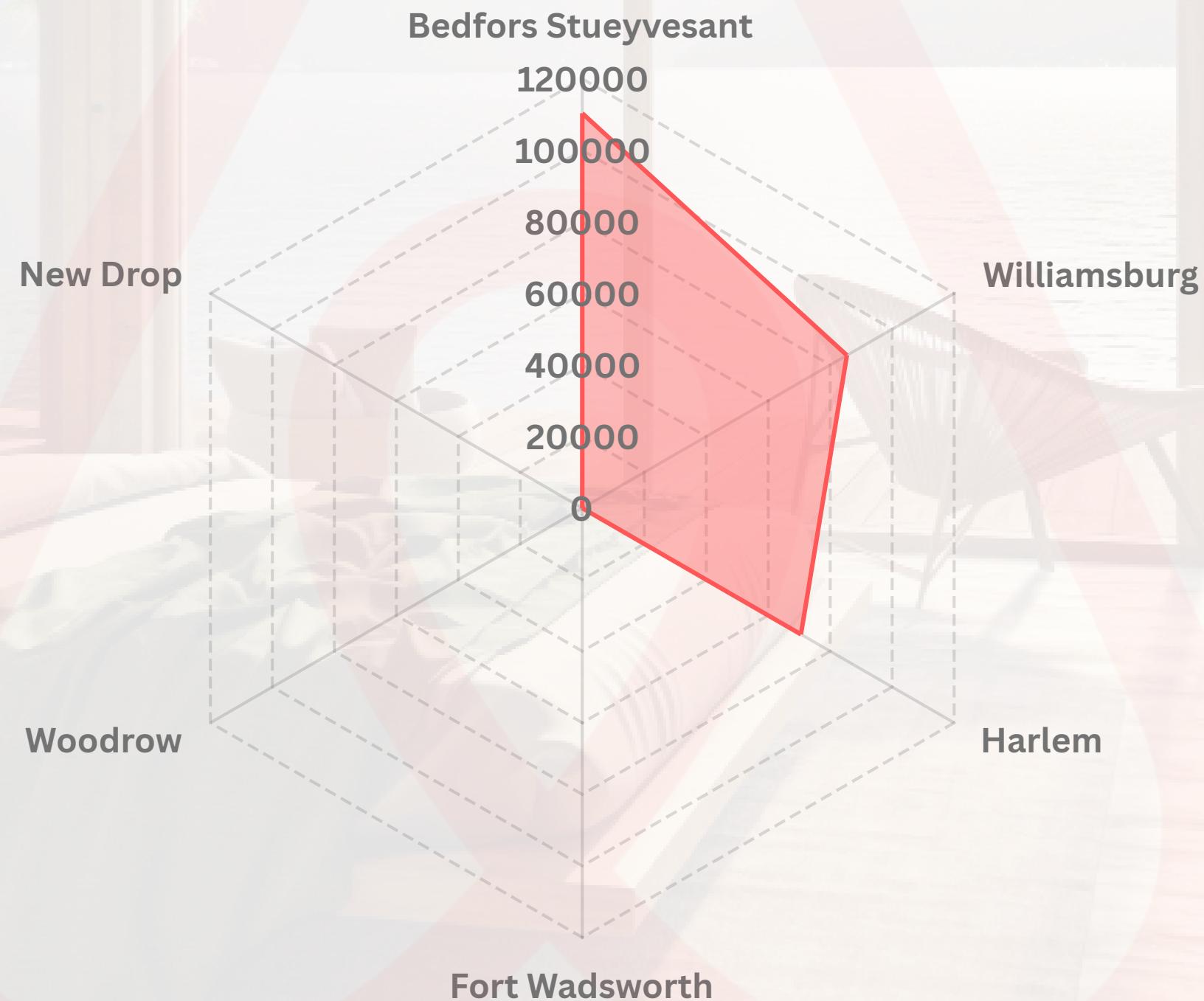
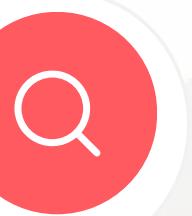
Williamsburg and Bedford-Stuyvesant are **popular**, reflecting high demand in Brooklyn.



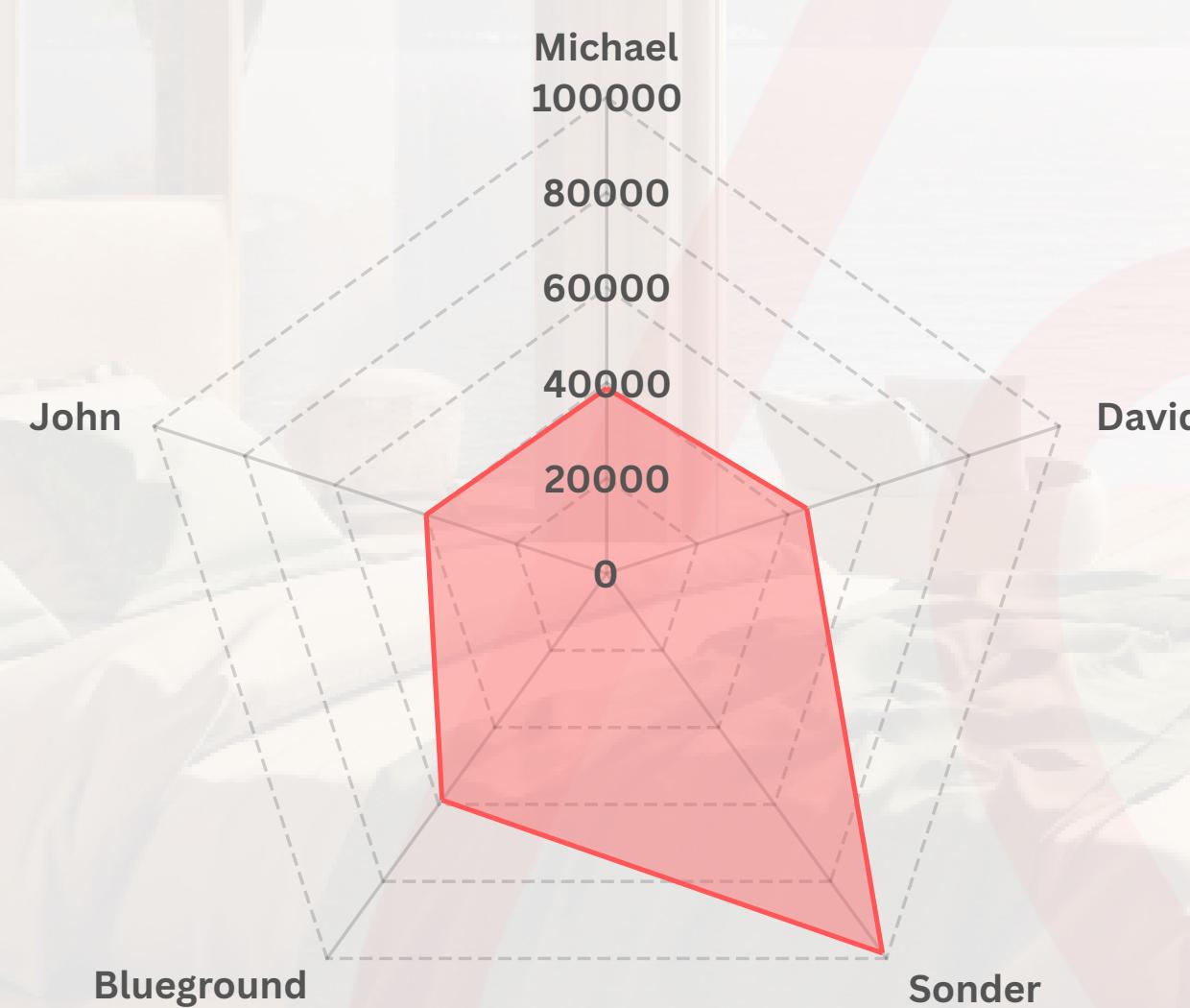
## Top & Bottom – 3 Neighbourhood based on availability



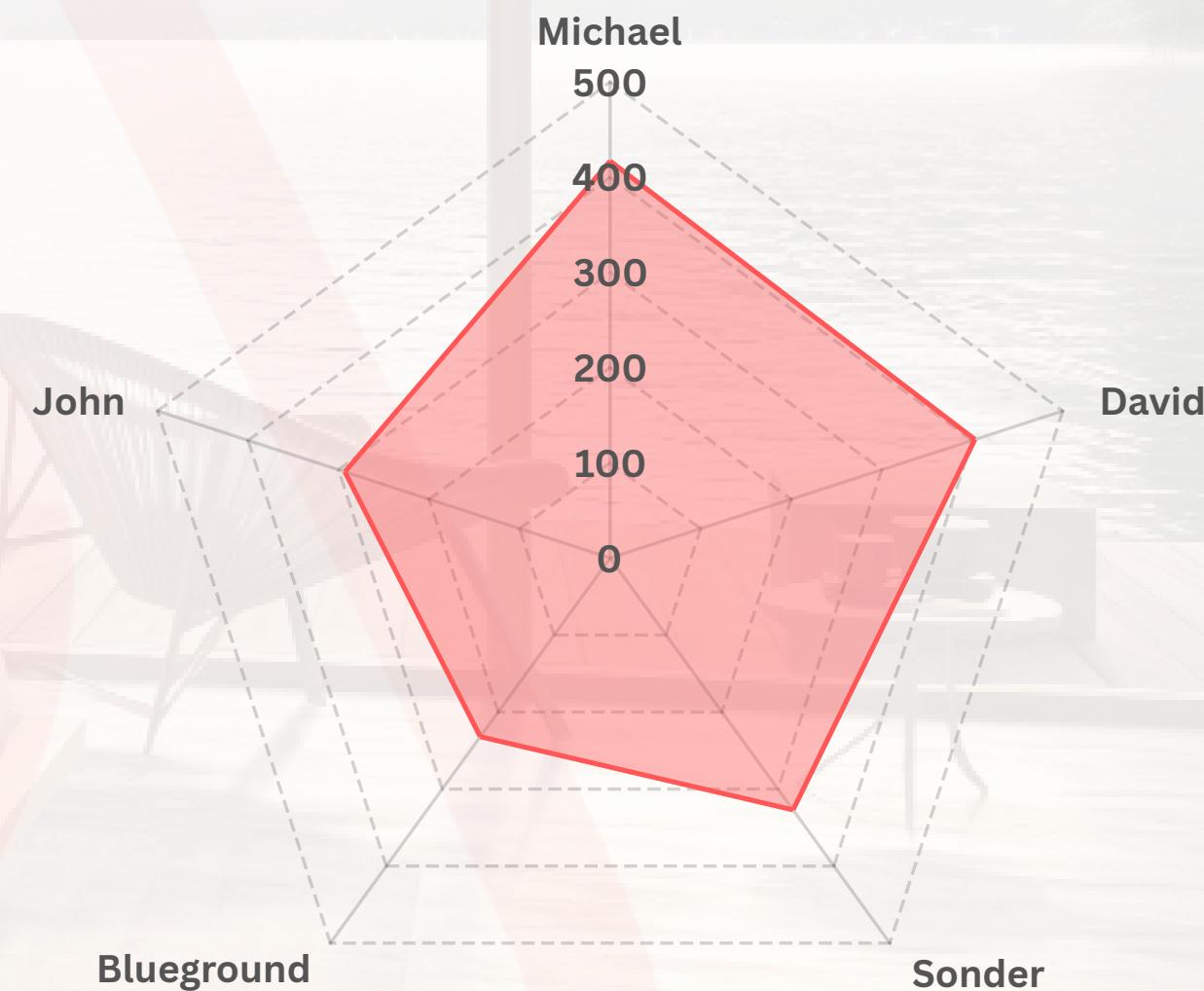
## Top & Bottom – 3 Neighbourhood based on Reviews



# Top Hosts

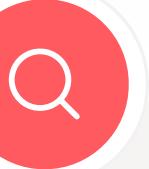


Availability



Bookings

# Conclusions



## 1. Market Concentration

- 80% of listings are concentrated in Manhattan and Brooklyn.
- High dominance but also high competition and saturation.

## 2. Pricing Preferences

- 86% of users prefer mid-range properties (\$50–\$400).
- Overpriced listings attract only 0.2% of users – very low demand for premium pricing.

## 3. Availability Challenges

- Mid-range listings in Manhattan have low availability (60% frequently booked).
- Only 2–3% of listings in Manhattan, Brooklyn, and Queens have year-round availability.

## 4. Host Performance

- 60% of bookings come from individual and small hosts.
- Large hosts contribute only 2.9% – low impact despite higher availability.

## 5. Review Quality

- 86% of properties receive poor reviews.
- Only 1.3% of listings receive high-quality feedback.
- Brooklyn has 25% of listings with good reviews, outperforming Manhattan where only 5% are well-reviewed.

## 6. Consumer Behavior

- Entire home/apartment is the most preferred room type.
- 85% of bookings are for short stays (<7 days).
- Booking frequency drops sharply with higher minimum night requirements.

## 7. Neighborhood Insights

- Staten Island and Bronx have only 1–2% of total listings.
- Despite low supply, Staten Island has the highest review engagement.
- Staten Island and Bronx are underutilized opportunities.

# SWOT Analysis



# SWOT

## Strength

Airbnb dominates in Manhattan and Brooklyn, aligning well with demand for mid-range, short-stay, entire-home rentals. Individual and small hosts drive most bookings, highlighting trust in localized experiences. High engagement in overlooked areas like Staten Island shows hidden potential.

## Weakness

Review quality is low across the board, with 86% of listings poorly rated. Availability is limited, especially for in-demand mid-range properties. Large hosts underperform, and overpriced listings remain despite low demand.

## Opportunity

Expanding mid-range inventory and availability in high-traffic areas can meet unmet demand. Improving host quality and targeting undervalued neighborhoods like Staten Island and Bronx can unlock growth. Aligning with customer preferences on price and stay duration could boost bookings.

## Threat

Poor reviews and pricing mismatches risk losing customer trust. Overdependence on a few neighborhoods may lead to saturation or regulation. Ignoring evolving guest expectations could hinder revenue recovery.

# Key Take Aways



1

## Demand-supply

Demand-supply mismatch in mid-range, short-term listings in Manhattan and Brooklyn



2

## Availability

Focus on increasing availability and improving guest experience in these key areas.



3

## Underutilized

Leverage underutilized markets like Staten Island with high engagement but low supply.



4

## Review & Pricing

Improve review quality and optimize pricing to align with consumer expectations.



# Thank You

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