

# Start your Airbnb business

New York case study



**Why?**

**\$1.756.918.708**

**MARKET SIZE**

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# 01

# Introduction

The New York's Airbnb listings in 2019

# The data

Ids	Numeric	Categorical
Listing ID	Price	Neighborhood group
Host ID	No. of reviews	Neighborhood
Host name	Availability/Occupancy	Room type
Location name	Minimum nights	

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**Maximize: Revenue = Price ✖ Occupancy**

**\$\$\$**



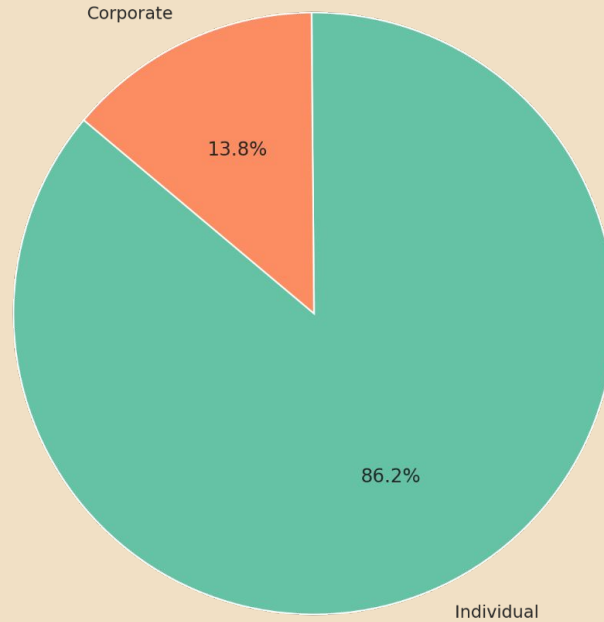
# 02

## Market overview

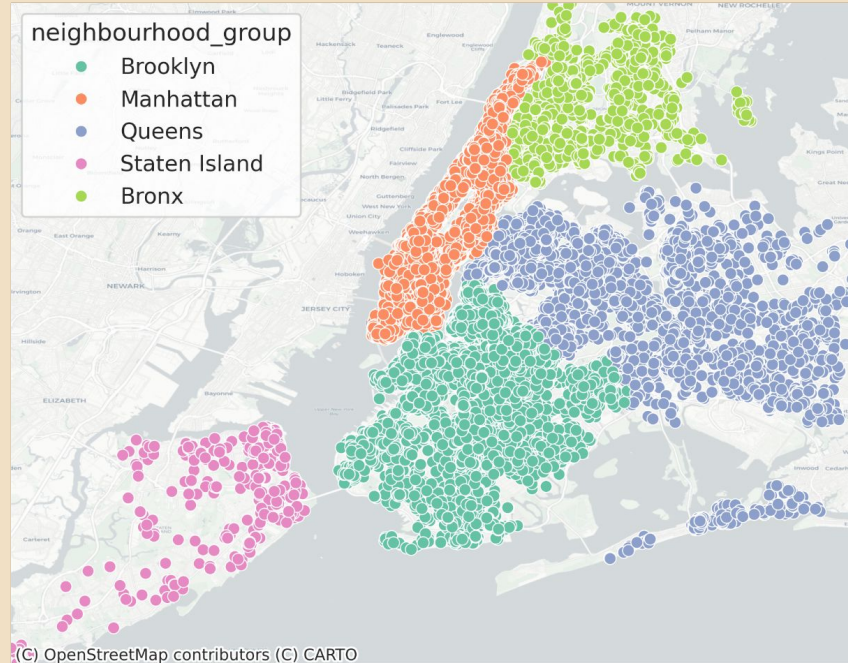
Understanding revenue factors



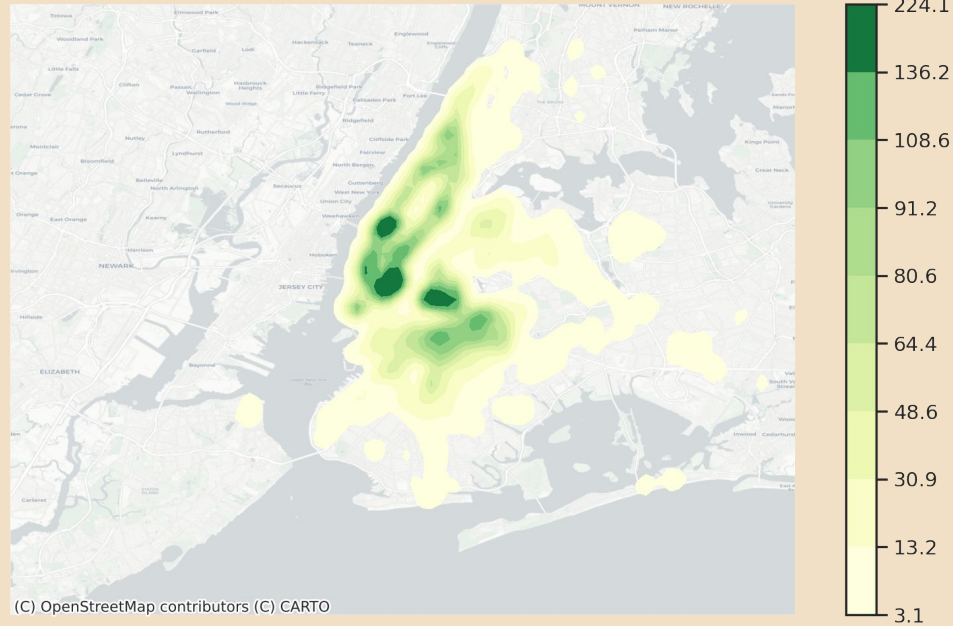
# Corporations vs Individuals



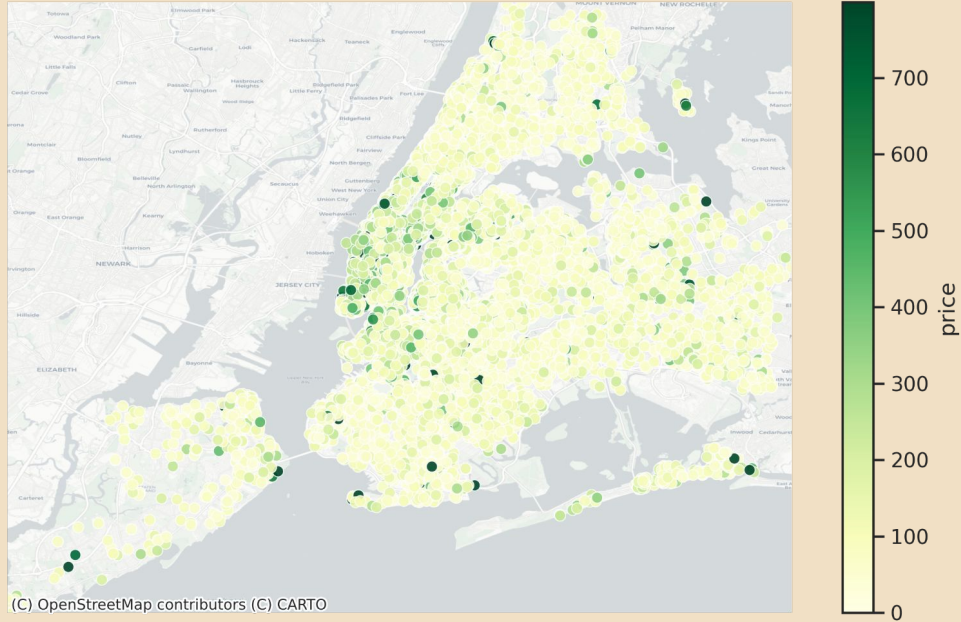
# New York



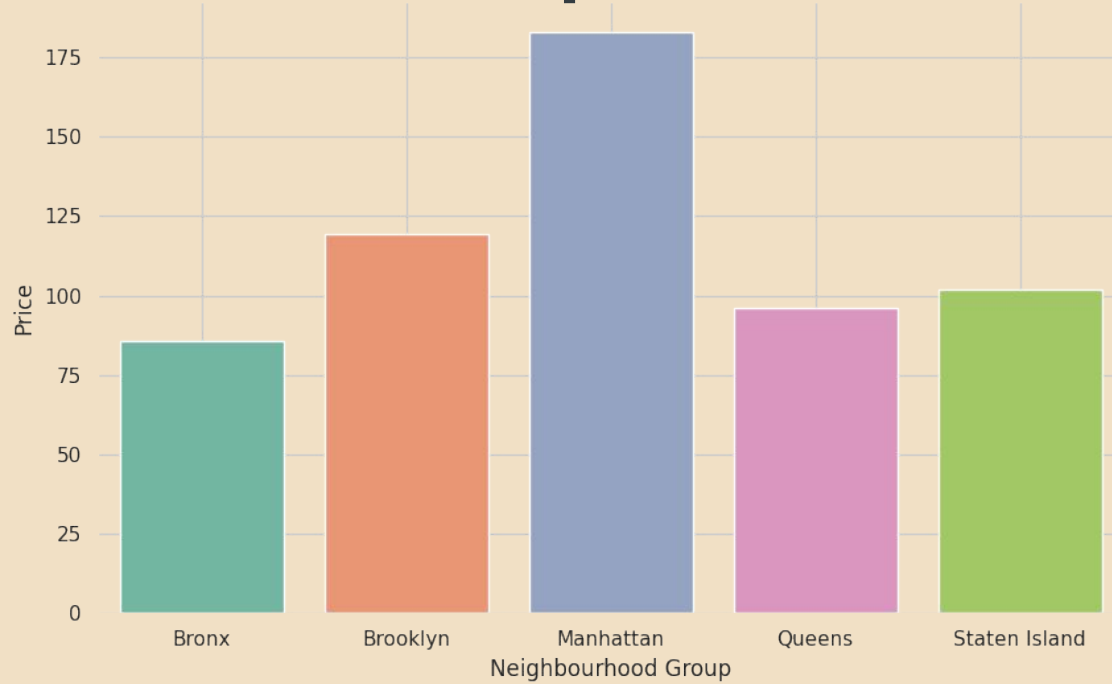
# New York - Density



# New York - Price

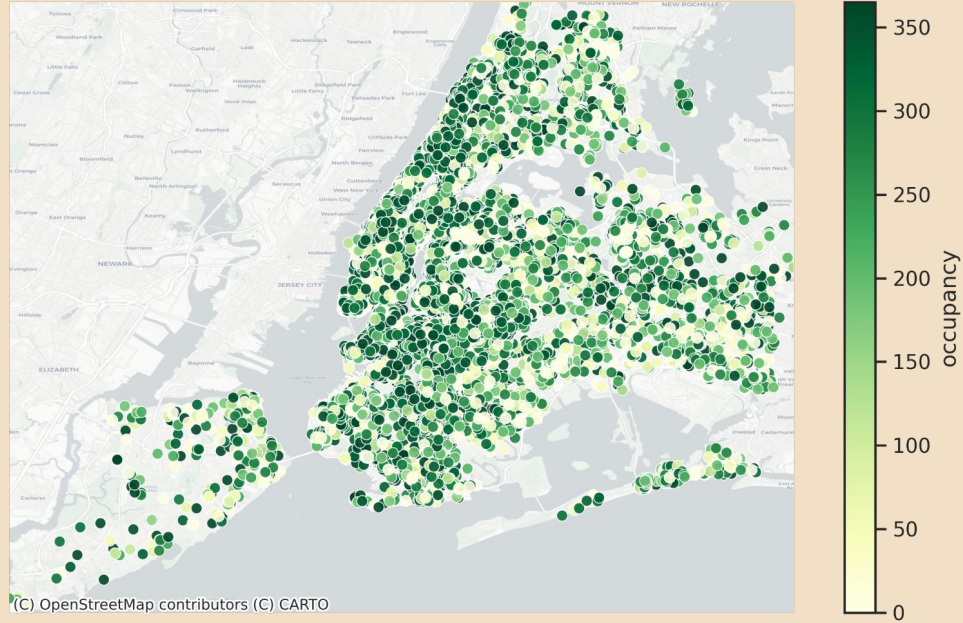


# New York - Median price

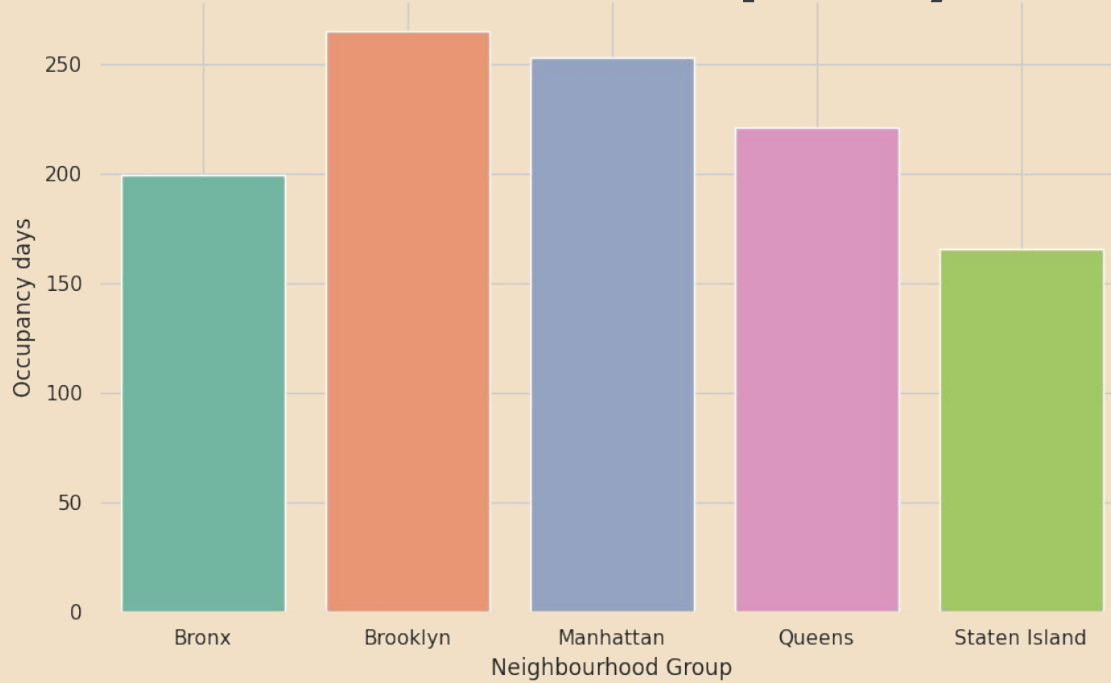




# New York - Occupancy



# New York - Median occupancy







## Manhattan

Highest prices, density of listings  
and good occupancy rate.



## Brooklyn

Best occupancy rate, less  
crowded, good prices.

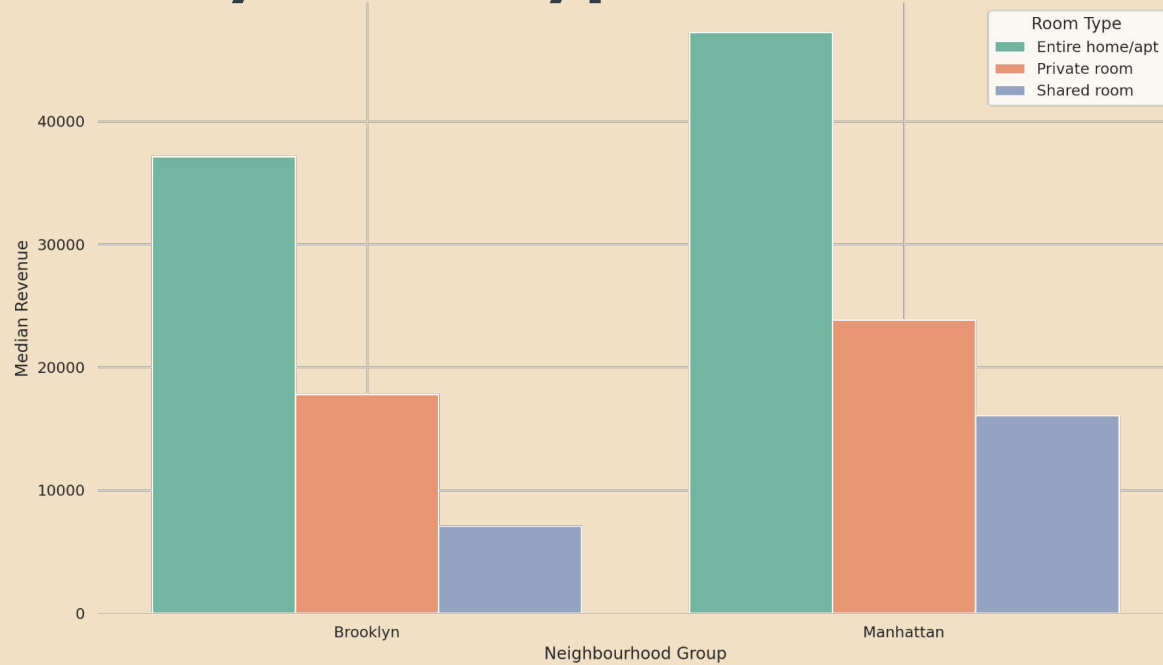


# 03

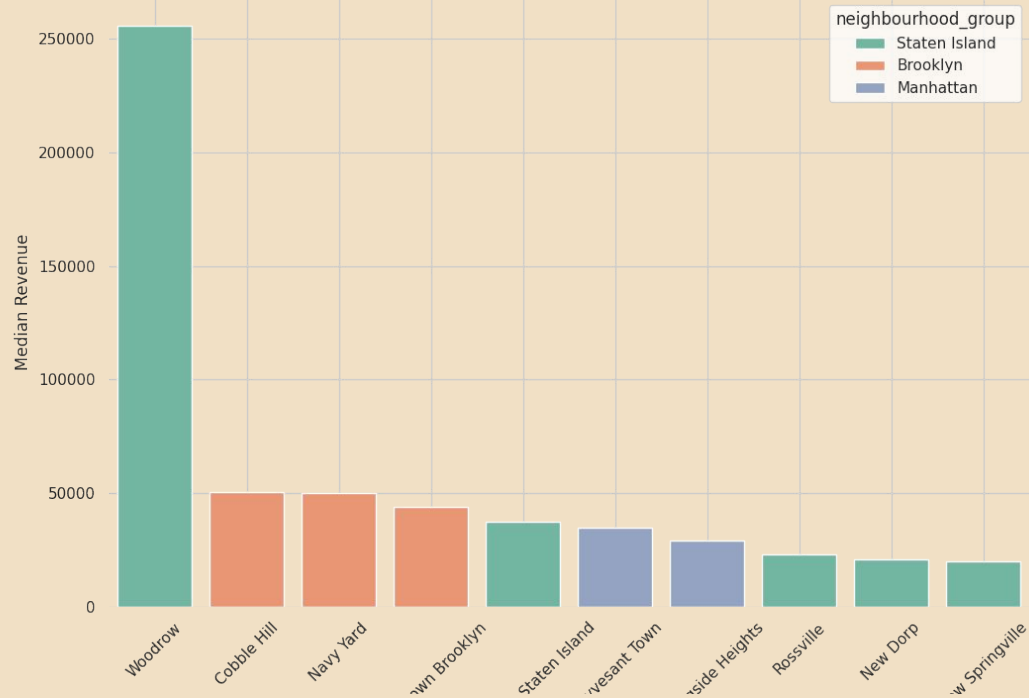
## Manhattan vs Brooklyn

Finding the best place to list an Airbnb

# Revenue by room type



# Revenue by neighbourhood



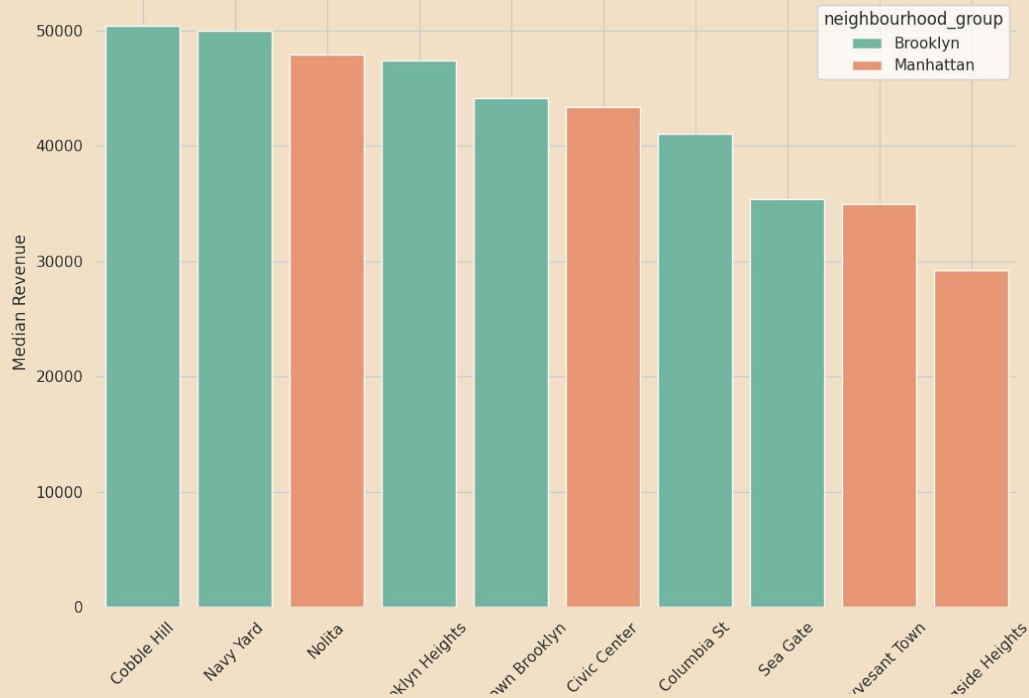
**\$250.000**

**ANNUAL REVENUE!**

# Outliers!



# Revenue by neighbourhood



# 04

## Maximizing returns

Buying in the best area





# Median apartment price



**\$780k**

Brooklyn



**\$1.6M**

Manhattan

# Annual rate of return (RoR)



**3.5%**

Brooklyn



**1.5%**

Manhattan



# 05

## Conclusions

Here it ends

# Conclusions

- Higher prices  $\neq$  Higher revenue
- Keep watching for outliers
- Compare the RoR with other assets

# 06

## Q&A

Tell us your opinion!



# Thanks!

