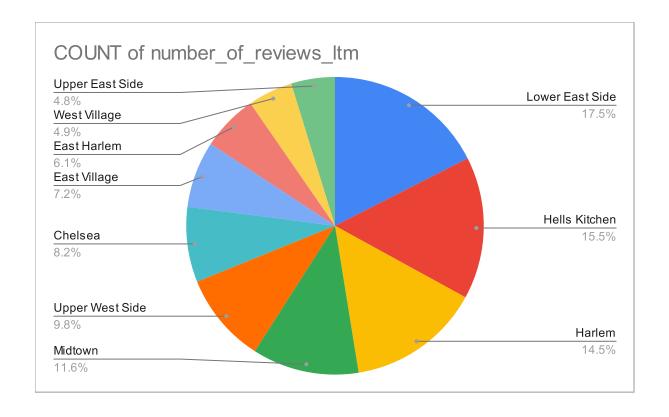
Executive Summary This report aims to provide a comprehensive analysis of the Manhattan vacation rental market.							
This report aims to provide a comprehensive analysis of the Manhattan vacation rental market.							
Utilizing Airbnb data, the goal is to deliver strategic insights and guidance on which property types offer the best investment opportunities for our client.							
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Assumption & Change Log							
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Pivot Table for Top- earning listing							

Assumptions										
Data only reflects the various fields influencing the Manhattan vacation rental market										
Data was collected from NYC AirBnB										
0										
Change Log										
STEP 1 - Duplicated the Raw Data listing for clean of the data										
STEP 2 - Clean the Neighborhood Data column by removing inconsistent capitilization and trailing spaces into a seperate column										
STEP 3 - Clean the bedrooms data column by replacing empty cells bedroomrs to 0 bedrooms into a seperate column										
STEP 4 - Added column to create top neighborhood, top bedroom,top listing, revenue earned										
STEP 5 - Added a column on the Calender sheet for revenue earned										
STEP 6- Added Pivot table and bar chat to summarize attractive neighborhoods and top 10 listings										
STEP 7 - Added Pivot table to summarize attractive neighborhoods, popular property sizes (bedrooms), popular in harlem, top- earning listing										

Field	Туре	Calculated	Description
id	integer	Calculated	Airbnb's unique identifier for the listing
listing_url	text	у	
scrape_id	bigint	у	Inside Airbnb "Scrape" this was part of
last_scraped	datetime	у	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 city, while "previous scrape" means that the listing was seen in another scrape performed in the last 65 days, and the listing was confirmed to be still available on the Airbnb site.
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	у	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.
host_is_superhost	boolean [t=true; f=false]		
host_thumbnail_url	text text		
host_picture_url host_neighborhood	text		
host_listings_count	text		The number of listings the host has (per Airbnb calculations)
host_total_listings_count	text		The number of listings the host has (per Airbhb calculations)
host verifications	tont		The named of notings the neet has (per full bits calculations)
host_has_profile_pic	boolean [t=true; f=false]		
host_identity_verified	boolean [t=true; f=false]		
neighborhood	text	у	The neighbourhood as geocoded using the latitude and longitude against
			neighborhoods as defined by open or public digital shapefiles.
neighbourhood_group	text	У	The neighbourhood group as geocoded using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles.
latitude	numeric		Uses the World Geodetic System (WGS84) projection for latitude and longitude.
longitude	numeric		Uses the World Geodetic System (WGS84) projection for latitude and longitude.
property_type	text		Self selected property type. Hotels and Bed and Breakfasts are described as such by
room_type	text		their hosts in this field All homes are grouped into the following three room types:
	ton		
			Entire places are best if you're seeking a home away from home. With an entire place, you'll have the whole space to yourself. This usually includes a bedroom, a bathroom, a kitchen, and a separate, dedicated entrance. Hosts should note in the description if they'll be on the property or not (ex: "Host occupies first floor of the home"), and provide further details on the listing. Private rooms are great for when you prefer a little privacy, and still value a local
			connection. When you book a private room, you'll have your own private room for steeping and may share some spaces with others. You might need to walk through indoor spaces that another host or guest may occupy to get to your room. Shared rooms are for when you don't mind sharing a space with others. When you book a shared room, you'll be sleeping in a space that is shared with others and share
			the entire space with other people. Shared rooms are popular among flexible travelers looking for new friends and budget-friendly stays.
accommodates	integer		The maximum capacity of the listing
bathrooms	numeric		The number of bathrooms in the listing
bathrooms_text	string		The number of bathrooms in the listing.
			On the Airbnb web-site, the bathrooms field has evolved from a number to a textual description. For older scrapes, bathrooms is used.
bedrooms	integer		The number of bedrooms
beds	integer		The number of bed(s)
amenities	json		
price	currency		daily price in local currency
minimum_nights	integer		minimum number of night stay for the listing (calendar rules may be different)
maximum_nights	integer		maximum number of night stay for the listing (calendar rules may be different)
minimum_minimum_nights maximum_minimum_nights	integer	У	the smallest minimum_night value from the calender (looking 365 nights in the future)
minimum_maximum_nights	integer	У	the largest minimum_night value from the calender (looking 365 nights in the future) the smallest maximum_night value from the calender (looking 365 nights in the future)
maximum_maximum_nights	integer integer	у	the largest maximum night value from the calender (looking 365 nights in the future)
minimum_nights_avg_ntm	numeric	y y	the average minimum_night value from the calender (looking 365 nights in the future)
maximum_nights_avg_ntm	numeric	y	the average maximum_night value from the calender (looking 365 nights in the future)
calendar_updated	date	,	are are age maximum_mg/r raide norm the earthach (coming occoming the maximum raide)
calendar_last_scraped	date		
number_of_reviews	integer		The number of reviews the listing has
number_of_reviews_ltm	integer	у	The number of reviews the listing has (in the last 12 months)
number_of_reviews_I30d	integer	у	The number of reviews the listing has (in the last 30 days)
first_review	date	у	The date of the first/oldest review
last_review	date	у	The date of the last/newest review
review_scores_rating			
review_scores_accuracy			
review_scores_accuracy review_scores_cleanliness			
review_scores_accuracy review_scores_cleanliness review_scores_checkin			
review_scores_accuracy review_scores_cleanliness review_scores_checkin review_scores_communication			
review_scores_accuracy review_scores_cleanliness review_scores_checkin review_scores_communication review_scores_location			
review_scores_accuracy review_scores_cleanliness review_scores_checkin review_scores_communication review_scores_location review_scores_value	And		The license formilized intelligence in the second
review_scores_accuracy review_scores_cleanliness review_scores_checkin review_scores_communication review_scores_location review_scores_location review_scores_value license	text		The licence/permit/registration number
review_scores_accuracy review_scores_cleanliness review_scores_checkin review_scores_communication review_scores_location review_scores_value	text boolean		The licence/permit/registration number [Letrue; Fefalse]. Whether the guest can automatically book the listing without the host requiring to accept their booking request. An indicator of a commercial listing.
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neighbourhood_clean	SUM of number_of_reviews_ltm	
Lower East Side	6242	AC2 =Lower East Side,
Hells Kitchen	5506	AC2 =Hells Kitchen,
Harlem	5157	AC2 =Harlem,
Midtown	4128	AC2 =Midtown,
Upper West Side	3497	AC2 =Upper West Side,
Chelsea	2913	AC2 =Chelsea,
East Village	2572	AC2 =East Village,
East Harlem	2175	AC2 =East Harlem,
West Village	1735	AC2 =West Village,
Upper East Side	1696	AC2 =Upper East Side,
Nolita	1505	
Financial District	1112	
Chinatown	894	
Washington Heights	773	
Kips Bay	622	
Gramercy	573	
Soho	481	
Inwood	361	
Ellis Island	358	
Battery Park City	348	
Murray Hill	341	
Greenwich Village	311	
Little Italy	246	
Theater District	209	
Tribeca	173	
Noho	155	
Flatiron District	112	
Marble Hill	74	
Two Bridges	43	
Central Park	37	
Stuyvesant Town	5	
Morningside Heights	4	
Civic Center	2	
Roosevelt Island	1	



bedrooms_clean		COUNT of number
beardonno_cream		
	0	441
	1	1265
	2	526
	3	150
	4	43
	5	9
	6	2
	7	1
	8	1

SUM of number_of_reviews_ltm	bedrooms_clean								
neighbourhood_clean									
West Village	12%	52%	23%	9%	3%				
Upper West Side	11%	47%	24%	15%	1%	2%			
Jpper East Side	11%	52%	24%	4%	5%	2%			1%
Midtown	64%	22%	12%	1%	1%				
Lower East Side	5%	86%	7%	0%	0%		1%		
Hells Kitchen	7%	40%	45%	7%	0%			0%	
Harlem	16%	41%	26%	10%	4%	3%			
East Village	17%	52%	24%	4%	3%				
East Harlem	19%	41%	29%	5%	6%				
Chelsea	27%	38%	33%	3%			0%		