

NYC AirBnb Project One Report

Business Analysis Report

BUSINESS ANALYSIS REPORT

EXECUTIVE SUMMARY

In this report you are taken on a journey through data gathered from "nyc_airbnb_data table & calendar table".

I have discovered the most popular days for Airbnb's in NYC, top 10 neighborhoods, the most popular rental sizes, and why Lower East Side is the most fortuitous investment opportunity.

The most popular size rentals for the top 10 Nyc Neighborhoods are one bedrooms

The popular days of the week for rentals are Fridays & Saturdays

The most ideal neighborhood to invest in is Lower East Side

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Assumptions/ Change Log

Steps	Description for Listings	Description for Calendar	Assumptions
2	Changed color of each processed data sheet to alternating color theme.	Froze the first row and column	the past 12 months because they are most likely inactive
3	Adjusted the width of column B, F - I, K - L, N - R, T - U, Y, AB, AM for readability.	Hide minimum column	Finding the neighborhoods with the top 10 most reviews will give us the top 10 neighborhoods to analyze
4	Froze first row and column for each data set.	Created filter for the entire sheet	The number of bedrooms tells us the property size
5	Zoomed from %100 to %125 on all tabs for better visibility.	Converted True -0, and False-1 for "available column"	Filtering out blanks in the bedroom column gets rid of properties with no bedrooms
6	Created Filters for the entire sheet of each data set	Created "day_of_week" column	Calculating occupancy will show which neighborhoods have the most customer traffic
7	Hide column AT because it's a duplicate of column AS.	Created "occupied" column	Calculating which weekdays have the highest usage rate will help for a more targeting marketing scheme
8	Filtered out "Blanks" from the first column Rows	Created "day(clean)" column	Filtering for superhosts, properties being actively rented over the past year, filtering out super luxury and extremely low priced rentals will give us more of what an investor would gladly invest in
9	Hide columns C, K, M, N, Q, R, S, W, X, AB, AH, AI, BO, not needed for analysis		Multiplying the average price, times the occupancy rate, times 365 days will give us the potential annual revenue of a property best to invest in
10	Placed a filter for "less than or equal to 7" on "column AS"		
11	Placed filter for "number_of_reviews_ltm" to exclude 0		
12	Made a new (Source column G) with =PROPER function and hid the previous column F		
13	Proper capitalized the entire first row		
14	Used "cleanup suggestions" and cleaned format % formats for Column BG, TRIM whitespace for columns F, G, H, I, M, P, S, AO, changed "New York, New York" to "New York, NY" in column O, changed "Sao Paulo" to "São Paulo, Brazil" in column N		
15	Created column "neighborhood clean" removed unnecessary spaces and used proper function		
16	Filtered listings table by top 10 most reviews in the last 12 months		
17	Used ""is"" in the "Bedroom column" to replace empty cells with 0		
18	Used =proper function in column "Q: host_response_time_(Clean)"		
19	Added occupancy rate column via =vlookup from average occupancy rate pivot table, filtered out blanks for the occupancy rate column		
20	Added filter for "greater than 40" to show to reflect at least 40 reviews for a year		
21	"Greater than or equal to 4.7" filter added to "review_scores_rating" column		
22	"In between 150 - 1000 condition filter for "price" column		
23	Ran spell check over every sheet		

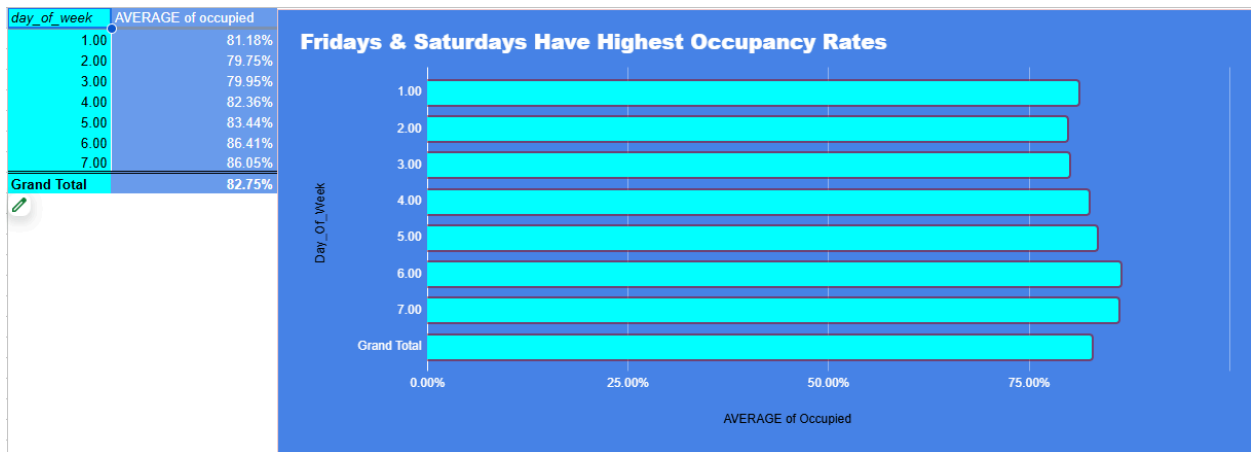
Annual Revenue Pivot Table

	A	B	C	D	E
1	neighborhood_(clean)	AVERAGE of price	AVERAGE of occupancy_rate	annual_revenue	
2	Lower East Side	\$296.17	72.84%	\$78,740.51	
3					

Top 10 Neighborhoods Pivot Table

neighborhood_(clean)	SUM of number_of_reviews_ltm
Lower East Side	6242
Harlem	5157
Midtown	4128
Hells Kitchen	3718
Upper West Side	3497
Chelsea	2913
East Village	2572
East Harlem	2175
Hell'S Kitchen	1788
West Village	1735

Most Popular Days Pivot Table Bar Chart



Average Occupancy Rate Pivot Table

listing_id	AVERAGE of occupied
6953861964783	93.33%
6955310468106	70.00%
6965249041319	70.00%
6999337833713	96.67%
7020157434161	100.00%
7027720248322	41.38%
7027748848603	10.34%
7029131687517	60.00%
7053563899530	100.00%
7053847956793	100.00%
7059618474148	6.90%
7065208586532	41.38%
7065974609418	0.00%
7072272605282	100.00%
7078442468140	100.00%
7089188021874	23.33%
7090146847441	24.14%
7092211385983	6.90%
7093269032938	100.00%
Grand Total	82.75%

Bedrooms Pivot Table

SUM of number of reviews ltm neighborhood_(clean)	bedrooms_(clean)								
	0	1	2	3	4	5	6	7	8 Grand Total
Lower East Side	5.50%	86.49%	6.87%	0.03%	0.29%		0.82%		100.00%
Harlem	15.98%	41.23%	25.60%	9.58%	4.42%	3.20%			100.00%
Midtown	63.69%	22.00%	11.82%	1.26%	1.24%				100.00%
Hells Kitchen	9.52%	45.99%	36.09%	7.48%	0.19%			0.73%	100.00%
Upper West Side	11.50%	46.87%	24.22%	14.90%	0.94%	1.57%			100.00%
Chelsea	26.81%	37.59%	32.89%	2.61%			0.10%		100.00%
East Village	16.95%	51.79%	24.34%	4.28%	2.64%				100.00%
East Harlem	18.62%	41.33%	29.38%	4.64%	6.02%				100.00%
West Village	12.16%	52.28%	23.17%	9.34%	3.05%				100.00%
Upper East Side	11.44%	52.18%	24.00%	3.60%	5.01%	2.42%			100.00%
Grand Total	19.45%	49.95%	22.04%	5.49%	1.99%	0.77%	0.16%	0.08%	0.07% 100.00%