

[illegible][illegible]

Data Dictionary

Listings

[illegible][illegible][illegible][illegible][Top Ten Listings](#)[illegible]

Summary:

I calculated the top 10 neighborhoods, by using the number of reviews.
I then broke down the most popular bedroom size for each neighborhood.
My Key takeaways are that 1 bed, 2 bed, and studios are most popular,
with the three most popular neighborhoods being Lower East Side, Hells Kitchen, and Harlem.

Change Log:

I cleaned up the neighborhood column by removing spacing & capitalization discrepancies.

I then cleaned up the number of bedrooms by making all of the blank spaces representing studios into "0"

Assumptions:

I assumed that the # of reviews would represent frequency of rentals, because you cannot leave a review unless you've rented.

Conclusion:

The top 3 most popular rentals include

1 bedroom in Lower East Side
2 bedroom in hells kitchen
1 bedroom in Harlem

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 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	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.						
host_is_superhost	boolean [t=true; f=false]								
host_thumbnail_url	text								
host_picture_url	text								
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 Airbnb calculations)						
host_verifications									
host_has_profile_pic	boolean [t=true; f=false]								
host_identity_verified	boolean [t=true; f=false]								
neighborhood	text	y	The neighbourhood as geocoded using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles.						
neighbourhood_group	text	y	The neighbourhood group as geocoded using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles						

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executive_summary ▾

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listings ▾

number_of_bedrooms ▾

yearly_reviews ▾

revenue_earned ▾

total_yearly_revenue ▾

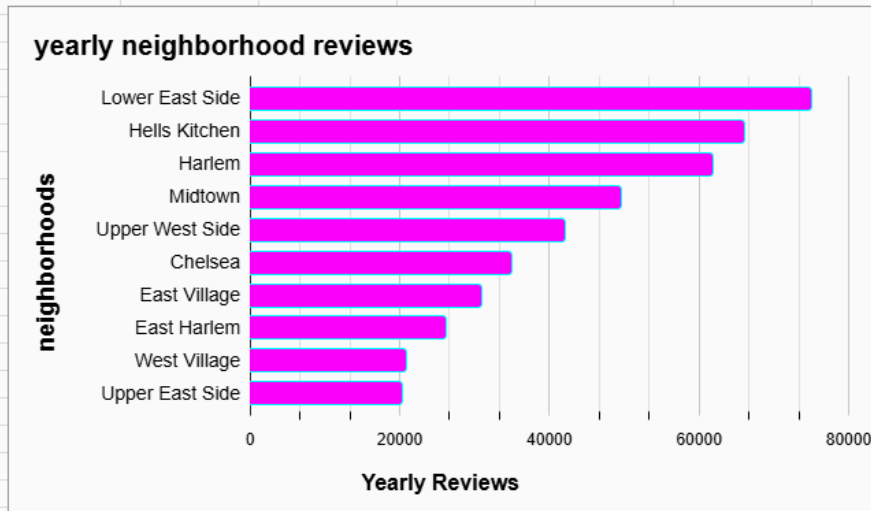
top_ten_listings ▾

calendar ▾

id	neighborhood_clean	bedroom_clean	top_listing	revenue_earned	yearly_revenue	yearly_reviews	
	82638	East Village	1	1	3549	42588	36
	9357	Hells Kitchen	0	0	5250	63000	0
	57618	Hells Kitchen	1	1	7500	90000	84
	57754	Flatiron District	1	0	9570	114840	336
	57874	East Harlem	1	1	4320	51840	660
	15341	Lower East Side	1	1	2729	32748	72
	59014	Lower East Side	1	1	5750	69000	12
	59709	Chinatown	2	0	8100	97200	276
	60164	Tribeca	3	0	3500	42000	36
	16974	East Harlem	4	0	7350	88200	312
	60611	East Harlem	1	1	3300	39600	12
	107895	Upper West Side	0	0	4980	59760	24
	17037	East Village	1	1	6600	79200	0
	60680	East Village	1	1	4800	57600	24
	61509	Midtown	1	0	3300	39600	0
	62427	East Village	1	1	3120	37440	12
	19159	Harlem	2	0	3190	38280	0
	62891	East Village	0	0	4725	56700	108
	116551	Harlem	0	0	2100	25200	24
	63693	East Village	2	0	11700	140400	0
	23686	West Village	3	0	14250	171000	36
	123784	Harlem	0	0	2739	32868	396
	126443	East Village	2	0	12852	154224	720
	27644	Harlem	1	1	4750	57000	216
	65425	Nolita	2	0	3075	36900	120
	29683	Lower East Side	1	1	5550	66600	24
	66251	East Village	0	0	9776	117312	384
	140973	East Village	2	0	6450	77400	48
	67288	East Harlem	1	1	3665	43980	84
	144087	Harlem	2	0	9584	115008	84
	36703	West Village	1	1	6000	72000	60
	148825	Upper West Side	2	0	5021	60252	432
	68974	Nolita	3	0	17275	207300	132
	69894	Upper West Side	1	1	1800	57600	36

bedroom_clean	COUNTA of neighborhood_clean
1	1265
2	526
0	441
3	150
4	43
5	9
6	2
8	1
7	1
Grand Total	2438

neighborhood_clean	SUM of yearly_reviews
Lower East Side	74904
Hells Kitchen	66072
Harlem	61884
Midtown	49536
Upper West Side	41964
Chelsea	34956
East Village	30864
East Harlem	26100
West Village	20820
Upper East Side	20352



id	SUM of revenue_earned
49946551	29940
44267714	26100
6833395	22800
46432776	20300
41295029	15600
53057804	15300
53058987	14425
4859903	14233
43118961	13601
4967114	13500
289665	13500
50618605	13050
1060019	13021
580013014809987573	12930
30087377	12810
25313748	12785
34384453	12609
49928900	12236
53167175	12225
53602040	12135
41890621	11970
37251520	11850
48374098	11610
52755593	11600
52336155	11600
39225271	11575
29687597	11571
13058232	11500
29495933	11455
21366948	11268
6640144	11250
4644669	11250
258688	11250
46351532	11111
52257683	11094
10001000	10000

neighborhood_clean	SUM of yearly_revenue
Hells Kitchen	22792032
Midtown	20786544
Harlem	19685640
Lower East Side	19353960
Upper West Side	16196856
Chelsea	15254064
East Village	12588288
Upper East Side	12522720
East Harlem	10769928
West Village	9722340
Nolita	5284824
Soho	4814364
Chinatown	4300788
Gramercy	3919452
Kips Bay	3165852
Washington Heights	2857812
Greenwich Village	2855508
Financial District	2579736
Tribeca	2033652
Theater District	1218912
Noho	1103376
Murray Hill	1039596
Inwood	1023252
Little Italy	893448
Flatiron District	795444
Ellis Island	780468
Central Park	586716
Civic Center	562704
Two Bridges	282252
Stuyvesant Town	164880
Morningside Heights	162732
Marble Hill	148932
Battery Park City	140544
Roosevelt Island	67860
	0
Grand Total	222155176

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listings ▾

number_of_bedrooms ▾

yearly_reviews ▾

revenue_earned ▾

total_yearly_revenue ▾

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listing_id		date	available	price	adjusted_price	minimum_nights	maximum_nights	revenue_earned	yearly_revenue
	9357	2022-09-07	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-08	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-09	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-10	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-11	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-12	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-13	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-14	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-15	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-16	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-17	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-18	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-19	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-20	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-21	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-22	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-23	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-24	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-25	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-26	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-27	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-28	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-29	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-09-30	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-10-01	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-10-02	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-10-03	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-10-04	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-10-05	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	9357	2022-10-06	f	\$175.00	\$175.00	30	1125	\$175.00	2100
	15341	2022-09-08	f	\$205.00	\$205.00	30	1125	\$205.00	2460
	15341	2022-09-09	f	\$221.00	\$221.00	30	1125	\$221.00	2652
	15341	2022-09-10	f	\$216.00	\$216.00	30	1125	\$216.00	2592
	15341	2022-09-11	f	\$201.00	\$201.00	30	1125	\$201.00	2412