

Airbnb Analysis

Booking Trends by Month and Neighbourhood Group:

- The data indicates a seasonal trend in bookings, with **Manhattan** experiencing the highest volume in **June**, and notable increases in **January** and **October**. This suggests a correlation between tourist seasons and booking patterns.

Distribution of Listings:

- **Manhattan** and **Brooklyn** dominate the listings, comprising **44.30%** and **41.12%** respectively, of the total. The **Bronx**, **Queens**, and **Staten Island** have significantly fewer listings, indicating a concentration of accommodations in the more central boroughs.

Host and Pricing Information:

- Hosts across various neighbourhoods offer a range of pricing, with **Manhattan** hosts like Yasu & Akiko offering premium rates at **\$186.82** on average, while hosts in other areas like Danielle in **Queens** offer more economical options at **\$47.2**. This reflects the diverse accommodation options catering to different budget levels.

Room Type Distribution:

- **Manhattan** has the highest number of entire homes/apartments available, while **Staten Island** has the least. The availability of different room types across neighbourhoods can inform potential guests about their options and help them choose according to their preferences.

Review Growth Over Time:

- The exponential increase in reviews from **61** in **2011** to **1,013,755** in **2019** highlights the platform's growing popularity and the increasing reliance on peer reviews in the hospitality industry.

Pricing Landscape:

- The average price analysis reveals that **Manhattan** is the most expensive neighbourhood group, while the **Bronx** and **Queens** are more affordable. This pricing landscape is crucial for both hosts in setting competitive prices and guests in budgeting their stays.

Neighbourhood Pricing:

- Neighbourhoods like **Sea Gate** and **Brooklyn Heights** command higher prices, possibly due to their location, amenities, or exclusivity, whereas areas like **Borough Park** and **Bensonhurst** offer more budget-friendly options.

Accommodation Popularity:

- The average number of reviews per room type provides insights into the popularity and guest satisfaction levels of accommodations, with entire homes/apartments in **Staten Island** and **Bronx** receiving higher average reviews, suggesting a preference for privacy and space.

Summary of Data Provided:

- The total of **1,138,005** reviews and an average of **1.37** reviews per month reflect a high level of engagement and feedback from users.
- With **221** distinct neighbourhoods and **37,457** hosts, the data underscores the vast and varied landscape of accommodations available in NYC.

Map Representation:

- The map visualization of states with average prices serves as a valuable tool for geographical analysis of the pricing trends and can aid in strategic decision-making for both hosts and guests.

Overview Analysis: The data presents a comprehensive picture of the booking ecosystem within NYC's neighbourhoods. The concentration of listings and higher pricing in Manhattan and Brooklyn aligns with their status as key tourist and business hubs. The diversity in accommodation types and pricing across the boroughs caters to a wide range of preferences and budgets. The significant growth in reviews over the years underscores the importance of online reputation management for hosts. The map representation enriches the dataset by providing a spatial context to the pricing and distribution data, allowing for a more nuanced understanding of the market dynamics. Overall, the data reflects the vibrancy and complexity of NYC's accommodation market, highlighting opportunities and challenges for hosts and guests alike.