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Investing in Airbnb Properties: An Insightful Analysis for Potential Investors

Data-Driven Insights into Pricing, Booking Trends, and Market Opportunities in NYC

-Presented by:
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Dashboard 1: Pricing and Neighborhood Insights

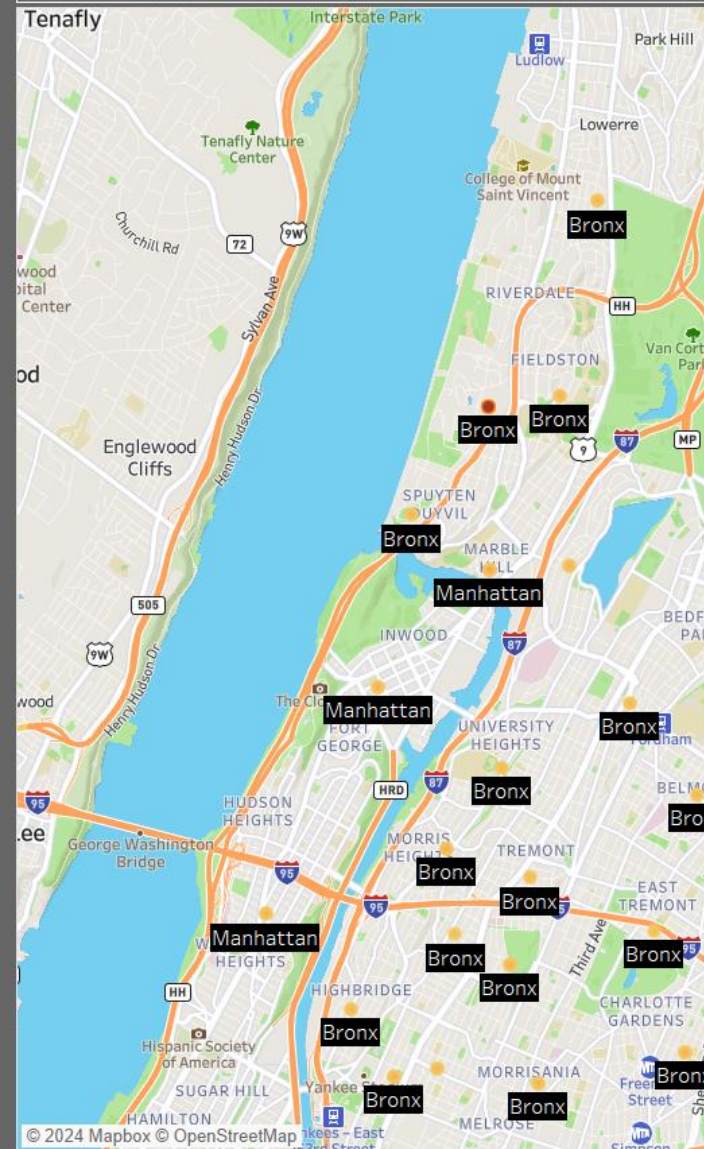Explore pricing trends and identify promising neighborhoods for investment.
Key Findings:

Riverdale in the Bronx is ideal for private or shared rooms.

High-yield areas in Manhattan: Tribeca, Battery Park City, Flatiron District.
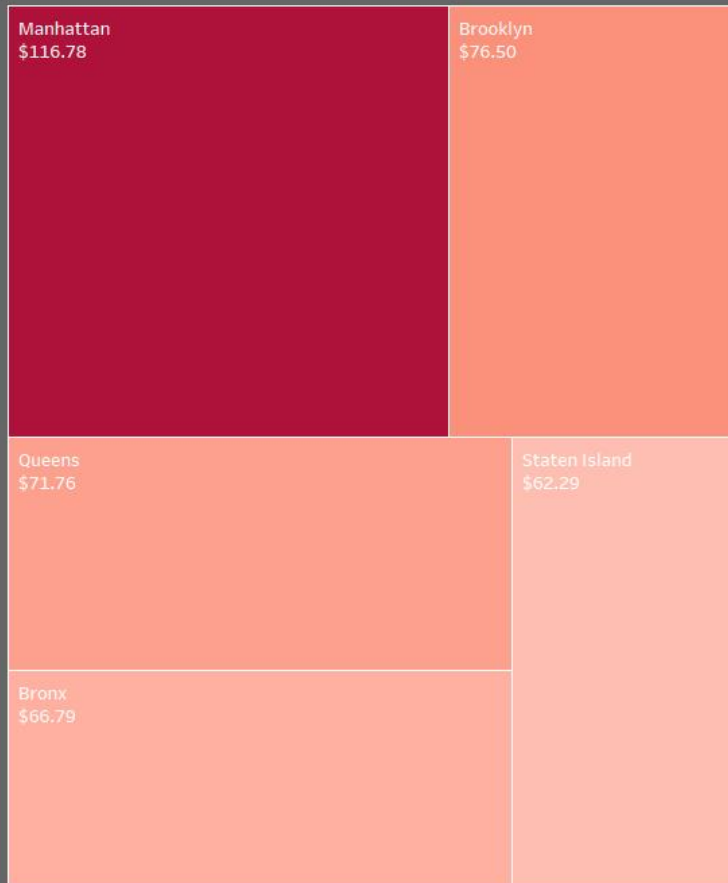
Affordable entry points: Marble Hill, Inwood.

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Total Hosts 37,457 | **Total Neighbourhoods in NYC** 221 | **Avg Reviews per Month** 38,843 | **Total Reviews** 1,138,005

Neighbourhood Group Manhattan | **Room Type** Private room

Average price in the neighbourhood - *Private room*

Average price by neighbourhood group-Private room

Manhattan $116.78	Brooklyn $76.50
Queens $71.76	Staten Island $62.29
Bronx $66.79	

Average price in the neighbourhood - neighbourhood group=*Manhattan*

Neighbourhood	Average price
Tribeca	$490.64
Battery Park City	$367.56
Flatiron District	$341.93
Greenwich Village	$263.41
Little Italy	$222.07
Lower East Side	$186.31
Chinatown	$161.50
East Harlem	$133.20
Two Bridges	$127.07
Harlem	$118.97
Morningside Heights	$114.78
Roosevelt Island	$113.26
Washington Heights	$89.61
Marble Hill	$89.17
Inwood	$88.90

Dashboard 2: Booking Trends and Market Saturation

Analyze booking patterns and market saturation to identify hot spots and emerging opportunities.
Key Findings:

Peak bookings in June.
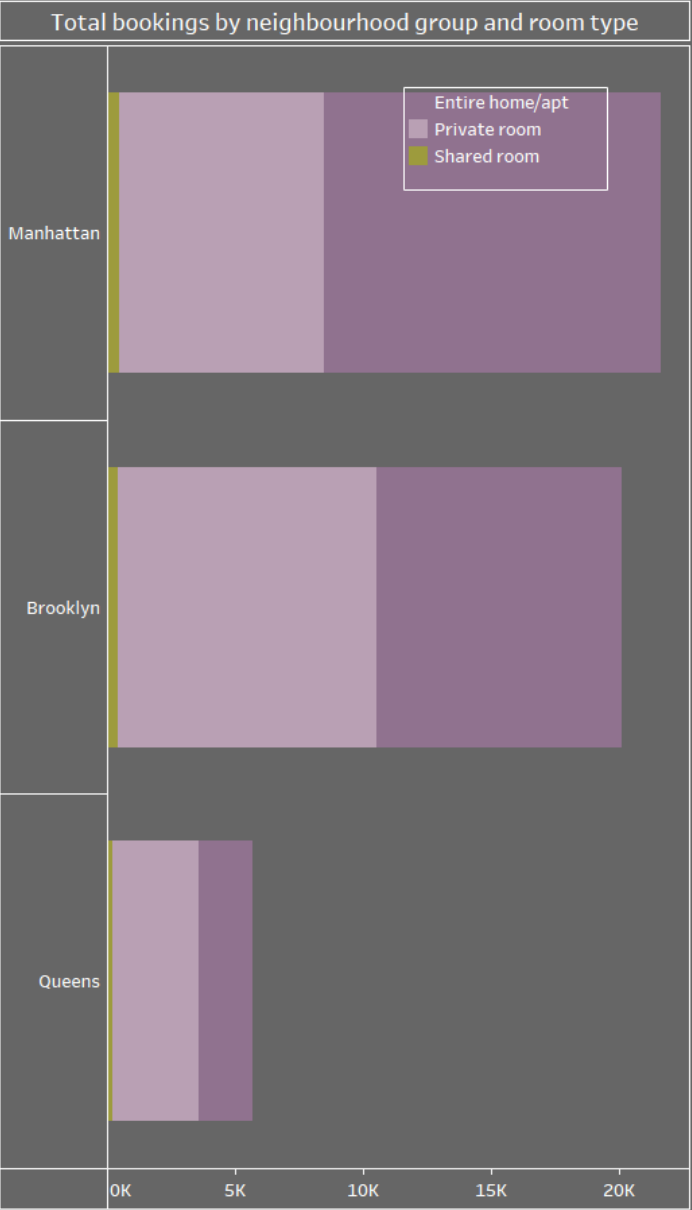
High saturation in Manhattan and Brooklyn.

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Airbnb Dashboard

Total Hosts
37,457

Total Neighbourhoods in NYC
221

Avg Reviews per Month
38,843

Total Reviews
1,138,005

Total bookings by neighbourhood group and room type

Legend:
- Entire home/apt
- Private room
- Shared room

Neighbourhood groups: Manhattan, Brooklyn, Queens

X-axis: 0K, 5K, 10K, 15K, 20K

Room Type
Private room

Total Neighbourhood by neighbourhood group

- Staten Island 0.76%
- Bronx 2.23%
- Brooklyn 41.12%
- Manhattan 44.30%

Total bookings by month and neighbourhood group-*Private room*

Month	Value
Null	4,654
Jan	1,227
Feb	360
Mar	595
Apr	936
May	2,293
Jun	6,144
Jul	2,593
Aug	726
Sep	734
Oct	773
Nov	507
Dec	776

Legend:
- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island
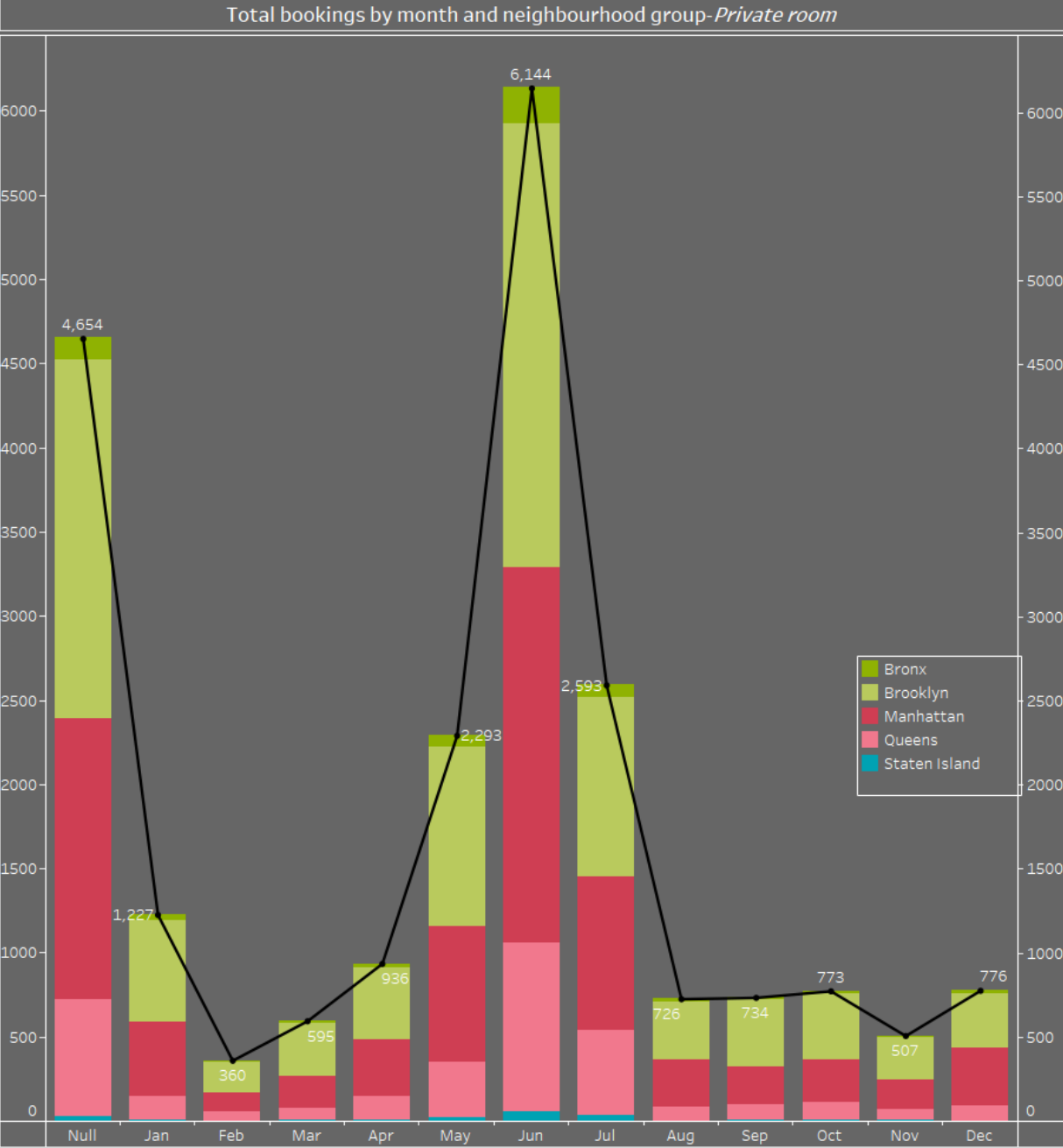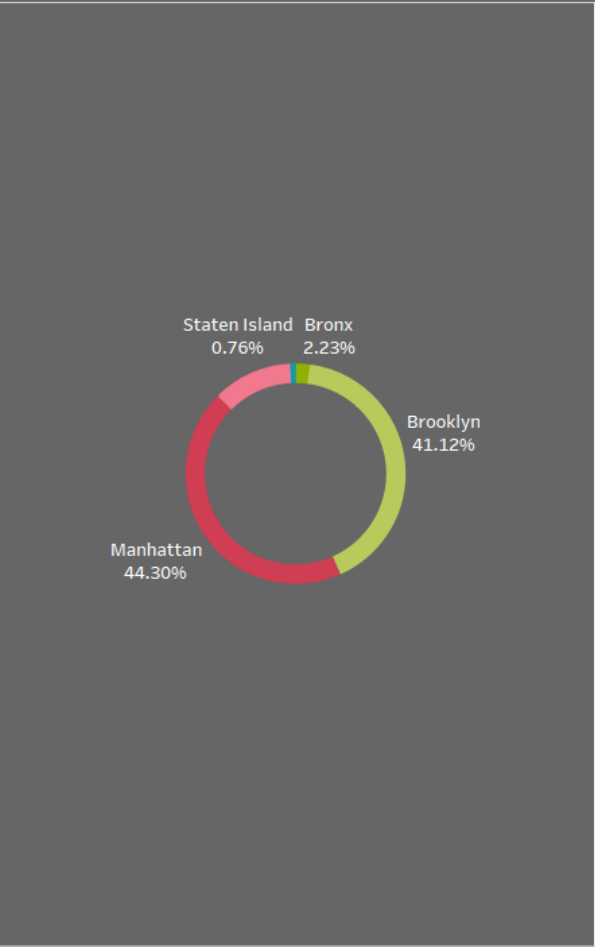
Dashboard 3: Host Performance and Review Trends

Evaluate top-performing hosts and review trends to guide investment decisions.

Key Findings:

High-performing hosts are in key neighborhoods.

Positive review growth indicates a thriving platform.

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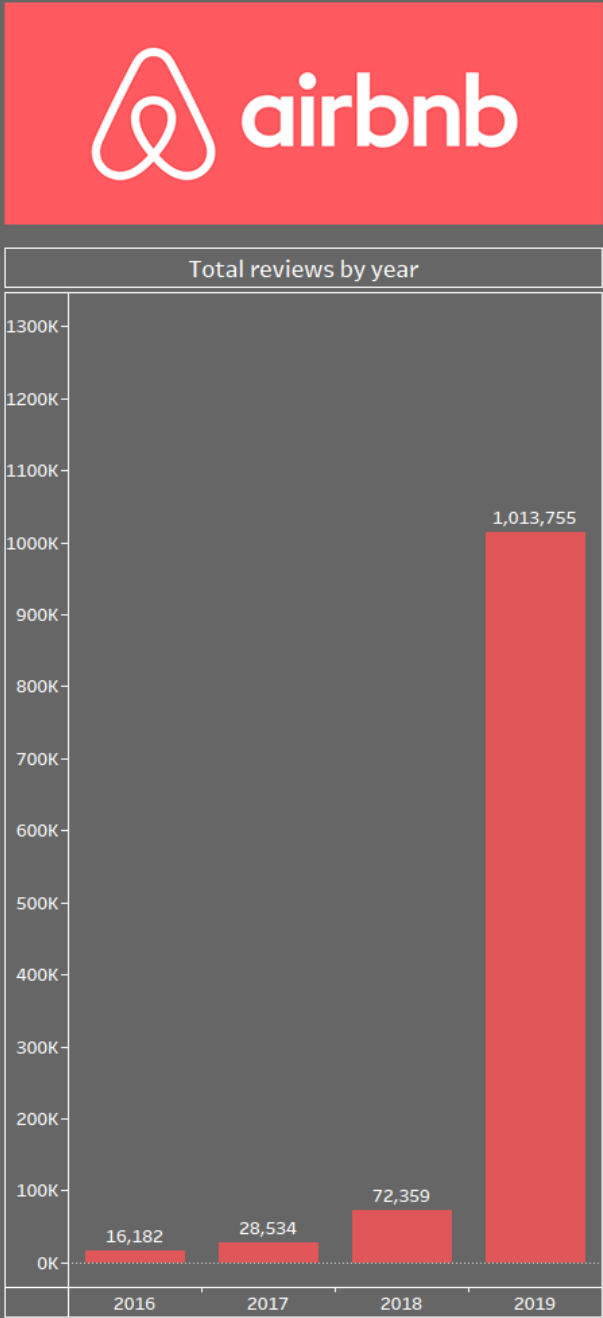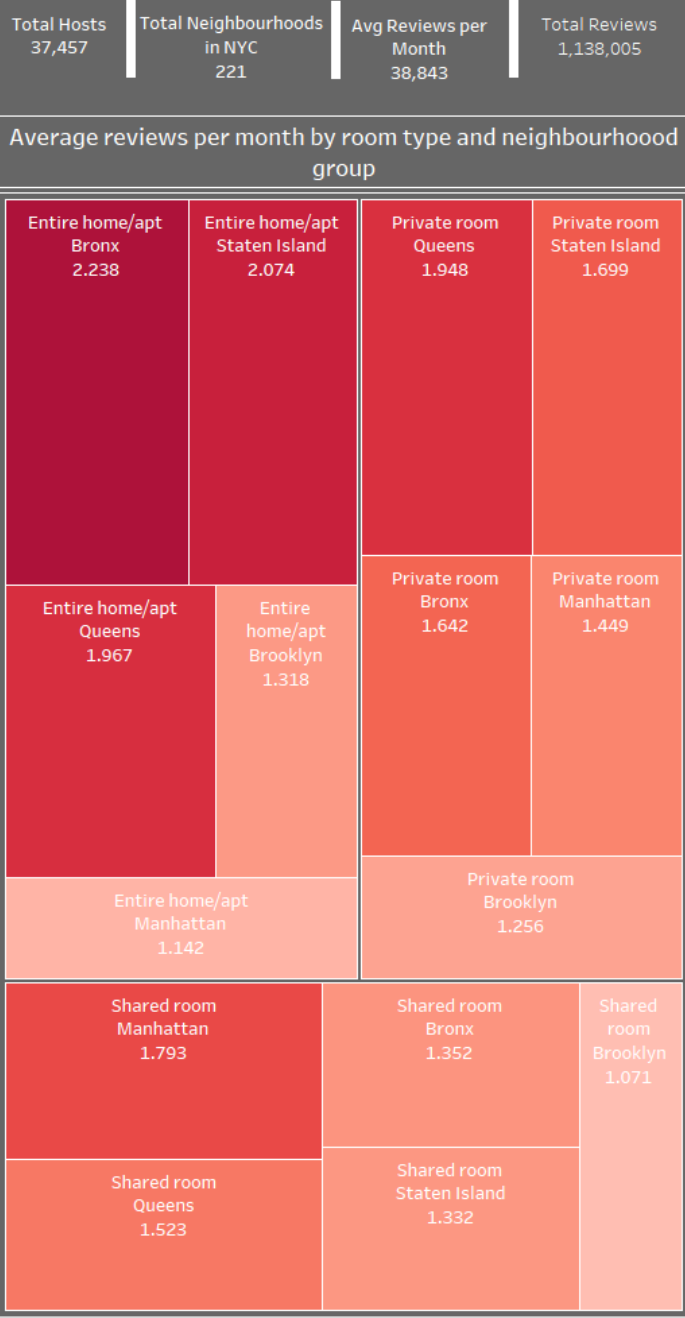|			
Total Hosts 37,457	Total Neighbourhoods in NYC 221	Avg Reviews per Month 38,843	Total Reviews 1,138,005

Average reviews per month by room type and neighbourhoood group

Room type / Neighbourhood	Avg reviews
Entire home/apt Bronx	2.238
Entire home/apt Staten Island	2.074
Private room Queens	1.948
Private room Staten Island	1.699
Entire home/apt Queens	1.967
Entire home/apt Brooklyn	1.318
Private room Bronx	1.642
Private room Manhattan	1.449
Entire home/apt Manhattan	1.142
Private room Brooklyn	1.256
Shared room Manhattan	1.793
Shared room Bronx	1.352
Shared room Brooklyn	1.071
Shared room Queens	1.523
Shared room Staten Island	1.332

Total reviews by year

Year	Total reviews
2016	16,182
2017	28,534
2018	72,359
2019	1,013,755

Top 10 host by total review

Host Name	Neighbourhoo..	Neighbourhood	Avg. Price	Total Review
Alex And Zeena	Manhattan	Chelsea	$85.00	1,355
Angela	Queens	East Elmhurst	$65.00	1,269
Brady	Brooklyn	Bedford-Stuyvesant	$74.71	1,818
Brooklyn& Breakfast -Len-	Brooklyn	Prospect Heights	$74.62	2,205
Danielle	Queens	East Elmhurst	$47.20	2,017
Jj	Manhattan	Harlem	$49.00	1,798
Maya	Queens	East Elmhurst	$42.60	2,273
Randy	Brooklyn	Bedford-Stuyvesant	$56.73	1,346
Sonder (NYC)	Manhattan	Financial District	$264.85	1,129
Yasu & Akiko	Manhattan	Hell's Kitchen	$186.82	1,971

Conclusion

High Yield Areas

Manhattan and premium neighborhoods offer high returns; emerging neighborhoods present growth opportunities.

Market Saturation

Competitive areas need careful planning; consider less saturated areas for expansion.

Booking Trends

Peak periods and high-demand areas are crucial for investment timing

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Recommendations:

Invest Strategically: Target high-yield and emerging neighborhoods based on pricing and demand.

Plan for Peak Seasons: Align investments with high booking periods.

Learn from Leaders: Use insights from top hosts to optimize your investment approach.