PILLOW PALOOZA-SHORT-TERM RENTAL MARKET ANALYSIS

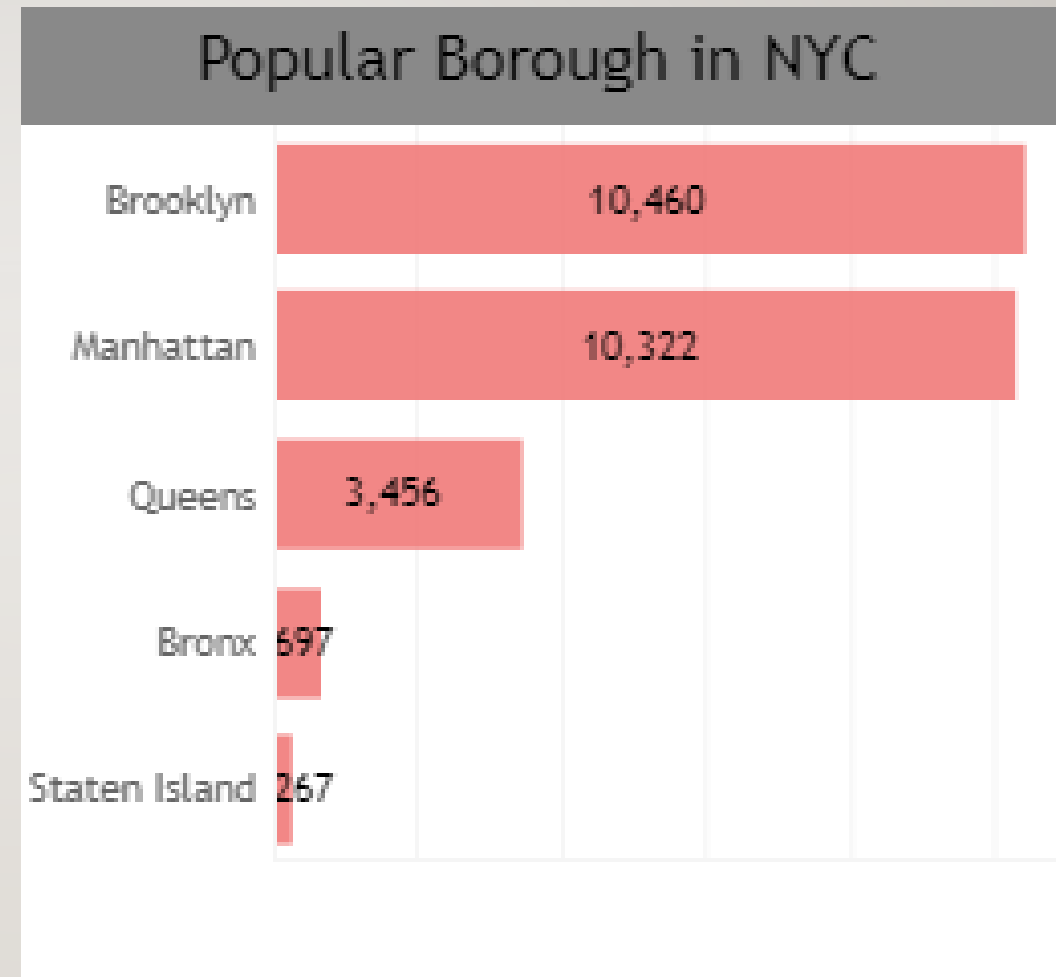BY: SANDHYA BAMANIYA

DATA ANALYST

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BACKGROUND

- Pillow Palooza is a short-term real estate startup.

- To increase the revenue and occupancy rate, marketing team wants insights on the data of Airbnb New York.

- The analysis is based on 9 months data of Airbnb New York.

POPULAR BOROUGH NYC

- Brooklyn has the highest number of listings of properties, so this borough is the most popular.

- Staten Island has the lowest number of listings which indicates as the least popular borough with 267 listings.

Popular Borough in NYC

Borough	Listings
Brooklyn	10,460
Manhattan	10,322
Queens	3,456
Bronx	697
Staten Island	267

AVG. PRICE/NIGHT IN BOROUGH

- Manhattan has the highest avg. price/night in the borough ($184).

- Bronx has the lowest avg. price/night in the borough ($79.24)

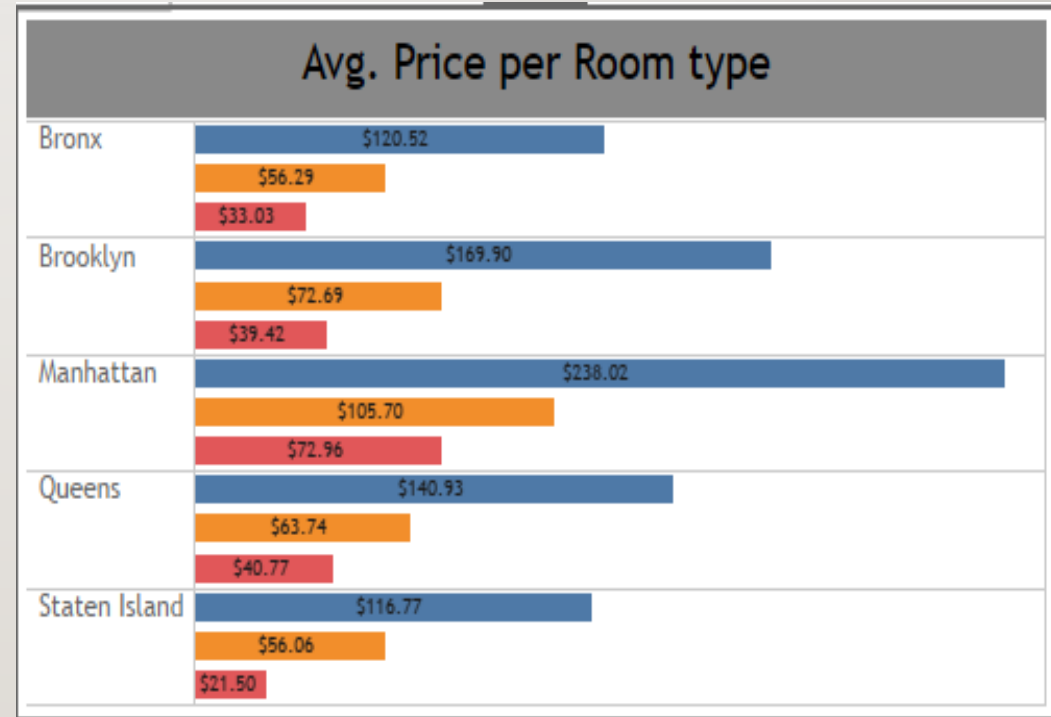| Avg. Price/night in Borough	
Manhattan	$184.00
Brooklyn	$121.97
Queens	$92.81
Staten Island	$86.04
Bronx	$79.24

NO. OF PROPERTIES IN EACH ROOM TYPE

- Entire home/apt has the highest number of properties which is 13,266.

- Private rooms is the second highest with 11,351 properties and shared rooms the lowest with 585 properties.

| No. of properties in Room type	
entire home/apt	13,266
private room	11,351
shared room	585

AVG. PRICE PER ROOM TYPE

- In this chart, it shows room types in each borough with its avg. price/night.

- Manhattan shows the highest avg. price in all the room types.

- Staten Island shows the lowest avg. price in all room types.

Avg. Price per Room type

| Bronx | $120.52 |
	$56.29
	$33.03
Brooklyn	$169.90
	$72.69
	$39.42
Manhattan	$238.02
	$105.70
	$72.96
Queens	$140.93
	$63.74
	$40.77
Staten Island	$116.77
	$56.06
	$21.50

MOST COMMON RENTED PROPERTY TYPE

- This chart represents the common rented property with the room type.

- Manhattan and Brooklyn shows the highest in entire home/apt.

- Queens and Bronx shows private rooms as common rented property.
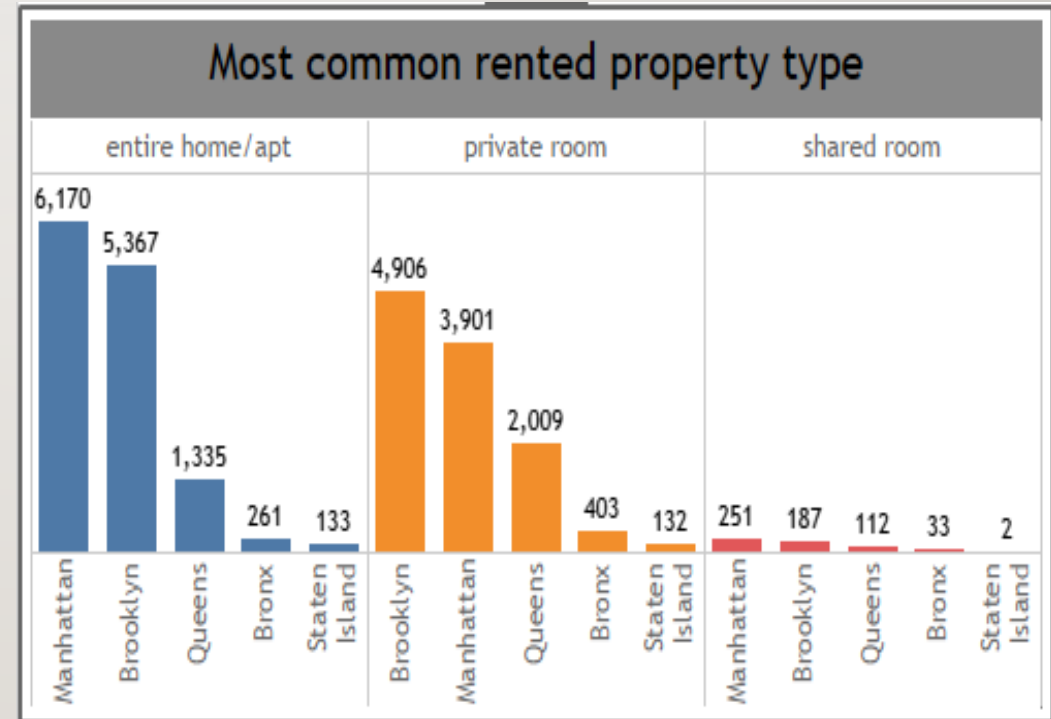
DEMAND OF SHORT TERM RENTAL

- This chart represents June and July as peak months for rentals one reason might be summer season.

- February and March shows the lowest rentals.

Demand of Short term rental
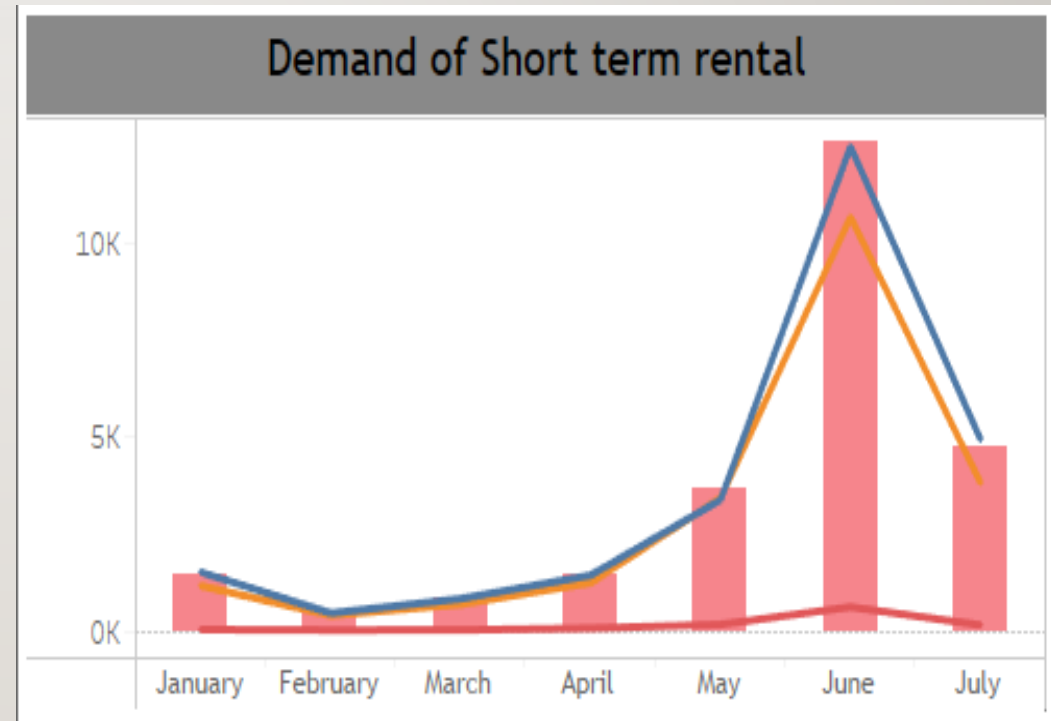
MOST POPULAR NEIGHBORHOOD

- This bar chart represents the top 3 popular rented properties across all boroughs.

- Brooklyn has the properties with highest number of listings.

Most popular neighbourhood		
Bronx	Mott Haven	46
	Kingsbridge	41
	Fordham	37
Brooklyn	Bedford-Stuyvesant	2,206
	Williamsburg	1,853
	Bushwick	1,199
Manhattan	Harlem	1,435
	Hell's Kitchen	1,119
	East Village	866
Queens	Astoria	448
	Flushing	319
	Long Island City	

RECOMMENDATIONS:

- Based on the analysis above, it shows that entire home/apt shows the potential to increase revenue as it is the most rented property in Manhattan and Brooklyn.

- Revenue can be increased by adjusting the prices based on seasonal fluctuations, events, and local demand.

- Pillow Palooza can also offer some promotional discounts, or special rates during off-peak periods to attract more bookings.

- We should also track revenue and occupancy rates and monitor guest feedback and reviews to identify improvement.