**Dataset Acquisition**

The New York City Airbnb Open Data is a comprehensive dataset containing information about Airbnb listings in New York City 🡪 Kaggle.

**Dataset Information**

It contains information on over 48,000 listings, divided in the following columns:

* id
* name
* host\_id
* host\_name
* neighbourhood\_group
* neighbourhood
* latitude
* longitude
* room\_type
* price
* minimum\_nights
* number\_of\_reviews
* last\_review
* reviews\_per\_month
* calculated\_host\_listings\_count
* availability\_365
* ratings

**Dataset Cleaning**

|  |  |
| --- | --- |
| **Columns** | **Missing values** |
| name | 16 |
| host\_name | 21 |
| last\_review | 10052 |
| reviews\_per\_month | 10052 |
| ratings | 10052 |

* Replace 0 values with NaN using Power Query Editor 🡪 Through the Replace Errors dialog box.
* Fixed the Column Formats 🡪 Modeling Tab and assigning the appropriate data type in each instance.
* Make informed decisions about investing in specific neighborhoods based on rental prices, property types, and amenities.
* Identify high-performing hosts in the NYC rental market and learn from their success to improve their own rental properties.
* Determine which property types yield the highest average prices and focus on acquiring or developing similar properties.
* Assess the impact of location on rental prices, allowing them to strategically invest in areas with higher demand and potentially higher returns.
* Understand the relationship between availability and pricing, enabling them to optimize rental pricing strategies and improve occupancy rates.
* Gauge the median price of properties in each neighborhood to identify undervalued or overvalued areas for investment.
* Analyze the connection between the volume of reviews and rental property success, helping them to prioritize customer satisfaction and online reputation.
* Discover trends and patterns in the rental market, allowing them to anticipate shifts in demand and stay ahead of the competition.
* Adapt their marketing strategies based on neighborhood popularity and specific price ranges to attract more renters and maximize revenue.
* Make informed investment decisions based on neighborhood rental prices, property types, and amenities.
* Identify top-performing hosts and learn from their success to enhance their properties.
* Focus on acquiring or developing high-yielding property types.
* Assess location impact on rental prices for strategic area investments.
* Understand the relationship between availability and pricing to optimize rental strategies.
* Gauge neighborhood median prices to identify undervalued or overvalued investment areas.
* Analyze the connection between review volume and rental success to prioritize customer satisfaction.
* Discover market trends and patterns to anticipate demand shifts and stay competitive.
* Adapt marketing strategies based on neighborhood popularity and price ranges to attract renters and maximize revenue.