New York City
Listings

Group 6- Project 3 :

Jimmy Cowden

Manroop Gill

Alysa Schoenfelder

Ryan Woyce

Project Overview

➔ Analyzed Airbnb Listings in New York City

➔ 102,600 rows of data

➔ 13 columns

id	Name	Borough	Neighbourhood	Lat	Lon	Instant_Booking	Cancellation_Policy	Room_Type	Construction_Year	Price_Per_Night	Rating	House_Rules
1001254	Clean & quiet apt home by the park	Brooklyn	Kensington	40.64749	-73.97237	False	strict	Private room	2020.0	$966	4.0	Clean up and treat the home the way you'd like...
1002102	Skylit Midtown Castle	Manhattan	Midtown	40.75362	-73.98377	False	moderate	Entire home/apt	2007.0	$142	4.0	Pet friendly but please confirm with me if the...
1002403	THE VILLAGE OF HARLEM....NEW YORK !	Manhattan	Harlem	40.80902	-73.94190	True	flexible	Private room	2005.0	$620	5.0	I encourage you to use my kitchen, cooking and...
1002755	NaN	Brooklyn	Clinton Hill	40.68514	-73.95976	True	moderate	Entire home/apt	2005.0	$368	4.0	NaN
1003689	Entire Apt: Spacious Studio/Loft by central park	Manhattan	East Harlem	40.79851	-73.94399	False	moderate	Entire home/apt	2009.0	$204	3.0	Please no smoking in the house, porch or on th...

Airbnb: A Snapshot

➜ Accommodated over 1 billion **guests** since its founding in 2008. (Source: Airbnb)

➜ Over **150 million users** globally (Source: Airbnb)

➜ Over 7 million listings and 4 million **hosts** worldwide (Source: Airbnb)

➜ Airbnb's market capitalization was valued at **over $80 billion** in 2021.
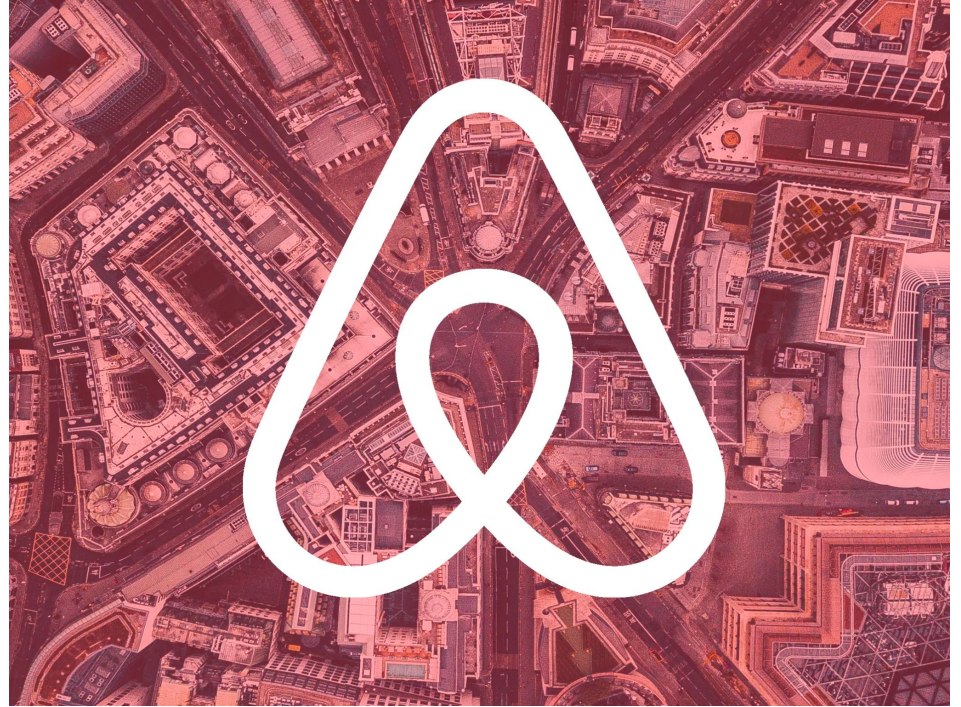
New York City Tourism

➔ NYC welcomed 56.7 million visitors in 2022
  ◆ Leisure: 47.8 million (84%)
    (source: NYC & Company)

  ◆ Business: 8.9 million (16%)
    (source: NYC & Company)

➔ $40 Billion In Direct Visitor Spending (source: NYC & Company)

➔ Hotel Performance -
  ◆ 33.6 Million room nights sold in 2022
    (source: NYC & Company)

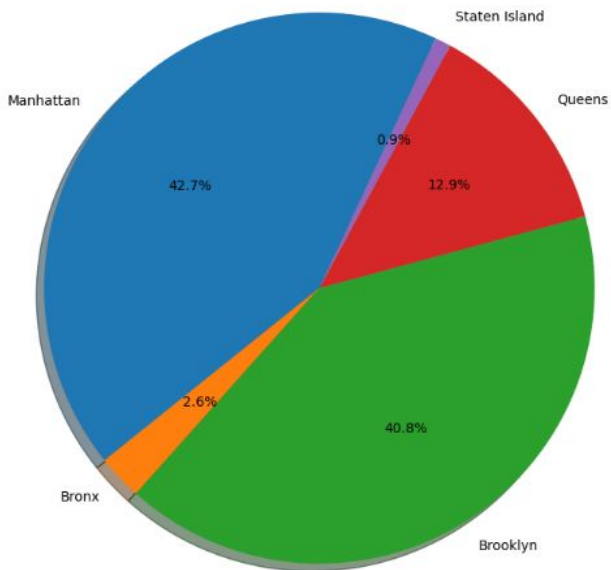 ◆ 18.9 Million room nights sold 2023 YTD (Jan-May)
    (source: NYC & Company)

Data Breakdown

Total Listings by Borough:

Total Listings: 102,600

- Manhattan: 43,793
- Brooklyn: 41,843
- Queens: 13,267
- Bronx: 2,712
- Staten Island: 955

Distribution of Listings by Borough

Total of 224 Neighborhoods

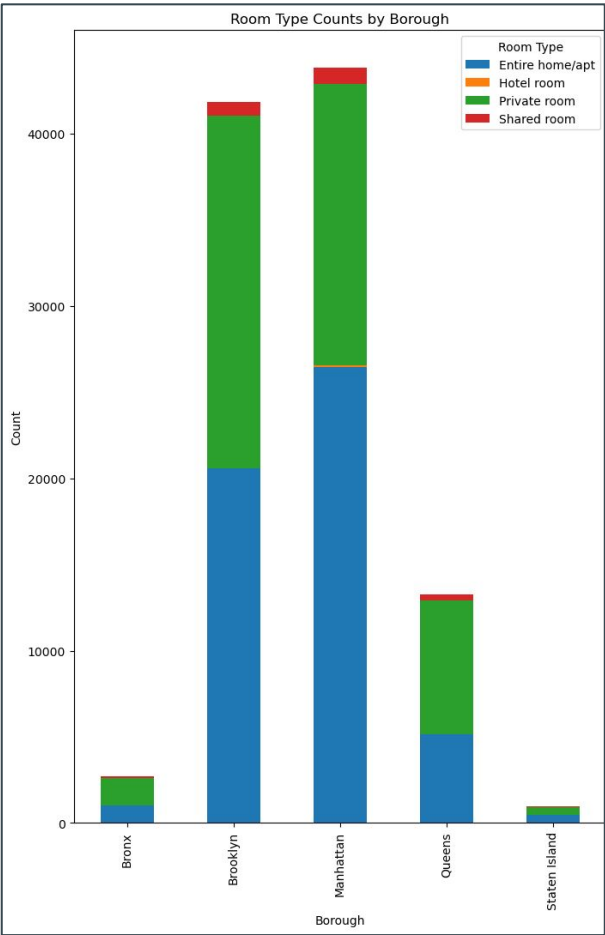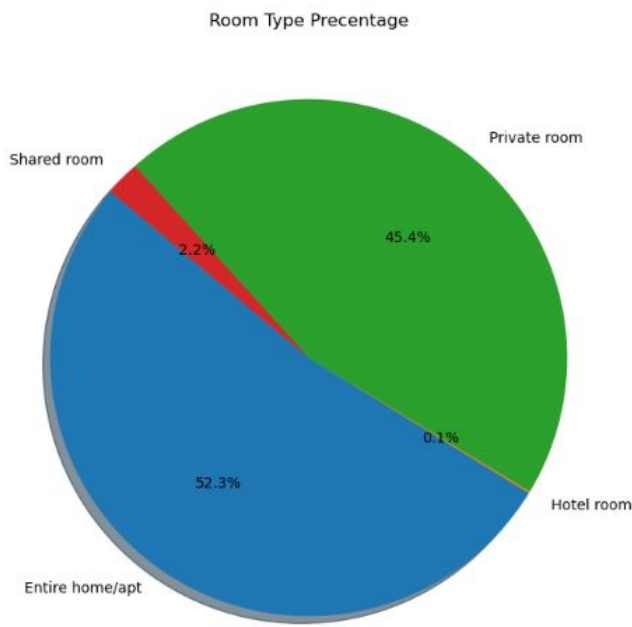- Neighborhood count does not reflect the size nor population of the Borough

|	Borough character varying	Number_of_Neighborhoods bigint
1	Queens	52
2	Bronx	48
3	Brooklyn	48
4	Staten Island	44
5	Manhattan	32

Data Breakdown: Room Types

Room Type Count

- Entire home/apt: 53,701
- Private room: 46,556
- Shared room: 2,226
- Hotel room: 116

Room Type Precentage

Shared room

Private room

2.2%

45.4%

0.1%

Entire home/apt

52.3%

Hotel room

Room Type Counts by Borough

Room Types By Borough

- Brooklyn and Manhattan make up **83.5%** of all listings
  - Home to **73.8%** of private rooms (43.8% - 33%)
  - Home to **82.5%** of Entire home/apt (38.3% - 49.2%)
- Queens:
  - Home to **16.6%** of private rooms
  - Home to **9.5%** of entire home/apt
- The Bronx and Staten Island:
  - Have a total of 3,667 listings combined
    - Less than the amount of entire home/apt listings in Queens by 1,479

How Does Listing Type Vary by Borough?

Distribution of Room Types by Borough
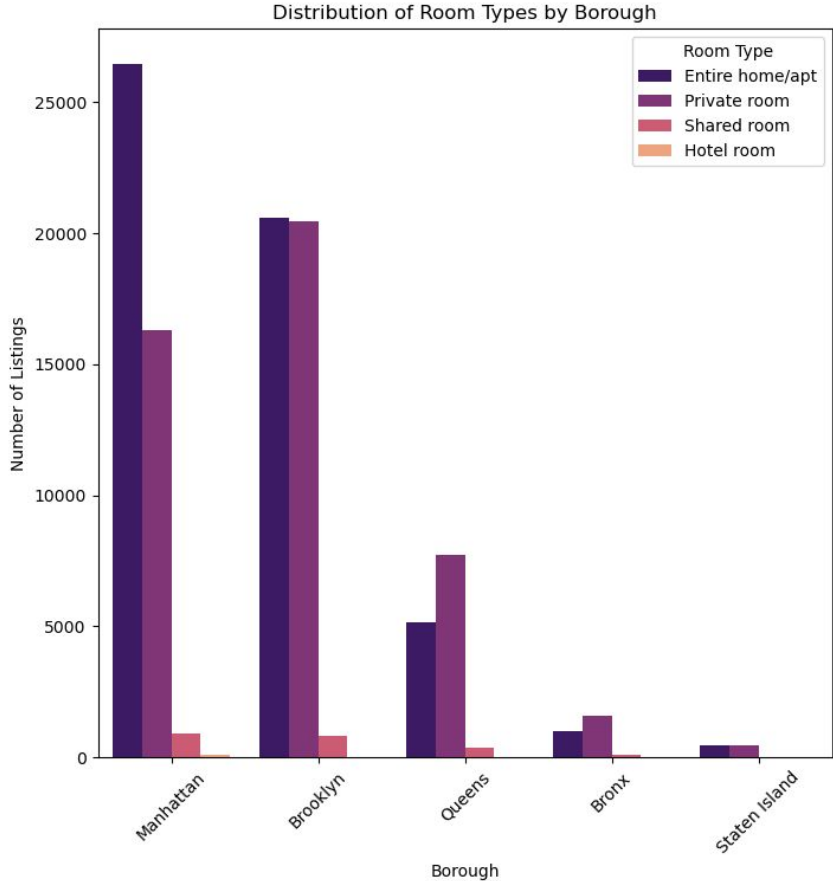
	Borough character varying	Room_Type character varying	Count_Property_Types bigint	Avg Rating double precision
1	Manhattan	Entire home/apt	26473	3.2758071850841293
2	Brooklyn	Entire home/apt	20575	3.2503777355363845
3	Brooklyn	Private room	20435	3.2645009323780547
4	Manhattan	Private room	16313	3.27755905511811
5	Queens	Private room	7751	3.3155849203264673
6	Queens	Entire home/apt	5146	3.3491538611165144
7	Bronx	Private room	1573	3.3297055057618437
8	Bronx	Entire home/apt	1022	3.3464566929133857
9	Manhattan	Shared room	907	3.2574585635359115
10	Brooklyn	Shared room	825	3.33369829683698295
11	Staten Island	Entire home/apt	474	3.329087048832272
12	Staten Island	Private room	466	3.4794816414686824
13	Queens	Shared room	362	3.3777777777777778
14	Bronx	Shared room	117	3.264957264957265
15	Manhattan	Hotel room	100	3.5
16	Staten Island	Shared room	15	3.533333333333333
17	Queens	Hotel room	8	3.75
18	Brooklyn	Hotel room	8	3.75

How Does Pricing Vary by Borough?

Average Price by Borough
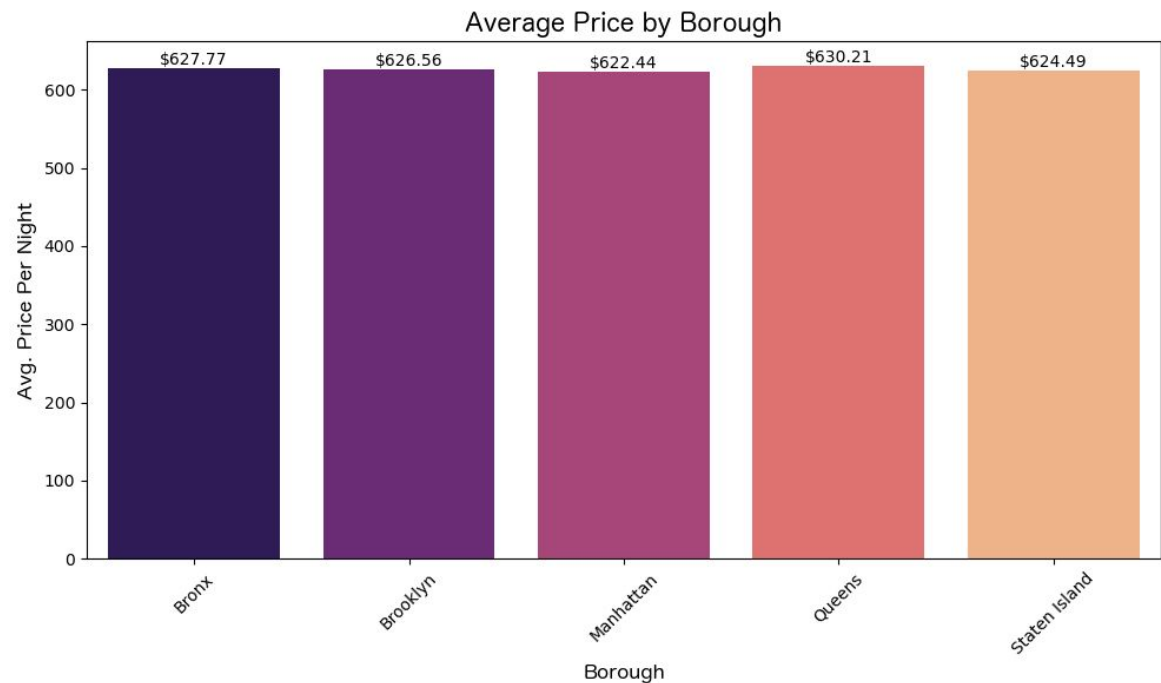
	Borough character varying 🔒	Avg Price double precision 🔒
1	Queens	630.2076469699259
2	Bronx	627.7663585951941
3	Brooklyn	626.5610778443114
4	Staten Island	624.4905462184873
5	Manhattan	622.4365084815603

Snapshot: Average Pricing by Neighborhood
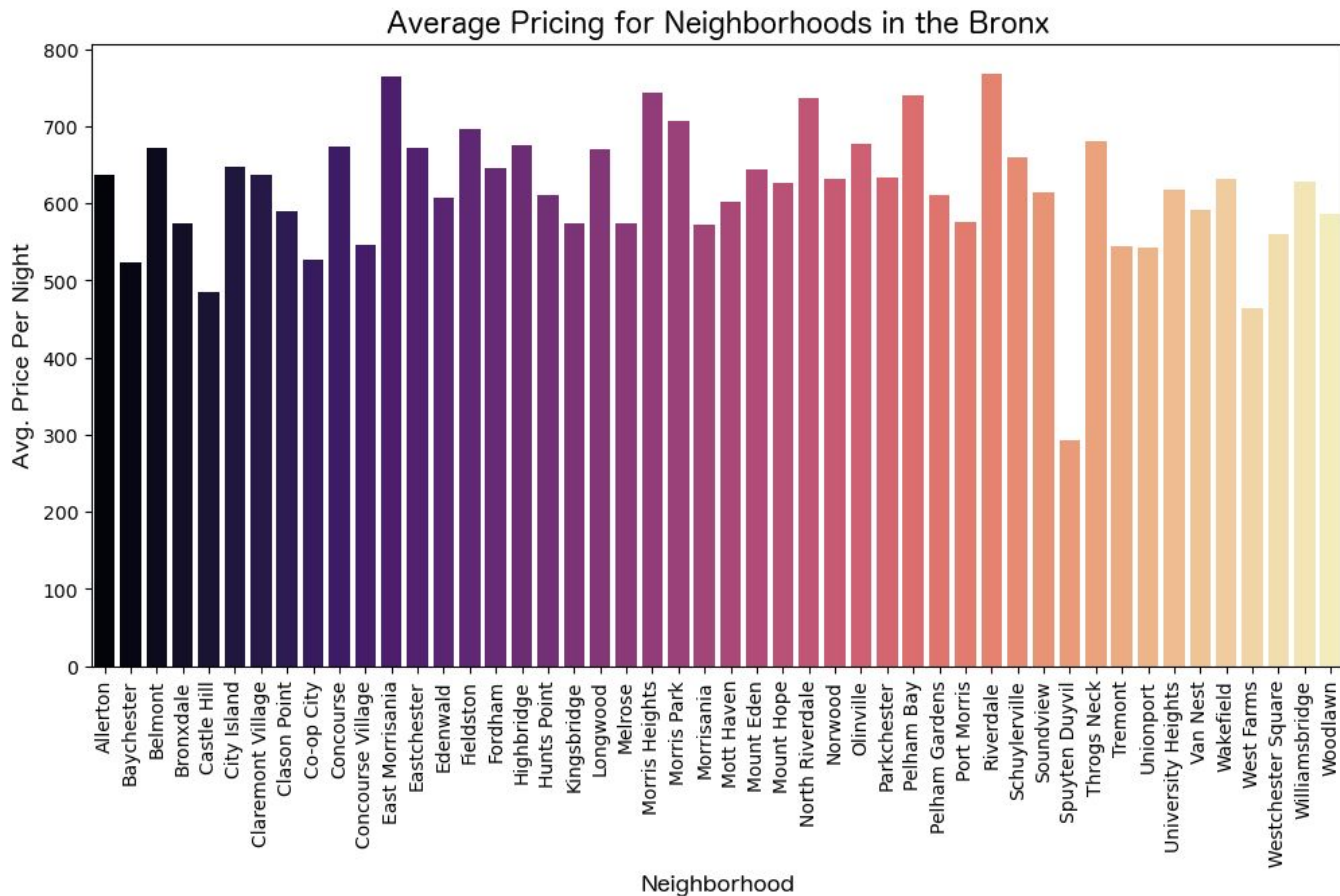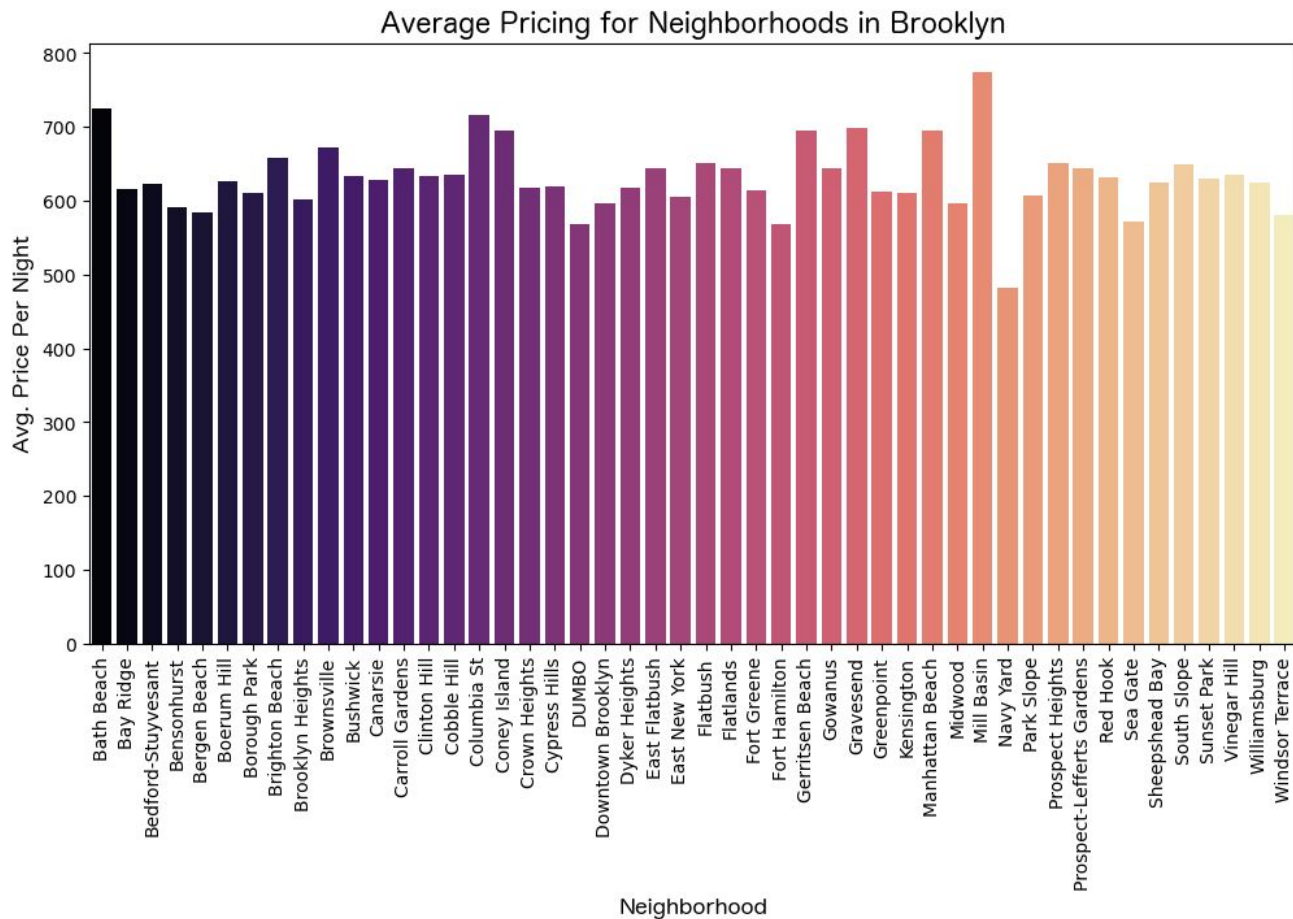
Average Pricing for Neighborhoods in the Bronx

Snapshot: Average Pricing by Neighborhood

Average Pricing for Neighborhoods in Brooklyn

Snapshot: Average Pricing by Neighborhood

Average Pricing for Neighborhoods in Manhattan

Snapshot: Average Pricing by Neighborhood

Average Pricing for Neighborhoods in Queens

Snapshot: Average Pricing by Neighborhood

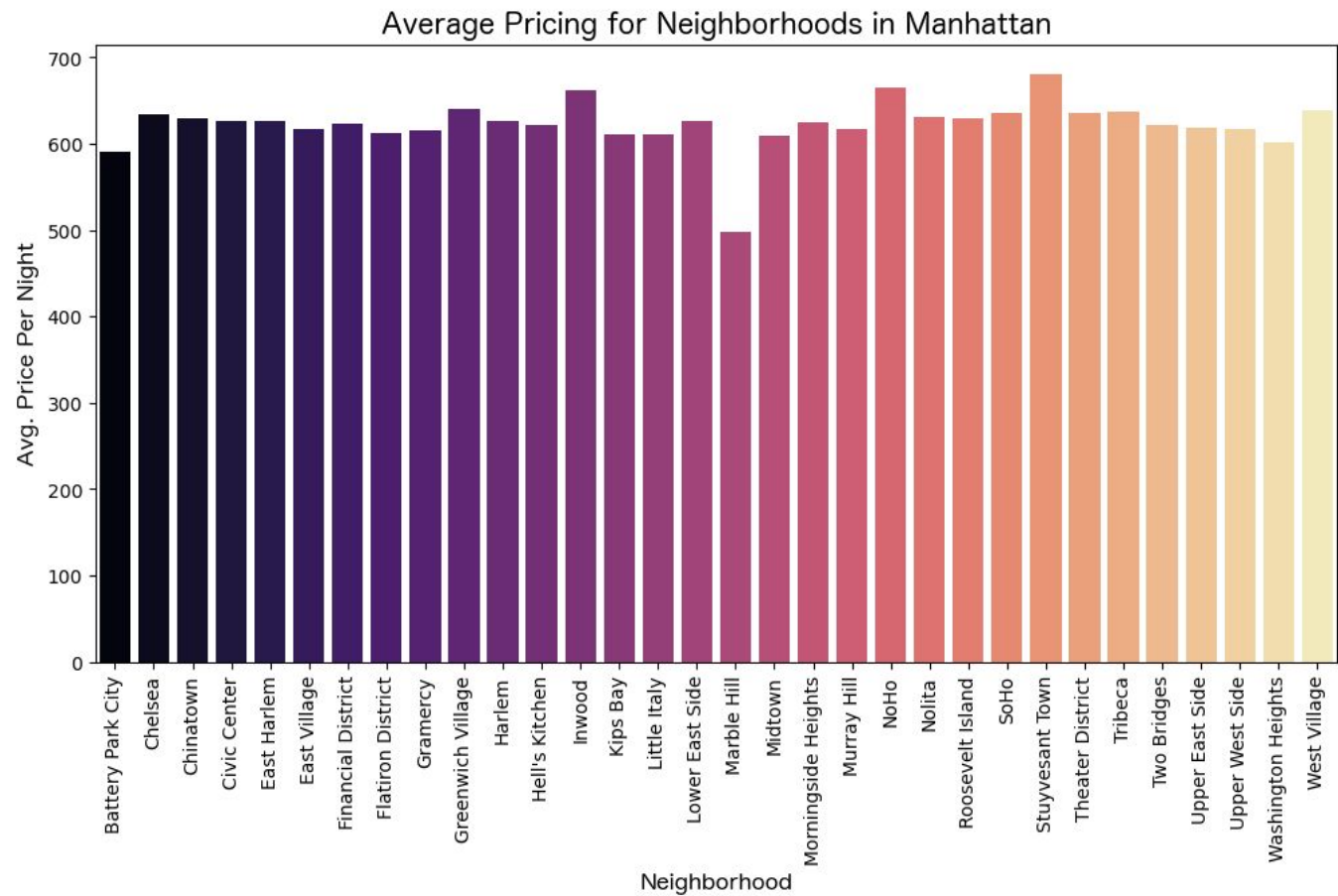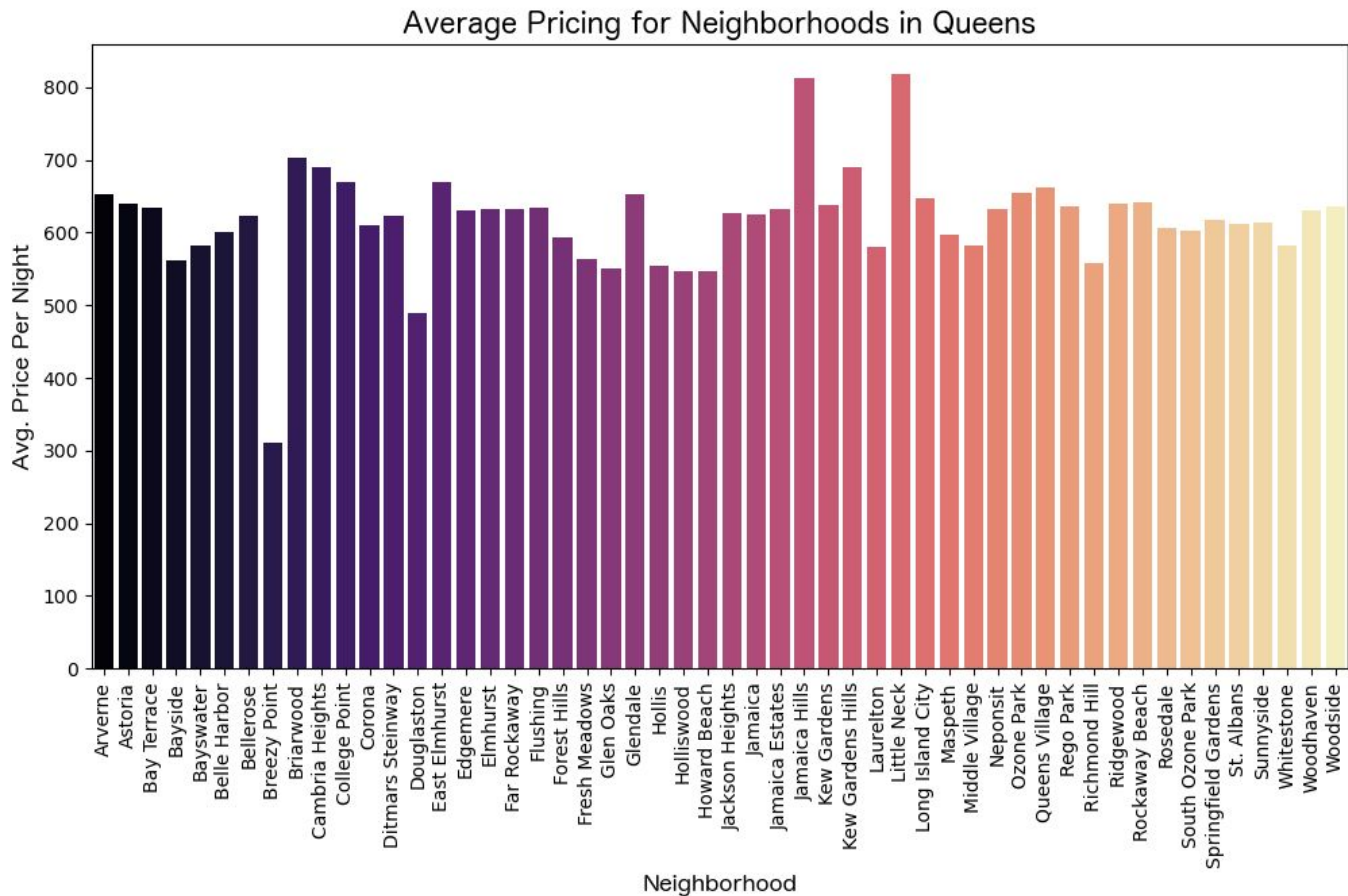Average Pricing for Neighborhoods in Staten Island
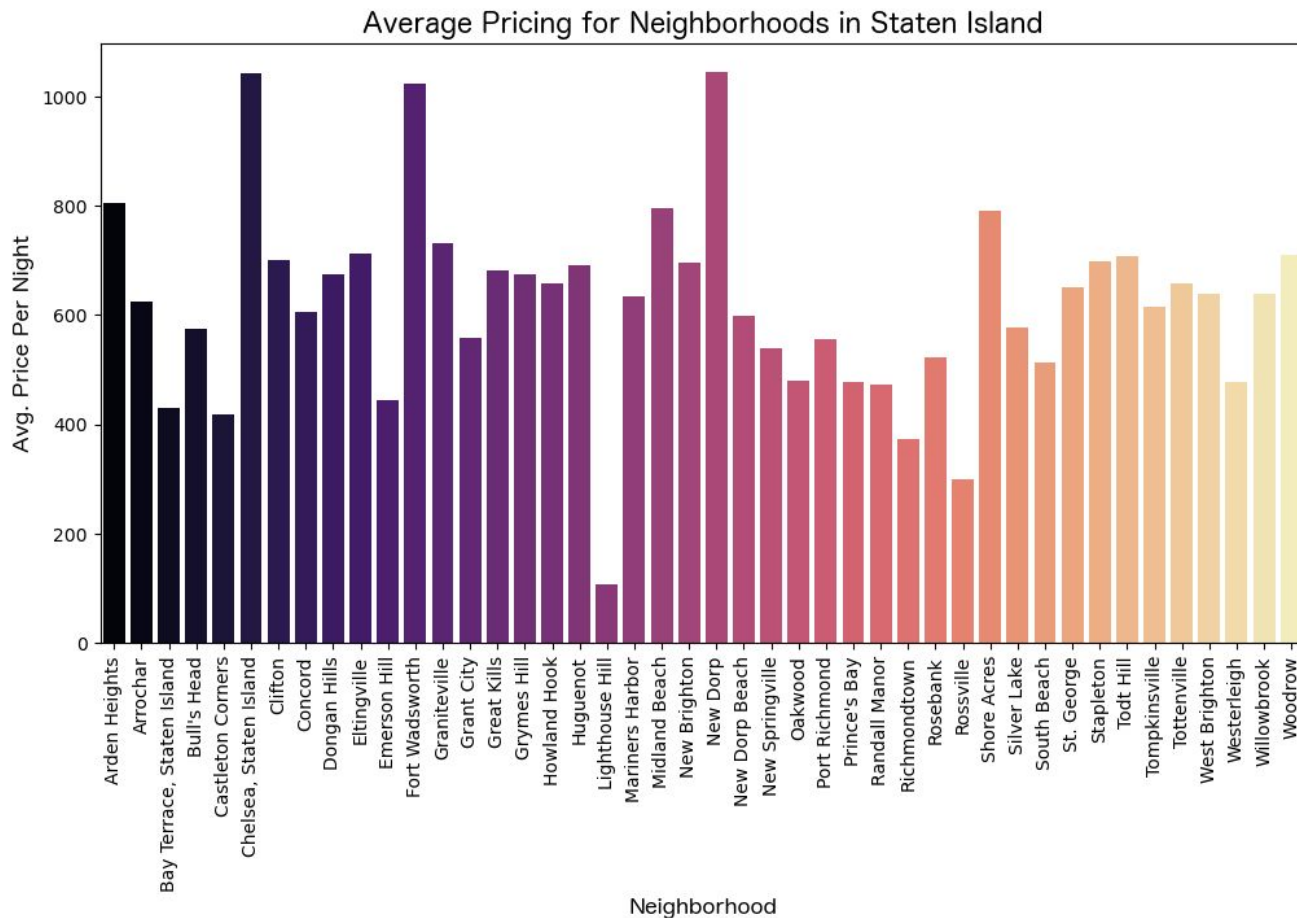
What neighborhoods have the lowest average pricing?

Ten Cheapest Neighborhoods by Average Price Per Night

Borough
Staten Island
Bronx
Queens

- Lighthouse Hill — $107.67 (Staten Island)
- Spuyten Duyvil — $293.44 (Bronx)
- Rossville — $300.67 (Staten Island)
- Breezy Point — $309.89 (Queens)
- Richmondtown — $373.40 (Staten Island)
- Castleton Corners — $417.23 (Staten Island)
- Bay Terrace, Staten Island — $429.50 (Staten Island)
- Emerson Hill — $443.80 (Staten Island)
- West Farms — $463.17 (Bronx)
- Randall Manor — $472.40 (Staten Island)

Neighborhood

Avg. Price Per Night

What neighborhoods have the highest average pricing?

Ten Most Expensive Neighborhoods by Average Price Per Night

Neighborhood	Avg. Price Per Night
New Dorp	$1045.00
Chelsea	$1042.00
Fort Wadsworth	$1024.00
Little Neck	$817.75
Jamaica Hills	$812.90
Arden Heights	$804.89
Midland Beach	$796.18
Shore Acres	$792.26
Mill Basin	$775.14
Riverdale	$768.74

Borough
- Staten Island
- Bronx
- Queens
- Brooklyn
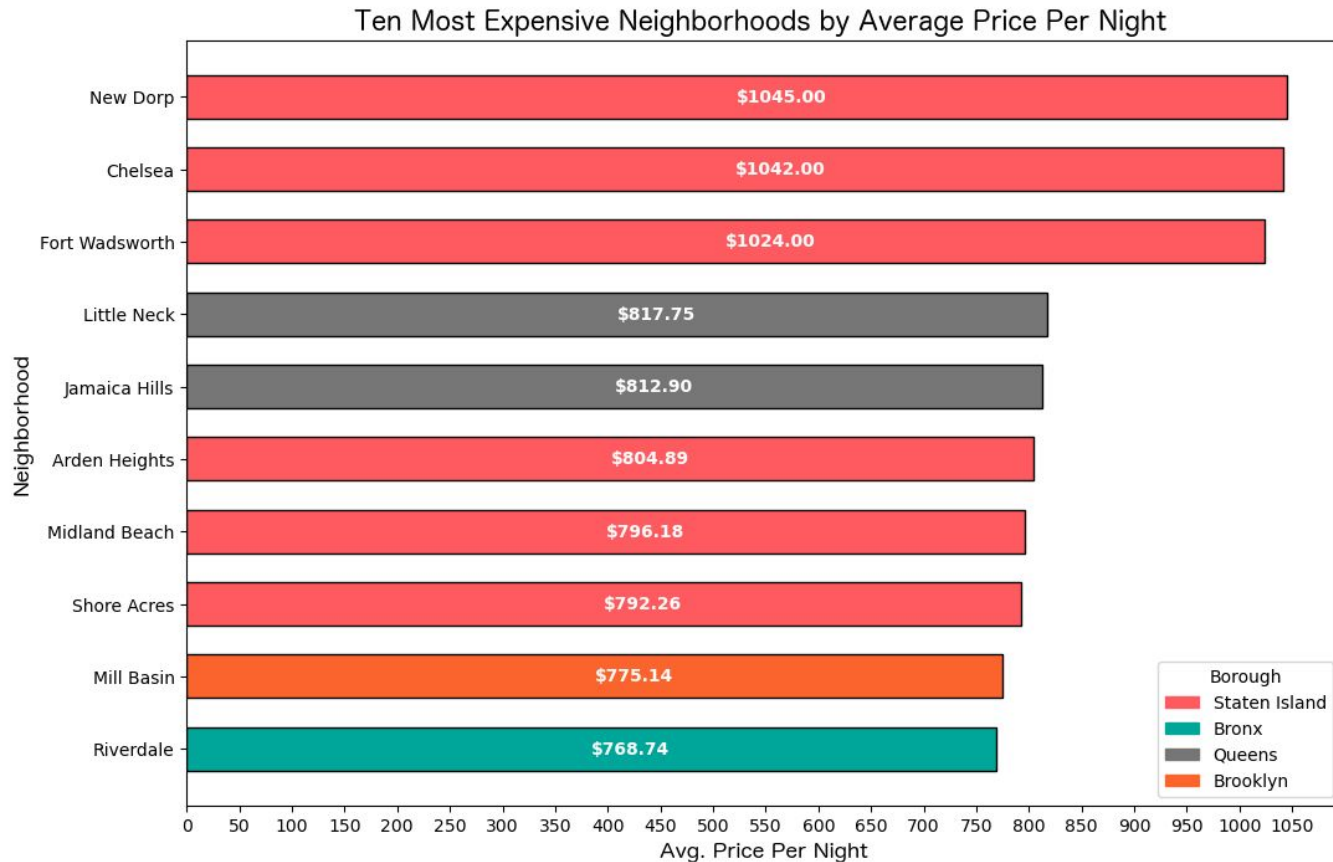
Common Phrasing in Listing Name

➔ Room Type
  ◆ "Private Room"
  ◆ "Bedroom Apartment"
  ◆ "Home"
  ◆ "Private Bedroom"

➔ Describe Location or Proximity
  ◆ "Central Park"
  ◆ "Upper East"
  ◆ "Brooklyn"
  ◆ "East Village"
  ◆ "East Side"

➔ Space Description
  ◆ "Cozy"
  ◆ "Modern"
  ◆ "Spacious"
  ◆ "Sunny"
  ◆ "Charming"
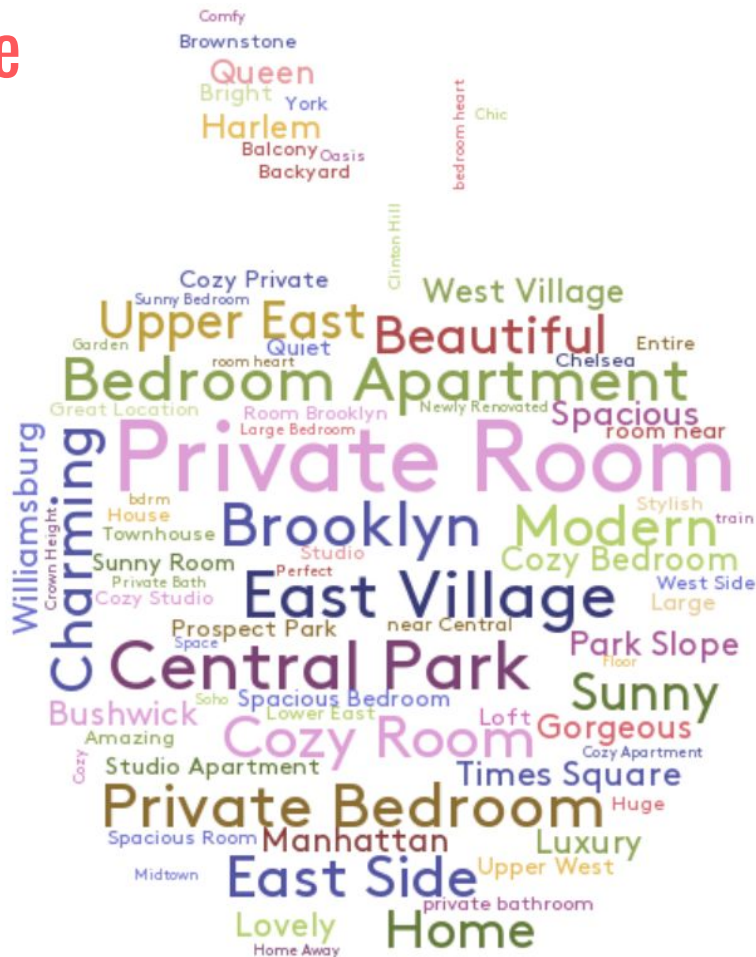
Common Phrasing in 5-Star Listing Name

➔ Room Type
  ◆ "Private Room"
  ◆ "Room"
  ◆ "Bedroom"
  ◆ "Apartment"
  ◆ "Studio"

➔ Location/Proximity
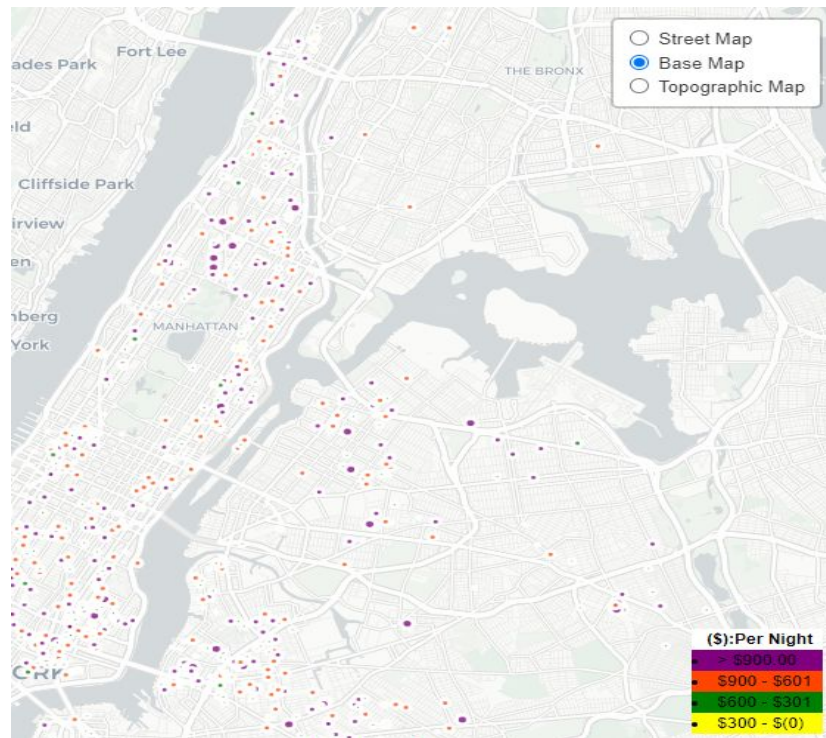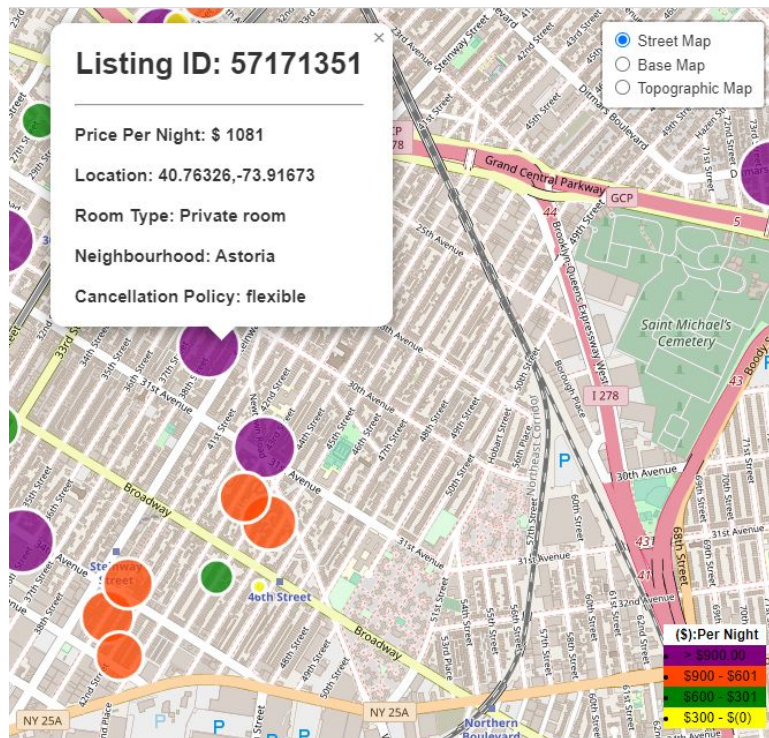 ◆ "Manhattan"
  ◆ "Brooklyn"
  ◆ "Central Park"
  ◆ "Williamsburg"
  ◆ "East Village"

➔ Space Description
  ◆ "Cozy"
  ◆ "Modern"
  ◆ "Spacious"
  ◆ "Beautiful"
  ◆ "Bright"

Leaflet JavaScript Map: Overview of Price Per Night for Listings

Conclusion

➔ 83% of the listings are found In Manhattan or Brooklyn

➔ 97.7% of the listings are Entire home/apt or Private rooms

➔ Pricing averages are similar across boroughs, indicating consistency in overall pricing trends.
  ◆ Staten Island presents an interesting dynamic where you could potentially find great deals, but you could also end up paying more than in other boroughs

➔ There are substantial differences in listing counts across the boroughs, reflecting variations in availability and demand.

➔ Phrasing in listing name shows little to no significant difference, indicating consistency in the way hosts present their properties regardless of rating.