

Cover Page	Overview	Methodology	New York Market	Neighbourhood Comparison	Neighbourhood/Room Type	Trends & forecast - Price/Rating score	Missing Data
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Airbnb New York City Analysis

Asmaa Chraibi

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Overview

I covered the analysis from the perspective of potential Investor.

The analysis comprehends a study of:

- New York Market in general- overall analysis
- Neighborhood impact on price and rating
- Identifying pricing based on market level by type of room (customer)
- Trends and forecast based on available data June 2008 to August2015

Finally, I summarized the required data to make more meaningful.

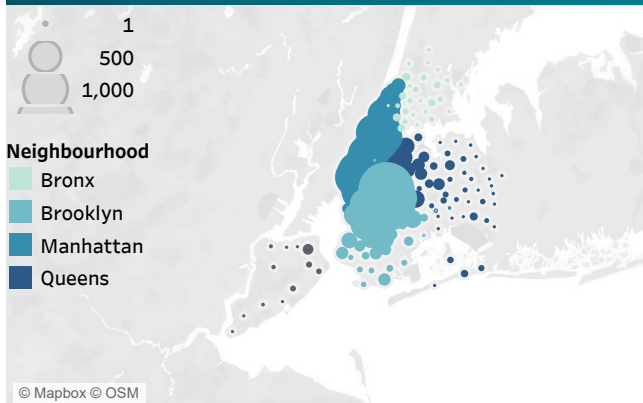
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Methodology

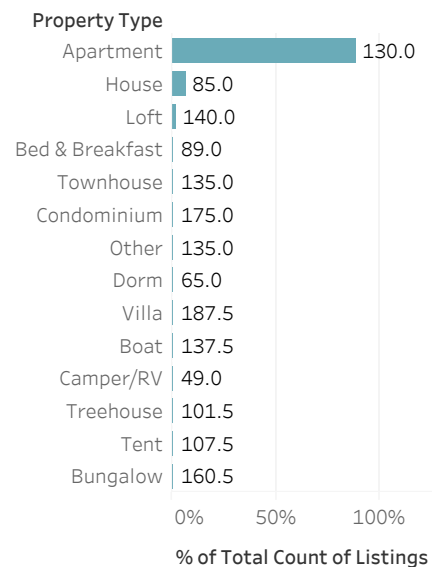
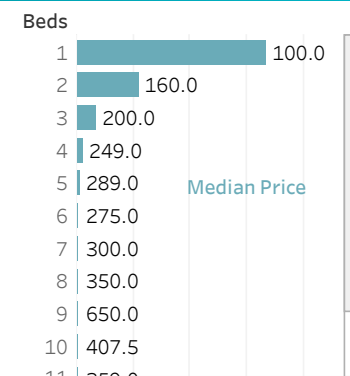
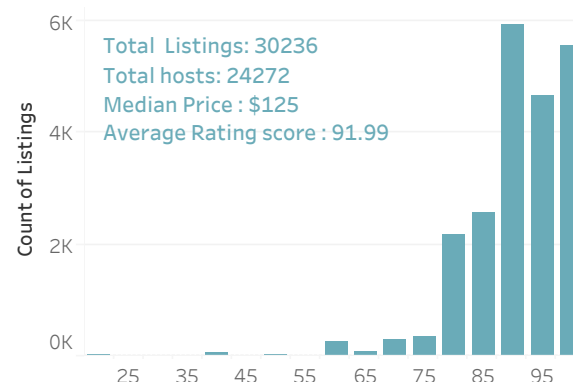
My approach in this analysis follows the following process:

- EDA: exploring and cleaning the data using Python
 - o Note: While 8320 listing have a null value for the rating, I choose to include them in the volume analysis and exclude them with tableau features when using the Rating score.
 - o Eliminate all Null values elsewhere and non useful column “Number of records”
- Tableau
 - o Screen data format and changed the bed from measure to dimension for analysis
 - o Create few parameters – index to sort top 3 hosts
 - o Run some exploratory chart to understand the data
- Select relevant information for customer presentation
- Identify the required data for more relevant analysis

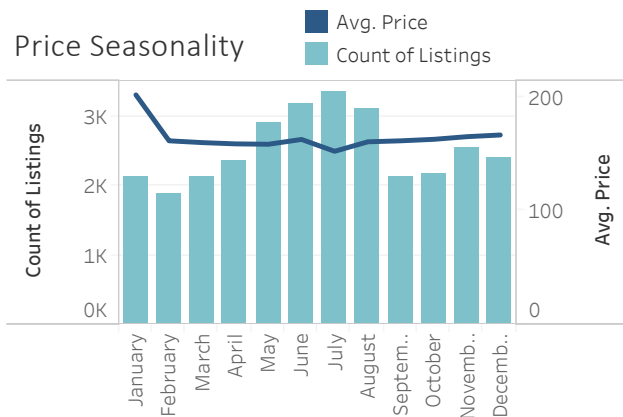
NEW YORK Market



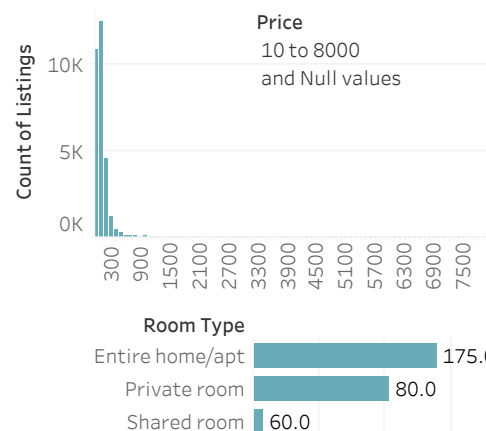
Rating Distribution



Price Seasonality



Price Distribution



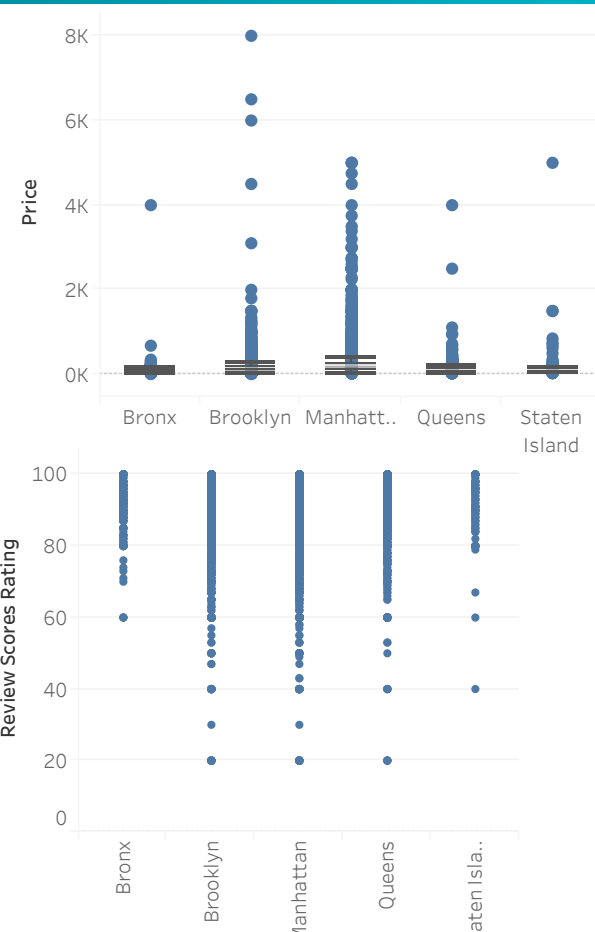
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Neighbourhood Comparison

Neighbourh..	Count of Listi..	Median Price	Avg. Review S..	Number Of Re..
Bronx	340	69	92	3,342
Brooklyn	11,579	100	92	134,164
Manhattan	15,927	155	92	198,636
Queens	2,245	80	92	24,794
Staten Island	145	79	91	1,931

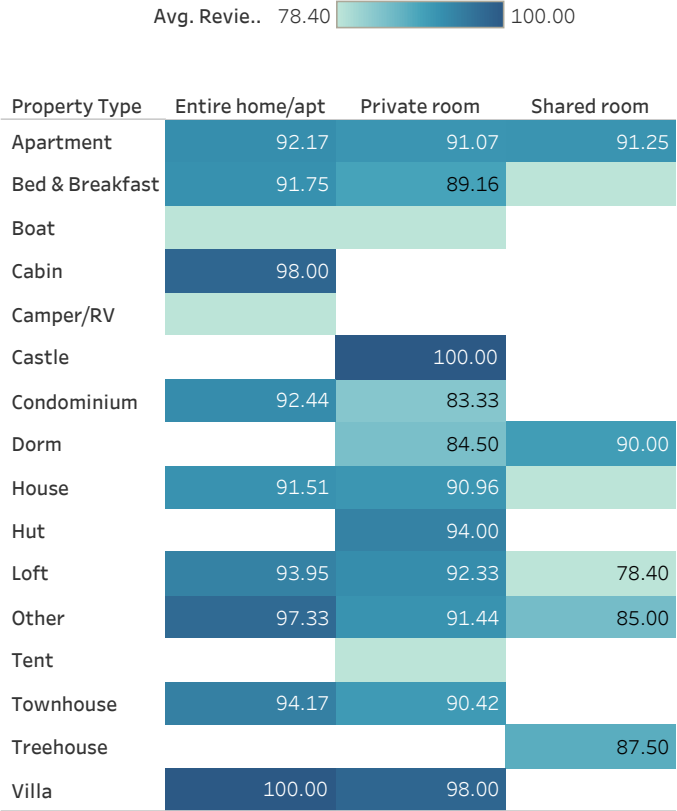
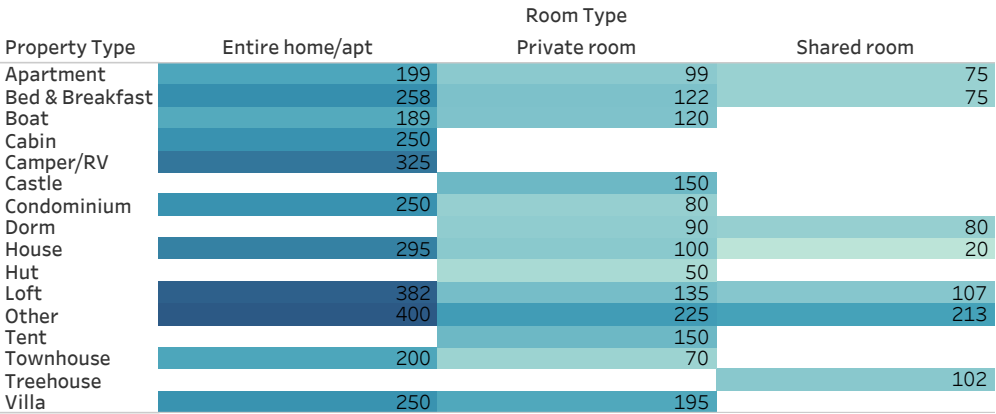
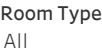
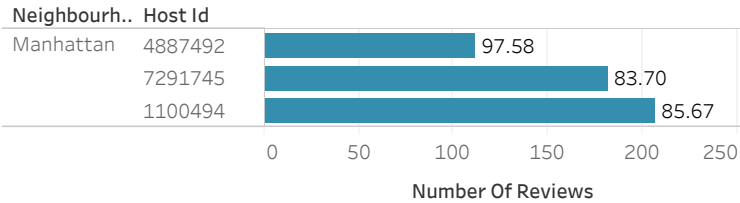
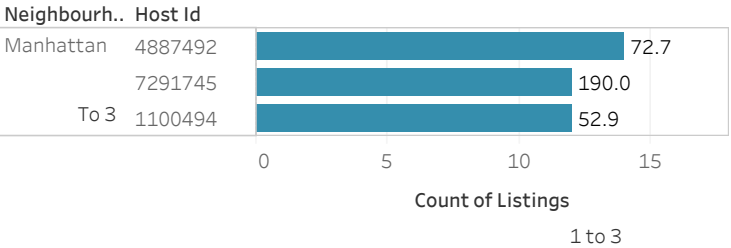
Listings/price/rating score

Entire home/apt Manhattan 199.0 92.207	Entire home/apt Brooklyn 150.0 93.115	Private room Brooklyn 75.0 91.590	Private room Manhattan 99.0 91.051
		Private room	



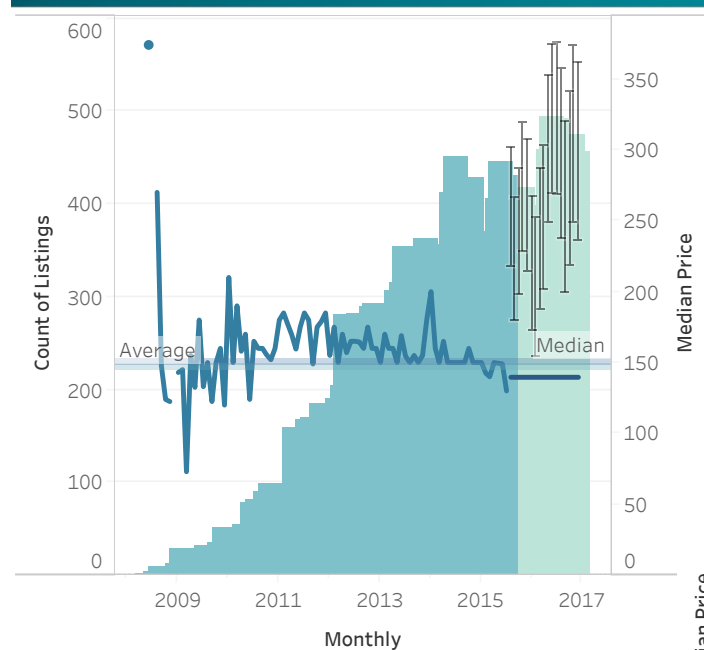
Neighbourhood / Type of Room

Top hosts



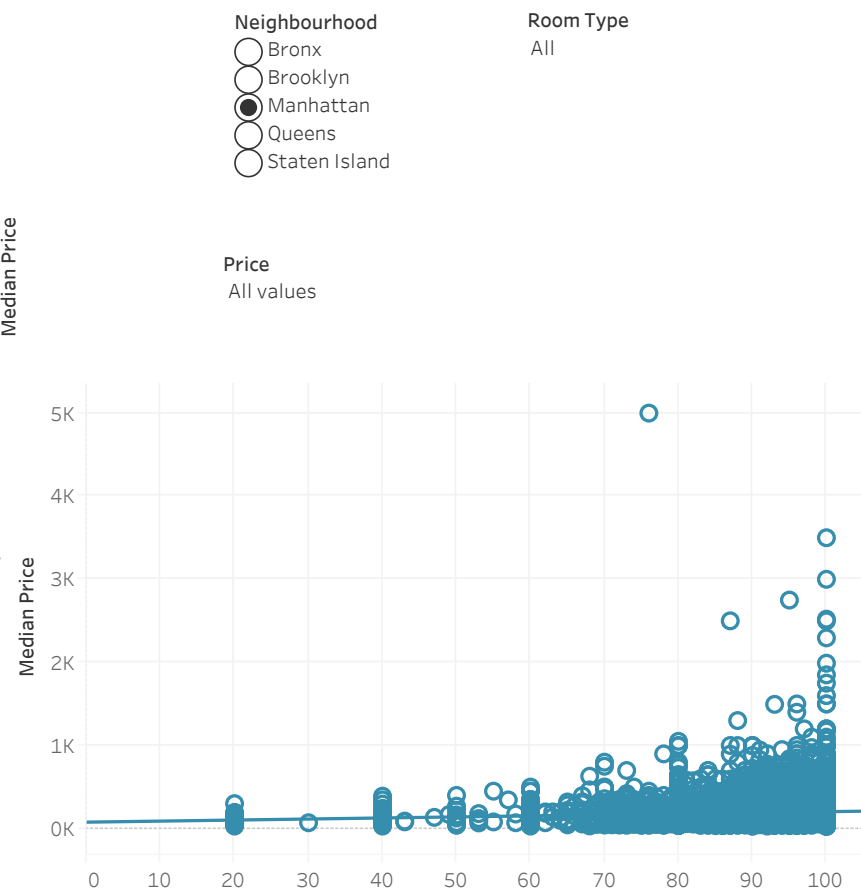
Trends and Forecast

Price / Rating score



Measure Names, Forecast indi..

- Count of Listings, Actual
- Count of Listings, Estimate
- Median Price, Actual
- Median Price, Estimate



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Missing Data

This Analysis is based on the Airbnb listings however to make a more relevant decision, we should complement this data with the following:

- Bookings by listing: to calculate the rate of occupancy for properties and revenues
- Expenses related to any type of property (maintenance, cleaning, hydro etc)
- City regulations for short term rentals and related taxes
- Breakdown at sub-neighbourhood and/or zip codes
- Real state data if our investor planning to rent/buy a new place
- Neighbourhood safety indicators
- Public transportation access