

Cover Page	Overview	Scope of the analysis	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

For this project, I choose Option 2 with the Dataset for Airbnb New York.

My objectives in this project are to:

- understand the data following the EDA process
- identify the scope of the problem: questions to answer from the data
- learn and make different visualizations with tableau
- analyze data and identify relevant points
- develop the story content to present
- make some dashboards and story accordingly
- Identify required analysis and data to support the decision-making process

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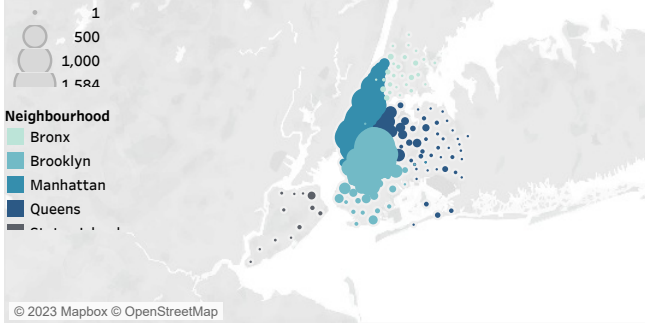
## Scope of the analysis

The scope of the analysis includes:

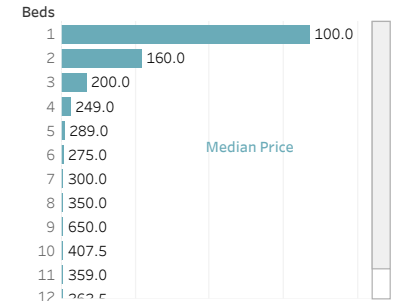
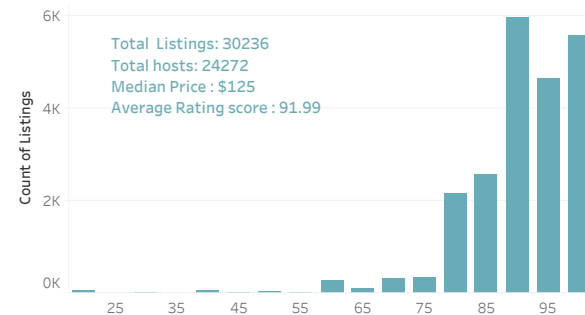
- Understanding the Airbnb market in NY: what type of properties are available? where are they located? what is the price range? what are the rating scores? what kind of properties are available for rent? is there any seasonality effect?
- Understanding the market at the neighbourhood level: Type of room/ properties/ bed size available for rent and at what price and rating score?
- If I want to put a property for rent or invest? what price and rating should I aim for and where?
- If I am a short-term visitor, what can I afford in NY? what should I expect from service perspective?
- Does the rating affect the price level?
- What are the trends and forecast for the listing price?

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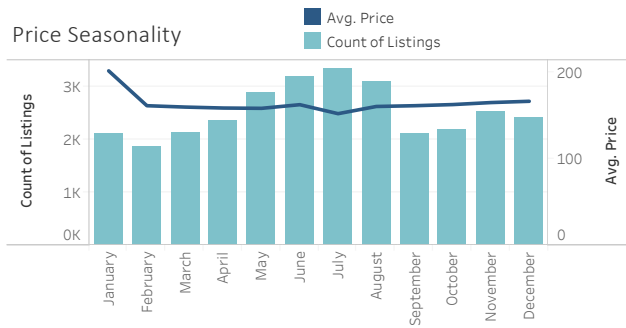
## NEW YORK Market



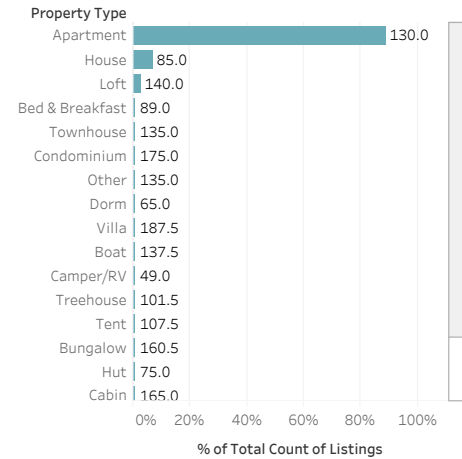
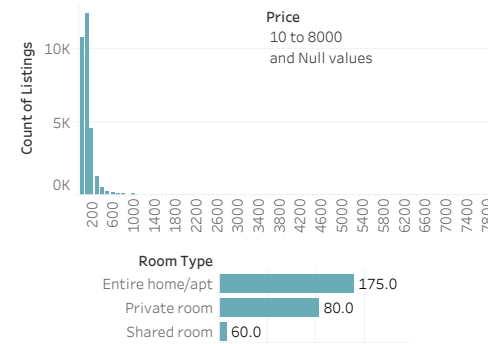
### Rating Distribution



### Price Seasonality



### Price Distribution



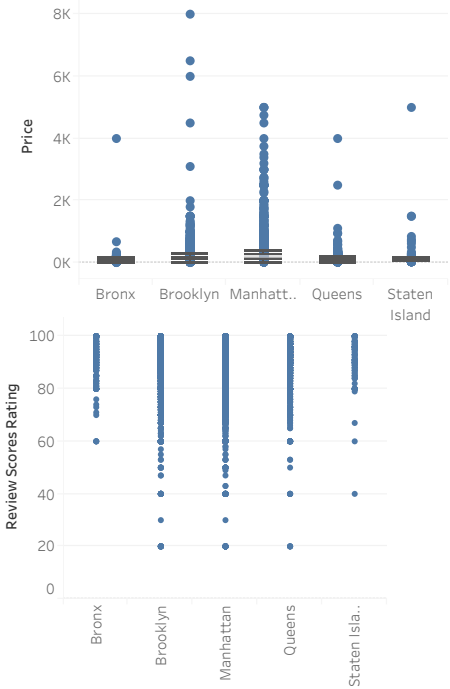
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Neighbourhood Comparison

Neighbourh..	% of Total Co..	Median Price	Avg. Review S..	% of Total Nu..
Bronx	1.12%	69.0	91.7	0.92%
Brooklyn	38.30%	100.0	92.4	36.97%
Manhattan	52.68%	155.0	91.8	54.74%
Queens	7.42%	80.0	91.5	6.83%
Staten Island	0.48%	79.0	90.8	0.53%

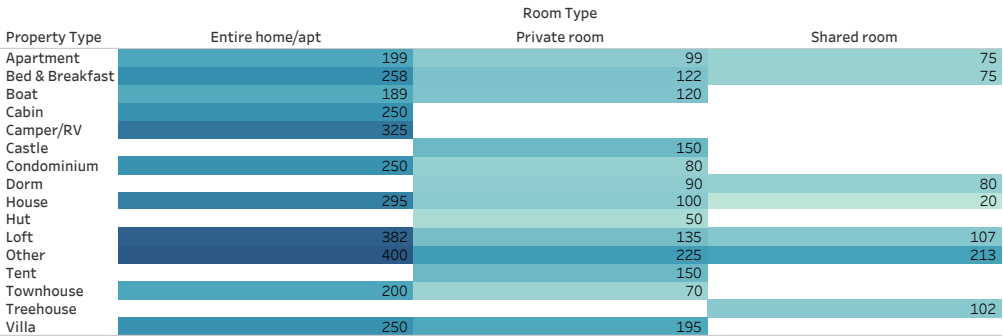
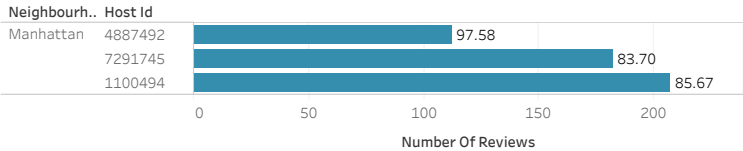
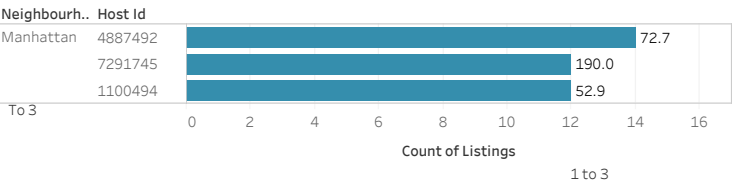
Listings/price/rating score

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



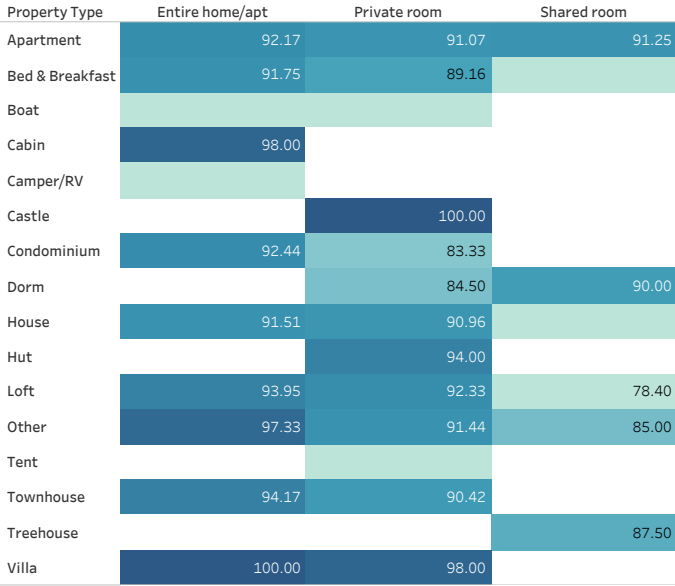
Neighbourhood

- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

Room Type

All

Avg. Review.. 78.40



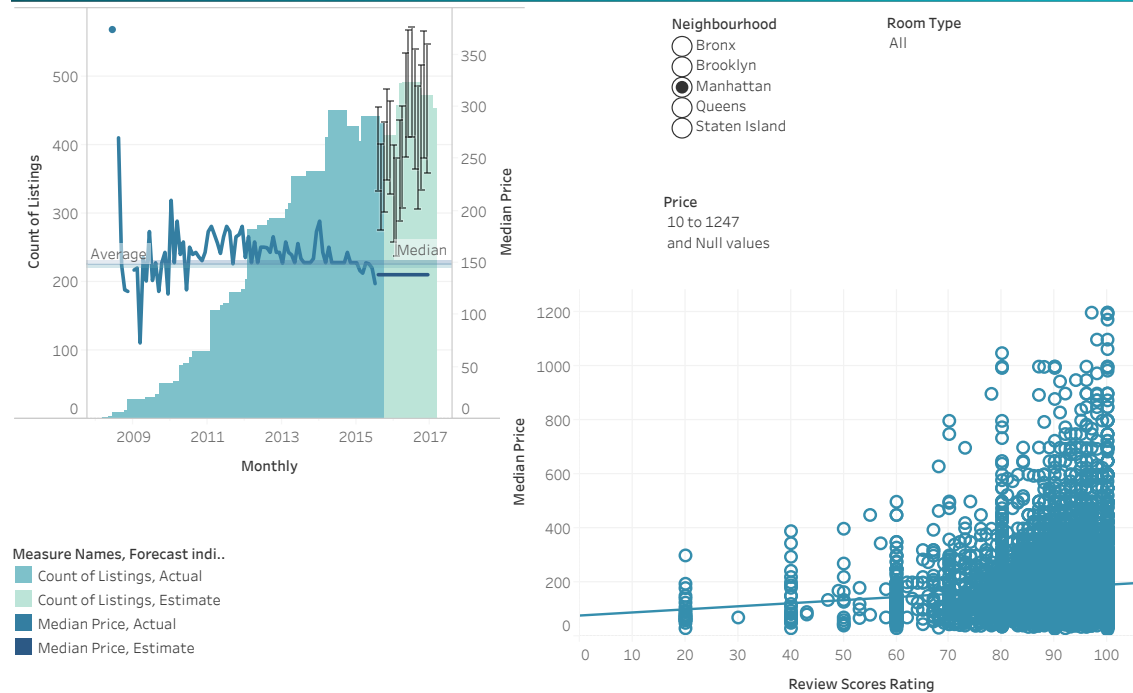
Median Price

20

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## Trends and Forecast

## Price / Rating score



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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