

NYC Airbnb Data Analysis – Project Decomposition Plan

Phase	Tasks	Deliverables
1 Data Preparation	<ul style="list-style-type: none">- Copy raw data- Clean neighborhood & create neighborhood_clean- Clean bedrooms & create bedrooms_clean- Document cleaning steps	<ul style="list-style-type: none">- Clean dataset- Change Log documenting cleaning actions
2 Attractiveness Analysis	<ul style="list-style-type: none">- Build pivot tables (neighborhoods, property sizes)- Cross-tab sizes by neighborhood- Create bar chart (top 10 neighborhoods by reviews)	<ul style="list-style-type: none">- Pivot tables- Bar chart- Summary of attractiveness
3 Revenue Estimation	<ul style="list-style-type: none">- Add revenue_earned to calendar- Aggregate 30-day revenue- Pull to listings via SUMIF()- Flag top_listing- Rank by revenue	<ul style="list-style-type: none">- Listings with revenue- Revenue pivot table- Top listing ID
4 Recommendations + Reporting	<ul style="list-style-type: none">- Summarize findings- Write recommendations- Ensure formatting consistency- Add executive summary, TOC	<ul style="list-style-type: none">- Final report with pivots, charts, recommendations, summary
5 Review & Sharing	<ul style="list-style-type: none">- QA data and formatting- Generate share link (commenter access)- Submit for review	<ul style="list-style-type: none">- Shared file link for reviewer
Optional Enhancements	<ul style="list-style-type: none">- Plan automation/scripting- Explore seasonal or price trends	<ul style="list-style-type: none">- Future scope plan