

# NYC Airbnb Data Analysis – Summary Report

## Objective of the Analysis

The objective of this analysis is to help a client identify profitable investment opportunities in Manhattan's vacation rental market. Specifically, we aimed to:

- Determine which neighborhoods and property sizes (number of bedrooms) are most attractive for vacation rentals.
- Estimate how much money the most attractive listings generated over a sample period.
- Provide data-backed recommendations to guide the client's property investment decisions.

## Summary of Findings

- Top neighborhoods by attractiveness (measured by reviews in the last 12 months) include:
  - Lower East Side
  - Hell's Kitchen
  - Harlem
- Most popular property sizes:
  - Studios
  - 1-bedroom units
  - 2-bedroom units
- Neighborhood-specific size preference:
  - Harlem favors 1-bedroom properties.
  - Midtown shows higher demand for studios.

## Recommendations

- Focus investment on the Lower East Side, Hell's Kitchen, and Harlem where demand indicators are strongest.
- Prioritize 1-bedroom units and studio apartments, as they align with renter preferences in these neighborhoods.
- Use review volume as a proxy for listing attractiveness when evaluating properties.
- Monitor calendar data regularly to reassess revenue performance and spot emerging high-potential listings.
- Ensure property quality and service to encourage positive guest reviews, enhancing listing visibility.

## Conclusions

The data demonstrates that strategic investment in high-demand neighborhoods and property sizes can yield substantial returns in Manhattan's vacation rental market. Properties aligned with local preferences — especially 1-bedroom units and studios — are best positioned for success. With the right selection, maintenance, and marketing, vacation rental investments can generate annual revenues exceeding \$300,000 in prime areas.