The Battle of Neighborhoods
Find the Best Place to Stay in New York City

Applied Data Science Capstone
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Introduction/Business Problem

Background

- According to the latest report, New York city welcomed about **65.2 million tourists in year 2018** - 51.6 million domestic and 13.5 million international visitors. And these numbers are continuously increasing from year to year.

- New York city has the largest selection of lodging choices in the country – from the hostels to the luxury hotels. The prices vary from 100$ till several thousand dollars **with average price 292$ per night.** The hotel **occupancy rate** is also high - in 2018 year it was **88%.** Visitors prefer short stays that are often over weekends – **averaging 2.4 nights.**

Problem Statement

- In New York city there are **almost 300 hotels with over 75.000 rooms** and Airbnb has **more than 50,000 apartment** listings in New York city in year 2018 – it can be difficult to find the right fit or know how much you will get with your money.

- In this project we aims to **find the most optimal neighborhoods on Manhattan** where a tourist can rent a room via Airbnb and have a pleasant stay, as well as the possibility to attend the most visited attractions like Central Park, Time Square, and so on.

Target Audience

- This work would interest potential visitors who prefers short stays and wants to select the best neighborhoods on Manhatten.