

NYC Rental Insights



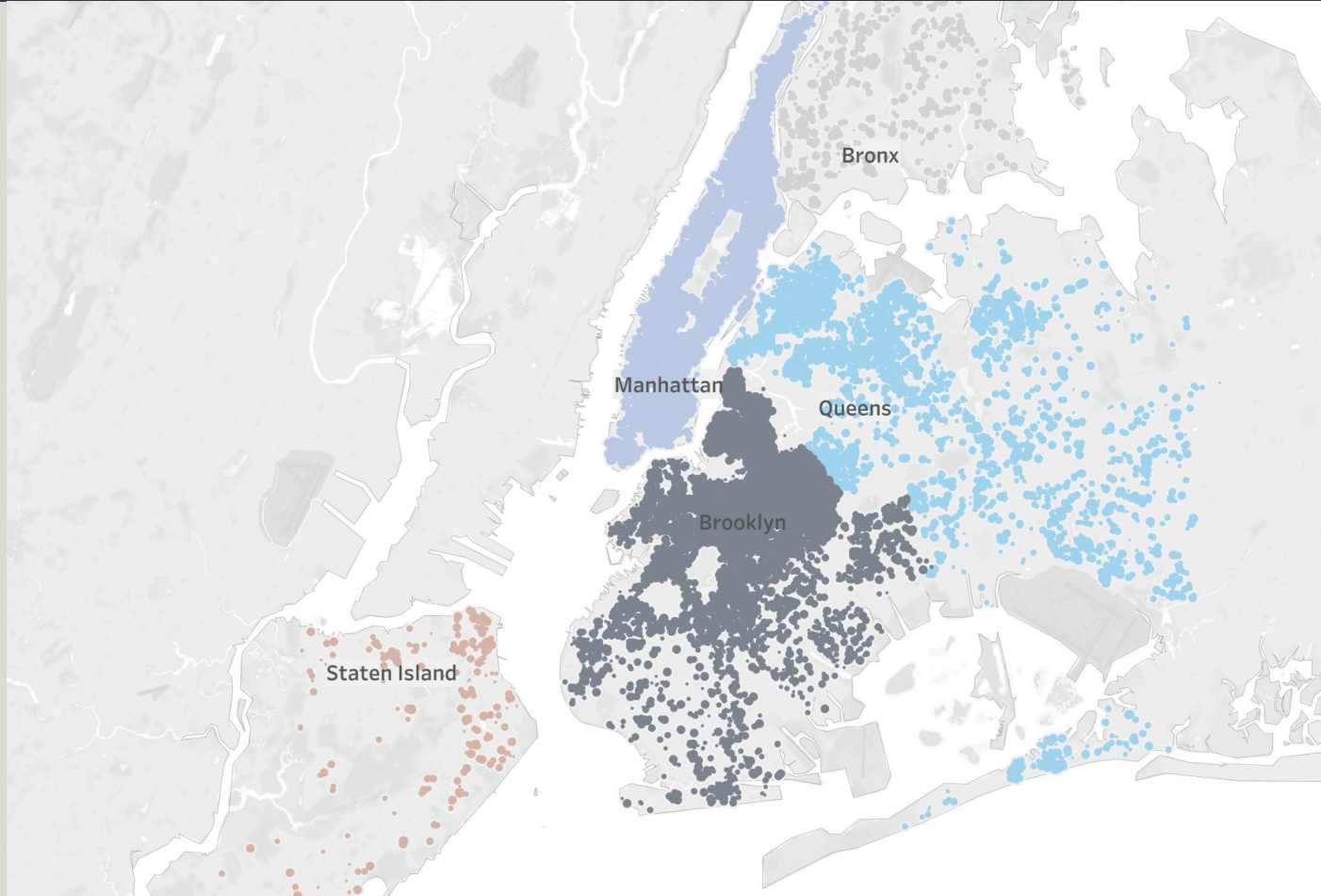
Maximise:

- Revenue
- Occupancy

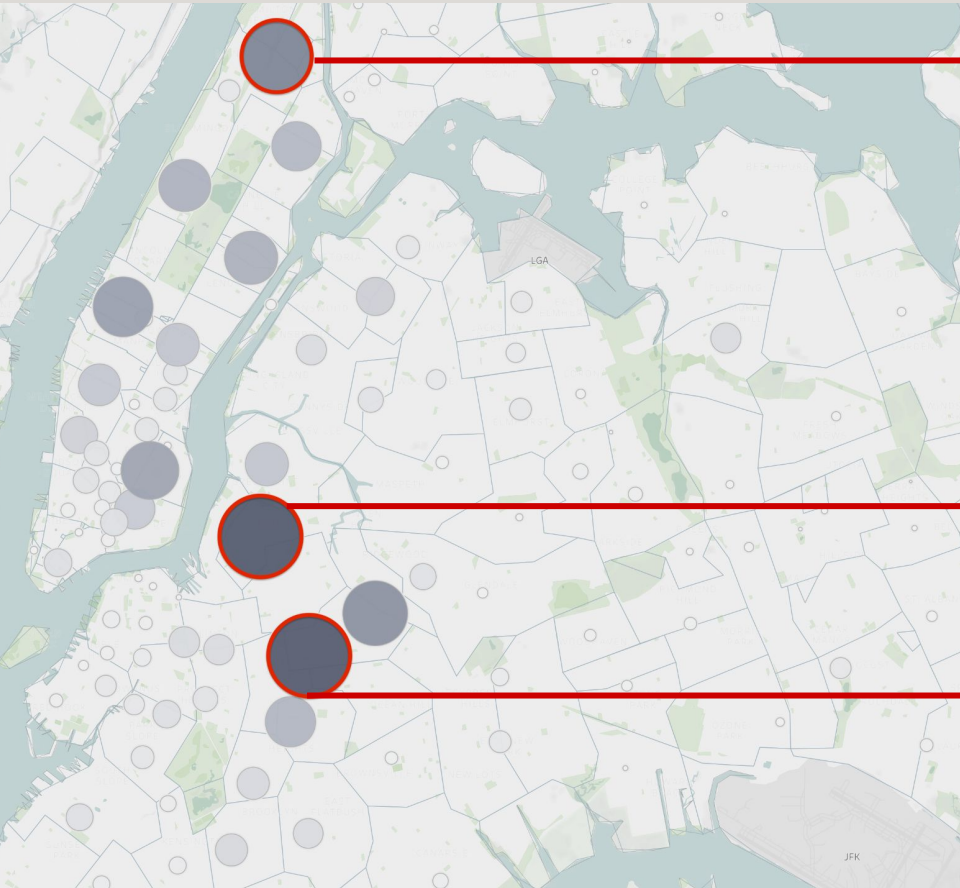
Investigate:

- Popularity
- High Revenue
- Untapped Supply

Most Popular Boroughs



Most Popular Neighbourhoods



Harlem

Manhattan

Williamsburg

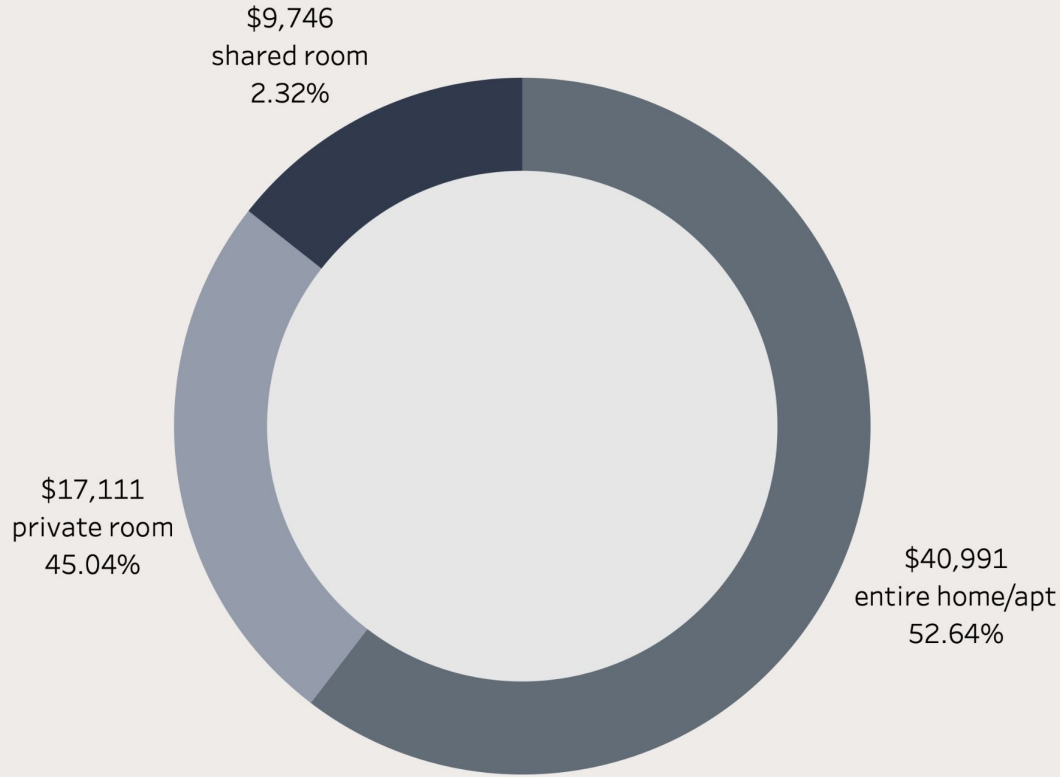
Brooklyn

**Bedford -
Stuyvesant**

Annual Revenue =

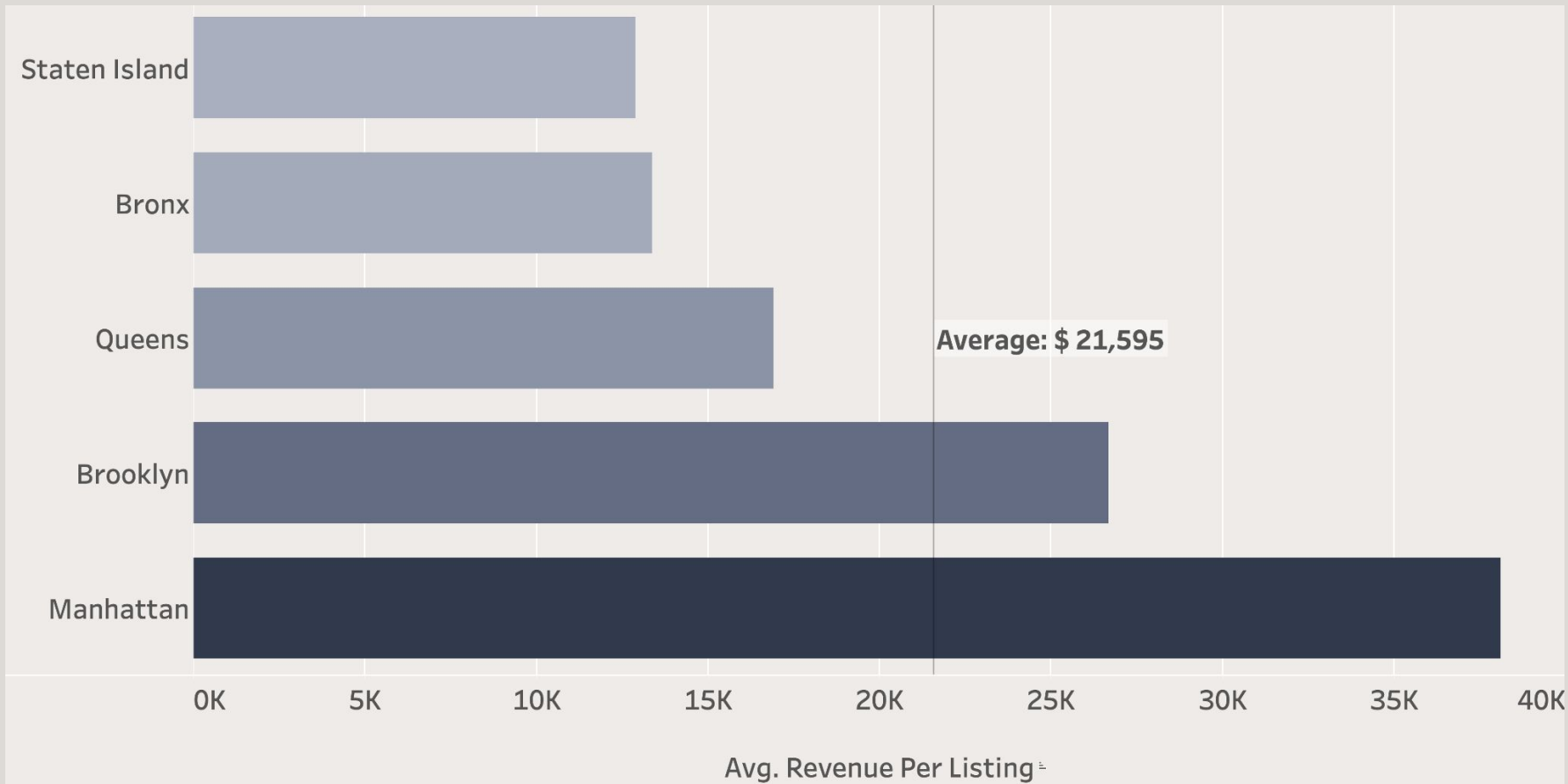
Days booked x Price

Rental Type - Avg Annual Revenue

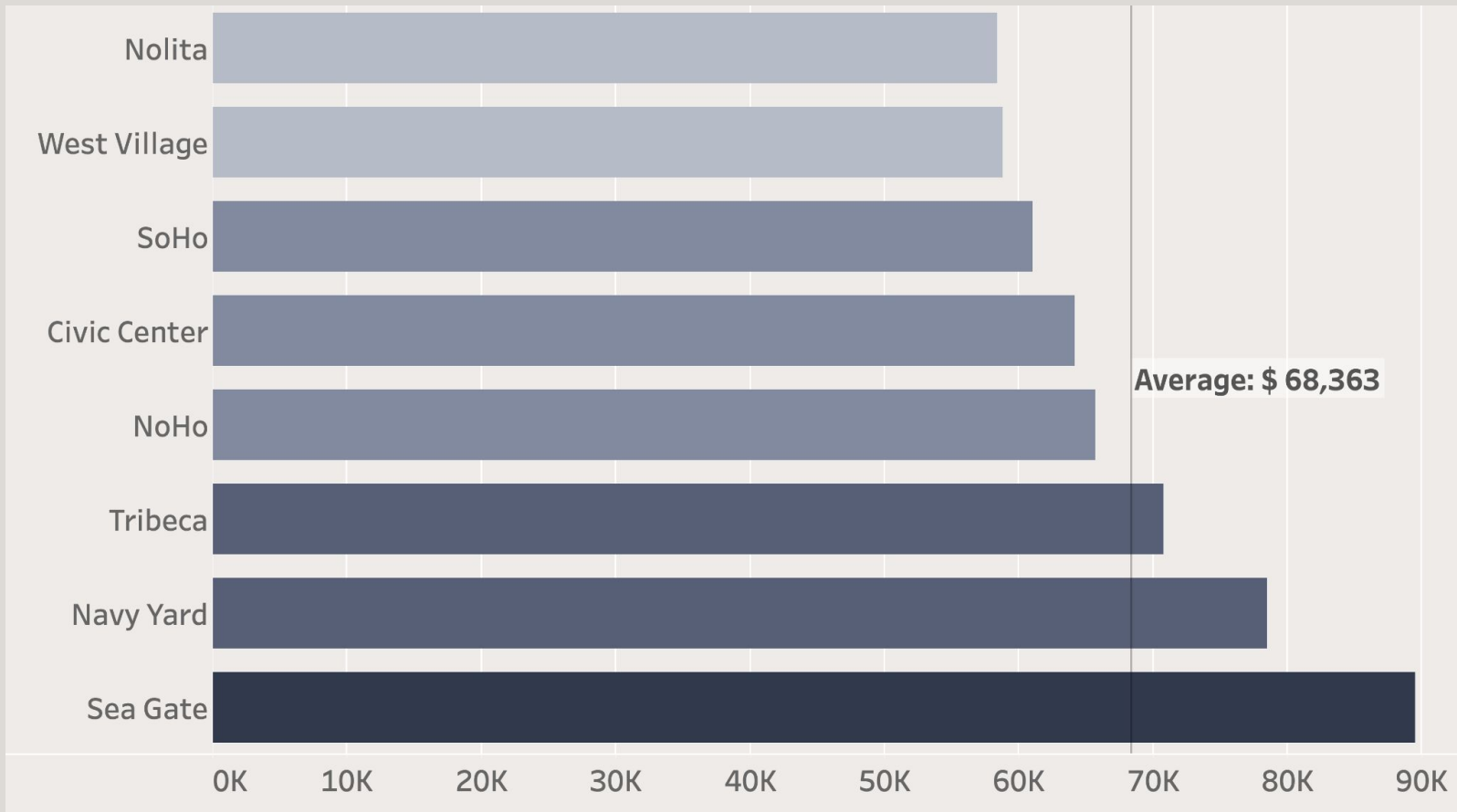


Overall Average: \$29,510

Borough - Annual Revenue

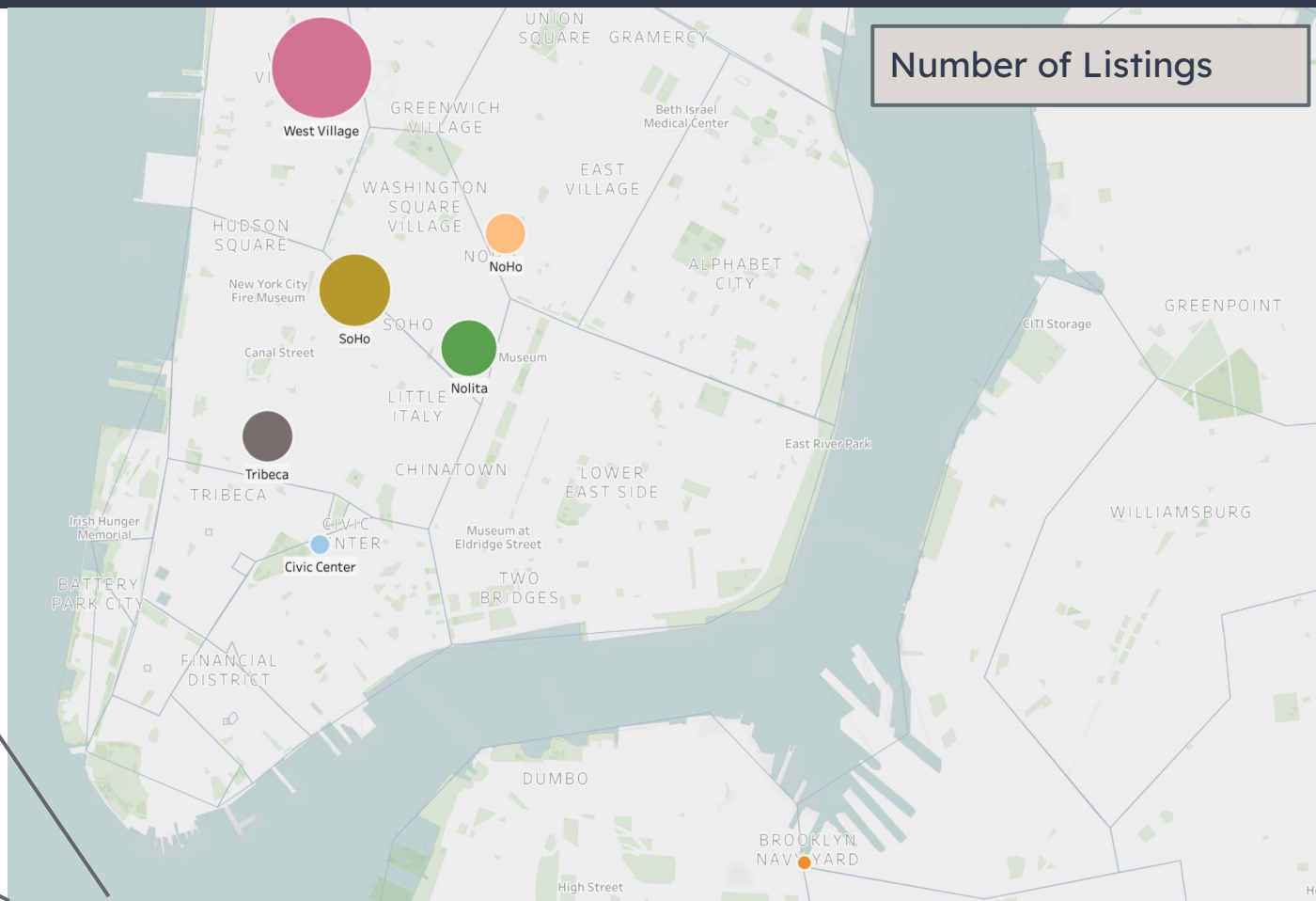


Top 10 % Neighbourhoods - Median Annual Revenue



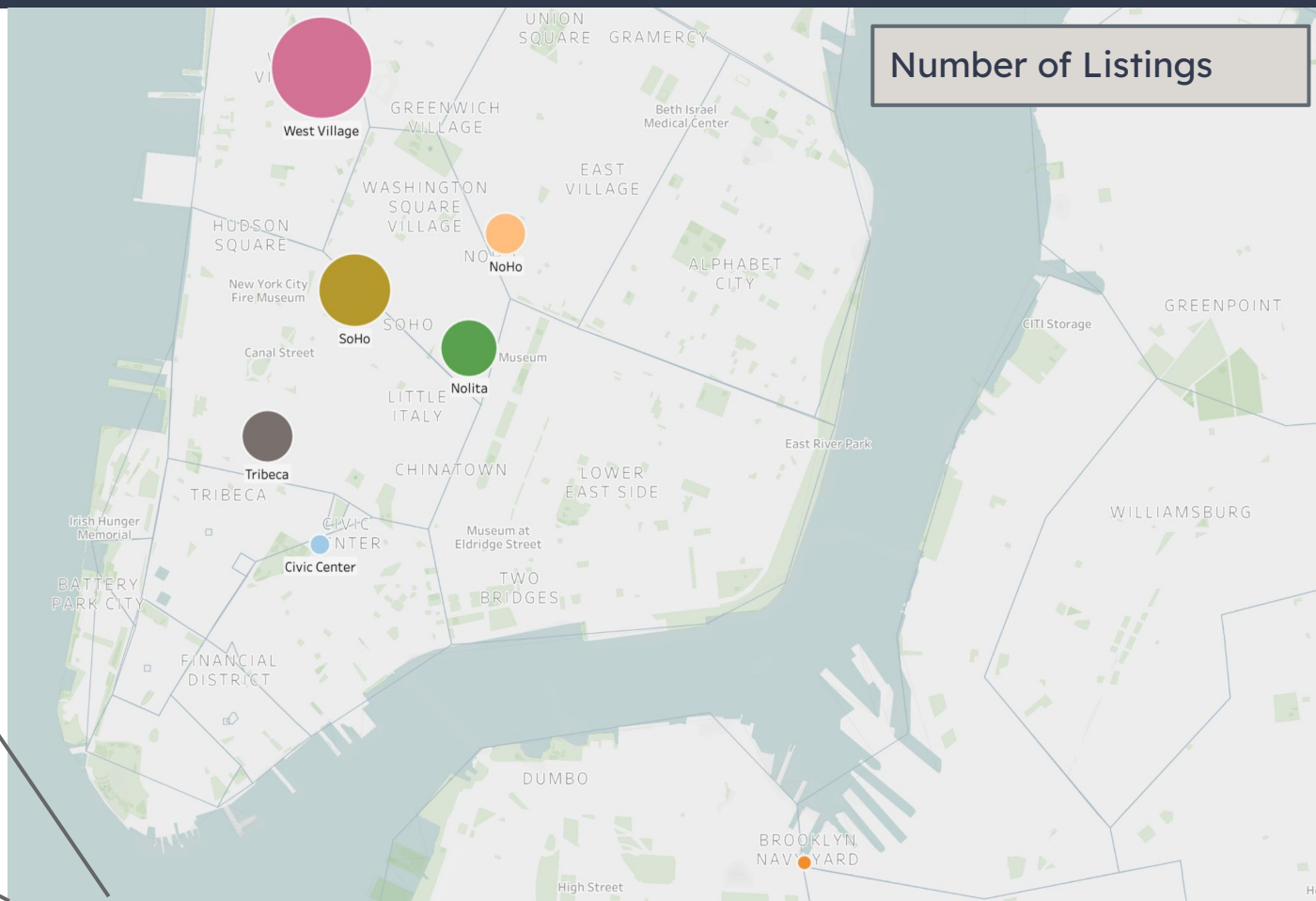
How to identify untapped supply?

- Civic Center
- Navy Yard
- NoHo
- Nolita
- Sea Gate
- SoHo
- Tribeca
- West Village



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Recommendations: Further Analysis

- Attractions
- Property Market
- Safety
- Amenities
- Neighbourhood popularity

Thank you!

Dashboard:

<https://public.tableau.com/app/profile/cara.finlay/viz/NewYorkRentals/NewYorkCityRentalsInsights>

Data Preparation:

https://github.com/caracfinlay/Pillow_palooza

