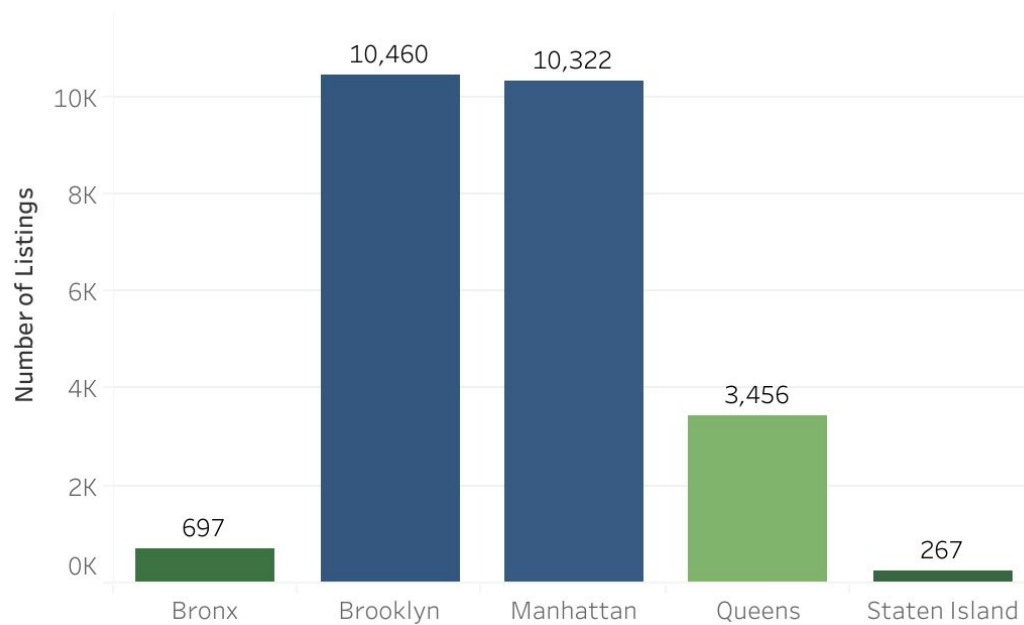


Pillow Palooza - Analysis for short-term rentals in New York City

Most popular NYC neighborhoods for short-term rentals



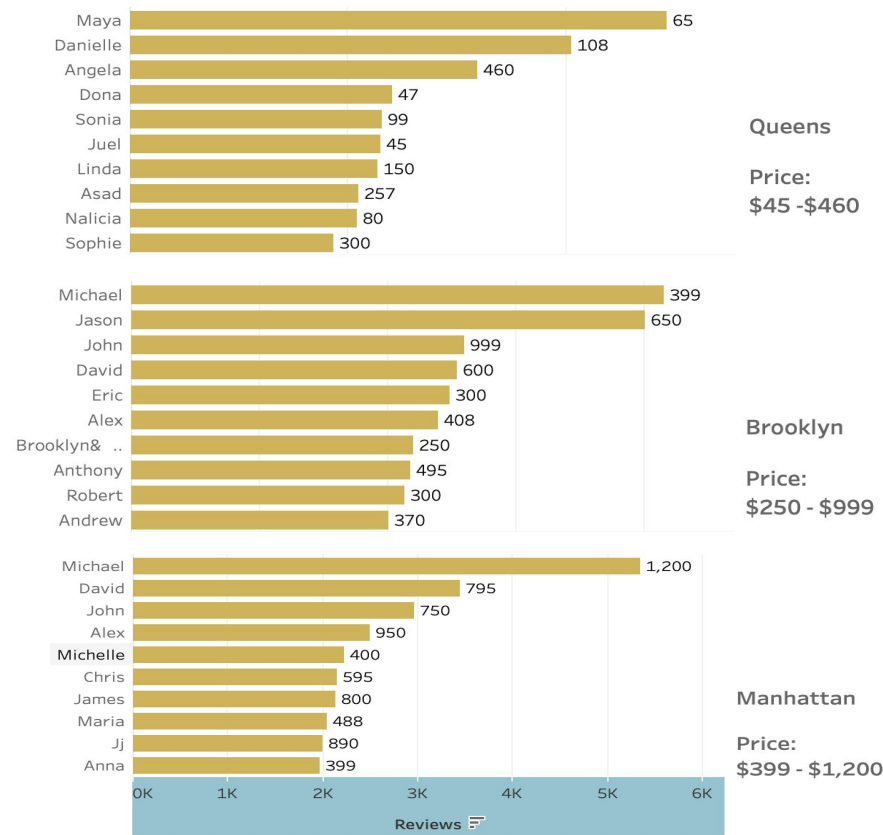
- 99+% of revenues are from the top 3 boroughs
- 99+% of listings are from the top 3 boroughs

Recommendation

- Concentrates resources, investment, and manpower in these boroughs: Brooklyn, Manhattan, Queens

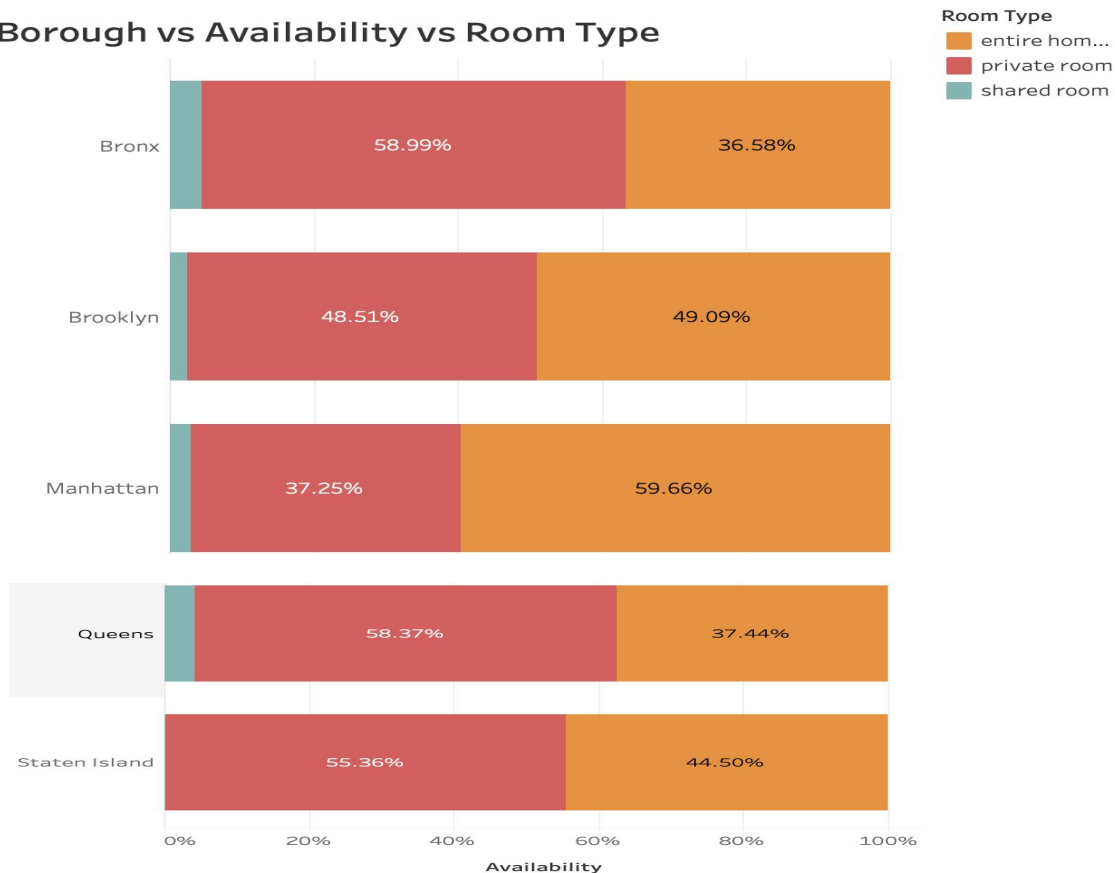
Recommendation: tailor-made campaigns to recruit top hosts and flexible pricing strategies for each neighborhood

- # of reviews and range of prices vary greatly across the top 3 boroughs
- Top hosts are those with the most reviews potentially generate the biggest revenues
- Wide range of prices offers flexibility in custom-made incentives
- Flexibility and nimbleness could be the competitive differentiators against bigger rivals



Recommendation: offers top 2 room types only

Borough vs Availability vs Room Type



- Demand for Shared room type is less than 5%
- Volume and profit margin for this type is negligible in comparing with other top 2 types
- Shared room type is not conducive to brand building