A
Executive Summary
This analysis identifies properties with the highest earning potential, based on the most popular 10 neighborhoods and further refined using bedroom count and number of reviews within the last 12 months, (number_of_reviews_ltm), as reference. The "Listings" Dataset was broken down into 3 seperate pivot tables and further reduced into graphs. From these findings I've deduced that - 1. Single bedrooms were the most popular in every neighborhood besides Hells Kitchen (2 bedrooms) and Midtown (studios). 2. The Lower East Side outperformed every neighborhood to such a degree that I had to use a seperate graph in order to clearly represent the performance in other neighborhoods. In conclusion, the lower east side outperformed even the 2nd and 3rd highest performers significantly, and single bedroom properties are consistently high earners in every neighborhood.
Table Of Contents
Assumptions and Change Log
Listings
Revenue Per Listing
Neighborhoods and Bedrooms
Most Popular Neighborhoods
calendar
data_dictionary
Copy of nyc_airbnb_data_v2

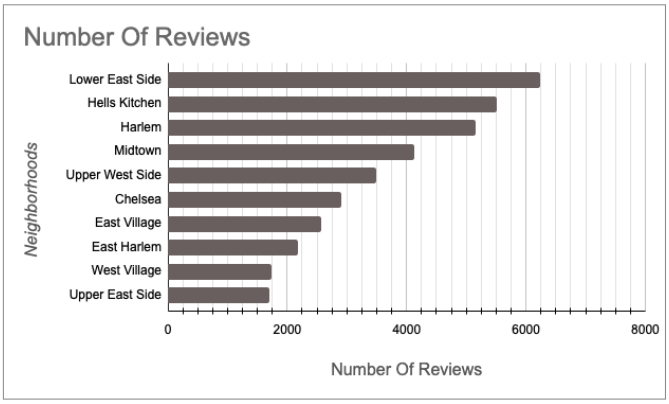
A	B	C	D	E	F	G	H	I	J	K
Assumptions										
1	The dataset includes all active vacation rental listings in the target market for the analysis period.									
2	Listings marked as “active” are available for booking during the entire analysis period.									
3	Guest review counts are used as a proxy for bookings, assuming review rates are consistent across listings.									
4	Revenue is calculated as nightly rate times booked nights; extra fees are excluded unless specified.									
5	Occupancy rate is booked nights divided by total available nights for each listing.									
6	Listings are grouped by bedroom count; listings with missing or unclear bedroom data are excluded from property size analysis.									
7	Listings are assigned to neighborhoods based on address or coordinates; those with missing or unclear location data are excluded from neighborhood analysis.									
8	Host activity is measured by calendar updates, response times, and recent listing changes, if available.									
9	Nightly rates are treated as fixed unless dynamic pricing data is provided; if so, the average rate is used.									
10	Guest preferences are inferred from higher occupancy and review counts for certain property types.									
11	The data period is assumed to reflect normal seasonal trends unless it only covers a specific season.									
12	Obvious data errors (e.g., impossible prices, occupancy rates over 100%) are excluded from analysis.									
13	Revenue differences are linked to management practices, listing quality, and location, based on available data.									
14	Listing visibility is assumed to be influenced by review count, response rate, and listing updates.									
15	Local rental laws or regulations are not considered unless included in the data.									

fx Change Log

A	B	C	D
Change Log			
New Charts			
New Tables			
New Sheets			
New Columns			
Description			
Hid Columns			
Data Cleaned (capitalization etc.)			

A	AC	AK	AM	AN	AO	AP	AQ	BF
id	neighborhood_clean	bathrooms_text	bedrooms_clean	Top_Listing	Top_NB	Top_BD	revenue_earned	number_of_reviews_ltm
82638	East Village	1 bath	1	1	TRUE	TRUE	3549	3
9357	Hells Kitchen	1 bath	0	0	TRUE	FALSE	5250	0
57618	Hells Kitchen	1 bath	1	1	TRUE	TRUE	7500	7
57754	Flatiron District	1 bath	1	0	FALSE	TRUE	9570	28
57874	East Harlem	1 bath	1	1	TRUE	TRUE	4320	55
15341	Lower East Side	1 bath	1	1	TRUE	TRUE	2729	6
59014	Lower East Side	1 bath	1	1	TRUE	TRUE	5750	1
59709	Chinatown	1 bath	2	0	FALSE	FALSE	8100	23
60164	Tribeca	1 bath	3	0	FALSE	FALSE	3500	3
16974	East Harlem	2 baths	4	0	TRUE	FALSE	7350	26
60611	East Harlem	1 bath	1	1	TRUE	TRUE	3300	1
107895	Upper West Side	1 bath	0	0	TRUE	FALSE	4980	2
17037	East Village	1 bath	1	1	TRUE	TRUE	6600	0
60680	East Village	1 bath	1	1	TRUE	TRUE	4800	2
61509	Midtown	1 bath	1	0	TRUE	FALSE	3300	0
62427	East Village	1 bath	1	1	TRUE	TRUE	3120	1
19159	Harlem	1 bath	2	0	TRUE	FALSE	3190	0
62891	East Village	1 bath	0	0	TRUE	FALSE	4725	9
116551	Harlem	1 bath	0	0	TRUE	FALSE	2100	2
63693	East Village	2 baths	2	0	TRUE	FALSE	11700	0
23686	West Village	2 baths	3	0	TRUE	FALSE	14250	3
123784	Harlem	1 bath	0	0	TRUE	FALSE	2739	33
126443	East Village	2 baths	2	0	TRUE	FALSE	12852	60
27644	Harlem	1 bath	1	1	TRUE	TRUE	4750	18
65425	Nolita	1 bath	2	0	FALSE	FALSE	3075	10
29683	Lower East Side	1 bath	1	1	TRUE	TRUE	5550	2
66251	East Village	1 bath	0	0	TRUE	FALSE	9776	32
140973	East Village	Half-bath	2	0	TRUE	FALSE	6450	4
67288	East Harlem	1 bath	1	1	TRUE	TRUE	3665	7
144087	Harlem	1 bath	2	0	TRUE	FALSE	9584	7
36703	West Village	1 bath	1	1	TRUE	TRUE	6000	5
148825	Upper West Side	1 bath	2	0	TRUE	FALSE	5021	36
68974	Nolita	1 bath	3	0	FALSE	FALSE	17275	11
69894	Upper West Side	1 bath	1	1	TRUE	TRUE	4800	3
42300	Lower East Side	2 baths	2	0	TRUE	FALSE	19950	8
71248	Chinatown	1 bath	1	0	FALSE	TRUE	4650	4

neighborhood_clean	Number Of Reviews
Lower East Side	6242
Hells Kitchen	5506
Harlem	5157
Midtown	4128
Upper West Side	3497
Chelsea	2913
East Village	2572
East Harlem	2175
West Village	1735
Upper East Side	1696
Nolita	1505
Financial District	1112
Chinatown	894
Washington Heights	773
Kips Bay	622
Gramercy	573
Soho	481
Inwood	361
Ellis Island	358
Battery Park City	348
Murray Hill	341
Greenwich Village	311
Little Italy	246
Theater District	209
Tribeca	173
Noho	155
Flatiron District	112
Marble Hill	74
Two Bridges	43
Central Park	37
Stuyvesant Town	5
Morningside Heights	4
Civic Center	2
Roosevelt Island	1

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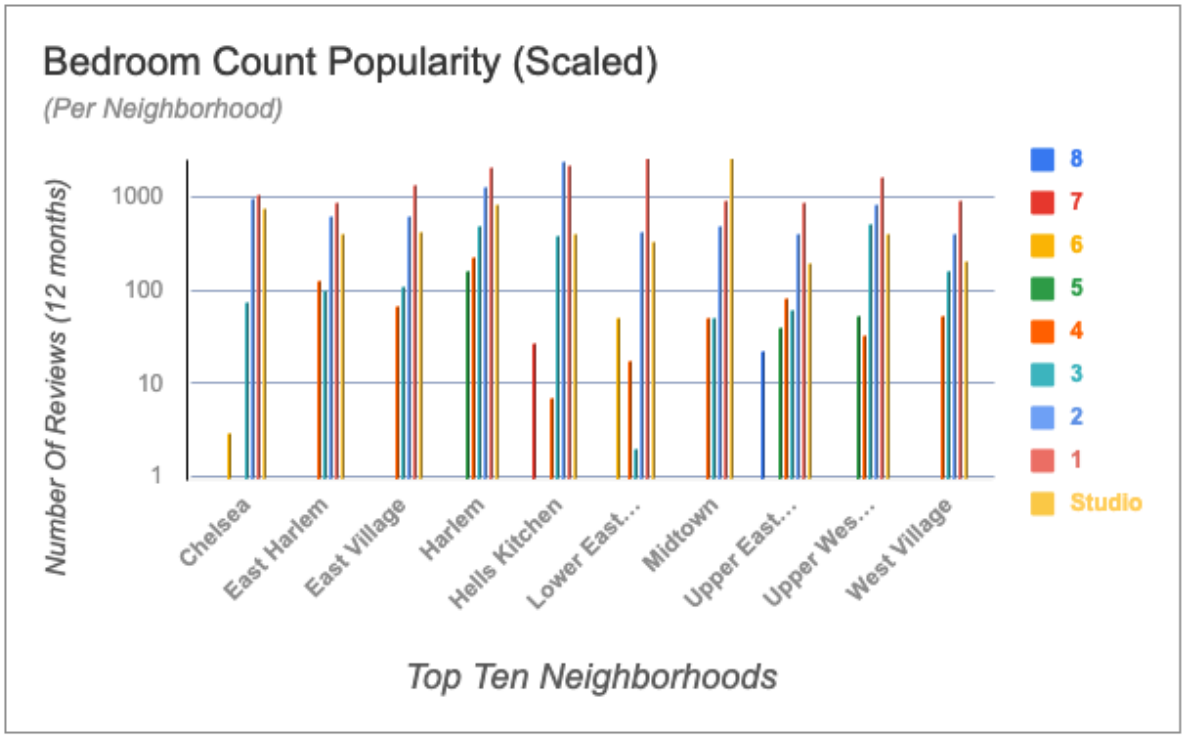
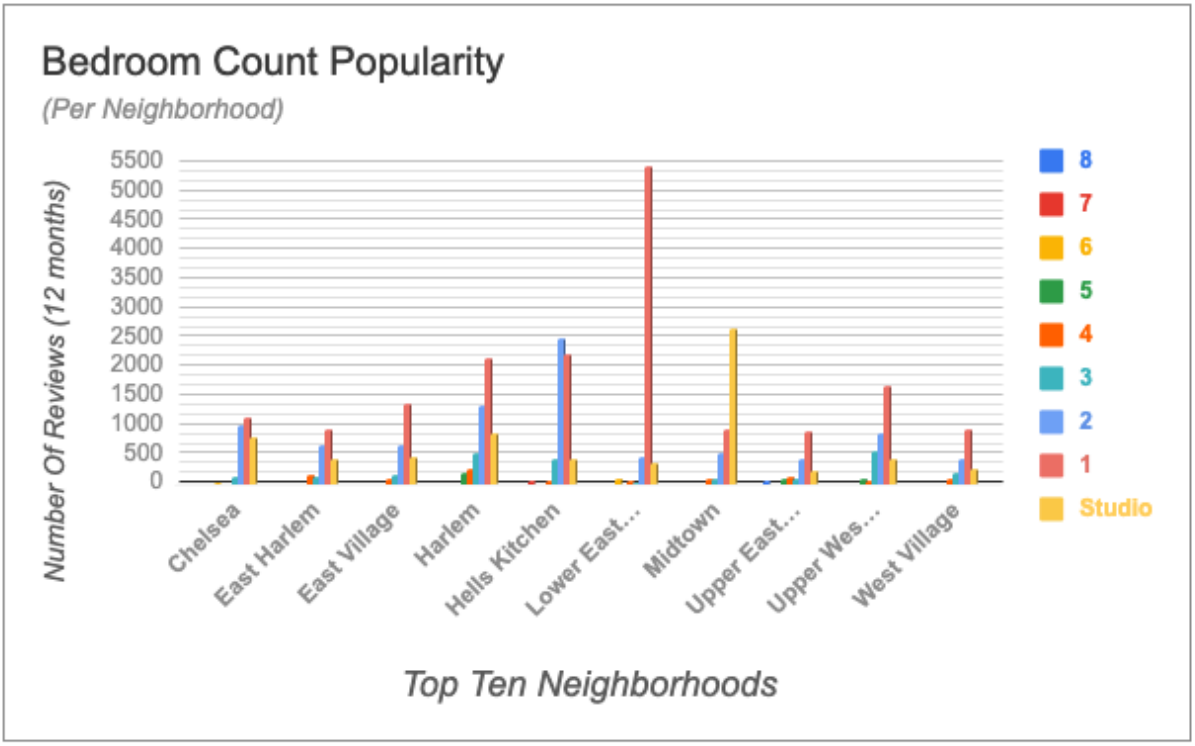
AC2="Lower East Side",
AC2="Hells Kitchen",
AC2="Harlem",
AC2="Midtown",
AC2="Upper West Side",
AC2="Chelsea",
AC2="East Village",
AC2="East Harlem",
AC2="West Village",
AC2="Upper East Side",
```

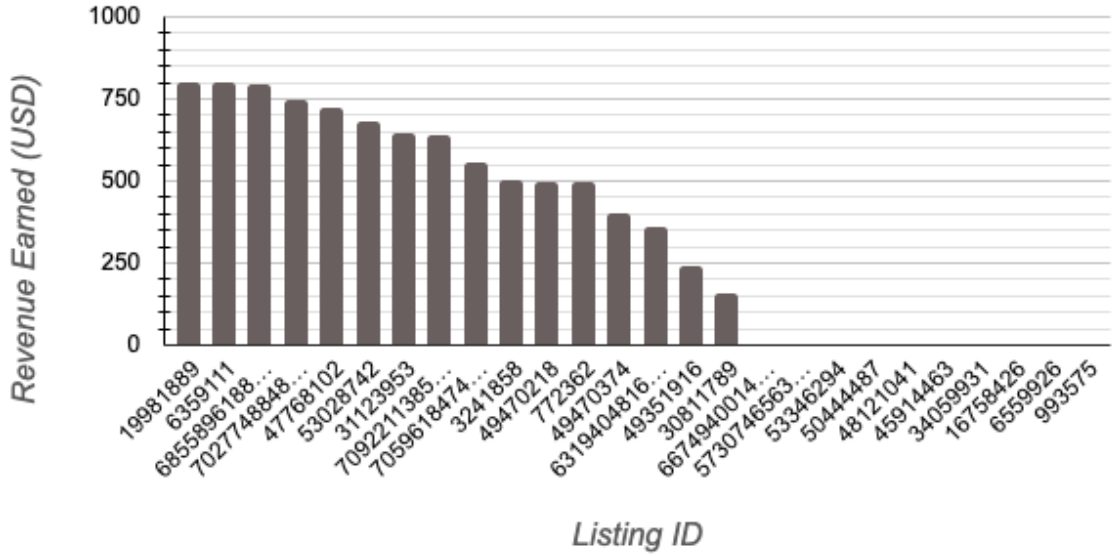
Most Popular Neighborhoods	Number Of Reviews (Last 12 Months)								
Bedroom Count	8	7	6	5	4	3	2	1	0
Chelsea			3			76	958	1095	781
East Harlem					131	101	639	899	405
East Village					68	110	626	1332	436
Harlem				165	228	494	1320	2126	824
Hells Kitchen		27			7	394	2470	2204	404
Lower East Side			51		18	2	429	5399	343
Midtown					51	52	488	908	2629
Upper East Side	23			41	85	61	407	885	194
Upper West Side				55	33	521	847	1639	402
West Village					53	162	402	907	211


Bedroom Count Popularity (Scaled)
(Per Neighborhood)
Number Of Reviews (12 months)
1000
100
10
1
Chelsea
East Harlem
East Village
Harlem
Hells Kitchen
Lower East...
Midtown
Upper East...
Upper Wes...
West Village
8
7
6
5
4
3
2
1
Studio
Top Ten Neighborhoods


Bedroom Count Popularity
(Per Neighborhood)
Number Of Reviews (12 months)
5500
5000
4500
4000
3500
3000
2500
2000
1500
1000
500
0
Chelsea
East Harlem
East Village
Harlem
Hells Kitchen
Lower East...
Midtown
Upper East...
Upper Wes...
West Village
8
7
6
5
4
3
2
1
Studio
Top Ten Neighborhoods

Total Revenue Earned (Per Listing)

Highest Performing (25)

Total Revenue Earned (Per Listing)

Lowest Performing (25)