Pillow Palooza NYC Airbnb

More than 50% of the revenue are generated from Manhattan
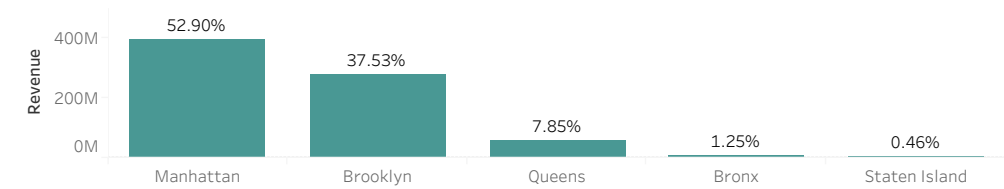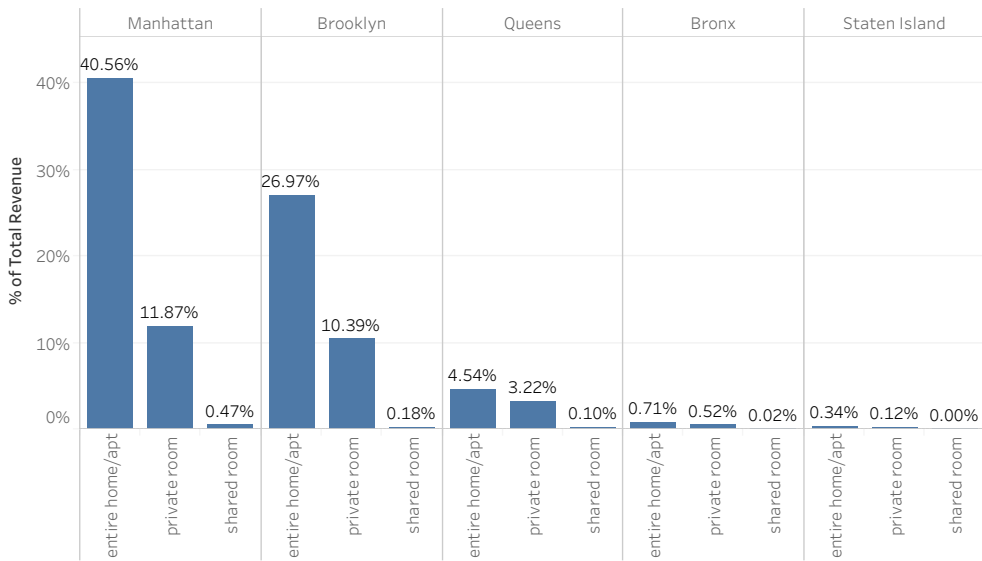

Revenue Distribution:

The majority of revenue (52.90%) is generated in Manhattan, followed by Brooklyn (37.53%). With 52.90% of the total revenue being generated in Manhattan indicates that this borough is the most significant contributor to the overall revenue. This suggests that Manhattan has the potential for continued growth.

67% of the revenues come from entire homes/apartments in Manhattan and Brooklyn. Manhattan and Brooklyn are popular tourist destinations, attracting visitors from around the world. The demand for entire homes/apartments indicates that tourists prefer the comfort and privacy offered by such accommodations over Private rooms or shared spaces.

More than 70% of the total revenue is generated by entire home/apt

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Price vs Borough Box plot
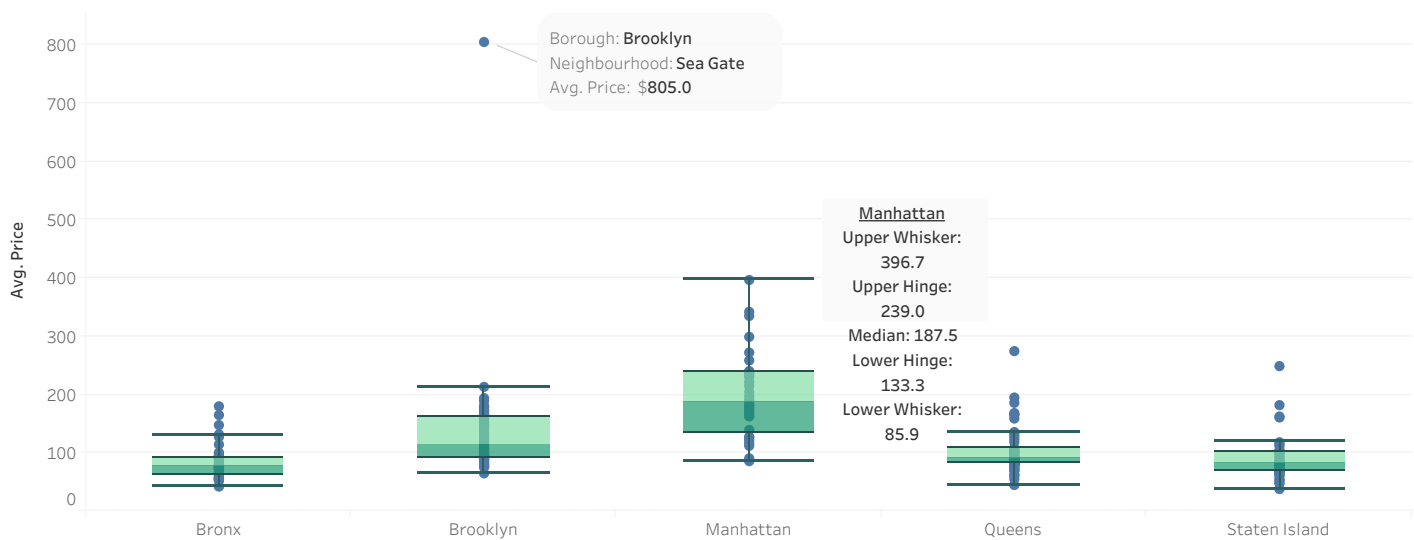

Borough: **Brooklyn**
Neighbourhood: **Sea Gate**
Avg. Price: **$805.0**

Manhattan
Upper Whisker: 396.7
Upper Hinge: 239.0
Median: 187.5
Lower Hinge: 133.3
Lower Whisker: 85.9

Manhattan is the most expensive of all the boroughs.

Looking at the Manhattan box plot, we conclude the plot is positively skewed. Most of the listings have Avg property prices more than the Median($ 187.50) in that borough. This suggests that there are relatively more listings with higher property prices in Manhattan compared to the lower-priced listings.

Tribeca, Flatiron District, NoHo, SoHo, Midtown, West village, and Murray Hill are some of the outliers for Manhattan.

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Top 10 Expensive Neighbourhoods

Borough	Neighbourhood	Avg. Price	Count of Listing Id (Room Types.Cs..	Number Of Reviews
Brooklyn	Sea Gate	805	2	7
Manhattan	Tribeca	397	61	1,667
	Flatiron District	342	36	1,245
	NoHo	335	41	749
	SoHo	299	191	6,460
	Midtown	272	608	16,655
	West Village	259	358	12,185
	Murray Hill	240	188	3,778

Top 10 Neighbourhoods. Here we can see that the most expensive neighborhoods are all located in Manhattan. Please note Sea Gate(Brooklyn) is an outlier.
Despite the higher rental prices, Manhattan and Brooklyn remain popular due to their proximity to NYC tourist attractions.

Neighbourhood
- ✔ Allerton
- ✔ Arden Heights
- ✔ Arrochar
- ✔ Arverne
- ✔ Astoria
- ✔ Bath Beach
- ✔ Battery Park City
- ✔ Bay Ridge
- ✔ Bay Terrace
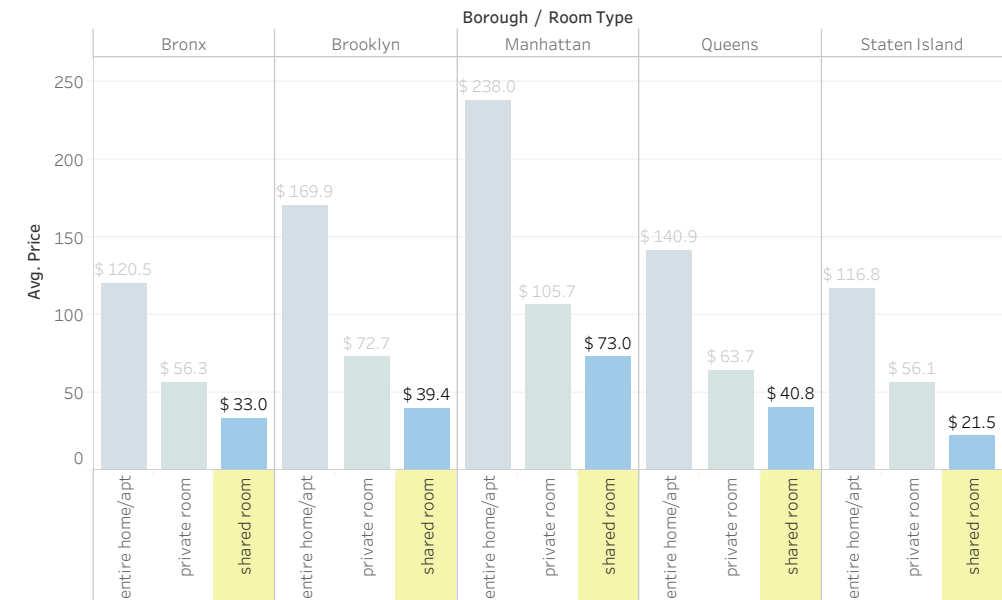- ✔ Baychester
- ✔ Bayside
- ✔ Bayswater

Limit
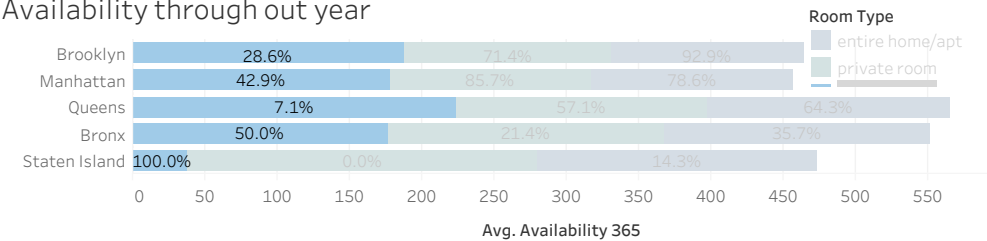Top 10 by AVG([Price])

Borough
- ✔ Bronx
- ✔ Brooklyn
- ✔ Manhattan
- ✔ Queens
- ✔ Staten Island

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Borough / Room Type

Availability through out year

Though Manhattan has higher short-term rental prices, still people prefer to live in this borough. One of the reasons might be its proximity to NYC tourist attractions.
Looking at the availability, Staten Island and Bronx have listings that are most available throughout the year compared to other boroughs.
Also note, Manhattan and Brooklyn are the most desirable boroughs. Manhattan and Brooklyn exhibit less availability i.e. strong occupancy rates, indicating high demand for accommodations. Investing in properties within these boroughs can lead to positive returns and minimize risk.

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Conclusions & Recommendations:
1. Focussing on Manhattan and Brooklyn presents a greater opportunity for Revenue generation.
2. 70% of the revenues come from entire homes/apartments. These segments outperform shared rooms and private rooms in terms of occupancy rates.The demand for entire homes/apartments indicates that tourists prefer the comfort and privacy offered by such accommodations over private homes or shared spaces. Emphasizing entire homes/apartments and private rooms can enhance revenue performance.
3. Manhattan emerges as the most expensive borough in New York City, with a concentration of higher-priced listings and a positively skewed distribution. The top expensive neighborhoods, such as Tribeca, Flatiron, and Noho, are all located in Manhattan. Despite the higher rental prices, Manhattan and Brooklyn remain popular due to their proximity to NYC tourist attractions.
4. Manhattan and Brooklyn are considered the most desirable boroughs overall. Manhattan and Brooklyn consistently exhibit strong occupancy rates, indicating high demand for accommodations. Investing in properties within these boroughs can lead to positive returns and minimize risk.
However, it is important to acknowledge that Airbnb dynamics are influenced by multiple factors and market conditions that can vary over time. Conducting further analysis with more comprehensive and up-to-date data is necessary for a more precise understanding of the Airbnb market in New York City.