

At what neighborhoods are we making the most single family home (SFH) sales compared to the amount that we own(ed)?  
(limited to neighborhoods where we have at least 50 single family homes)

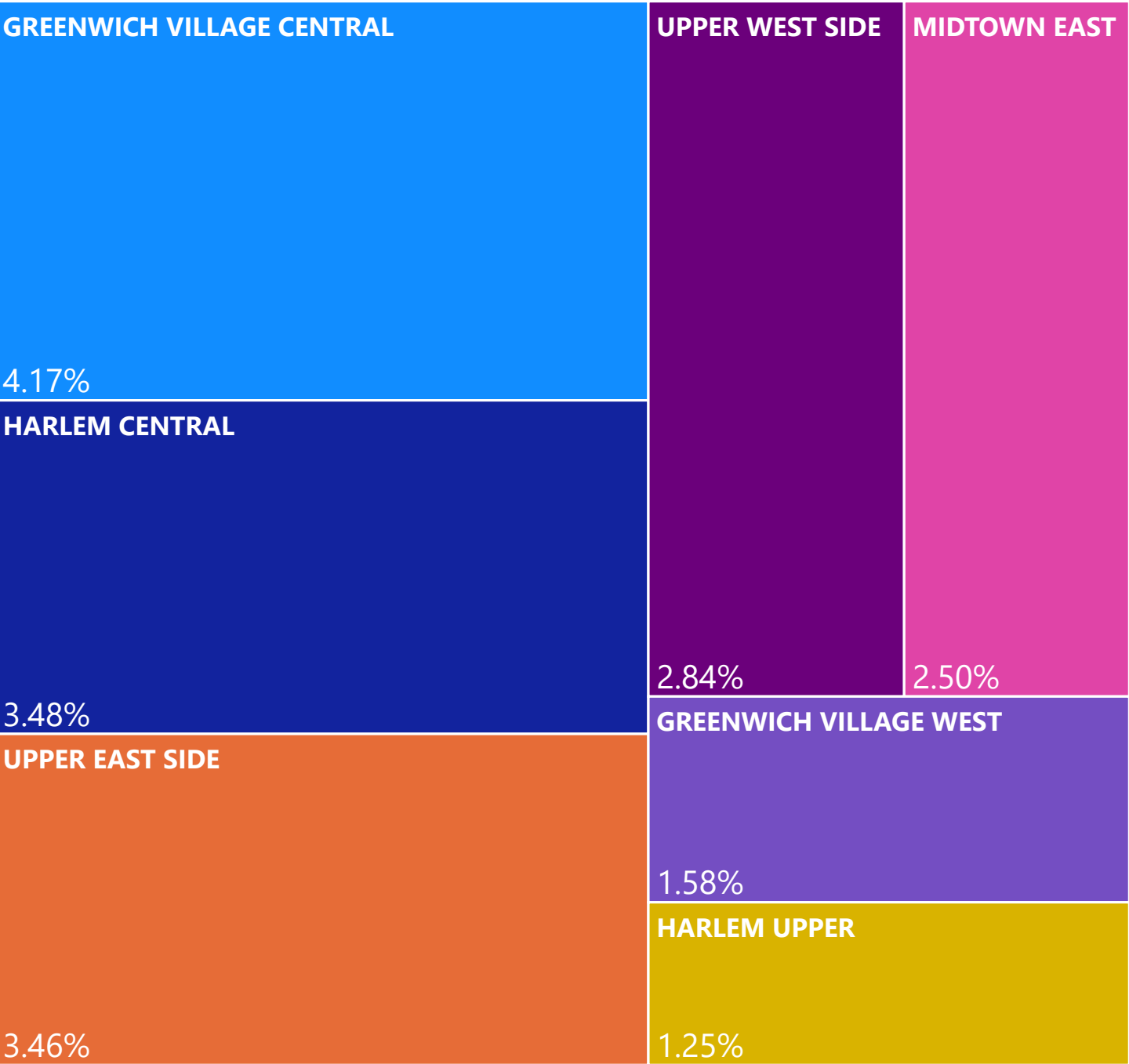
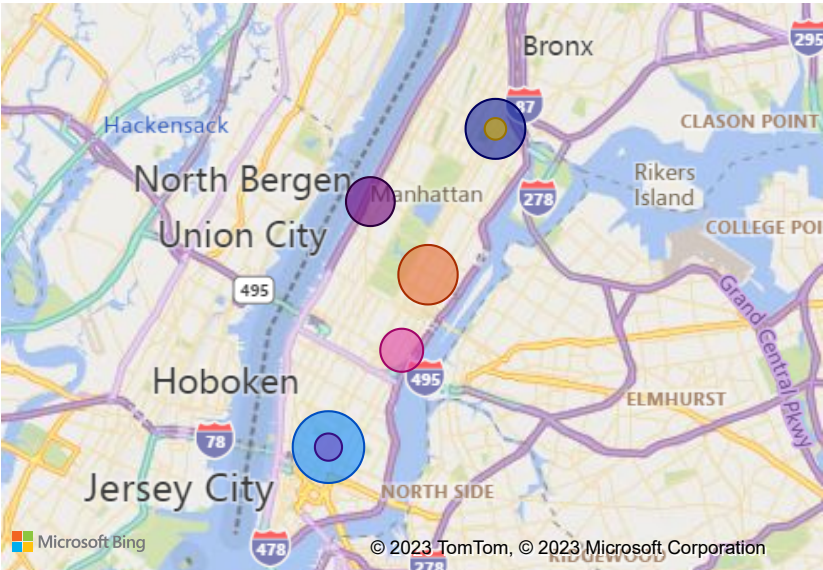
NEIGHBORHOOD	TOTAL NO. OF PROPERTIES	NUMBER OF SALES	PERCENTAGE OF HOMES SOLD
GREENWICH VILLAGE CENTRAL	72	3	4%
HARLEM CENTRAL	201	7	3%
UPPER EAST SIDE	810	28	3%
UPPER WEST SIDE	176	5	3%
MIDTOWN EAST	80	2	3%
GREENWICH VILLAGE WEST	253	4	2%
HARLEM UPPER	80	1	1%

Dynamic KPI: Average Percentage of Houses Sold for All Home Types

3%

Neighborhoods by Location in New York City and Percentage of Single Family Homes Sold

- NEIGHBORHOOD
- GREENWICH VILLAGE ...
  - HARLEM CENTRAL
  - UPPER EAST SIDE
  - UPPER WEST SIDE
  - MIDTOWN EAST
  - GREENWICH VILLAGE ...
  - HARLEM UPPER



Of the top 5 neighborhoods in the previous tab, which should we direct the most resources onto based on median sale price in order to maximize profit? (assuming higher sales price = higher price margin, limited to neighborhoods where we

NEIGHBORHOOD	MEDIAN SALE PRICE	AVERAGE SALE PRICE	LOWEST SALE PRICE	HIGHEST SALE PRICE
UPPER WEST SIDE	14795000	14853667	8550000	21216000
UPPER EAST SIDE	13557500	17365832	3800000	49925000
GREENWICH VILLAGE CENTRAL	12219000	9798000	2100000	15075000
MIDTOWN EAST	7050000	7050000	3500000	10600000
HARLEM CENTRAL	955950	954566	408771	1499000

Neighborhood to Target:  
**UPPER WEST SIDE**

Neighborhood to Divest Resources From:  
**HARLEM CENTRAL**

● MEDIAN SALE PRICE ● AVERAGE SALE PRICE ● HIGHEST SALE PRICE ● LOWEST SALE PRICE

