Executive Summary

The following analysis is to determine which NYC neighborhoods and property sizes are the best vactions rentals and how much money they make, to help a client determine which properties to invest in.

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Assumptions

Used number of reviews to calculate the 10 most popular neighborhoods

0 in the bedroom_clean column represents a studio

Annual revenue is was calculated by taking the 30 day revenue and multiplying it by a factor of 12

A 1 in top listings incicates criteria met while a 0 indicates criteria not met

Calendar data is 30 days in length

Change Log

Version 1.1 - cleaned the raw data in neighborhood column and added to neighborhood_clean by formatting to proper and trimming extra white space

Version 1.2 - added a pivot table and bar graph displaying top neighborhoods by reviews

Version 1.3 - cleaned the raw data in bedrooms column and added to bedrooms _clean column by labeling studio as 0

Version 1.4 - added a pivot table displaying the amount of bedrooms properties had by neighborhood

Version 1.5 - added top listing column to listing data

Version 1.6 - added revenue earned colum to both the listing and calendar data

Version 1.7 - added a pivot table displaying the revenue earned by property ID

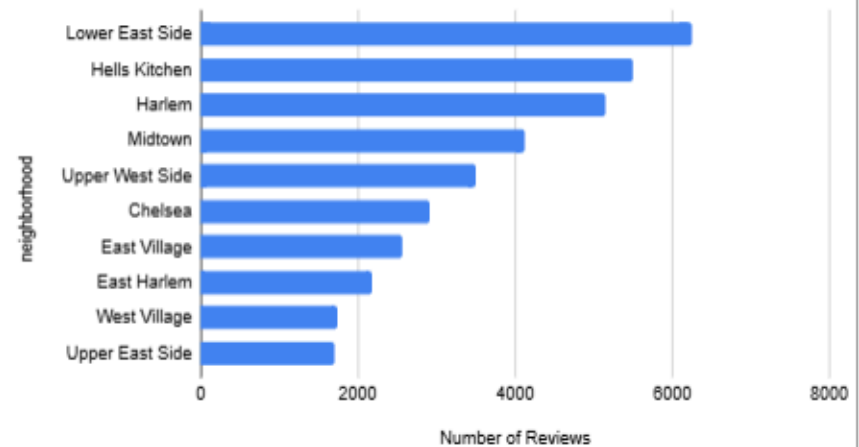Version 1.8 - added annual revenue to Pivot:Revenue by ID

A1 | f_x | Neighborhood_clean

	A	B
1	*Neighborhood_clean*	SUM of number_of_reviews_ltm
2	Lower East Side	6242
3	Hells Kitchen	5506
4	Harlem	5157
5	Midtown	4128
6	Upper West Side	3497
7	Chelsea	2913
8	East Village	2572
9	East Harlem	2175
10	West Village	1735
11	Upper East Side	1696
12	Nolita	1505
13	Financial District	1112
14	Chinatown	894
15	Washington Heights	773
16	Kips Bay	622
17	Gramercy	573
18	Soho	481
19	Inwood	361
20	Ellis Island	358
21	Battery Park City	348
22	Murray Hill	341
23	Greenwich Village	311
24	Little Italy	246
25	Theater District	209
26	Tribeca	173
27	Noho	155
28	Flatiron District	112
29	Marble Hill	74
30	Two Bridges	43
31	Central Park	37
32	Stuyvesant Town	5
33	Morningside Heights	4
34	Civic Center	2
35	Roosevelt Island	1
36	Total	44361
37		

Top Neighborhoods Based on Number of Reviews

COUNT of bedrooms_clean	bedrooms_clean								
Neighborhood_clean	0	1	2	3	4	5	6	7	8
Battery Park City	1	3	1						
Central Park	1	5	2						
Chelsea	39	62	37	8			1		
Chinatown	5	25	11	3	2				
Civic Center	1	2			1				
East Harlem	21	62	41	9	4				
East Village	41	78	33	7	2				
Ellis Island	3	8	5	2					
Financial District	20	13	5						
Flatiron District	3	3	1						
Gramercy	22	26	5	3					
Greenwich Village	5	14	4	1	1				
Harlem	48	146	74	26	12	5			
Hells Kitchen	26	110	84	18	4			1	
Inwood	2	16	5	1					
Kips Bay	4	17	7	1	1				
Little Italy		6	5	1					
Lower East Side	13	206	24	1	1		1		
Marble Hill			2	1					
Midtown	95	78	36	7	3				
Morningside Heights		2	1						
Murray Hill	3	10	2	1					
Noho		8	1	1					
Nolita	6	46	7	1					
Roosevelt Island		1							
Soho	7	18	13	5					
Stuyvesant Town		2		1					
Theater District	2	7	6						
Tribeca		8	4	1	1				
Two Bridges	1	3		1					
Upper East Side	35	84	20	7	4	1			1
Upper West Side	23	107	57	27	2	3			
Washington Heights	3	30	15	6	2				
West Village	11	59	18	10	3				
Total	441	1265	526	150	43	9	2	1	1

	A	B	C	D
1	id	SUM of revenue	annual_revenue	
2	49946551	29940	359280	
3	6833395	22800	273600	
4	46432776	20300	243600	
5	41295029	15600	187200	
6	53058987	14425	173100	
7	4859903	14233	170796	
8	289665	13500	162000	
9	50618605	13050	156600	
10	1060019	13021	156252	
11	5800130148099	12930	155160	
12	30087377	12810	153720	
13	53167175	12225	146700	
14	53602040	12135	145620	
15	41890621	11970	143640	
16	37251520	11850	142200	
17	52336155	11600	139200	
18	39225271	11575	138900	
19	29687597	11571	138852	
20	13058232	11500	138000	
21	21366948	11268	135216	
22	6640144	11250	135000	
23	4644669	11250	135000	
24	258688	11250	135000	
25	46351532	11111	133332	
26	52257683	11094	133128	
27	46964389	10978	131736	
28	295998	10950	131400	
29	53185811	10640	127680	
30	47953903	10548	126576	
31	44801335	10544	126528	
32	39316302	10469	125628	
33	50748961	10425	125100	
34	52993319	10400	124800	
35	46401862	10400	124800	
36	51265906	10312	123744	
37	2243548	10200	122400	
38	57728902	10198	122376	
39	18699743	10146	121752	