Story Presentation

Data Overview

Prices across Neighbourhoods

Average prices across neighbourhoods:

- Manhattan: High average price, indicated by the largest circle.

- Brooklyn: Moderately priced with a smaller circle than Manhattan.

- Queens: Lower average price with smaller circle size.

- Bronx and Staten Island: Least expensive, as reflected by the smallest circle...
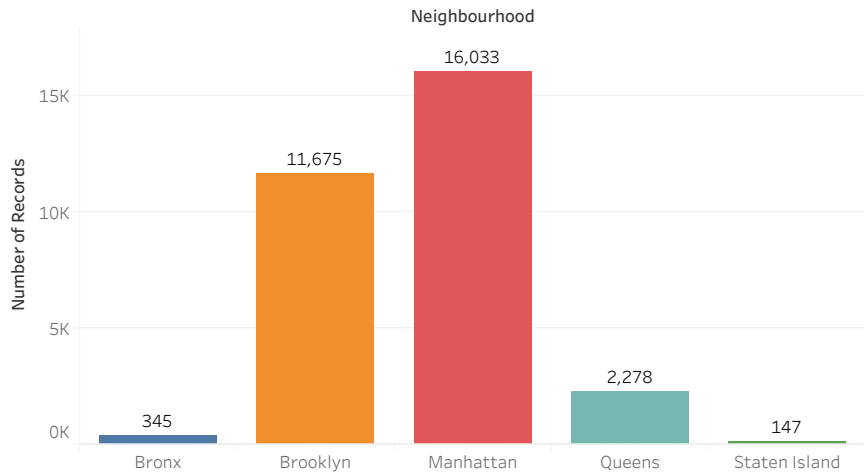

© 2024 Mapbox © OpenStreetMap

- 111.8 Bronx
- 202.1 Manhattan
- 70.4 Queens
- 90.0 Brooklyn
- 148.9 Staten Island
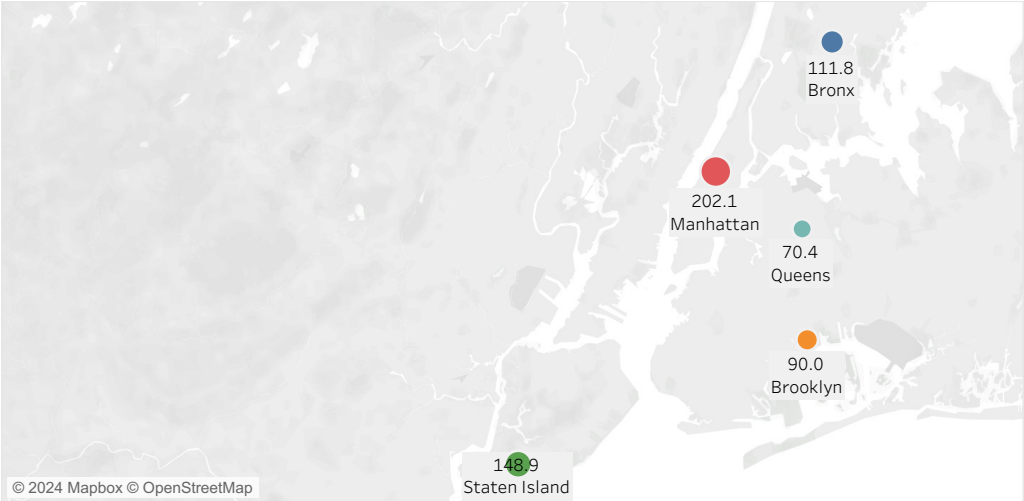
Top-Performing Neighborhoods

Top-Performing Neighborhoods

- Manhattan: Highest number of listings, significantly larger than other neighborhoods.

- Brooklyn: Second highest, with a substantial number of listings but still far less than Manhattan.

- Queens: Moderate number of listings, significantly fewer than Brooklyn and Manhattan.

- Bronx and Staten Island: Fewest listings, with Staten Island having the lowest.

Neighbourhood

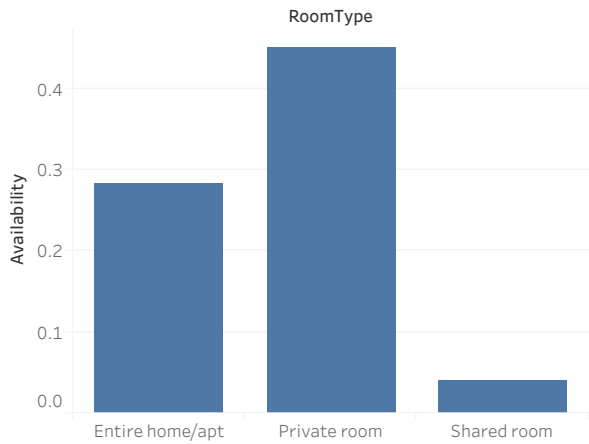|	Number of Records
Bronx	345
Brooklyn	11,675
Manhattan	16,033
Queens	2,278
Staten Island	147

Story Presentation

Data Overview (cont'd)

RoomType Availability

Room Type Availability:
- Private rooms: Highest availability, which may indicate a surplus of private rooms or a lower occupancy rate compared to entire homes.

- Entire home/apt: Less availability than private rooms, possibly due to higher demand or fewer listings.

- Shared rooms: Lowest availability, which could imply a limited market for shared spaces.

Room type by Number of reviews

Room type by Number of Reviews:
- Entire home/apt: Over 3.7 million reviews, highlighting a high guest preference and engagement with full homes or apartments.

- Private room: Approximately 1.1 million reviews, reflecting significant but lower engagement compared to entire homes.

- Shared room: Least reviewed with under 7,500 reviews, indicating lower popularity or a niche market.

Neighbourhood by Number of Reviews

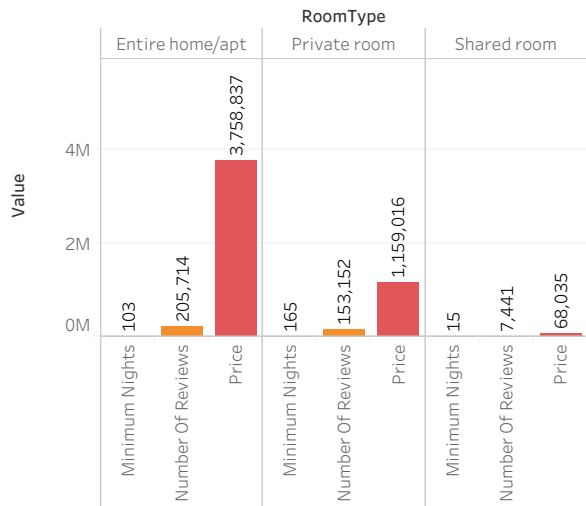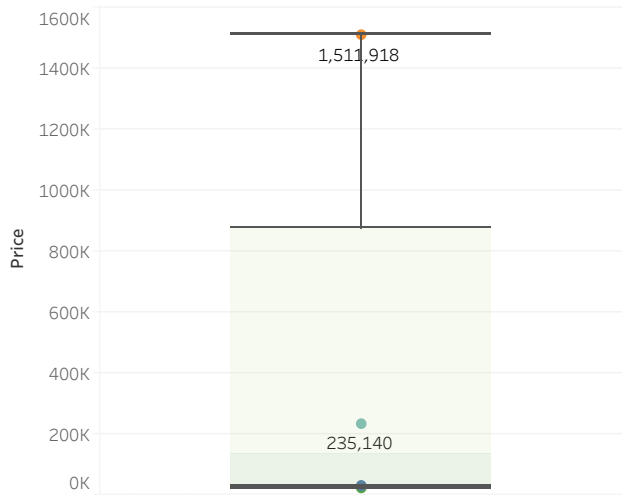| Neighbourhood	
Bronx	3,372
Brooklyn	135,432
Manhattan	200,522
Queens	25,019
Staten Island	1,962

Neighbourhood by Number of Reviews:

- Manhattan: Most reviewed with over 200,000 reviews, showcasing its status as a prime destination for visitors.

- Brooklyn: 135,432 reviews, suggesting a strong alternative to Manhattan with its unique offerings.

- Queens: 25,019 reviews, indicating a growing interest in more residential and diverse neighborhoods.

- Bronx: 3,372 reviews, which could point to emerging market opportunities or more localized experiences.

-Staten Island: Least reviewed with 1,962 reviews, highlighting its position as a less frequented area.

Story Presentation

Pricing Anaylsis

Price distribution

Price Distribution findings:

- The highest recorded price point at 1,511,918 suggests outlier listings or potential input errors that could skew the overall pricing analysis.

- The lower price range around 235,140 indicates a wide variety of listing prices, reflecting the diverse accommodations available in the market.
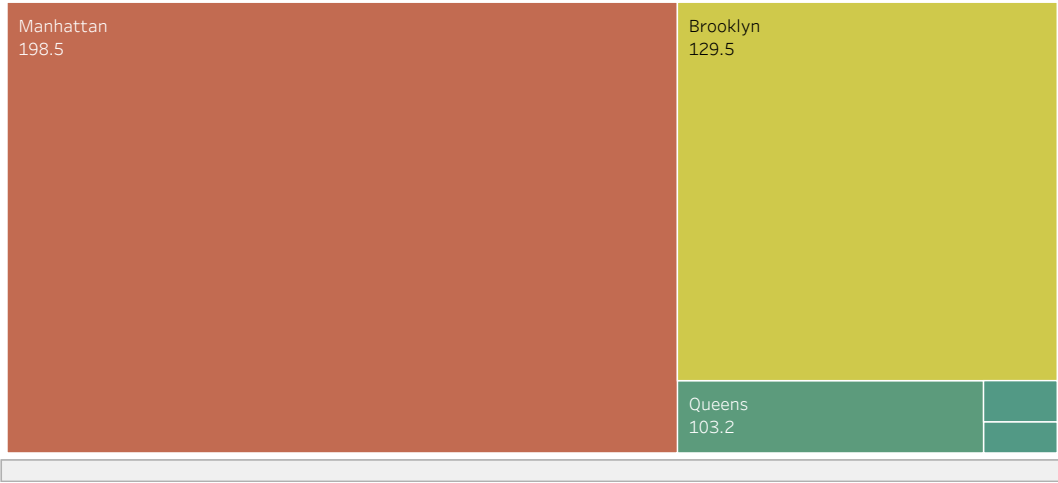

Price in Neighbourhood Groups

Price and Neighbourhoods relationship:

- Manhattan: Highest average price at 198.5, indicating it may be the most upscale or sought-after area.

- Brooklyn: Moderate average price at 129.5, suggesting a balance between affordability and desirability

- Queens: More affordable average price at 103.2, which could attract budget-conscious travelers or those looking for longer-term stays.

- Bronx and Staten Island are at averages prices 163.5 ane 94.7 which indicts it attracts travellers who are most budget concious.
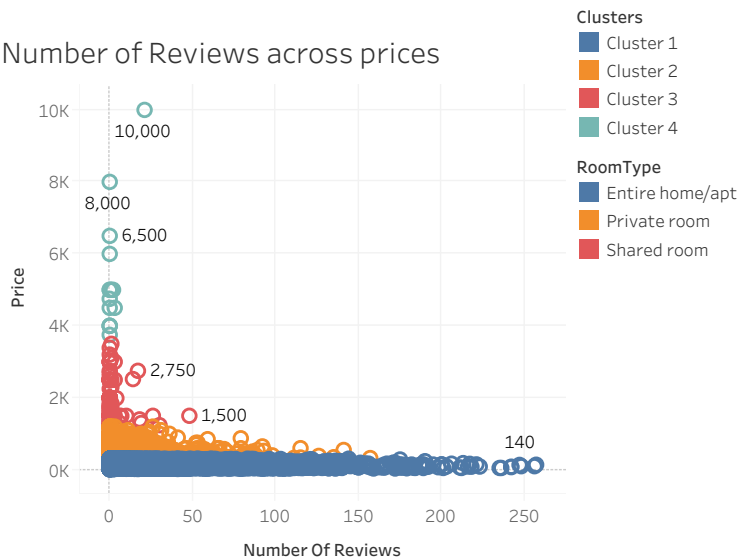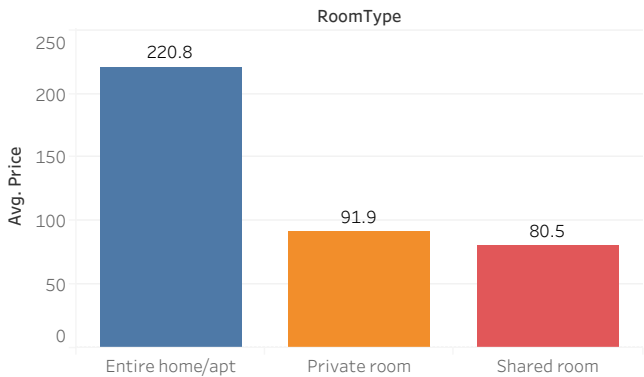
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Pricing Analysis (cont'd)

Number of reviews analysis:

High Review Density at Lower Prices: A large cluster of listings with lower prices garner the most reviews, indicating a high turnover and suggesting these are the most frequently booked options.

Diminishing Reviews with Rising Prices: As the price increases, the number of reviews tends to decrease, which could imply that higher-priced listings are booked less frequently.

Outliers Highlighted: Some high-priced listings receive a surprisingly high number of reviews, which could point to premium properties that are popular despite their cost.

Clusters Indicate Segmentation: Different clusters may represent different market segments, from budget to luxury, each with varying levels of demand and guest feedback.

Number of Reviews across prices

Clusters
- Cluster 1
- Cluster 2
- Cluster 3
- Cluster 4

RoomType
- Entire home/apt
- Private room
- Shared room

Room type and Price relationship:

- Entire home/apt commands the highest average price at 220.8, likely due to the added privacy and space.

- Private room has a moderate average price at 91.9, appealing to those seeking privacy without the cost of an entire home.

- Shared room has the lowest average price at 80.5, catering to the most price-sensitive guests or those who prioritize location over accommodation type.

Room type by Price
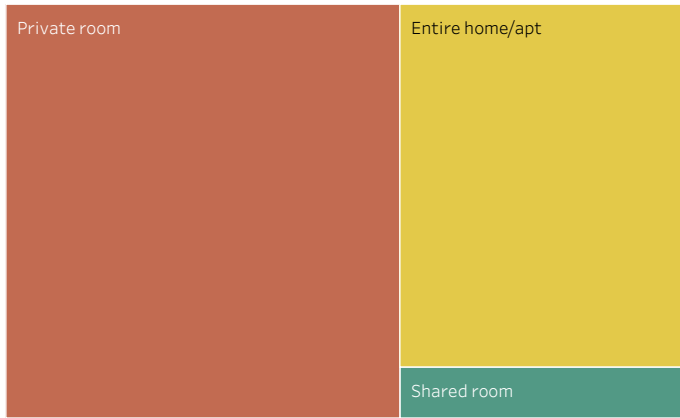
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Room Type Analysis

Popularity and Stay Duration Insights:

- Entire homes/apartments dominate the market in terms of reviews, especially in Manhattan, indicating a strong preference for privacy and extended stays.

- Conversely, the lower review counts for shared rooms across all neighborhoods suggest they are less favored, potentially due to the shared living space or less availability.

Neighborhood Room Type Preferences:

- The review patterns suggest a diverse range of guest preferences in Brooklyn, as indicated by a more balanced review count across different room types. S

- Staten Island's lower review activity hints at untapped potential or a niche market, possibly appealing to a different segment of Airbnb users looking for unique stays or value options.
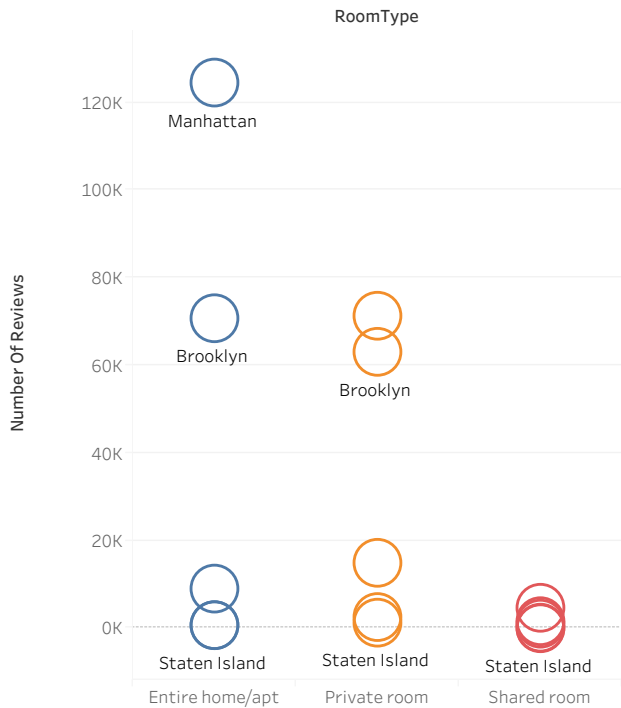
RoomType by Minimum Nights

Room type by number of reviews
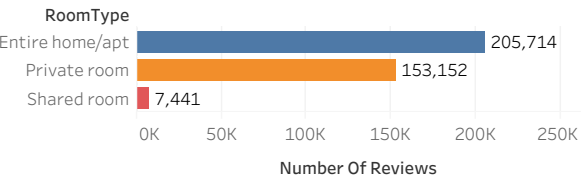
Room type and number of reviews

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Temporal Trends

Monthly Average Price and Review Trends

Number Of Reviews

Host Since

Seasonal and Long-Term Trends:
- There's a clear seasonal pattern in the monthly average price and review trends, with peaks likely coinciding with tourist high seasons or local events. This could indicate the best times for hosts to maximize earnings and for guests to plan their travels to avoid higher prices.
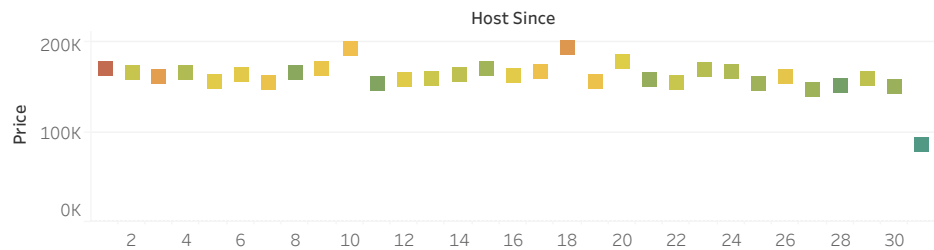
Review Frequency and Growth Over Time:
- The calendar view for review frequency highlights specific dates with high review volumes, possibly reflecting holiday seasons or special events in the city. Additionally, the neighborhood trend lines show significant growth over time in certain areas, which could help investors or hosts predict where the market is expanding and possibly saturate in the future.
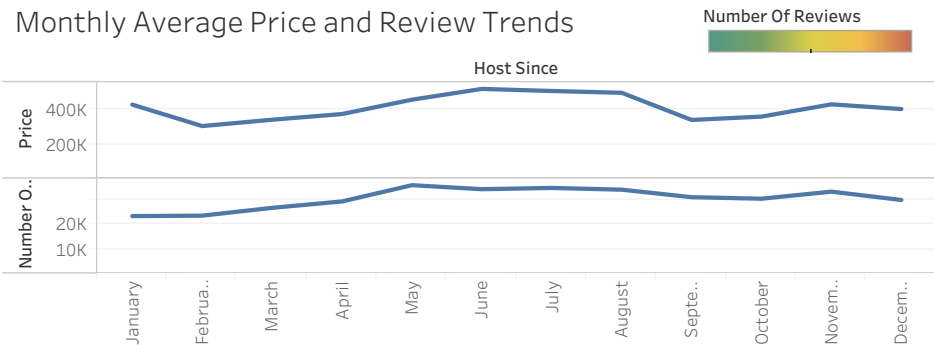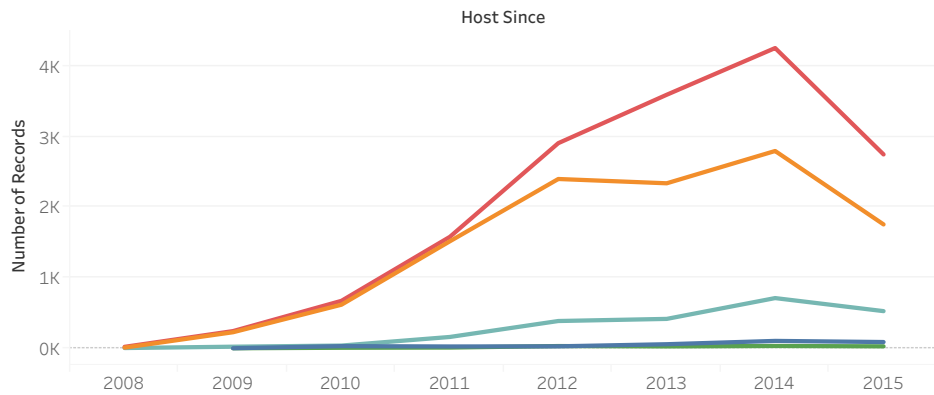
Calendar View for Review Frequency:

Host Since

Neighbourhood Trends

Host Since

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Host Activity

Host Since Forecast

Forecast indicator
- Actual
- Estimate

Neighbourhood
- Bronx
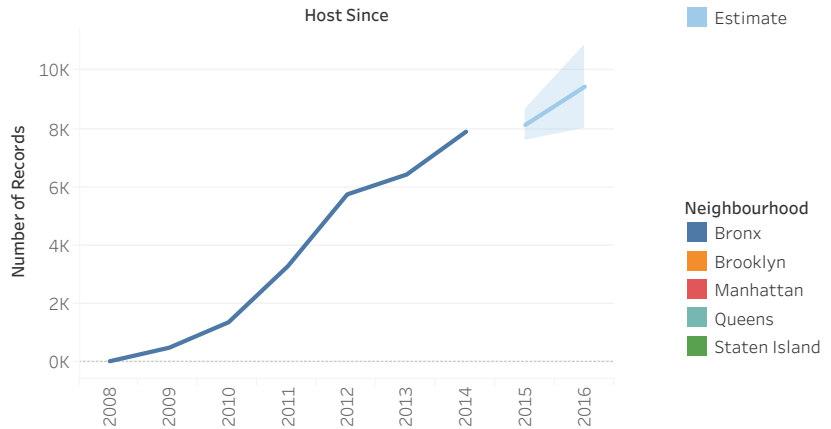- Brooklyn
- Manhattan
- Queens
- Staten Island

Host Since Forecast:
- The upward trend indicates a consistent increase in the number of active hosts on Airbnb, with figures rising from a few hundred in 2008 to over 10,000 by 2016.
- The forecast suggests a continued growth in the number of hosts, which could mean increased competition, wider variety for guests, and possibly more diversified pricing.

Neighbourhood group by Host:

- The pie chart shows a significant majority of listings are in Manhattan (53.65%) and Brooklyn (35.30%), indicating these areas are the most saturated markets and potentially the most competitive for new hosts.
- Staten Island (0.49%) and Bronx (1.47%) have the smallest share, suggesting these areas might be underserved markets or emerging opportunities for new hosts.

Neighbourhood group by Host