Executive Summary

Which neighborhoods and property sizes are most attractive was determined through reviews and earnings. The neighborhood with the most ratings was "Lower East Side". For thw top 10 neighborhoods 1 bedroom listings were most popular except studio apratments for Midtown. From these listings it was determined the top earning listing made $29,940 in a 30 day period, or $359,280 yearly

Table of Contents

neighborhood_clean	SUM of number_of_reviews_ltm
Lower East Side	6242
Hell's 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
Grand Total	44361

Top 10 Most Attractive Neighborhoods
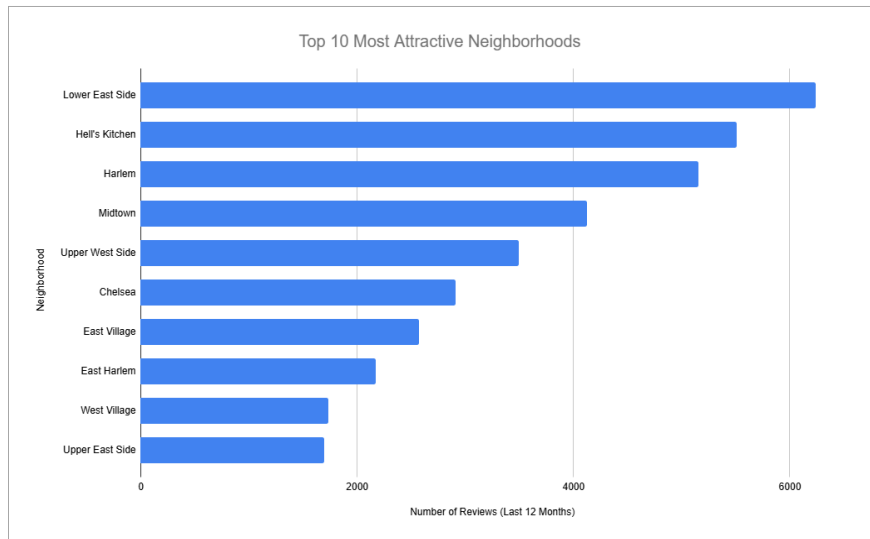
COUNT of bedrooms_clean	bedrooms_clean									
neighborhood_clean	0	1	2	3	4	5	6	7	8	Grand Total
Chelsea	26.53%	42.18%	25.17%	5.44%			0.68%			100.00%
East Harlem	15.33%	45.26%	29.93%	6.57%	2.92%					100.00%
East Village	25.47%	48.45%	20.50%	4.35%	1.24%					100.00%
Harlem	15.43%	46.95%	23.79%	8.36%	3.86%	1.61%				100.00%
Hell's Kitchen	10.70%	45.27%	34.57%	7.41%	1.65%			0.41%		100.00%
Lower East Side	5.28%	83.74%	9.76%	0.41%	0.41%	0.41%				100.00%
Midtown	43.38%	35.62%	16.44%	3.20%	1.37%					100.00%
Upper East Side	23.03%	55.26%	13.16%	4.61%	2.63%	0.66%			0.66%	100.00%
Upper West Side	10.50%	48.86%	26.03%	12.33%	0.91%	1.37%				100.00%
West Village	10.89%	58.42%	17.82%	9.90%	2.97%					100.00%
Grand Total	18.18%	51.24%	21.90%	6.20%	1.81%	0.46%	0.10%	0.05%	0.05%	100.00%

id	SUM of revenue_earned
49946551	29940
44267714	26100
6833395	22800
47703901	22170
46432776	20300
41382383	17371
41295029	15600
53057804	15300
679857043553287443	15000
45960178	14471
53058987	14425
4859903	14233
43118961	13601
7019195	13512
4967114	13500
289665	13500
49946425	13215
50618605	13050
1060019	13021
580013014809987573	12930
46646140	12870
30087377	12810
25313748	12785
42838791	12633
34384453	12609
49928900	12236
53167175	12225
53602040	12135
41890621	11970
49946348	11920
37251520	11850
48374098	11610

Top 10 Listings by Revenue
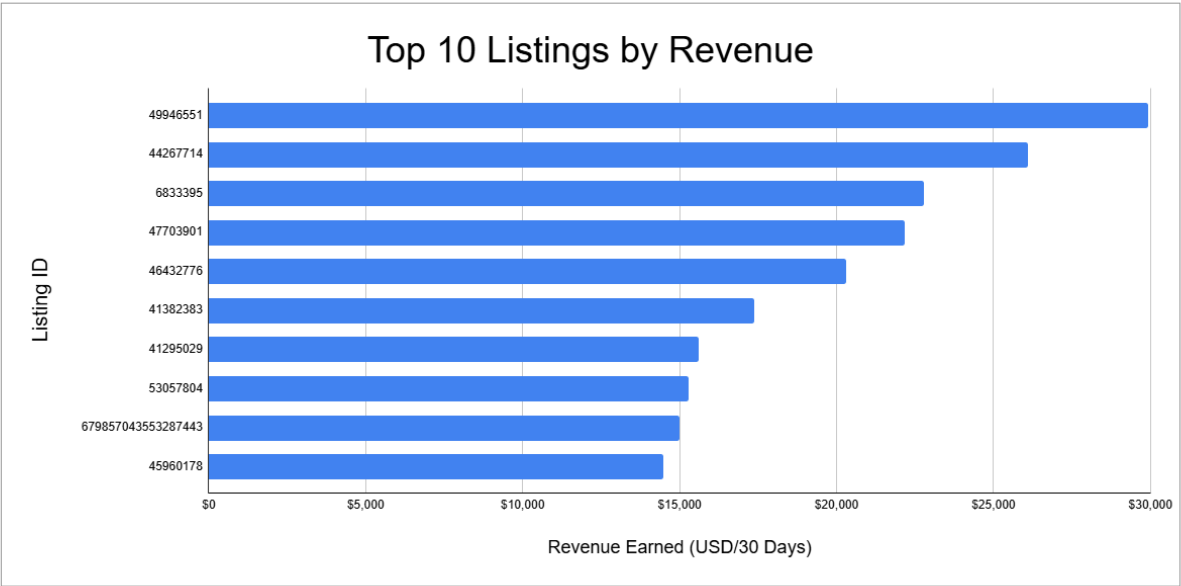
id	SUM of possible
49946551	359280
44267714	313200
6833395	273600
47703901	266040
46432776	243600
41382383	208452
41295029	187200
53057804	183600
6798570435532	180000
45960178	173652
53058987	173100
4859903	170796
43118961	163212
7019195	162144
4967114	162000
289665	162000
49946425	158580
50618605	156600
1060019	156252
5800130148099	155160
46646140	154440
30087377	153720
25313748	153420
42838791	151596
34384453	151308
49928900	146832
53167175	146700
53602040	145620
41890621	143640
49946348	143040
37251520	142200

Top 10 Listings Possible Yearly Income
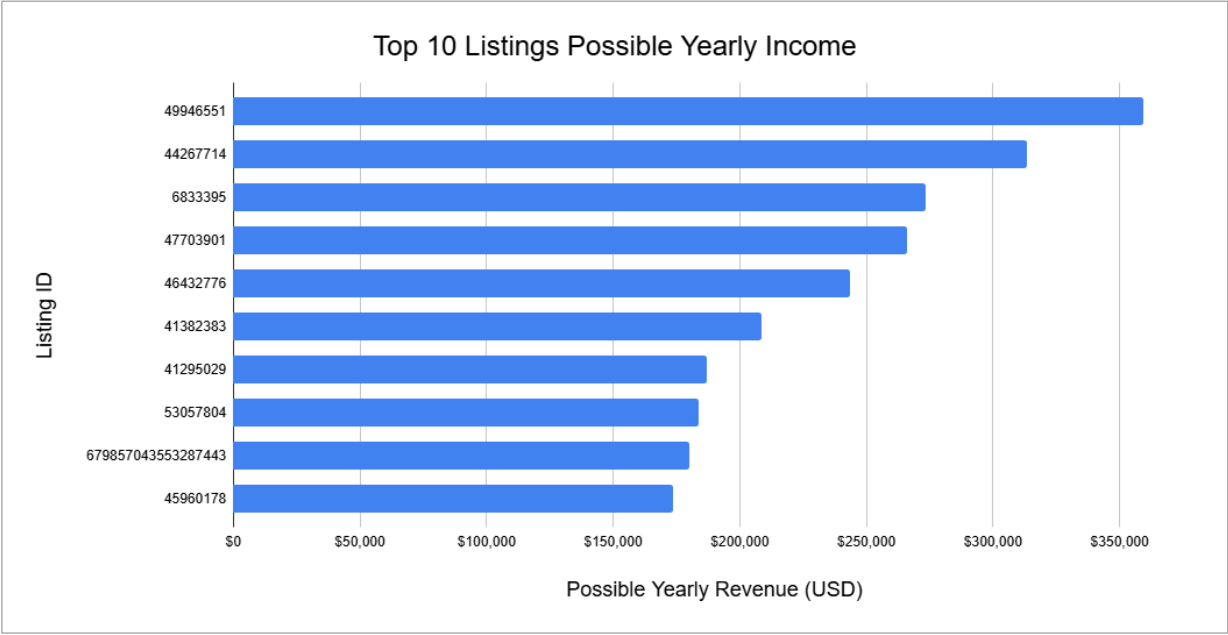
Change log
Standardized neighborhood data capitalization
Cleaned bedroom data to remove blank cells and convert them to "0"s
Top listing column created, by showing listings in the 10 ten neighborhoods that met criteria based on bedroom number

Assumptions
Empty cells in the bedroom column indicate studio apartment
Customers are leaving reviews at a similar rate across all listing, this means listings with more reviews have been rented more.