

	A	B	C	D	E	F
1	Executive summary					
2	The spreadsheets contain an analysis report with findings to determine what types					
3	of properties should be targeted for the vacation rental market in the borough of					
4	Manhattan in New York city.					
5	The three most attractive neighborhoods are; Lower East Side, Hells Kitchen, and Harlem.					
6	The three most popular property sizes are; studios with 441 listings,					
7	1 bedrooms with 1,265 listings, and 2 bedrooms with 526 listings.					
8	In Harlem, 1 bedrooms is the most popular.					
9	The top earning listing is; 49946551.					
10						
11						
12						
13						
14	Table of contents					
15	Assumptions & Change Log					
16	Raw Data - Data dictionary					
17	Raw Data - calender					
18	Listings					
19	Pivot Table - Top listing					
20	Pivot table - Neighborhood activity					
21	neighborhood clean					
22	Pivot table - bedroom					
23						
24						
25						
26						

Assumptions

Apartments with the most bedrooms are the most attractive

Apartments in West Village are the most attractive

Changes

cleaned data

removed empty rows

spell checked

Added column occupied 1 =true 0 = false

created pivot table

renamed tab

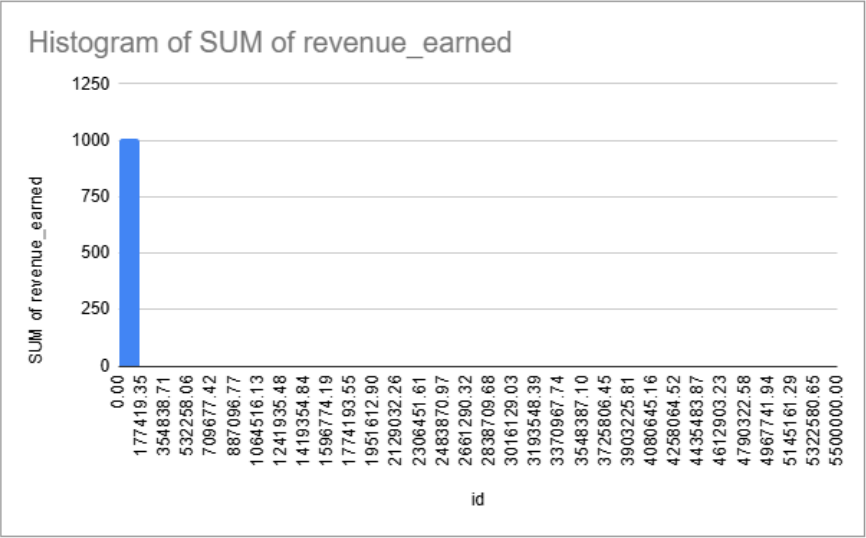
Altered cell color

	A	B	C	D
1	Data Dictionary for Listings			
2	Field	Type	Calculated	Description
3	id	integer		Airbnb's unique identifier for the listing
4	listing_url	text	y	
5	scrape_id	bigint	y	Inside Airbnb "Scrape" this was part of
6	last_scraped	datetime	y	UTC. The date and time this listing was "scraped".
7	source	text		One of "neighbourhood search" or "previous scrape". "neighbourhood search" means that the listing was found by searching the city, while "previous scrape" means that the listing was seen in another scrape performed in the last 65 days, and the listing was confirmed to be still available on the Airbnb site.
8	name	text		Name of the listing
9	description	text		Detailed description of the listing
10	neighborhood_overview	text		Host's description of the neighbourhood
11	picture_url	text		URL to the Airbnb hosted regular sized image for the listing
12	host_id	integer		Airbnb's unique identifier for the host/user
13	host_url	text	y	The Airbnb page for the host
14	host_name	text		Name of the host. Usually just the first name(s).
15	host_since	date		The date the host/user was created. For hosts that are Airbnb guests this could be the date they registered as a guest.
16	host_location	text		The host's self reported location
17	host_about	text		Description about the host
18	host_response_time			
19	host_response_rate			
20	host_acceptance_rate			That rate at which a host accepts booking requests.
21	host_is_superhost	boolean [t=true; f=false]		
22	host_thumbnail_url	text		
23	host_picture_url	text		
24	host_neighborhood	text		
25	host_listings_count	text		The number of listings the host has (per Airbnb calculations)
26	host_total_listings_count	text		The number of listings the host has (per Airbnb calculations)
27	host_verifications			
28	host_has_profile_pic	boolean [t=true; f=false]		
29	host_identity_verified	boolean [t=true; f=false]		
30	neighborhood	text	y	The neighbourhood as geocoded using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles.
31	neighbourhood_group	text	y	The neighbourhood group as geocoded using the latitude and longitude against neighborhoods as defined by open or public digital shapefiles.
32	latitude	numeric		Uses the World Geodetic System (WGS84) projection for latitude and longitude.
33	longitude	numeric		Uses the World Geodetic System (WGS84) projection for latitude and longitude.
34	property_type	text		Self selected property type. Hotels and Bed and Breakfasts are described as such by their hosts in this field
35	room_type	text		All homes are grouped into the following three room types: Entire places are best if you're seeking a home away from home. With an entire place, you'll have the whole space to yourself. This usually includes a bedroom, a bathroom, a kitchen, and a separate, dedicated entrance. Hosts should note in the description if they'll be on the property or not (ex: "Host occupies first floor of the home"), and provide further details on the listing. Private rooms are great for when you prefer a little privacy, and still value a local connection. When you book a private room, you'll have your own private room for sleeping and may share some spaces with others. You might need to walk through indoor spaces that another host or guest may occupy to get to your room. Shared rooms are for when you don't mind sharing a space with others. When you book a shared room, you'll be sleeping in a space that is shared with others and share the entire space with other people. Shared rooms are popular among flexible travelers looking for new friends and budget-friendly stays.
36	accommodates	integer		The maximum capacity of the listing

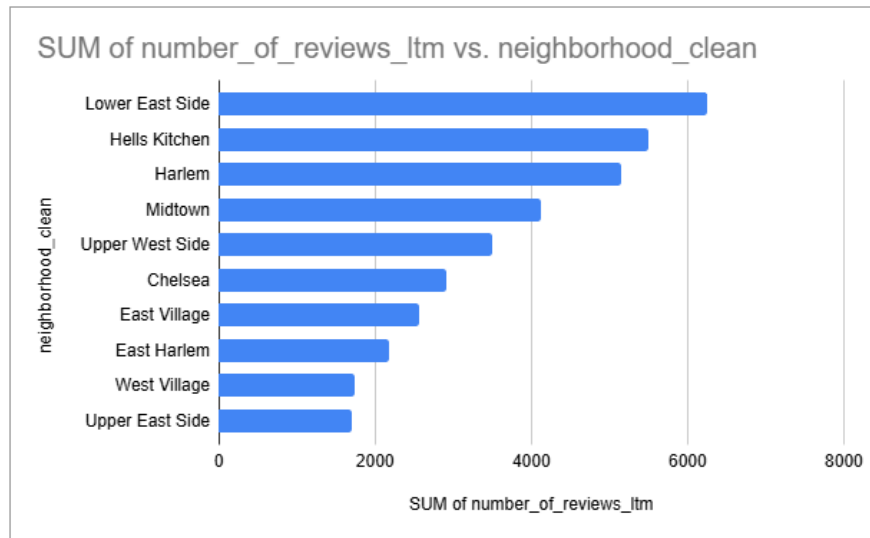
	A	B	C	D	E	F	G	H
1	listing_id	date	available	price	adjusted_price	revenue_earned	minimum_nights	maximum_nights
2	9357	2022-09-07	f	\$175.00	\$175.00	\$175.00	30	1125
3	9357	2022-09-08	f	\$175.00	\$175.00	\$175.00	30	1125
4	9357	2022-09-09	f	\$175.00	\$175.00	\$175.00	30	1125
5	9357	2022-09-10	f	\$175.00	\$175.00	\$175.00	30	1125
6	9357	2022-09-11	f	\$175.00	\$175.00	\$175.00	30	1125
7	9357	2022-09-12	f	\$175.00	\$175.00	\$175.00	30	1125
8	9357	2022-09-13	f	\$175.00	\$175.00	\$175.00	30	1125
9	9357	2022-09-14	f	\$175.00	\$175.00	\$175.00	30	1125
10	9357	2022-09-15	f	\$175.00	\$175.00	\$175.00	30	1125
11	9357	2022-09-16	f	\$175.00	\$175.00	\$175.00	30	1125
12	9357	2022-09-17	f	\$175.00	\$175.00	\$175.00	30	1125
13	9357	2022-09-18	f	\$175.00	\$175.00	\$175.00	30	1125
14	9357	2022-09-19	f	\$175.00	\$175.00	\$175.00	30	1125
15	9357	2022-09-20	f	\$175.00	\$175.00	\$175.00	30	1125
16	9357	2022-09-21	f	\$175.00	\$175.00	\$175.00	30	1125
17	9357	2022-09-22	f	\$175.00	\$175.00	\$175.00	30	1125
18	9357	2022-09-23	f	\$175.00	\$175.00	\$175.00	30	1125
19	9357	2022-09-24	f	\$175.00	\$175.00	\$175.00	30	1125
20	9357	2022-09-25	f	\$175.00	\$175.00	\$175.00	30	1125
21	9357	2022-09-26	f	\$175.00	\$175.00	\$175.00	30	1125
22	9357	2022-09-27	f	\$175.00	\$175.00	\$175.00	30	1125
23	9357	2022-09-28	f	\$175.00	\$175.00	\$175.00	30	1125
24	9357	2022-09-29	f	\$175.00	\$175.00	\$175.00	30	1125
25	9357	2022-09-30	f	\$175.00	\$175.00	\$175.00	30	1125
26	9357	2022-10-01	f	\$175.00	\$175.00	\$175.00	30	1125
27	9357	2022-10-02	f	\$175.00	\$175.00	\$175.00	30	1125
28	9357	2022-10-03	f	\$175.00	\$175.00	\$175.00	30	1125
29	9357	2022-10-04	f	\$175.00	\$175.00	\$175.00	30	1125
30	9357	2022-10-05	f	\$175.00	\$175.00	\$175.00	30	1125
31	9357	2022-10-06	f	\$175.00	\$175.00	\$175.00	30	1125
32	15341	2022-09-08	f	\$205.00	\$205.00	\$205.00	30	1125
33	15341	2022-09-09	f	\$221.00	\$221.00	\$221.00	30	1125
34	15341	2022-09-10	f	\$216.00	\$216.00	\$216.00	30	1125
35	15341	2022-09-11	f	\$201.00	\$201.00	\$201.00	30	1125
36	15341	2022-09-12	f	\$196.00	\$196.00	\$196.00	30	1125
37	15341	2022-09-13	f	\$198.00	\$198.00	\$198.00	30	1125
38	15341	2022-09-14	f	\$203.00	\$203.00	\$203.00	30	1125
39	15341	2022-09-15	f	\$212.00	\$212.00	\$212.00	30	1125
40	15341	2022-09-16	f	\$223.00	\$223.00	\$223.00	30	1125
41	15341	2022-09-17	f	\$226.00	\$226.00	\$226.00	30	1125
42	15341	2022-09-18	f	\$220.00	\$220.00	\$220.00	30	1125
43	15341	2022-09-19	f	\$196.00	\$196.00	\$196.00	30	1125
44	15341	2022-09-20	f	\$212.00	\$212.00	\$212.00	30	1125
45	15341	2022-09-21	t	\$189.00	\$189.00	\$0.00	30	1125
46	15341	2022-09-22	t	\$189.00	\$189.00	\$0.00	30	1125
47	15341	2022-09-23	t	\$189.00	\$189.00	\$0.00	30	1125
48	15341	2022-09-24	t	\$190.00	\$190.00	\$0.00	30	1125
49	15341	2022-09-25	t	\$189.00	\$189.00	\$0.00	30	1125
50	15341	2022-09-26	t	\$189.00	\$189.00	\$0.00	30	1125
51	15341	2022-09-27	t	\$189.00	\$189.00	\$0.00	30	1125
52	15341	2022-09-28	t	\$189.00	\$189.00	\$0.00	30	1125

	A	B	C	D	E	F	G	H
1	id	listing_url	scrape_id	last_scraped	source	name	description	neighborhood_overview
2	82638	https://www.airbnb.com/rooms/82638	20220907064715	2022-09-07	city scrape	Charming Artist's Flat, East Vil	The space If	The East Village is the best nei
3	9357	https://www.airbnb.com/rooms/9357	20220907064715	2022-09-07	previous scrape	Midtown Pied-a-terre	HELLO. PLEASE DO NOT	Quiet residential block near ma
4	57618	https://www.airbnb.com/rooms/57618	20220907064715	2022-09-07	previous scrape	Great new apt, close to everytl	The space The apartment is located in the he	
5	57754	https://www.airbnb.com/rooms/57754	20220907064715	2022-09-07	city scrape	Stylish Large SPARKLING Gre	Clean and stylish light-fillec	It's safe, and the "hottest" in NY
6	57874	https://www.airbnb.com/rooms/57874	20220907064715	2022-09-07	city scrape	The Brownstone-Luxury 1 Bd	Tastefully and elegantly furn	Fantastic and vibrant neighbor
7	15341	https://www.airbnb.com/rooms/15341	20220907064715	2022-09-08	city scrape	* Bright, One Bedroom in Door	Greetings! Con	This 1-bedroom apartment is cr
8	59014	https://www.airbnb.com/rooms/59014	20220907064715	2022-09-07	city scrape	Spacious 1BR, Adorable Clear	IMPORTANT: PLEASE DO	NEIGHBORHOOD: Lower East
9	59709	https://www.airbnb.com/rooms/59709	20220907064715	2022-09-07	city scrape	Artistic, Cozy, and Spacious w	A cozy two-bedroom apartm	Our neighborhood is a crossroa
10	60164	https://www.airbnb.com/rooms/60164	20220907064715	2022-09-07	city scrape	Beautiful, elegant 3 bed SOHC	An amazing 1500sq ft full 3	Great Neighborhood, right near
11	16974	https://www.airbnb.com/rooms/16974	20220907064715	2022-09-07	city scrape	SpaHa Loft: Enormous and Bri	Our luxury loft occupies the entire second floor of an old wa	
12	60611	https://www.airbnb.com/rooms/60611	20220907064715	2022-09-07	city scrape	SpaHa Studio Monthly Rental	This is the real New York C	Our neighborhood is quite safe
13	107895	https://www.airbnb.com/rooms/107895	20220907064715	2022-09-07	city scrape	Riverside Charm with Fire Plac	Cozy, sunny and quiet on on	charming historic Upper West
14	17037	https://www.airbnb.com/rooms/17037	20220907064715	2022-09-07	city scrape	Lovely EV Artist's Home	I am happy to host respons	The neighborhood is friendly, a
15	60680	https://www.airbnb.com/rooms/60680	20220907064715	2022-09-07	city scrape	Bright, High Ceiling, Spacious	You will have this full 1 bed	My neighborhood is a safe, resi
16	61509	https://www.airbnb.com/rooms/61509	20220907064715	2022-09-07	previous scrape	Quiet, clean midtown apt w. eli	This apartment is available	It is located steps away from Gi
17	62427	https://www.airbnb.com/rooms/62427	20220907064715	2022-09-07	city scrape	Great East Village Apartment	Be in the heart of the best neighborhood in NYC! 	
18	19159	https://www.airbnb.com/rooms/19159	20220907064715	2022-09-07	city scrape	Spacious luminous apt Upper	1000sq feet: master bedroo	After walking all day downtown
19	62891	https://www.airbnb.com/rooms/62891	20220907064715	2022-09-07	city scrape	Smallest House In The Village	The space This is a very small, but very uniqu	
20	116551	https://www.airbnb.com/rooms/116551	20220907064715	2022-09-07	city scrape	Beautiful Harlem Studio Apartm	Fully furnished Apartment! .	Private, Safe, Clean. Wi-Fi, La
21	63693	https://www.airbnb.com/rooms/63693	20220907064715	2022-09-07	city scrape	Cottage in the Village	The space This is a 2-story, 2-bedroom hous	
22	23686	https://www.airbnb.com/rooms/23686	20220907064715	2022-09-07	city scrape	West Village outdoor living priv	August sale! Owner plans c	Restaurants: Near the ho
23	123784	https://www.airbnb.com/rooms/123784	20220907064715	2022-09-07	city scrape	NYC Studio for Rent in Townsh	Comfortable, spacious stuc	The new restaurants, stores an
24	126443	https://www.airbnb.com/rooms/126443	20220907064715	2022-09-07	city scrape	Massive Duplex, 2BR & 2BTH	NEWLY RENOVATED! Re	This is East Village, it's the bes
25	27644	https://www.airbnb.com/rooms/27644	20220907064715	2022-09-07	city scrape	Sugar Hill Rest Stop	The apartment is approx 12	I love the diversity of my neigh
26	65425	https://www.airbnb.com/rooms/65425	20220907064715	2022-09-08	city scrape	Entire 2 Bedroom Apartment	Hi! Thanks for viewing my apartment. Please messag	
27	29683	https://www.airbnb.com/rooms/29683	20220907064715	2022-09-07	city scrape	Stylish Apartment with office s	Modern 1 bedroom apartm	NoHo is perfectly situated down
28	66251	https://www.airbnb.com/rooms/66251	20220907064715	2022-09-07	city scrape	East Village Loft with Piano &	Comprising the entire second floor of a tenement building b	
29	140973	https://www.airbnb.com/rooms/140973	20220907064715	2022-09-07	city scrape	East Village Charmer	Added in the most recent r	The East Village is alive with re
30	67288	https://www.airbnb.com/rooms/67288	20220907064715	2022-09-07	previous scrape	Central Park 1BR sunny cond	Enjoy everything New York	Less than a minute to walk to C
31	144087	https://www.airbnb.com/rooms/144087	20220907064715	2022-09-07	city scrape	LUXURY OF THE HORIZON	the The space This is a fully furnis	
32	36703	https://www.airbnb.com/rooms/36703	20220907064715	2022-09-07	city scrape	Sunny, clean 1 bdrm in W. Vill	The space Lc	One block from The 1,9 subway
33	148825	https://www.airbnb.com/rooms/148825	20220907064715	2022-09-07	city scrape	Best City Area Columbia U Up	Close to Columbia / C Park	This dynamic neighborhood is s
34	68974	https://www.airbnb.com/rooms/68974	20220907064715	2022-09-08	city scrape	Unique spacious loft on the Bc	The loft on the Bowery is a	The Bowery is an incredible loc
35	69894	https://www.airbnb.com/rooms/69894	20220907064715	2022-09-07	previous scrape	Nice renovated apt, prime loca	Come enjoy your stay in Ne	You are in the heart of the Uppe
36	42300	https://www.airbnb.com/rooms/42300	20220907064715	2022-09-08	city scrape	Beautiful Lower East Side Loft	Architect-owned loft is a co	The apartment is in the border
37	71248	https://www.airbnb.com/rooms/71248	20220907064715	2022-09-07	city scrape	Bright and lovely 1-bdrm LES	READ BEFORE MAKING	Vibrant community, friendly nei
38	152263	https://www.airbnb.com/rooms/152263	20220907064715	2022-09-07	city scrape	Cozy apartment in a brownston	You will feel at ease and a	Parking is curbside, which is sa

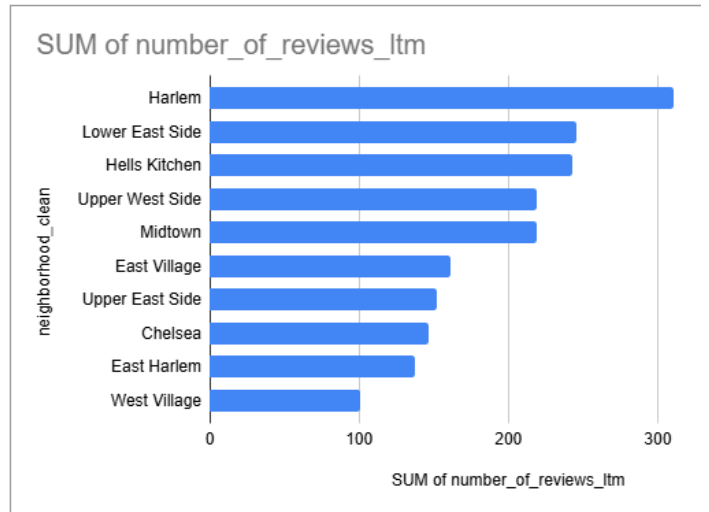
	A	B	C	D	E	F	G	H	I	J
1	id	SUM of revenue	annual revenue							
2	49946551	29,940.00	359280							
3	44267714	26,100.00	313200							
4	6833395	22,800.00	273600							
5	46432776	20,300.00	243600							
6	41295029	15,600.00	187200							
7	53057804	15,300.00	183600							
8	53058987	14,425.00	173100							
9	4859903	14,233.00	170796							
10	43118961	13,601.00	163212							
11	4967114	13,500.00	162000							
12	289665	13,500.00	162000							
13	50618605	13,050.00	156600							
14	1060019	13,021.00	156252							
15	5800130148099	12,930.00	155160							
16	30087377	12,810.00	153720							
17	25313748	12,785.00	153420							
18	34384453	12,609.00	151308							
19	49928900	12,236.00	146832							
20	53167175	12,225.00	146700							
21	53602040	12,135.00	145620							
22	41890621	11,970.00	143640							
23	37251520	11,850.00	142200							
24	48374098	11,610.00	139320							
25	52755593	11,600.00	139200							
26	52336155	11,600.00	139200							
27	39225271	11,575.00	138900							
28	29687597	11,571.00	138852							
29	13058232	11,500.00	138000							
30	29495933	11,455.00	137460							
31	21366948	11,268.00	135216							
32	6640144	11,250.00	135000							
33	4644669	11,250.00	135000							
34	258688	11,250.00	135000							
35	46351532	11,111.00	133332							
36	52257683	11,094.00	133128							
37	46964389	10,978.00	131736							
38	295998	10,950.00	131400							
39	37517842	10,883.00	130596							
40	53185811	10,640.00	127680							
41	47953903	10,548.00	126576							
42	44801335	10,544.00	126528							
43	39316302	10,469.00	125628							
44	50748961	10,425.00	125100							
45	52993319	10,400.00	124800							
46	46401862	10,400.00	124800							
47	51265906	10,312.00	123744							
48	2243548	10,200.00	122400							
49	6144757728902	10,198.00	122376							
50	5478018699743	10,146.00	121752							
51	45801985	10,095.00	121140							
52	17929219	10,095.00	121140							
53	45699760	10,075.00	120900							
54	52211971	10,063.00	120756							



	A	B	C	D	E	F	G	H	I
1	neighborhood_clean	SUM of number_of_reviews_Itm							
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	Grand Total	44361							
37									
38									
39									
40									



neighborhood_clean	COUNT of number_of_reviews	SUM of bedrooms_clean
Harlem	311	445
Lower East Side	246	267
Hells Kitchen	243	355
Upper West Side	219	325
Midtown	219	183
East Village	161	173
Upper East Side	152	174
Chelsea	147	166
East Harlem	137	187
West Village	101	137
Nolita	60	63
Washington Heights	56	86
Gramercy	56	45
Chinatown	46	64
Soho	43	59
Financial District	38	23
Kips Bay	30	38
Greenwich Village	25	29
Inwood	24	29
Ellis Island	18	24
Murray Hill	16	17
Theater District	15	19
Tribeca	14	23
Little Italy	12	19
Noho	10	13
Central Park	8	9
Flatiron District	7	5
Two Bridges	5	6
Battery Park City	5	5
Civic Center	4	6
Stuyvesant Town	3	5
Morningside Heights	3	4
Marble Hill	3	7
Roosevelt Island	1	1
Grand Total	2438	3011



	A	B	C	D	E	F	G	H	I	J
1	SUM of number_of_reviews_Itm	bedrooms_clean								
2	neighborhood_clean	0	1	2	3	4	5	6	7	Grand Total
3	Chelsea	781	1095	958	76			3		
4	East Harlem	405	899	639	101	131				
5	East Village	436	1332	626	110	68				
6	Harlem	824	2126	1320	494	228	165			
7	Hells Kitchen	404	2204	2470	394	7			27	
8	Lower East Side	343	5399	429	2	18		51		
9	Midtown	2629	908	488	52	51				
10	Nolita	112	1263	119	11					
11	Upper West Side	402	1639	847	521	33	55			
12	West Village	211	907	402	162	53				
13	Grand Total	6547	17772	8298	1923	589	220	54	27	3