

NYC Airbnb Analysis Report

[Raw Data](#)

[Link to Project's Spreadsheet](#)

Goal:

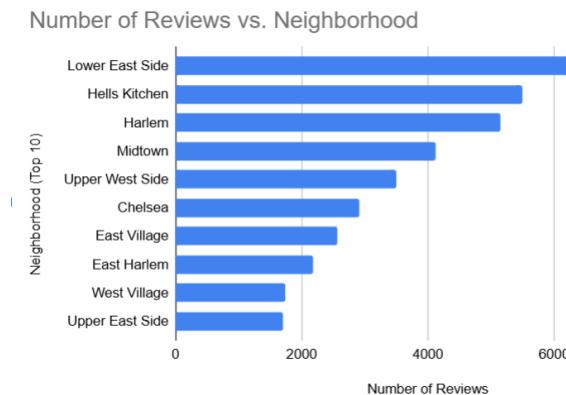
For this project, I want to help a client analyze the Manhattan vacation rental market. They are looking for guidance on which property types to invest in and my task is to analyze Airbnb data for insights.

Business Questions and Objectives:

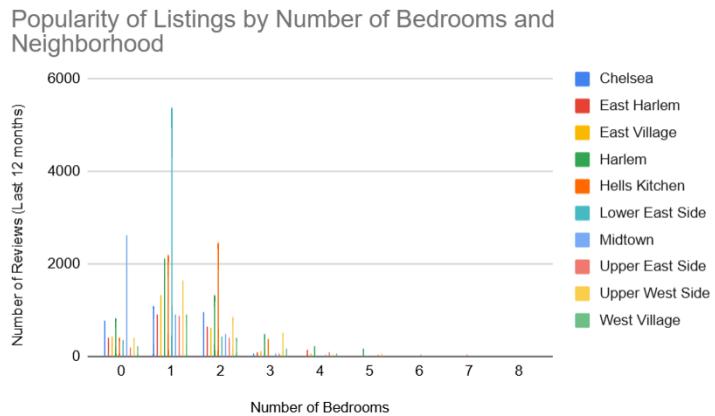
- Which neighborhoods and property sizes (i.e. number of bedrooms) are most attractive for vacation rentals?
- How much money do these listings generate?

Report Findings:

The most popular neighborhoods for vacation rentals in Manhattan are the Lower East Side, Hells Kitchen, Harlem, Midtown, Upper West Side, Chelsea, East Village, East Harlem, West Village, and Upper East Side.



The most popular property sizes in these neighborhoods are 1 bedrooms with the exception of Midtown and Hells Kitchen. Studios are most popular in Midtown whereas 2 bedroom rentals are most popular in Hells Kitchen.



In 1 Month, these top properties earned a total revenue of \$5,572,128. Based on the revenue performance in September 2022, properties have potential to earn up to \$66,865,536 in one year.

	Revenue Earned (1 month)	Revenue Yearly
Grand Total	\$5,572,128.00	\$66,865,536.00

Insights and recommendations:

When evaluating Manhattan properties for potential Airbnb investment, the data shows that bigger isn't better. One-bedroom units perform strongest across most neighborhoods, followed by studios and two-bedroom listings depending on location. The top-performing combinations in our analysis were 1-bedroom listings in the Lower East Side, studio listings in Midtown, and 2-bedroom listings in Hell's Kitchen.

These findings align with expectations: smaller units attract more guests than larger ones. Several factors likely contribute to this trend. Many travelers spend the majority of their trip exploring New York's major attractions, so they primarily need a clean, comfortable place to stay rather than a large, multi-room property. Airbnb rentals also offer the added benefit of letting visitors "live like a local," making compact apartments more than sufficient for most stays. Additionally, Manhattan's dense housing landscape naturally includes more studios and 1–2 bedroom units, increasing both supply and demand at these sizes.

Location also plays a key role. Hell's Kitchen and Midtown place guests near major attractions such as Times Square, the Empire State Building, and Broadway, while the Lower East Side offers proximity to the waterfront and easy access to the Brooklyn Bridge.

Overall, this analysis provides a strong starting point for investment decisions around property type and neighborhood. For deeper insight into what drives listing success, future steps could include analyzing guest reviews, amenity offerings, and host practices.