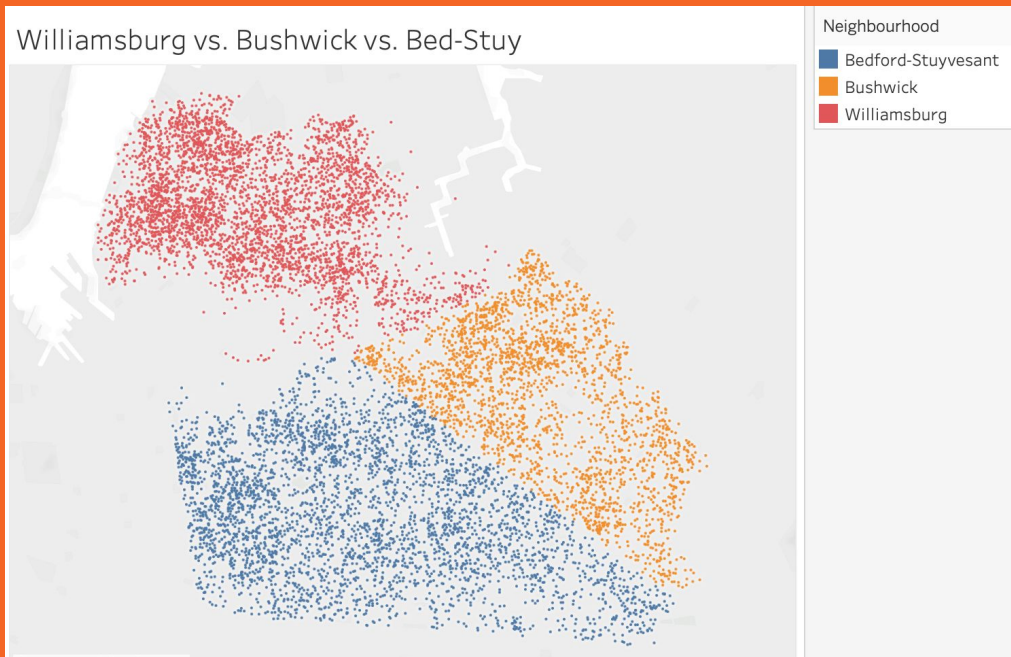


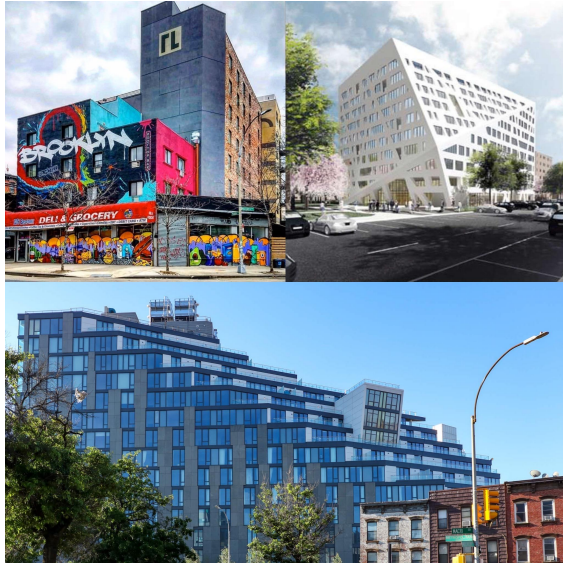
# AIRBNB NYC



North Brooklyn Pricing  
Miguel Grisanti

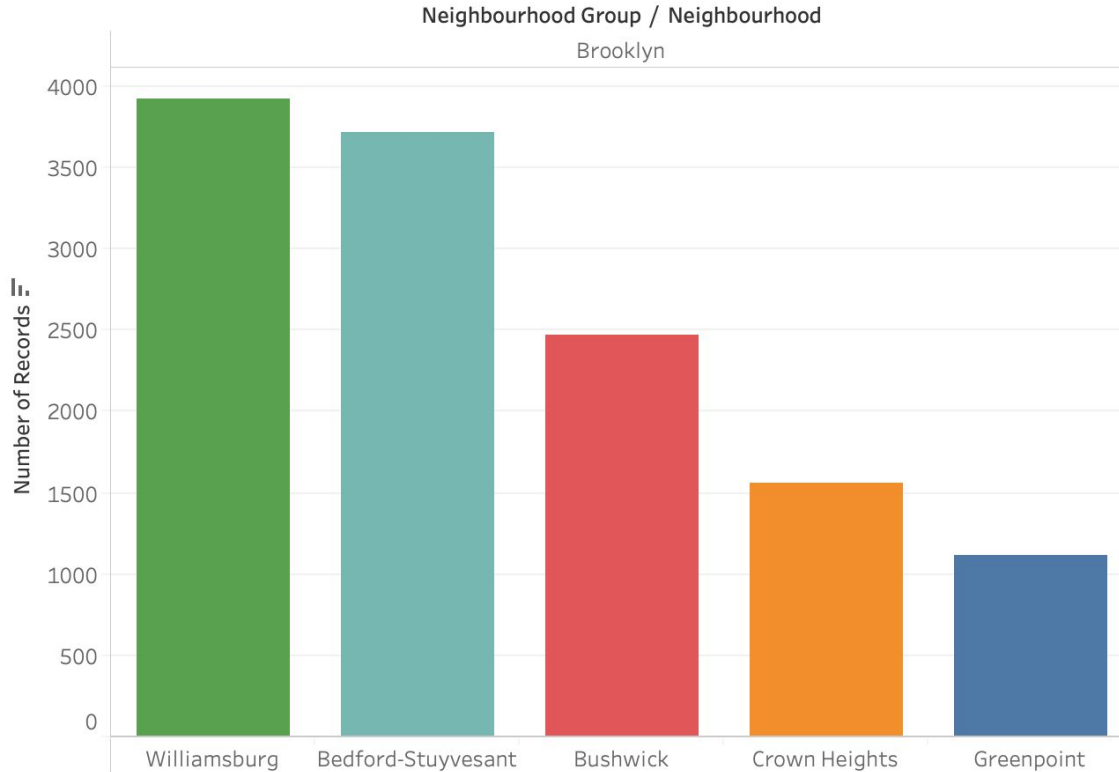
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# Index



- Dataset: <https://www.kaggle.com/dgomonov/new-york-city-airbnb-open-data>
  - Rationale: Why North Brooklyn? Specifically Williamsburg, Bushwick, and Bed-Stuy
  - Analysis and Hypothesis Tests: Customer profile, pricing, ranking
  - Takeaways: what we can infer, wonder, and conclude
-

## Number of Records in Brooklyn Neighborhoods



**Why North Brooklyn?**  
-Neighboring triforme  
-Redevelop and gentrified  
-Personal experience

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# Customer profile

Consider our main target customer to be:

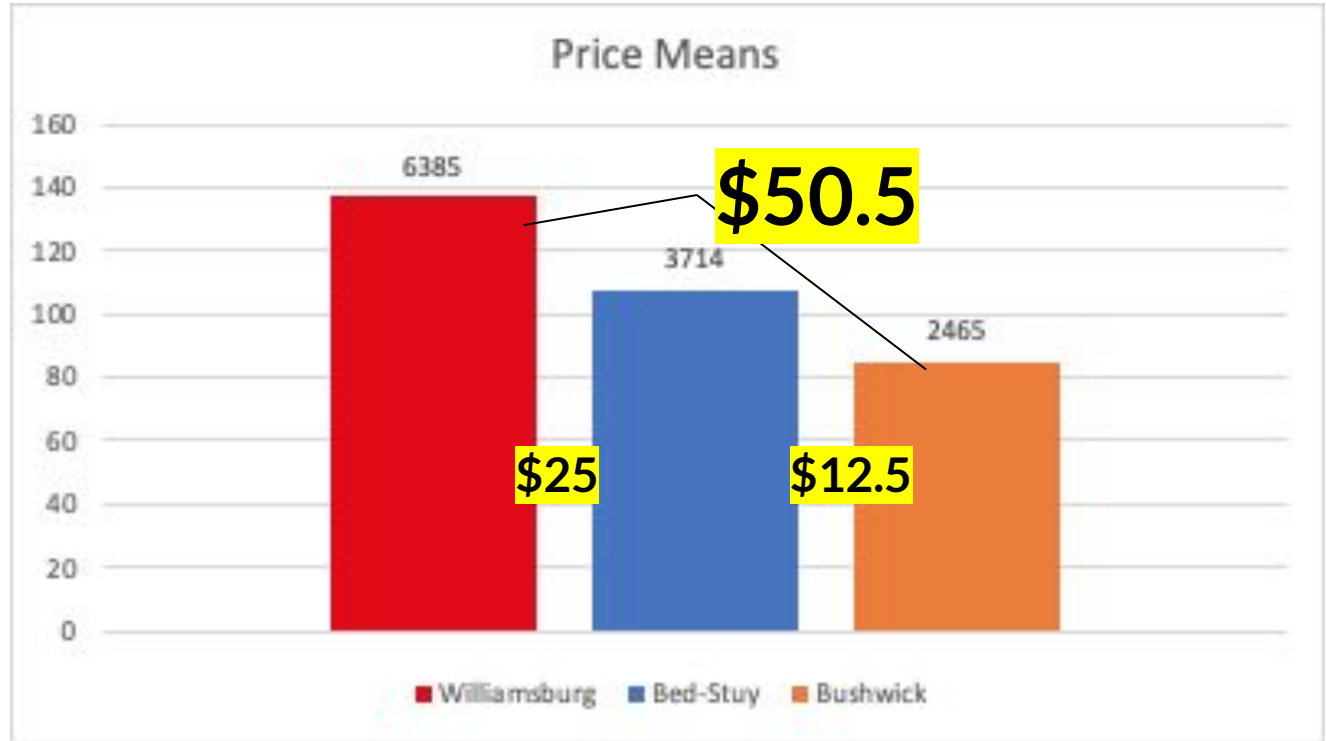
- Bargain Lover
  - Millennial 23 - 38 years old
  - Professional, maybe partnered
  - Chasing an experience: professional or cultural event
-

## Hypothesis Testing:

$H_0 = \mu_x - \mu_x \leq \text{true mean}$

$H_a = \mu_x - \mu_x > \text{true mean}$

In all cases we fail to reject  
our alternative  
hypothesis: We have  
enough evidence to affirm  
that the difference in  
between mean prices is at  
least our **true mean**.



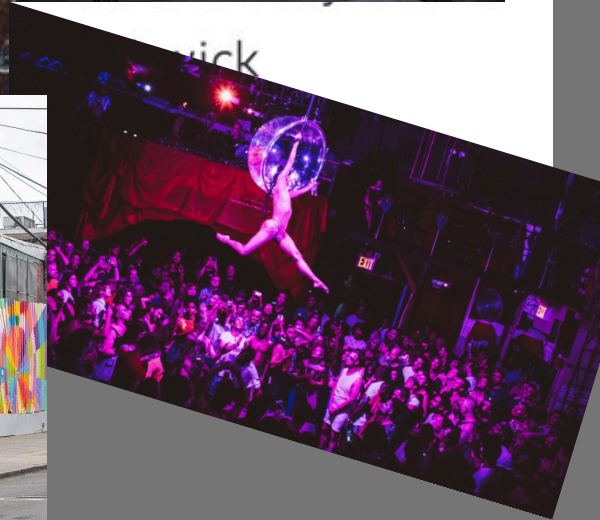
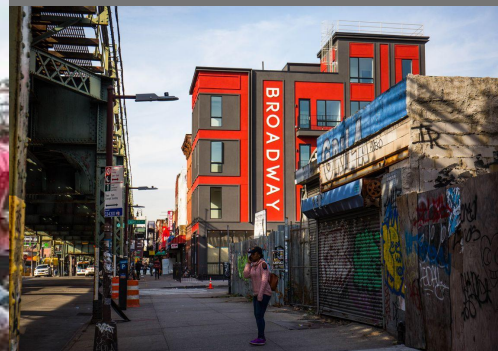
Sample Total: 10098

—  
Which neighborhood would our customer be more inclined to pick?

## Price Ranking

- 1) Bushwick
- 2) Bed Stuy
- 3) Williamsburg





Avg. Avail

# Takeaways

Bushwick is the number one choice for our millennial customers, yet it is falling behind on product and availability to cater to a higher amount of traffic

With Bushwick being the top cultural melting pot of the triforme honing nightlife, art, and culture there is space to invest in advertising, events, community programs, education for both guests and hosts incentivizing the use of our platform, and to market it as “The Place To Be”

Ultimate Goal: What if we leverage the value of these three neighborhoods to match each other?