NYC Airbnb Project Analysis

Project Description:

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

The main task was to find which neighborhoods and property sizes (i.e. number of bedrooms) are most attractive for vacation rentals? How much money did these listings generate?

Project Analysis:

version 1.1 - Cleaned Neighborhood and Bedrooms in listing sheet
version 1.2 - Added revenue_earned column to listings
version 1.3 - Hid unnecessary columns in listings
version 1.4 - Created Pivot Table to show the revenue of each listing
version 1.5 - Created Pivot Table to show most popular property sizes
version 1.6 - Created Pivot Table to show most reviewed neighborhoods

Conclusions:

From our analysis we were able to find the popular property sizes, the most reviewed Neighborhoods, and the revenue of each listing. We found that the most popular property size was 1-bedroom, the highest reviewed neighborhoods were (Lower East Side, Hells Kitchen, and Harlem), and the highest revenue listing was 49946551 making $29,940 monthly.

Recommendations:

Focus on 1-Bedroom Properties

The data shows that 1-bedroom rentals are the most popular, likely due to affordability and suitability for solo travelers or couples.

Investors should prioritize 1-bedroom units, especially in high-demand neighborhoods, as they combine consistent occupancy with strong returns.

Target High-Demand Neighborhoods

Lower East Side, Hell's Kitchen, and Harlem stand out as the most reviewed neighborhoods, which suggests they are popular with tourists and receive consistent booking traffic.

These neighborhoods also represent a mix of central and emerging areas, offering both established demand and growth opportunities.

Leverage High-Revenue Listings for Benchmarking

The top-performing listing generated $29,940 per month, which provides a benchmark for what's possible at the upper end of the market.

Investors should analyze what makes these listings successful (e.g., location, amenities, design, pricing strategy) and replicate those factors where feasible.

Balance Between Reviews & Revenue

While some neighborhoods may have higher review counts, others may deliver stronger revenue per property.

A dual approach—investing in review-heavy neighborhoods for consistent bookings and high-revenue zones for profitability—can maximize portfolio performance.