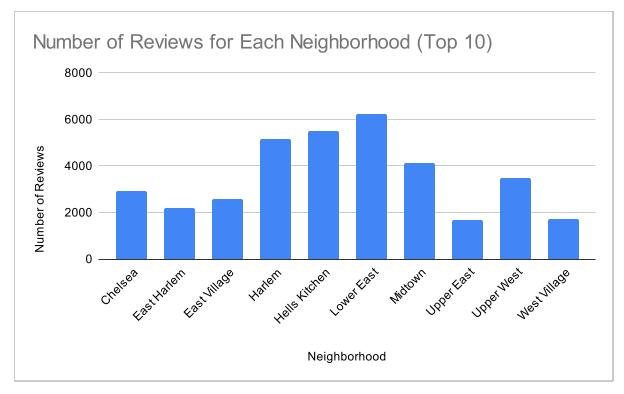
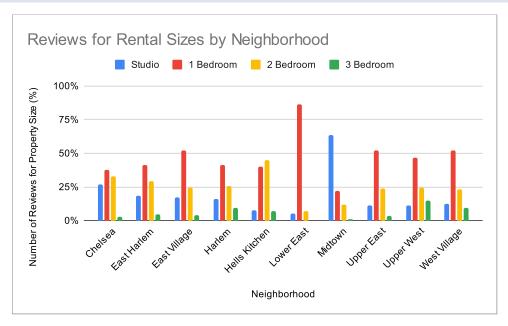
Executive Summary				
This analysis is for the purpose of determining which neighborhoods				
and property sizes within Manhattan are most attractive to vacation renters as well as the total revenue generated				
Recommendations				
1 Bedroom properties in Lower East Side neighborhood are good investments				
Fridays are the most profitable days to rent				
This type of property would generate an estimated annual revenue of \$73,704.45				
Table of Contents				
Assumptions & Change Log				
Raw Data				
Data Dictionary				
Calendar				
Processed Data				
Pivot: Number of Reviews per Neighborhood				
Pivot: Rental Sizes by Neighborhood				
Pivot: Listing Occupancy				
Pivot: Occupancy Per Weekday				
Pivot: Most Desirable Price and Occupancy				

Assumptions							
Listings with fewer than 1 review in the past 12 months are inactive and not applicable for this analysis							
Listings with prices lower than \$100 are removed and luxury listings over \$300 are removed for value and market den	nand						
Listings with high ratings and superhost status are desirable							
Price is in USD							
Reviews in the last 12 months indicates the number of times the property was rented							
Change Log							
Cleaned bedroom and neighborhood columns to help with data analysis, resized rows to uniform height, clipped text i	n "host_about" column						
Filtered out rentals with minimum stays of greater than 7 days, removed listings with no reviews in the last 12 months							
Filtered out reviews less than 4.85, filtered superhost column to only show listings belonging to superhosts.							
Showing listings for: 1 bedrooms in Lower East Side between \$100-\$300 per day; 20 or more reviews in the last 12 m	ionths						
Added occupancy column to calendar and listings							
Extracted weekday from Date column in calendar							
Created pivot table and chart to show Top 10 desirable neighborhoods							
Created pivot table and chart to show most desirable property size for each neighborhood							
Created pivot table to show occupancy rates for each listing							
Created pivot table and chart to show average occupancy for each day of the week							
Using the filters mentioned in rows 12-14 of this sheet, created pivot table to show the average price and occupancy r	rate for the most						
desirable properties in Lower East Side to calculate total estimated annual revenue							

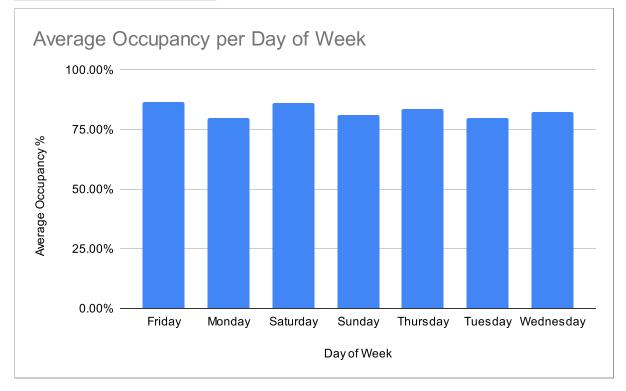
neighborhood_clean	SUM of number_of_reviews_ltm
Chelsea	2913
East Harlem	2175
East Village	2572
Harlem	5157
Hells Kitchen	5506
Lower East Side	6242
Midtown	4128
Upper East Side	1696
Upper West Side	3497
West Village	1735
Grand Total	35621



1270	JZ /0	25 /0	0 70	070				
120/	529/-	23%	9%	3%				
11%	47%	24%	15%	1%	2%			
11%	52%	24%	4%	5%	2%			1%
64%	22%	12%	1%	1%				
5%	86%	7%	0%	0%		1%		
7%	40%	45%	7%	0%			0%	
16%	41%	26%	10%	4%	3%			
17%	52%	24%	4%	3%				
19%	41%	29%	5%	6%				
27%	38%	33%	3%			0%		
0		2	3		5	6		8
bedrooms_clean								
	0 27% 19% 17% 16% 7% 5% 64% 11%	0 1 27% 38% 19% 41% 17% 52% 16% 41% 7% 40% 5% 86% 64% 22% 11% 52% 11% 47%	0 1 2 27% 38% 33% 19% 41% 29% 17% 52% 24% 16% 41% 26% 7% 40% 45% 5% 86% 7% 64% 22% 12% 11% 52% 24% 11% 47% 24%	0 1 2 3 27% 38% 33% 3% 19% 41% 29% 5% 17% 52% 24% 4% 16% 41% 26% 10% 7% 40% 45% 7% 5% 86% 7% 0% 64% 22% 12% 1% 11% 52% 24% 4% 11% 47% 24% 15%	0 1 2 3 4 27% 38% 33% 3% 19% 41% 29% 5% 6% 17% 52% 24% 4% 3% 16% 41% 26% 10% 4% 7% 40% 45% 7% 0% 5% 86% 7% 0% 0% 64% 22% 12% 1% 1% 11% 52% 24% 4% 5%	0 1 2 3 4 5 27% 38% 33% 3% 19% 41% 29% 5% 6% 17% 52% 24% 4% 3% 16% 41% 26% 10% 4% 3% 7% 40% 45% 7% 0% 0% 5% 86% 7% 0% 0% 0% 64% 22% 12% 1% 1% 1% 11% 52% 24% 4% 5% 2% 11% 47% 24% 15% 1% 2%	0 1 2 3 4 5 6 27% 38% 33% 3% 0% 19% 41% 29% 5% 6% 17% 52% 24% 4% 3% 16% 41% 26% 10% 4% 3% 7% 40% 45% 7% 0% 3% 5% 86% 7% 0% 0% 1% 64% 22% 12% 1% 1% 11% 52% 24% 4% 5% 2% 11% 47% 24% 15% 1% 2%	0 1 2 3 4 5 6 7 27% 38% 33% 3% 0% 19% 41% 29% 5% 6% 17% 52% 24% 4% 3% 16% 41% 26% 10% 4% 3% 7% 40% 45% 7% 0% 3% 5% 86% 7% 0% 0% 1% 64% 22% 12% 1% 1% 11% 52% 24% 4% 5% 2% 11% 47% 24% 15% 1% 2%



day_of_week	AVERAGE of Oc
Friday	86.41%
Monday	79.75%
Saturday	86.05%
Sunday	81.18%
Thursday	83.44%
Tuesday	79.95%
Wednesday	82.36%
Grand Total	82.75%



id	AVERAGE of price	AVERAGE of occ
16229170	\$214.00	90.00%
51409979	\$269.00	65.52%
51410480	\$279.00	37.93%
51410607	\$291.00	75.86%
51410678	\$266.00	73.33%
51619634	\$267.00	89.66%
51619950	\$284.00	56.67%
51681375	\$278.00	66.67%
51685871	\$270.00	51.72%
51687443	\$293.00	51.72%
51687864	\$267.00	86.21%
51688080	\$282.00	75.86%
51688305	\$287.00	44.83%
51904406	\$279.00	37.93%
51905146	\$269.00	55.17%
51919307	\$260.00	53.33%
51927035	\$275.00	44.83%
51927457	\$293.00	100.00%
51944428	\$287.00	68.97%
51944588	\$278.00	40.00%
51944937	\$270.00	82.76%
51945222	\$276.00	73.33%
52020887	\$293.00	93.10%
52025593	\$264.00	41.38%
52026903	\$233.00	96 67%
52027319	\$272.00	79.31%
52147738		93.10%
52149257	\$278.00	82.76%
52165328	\$233.00	93.33%
52165924	\$270.00	86.21%
52166542	\$255.00	93.10%
52166661	\$280.00	82.76%
52403401		86 21%
52403596		96.55%
52404336		75.86%
52406162	\$261.00	51.72%
52441206	\$267.00	86.67%
52633133	\$273.00	68.97%
52634002		72.41%
52788770		86.21%
52789194		75.86%
52791123		93.33%
53023030		86.21%
53023376	\$275.00	82.76%
53027375		89.66%
53028084		75.86%
53132292		96.67%
53132475		100.00%
53132665		100.00%
53132986		89.66%
53459539		73.33%
53460444		86.67%
53461007	\$223.00	100.00%
Grand Total	\$265.38	76.20%