

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

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Assumptions & Change Log

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Processed Data

Pivot: Number of Reviews per Neighborhood
Pivot: Rental Sizes by Neighborhood

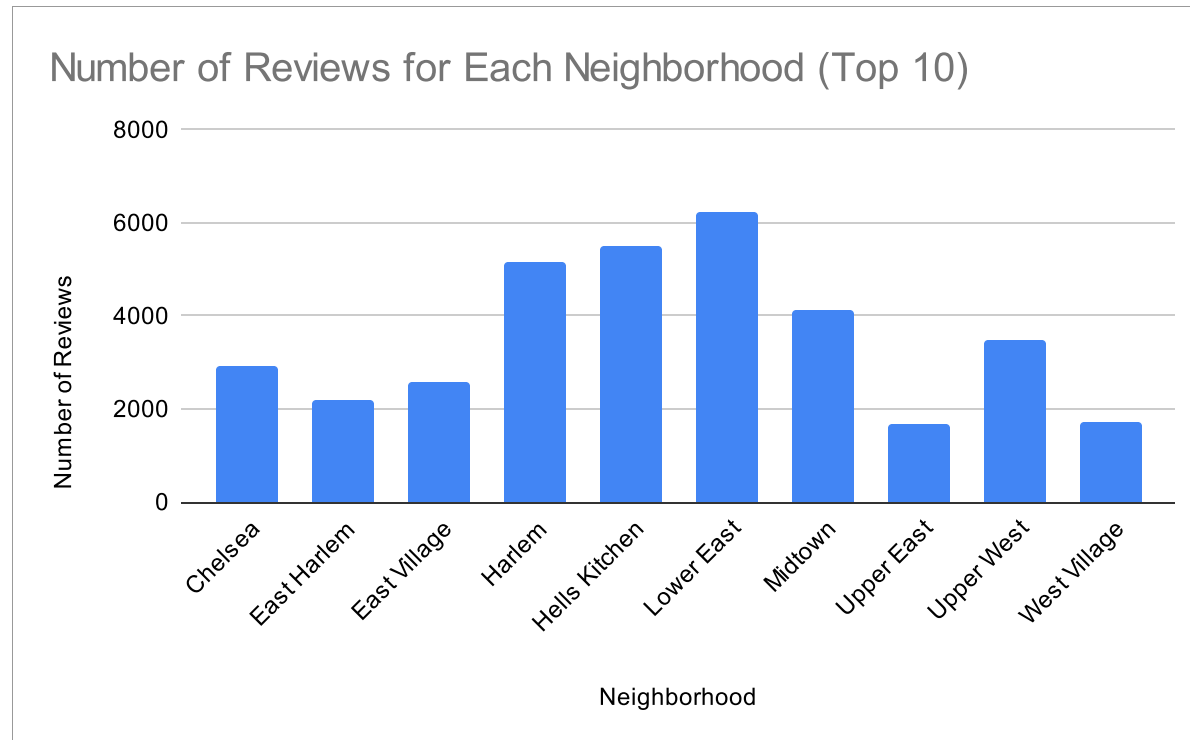
Pivot: Rental Sizes by Neighborhood

Pivot: Listing Occupancy
Pivot: Occupancy Per Week

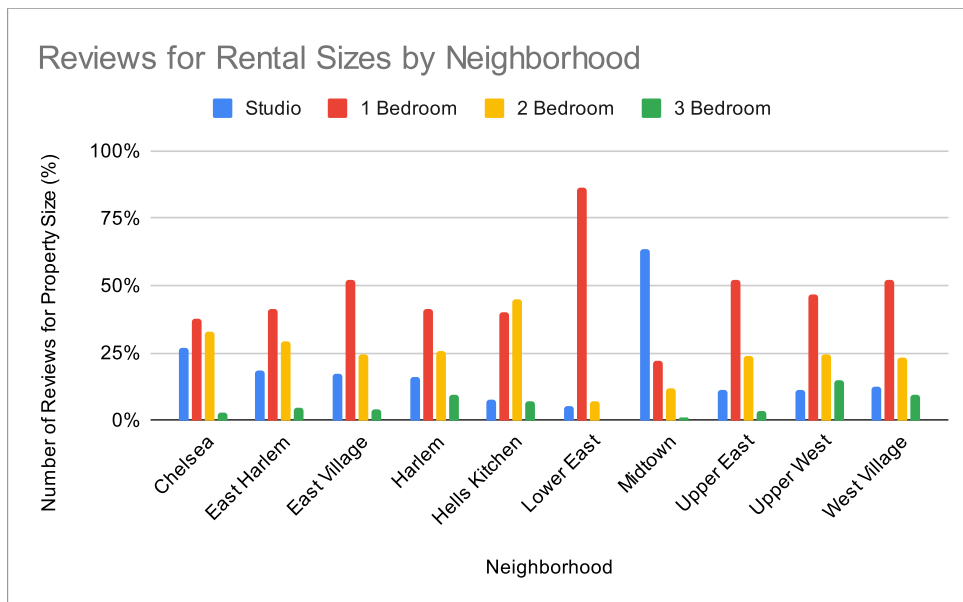
Pivot: Occupancy Per Weekday
Pivot: Most Desirable Price and C

Pivot: Most Desirable Price and Occupancy

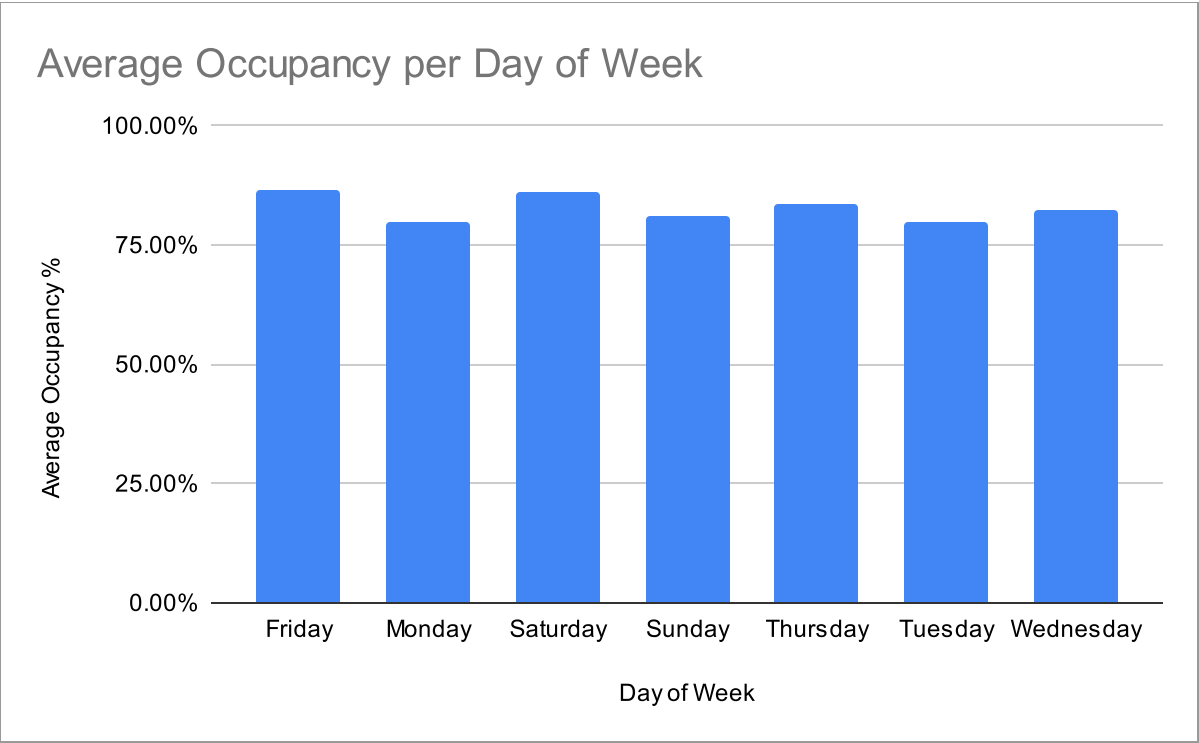
| <i>neighborhood_clean</i> | SUM of number_of_reviews_ltm |
|---------------------------|------------------------------|
| Chelsea | 2913 |
| East Harlem | 2175 |
| East Village | 2572 |
| Harlem | 5157 |
| Hells Kitchen | 5506 |
| Lower East Side | 6242 |
| Midtown | 4128 |
| Upper East Side | 1696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



| SUM of number_of_bedrooms_clean | | | | | | | | | |
|---------------------------------|--------|--------|--------|-------|-------|-------|-------|-------|-------|
| neighborhood_clean | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| Chelsea | 27% | 38% | 33% | 3% | | | 0% | | |
| East Harlem | 19% | 41% | 29% | 5% | 6% | | | | |
| East Village | 17% | 52% | 24% | 4% | 3% | | | | |
| Harlem | 16% | 41% | 26% | 10% | 4% | 3% | | | |
| Hells Kitchen | 7% | 40% | 45% | 7% | 0% | | | 0% | |
| Lower East Side | 5% | 86% | 7% | 0% | 0% | | 1% | | |
| Midtown | 64% | 22% | 12% | 1% | 1% | | | | |
| Upper East Side | 11% | 52% | 24% | 4% | 5% | 2% | | | 1% |
| Upper West Side | 11% | 47% | 24% | 15% | 1% | 2% | | | |
| West Village | 12% | 52% | 23% | 9% | 3% | | | | |
| Grand Total | 18.61% | 48.83% | 24.10% | 5.54% | 1.89% | 0.73% | 0.15% | 0.08% | 0.06% |



| day_of_week | AVERAGE of Occ |
|-------------|----------------|
| 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 | PERCENTAGE | |
|-------------|------------|------------|
| | PERCENTAGE | PERCENTAGE |
| 16229170 | \$214.00 | 86.59% |
| 51409979 | \$269.00 | 85.52% |
| 51410480 | \$279.00 | 37.58% |
| 51410807 | \$291.00 | 75.86% |
| 51410878 | \$268.00 | 73.33% |
| 51619824 | \$267.00 | 89.89% |
| 51619950 | \$284.00 | 56.67% |
| 51681375 | \$278.00 | 66.67% |
| 51688371 | \$270.00 | 51.72% |
| 51687443 | \$260.00 | 51.72% |
| 51687864 | \$267.00 | 88.21% |
| 51688000 | \$262.00 | 75.86% |
| 51688305 | \$287.00 | 44.83% |
| 51904406 | \$279.00 | 37.59% |
| 51905146 | \$269.00 | 55.17% |
| 51910307 | \$260.00 | 53.33% |
| 51927035 | \$275.00 | 44.83% |
| 51927457 | \$260.00 | 100.00% |
| 51944428 | \$287.00 | 68.67% |
| 51944588 | \$278.00 | 40.00% |
| 51944937 | \$270.00 | 82.76% |
| 51945222 | \$276.00 | 73.33% |
| 52020887 | \$260.00 | 93.10% |
| 52025593 | \$284.00 | 41.38% |
| 52026603 | \$233.00 | 86.67% |
| 52027319 | \$272.00 | 79.31% |
| 52147738 | \$278.00 | 93.10% |
| 52146257 | \$278.00 | 82.76% |
| 52165328 | \$233.00 | 93.33% |
| 52165924 | \$270.00 | 86.21% |
| 52166542 | \$255.00 | 93.10% |
| 52166681 | \$285.00 | 82.76% |
| 52403451 | \$268.00 | 88.21% |
| 52403596 | \$282.00 | 95.56% |
| 52404336 | \$272.00 | 75.86% |
| 52406182 | \$261.00 | 51.72% |
| 52441208 | \$267.00 | 88.67% |
| 52531113 | \$273.00 | 68.67% |
| 52634002 | \$272.00 | 72.41% |
| 52789770 | \$261.00 | 86.21% |
| 52789194 | \$279.00 | 75.86% |
| 52791123 | \$271.00 | 93.33% |
| 53023300 | \$275.00 | 86.21% |
| 53023376 | \$275.00 | 82.76% |
| 53027375 | \$261.00 | 89.89% |
| 53028654 | \$279.00 | 75.86% |
| 53132292 | \$214.00 | 96.67% |
| 53132475 | \$223.00 | 100.00% |
| 53132665 | \$225.00 | 100.00% |
| 53132686 | \$223.00 | 89.89% |
| 53495039 | \$268.00 | 73.33% |
| 53491444 | \$225.00 | 86.67% |
| 53491507 | \$223.00 | 100.00% |
| Grand Total | \$265.38 | 79.26% |