New York Airbnb analysis

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Disclaimer

_ The data used in this sheet is open-source and downloaded from the Airbnb website.
http://insideairbnb.com/

_ The analysis used is made for training and visualization purposes. The workflow can be adopted in any business scenario to analyze spatial data, understand patterns, and take decisions.

_ Data visualization was performed in QlikSense.

Objectives

The first step in any data analysis project is to ask a set of questions. They will guide and orient the interpreter in his/her analysis, influence the approaches they will take, and set a clear goal for the analysis project.

In this data, we want to ask the following questions in order to understand the preferences of tourists in New York regarding accommodation:

1- How does the room type differ from neighbourhood to neighbourhood?
2- What is the most expensive neighbourhood regarding accommodation in New York?
3- What can we understand from the behaviour of tourists in New York?

What can we learn about different hosts and areas?
What can we learn from predictions? (ex: locations, prices, reviews, etc)
Which hosts are the busiest and why?
Is there any noticeable difference of traffic among different areas and what could be the reason for it?

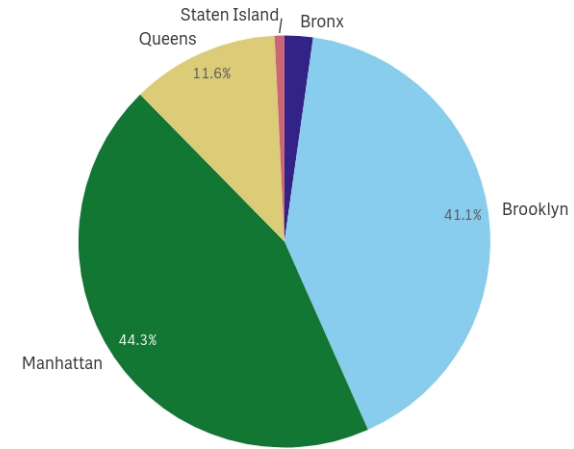The following slides will provide an answer to these questions based on the results of our analysis.

Question 1: room type distribution

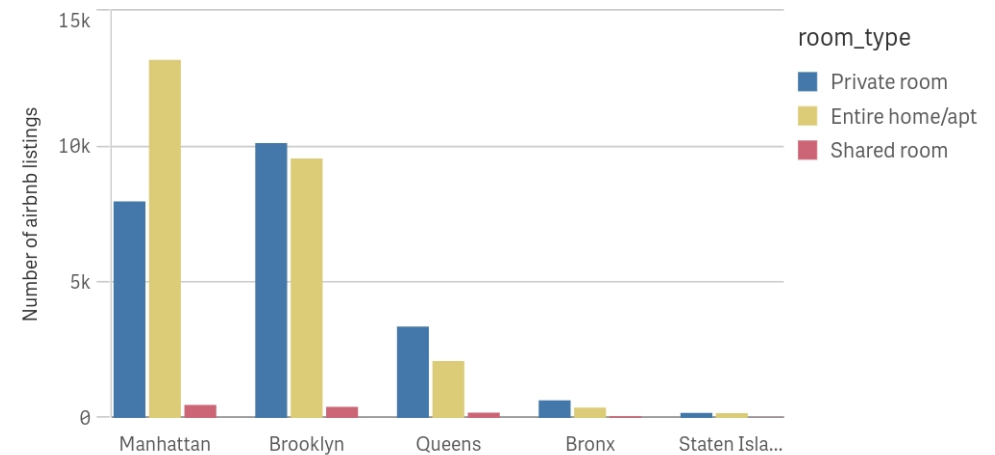_ We can notice that **44%** of listings are in Manhattan and **41%** are in Brooklyn

_ This indicates that tourists coming to New York prefer to stay in these two neighborhoods mostly

_ In Manhattan, the majority of Airbnb listings are entire homes or apartments. This indicates that the visitors come as a family, and therefore they prefer to stay in an apartment

_ The other neighborhoods have a majority of private rooms listed on Airbnb, indicating that solo travelers are more likely to stay in these neighborhoods

Room type by neighbourhood

Question 2: most expensive neighbourhood

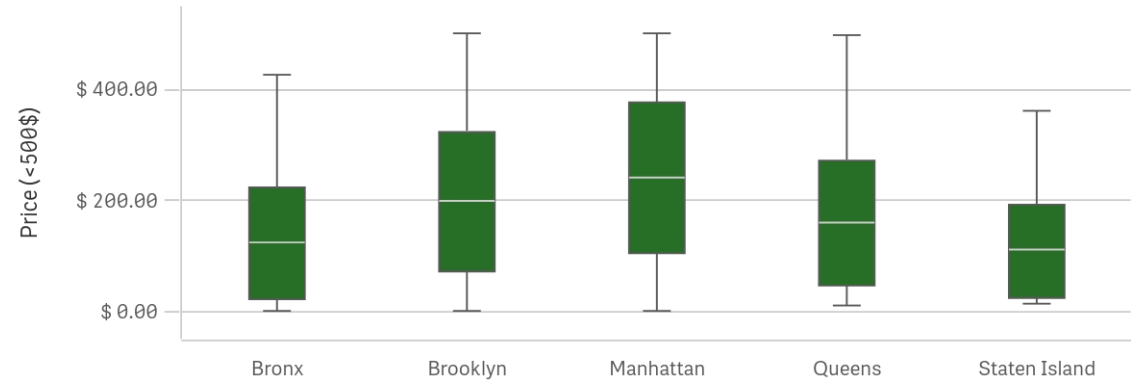_ Manhattan is the most expensive neighbourhood with an average price of **240$ per night**

_ Brooklyn comes second with 198$ per night

_ Queens **160$** per night

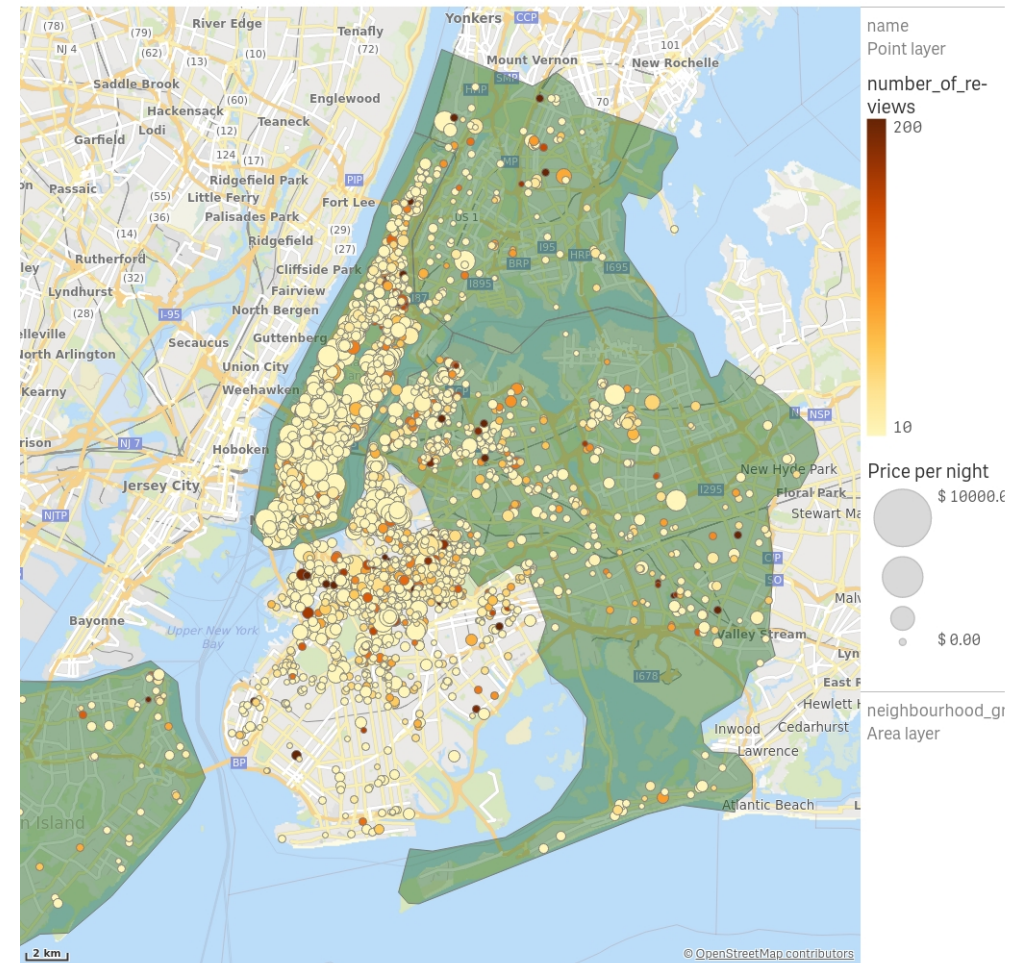_ Bronx **123$** per night

_ Staten Island **109$** per night

Distribution of flat prices per neighbourhood

Question 3: Behaviour of tourists in New York

_ Visitors are most likely to stay in Manhattan or Brooklyn.

_ They prefer to rent whole apartments in Manhattan, and single rooms in Brooklyn

_ The prices are higher in Manhattan, probably because of all the attractions in this neighborhood, and probably because a large number of the available accommodation consist of flats, which are large in size than single rooms and therefore more expensive.

Map of airbnb listings in New York *

name
Point layer

number_of_re-views

200

10

Price per night

$ 10000.€

$ 0.00

neighbourhood_gr
Area layer

* Currently showing a limited data set.