

New York AirBnB Analysis

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02/13/25

A local Airbnb investor would like help analyzing the Manhattan vacation rental market. They want guidance on which property types to invest in, and your task is to analyze Airbnb data for insights.

You'll make your recommendations by answering these questions:

- Which neighborhoods and property sizes (i.e. number of bedrooms) are most attractive for vacation rentals?
- How much money did these listings generate?

[Spread sheet link](#)

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Executive Summary					
This analysis looks at air bnb data in the last 12 months to identify the highest profiting rental types in the top 10 most popular neighborhoods of New York City, NY.					
Assumptions					
The analysis displays 1 bedroom units located in the nieghborhood of East Harlem may have the highest earning potential for future investments.					

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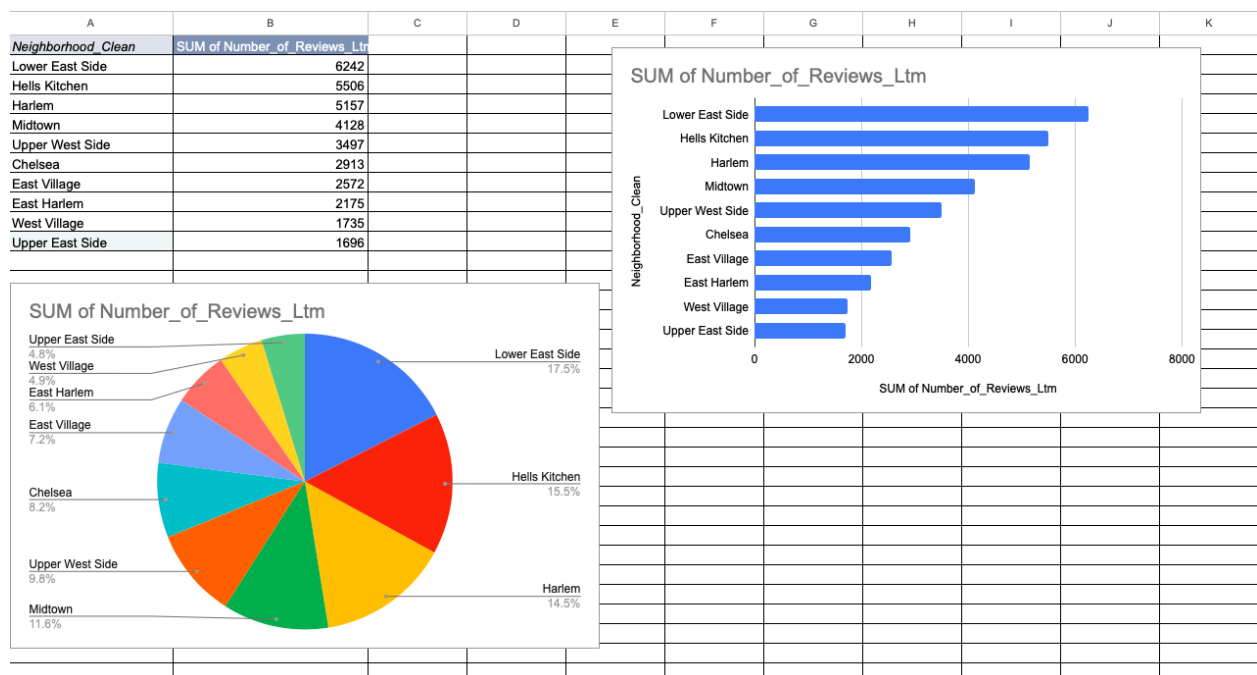
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Goal 1: Determining Attractive Neighborhoods and Property Sizes

Top 10 neighborhoods:

- Analysis: A pivot table was built using number_of_reviews_ltm as the criterion to identify the top 10 most attractive neighborhoods for vacation rentals. A bar chart and Pie chart displaying the number of reviews for these top 10 listings was also created to visualize the outcome.
- Outcome: Lower East Side, Hell's Kitchen, Harlem, Midtown, Upper West Side, Chelsea, East Village, East Harlem, West Village, Upper East Side were identified as the top 10 neighborhoods that would be the focus for the remainder of the analysis.



Most popular Property size:

- Studios, 1 bedroom, and 2 bedroom rentals were the most popular rental type across the data set.

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Bedrooms_Clean	COUNT of Bedrooms_Clean
0	441
1	1265
2	526
Grand Total	2232

- The most popular property size varied by neighborhood showing the demand can change depending on which neighborhood you look to purchase a property in.

COUNT of Number of Bedrooms_Clean	Battery Park City	Central Park	Chelsea	Chinatown	Civic Center	East Harlem	East Village	Ellis Island
0	1	1	39	5	1	21	41	3
1	3	5	62	25	2	62	78	8
2	1	2	37	11		41	33	5
Grand Total	5	8	138	41	3	124	152	16

Ellis Island	Financial District	Flatiron District	Gramercy	Greenwich Village	Harlem	Hells Kitchen	Inwood	Kips Bay	Little Italy	Lower East Side	Marble Hill	Midtown
3	20	3	22	5	48	26	2	4		13		95
8	13	3	26	14	146	110	16	17	6	206		78
5	5	1	5	4	74	84	5	7	5	24	2	36
16	38	7	53	23	268	220	23	28	11	243	2	209

Morningside Heights	Murray Hill	Noho	Nolita	Roosevelt Island	Soho	Stuyvesant Town	Theater District	Tribeca	Two Bridges	Upper East Side	Upper West Side	Washington Heights
2	3	10	8	6	1	7	18	2	2	1	35	23
1	2	2	1	46	7	13	13	6	4	3	84	107
3	15	9	59	1	38	2	15	12	4	139	187	48

Goal 2. How much money did the most attractive listings generate?

- Using our top listing criteria of top 10 neighborhoods, and top rental size being a 1 bedroom across all neighborhoods except for Harlem we now can look at which property is generating the most revenue.
- A new pivot table was created with our criteria set as filters to display the revenue per listing id.

Result:

- Listing ID 49946551 was the top producing listing.

Revenue Preview:

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	A	B
1	<i>Id</i>	<i>SUM of Revenue</i>
2	49946551	\$29,940.00
3	44267714	\$26,100.00
4	6833395	\$22,800.00
5	46432776	\$20,300.00
6	41295029	\$15,600.00
7	53057804	\$15,300.00
8	53058987	\$14,425.00
9	4859903	\$14,233.00
10	43118961	\$13,601.00
11	4967114	\$13,500.00
12	289665	\$13,500.00
13	50618605	\$13,050.00
14	1060019	\$13,021.00
15	580013014809987573	\$12,930.00
16	30087377	\$12,810.00
17	25313748	\$12,785.00
18	34384453	\$12,609.00
19	49928900	\$12,236.00
20	53167175	\$12,225.00
21	53602040	\$12,135.00
22	41890621	\$11,970.00
23	37251520	\$11,850.00
24	48374098	\$11,610.00
25	52755593	\$11,600.00
26	52336155	\$11,600.00
27	39225271	\$11,575.00
28	29687597	\$11,571.00
29	13058232	\$11,500.00
30	29495933	\$11,455.00
31	21366948	\$11,268.00
32	6640144	\$11,250.00
33	4644669	\$11,250.00
34	258688	\$11,250.00