

Data Analysis

NYC Short-Term Rental Market

Prepared By
Snehal Gaikwad

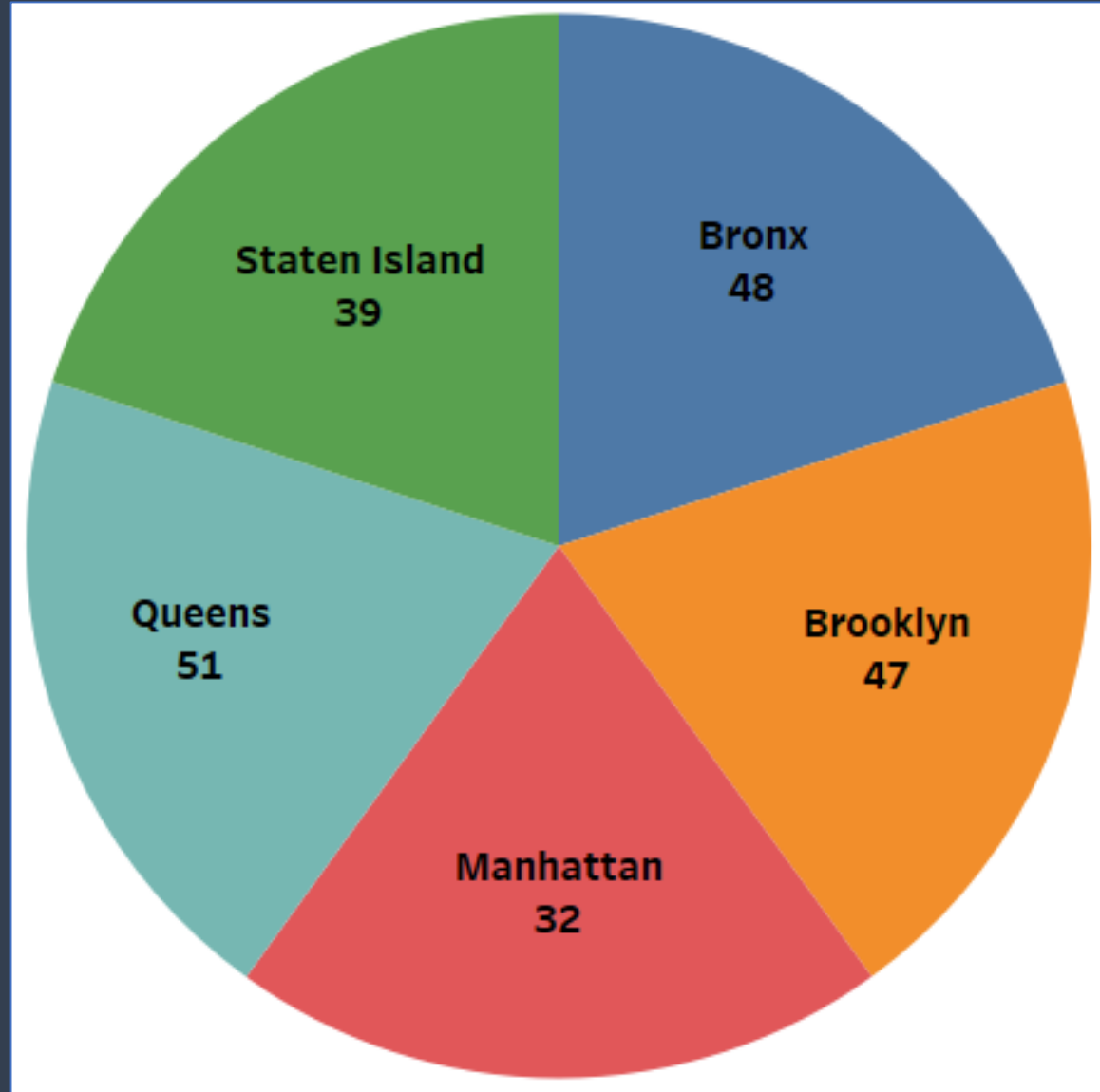
Introduction



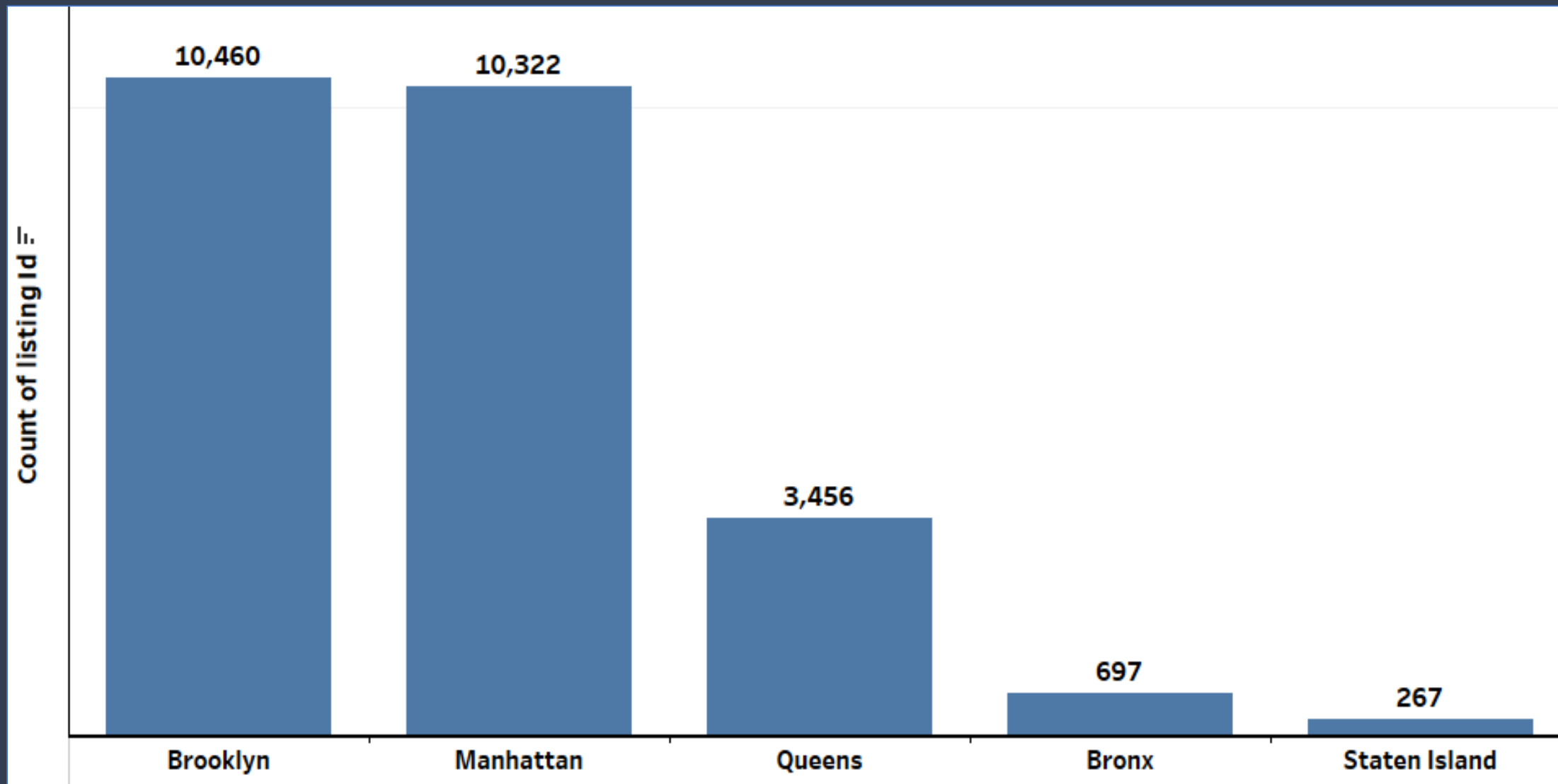
Image: vecteezy.com

- The purpose is to gain insights about popular neighbourhoods, preferred property types, highly priced areas, and peak demand times.
- By understanding the trends and patterns in the data, stakeholders can make informed decisions about their rental properties, identify potential investment opportunities, and optimize their rental strategies to meet the demands of the market.

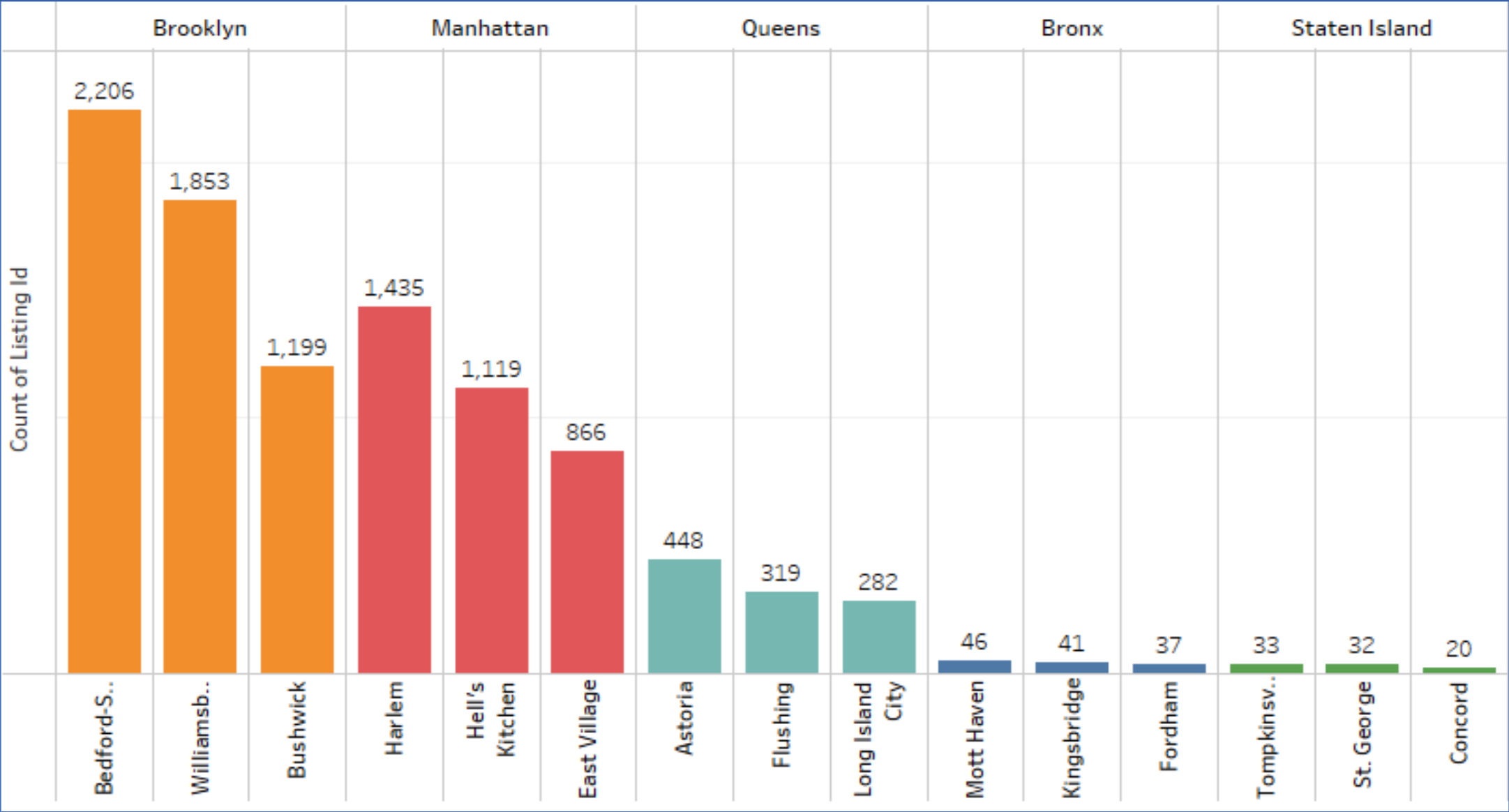
Borough and Neighbourhoods in NYC



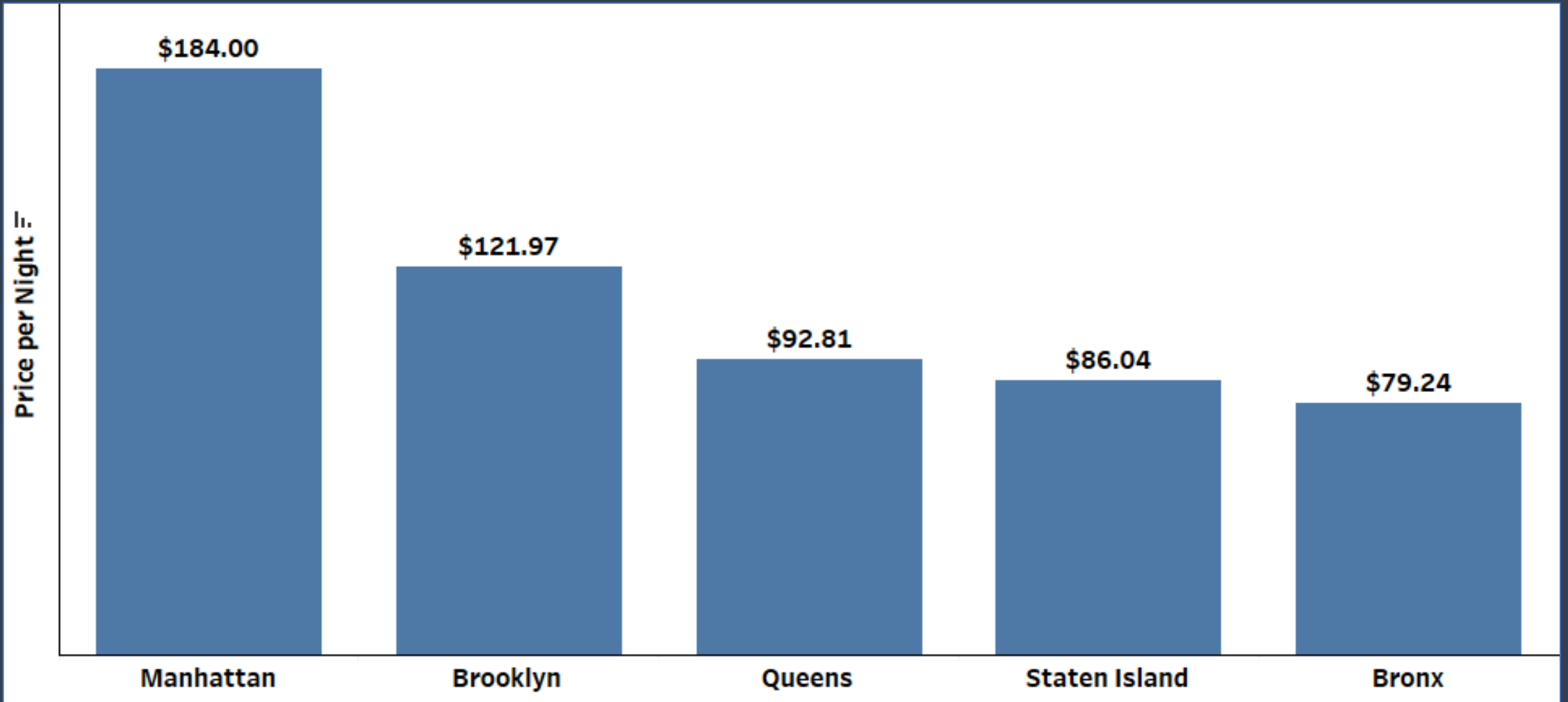
Popular Boroughs in NYC



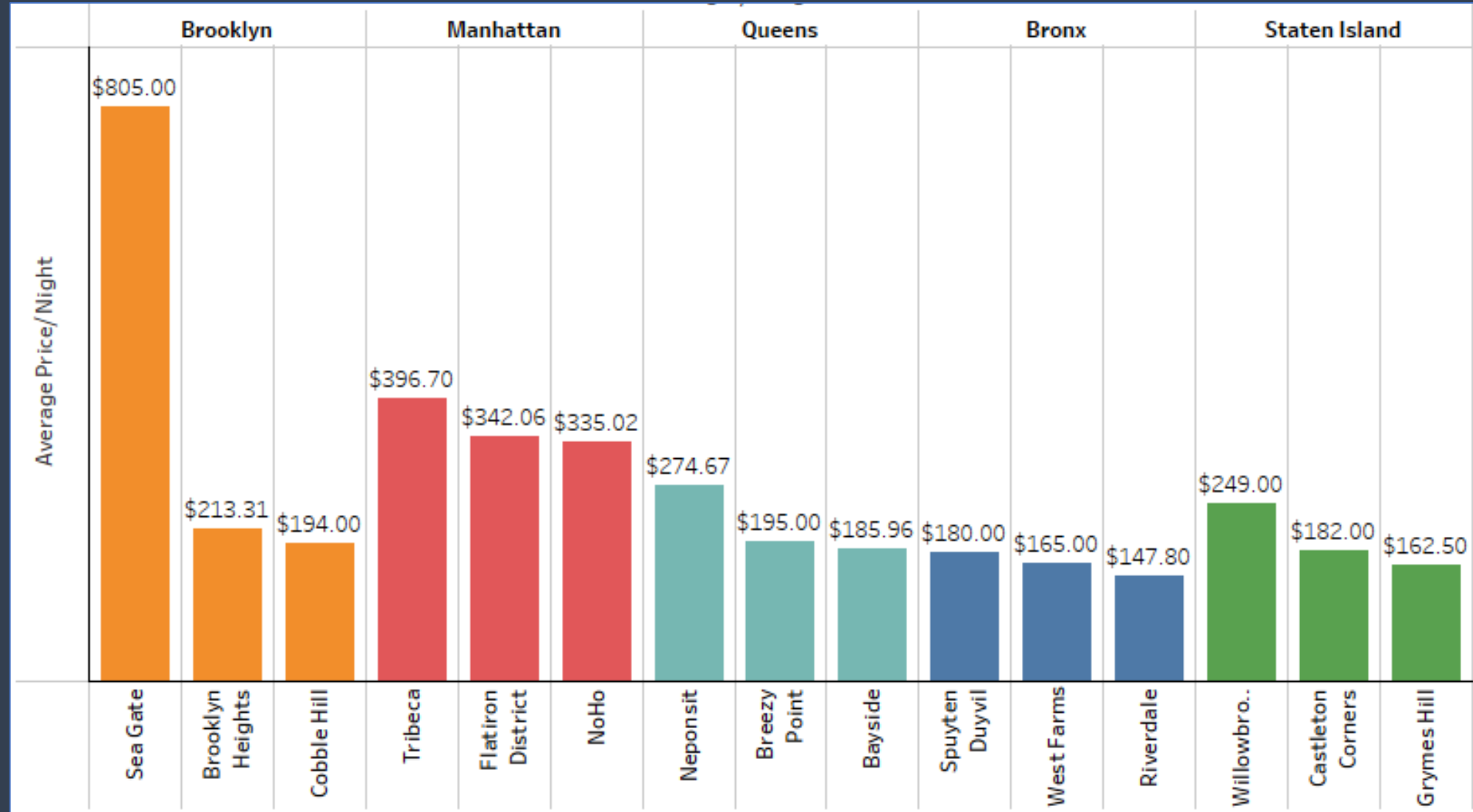
Top 3 Popular Neighbourhoods in Each borough



Average Rent Price per Night



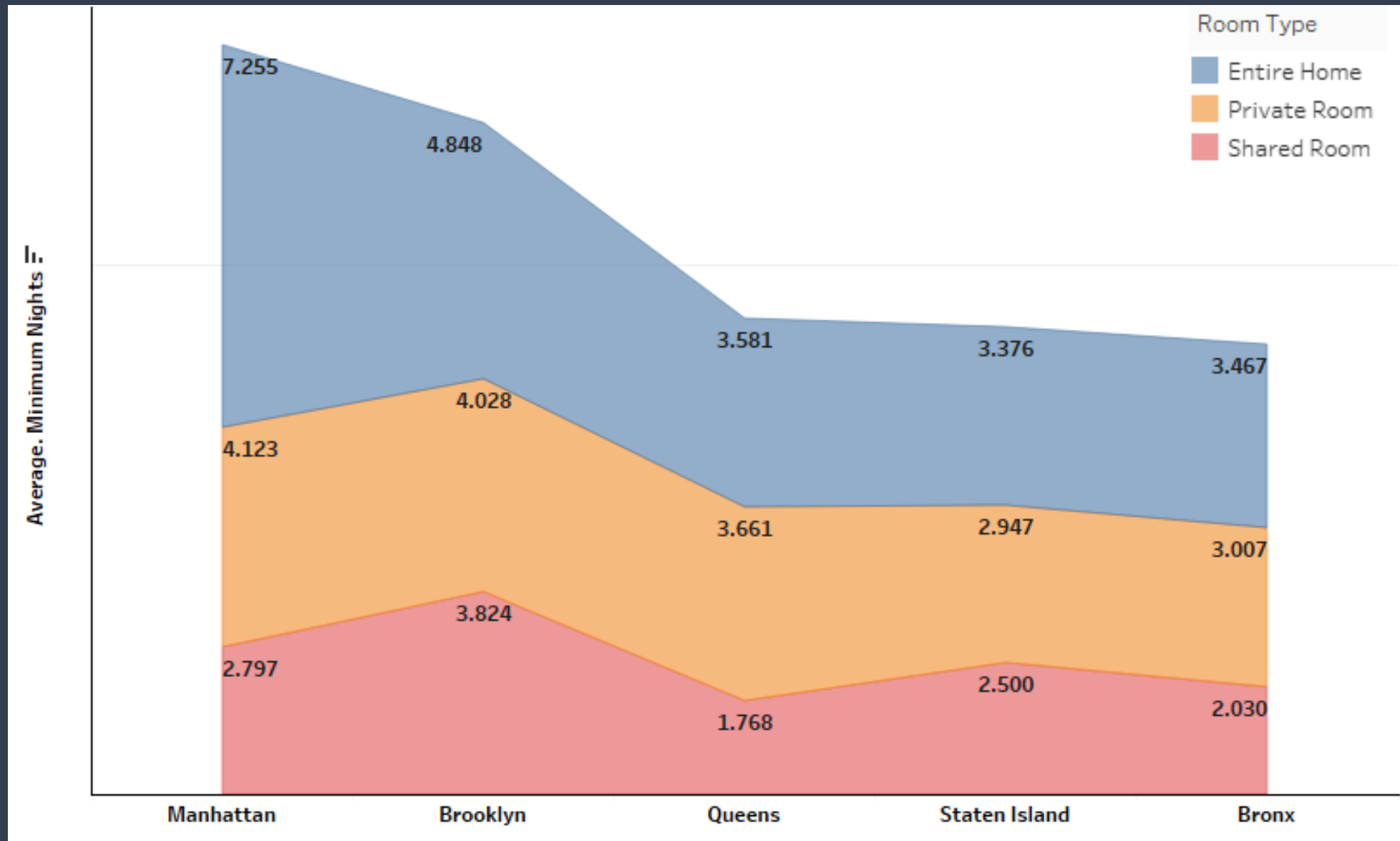
Top 3 High Rental Neighbourhoods in Each Boroughs



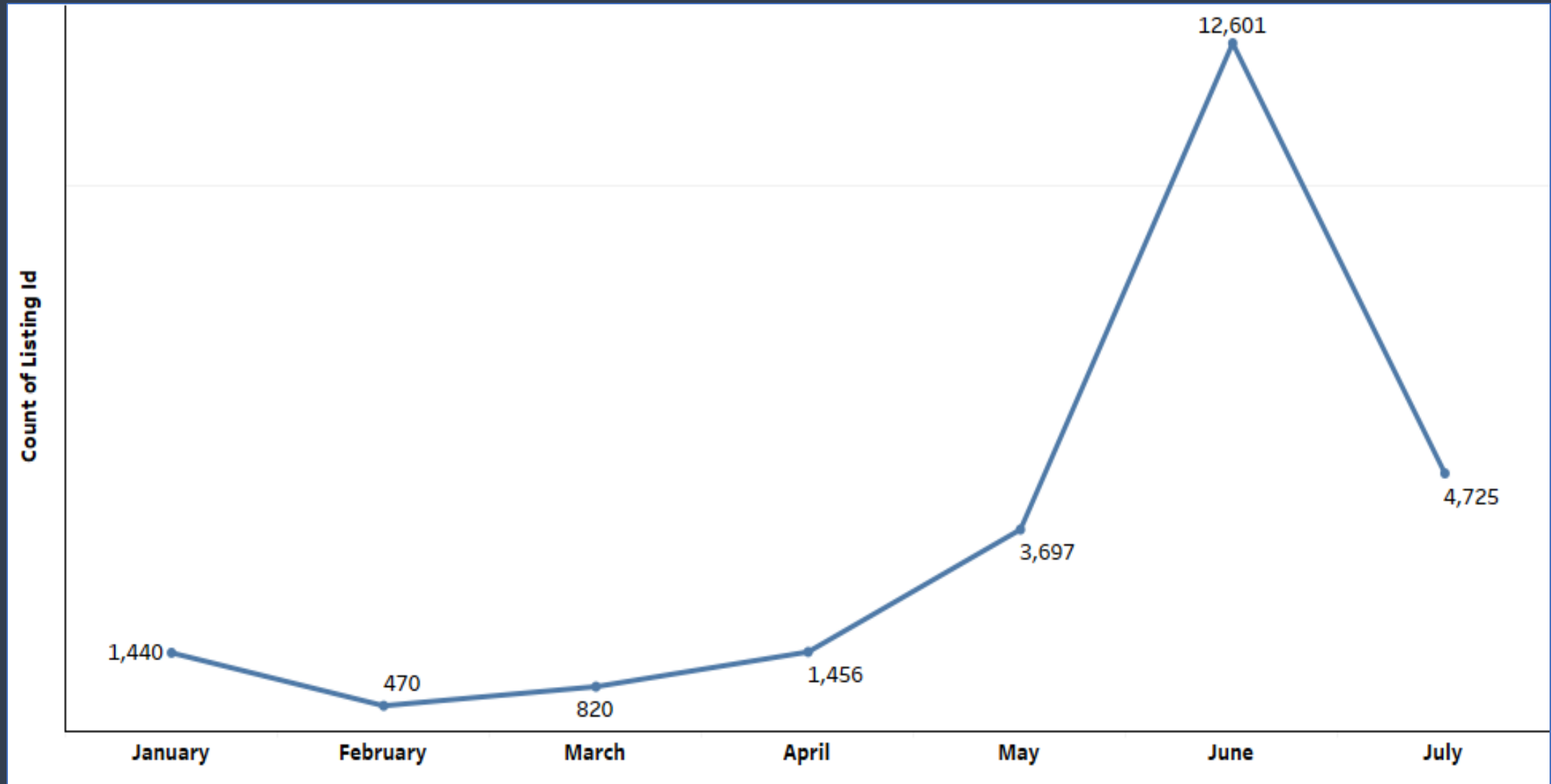
Rental price as per Property Type

Entire Home	Manhattan	6,170	\$238.02
	Brooklyn	5,367	\$169.90
	Queens	1,335	\$140.93
	Bronx	261	\$120.52
	Staten Island	133	\$116.77
Private Room	Brooklyn	4,906	\$72.69
	Manhattan	3,901	\$105.70
	Queens	2,009	\$63.74
	Bronx	403	\$56.29
	Staten Island	132	\$56.06
Shared Room	Manhattan	251	\$72.96
	Brooklyn	187	\$39.42
	Queens	112	\$40.77
	Bronx	33	\$33.03
	Staten Island	2	\$21.50
Count of Listing Id			Average Price per Night

Average Stay as per Borough and Property Type



Variation in demand over time



Recommendation:

- Following are the recommendation that need to be considered by investors:
 - Consider investing in the boroughs of Brooklyn or Manhattan as these are highly popular and known for their higher property prices, making them potentially lucrative options for investment.
 - Focus investments in either entire home or private property type as these tend to attract higher demand and offer potential for greater profitability.
 - Target May, June and July months for their investment activities to take advantage of increased market activity for higher returns.

Thank you