



New York Investment

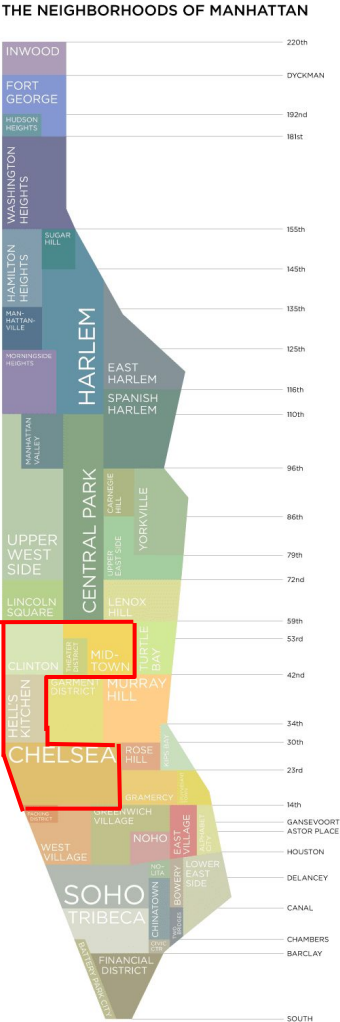
Samin Pogoff

Prompt: Which neighborhood is best to invest in for an Airbnb rental in New York?

Subprompt: Which neighborhoods receive the most positive reviews?



Suggestion: Invest in a townhouse below 59th Street in Manhattan! To be more specific, here...



But first...

let's talk data!

Summary of Data Cleaning

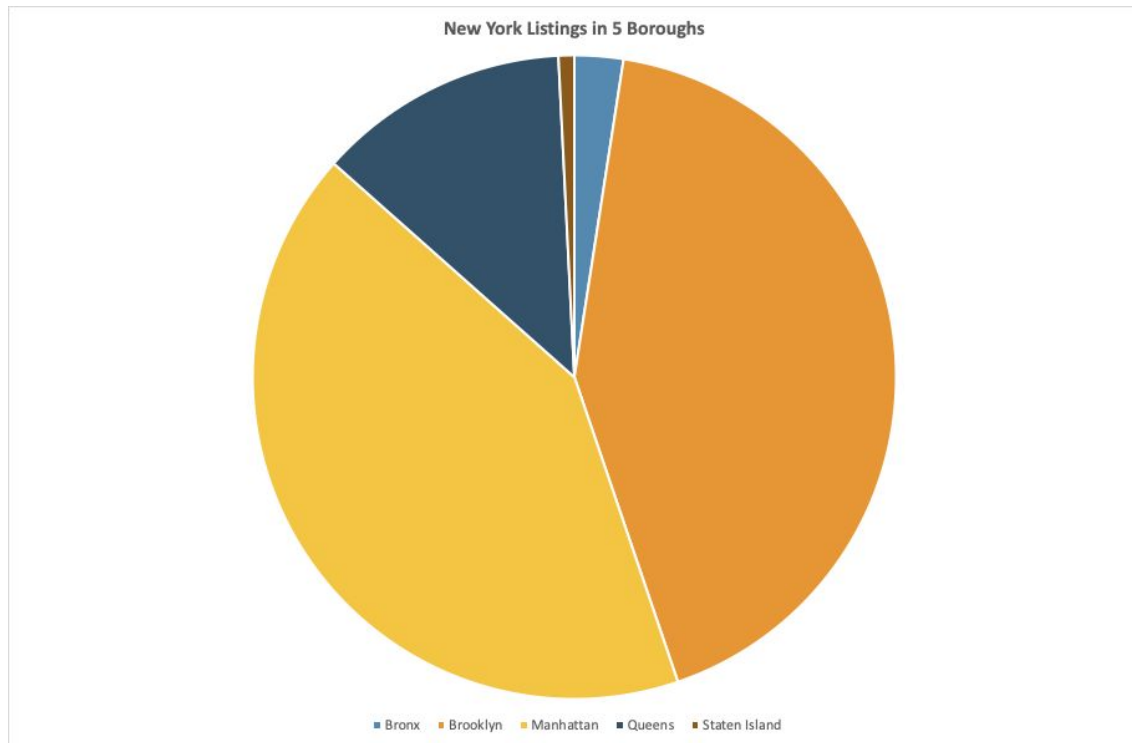
- Looked for duplicates
- Deleted errors and columns unnecessary for calculation such as summary and description
- Filtered data to listings with booking only
- Standardized City, State and Neighborhood

Cleansed Columns

- Created formulas to calculate estimated days with booking, estimated revenue per month and estimated total revenue
- Grouped neighborhoods in all boroughs (close to official district boundaries defined by the city)

Zooming in

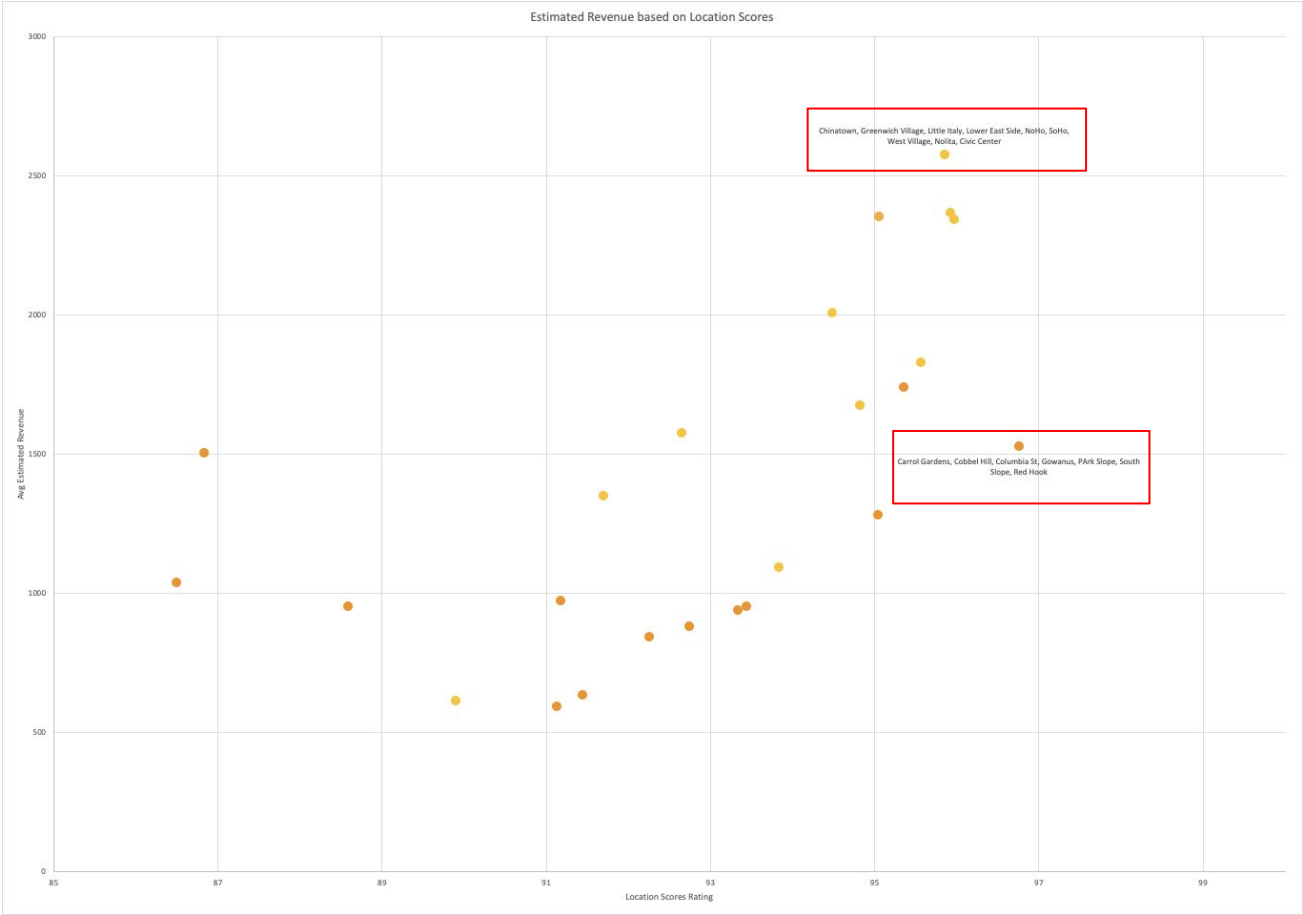
It soon became evident that the vast majority of listings in New York are in the two boroughs of **Brooklyn** and **Manhattan**.



Neighborhood Scores Rating: Manhattan vs. Brooklyn



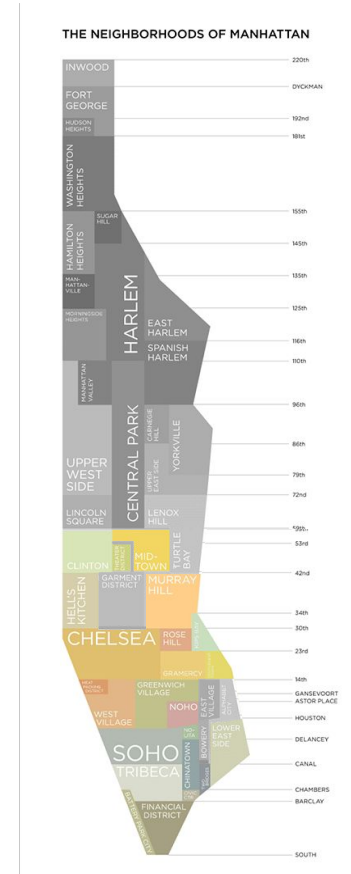
Review Scores and Estimated Total Revenue: A Weak Relationship



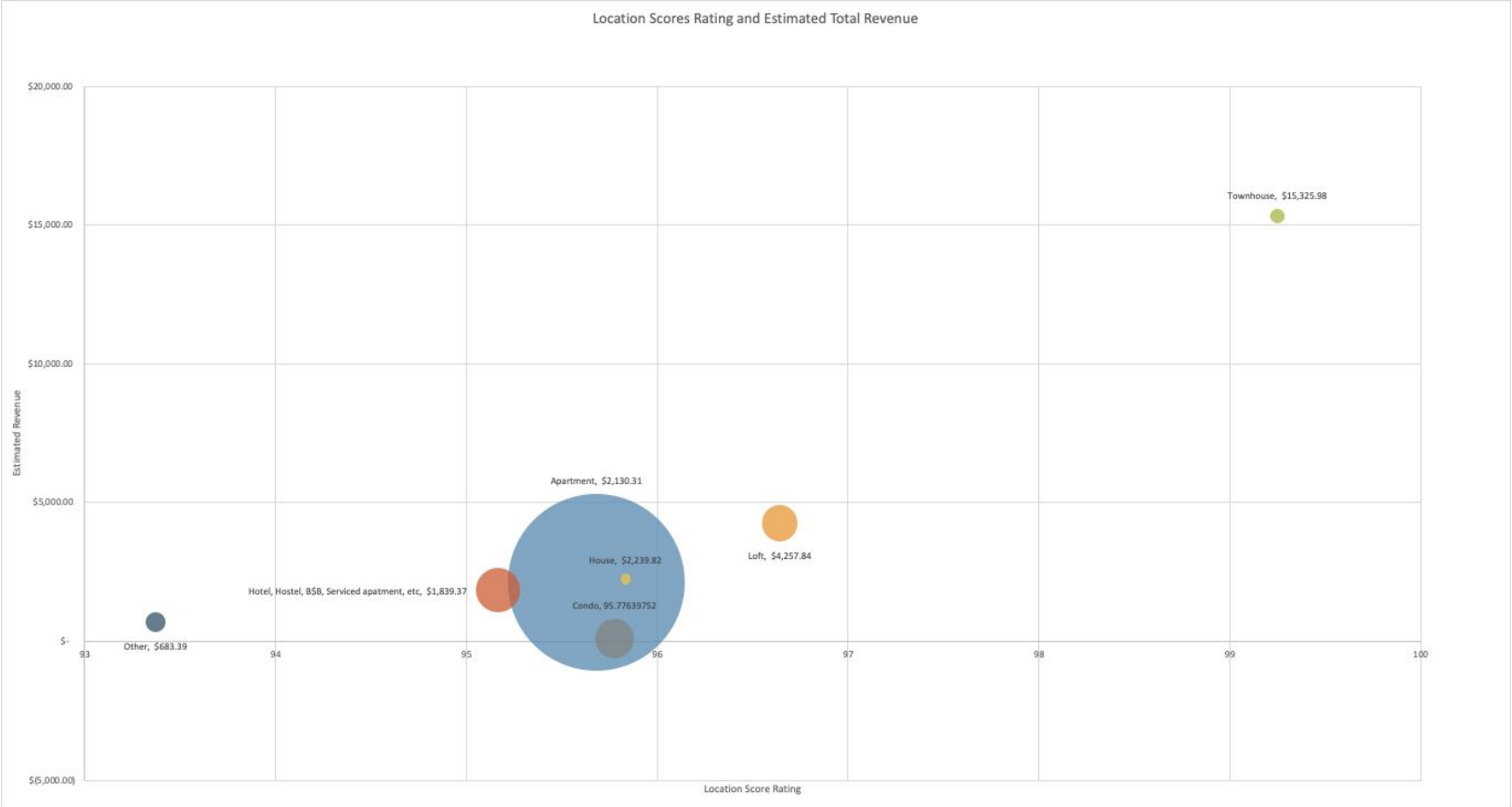
Top 5 Neighborhood groups in New York (based on estimated revenue)

- Midtown, Theater District, Flatiron District
- Chelsea, Clinton, Hell's Kitchen
- Battery Park City, Financial District, Tribeca
- Chinatown, Greenwich Village, Little Italy, Lower East Side, NoHo, SoHo, West Village, Nolita, Civic Center
- Midtown, Theater District, Flatiron District
- Gramercy Park, Kips Bay, Murray Hill, Stuyvesant Town

Here is the map again...



Townhouses: Big Revenue, Little Competition



How much revenue is a townhouse in one of the top 5 neighborhoods in NYC estimated to generate?

