

Decoding NYC Short-Term Rentals: Insights for Success



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Why we are here today?

- **disrupt** the traditional short-term rental market
- significant **rise in demand** for short-term rentals in NYC
- gain **valuable insights into the short-term rental market in NYC** to optimize our business strategy
- **Airbnb listing data** from various sources and plans to **analyze it for insights**

Objective?

01

Provide insights into the NYC short-term rental market by **analyzing Airbnb listing** data to uncover key trends in neighborhoods, prices, property types, length of stay, and demand over time.

02

Use the obtained insights to **guide strategic decision-making** for Pillow Palooza, **optimizing neighborhood investments, property types, and competitive pricing strategies** for growth and success in the market.

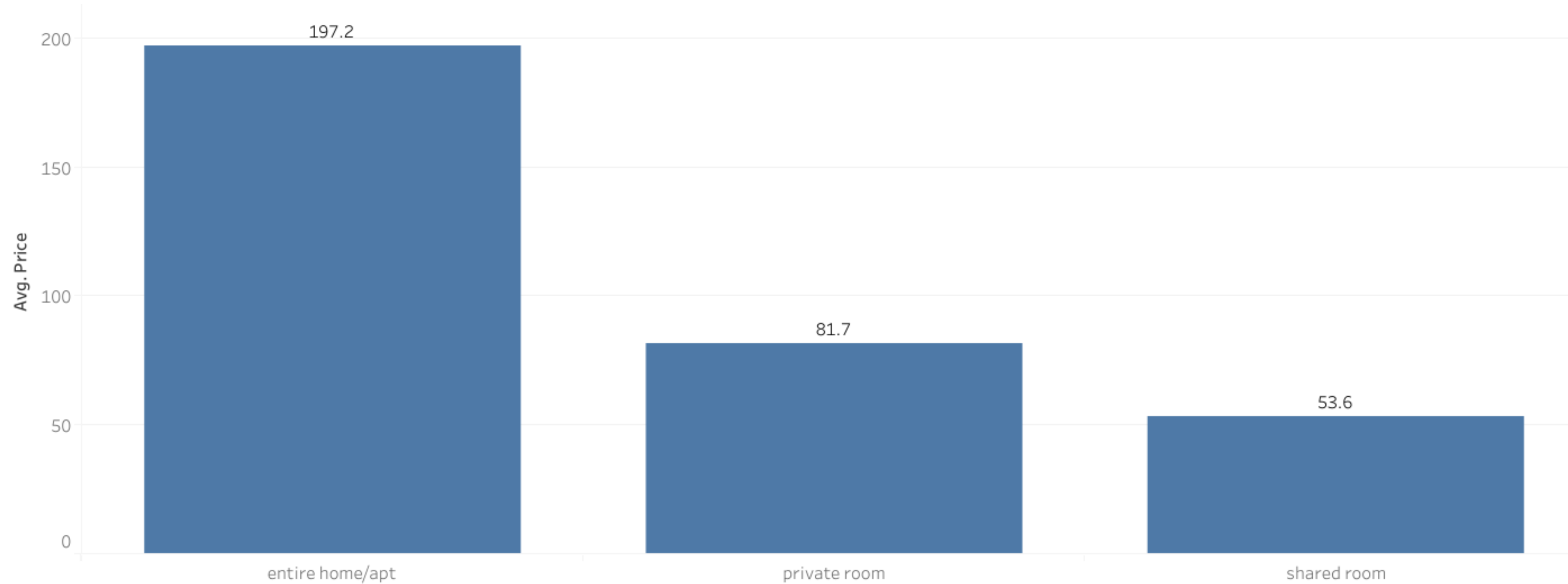
Key Insights

Most common room listings?

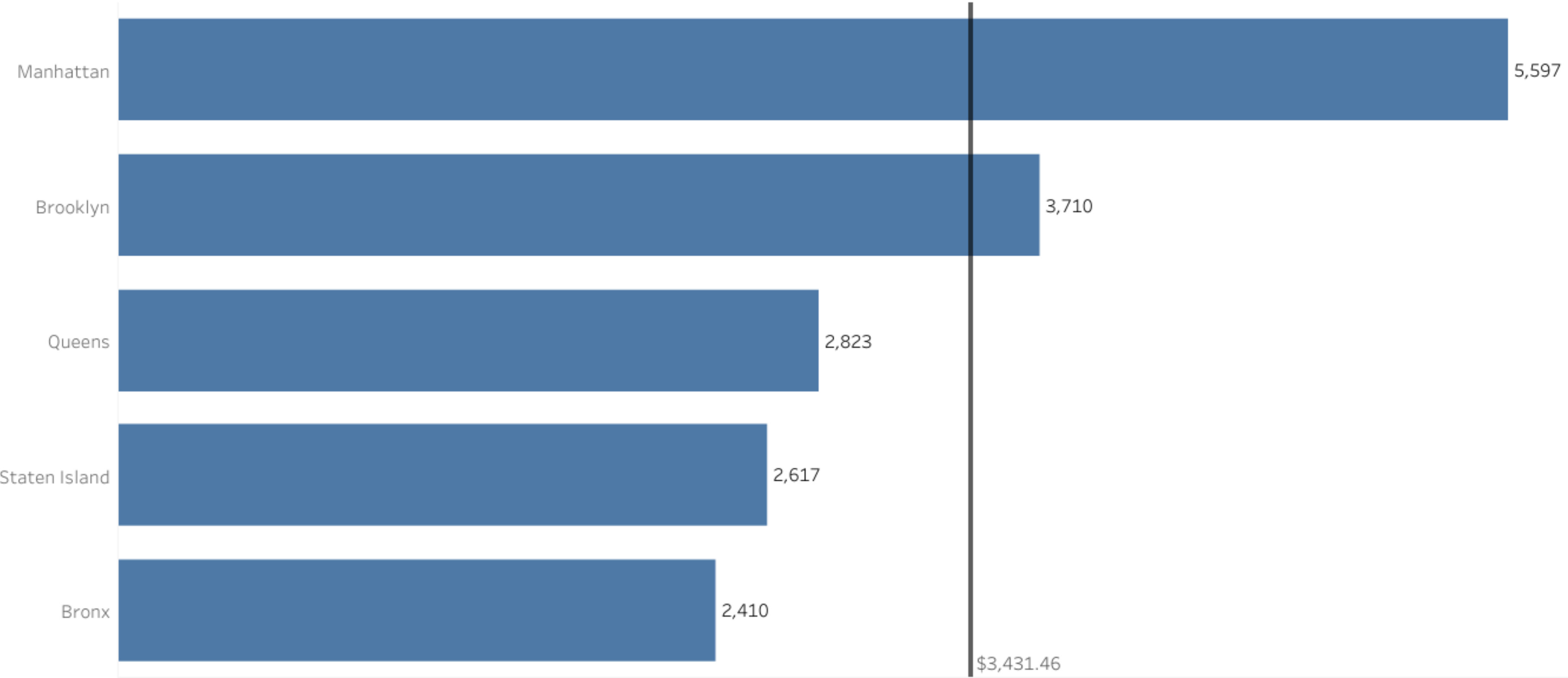


02

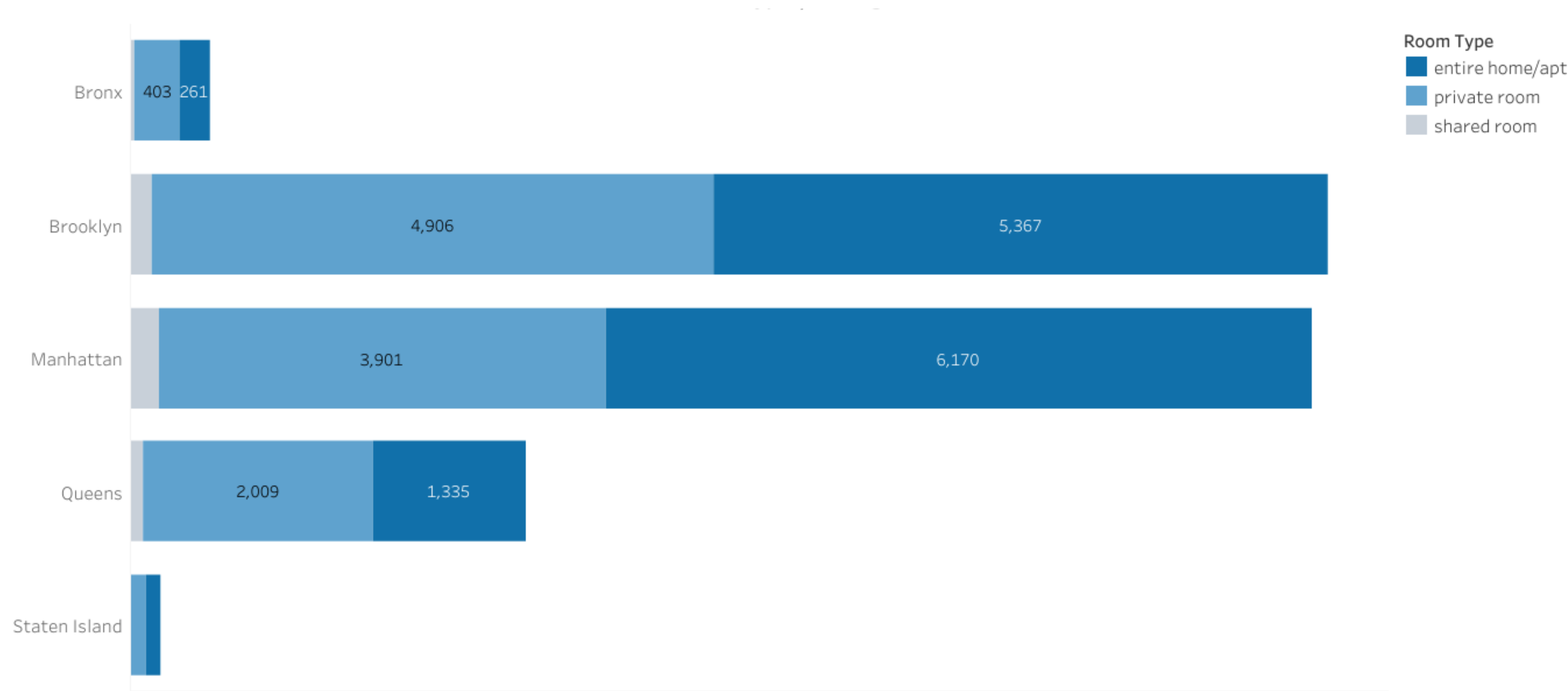
How much, on an average, a room type would cost/day?



Average Price Analysis by Borough and Month



Room Types Distribution by Borough



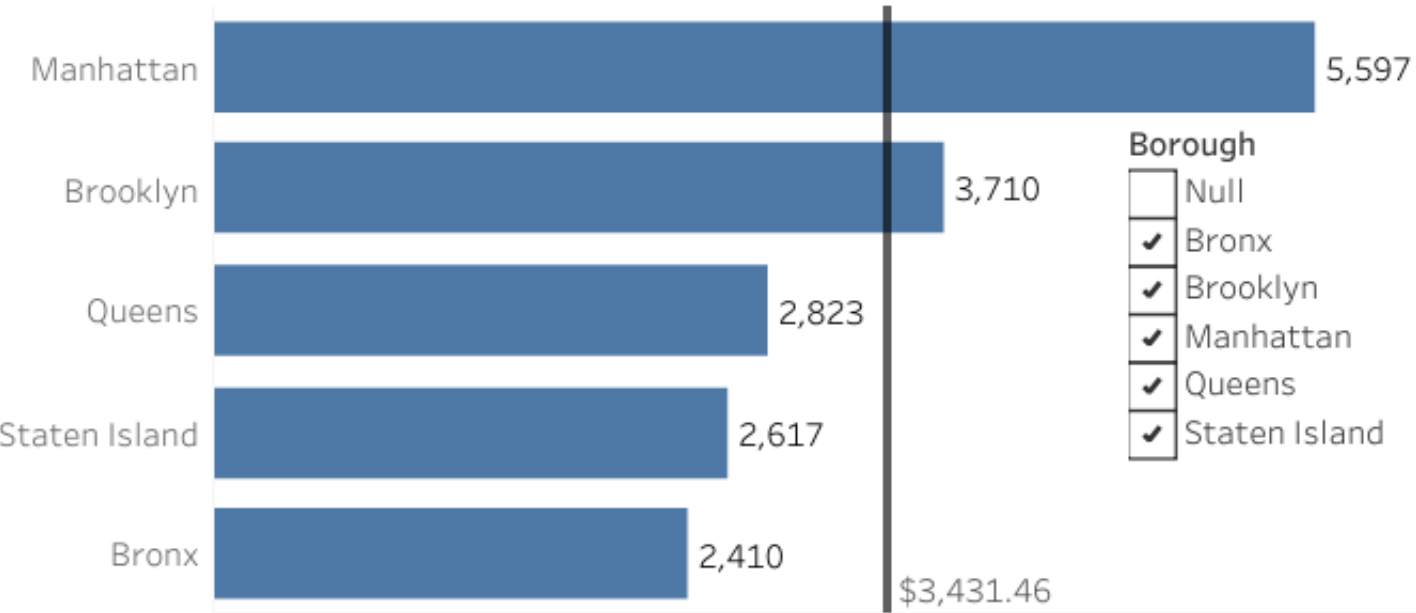
Room Types,price and revenue Distribution by Borough

Price Distribution by Borough

	Avg. Price	Max. Price	Min. Price
Brooklyn	122	7,500	10
Manhattan	184	5,100	10
Queens	93	2,600	10
Bronx	79	670	20
Staten Island	86	300	13

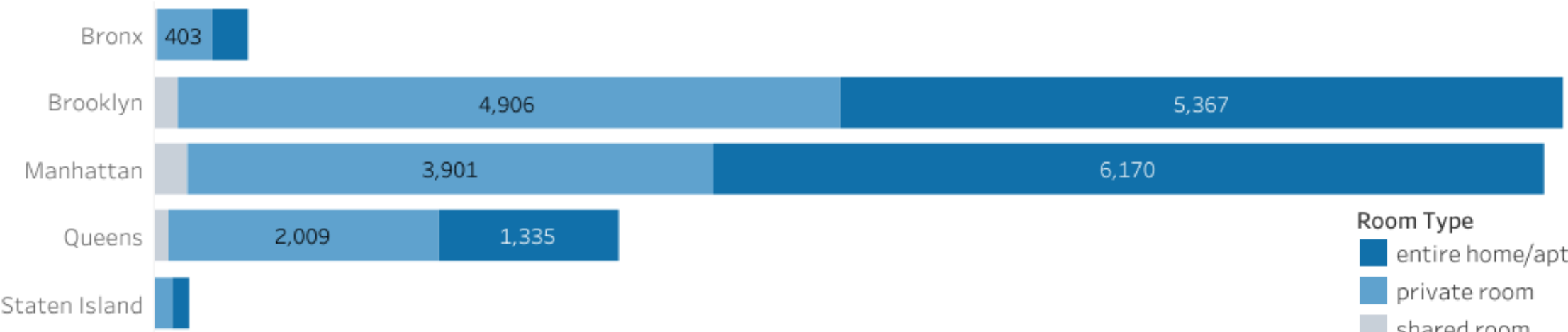
- Room Type
- ☒ entire home/apt
 - ☒ private room
 - ☒ shared room

Average price by borough/month



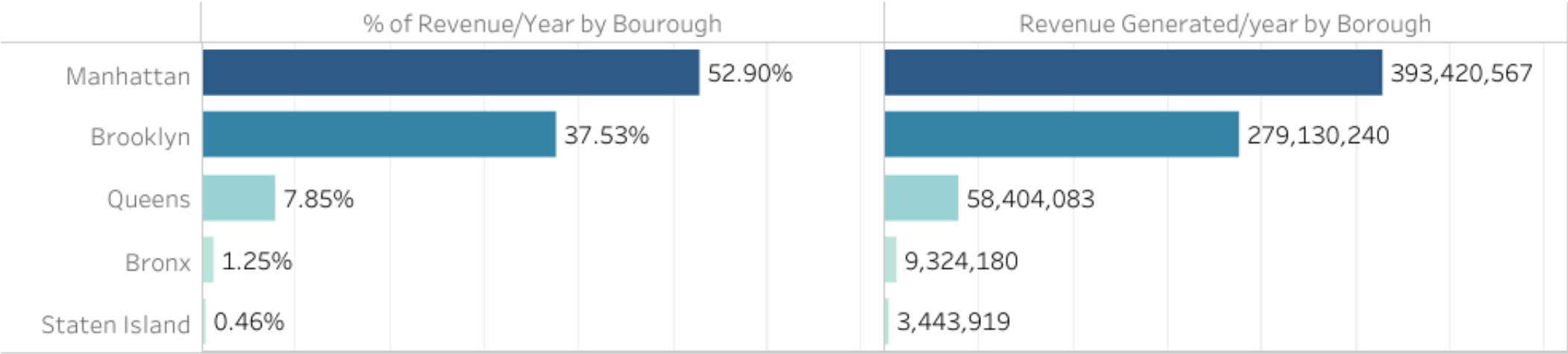
- Borough
- ☐ Null
 - ☒ Bronx
 - ☒ Brooklyn
 - ☒ Manhattan
 - ☒ Queens
 - ☒ Staten Island

Number of different room types/borough



- Room Type
- ☒ entire home/apt
 - ☒ private room
 - ☒ shared room

Revenue Generated by borough/year



06

Average Revenue generated based on booked days in a year by room types/borough

Booked Days in a year by borough and room types

Room Type	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Entire Home/Apartment	181.3	231.9	225.0	197.5	171.8
Private Room	173.1	221.1	226.7	191.5	122.8
Shared Room	188.7	177.7	186.8	141.2	327.0

Days available by borough and room type

Queens	Brooklyn	Manhattan	Bronx	Staten Island
167.5	133.1	140.0	183.7	193.2
173.5	143.9	138.3	191.9	242.2
223.8	187.3	178.2	176.3	38.0

Revenue Generated based on Booked Days										
Entire Home/Apartment	Manhattan	53,547								
	Brooklyn	39,405								
	Queens	27,834								
	Bronx	21,851								
	Staten Island	32,539								
Private Room	Manhattan	23,961								
	Brooklyn	16,075								
	Queens	12,204								
	Bronx	9,747								
	Staten Island	13,774								
Shared Room	Manhattan	13,630								
	Staten Island	7,031								
	Brooklyn									
	Bronx	6,234								
	Queens	7,932								

Way Forward?

01

Focus on the **Entire Home/Apartment and Private Rooms in Brooklyn and Manhattan** area and **shared rooms in Staten Island** due to the demand and booking rate

02

home/apartment listings tend to be more expensive, while **shared rooms are generally more affordable.** Pillow Palooza can consider offering competitive prices within their chosen room types to attract guests.

03

Target **Manhattan and Brooklyn** for revenue generation for every room type and **shared room in Staten Island** as it has more demands

04

Explore Opportunities in Other Boroughs, especially if we want to offer more **affordable options**.

05

Neighborhood-Specific Pricing

06

Emphasize Customer Reviews
and Availability

