

**Summary:** I'm going to talk about Airbnb rental business in NYC in the year 2019 based on the following questions:

- Which type of rental is most popular?
- Which borough has the highest number of entire space Airbnb rental listings overall?
- For those business owners who have more than xxx listings and less than yyy listings, what is their main rental type? Or how many listings are there do NYC hosts with entire space have?
- Comparisons in price between Airbnb room rentals, 1-star hotel and 2-star hotel.

**Project Background:** The data set shows how Airbnb business is distributed through New York City areas from their 5 primary neighborhood groups: Manhattan, Bronx, Queens, Staten Islands and Brooklyn in the year of 2019. My initial analysis when I looked at this dataset is to quickly show the audience that how someone who would like to start their rental business in that area can see top-line numbers/ quick information about the market. That would include price, which type of rental do big/ small rental owners list, comparison between different neighborhoods, comparison between Airbnb rental and hotel rate.

**Motivation:** My motivation to do this dataset is because I love to travel and always have difficulties browsing and deciding to either stay in a hotel or an Airbnb. This dataset caught my eyes as its great variables. It has enough data that I could bring something out of it and learn more from it myself.

**Link to dataset:** <https://www.kaggle.com/dgomonov/new-york-city-airbnb-open-data/data>

This dataset is already clean and useable, so I've not done any cleaning or manipulation with it at this time.

**How I plan to incorporate the requirements:**

- Quantitative messages (minimum 2): On geographic map, heat map or chart.
- 3 personalized calculations (note: need to include parameters here): Average rate compared to regular hotels, Average review per month at specific area, Average listings that hosts in some area have.
- 3 specialized tools minimum (highlight/ group/ reference lines/ computed sort/ hierarchy): Reference lines to be used to compare Airbnb private room rate versus regular hotel business, Group to be used in heat map to show which neighborhood group has the biggest number of entire space listings combined, Computed sort to create some set to show top-performing group, Hierarchy for region, "neighborhood groups" for NYC boroughs and small neighborhoods to be specific.