

## **Introduction**

In the last few years, Airbnb has become an increasingly popular marketplace for arranging or offering lodging services. It provides more and more opportunities for visitors to explore the destinations and choose their desired lodging services. The millions of listings posted on Airbnb every day is an indication of that. Analysis of the listings can provide insights for making business decisions, understanding customers' and providers' needs and behaviors, creating marketing campaigns, enhancing existing services, and implementing new services.

This study is intended to look at the New York City Airbnb Open Data and investigate characteristics of the listings. Specifically, it is interesting to find out whether room price in the listings can be predicted based on other listed information such as number of nearby venues, room type, and number of reviews, and how good the prediction is.

Results of the study will be particularly meaningful to providers (or hosts) who are keen to know what factors influence price the most. In addition, they may want to use the study results to come up with room rates that are reasonable and to their advantage.