

Air BnB Analysis Capstone1

Air BnB Capstone 1	Overview	Problem Statement	Neighborhood Group Map	Breakdown of Neighborhood Group..	Number of Listings in each Neighborhood G..	Average prices to sta..
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Best Neighborhood(s) for Air BnB Investment

New York City consists of 5 neighborhood groups, each with its own charm! Which neighborhood group is the best for a real estate investor to have property in? This presentation will walk you through my recommendations for an investment in the future.

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What is Air BnB?

Air BnB is a global online marketplace for people to rent out places to stay which can range from homes, rooms, apartments, etc. This service is primarily used for vacation stays and tourism activities. Air BnB gives hosts the chance to open up their properties for rent and the guests to search and filter which property is best suited for their needs/stay.

Guests find it to be a great alternative to staying in hotel/hostel!

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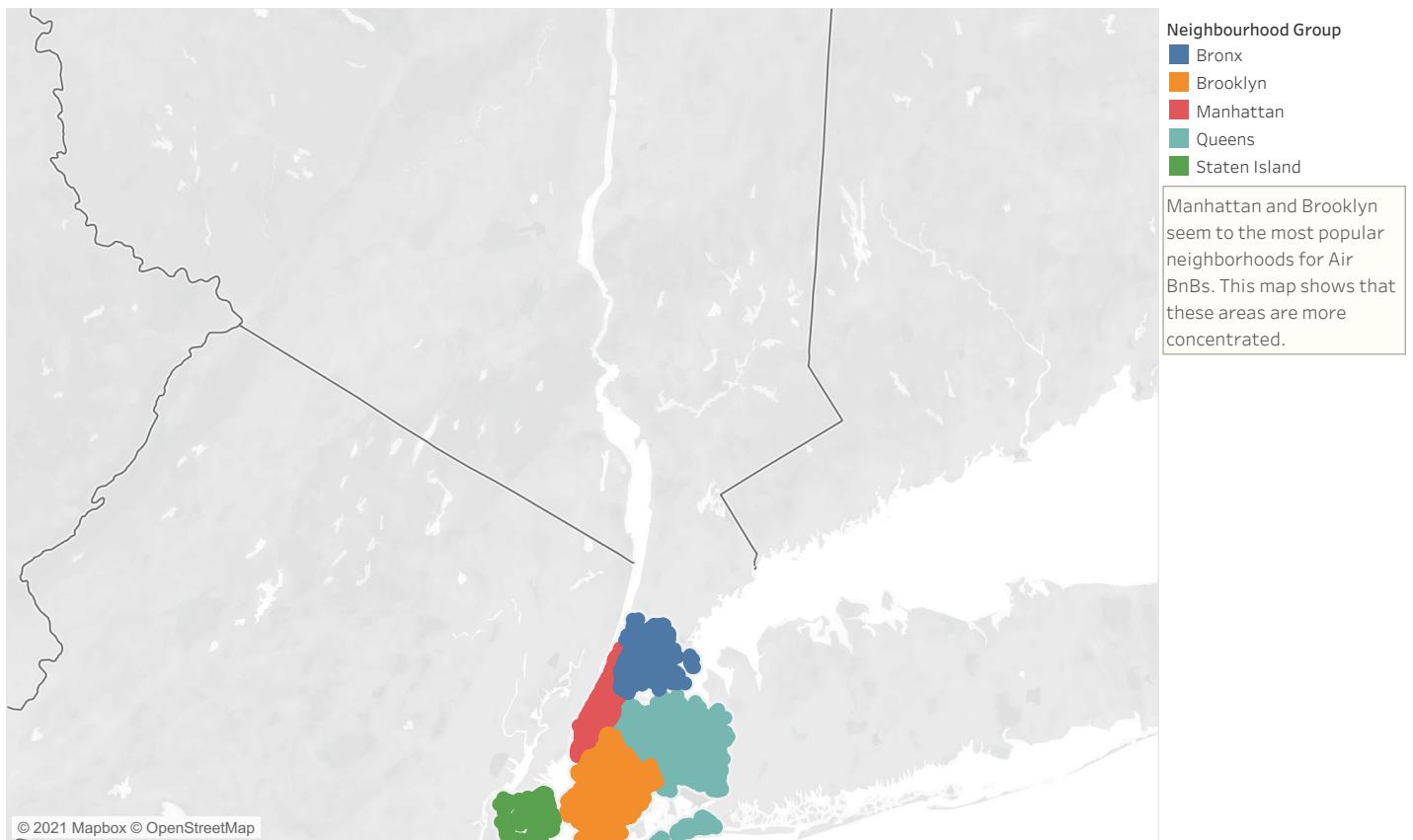
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PROBLEM STATEMENT:

As a Real Estate Analyst, we want to help our clients actively identify at least one property type in a neighborhood to invest in within the New York City market. We are performing an analysis based on prices, reviews, and neighborhoods.

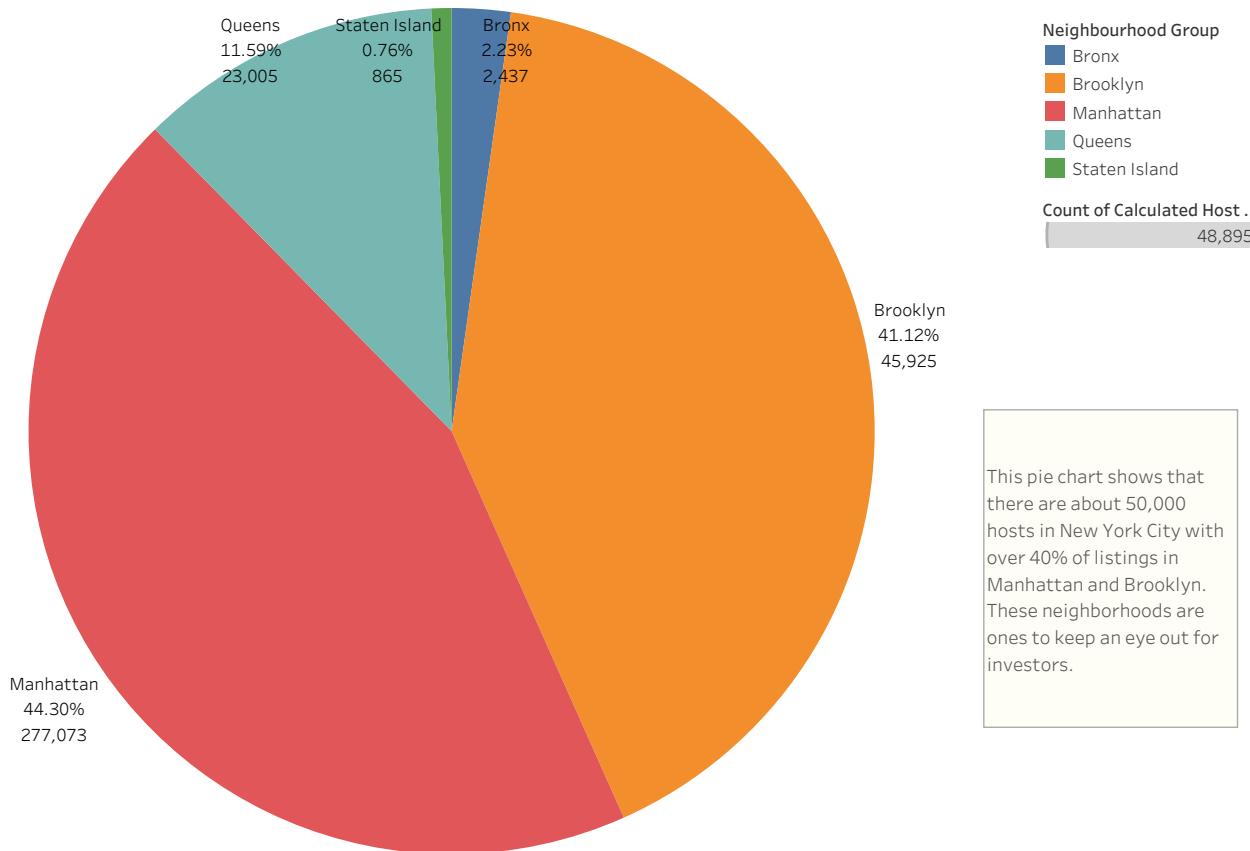
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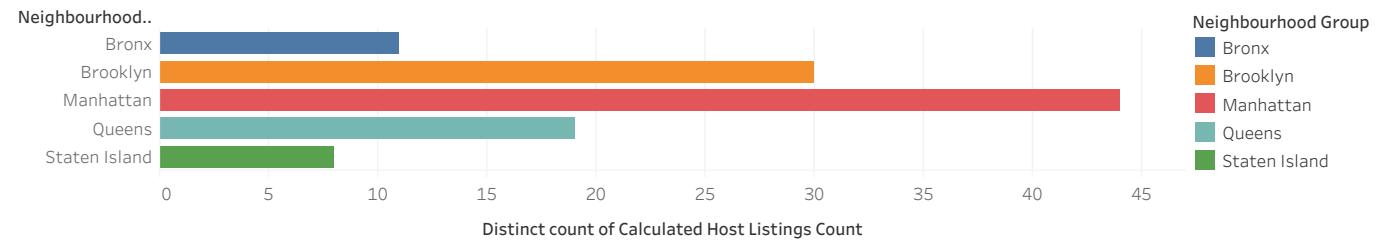
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Problem Statement	Neighborhood Group Map	Breakdown of Neighborhood Group..	Number of Listings in each Neighborhood G..	Average prices to stay in particular neighbor..	Average revenues for neighborhood groups ..	How do price and reviews go hand in ..
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There are about 44 listings in Manhattan followed by 30 in Brooklyn. From further research on these neighborhoods, it seems that these places have a lot of activities to do, restaurants to go to, museums, and perfect for tourists.

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Neighborhood Group Map	Breakdown of Neighborhood Group..	Number of Listings in each Neighborhood G..	Average prices to stay in particular neighbor..	Average revenues for neighborhood groups ..	How do price and reviews go hand in ha..	What are the different room typ..
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Neighbour.. Neighbourhood

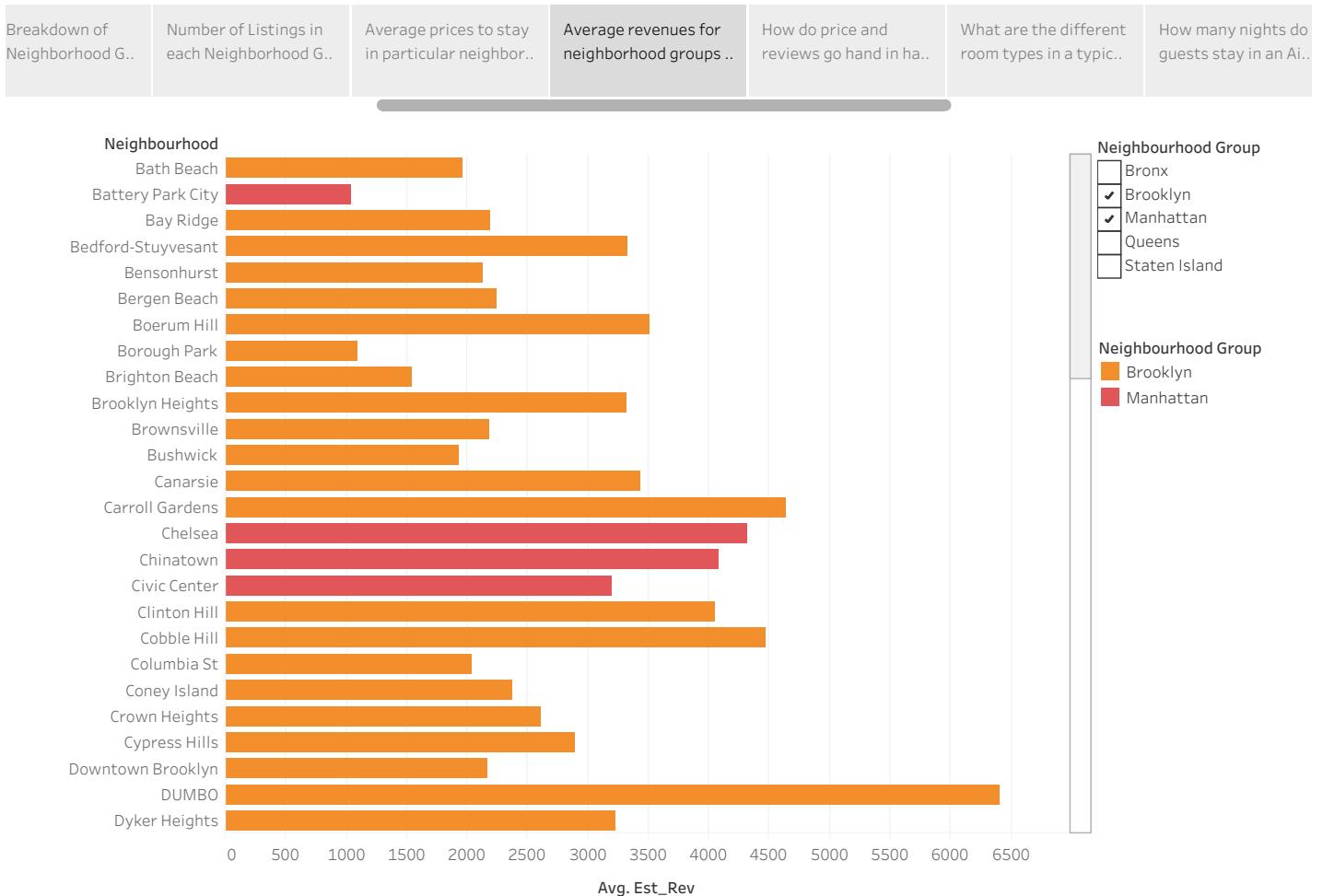
Brooklyn	Neighborhood	Average Price
	Sea Gate	487.9
	Cobble Hill	211.9
	Brooklyn Heights	209.1
	DUMBO	196.3
	Vinegar Hill	187.2
	Clinton Hill	181.9
	Mill Basin	179.8
	Park Slope	176.3
	Boerum Hill	176.1
	Carroll Gardens	175.9
	Prospect Heights	173.4
	Columbia St	163.0
	Gowanus	158.8
	Navy Yard	151.6
	Fort Greene	151.4
	Downtown Brooklyn	150.3
	South Slope	146.7
	Greenpoint	144.8
	Bay Ridge	144.4
	Williamsburg	143.8
	Red Hook	143.5
	Windsor Terrace	139.0
	Brighton Beach	131.9
	Cypress Hills	128.9
	Flatlands	126.4
	Coney Island	123.7
	Sunset Park	113.0
	Crown Heights	112.5
	Prospect-Lefferts Gardens	110.4

Neighbourhood Group

- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

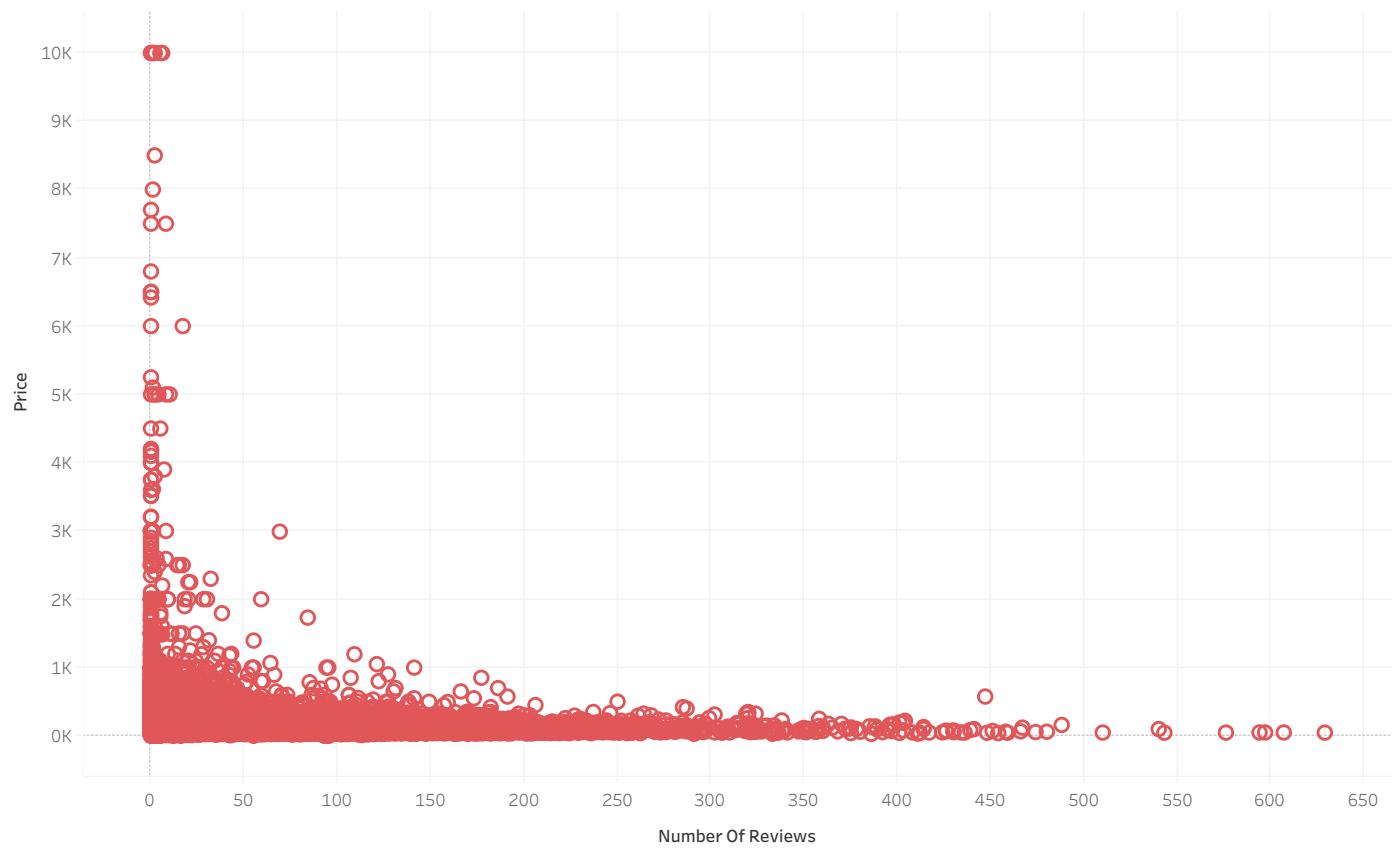
A breakdown of average prices per neighborhood groups shows the average prices in Manhattan and Brooklyn across the various pocket of neighborhoods. It ranges from about \$60 to \$400 depending on the neighborhood.

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Number of Listings in each ..	Average prices to stay in particular neighbor..	Average revenues for neighborhood groups ..	How do price and reviews go hand in ha..	What are the different room types in a typic..	How many nights do guests stay in an Air ..	What are the overall prices per neighbor..
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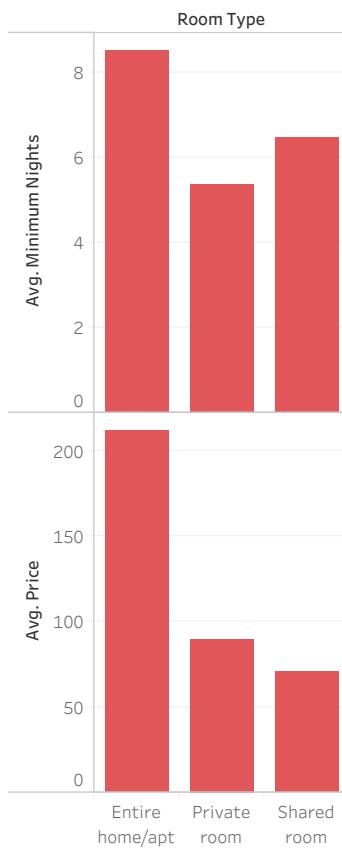
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Average prices to stay in particular neighborhood groups ..	Average revenues for neighborhood groups ..	How do price and reviews go hand in hand ..	What are the different room types in a typical neighborhood?	How many nights do guests stay in an Airbnb?	What are the overall prices per neighborhood group?	Which neighborhood group is priced highest?
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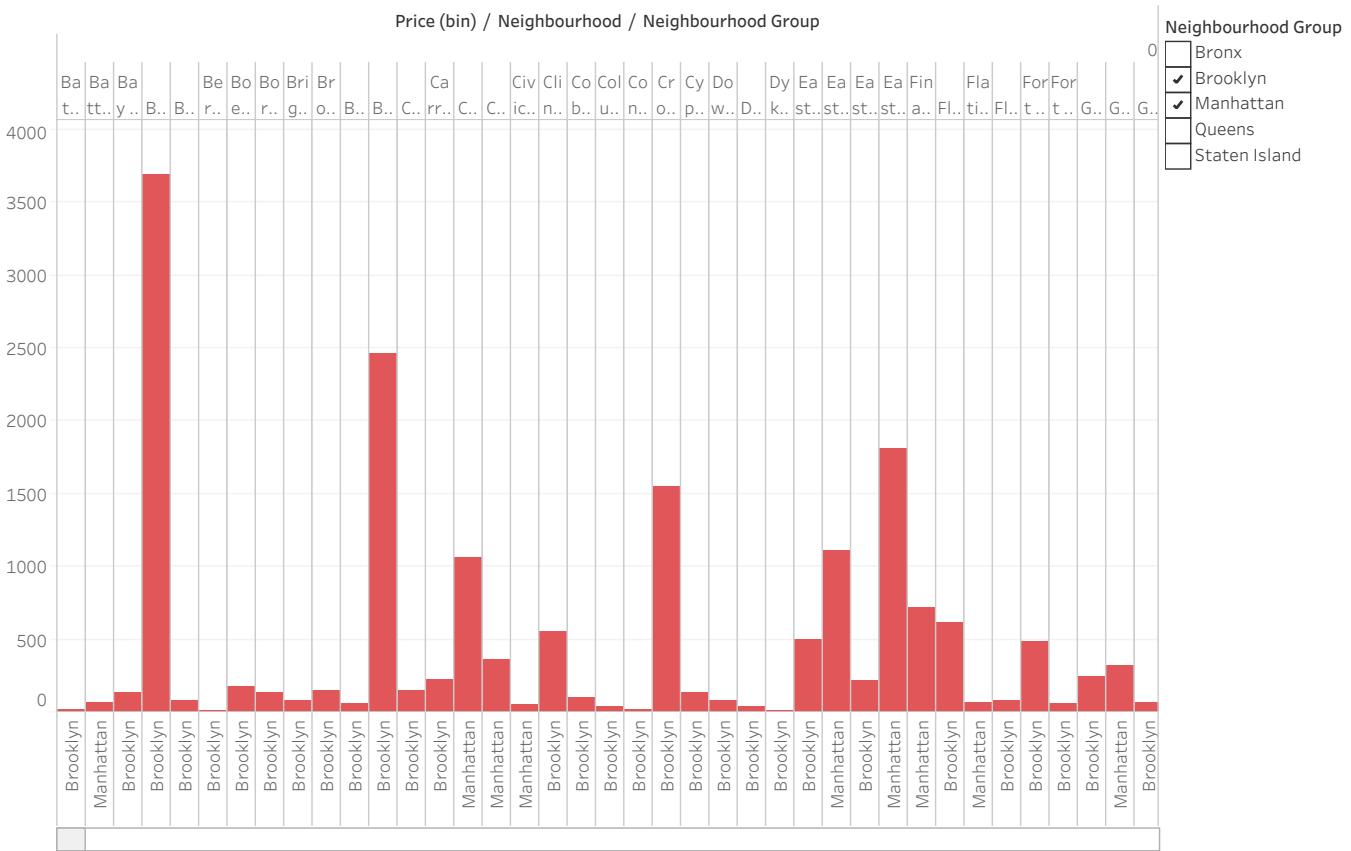
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Average revenues for neighborhood..	How do price and reviews go hand in ha..	What are the different room types in a typic..	How many nights do guests stay in an Air ..	What are the overall prices per neighborho..	Which neighborhood group is priced higher?	Disclaimer and COVID-19 Info
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How do price and reviews go hand ..	What are the different room types in a typic..	How many nights do guests stay in an Air ..	What are the overall prices per neighborho..	Which neighborhood group is priced higher?	Disclaimer and COVID-19 Info	Summary and Recommendations
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Please Note:

The calculations made for revenue are slightly skewed as not everyone will leave a review. We are working under the assumption that a majority of the guests will leave a review, helping give an overview of what the average revenue would be.

The data set has some limitations.

How did COVID-19 affect Air BnB revenue?

Travel was put to a halt in 2020 so Air BnB was not making as much money but with more people being vaccinated and restrictions being lifted, we are hoping to see a change in revenues for Air BnB in the 2021 year.

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Summary:

Most Popular Neighborhood Group(s):

- Manhattan
- Brooklyn

Number of Listings:

- Manhattan: 44
- Brooklyn: 30

Average nights per stay:

- 1 Week

Most reserved room type:

- Entire Home/Apartment

Overall Recommendation:

As a Real Estate Analyst, I would recommend one to invest in a property in Manhattan or Brooklyn that is an entire home or apartment. The prices per night are an average of \$100-\$250 and revenue is about \$5,000-\$6,000.