Londonist Color-Coded Pricing Recommendations

Residence	Londonist Price	Avg Competitor Price	Difference	Recommendation	Color Code
Shoreditch	nan	nan	21.0	Reduce Price	Red (Should Reduce Price)
White City	nan	nan	24.0	Reduce Price	Red (Should Reduce Price)
Chapter Lewisham	nan	nan	44.0	Reduce Price	Red (Should Reduce Price)
London Bridge	nan	nan	62.0	Reduce Price	Red (Should Reduce Price)
Southbank	nan	nan	62.0	Reduce Price	Red (Should Reduce Price)
Westminster	nan	nan	66.0	Reduce Price	Red (Should Reduce Price)
The Lyra (Bronze Studio)	385.0	327.6666666666667	57.33333333333331	Reduce Price	Red (Should Reduce Price)
Paddington Citi (Bronze Studio)	515.0	448.3333333333333	66.66666666666669	Reduce Price	Red (Should Reduce Price)
Islington II (Silver Studio)	375.0	nan	nan	No Data	Gray (No Data)
Islington II (Bronze Studio)	375.0	nan	nan	No Data	Gray (No Data)
Seven Sisters (Bronze Studio)	370.0	nan	nan	No Data	Gray (No Data)
New Cross (Bronze Studio)	395.0	nan	nan	No Data	Gray (No Data)
Seven Sisters (Bronze Accessible)	370.0	nan	nan	No Data	Gray (No Data)
Seven Sisters (Bronze Studio Single Bed)	355.0	nan	nan	No Data	Gray (No Data)
Seven Sisters (Silver Studio)	394.0	nan	nan	No Data	Gray (No Data)
New Cross (Platinum Studio)	375.0	nan	nan	No Data	Gray (No Data)
New Cross (Silver Studio)	407.0	nan	nan	No Data	Gray (No Data)
Seven Sisters (Gold Studio)	465.0	nan	nan	No Data	Gray (No Data)
South Bermondsey (Ultimate Ensuite)	345.0	351.0	-6.0	Keep Price	Yellow (Keep Price)

	Finsbury House (Classic Ensuite)	400.0	400.0	0.0	Keep Price	Yellow (Keep Price)
	Finsbury House (Premium Ensuite)	430.0	420.0	10.0	Keep Price	Yellow (Keep Price)
	Hawley Crescent (Silver Studio)	429.0	428.755	0.2450000000000045	Keep Price	Yellow (Keep Price)
	Hawley Crescent (Bronze Studio)	419.0	418.755	0.2450000000000045	Keep Price	Yellow (Keep Price)
Hackney Wick Park (Standard Ensuite - 10 Bed Cl		415.0	413.5	1.5	Keep Price	Yellow (Keep Price)
	Finsbury House (Premium Ensuite Plus)	450.0	450.0	0.0	Keep Price	Yellow (Keep Price)
	Dashwood	nan	nan	0.0	Keep Price	Yellow (Keep Price)
	Lewisham Exchange (Classic Studio)	415.0	399.0	16.0	Keep Price	Yellow (Keep Price)
	Finsbury House (Premium Studio)	495.0	495.0	0.0	Keep Price	Yellow (Keep Price)
	West Green House (Classic Ensuite)	305.0	305.0	0.0	Keep Price	Yellow (Keep Price)
	Spitalfields	nan	nan	13.0	Keep Price	Yellow (Keep Price)
	West Green House (Classic Ensuite-3)	310.0	310.0	0.0	Keep Price	Yellow (Keep Price)
	West Green House (Premium Ensuite)	325.0	325.0	0.0	Keep Price	Yellow (Keep Price)
	Chapter King's Cross	nan	nan	13.0	Keep Price	Yellow (Keep Price)
	Vega	nan	nan	0.0	Keep Price	Yellow (Keep Price)
	Old Street	nan	nan	19.0	Keep Price	Yellow (Keep Price)
	West Green House (Premium Ensuite Plus)	330.0	330.0	0.0	Keep Price	Yellow (Keep Price)
	Therese House (Standard Studio)	479.0	478.25	0.75	Keep Price	Yellow (Keep Price)
	South Bermondsey (Classic Studio)	405.0	404.5	0.5	Keep Price	Yellow (Keep Price)
	Finsbury House (Classic Studio)	485.0	475.0	10.0	Keep Price	Yellow (Keep Price)
	South Bermondsey (Classic Ensuite)	299.0	344.5	-45.5	Increase Price	Green (Can Increase Price)