



Introduction

In today's data-driven world, businesses and organizations rely on data analysis to make informed decisions. This project focuses on analyzing financial and business performance using data visualization tools like Power BI and Excel. By examining key metrics such as revenue, profit, sales trends, and customer segments, we can uncover valuable insights that help improve operational efficiency and strategic planning.

Using structured datasets, we apply analytical techniques to identify trends, detect anomalies, and optimize business strategies. This analysis empowers businesses to make data-driven decisions, enhance financial performance, and stay competitive in the market.

INTRODUCTION

REPORT 1

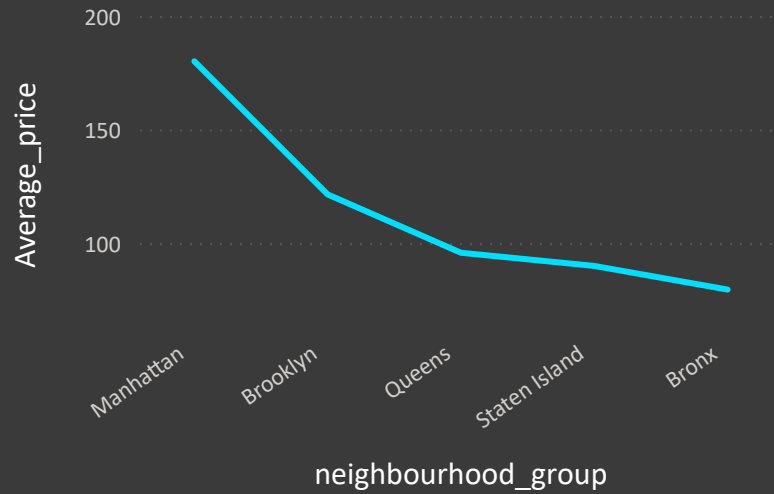
REPORT2

REPORT 3

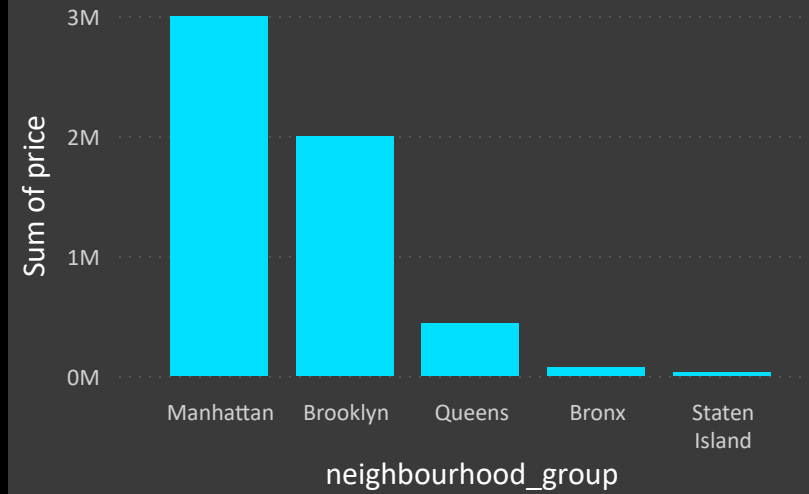
Conclusion

AIRBNB RENTAL PERFORMANCE \$ REVANUE ANALYSIS

Average_price by neighbourhood_group



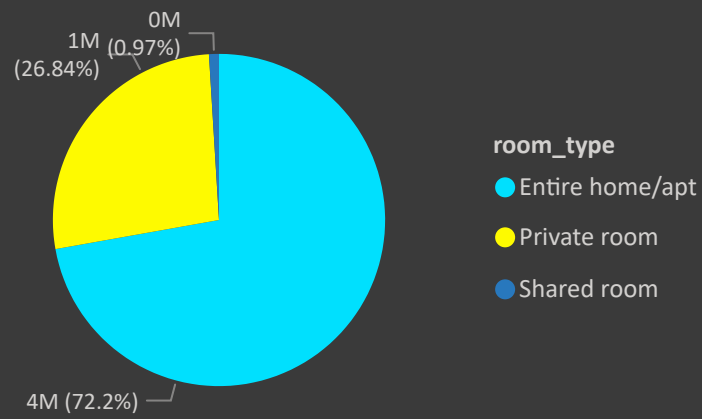
Sum of price by neighbourhood_group



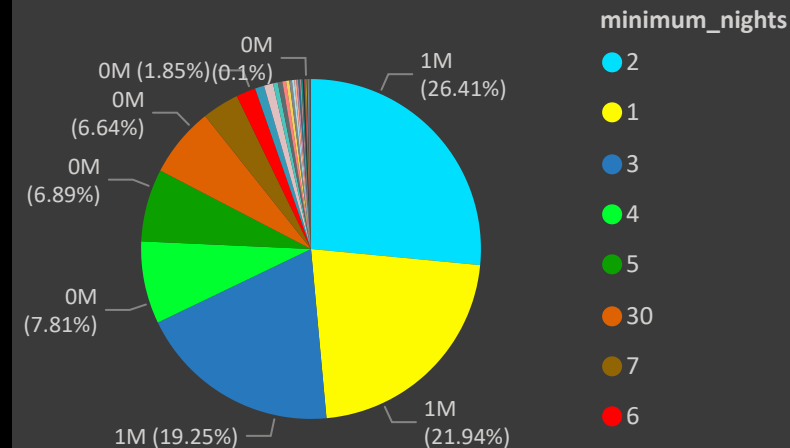
Sum of number_of_reviews by price



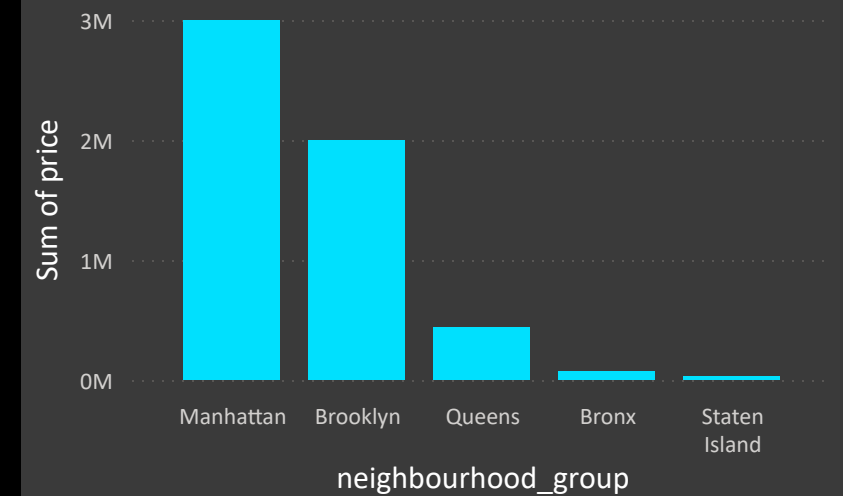
Sum of price by room_type



Sum of price by minimum_nights

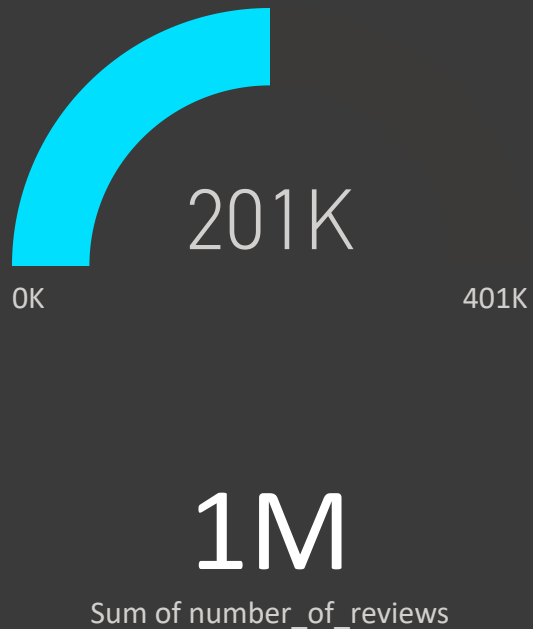


Sum of price by neighbourhood_group

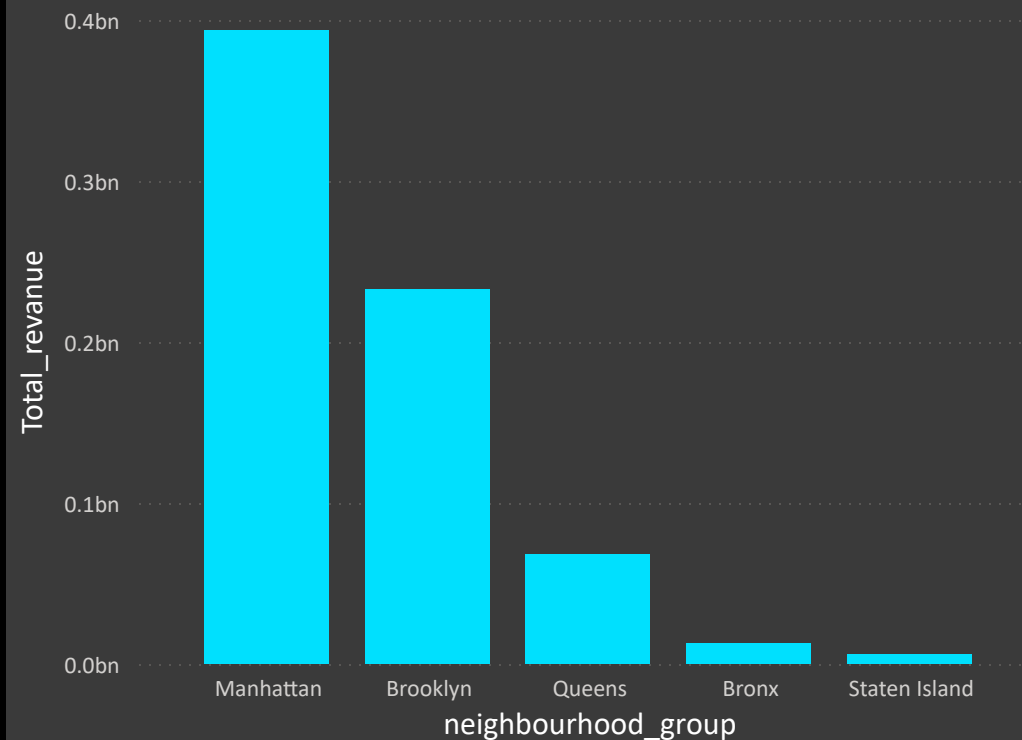




Sum of calculated_host_listings_count



Total_revenue by neighbourhood_group



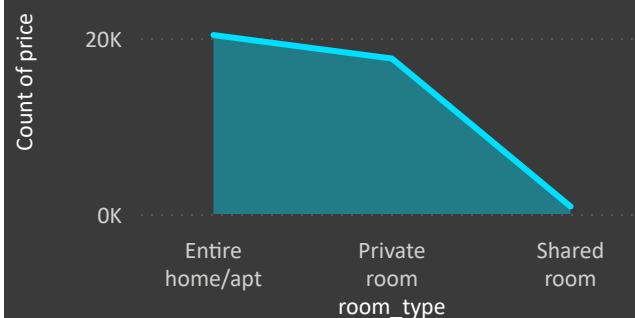
Sum of availability_365



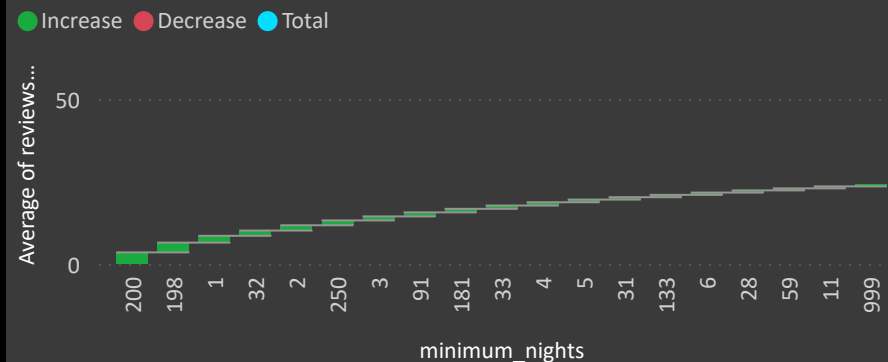
1.58M

Sum of latitude

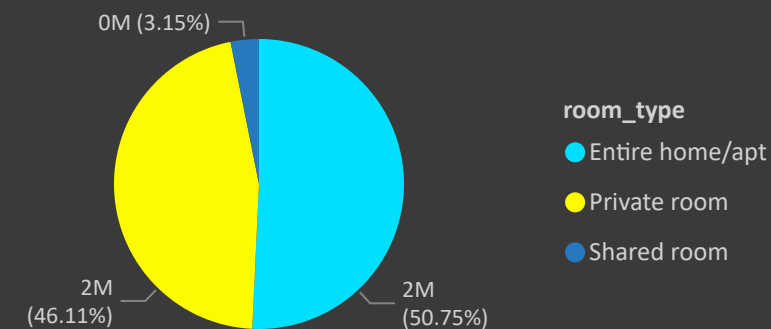
Count of price by room_type



Average of reviews_per_month by minimum_nights

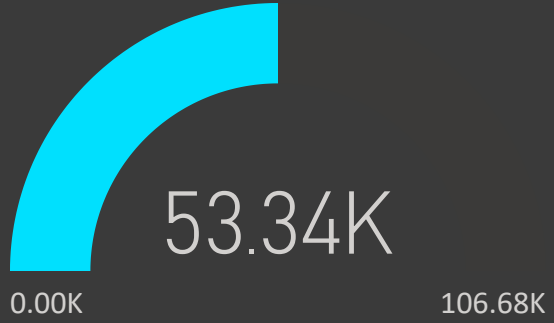


Sum of availability_365 by room_type





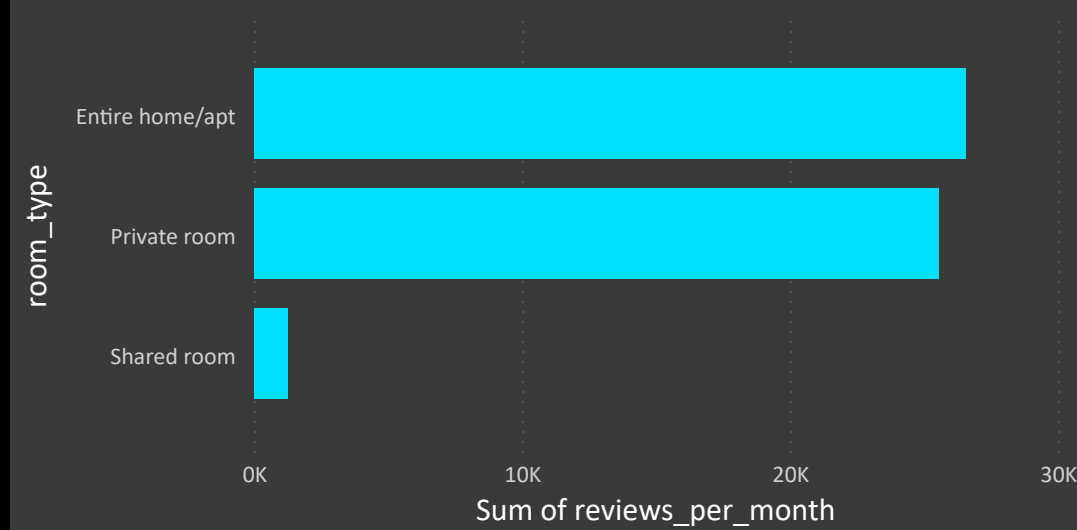
Sum of reviews_per_month



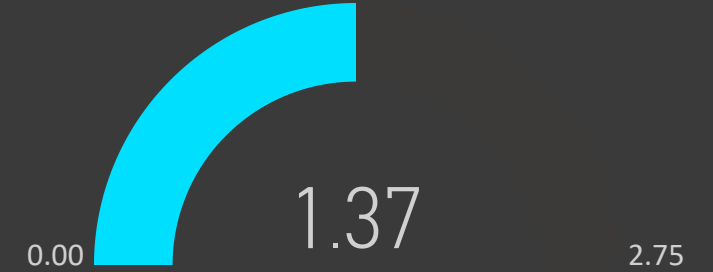
host_name

All

Sum of reviews_per_month by room_type



Average of reviews_per_month



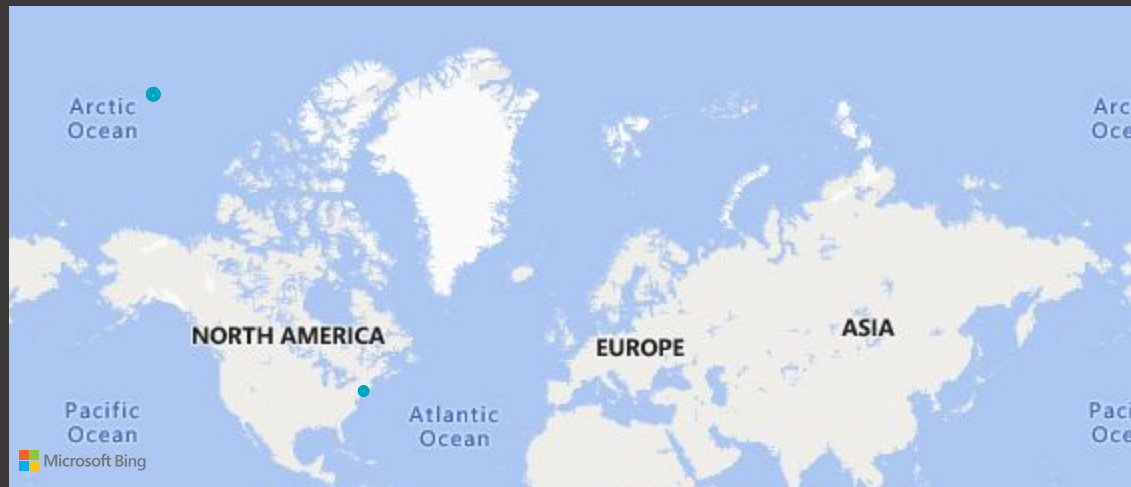
713M

Total_revenue

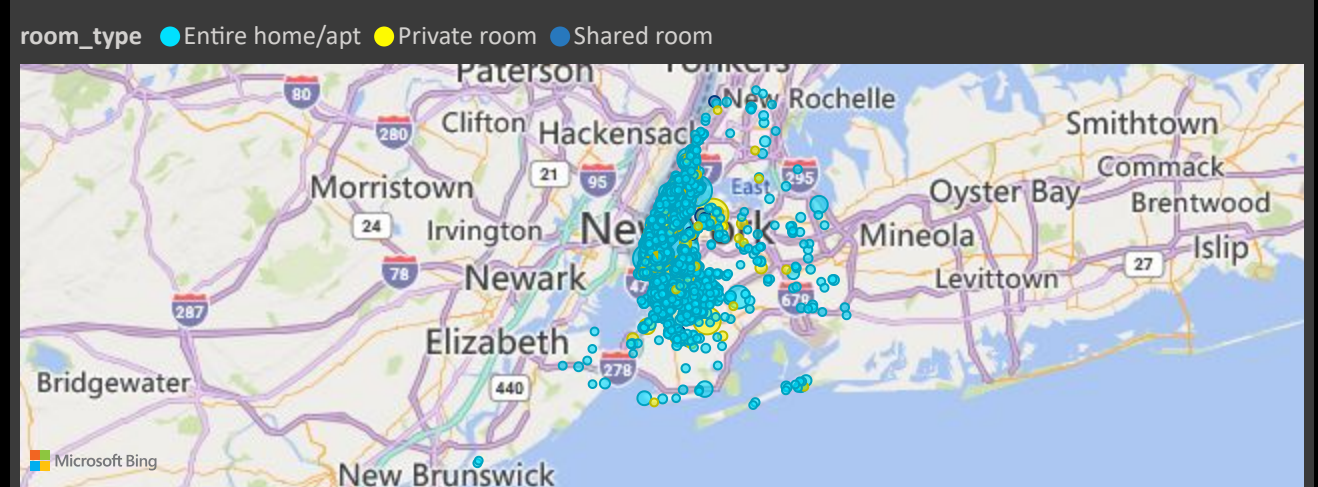
629

Max of number_of_reviews

Sum of latitude, Sum of longitude and Sum of price by price



Average of price and Sum of availability_365 by room_type, latitude and longitude





Conclusion

Through this project, we have successfully analyzed key financial and business metrics to gain valuable insights into sales trends, profitability, and customer segments. By leveraging data visualization tools like Power BI and Excel, we identified critical patterns that help in optimizing operational costs, improving sales strategies, and enhancing decision-making.

The analysis highlights the importance of data-driven approaches in financial management, allowing businesses to track performance effectively and make informed strategic decisions. Moving forward, businesses can utilize these insights to drive growth, maximize profitability, and maintain a competitive edge in the market.