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| <Sydney Airbnb> Executive Summary |
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# Abstract

A 100 to 150 word executive summary of your findings. Do this last.

# Introduction

Explains the purpose of this report. Include the date range covered, and the different analysis tasks performed

This report was conducted to develop a visualisation tool for the client Airbnb, by providing data analysis of properties within Sydney to help the business understand patterns and trends in order to grow and maximise profits. As a leading global hospitality business specialising in accommodation, many of Airbnb’s clients are in need of finding the perfect accommodation within their budget and ideal location. Thus, a visualisation tool was created to help the clients and Airbnb with concerns regarding accommodation. The data set that was given covered the date range from December 2018 – 2019 and displayed all active properties within Sydney. The goal of the visualisation tool were to form the following tasks:

* Within a user-selected period, return all the listings in a specified suburb.
* Within a user-selected period, display the distribution of prices of properties using a chart.
* Within a user-selected period, retrieve all records that contain a specific keyword (e.g., pool, 2-bedroom).
* Analyse the comments relating to cleanliness of the property such as (dust, dirt etc.).
* Return the average review score and variations of a user-selected property.

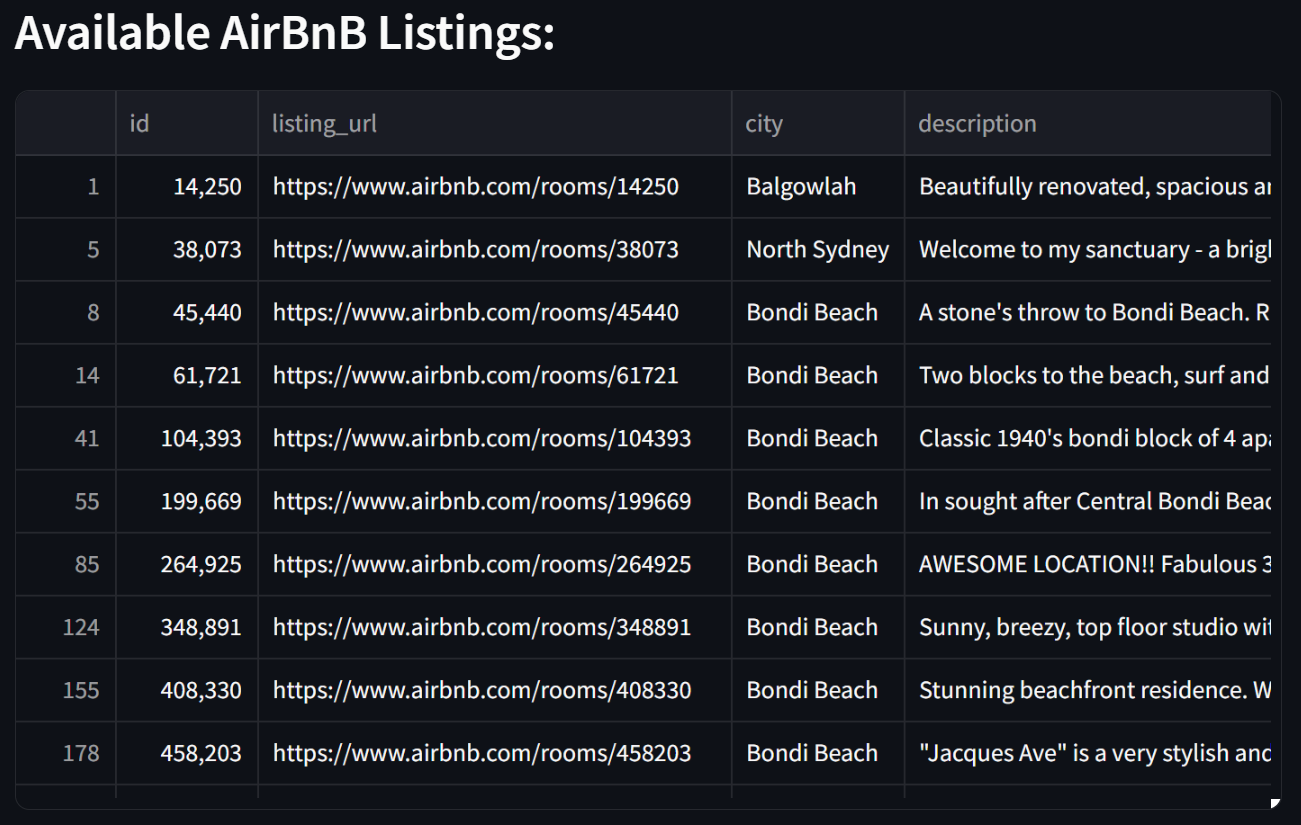
Based on the requirements of your dataset, put the results of your analysis of a 12 month date period for each of the required functionalities in these sections. Change the title names to reflect your dataset and the analysis being performed. You may include images from your program as well as your own description of the results.

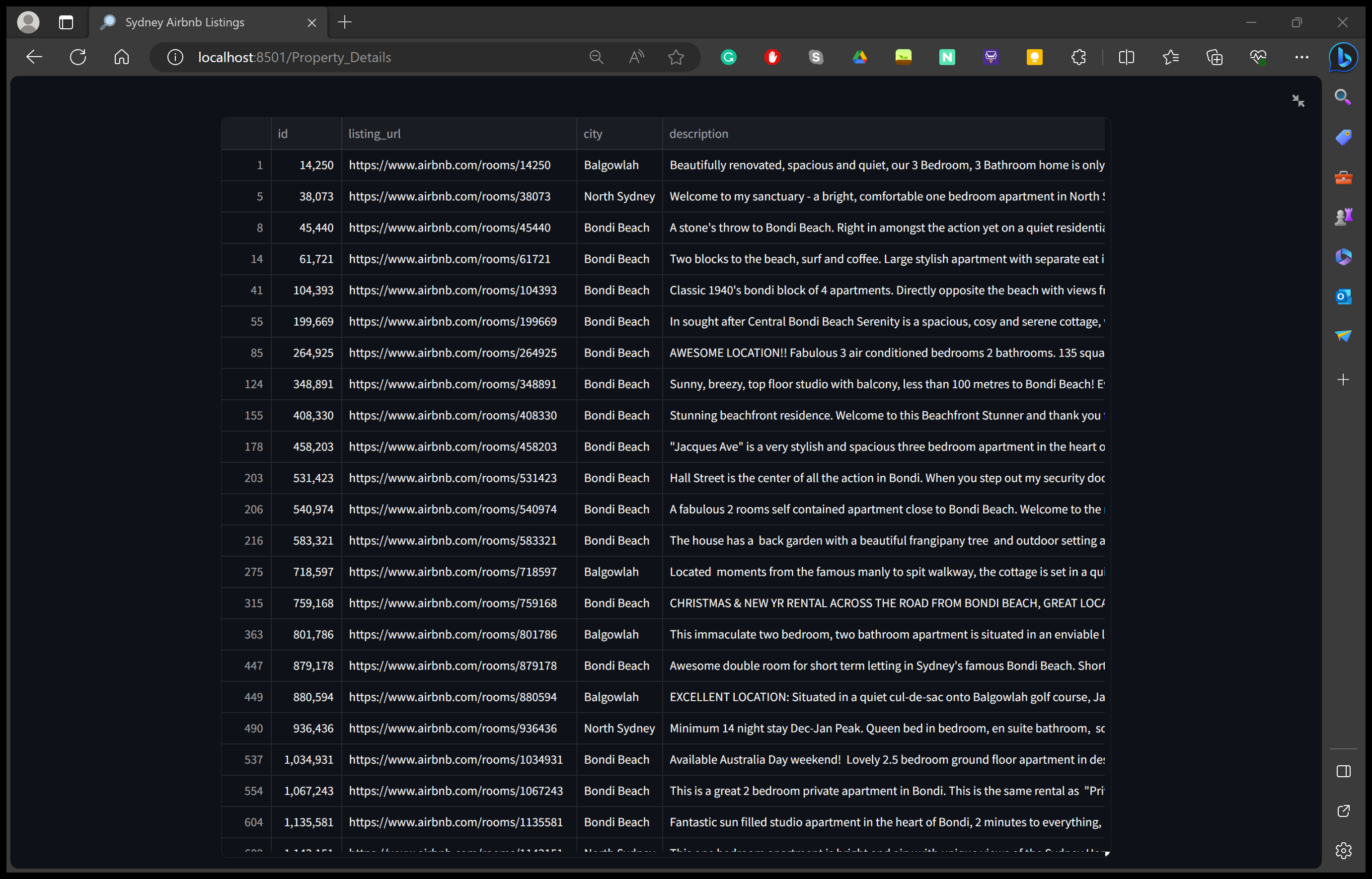
# **Analysis 1 - Specified Suburb <Report all listings in a specified suburb>**

A screenshot of a computer

Description automatically generated

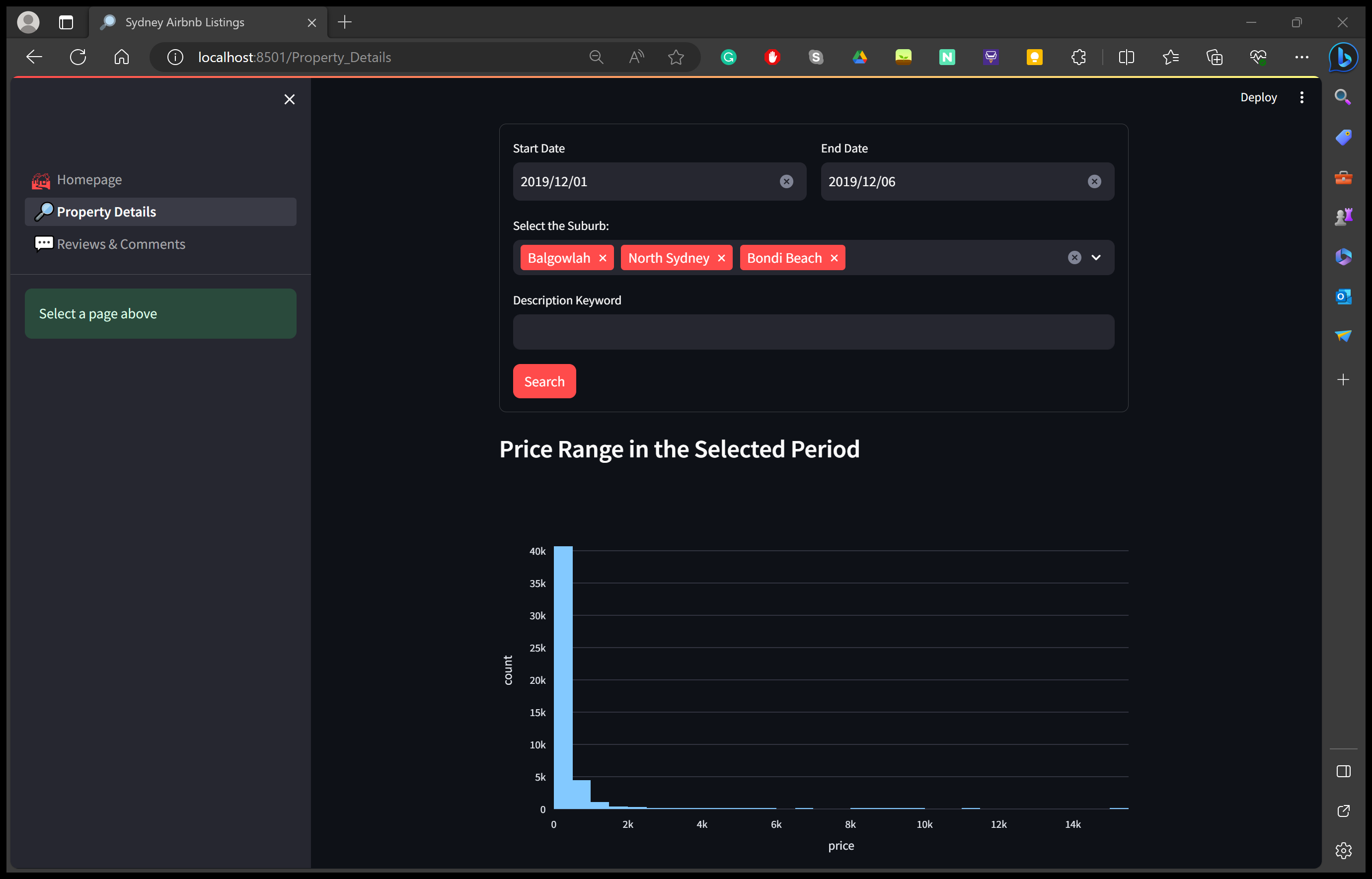
As shown in the image above, the entered period of time is 01/12/2019 – 06/12/2019 with the following specified suburbs being Balgowlah, North Sydney & Bondi Beach. The results of this search will then show all the available listings within these suburbs as provided in the next two images below.





Therefore, the user is able to select either one or multiple suburbs depending on their preference and period of time and can click in the table to observe all the records. This is an essential functionality as it allows the clients to be more efficient and target their ideal location of stay, making their holiday planning much easier.

# **Analysis 2 – Price of Properties <Displays distribution price of properties >**



The second analysis focuses on the second task of the visualisation tool which is to display the prices of Airbnb properties within Sydney using a chart. The image above displays the prices of the properties in a bar chart between the user selected period: 1/12/2019 – 6/12/2019 and the following suburbs: Balgowlah, North Sydney & Bondi Beach. Based on the results, about 40,000 properties within those suburbs are below the price range of $1000, meaning that Airbnb properties within these regions are pretty affordable. This task plays a big role in a client’s decision of staying in an Airbnb as they can filter out areas that are out of their budget or find areas that are within their budget.

The bar chart is also able to be zoomed in to get a closer view on the figures as shown in the following image below.

A screen shot of a graph

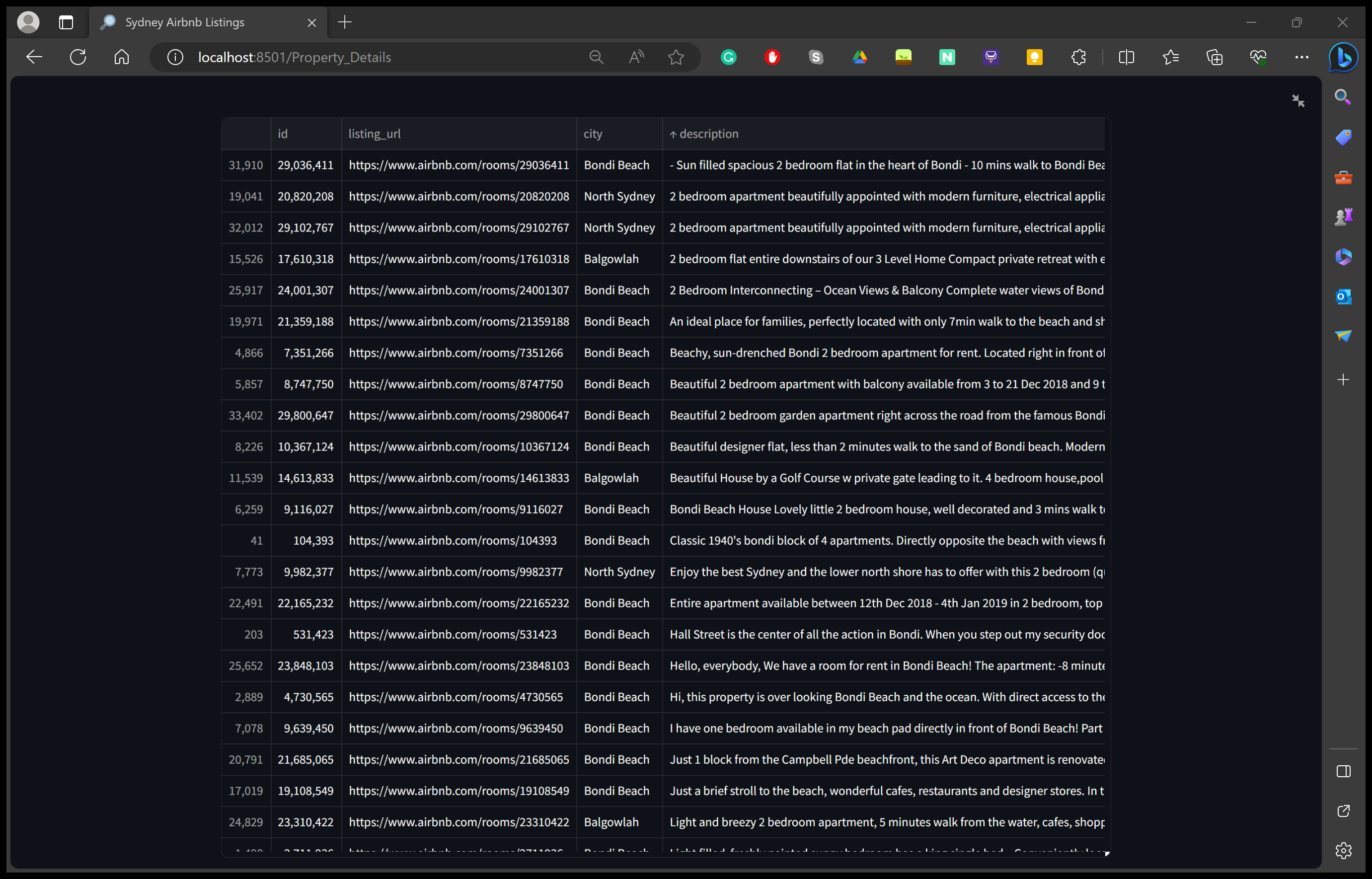
Description automatically generated

# **Analysis 3 <Add context to this title>**

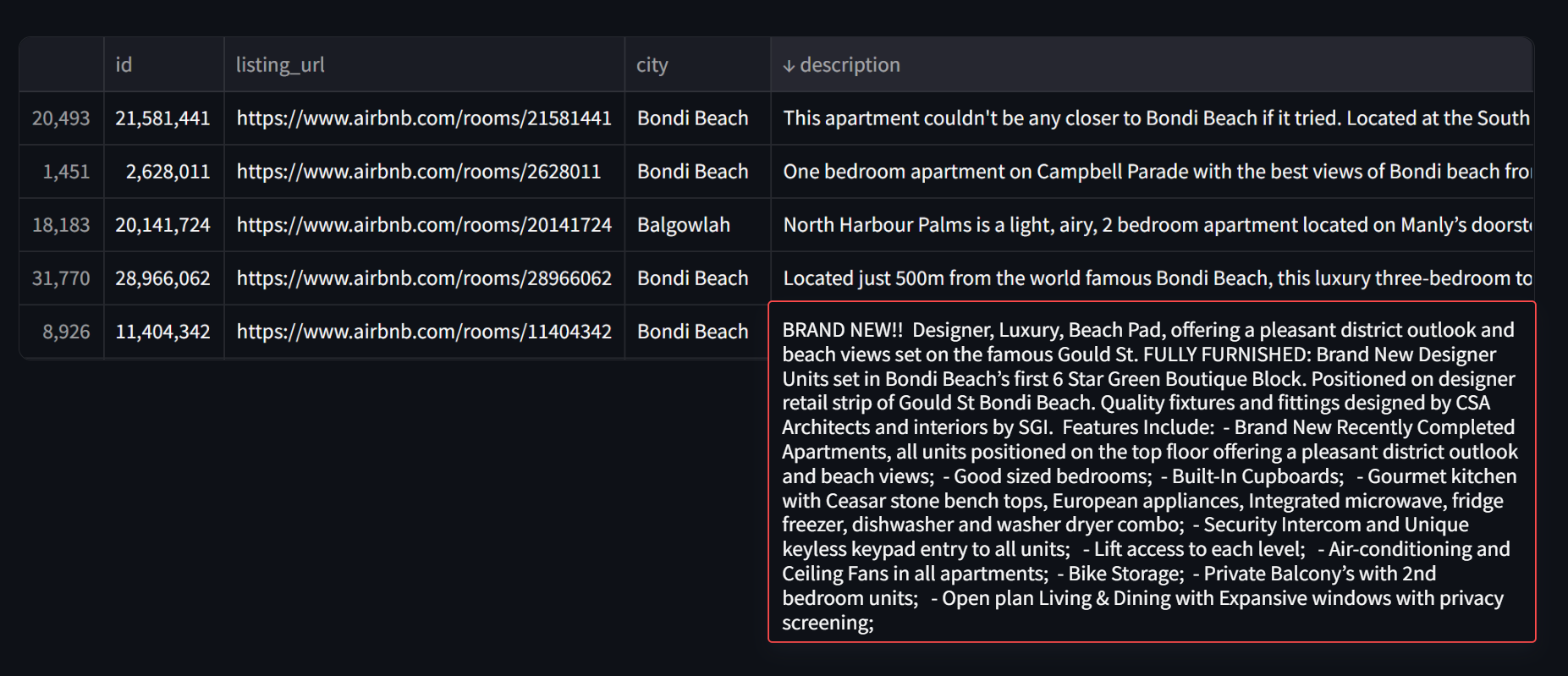
Keyword: 2 bedroom / pool / air-conditioning

A screenshot of a computer

Description automatically generated



(Notice the changes before and after adding the keyword, the number or properties being given is now less than before)



(Air-conditioning keyword)

# **Analysis 4 <Add context to this title>**

Cleanliness Comments:

A screenshot of a video

Description automatically generated

A screenshot of a computer

Description automatically generated

# **Analysis 5 <Add context to this title>**

Review score

A screenshot of a computer

Description automatically generated