PURPOSE / PROJECT GOAL

THE MAIN PURPOSE OF THIS PROJECT WAS TO ANALYZE AIRBNB LISTINGS DATA FOR AMSTERDAM AND PROVIDE AN INTERACTIVE, VISUAL OVERVIEW OF THE CITY'S AIRBNB MARKET. THE GOAL WAS TO HELP USERS UNDERSTAND NEIGHBORHOOD-LEVEL PERFORMANCE THROUGH INSIGHTS ON PRICING, REVIEWS, ROOM TYPES, HOST ACTIVITY, AND HISTORICAL GROWTH TRENDS.

BUSINESS / PROBLEM STATEMENT

- The dashboard was designed to address the following key analytical questions:

1. Display a **Map Chart** showing the listings in the chosen neighborhood.

2. Present **summary metrics** such as total listings, total reviews, average rating, and average price.

3. Show the **distribution of different types of rooms** available in each neighborhood.

4. Visualize the **growth of Airbnb listings** across different years in the neighborhood.

5. Highlight the **top hosts** and their listings overview in the neighborhood.

6. Illustrate the **pricing distribution across room types** in the neighborhood.