

Airbnb Listings Analysis Report

This Power BI project provides a comprehensive analysis of Airbnb listings in New York City, focusing on various dimensions such as neighborhood, room type, and price. The report is divided into three pages, each offering distinct insights through a variety of visualizations and interactive elements.

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1. Project Objective

The objective of this project is to analyze Airbnb listings in New York City, providing insights that can help both hosts and Airbnb management understand market trends. The focus is on factors such as the most popular neighborhoods, peak booking times, top hosts, and price distribution.

2. Data Sources and Methodology

The dataset used in this report consists of Airbnb listings data for New York City. The analysis was conducted using Power BI, leveraging its capabilities to visualize complex datasets and create interactive dashboards. Key metrics such as **number of listings**, **average price**, and **reviews** were analyzed across various dimensions, including neighborhood, room type, and host performance.

3. Report Structure

Page 1: Overview

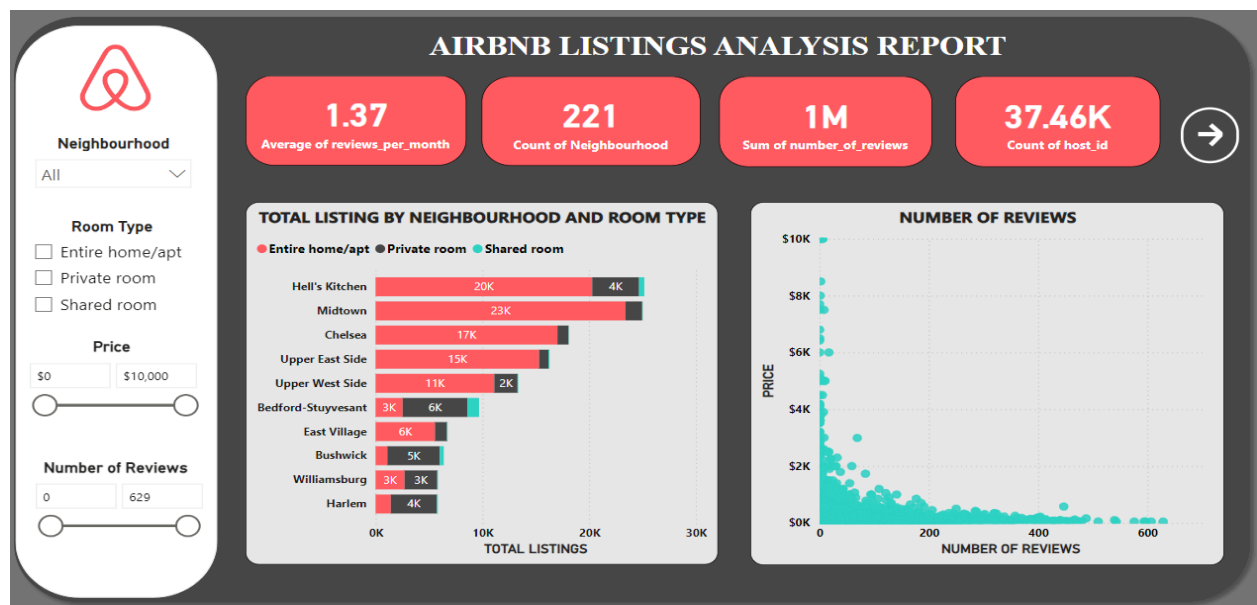
Slicers: Neighborhood, Room Type, Price, Number of Reviews

Cards:

- Average of Reviews per Month: 1.37
- Count of Neighborhoods: 221
- Sum of Number of Reviews: 1M
- Count of Host IDs: 37.46K

Visualizations:

- **Bar Chart:** Total Listings by Neighborhood and Room Type
- **Scatter Plot:** Price vs. Number of Reviews

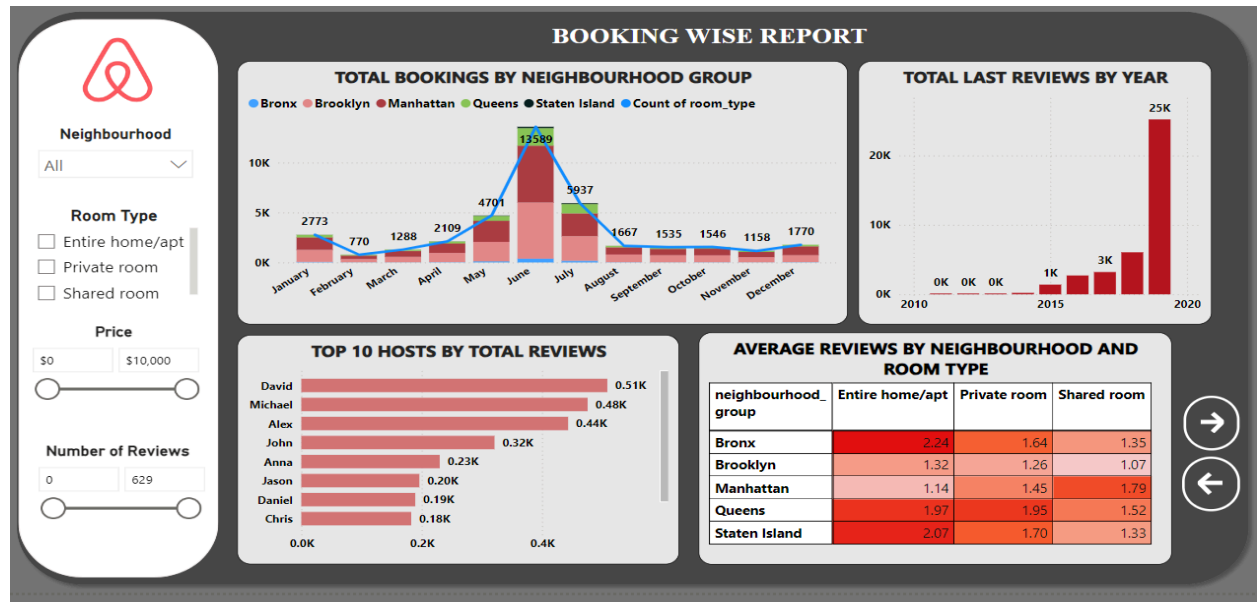


Page 2: Booking Wise Report

Slicers: Neighborhood, Room Type, Price, Number of Reviews

Visualizations:

- **Line and Bar Chart:** Total Bookings by Neighborhood Group
- **Bar Chart:** Top 10 Hosts by Total Reviews
- **Line Chart:** Total Last Reviews by Year
- **Table:** Average Reviews by Neighborhood and Room Type

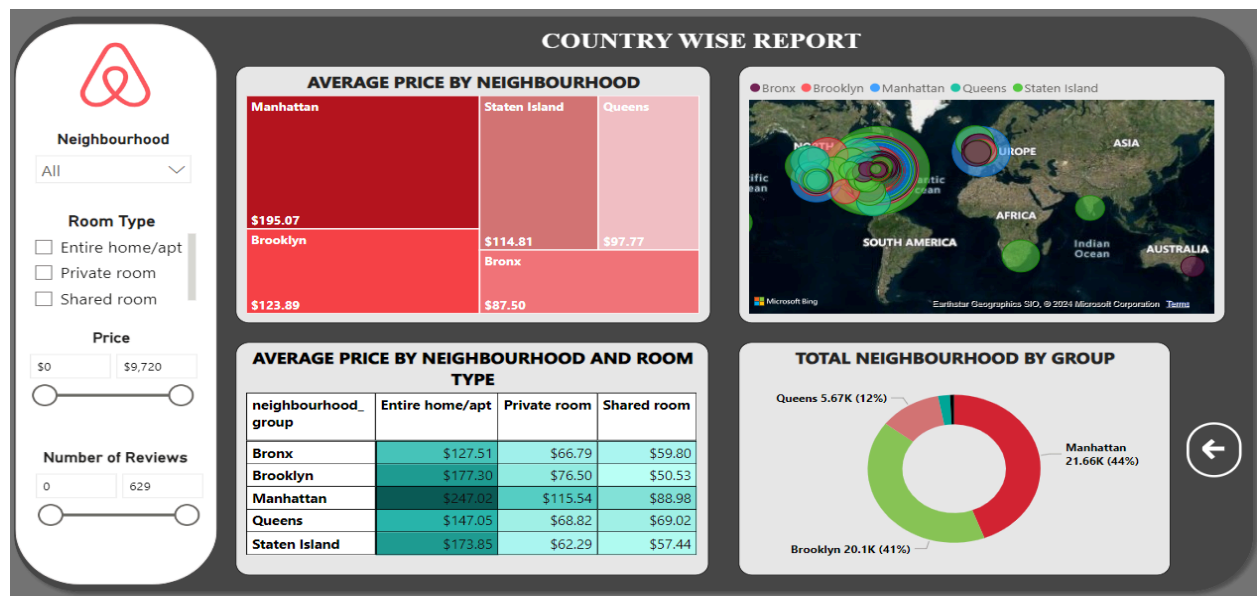


Page 3: Country Wise Report

Slicers: Neighborhood, Room Type, Price, Number of Reviews

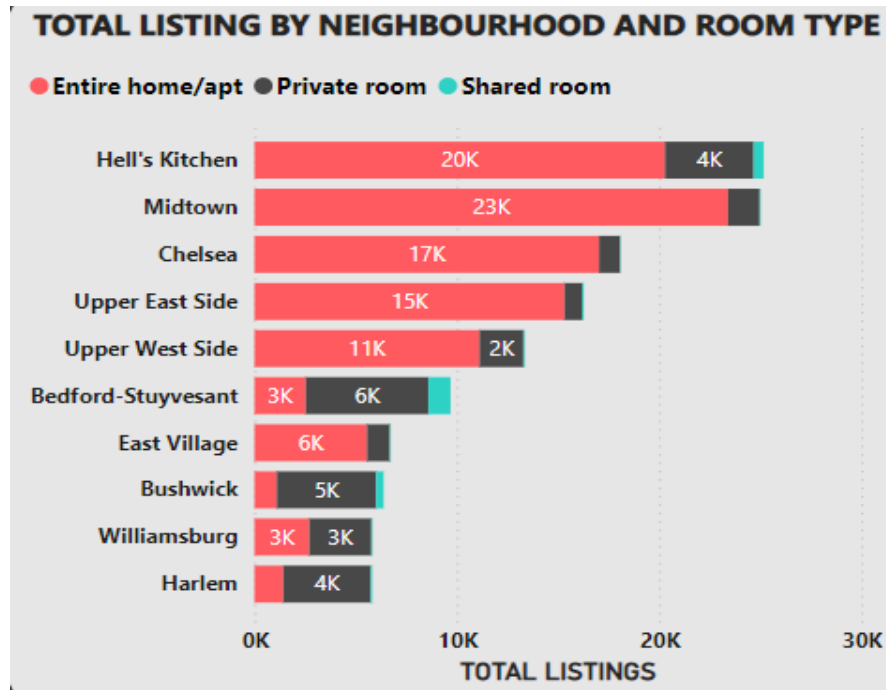
Visualizations:

- **Treemap:** Average Price by Neighborhood
- **Table:** Average Price by Neighborhood and Room Type
- **Map:** Distribution of Neighborhood Groups Globally
- **Donut Chart:** Total Neighborhood by Group

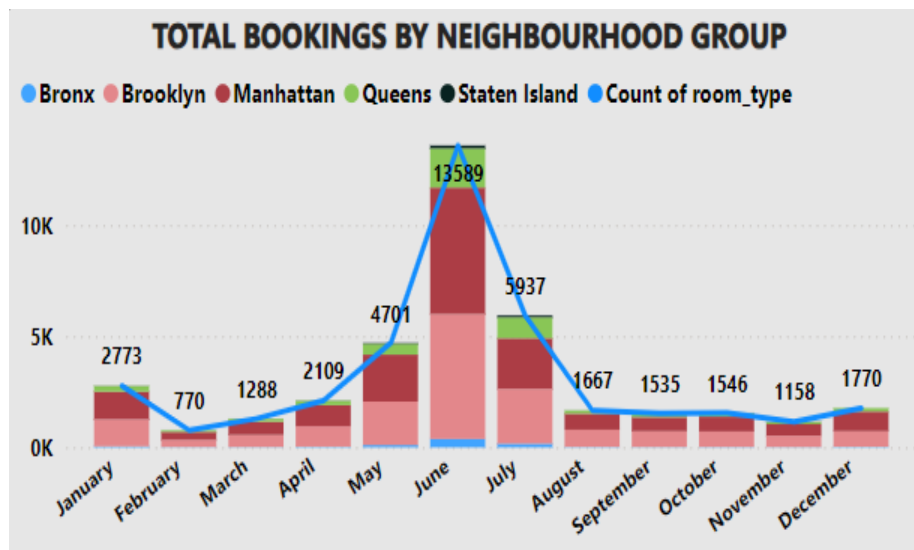


4. Key Insights

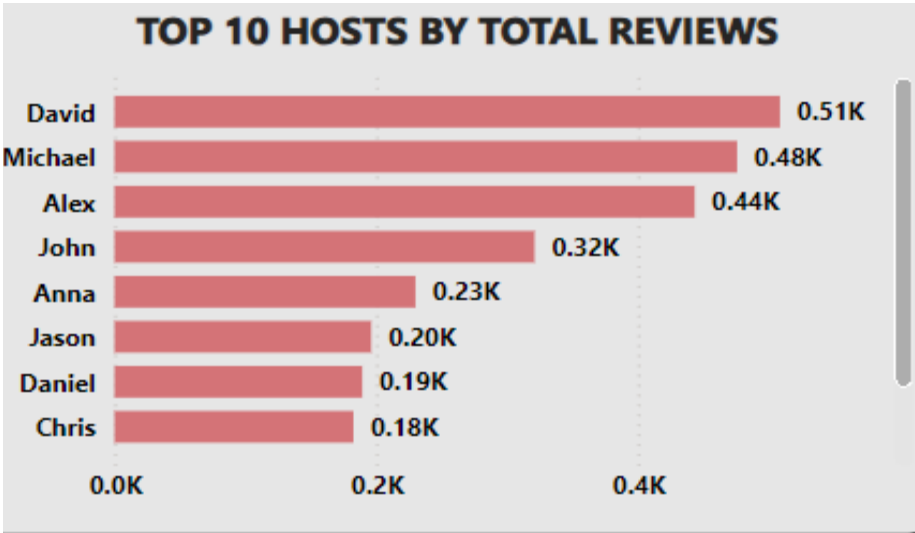
- **Top Neighborhoods:** Listings in **Midtown** and **Hell's Kitchen** dominate, offering lucrative potential for revenue generation, particularly for entire home/apartment rentals.



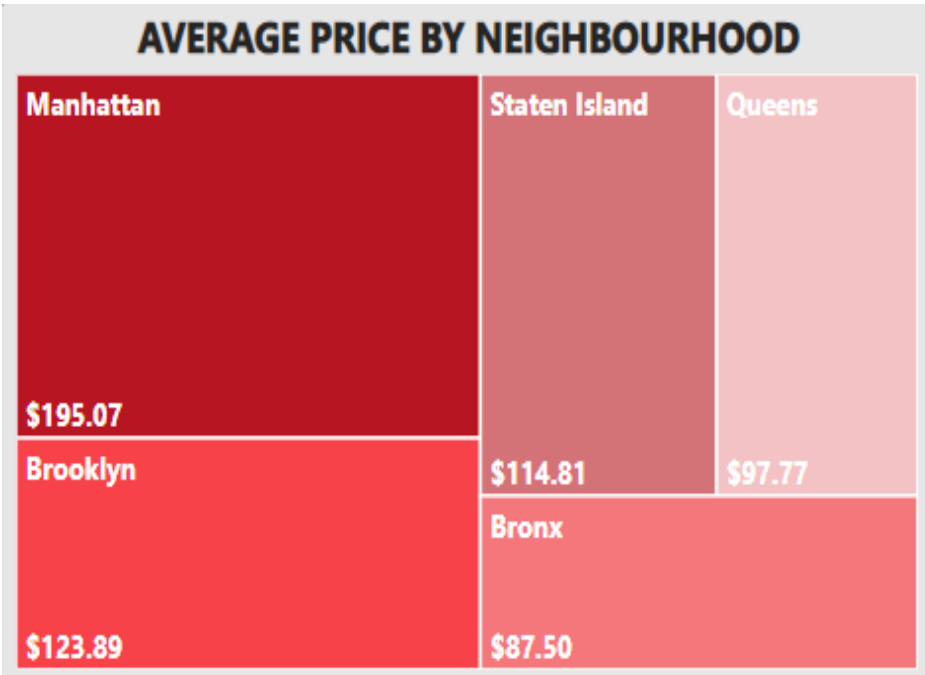
- **Booking Trends:** **June** and **July** see the highest number of bookings, indicating a peak travel season for New York City.



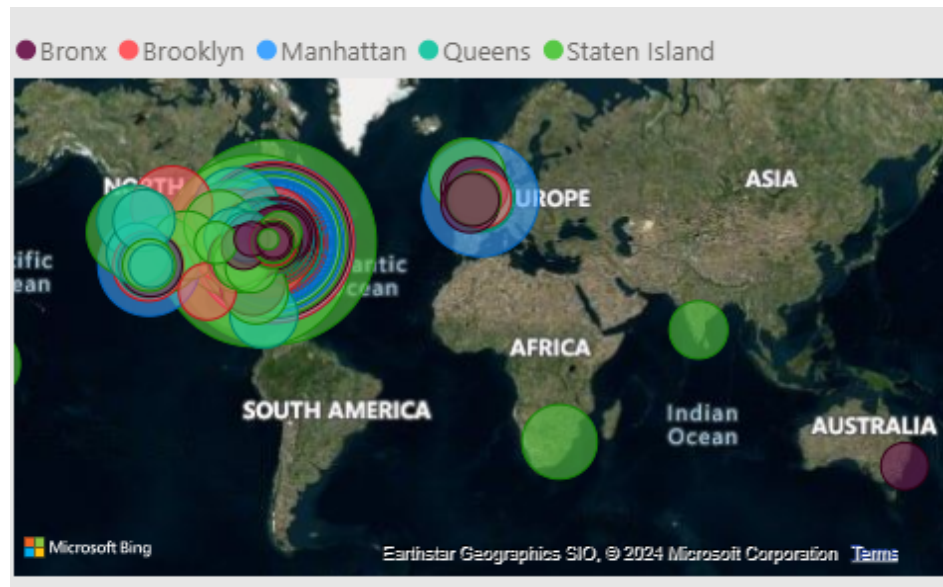
- **Host Analysis:** **David, Michael, and Alex** are the most influential hosts based on the number of reviews, contributing to the platform's popularity in the city.



- **Price Distribution:** **Manhattan** consistently commands the highest prices, especially for entire homes/apartments, reaffirming its status as a premium location.



- **Global Reach:** Airbnb maintains a strong presence in **New York City** and other major cities worldwide, with significant activity seen across the map visualization.



5. Conclusion

This Power BI report successfully presents key insights into the New York City Airbnb market. Neighborhoods like Midtown and Hell's Kitchen show strong performance in terms of listing numbers, while summer months emerge as peak booking periods. Top hosts and premium pricing in Manhattan further highlight the competitive nature of the market.