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DATA ANALYSIS USING TABLEAU

Airbnb

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Welcome to airbnb

Airbnb, founded in 2008 by Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, is a global platform that connects property owners with travelers seeking unique accommodations. With millions of listings in over 220 countries, Airbnb has revolutionized the hospitality industry by offering diverse lodging options, from entire homes to shared spaces. The platform's mission is to create a world where anyone can belong anywhere, making travel more personal, accessible, and affordable.

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Project Goal

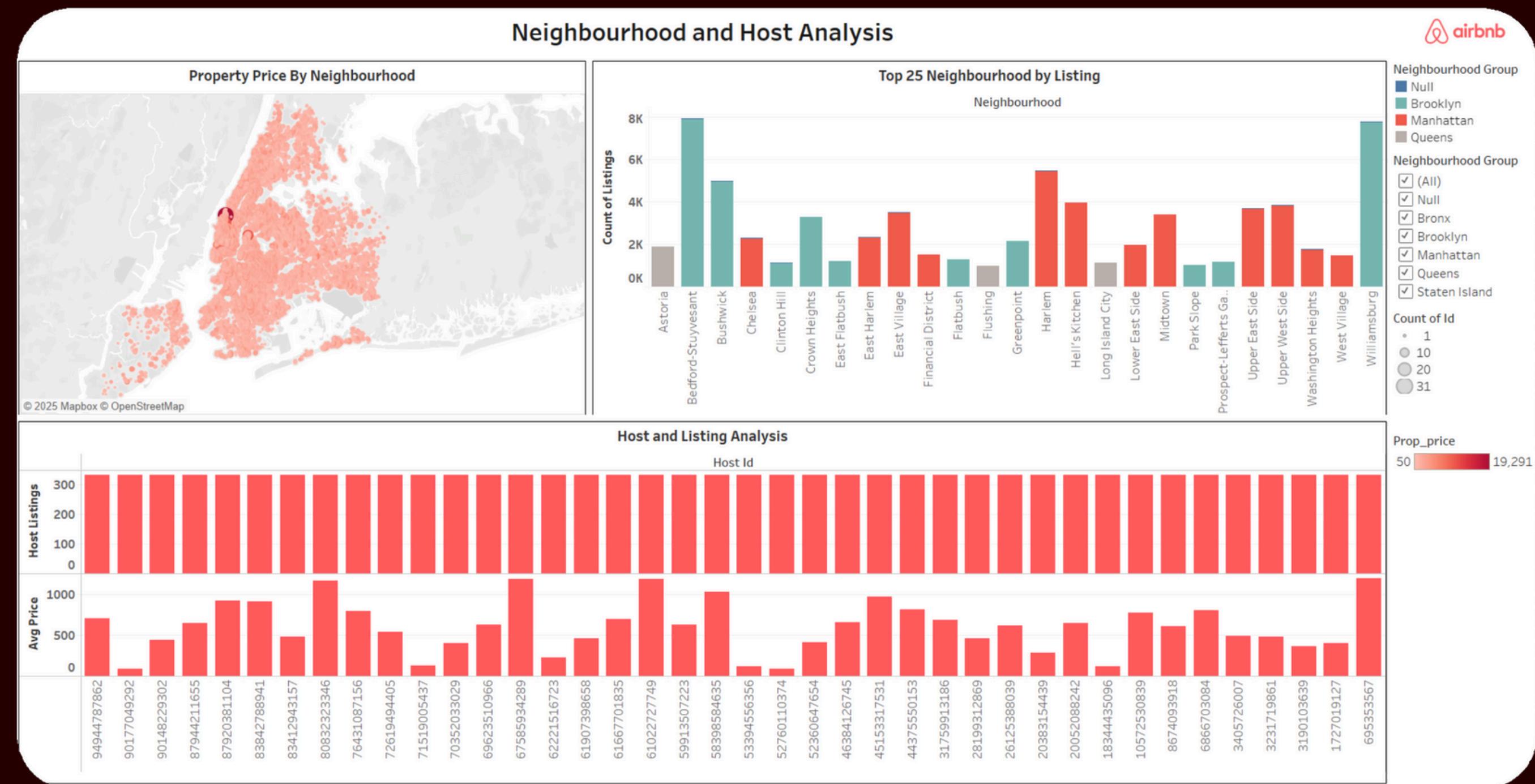
This project aims to analyze Airbnb's data to optimize rental strategies, enhance customer satisfaction, and maximize revenue for property owners. By leveraging advanced tools like Tableau, the analysis will generate actionable insights into neighborhood popularity, pricing trends, property type preferences, and customer satisfaction. The project also explores how amenities influence pricing and identifies strategies adopted by top-performing hosts. These insights will serve as a valuable guide for Airbnb and its hosts to make informed decisions, drive customer satisfaction, and achieve greater profitability.

Prepare Tableau Calculations and Analysis for the Following:

1. **Neighborhood Popularity and Pricing:** Identify which areas have the most listings and analyze how pricing varies across different locations.
2. **Property Type Distribution:** Investigate the different types of properties (entire homes, private rooms, shared rooms) and understand which types are most in demand.
3. **Customer Satisfaction and Ratings:** Explore the relationship between listing prices and customer review ratings to identify factors contributing to higher customer satisfaction.
4. **Host and Listing Analysis:** Determine which hosts have the highest number of listings and how their pricing strategies compare.
5. **Impact of Amenities on Pricing:** Understand how the presence of certain amenities influences listing prices.



Neighbourhood & Host Analysis



Key Findings

- **Property Prices by Neighbourhood:**

The map highlights the property price distribution across neighborhoods, showing variations based on location. Central areas likely have higher prices due to demand.

- **Top 25 Neighborhoods by Listings:**

Bedford-Stuyvesant has the highest number of listings, followed by neighborhoods like Bushwick, East Village, and Chelsea.

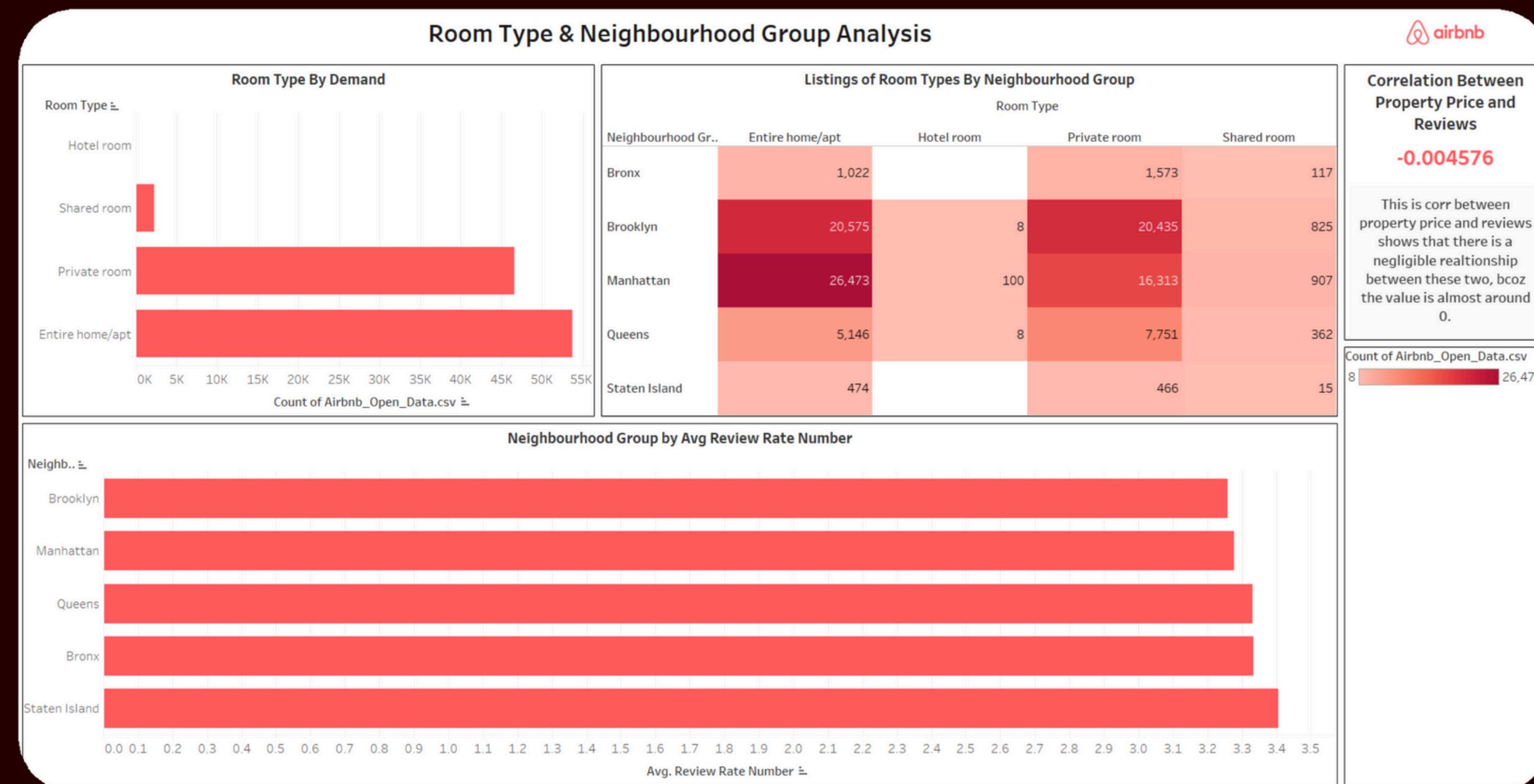
Brooklyn and Manhattan dominate in terms of listings, reflecting their popularity among hosts and guests.

- **Host and Listing Analysis:**

Certain hosts have a significantly high number of listings, indicating professional hosting or property management practices.

The average price per host suggests some hosts cater to premium markets, while others focus on affordability.

Room Type & Neighborhood Group Analysis



Key Findings

- **Room Type Demand:**

Entire homes/apartments are the most popular room type, followed by private rooms.

Shared rooms and hotel rooms have significantly lower demand.

Private rooms and entire apartments dominate listings in Brooklyn and Manhattan.

- **Listings by Room Type and Neighborhood Group:**

Manhattan leads in entire home/apartment listings, highlighting its appeal for complete privacy. Shared rooms are least represented across all neighborhood groups.

- **Average Review Rate by Neighborhood Group:**

Staten Island has the highest average review rate, indicating guest satisfaction despite fewer listings.

Brooklyn and Manhattan also maintain good review ratings but cater to a much larger audience.

- **Correlation Between Price and Reviews:**

The correlation value of **-0.004576** indicates negligible relationship between property price and reviews. This suggests that price does not significantly influence review ratings, and other factors like service quality or amenities play a more prominent role.

Insights and Recommendations:

- **Market Opportunities:** Hosts can focus on Staten Island for guest satisfaction and differentiate by offering unique experiences. Expanding affordable listings in areas like Brooklyn could attract budget-conscious travelers.
- **Room Types:** Marketing efforts should emphasize entire homes/apartments, given their popularity.
- **Host Strategies:** Individual hosts with fewer listings can focus on personalization to compete with professional hosts managing multiple properties.

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