

Who: The client is a rental agency new to the New York City rental market.

Why: The client wants to know more about the rental market in NYC. They want to know about the types of rentals, the prices, and the various locations.

What: The storyboard will provide more information about Airbnb rentals in NYC based on available data.

When: It will be used when the rental agency decides what type of listings to offer, for how much, and where.

Where: Tableau Public

Storyboard Structure:

1. The Boroughs of New York City
2. Exploratory Analysis: what is the Airbnb rental market like in NYC?
3. Airbnb NYC Rental Locations
4. Room Types Available for Rent
5. Room Types Available by Borough
6. Price Distribution of Room Types
7. Price Breakdown by Borough
8. Final Results and Recommendations