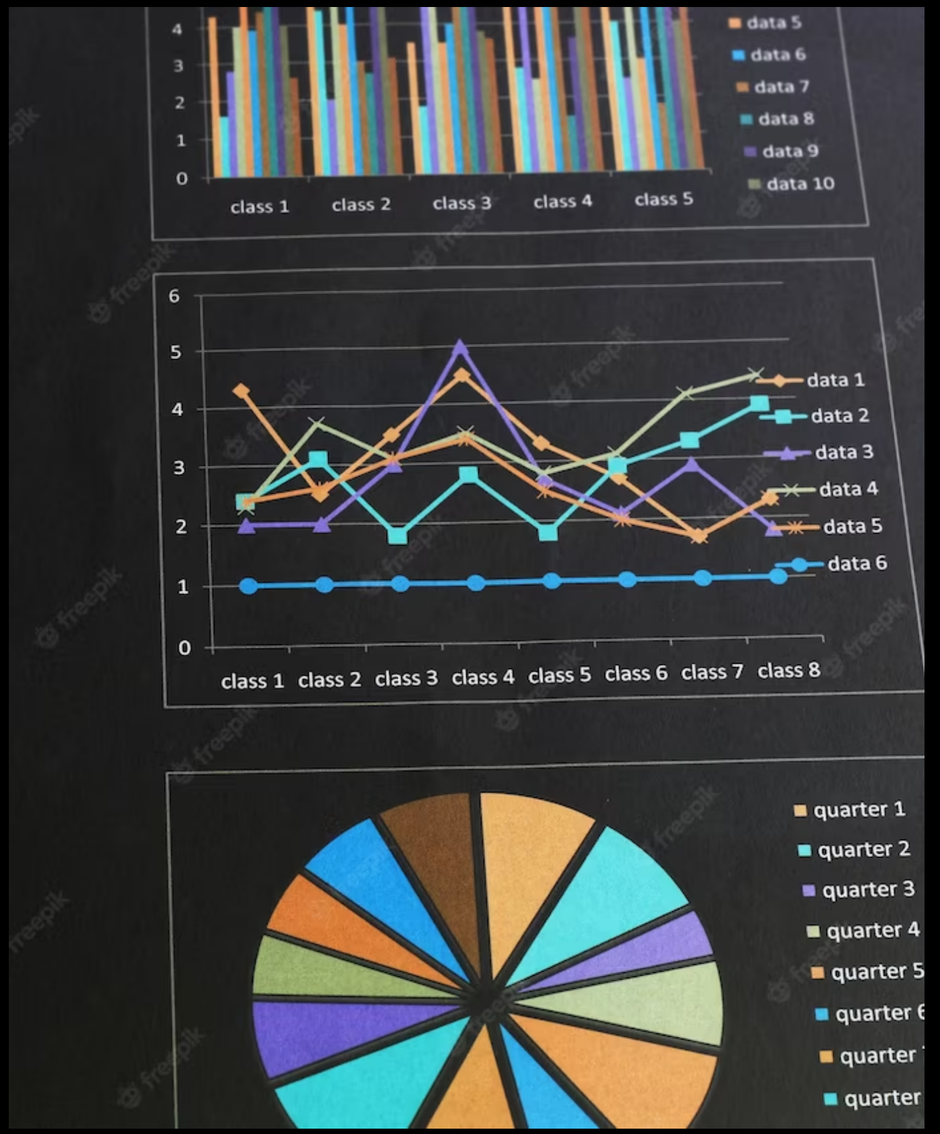
Unlocking Insights: Exploring the Airbnb Dashboard with Tableau

Introduction

Welcome to the presentation on *Unlocking Insights: Exploring the Airbnb Dashboard with Tableau*. In this session, we will delve into the power of Tableau to analyze Airbnb data and extract valuable insights. Get ready to discover how Tableau can help you make data-driven decisions for your Airbnb business.

What is Tableau?

Tableau is a powerful *data visualization* tool that allows you to explore and understand complex datasets. With its intuitive interface and drag-and-drop functionality, Tableau enables users to create interactive visualizations and dashboards. It empowers businesses to uncover hidden patterns, trends, and correlations within their data, leading to informed decision-making.



Why Airbnb Data?

Airbnb generates vast amounts of data related to bookings, listings, reviews, and more. By analyzing this data using Tableau, we can gain valuable *insights* into customer preferences, pricing strategies, and market trends. This information can be leveraged to optimize listings, improve customer satisfaction, and ultimately drive business growth.

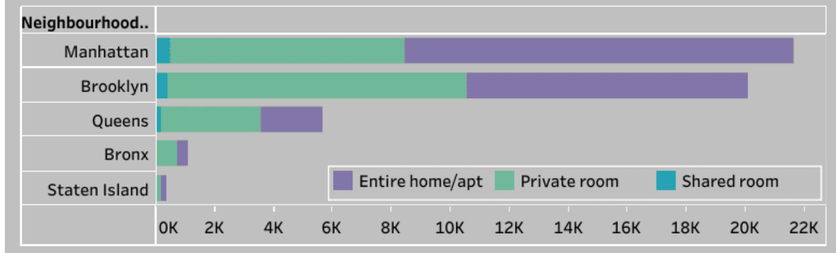
Exploring the Airbnb Dashboard

In this section, we will explore the Airbnb Dashboard created with Tableau. The dashboard provides a comprehensive view of key metrics such as occupancy rates, average nightly rates, and guest reviews. We will navigate through different visualizations, filters, and interactive features to uncover meaningful insights.

Total Hosts	Total Reviews	Total Neighbourhoods	Average Reviews per month
37,457	1,138,005	221	1.373

Neighbourhood Group	Room Type
All	All

Total Bookings by Neighbourhood Group and Room Type

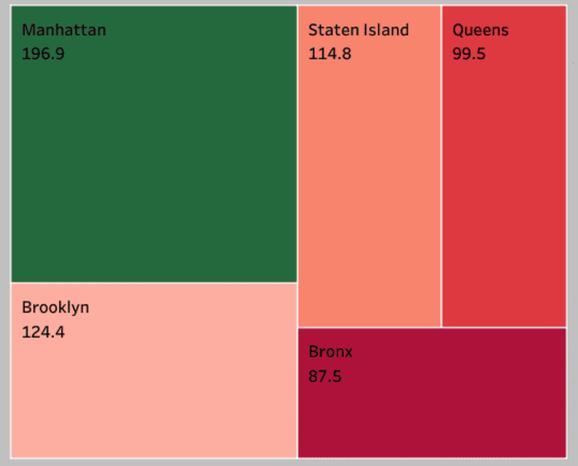


Average Reviews per Month by Room Type and Neighbourhood Group

Neighbourhood Group

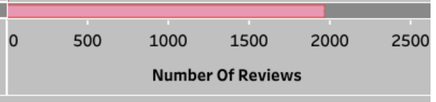
Room Type	Bronx	Brooklyn	Manhattan	Queens	Staten Island
Entire home/apt	2.238	1.318	1.142	1.967	2.074
Private room	1.642	1.256	1.449	1.948	1.699
Shared room	1.352	1.071	1.793	1.523	1.332

Average Price by Neighbourhood Group: Room-Type:All

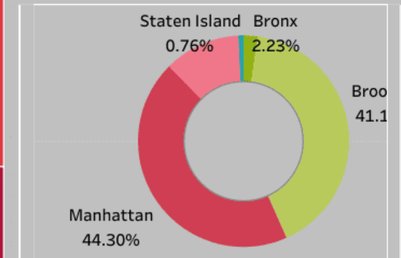


Top 10 Host by Total Reviews

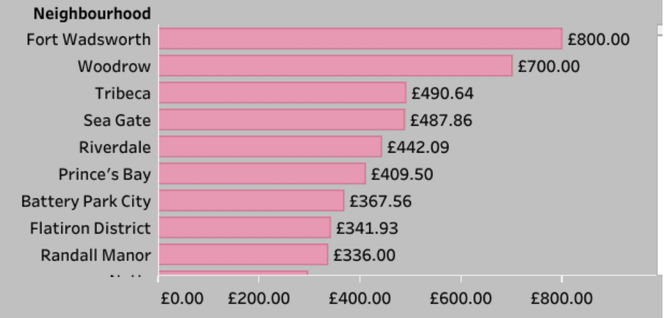
Host Name	Neighbourho..	Neighbourhood	Avg. Price
Alex And Zeena	Manhattan	Chelsea	85
Angela	Queens	East Elmhurst	65
Brady	Brooklyn	Bedford-Stuyvesant	74.714285714
Brooklyn& Breakfast -Len-	Brooklyn	Prospect Heights	74.615384615
Danielle	Queens	East Elmhurst	47.2
Ji	Manhattan	Harlem	49
Maya	Queens	East Elmhurst	42.6
Randy	Brooklyn	Bedford-Stuyvesant	56.733333333
Sonder (NYC)	Manhattan	Chelsea	251.571428571
		Financial District	264.853211009
		Hell's Kitchen	185.933333333
		Midtown	200.25
		Murray Hill	220.1
		Theater District	286.777777778
		Upper East Side	159.666666667
Yasu & Akiko	Manhattan	Hell's Kitchen	186.818181818



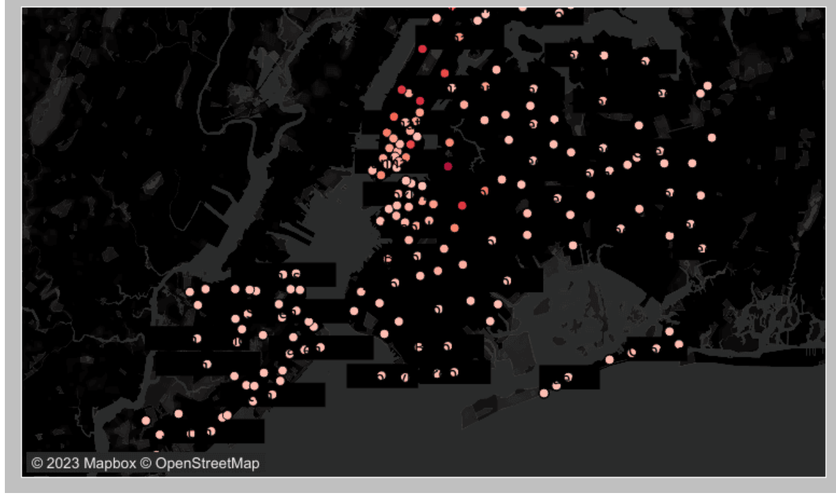
Total Neighbourhood by Neighbourhoods Group



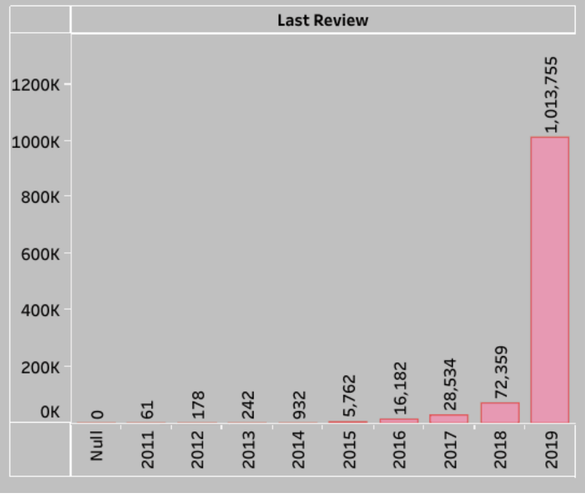
Average price in the neighbourhoods-Neighbourhood Group:All



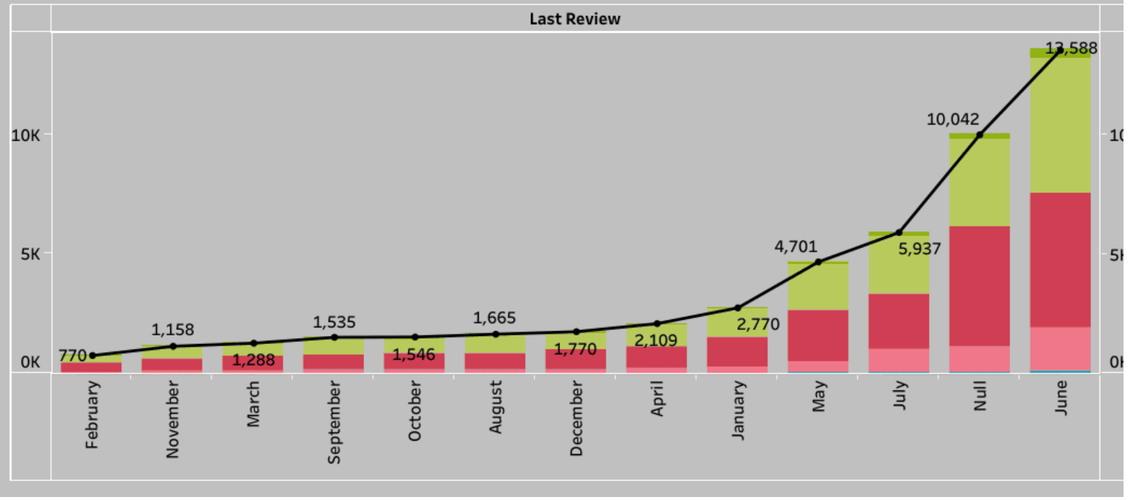
Average Neighbourhood Price: Room-Type:All



Total Reviews By Year



Total Booking By Month and Neighbourhood: Room-type: All



Thanks!