Link to Tableau Public

https://public.tableau.com/views/DataVisualizationwithTableauProject-week6AirbnbhousinginNYCselectionguide/SelectingyournextAirbnbforNYC?:language=fr-FR&publish=yes&:display_count=n&:origin=viz_share_link

Write-up

- Specific design choices: data story to explain it as a touristic guide, interactive map to select the perfect housing for the audience, short visual explanations in the beginning to explain price and review score elements.
- Short reflection: nothing changed from the original project proposal as I was able to clearly identify the different challenges from the beginning.

Project proposal

Basic Data Storytelling Design Checklist

This project is about the study of the Airbnb housings in New York City. By analyzing the list of housings, we can identify correlations between certain parameters and offer the targeted audience a guideline to select a housing.

Identify and address the following:

Who

- **Stakeholders** – Tourists who want to visit NYC

- **Audience** – Any tourists (family, single, married, groups...) – no specific job or education. Staying a couple of days in NYC, looking for a good place to stay at.

Role	Tourist, anyone who wants to visit NYC and stay at an Airbnb
Age, Gender, Education	Any
Goals	Want to find the best Airbnb for his/her stay at NYC, good price, good size, good location, good review

Challenges and needs	Do not really know the city to find the best location for their needs

- **Subject-Matter Experts** - Global travelers, travel bloggers, travel apps business people, travel agencies

What

- **Data Sources** – List of Airbnb housings in NYC, from June 2008 to August 2015

- **Data Quality** – Some missing values, duplicate lines, unnecessary columns

- **Data Timeliness** - from June 2008 to August 2015

Why

- **Business Case/Other Goals –** Explain to future visitors the Airbnb housings map and guide them in selecting a housing regarding their needs.

- **Intended Outcome –** This can be a guide to help the tourists select a housing in NYC

How

- **Format(s)** - Single page infographic, narrated dashboard, story point presentation

- **Presentation Vehicle** – slide deck, Tableau Public