

## Link to public posting I reviewed

<https://public.tableau.com/app/profile/johanna.josodipuro/viz/AirbnbinSydney2021/Dashboard1>

### Text

- Are the title and text descriptive enough? (i.e., do you understand what the visualization is trying to convey just by looking at the title and text?) Yes, this visualization is giving an all encompassing look at booking AirBNB stays in Sydney.
- Are there text labels? There are very well labeled text identifiers on all of the visualization aspects of this page. Some of them pop up when you run the mouse over certain sections.
- Does the text portray any redundant information that could be gotten rid of? No, each section seems to cover different aspects of staying in a Sydney AIR BNB
- Do colors, shapes, and size scales come with legends? Everywhere where you would visually expect a legend there is one present.

### Color

- What does the color scheme signify? In general the page reminds me of a Valentines day card, maybe because the person who made it loves Sydney, AU.
- Are there more than five colors? The part that is labeled “Generally, What influences Price and demand” has six different colors/shades. They yellow is a bit distracting.



- Does the color scheme make sense? Are colors analogous, complementary, monochromatic, or intuitive? For the most part the colors are ok besides the yellow. It is not horrible but doesn't fit 100% with the shades of white and red used. Also as shown below, there was a poor color choice with background in one section.



- If color is used to draw attention to important information, is the darkest color representing the most important information? There is one section where the darkest visual represents the highest median prices for stays. Most of the time though, the darkest colors are the backgrounds, which does not follow the guide given by Careerfoundry.

## Other

- Are different sizes used? If so, is there meaning behind the sizes? There aren't any different sizing parts used to give any significance to the data. The visuals are all standard charts and maps.
- Are there groupings in the data that can be portrayed through color, size, or position?

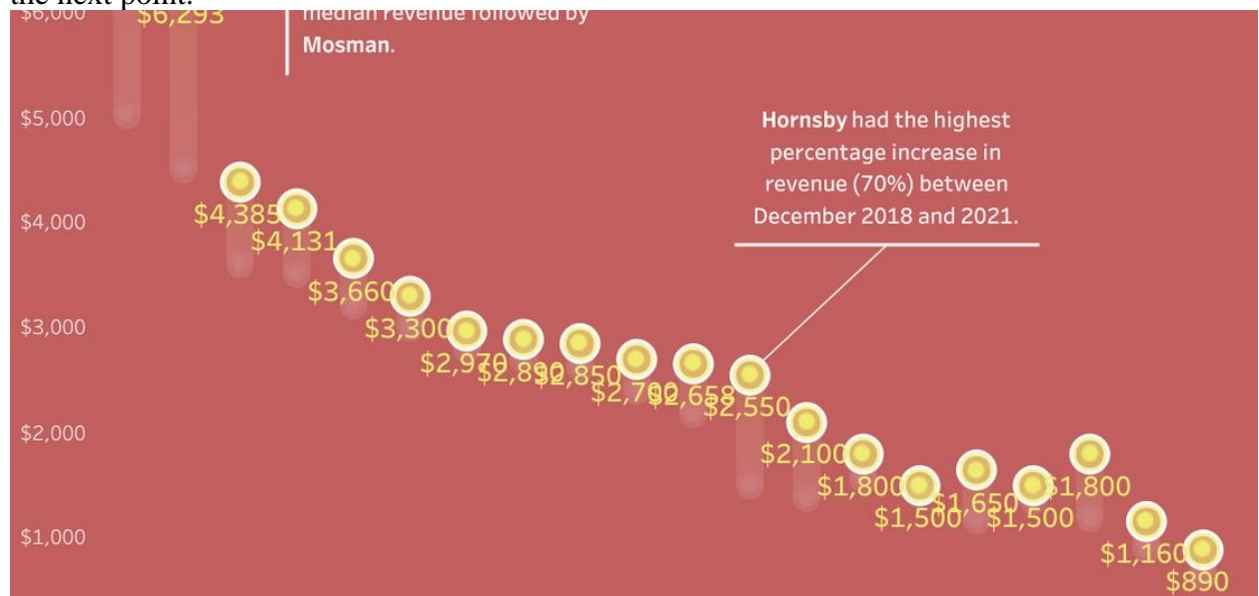
The groupings for “Does the distance to the nearest train station influence price?” could have been presented better through grouping, the axis are not labeled and the line that runs through the center gets lost in the data points. With the power of Tableau and all of its strong points, this presenter went a very generic route when it came to the visualizations besides the map that designates price with the box and whisker charts next to it.

Is there (enough) whitespace?

No, there is not, and the colors used can be quite distracting in several places.

- Is the visualization accessible?

It is not very accessible. I could make a long list but I'll just pick a few things. People who are color blind would have a very hard time with the red on lighter red sections. Also as shown below, the yellow is bunched so tightly that it is indiscernible in comparison to the next point.



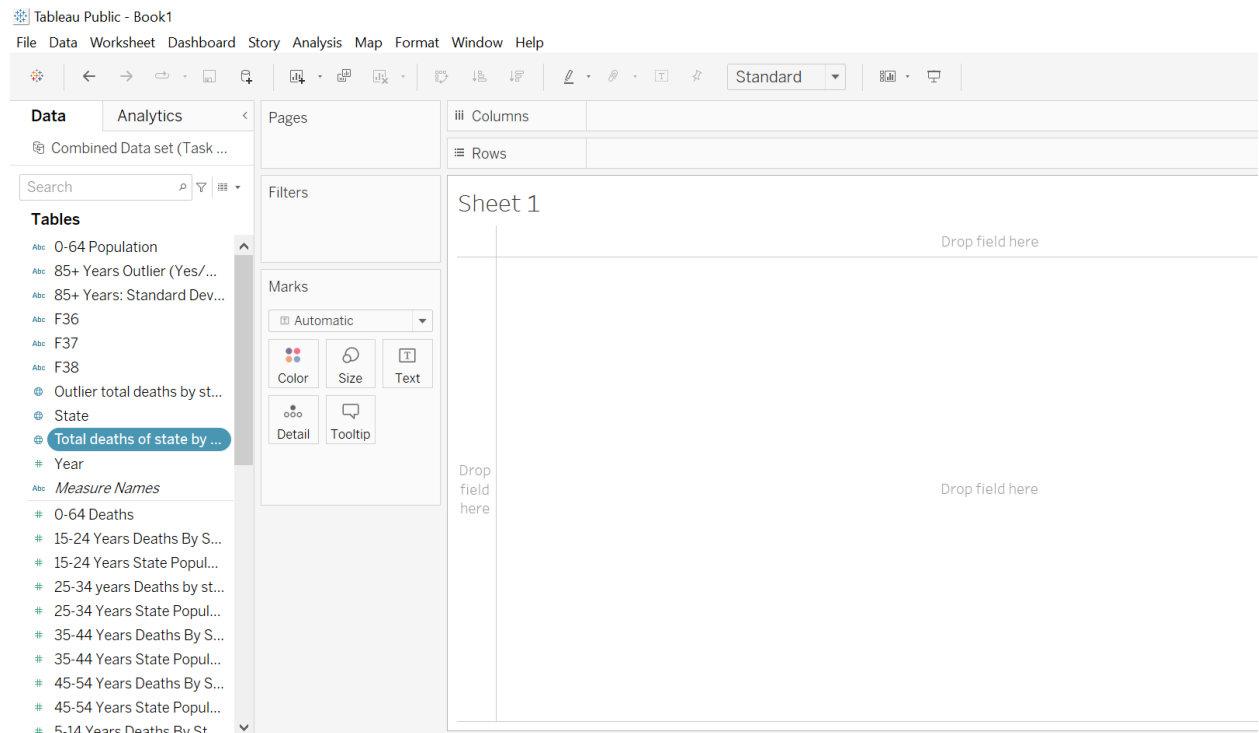
- Does the visualization teach you something?

Despite its shortcomings, there is a lot of good information in this visual presentation. You can use this to make a very educated decision on where to stay with the information presented. It was good to compare the pre pandemic (2018) and pandemic (2021) information as well. I have never been to Sydney and I feel that I have a much better understanding of its layout and where the more expensive areas are. Also it was good to see which areas have had the most change in pricing, as well as which areas had the most change in amount of listings.

The first thing I would have changed would be the color of text versus background. It is very distracting in many places as I stated above. This would make the text much easier to read for all.

A second thing that I would change, is that I would remove data that does not contribute to the message being delivered. The part of the visual that talks about distance from the train influencing price concludes that not even 5% of the price difference can be attributed to distance from the train. While I understand the information being delivered here, it is not labeled well. It could very well be that this is for a data analysis project that had certain requirements and this filled a need for one of these. You wouldn't know until you interviewed the person the created the project. Either way, I don't feel that this contributes easily relatable material.

## Connecting Tableau Data



## Dimensions

### Tables

- Abc 0-64 Population
- Abc 85+ Years Outlier (Yes/...
- Abc 85+ Years: Standard Dev...
- Abc F36
- Abc F37
- Abc F38
- ⊕ Outlier total deaths by st...
- ⊕ State
- ⊕ Total deaths of state by ...
- ⊕ Year
- Abc Measure Names

## Measures

- ⊕ 0-64 Deaths
- ⊕ 15-24 Years Deaths By S...
- ⊕ 15-24 Years State Popul...
- ⊕ 25-34 years Deaths by st...
- ⊕ 25-34 Years State P...
- ⊕ 35-44 Years Deaths By S...
- ⊕ 35-44 Years State Popul...
- ⊕ 45-54 Years Deaths By S...
- ⊕ 45-54 Years State Popul...
- ⊕ 5-14 Years Deaths By St...
- ⊕ 5-14 years State populati...
- ⊕ 55-64 Years Deaths By S...
- ⊕ 55-64 Years State Popul...
- ⊕ 65-74 Years Deaths By S...
- ⊕ 65-74 Years State Popul...
- ⊕ 65+ Population
- ⊕ 65+Population Deaths
- ⊕ 75-84 Years Deaths By S...
- ⊕ 75-84 Years State Popul...
- ⊕ 85+ Years Deaths By Sta...
- ⊕ 85+ Years State Populati...
- ⊕ 85+ Years Deaths B...
- ⊕ 85+ Years State Populati...
- ⊕ F35
- ⊕ Female state population
- ⊕ Male state population
- ⊕ Total deaths of state by ...
- ⊕ Total State Population
- ⊕ Under 5 years deaths by ...
- ⊕ Under 5 years State pop...
- ⊕ Combined Data set (Cou...
- ⊕ Latitude (generated)
- ⊕ Longitude (generated)