Airbnb Market Analysis Dashboard

By Dr.Kabba Fatima Ezzahra

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Airbnb Market Analysis Dashboard – Objective -

- The purpose of this Tableau dashboard is to provide actionable insights for individuals considering investment in Airbnb properties or seeking extra income.

- The dashboard is designed to help users understand the market demand and supply mechanisms, enabling more informed decision-making.

- This dashboard simplifies complex datasets into visually appealing and intuitive graphs, tables, and maps. It addresses potential investor pain points, such as being overwhelmed by raw data, by offering a clear and structured layout that answers key business questions.

Key Insights Delivered:

The dashboard equips the user with insights to answer important investment-related questions.

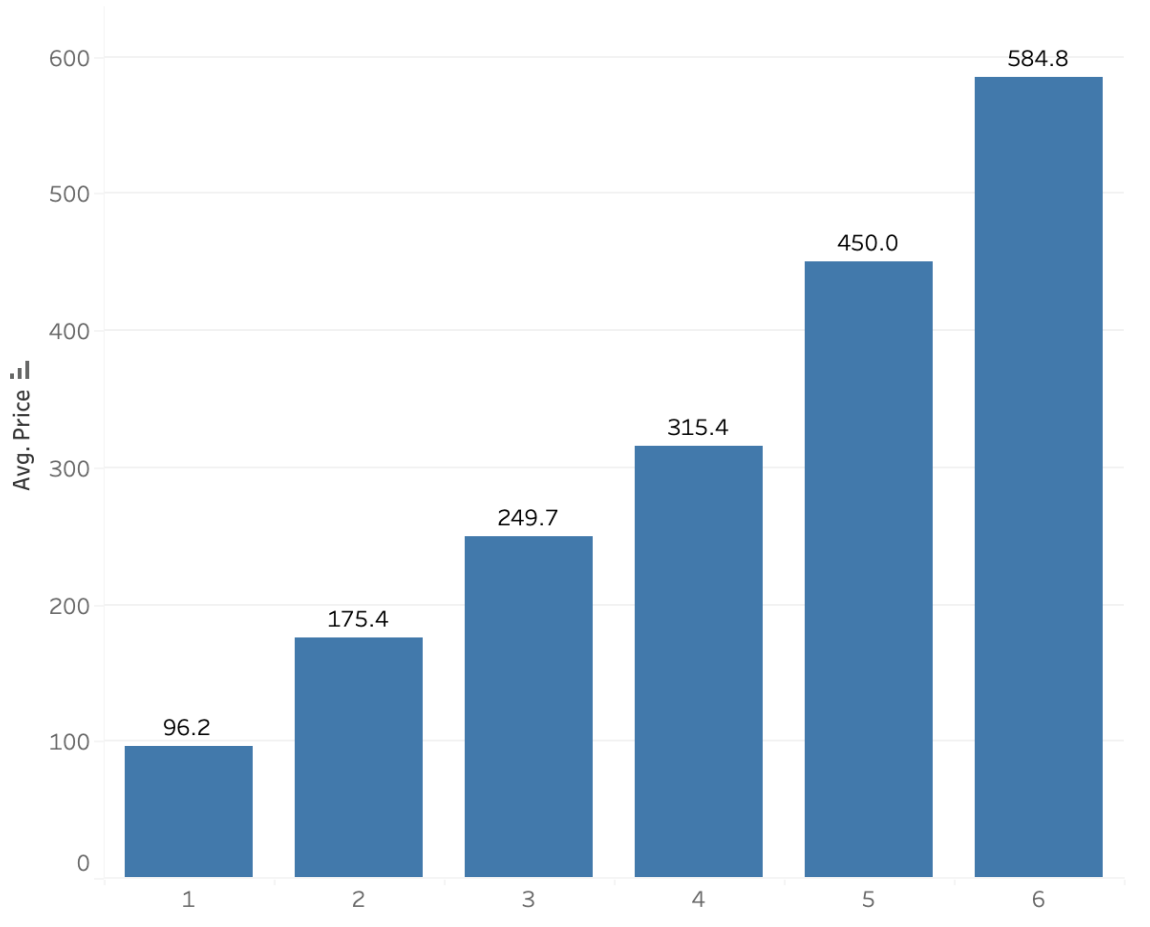# 1.When are Airbnb prices high or low?

Revenue for Year

The revenue-per-week line chart reveals seasonal trends and highlights peak periods, helping users time their investments or pricing strategies.

Key Insights Delivered:

2. What kind of property should I invest in?

Avg Price Per Bedroom

Bedrooms	
1	1,811
2	483
3	206
4	55
5	20
6	5

The bar chart for average price per bedroom and the count of listings by bedroom type help identify the most profitable or popular property types based on market trends.

3. What are the most listed property types?

Distinct count of Bedroom Listings
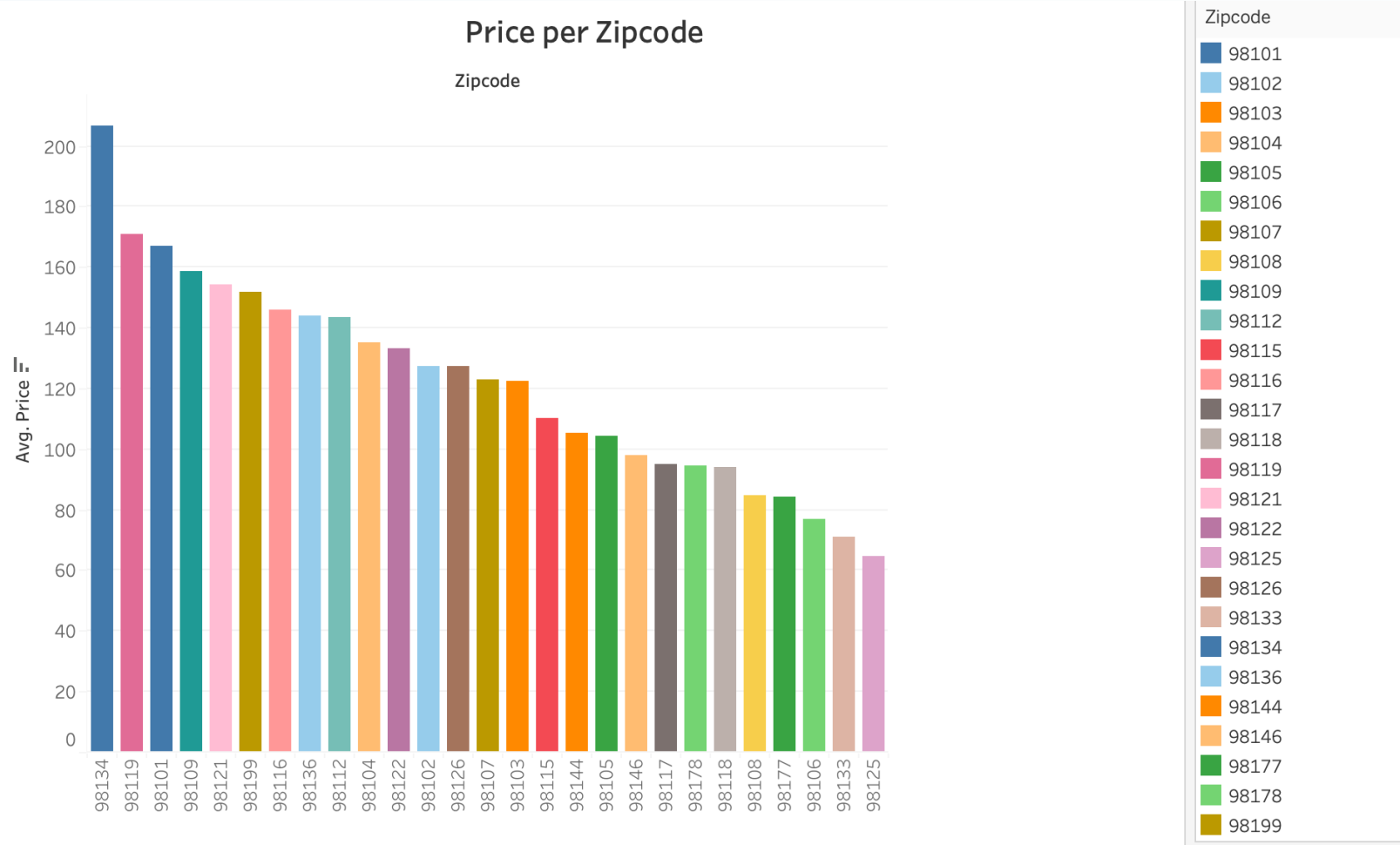
Bedrooms	
1	1,811
2	483
3	206
4	55
5	20
6	5

•The distinct count of bedroom listings provides a snapshot of market saturation and competition for different property sizes.
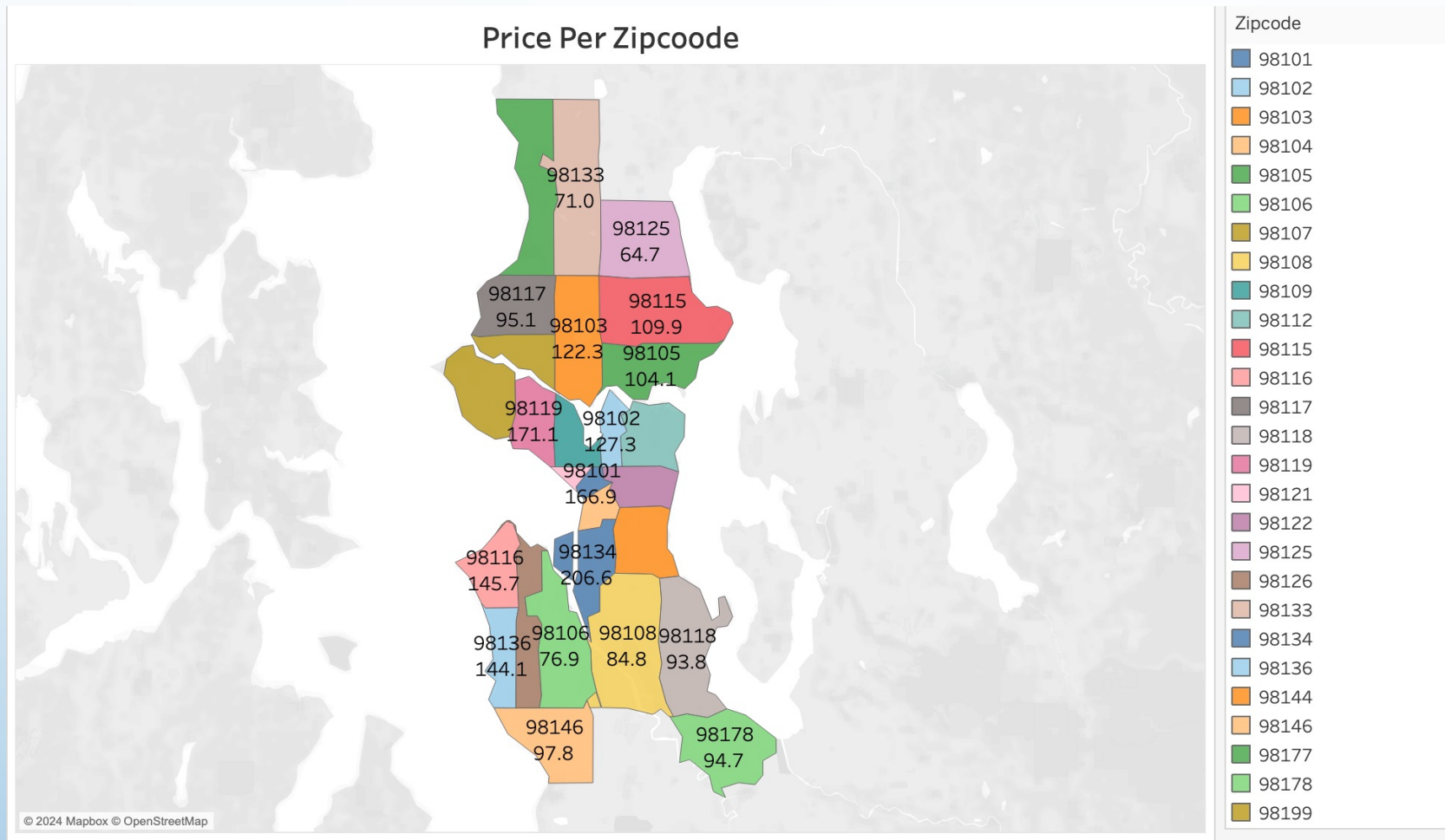
4.Which geographical zones suit my budget and offer high returns?

The map visualization and zipcode-based bar chart highlight areas with varying price points and potential profitability, guiding users toward optimal investment locations.

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Price Per Zipcoode

The map visualization and zipcode-based bar chart highlight areas with varying price points and potential profitability, guiding users toward optimal investment locations.

Dashboard Features:

Revenue Trends Over Time:
A line chart illustrating revenue fluctuations throughout the year to identify seasonal patterns.

Property Type Analysis: A bar chart showcasing the average price per bedroom and a table summarizing the count of listings for each bedroom type.

Geographical Analysis: An interactive map and bar chart that allow users to explore pricing data by zipcode, offering a spatial understanding of market dynamics.

User-Friendly Design: The dashboard layout is clean and intuitive, ensuring users can quickly derive insights without feeling overwhelmed.

This dashboard is ideal for:

• First-time Airbnb investors seeking clarity on market behavior.

• Current hosts looking to optimize their property offerings.

• Real estate professionals analyzing short-term rental profitability.

Use Case:

This dashboard is ideal for:

•First-time Airbnb investors seeking clarity on market behavior.

•Current hosts looking to optimize their property offerings.

•Real estate professionals analyzing short-term rental profitability.

By integrating multiple data visualizations into a single cohesive dashboard, this project demonstrates my ability to:

•Translate business questions into data-driven insights.

•Design effective and visually appealing dashboards using Tableau.
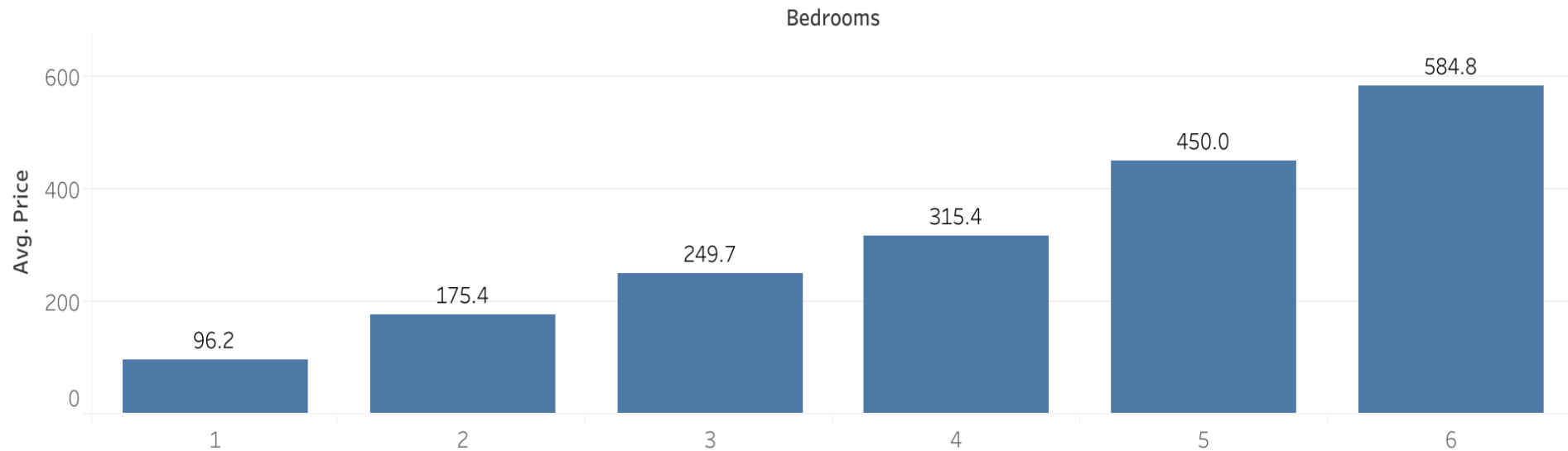
•Present actionable findings for better decision-making.

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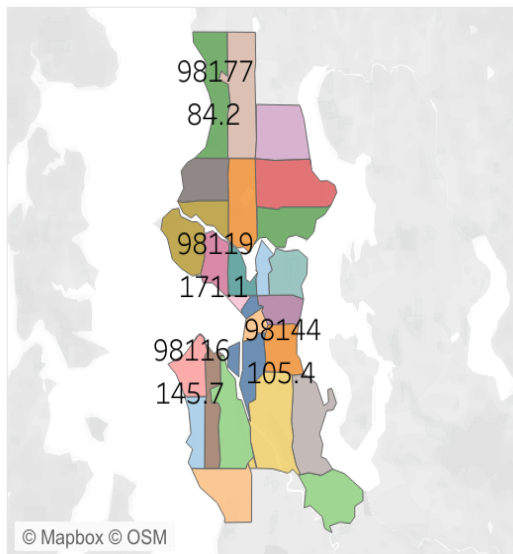**Contact :**fatima.ezzahra.kabba.pro@gmail.com
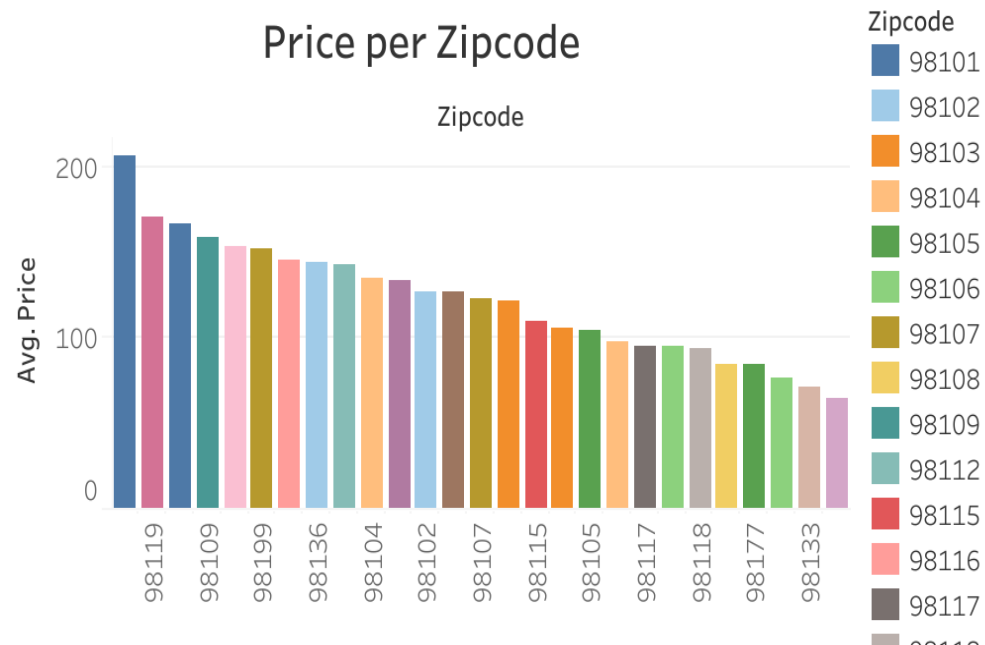
Avg Price Per Bedroom

Bedrooms

Distinct count of Bedroom Listings

Bedrooms	
1	1,811
2	483
3	206
4	55
5	20
6	5

Distinct count of Id broken down by Bedrooms. The view is filtered on Bedrooms, which excludes Null and 0.

Price Per Zipcoode

98177
84.2

98119
171.1

98116
145.7

98144
105.4

© Mapbox © OSM

Price per Zipcode

Zipcode

Zipcode	
■	98101
■	98102
■	98103
■	98104
■	98105
■	98106
■	98107
■	98108
■	98109
■	98112
■	98115
■	98116
■	98117

Revenue for Year

Week of Date [2016]