

Analysis of Milan's apartments on AirBnB

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1

Services

What kind of services does the city of Milan offer?
How does the offer change according to the area?



2

Price

What are the main factors that influence the price of an apartment in Milan?



3

Metro stop

Can proximity to the metro be a significant factor in the analysis of apartments?
What do you find if you consider apartments based on the nearest metro stop?



4

Ideal apartment

Can an infographic be helpful in finding the ideal apartment?

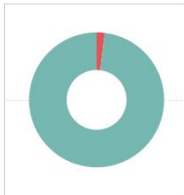


GOALS

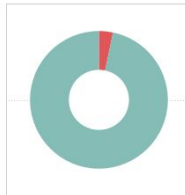


Services

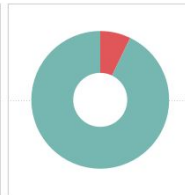
Heating



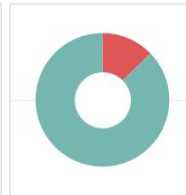
Kitchen



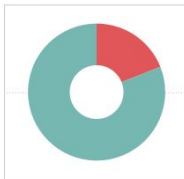
WiFi



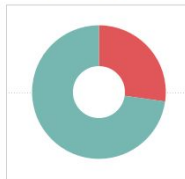
TV



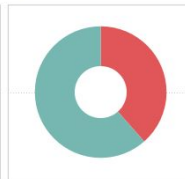
Washer



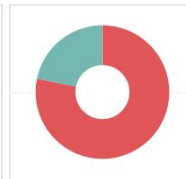
Air Condition



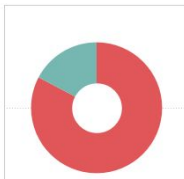
Elevator



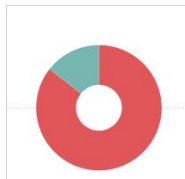
Pets allowed



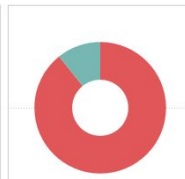
Breakfast



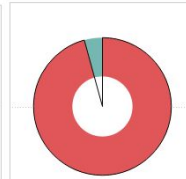
Parking



Smoking allowed



Wheelchair accessible

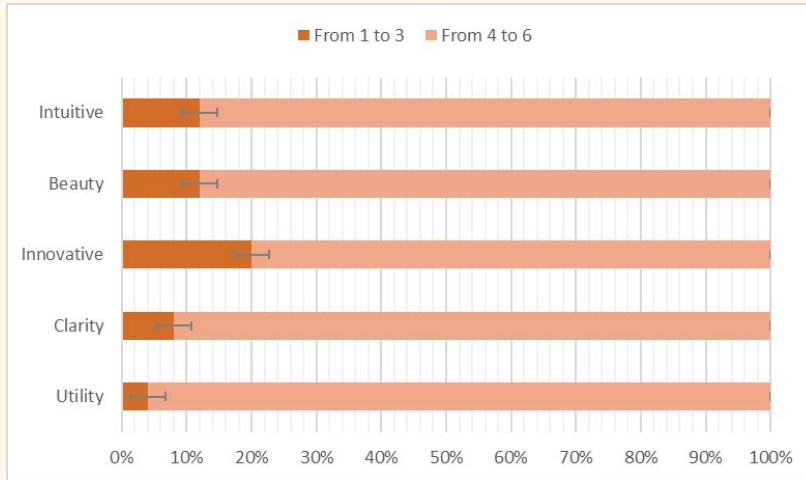


Average review:

Review score	9,281
Review score about cleanliness	9,505
Review score about location	9,580

In the 95,78% of cases the apartment is not accessible with a wheelchair

Psychometric Questionnaire



Dashboard finale

Heuristic Evaluation

- lack of clarity in the use of colors → red tends to overpower
- highlighting of deficiencies found in Milan apartments
- difficult to perceive the possibility of interaction

User Test

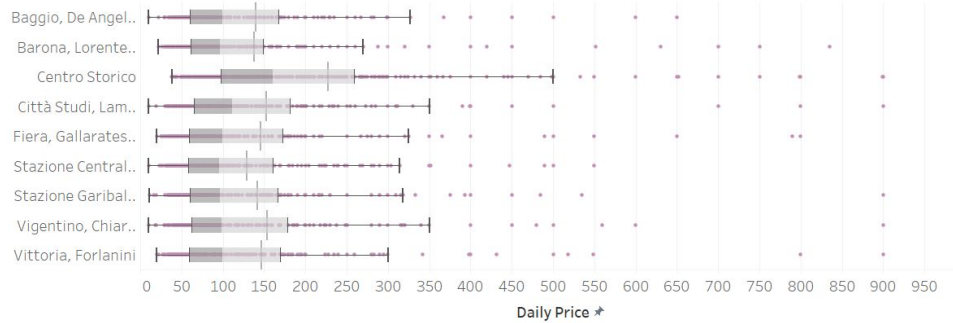
TASK: In the Garibaldi Station, Niguarda area, what is the percentage of apartments that do not have elevators?

- No errors were made for this task
- AVERAGE 14,4"
- MEDIAN 14"

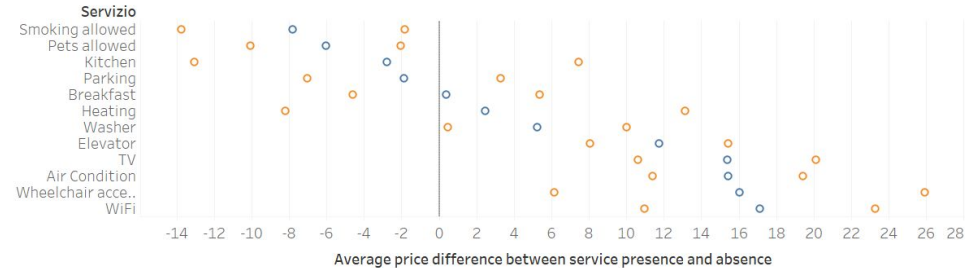
2

Price

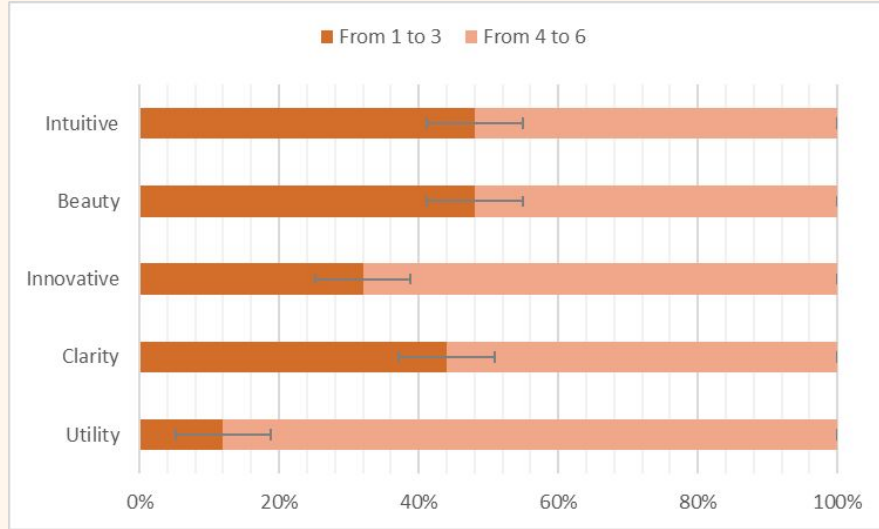
Daily price distribution by area



What is the price difference between apartments that have a service and those that do not? Is this difference statistically significant?



Psychometric Questionnaire



Dashboard finale

Heuristic Evaluation

- the boxplots was very clear to all the users
- confidence intervals was unintuitive especially to users with little statistical skills
- the sample mean is useless for the purpose of interpretation
- interpretation might be easier if the two orange dots were joined with a line

User Test

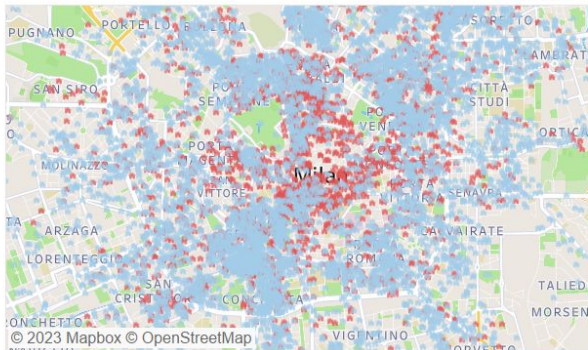
TASK: Is the average price difference due to the presence of WiFi considered significant?

- No errors were made for this task
- AVERAGE 11.9"
- MEDIAN 10"

3

Price

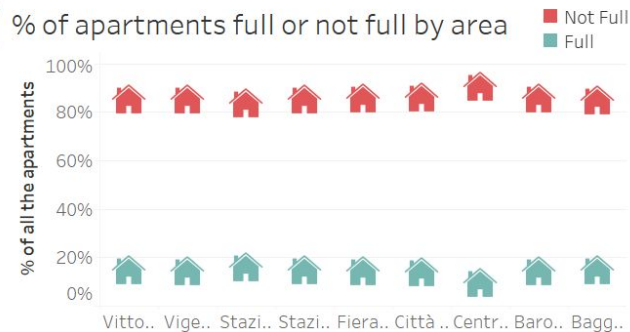
Apartments and average price



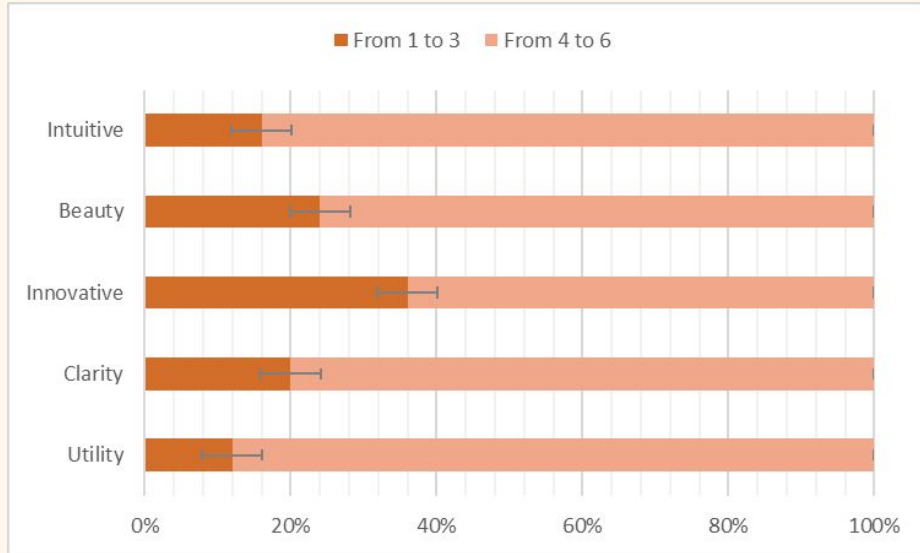
% of apartments that have a daily price greater than the average price



% of apartments full or not full by area



Psychometric Questionnaire



Dashboard finale

Heuristic Evaluation

- house-shaped icons to call up the domain of the project
- the same color is used to express two different concepts

User Test

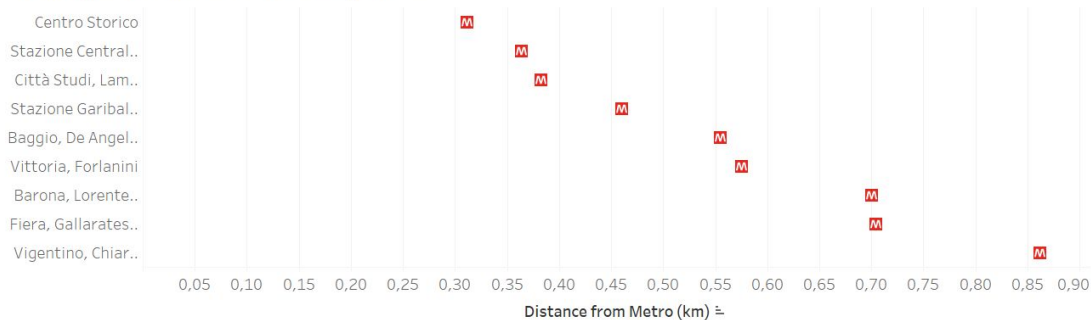
TASK: Which areas have more than 7.5% of apartments with a higher than average daily price?

- Two users displayed one more zone than requested, two users answered how many zones instead of which zones, finally one user listed the zones with more than 7.05% apartments with a daily price above the average instead of 7.5%
- AVERAGE 22"
- MEDIAN 20"

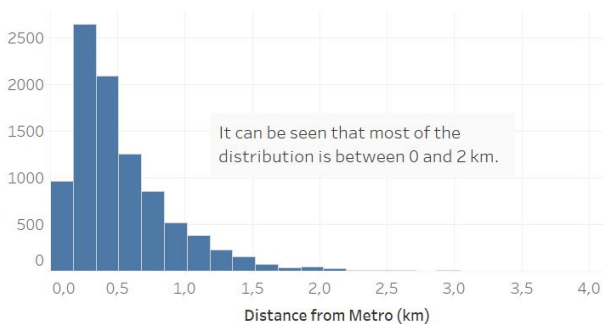
4

Metro stop

Average distance to Metro by area



Distribution of the attribute distance from Metro



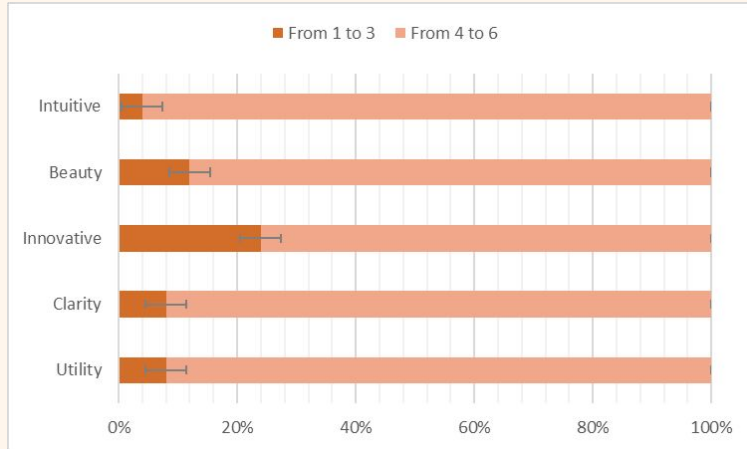
Stops with the highest average price

Metrostop	€
DUOMO	184,89
CORDUSIO	181,73
MONTENAPOLE..	179,75
SAN BABILA	167,32
CAIROLI	155,25
CONCILIAZIONE	154,23
MOSCOVA	153,60
LANZA	147,92
PALESTRO	145,80
MISSORI	139,98

Stops with the cheapest average price

Metrostop	€
BIGNAMI	54,000
CASCINA GOBBA	55,000
PERO	55,000
RHO FIERAMILA..	55,000
SAN DONATO	55,538
COMASINA	55,650
ROGOREDO FS	57,100
CIMIANO	60,857
CA GRANDA	61,405
UDINE	61,461

Psychometric Questionnaire



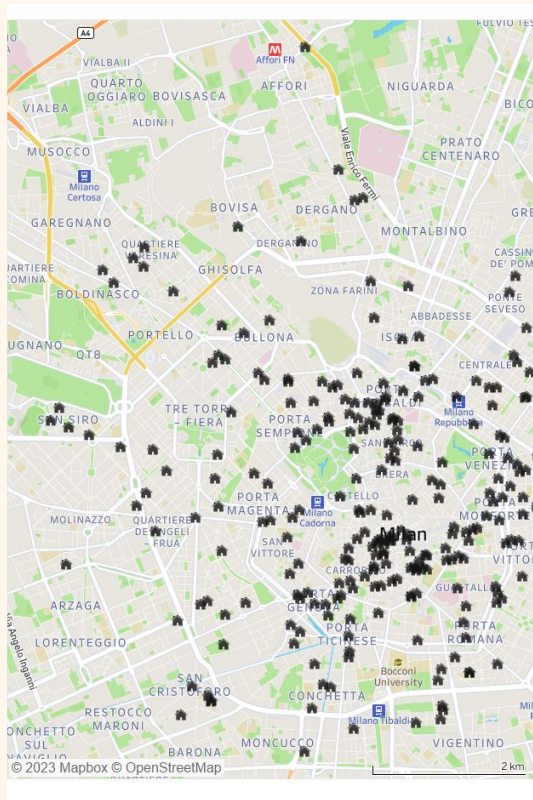
Heuristic Evaluation

- easy to understand and aesthetically beautiful
- the choice of table colors

Dashboard finale

5

Ideal apartment



How much do you want to spend?
 259 1,000

How many people are you?
 1 16

How many night do you want to stay?
 1 365

Select the area you want to stay

Città Studi, Lambrate, Venezia

Vittoria, Forlanini

Stazione Centrale, Gorla, Turro, Greco,

Fiera, Gallarate,

Centro Storico

Vigentino, Chiaravalle,

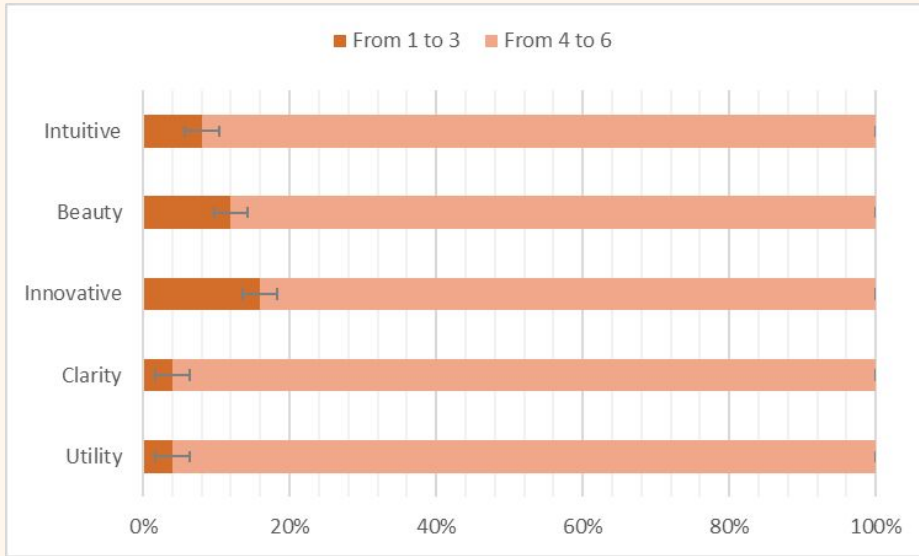
Barona, Lorenteggio

Stazione Garibaldi,

Baggio, De Angeli, San

Elevator	<input checked="" type="checkbox"/>	WiFi	<input checked="" type="checkbox"/>	Pets allowed	<input checked="" type="checkbox"/>
Parking	<input checked="" type="checkbox"/>	TV	<input checked="" type="checkbox"/>	Kitchen	<input checked="" type="checkbox"/>
Air Condi..	<input checked="" type="checkbox"/>	Washer	<input checked="" type="checkbox"/>	Wheelhair acces..	<input checked="" type="checkbox"/>
Heating	<input checked="" type="checkbox"/>	Smoking allowed	<input checked="" type="checkbox"/>	Breakfast	<input checked="" type="checkbox"/>

Psychometric Questionnaire



Dashboard finale

Heuristic Evaluation

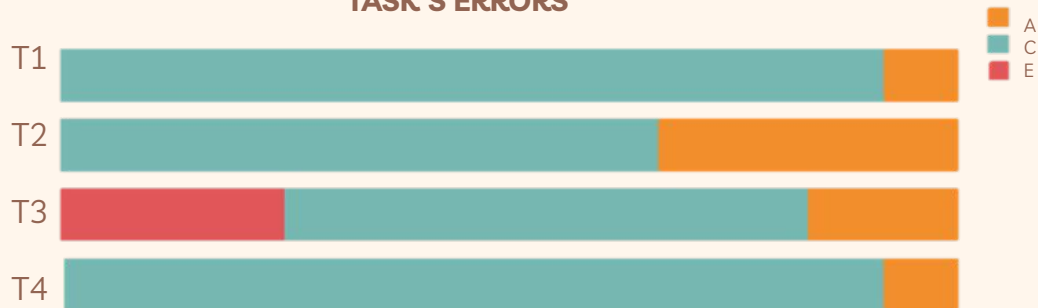
- problems related to the sliders
- filters that allow you to select the services you want to have in the apartment are not intuitive

User Test

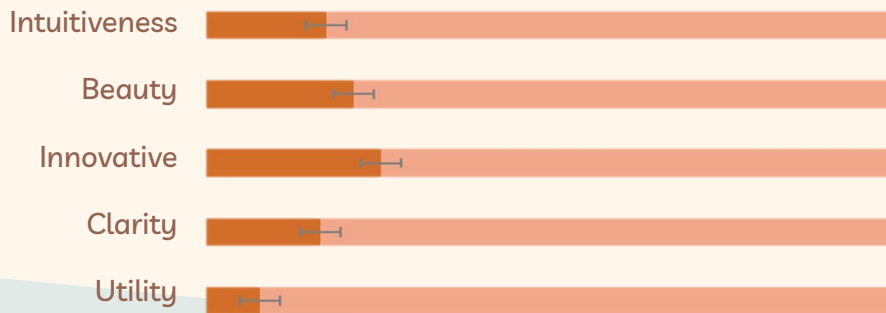
Select apartments that are available in Centro Storico area for at least 2 nights with elevator and breakfast that can accommodate at least 4 people in the range of 270 to 700 \$

- No errors were made for this task
- AVERAGE 55.5"
- MEDIAN 51.5"

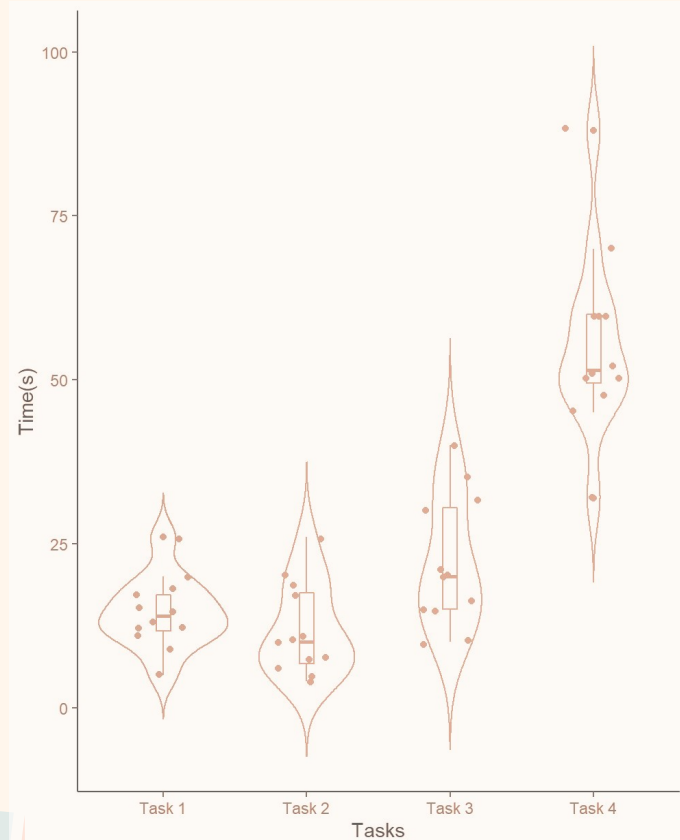
TASK'S ERRORS



PSYCHOMETRIC QUESTIONNAIRE RESULT



Overall assessment



EXECUTION TIME OF THE FOUR TASKS