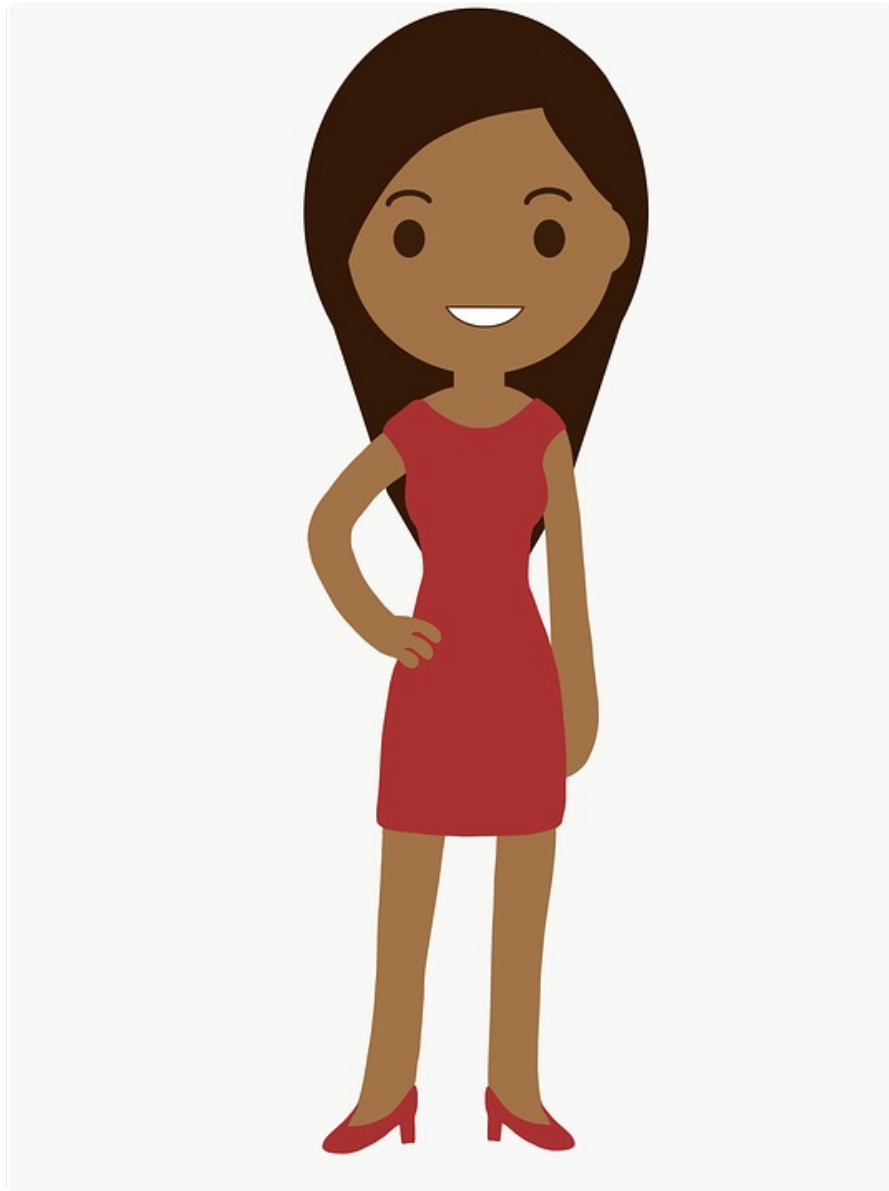




DATA VISUALIZATION WITH TABLEAU

PROJECT 3
- KAMINI NAYYAR





OPTION -2

AIRBNB_NYC

- My friend Cecilia, is looking into investing in private property around NYC which she want to use it as an AIRBNB eventually.

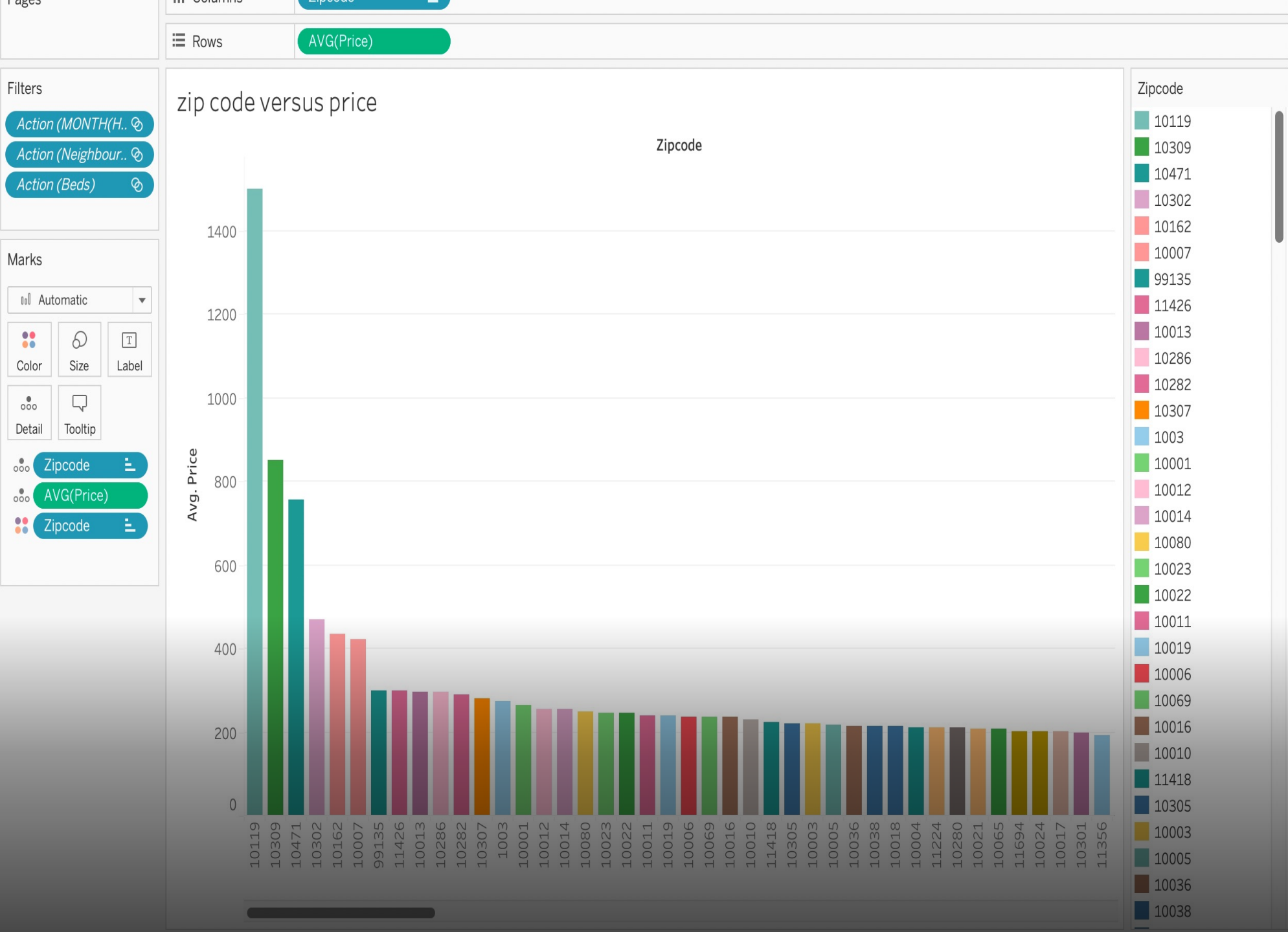


Initial thoughts and questions:

- Q1: Where can she get the most of her investment?/which area to use?
- Q2: Which house type/property type she should invest in according to the trend?
- Q3: Does she have many competitors around? And if yes, how can she list so she can get more value?
- Q4: Which neighborhood people invest more money?
- Q5: What would be the future trend if she invests in the property?

1st Visualization:

Which Zip code has the highest listing price?



Filters

Neighbourhood

Zipcode

AVG(Price)

Action (MONTH(H..

Action (Zipcode)

Action (Beds)

Marks

Map

Color

Size

Label

Detail

Tooltip

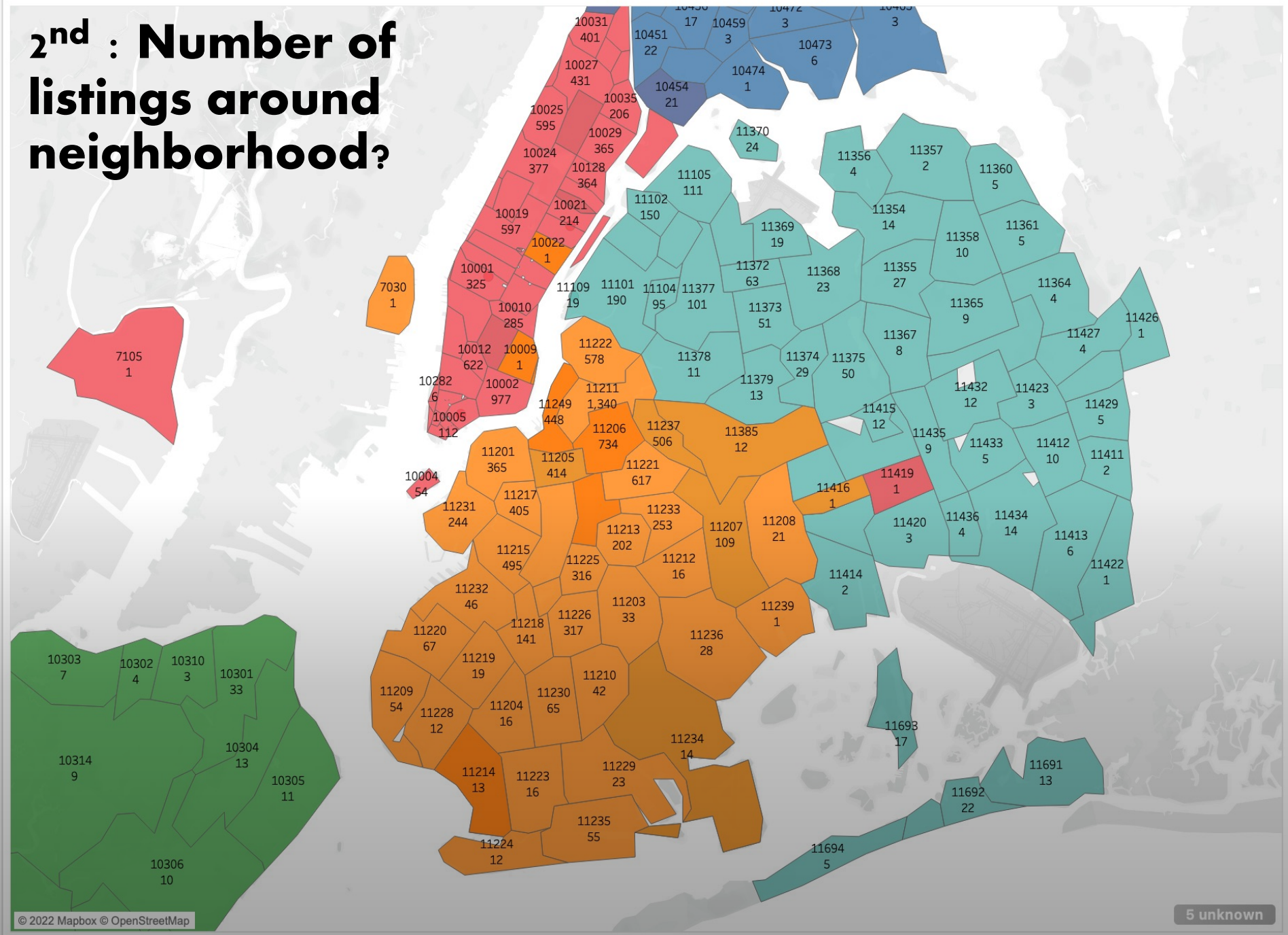
Neighbourh..

Zipcode

CNTD(Host Id)

Neighbourh..

AVG(Price)



Highlight Neighbourhood

Highlight Neighbourhood

Neighbourhood

Bronx

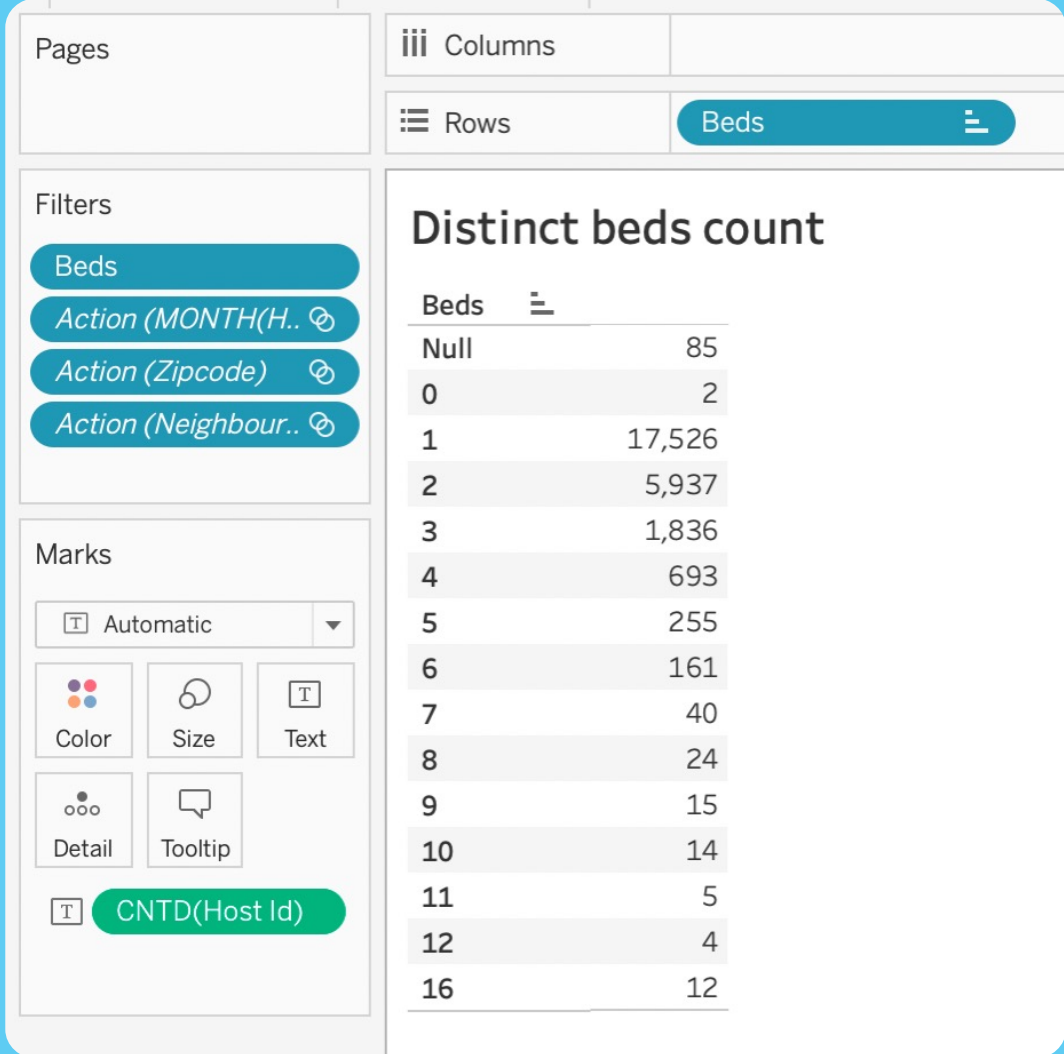
Brooklyn

Manhattan

Queens

Staten Island

For 3rd Visualization : Other Property owners and the Bedrooms?

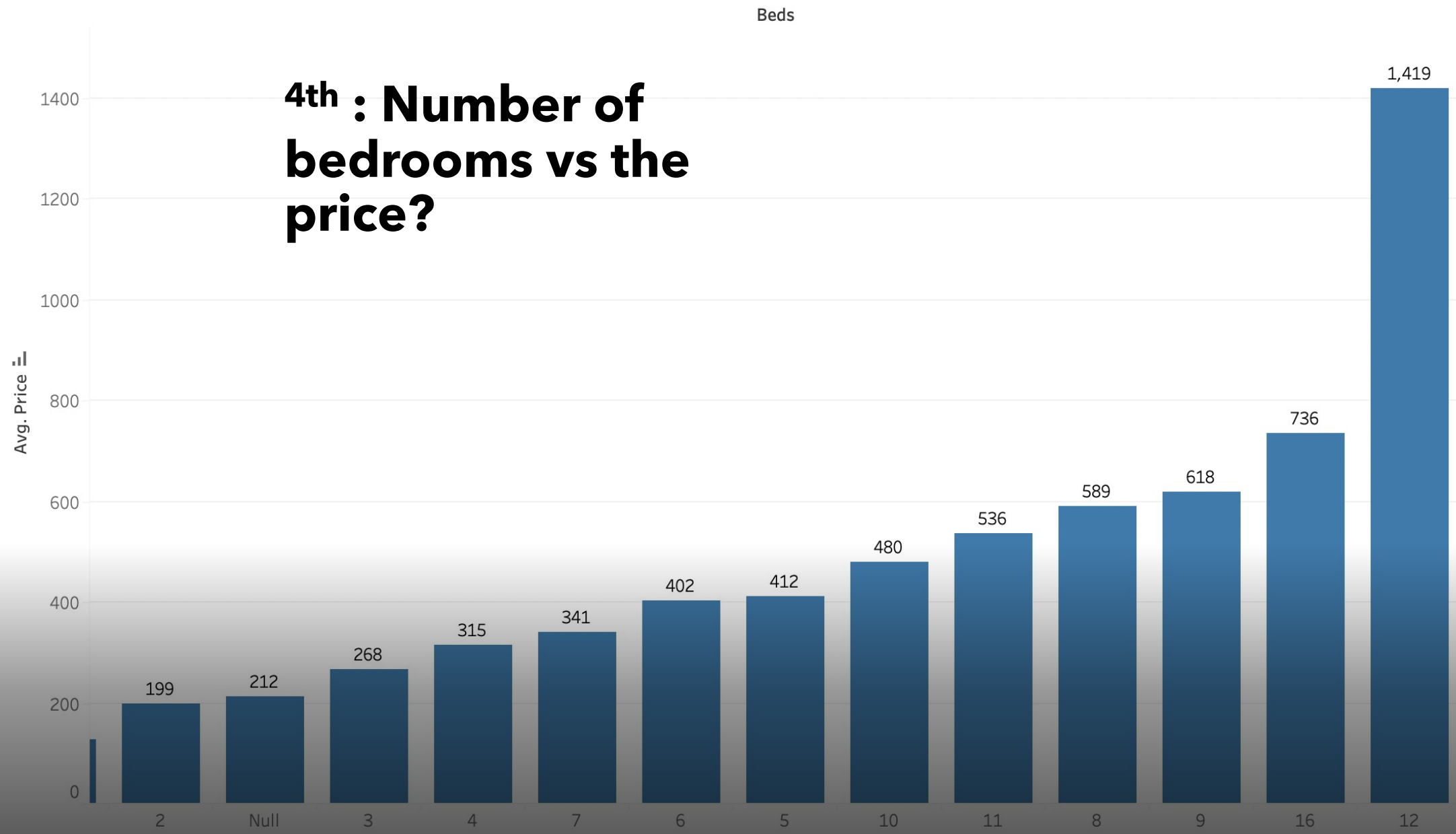


The screenshot shows a Tableau interface with the following components:

- Pages:** Empty.
- Columns:** Empty.
- Rows:** A pill labeled "Beds" is placed on the shelf.
- Filters:** A list of pills: "Beds", "Action (MONTH(H..)", "Action (Zipcode)", and "Action (Neighbour..".
- Marks:** A dropdown menu is set to "Automatic". Below it are icons for Color, Size, Text, Detail, and Tooltip. A pill labeled "CNTD(Host Id)" is placed on the shelf.
- Table:** A table titled "Distinct beds count" showing the distribution of bed counts.

Beds	
Null	85
0	2
1	17,526
2	5,937
3	1,836
4	693
5	255
6	161
7	40
8	24
9	15
10	14
11	5
12	4
16	12

Avg. price per bed



4th : Number of bedrooms vs the price?

Beds

Filters

- Beds
- Action (MONTH(H..
- Action (Zipcode)
- Action (Neighbour..
- Action (Beds)

Marks

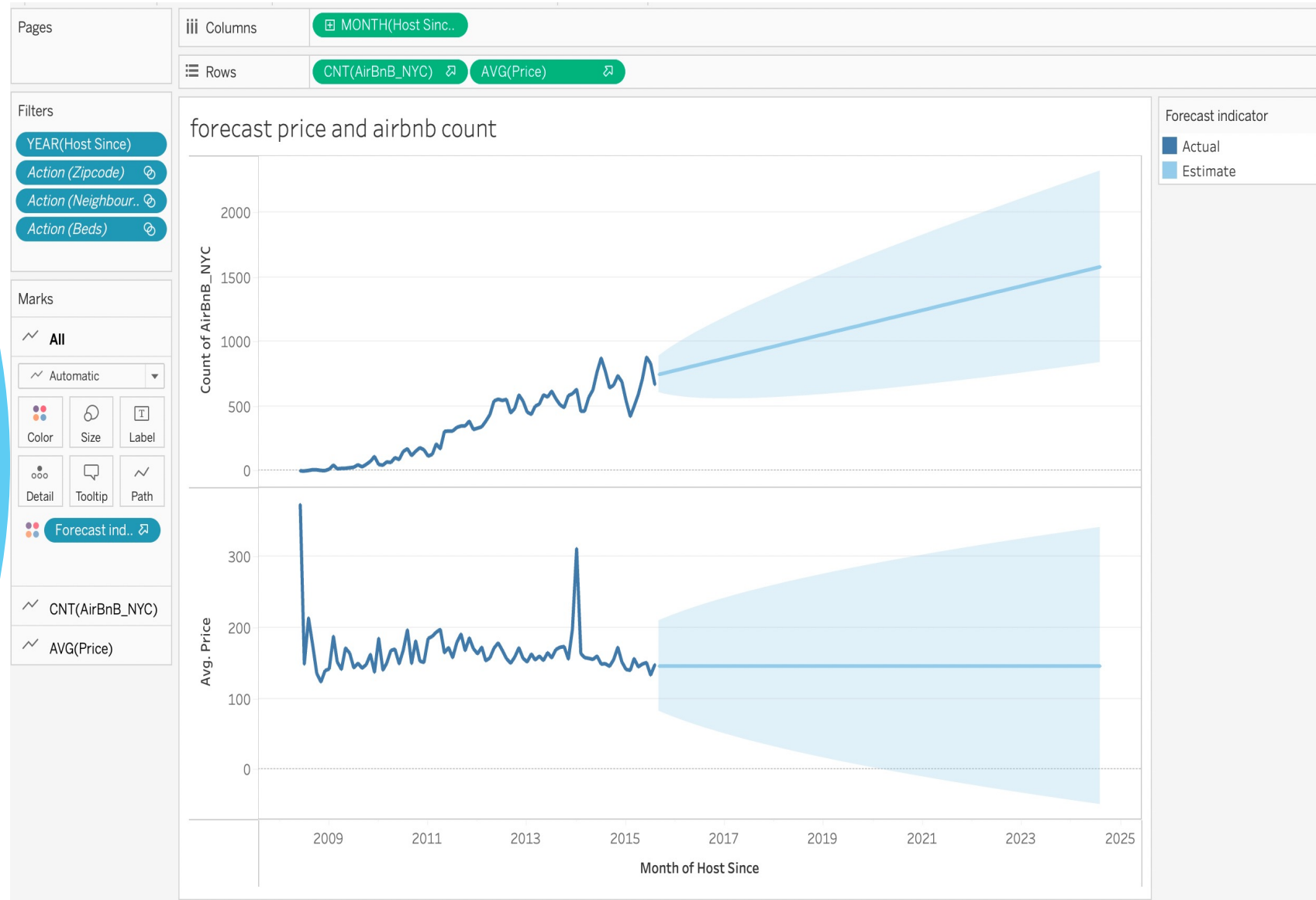
Automatic

Color Size Label

Detail Tooltip

AVG(Price)

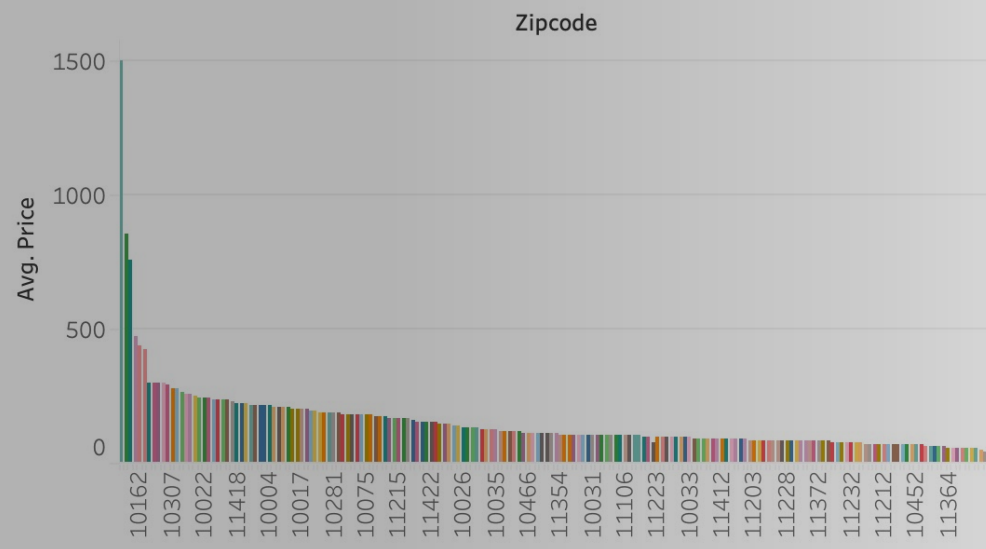
5th : Forecasting the price and Count of Airbnb's



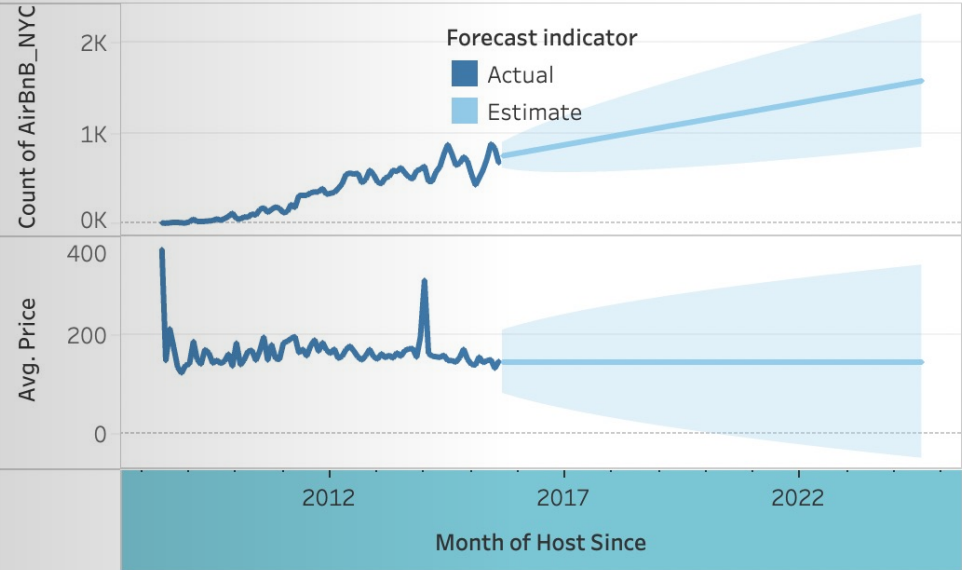
Distinct beds count

Beds	
1	17,526
2	5,937
3	1,836
4	693
5	255
6	161
7	40
8	24
9	15
10	14
11	5
12	4
16	12

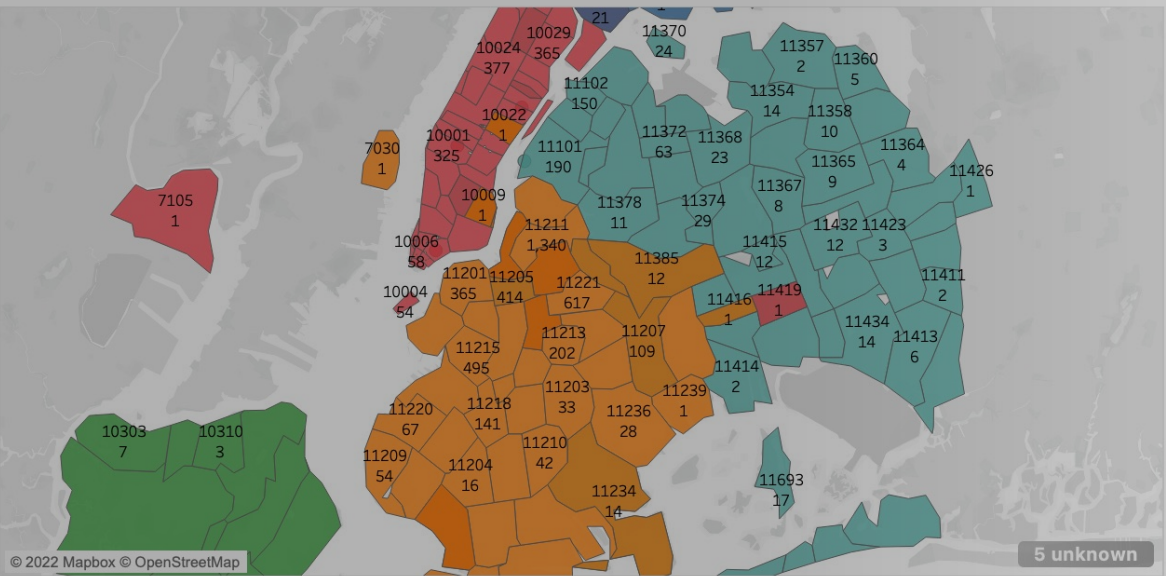
zip code versus price



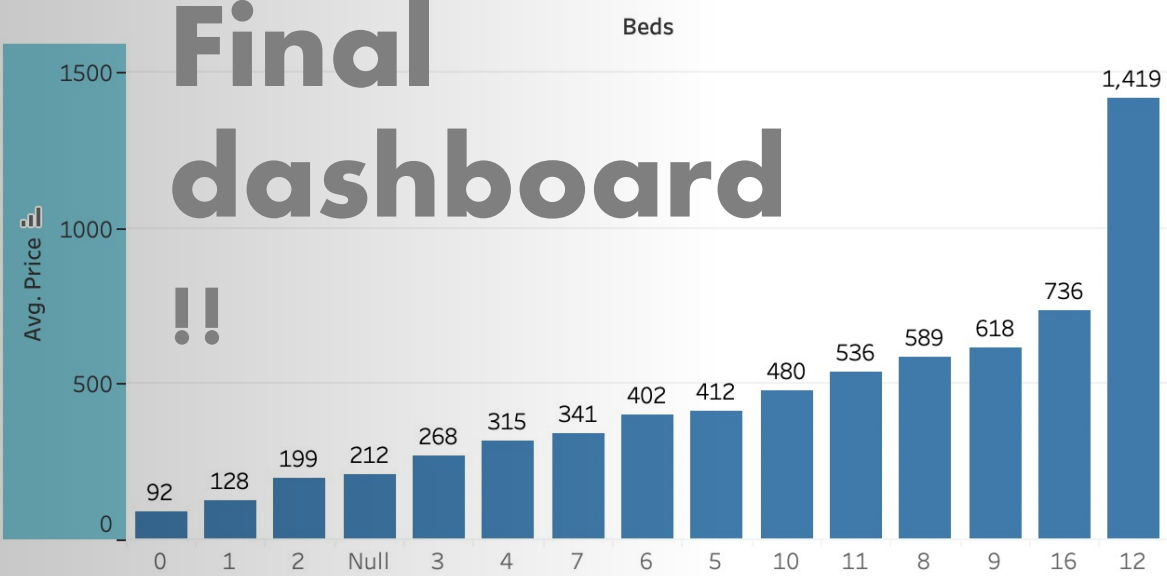
forecast price and airbnb count



Neighbourhood property counts



Avg. price per bed



- Neighbourhood
- Bronx
 - Brooklyn
 - Manhattan
 - Queens
 - Staten Island
- Highlight Neighbourhood
- Highlight Neighbourhood
- Zipcode
- 10010
 - 11418
 - 10305
 - 10003
 - 10005
 - 10036
 - 10038
 - 10018
 - 10004
 - 11224
 - 10280
 - 10021
 - 10065
 - 11694
 - 10024
 - 10017
 - 10301
 - 11356
 - 11365
 - 10025
 - 11357
 - 11231
 - 10281
 - 11432

Final dashboard



Outlier- 10119, NYC
\$1500 average price





Top headlines on AIRBNB's:

- AIRBNB generated \$ 5.9 billion in rev. in 2021 which is about 73% increase from the previous year because of covid.
 - In 2018 , there were 150 million people using Airbnb (data has not been since)
 - Acc. to April 2022 Survey, there are more than 10,500 short-term rentals available AIRBNB's in NYC.
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