



Project Week 4: Data Visualization

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Agenda

1. Project Flow Structure
2. Showing the results
3. Summary





Project Flow Structure

Step 1: Overview the data set

- The dataset consisted of a table of Airbnb listings in New York from 2008 to 2014
- There are 4 key factors in the table :
 - Room Type
 - Beds
 - Price
 - Neighbourhood
 - Host since

Step 2: Identify categories and numerical variables

- Using variables that help for the analysis

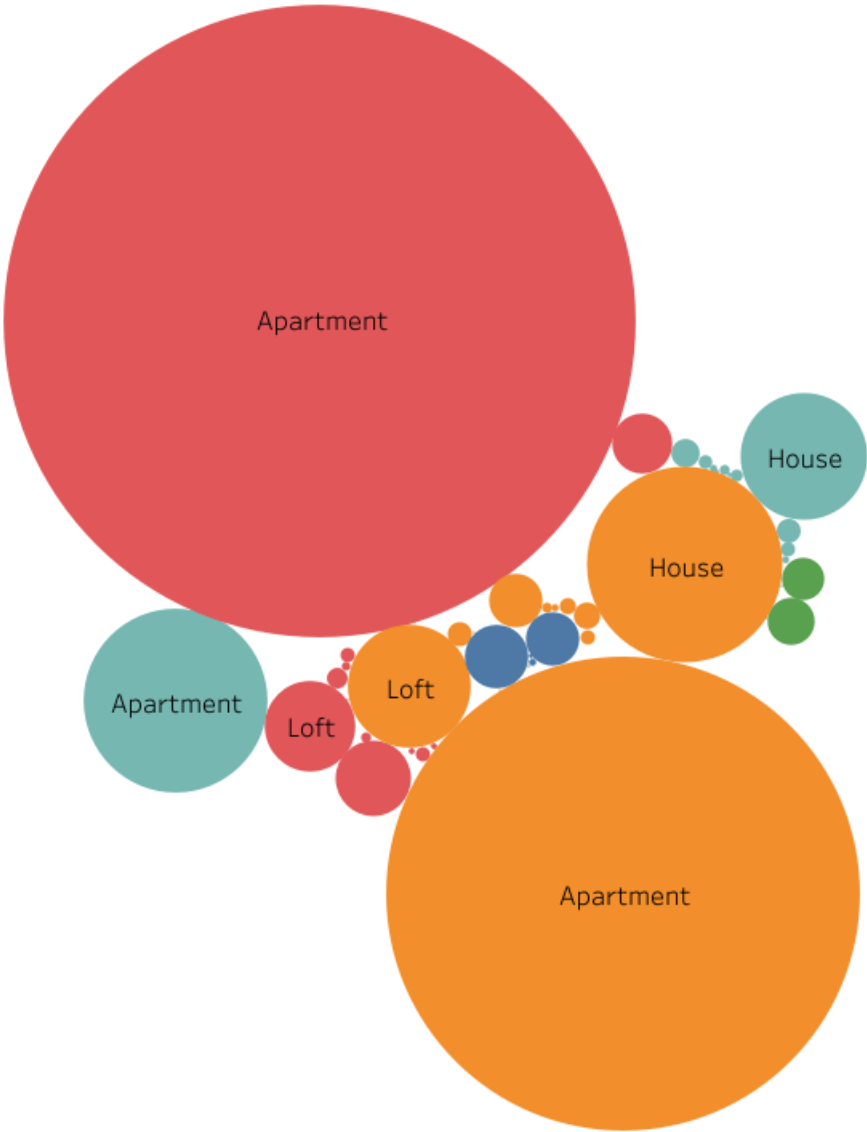
Step 3: Generate questions:

- What is the most popular Airbnb property type in New York city?
- What factors influence Airbnb's profitability?
- How many cluster do we have based on the factors and which cluster has the highest profit?
- What is the profit trend over the year and forecasting?

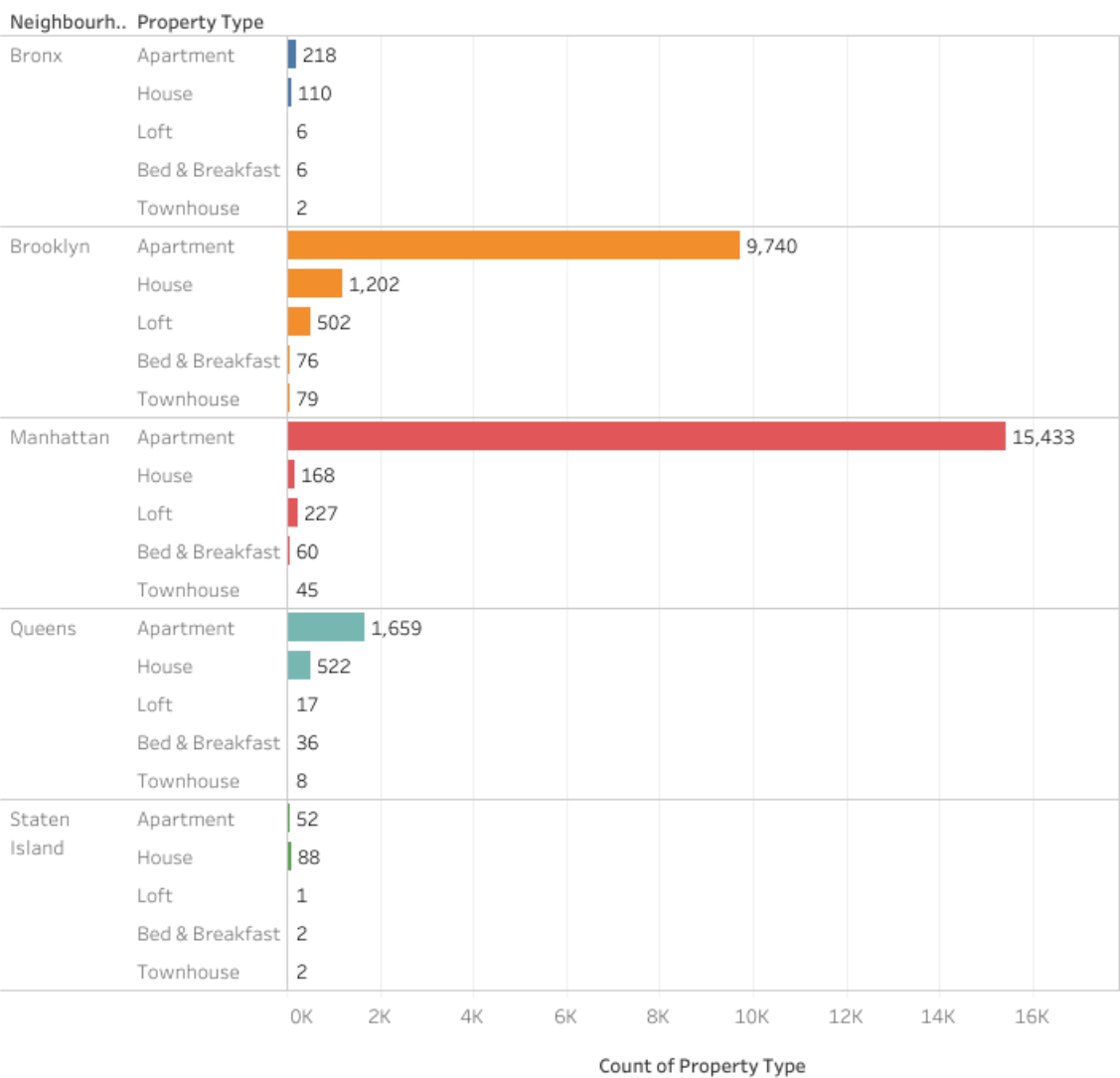
Step 4: Create data visualization:

- Have an in-depth data analyze by visualization
- Discover significant patterns and tendencie

Borough Room Type Popularity



Top Amount of Property-Neighbourhood



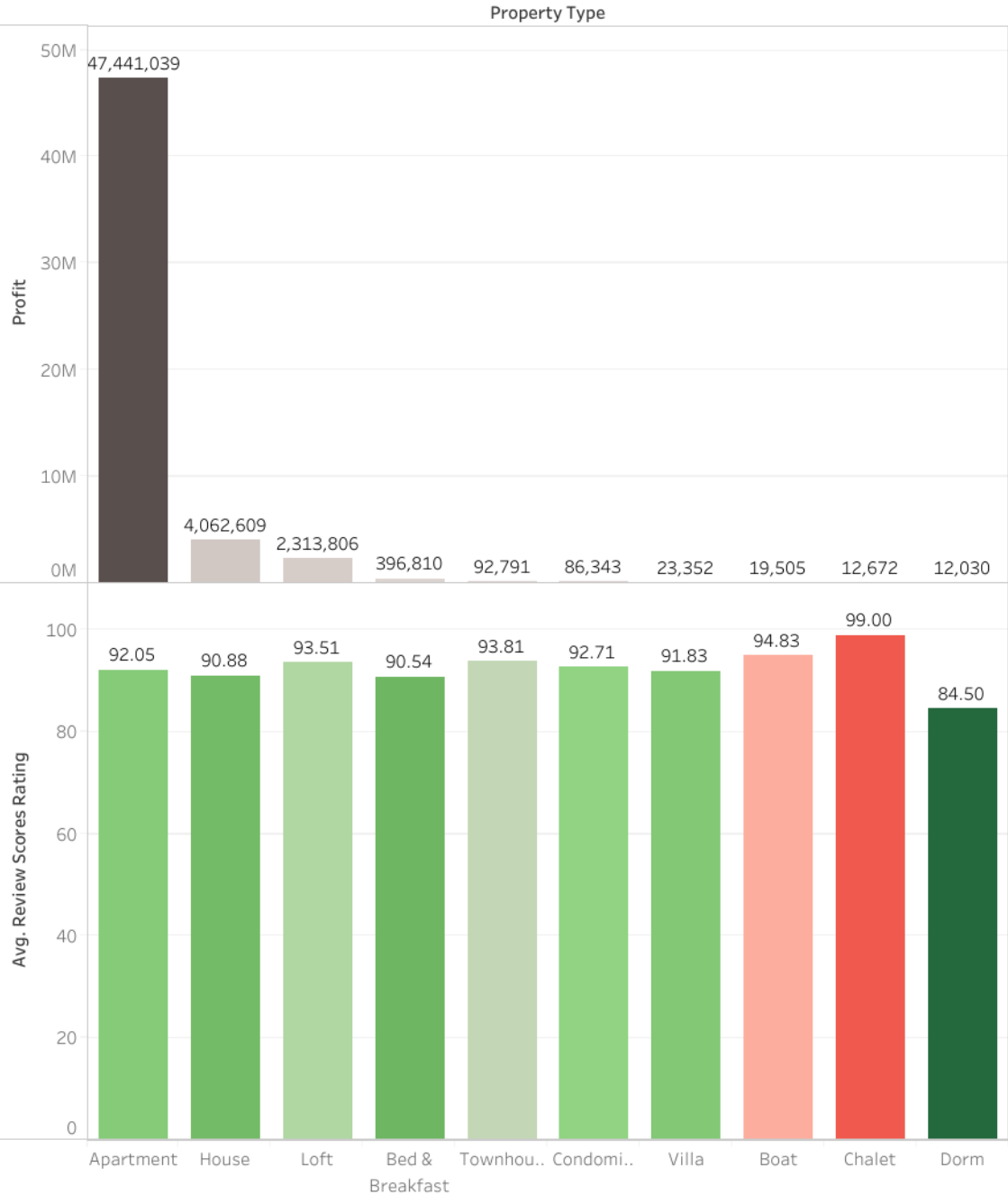
Number Of Reviews
0 to 257

Property Type
Multiple values

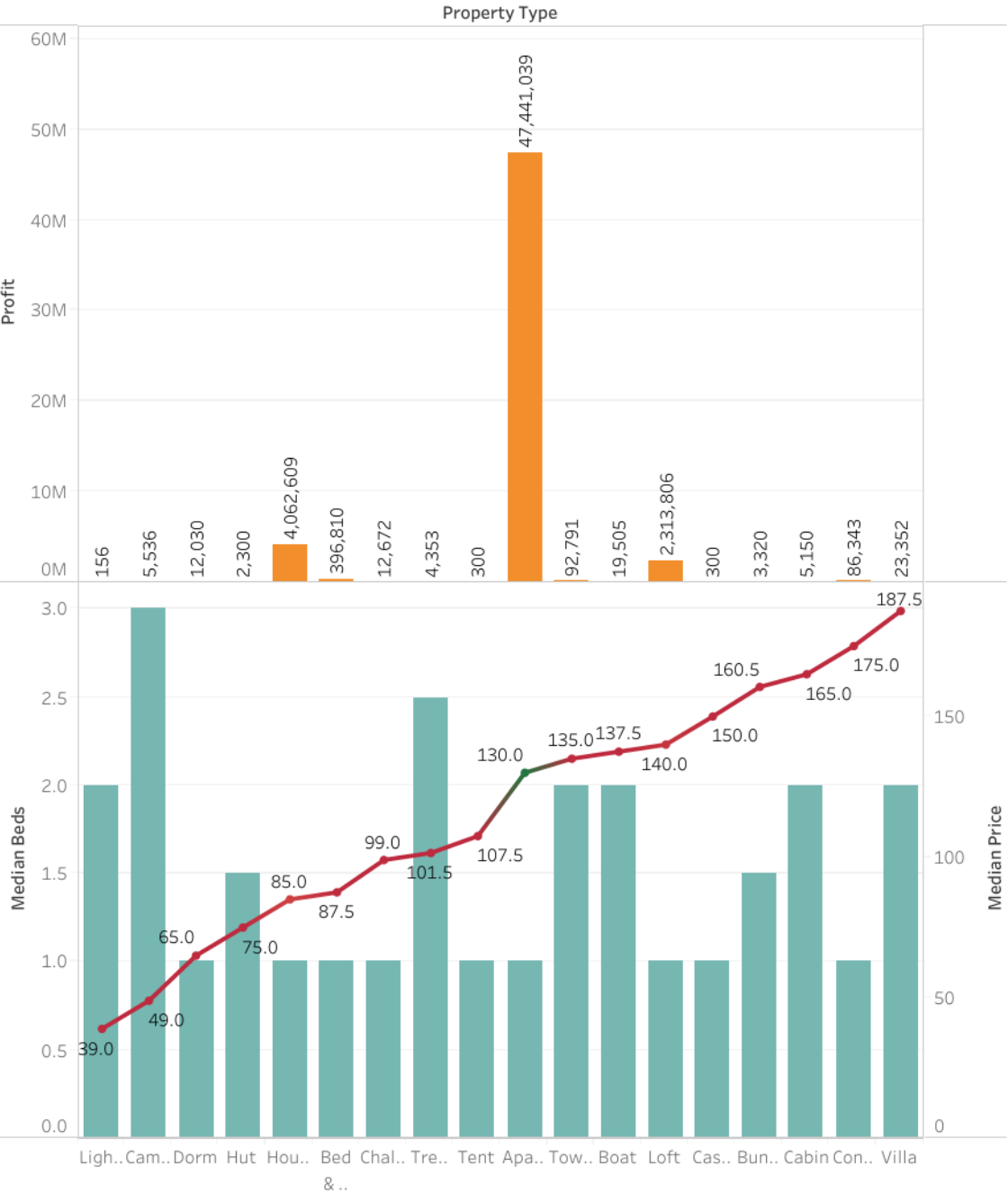
Property Type
All

Neighbourhood
■ Bronx
■ Brooklyn
■ Manhattan
■ Queens
■ Staten Island

Review Score-Profit by Property



MED Beds,Price-Profit



Property Type
Multiple values

Profit
12,030 47,441,039

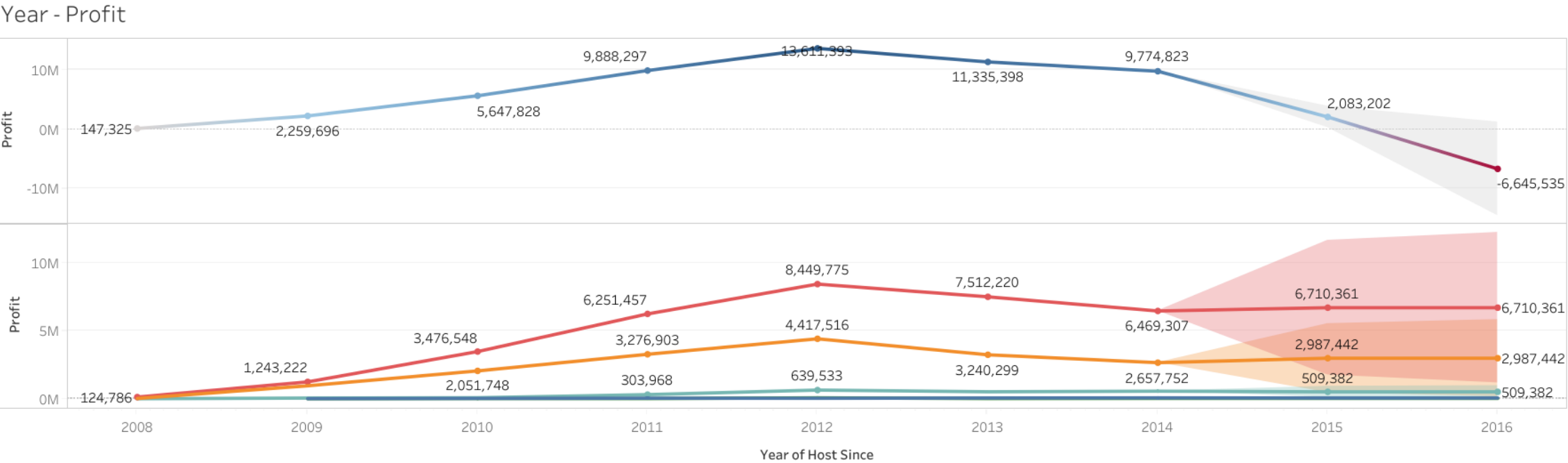
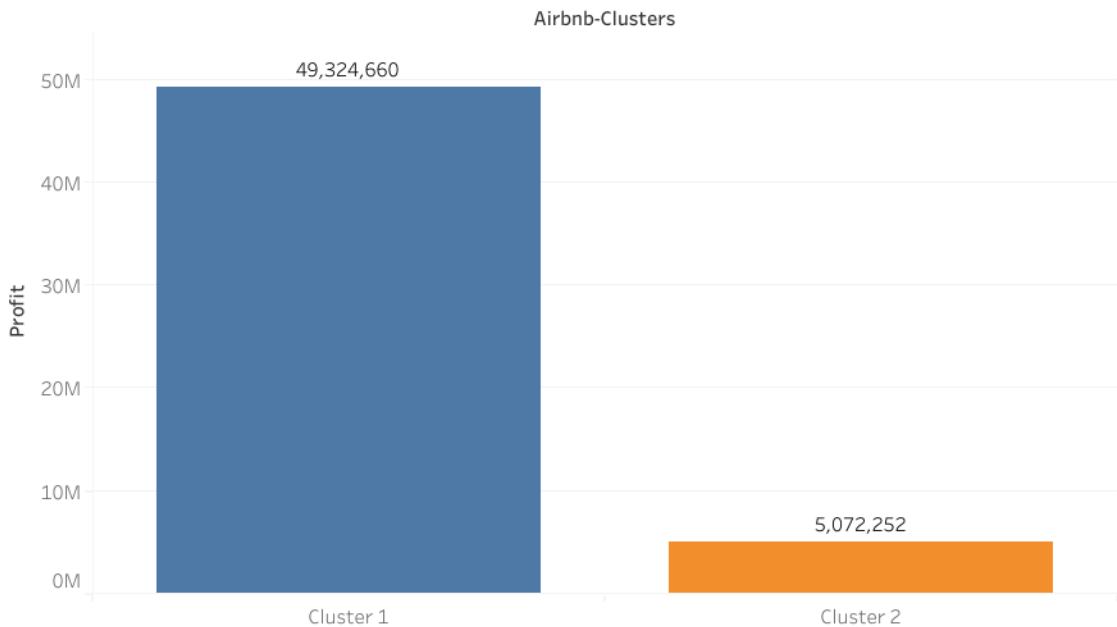
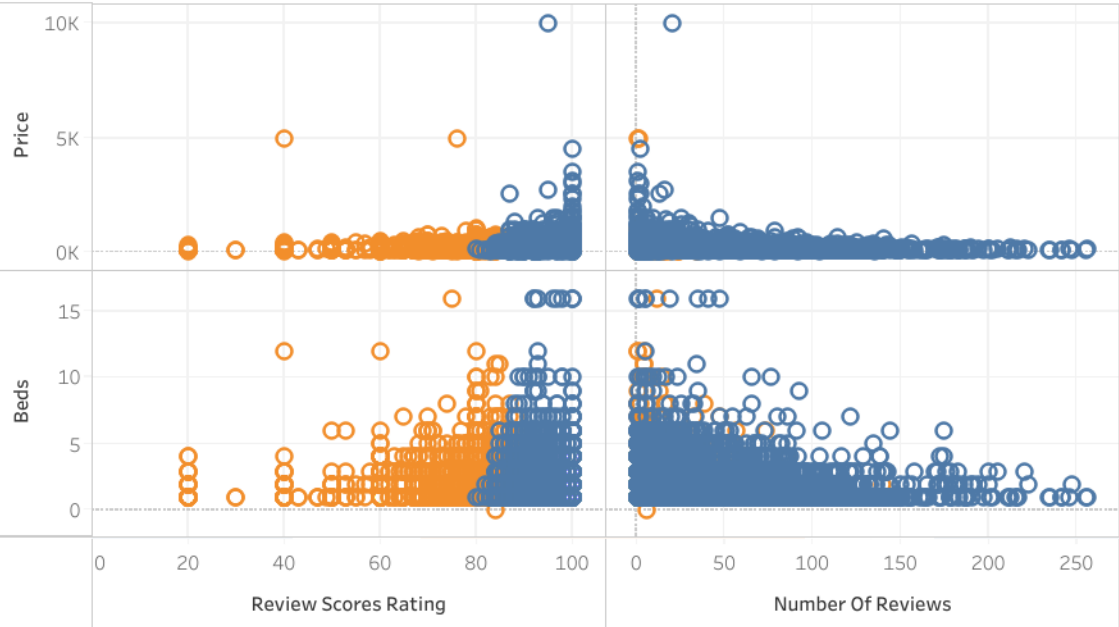
Avg. Review Scores Rating
84.50 99.00

Measure Names
Median Beds

Price
39 4,391,761

Cluster

Cluster-Profit



Summary

Apartment is the most popular property type in New York which also has the highest number of review

There are 5 factors that influence Airbnb's profitability: number of review and review score, property price, number of bed and location

Manhattan and Brooklyn have the largest concentration of Airbnb properties and generate the highest revenue for Airbnb among the five boroughs of New York City.

Starting in 2013, profit started to decline dramatically and is expected to decrease further due to regulatory issues and hosts listing illegally



Thank you

Thank you for your attention