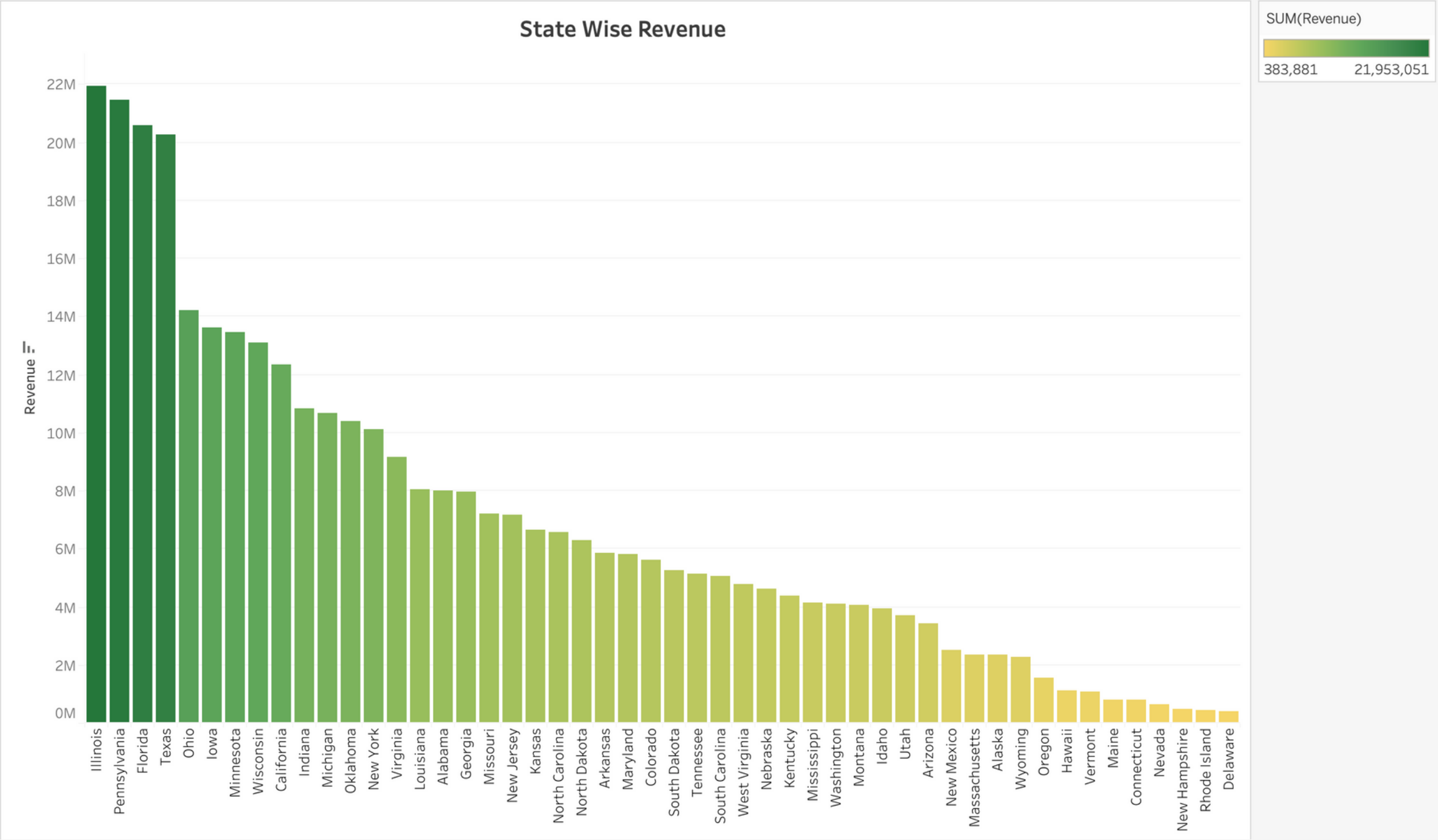


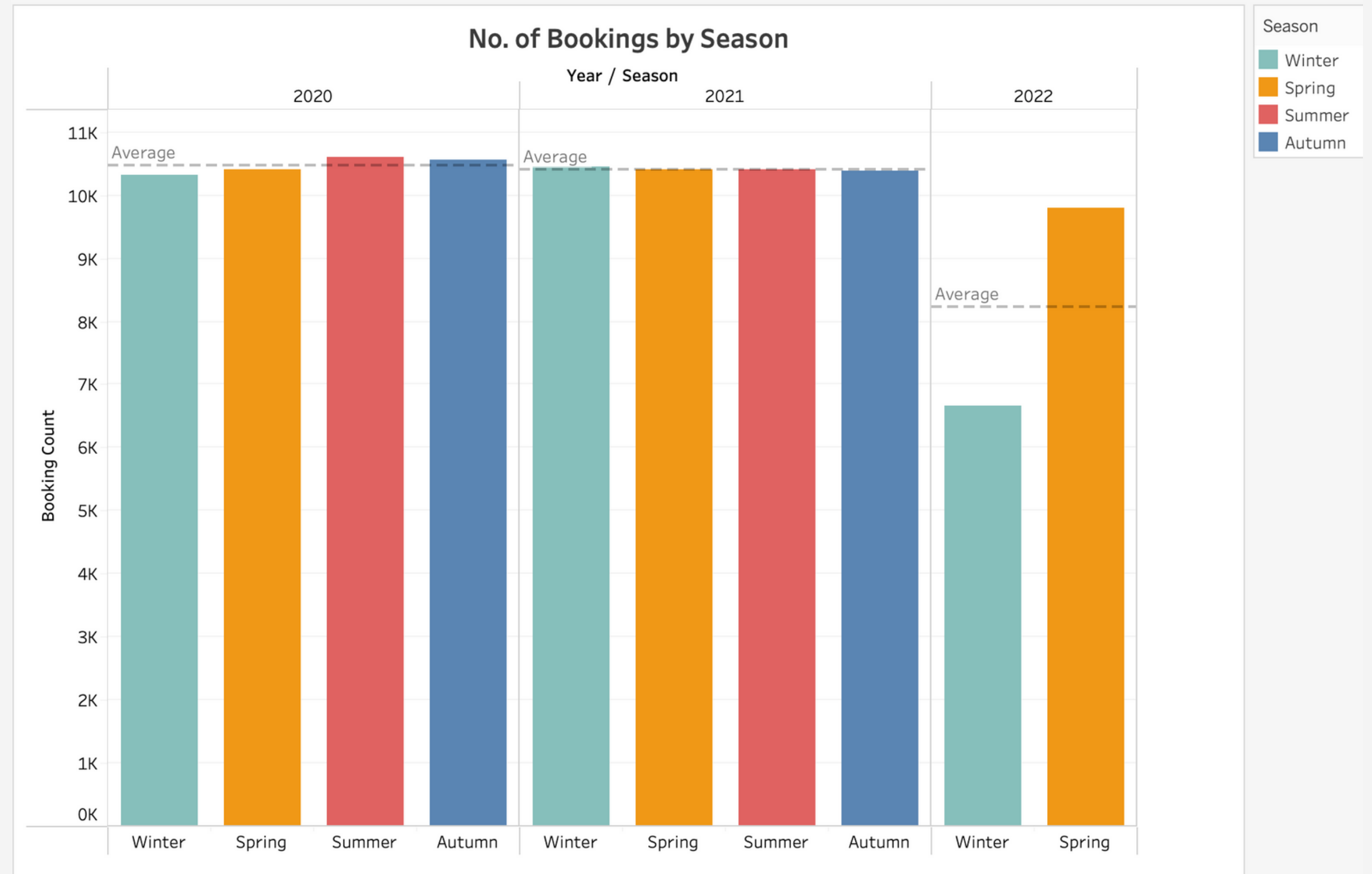
DATA VISUALIZATION



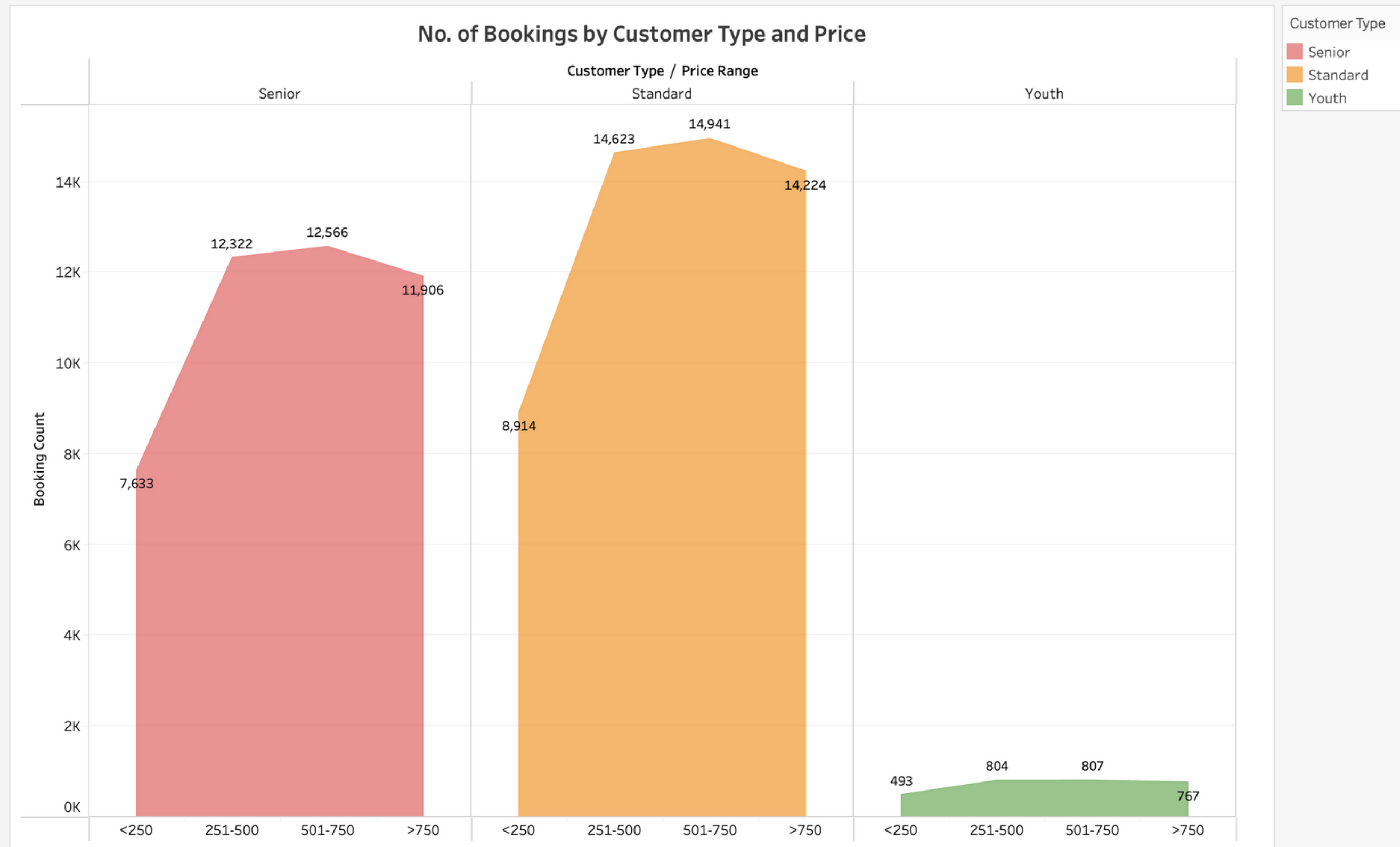
- Help stakeholders identify where and how they need to improve service to increase revenue and subsequently profit
- Illinois is the top performer in terms of revenue generated
- Delaware had the lowest revenue of all states

DATA VISUALIZATION CNTD.

- Assisst stakeholders prepare well in advance for peak holiday/booking season
- For 2020 and 2021, no. of bookings remained constant throughout the year
- Drop in winter 2022 followed by an increase in spring



DATA VISUALIZATION CNTD.



- Help stakeholders, specifically hosts identify their major customer base and their price preferences.
- Major customer base between age 26 and 60
- Youths do not prefer AirBnBs
- Majority customer base is willing to pay between \$250-\$1000 for their bookings

DATA VISUALIZATION CNTD.

- Stakeholder can focus on specific customer base
- Pennsylvania, Florida and Illinois are AirBnB hotspots for WA residents
- Delaware, Puerto Rico, New Hampshire and Washington DC do not attract any WA residents

