

DATA ANALYSIS PORTFOLIO

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PROFESSIONAL BACKGROUND

I received a B.Sc. in Economics Education from Ambrose Ali University in Nigeria's Edo state. I've studied economics for a long time. My brain is extremely adapted to finding patterns in large datasets and use them to solve issues.

I am utterly in love with technology. I am an expert user of many software, which includes Microsoft Word, Tableau and Excel.

Airbnb Project Description	
Technique	
Problem	
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AIRBNB PROJECT DESCRIPTION

In my role as a data analyst at XYZ Investment Company, my manager gave me the responsibility to handle a Lessor client who wishes to enter business with New York City Airbnb and in order to comprehend and spot opportunities on type of room to lease and neighborhood with high income prospect to maximize interest over time.

TECHNIQUE

I have studied neighborhood group and the various room types, compared and contrast which apartment types are high in demand and neighborhood group which accumulate more users over time. The dataset was checked for duplicates, blank cells and inconsistent data replaced using Google sheets. The clean data was analyzed using Tableau to create the needed visuals.

PROBLEM

The analysis aims to spot viable neighborhood and high in demand apartment type in order to maximize investment interest and dividend on lease apartments. Also to address low return on potential investment.

DATA DESIGN

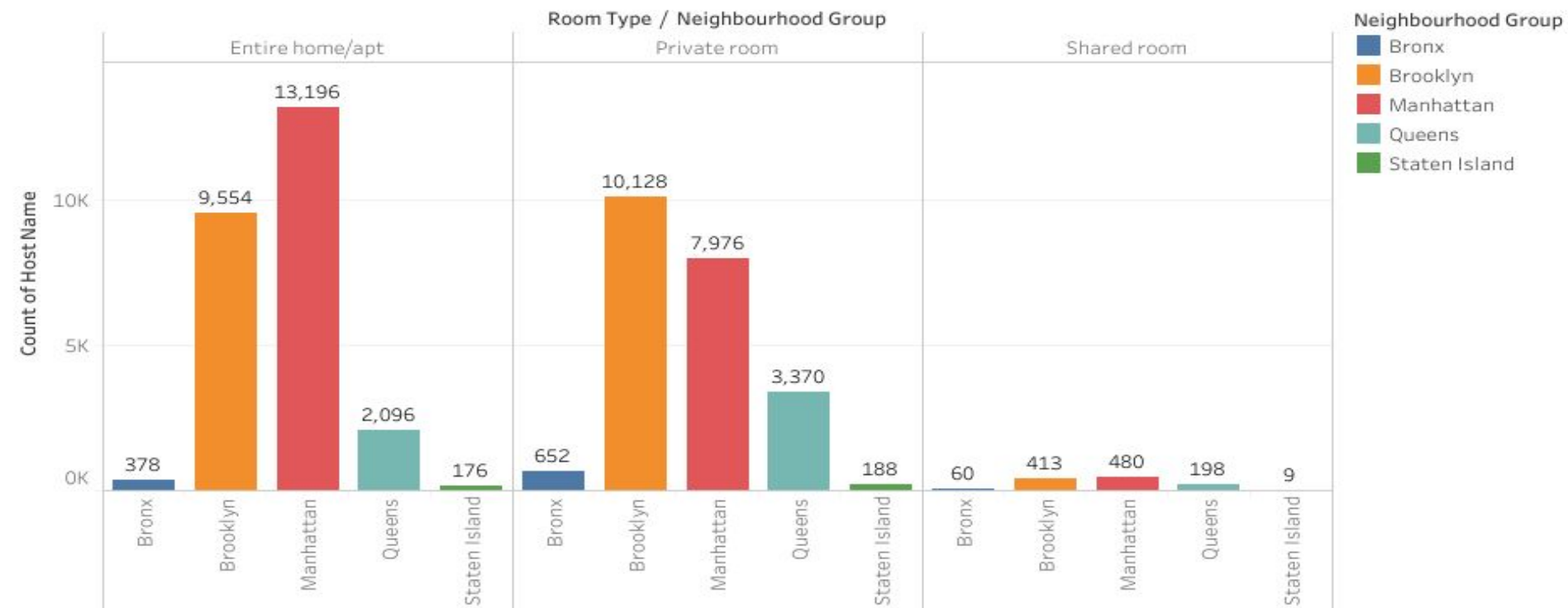
I have obtained dataset from Entry-level website and studied various neighborhood and high in demand room type on lease at New York City Airbnb. I have checked for duplicates, blank cells and inconsistent data replaced using Google sheet. The clean data was analyzed using Tableau to create required visuals.

The research and analysis aims to project viable neighborhood and in demand type of accommodation to help maximize interest over initial investment. Further to also establish if price has correlation between neighborhood performance.

FINDINGS

Findings 1

Sheet 1



The above chart shows the distinct count of Host Name per neighborhood group and the room type. It shows that there are more host in Manhattan with 4,194 as against 141 in Staten island for Entire home apartment, meaning Manhattan is saturated with host.

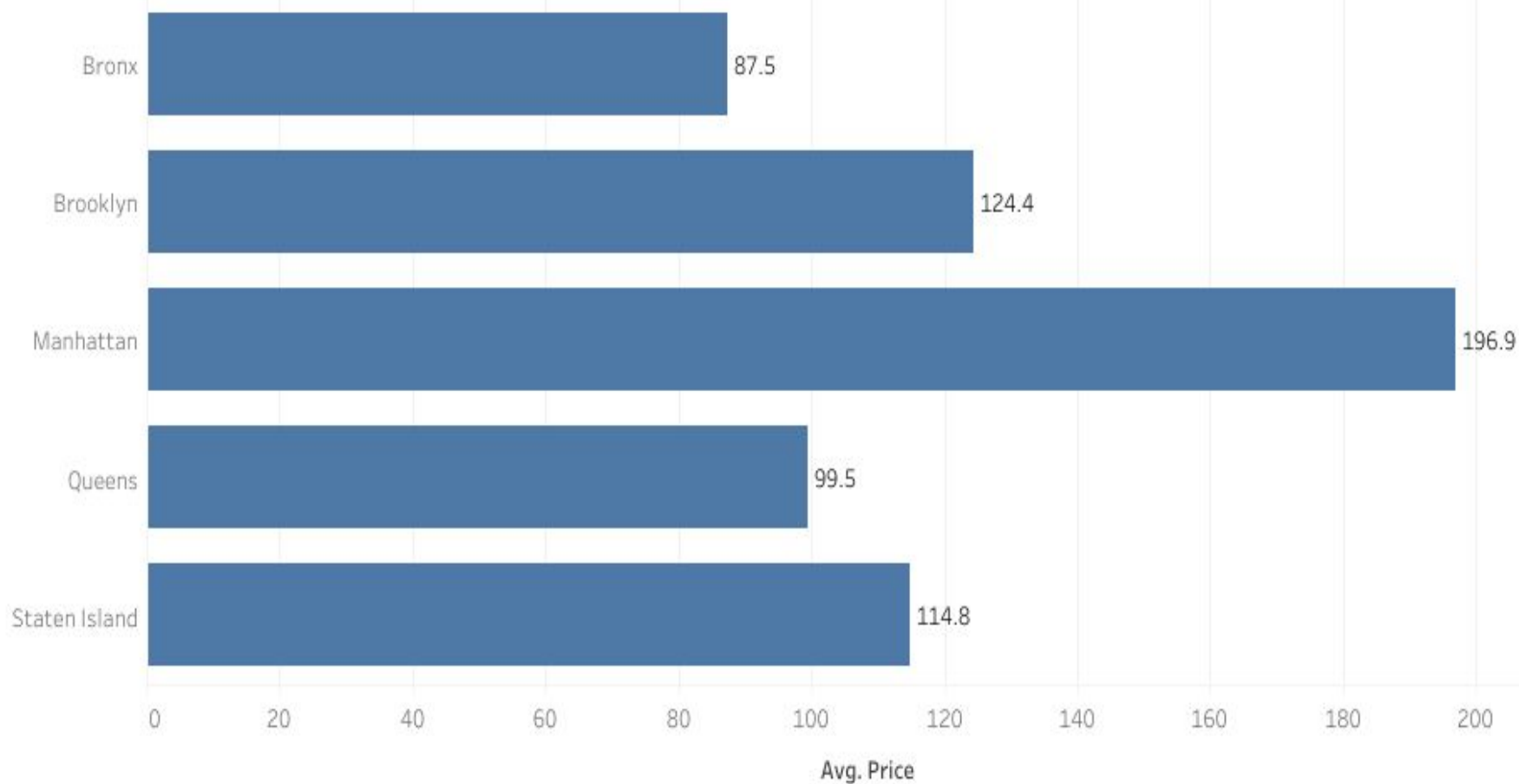
Overall Staten island shared room host has just 6 host.

Findings 2

The chart below shows the average price per room type in various neighborhood group, where Entire home/apartment has the highest average price in each neighborhood group.

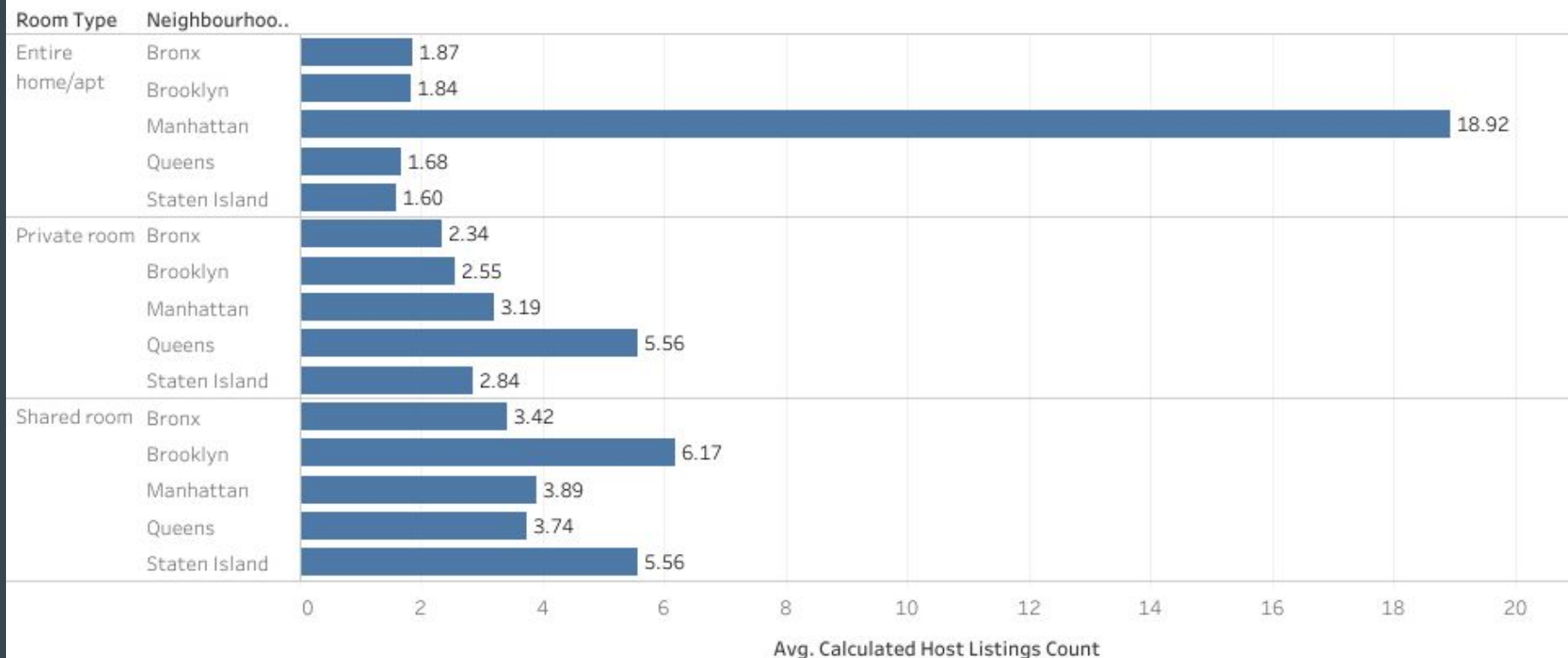
Sheet 2

Neighbourhood..



Findings 3

Sheet 3



The chart above shows the average Host listing count, where in Manhattan Entire home/apartment average highest with 18.92, private room type average 5.56 as highest in Queens neighborhood while shared room type average 6.17 as highest in Brooklyn neighborhood group.

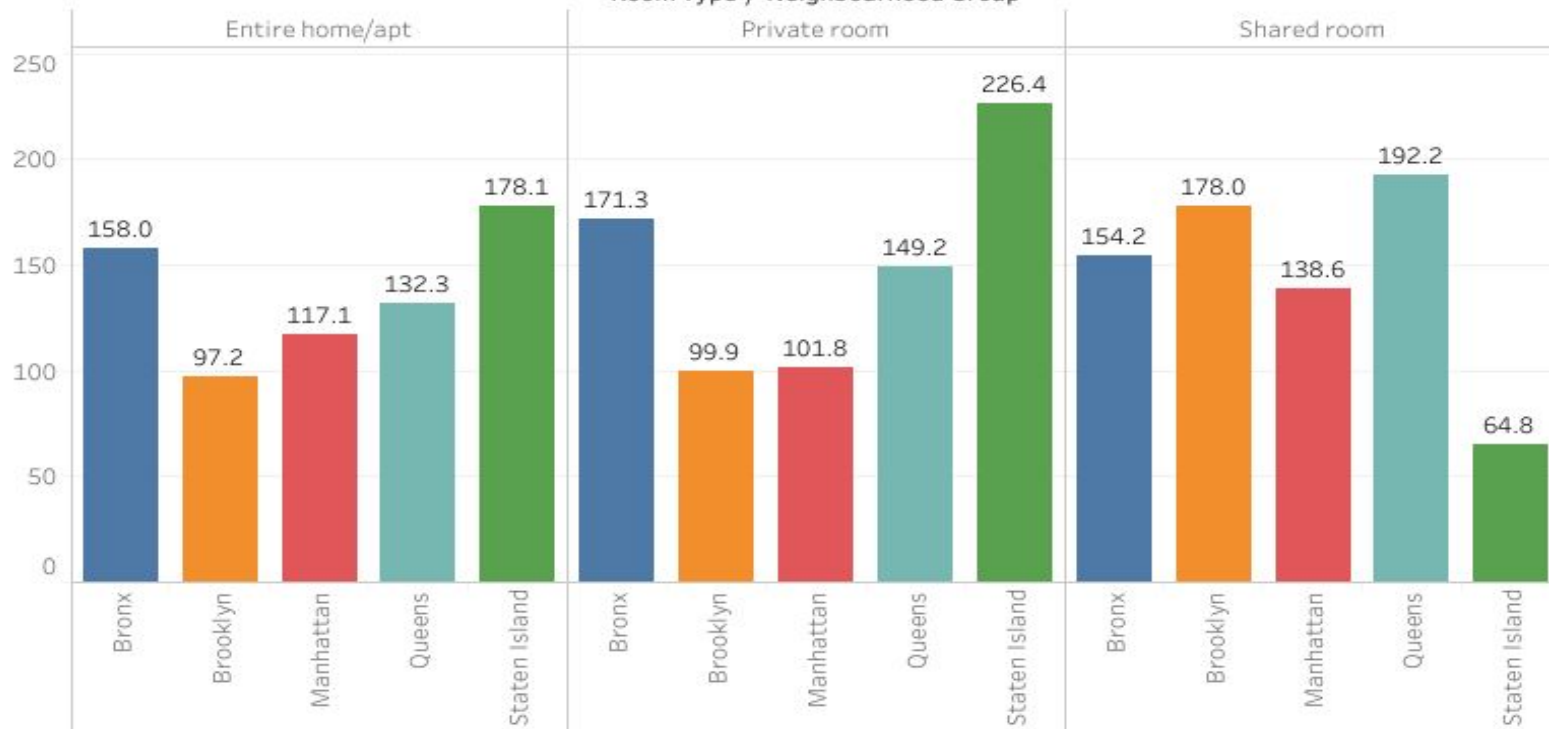
Findings 4

Sheet 4

Room Type / Neighbourhood Group

Neighbourhood Group

- Bronx
- Brooklyn
- Manhattan
- Queens
- Staten Island

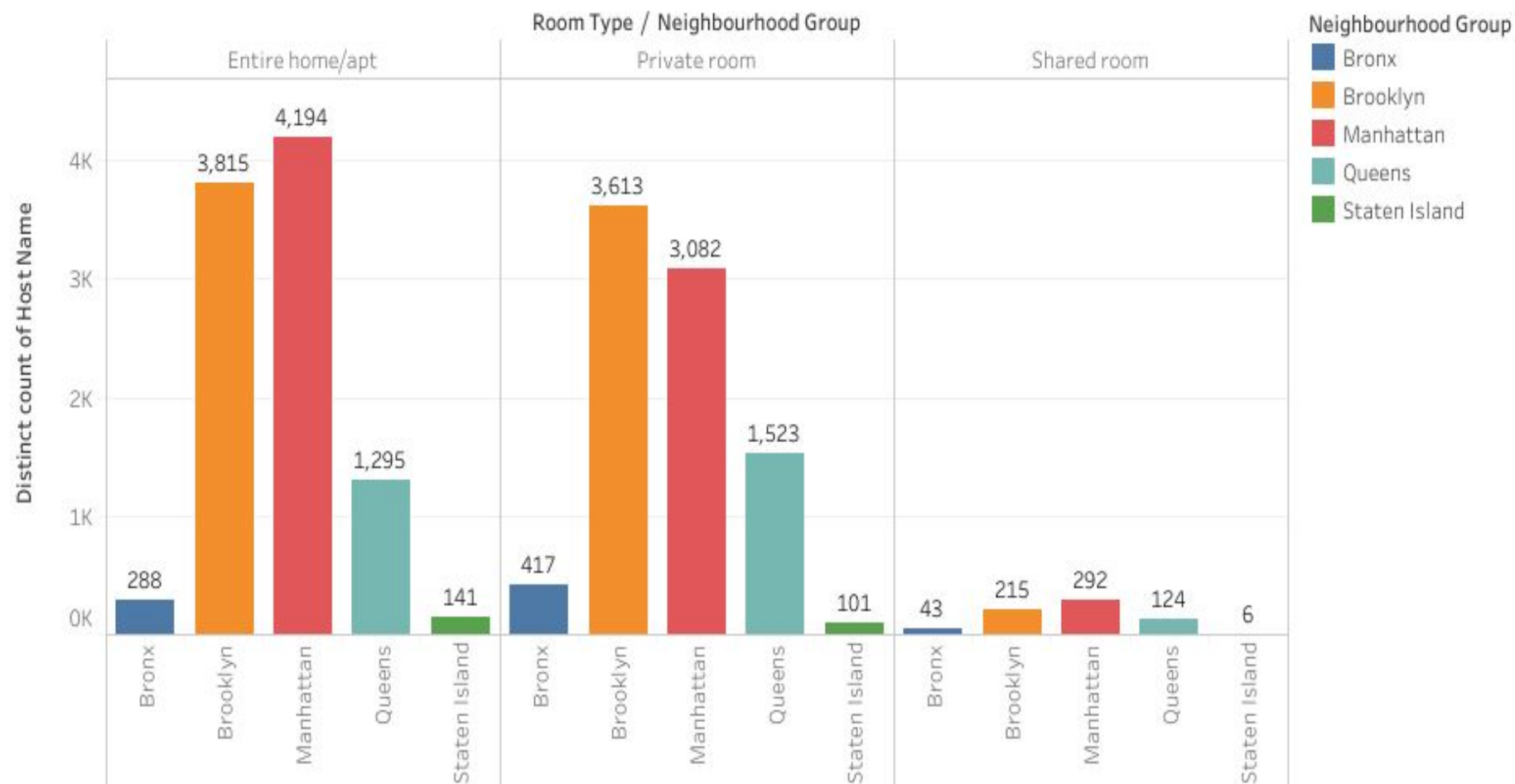


The chart above shows average availability of room type in various neighborhood group over 365 days.

Staten island has 178.1 and 226.4 as highly available for both Entire home and private room respectively, while Queens with 192.2 for shared room.

Findings 5

The chart below shows the unique number of room type per neighborhood group, where Manhattan tops the chart with 13,196 and 480 for Entire home/apartment respectively meanwhile.



ANALYSIS

My inceptive insight of the dataset shows that Manhattan is saturated with host, while Staten island has least host, also Entire home/apartment cost more in every neighborhood group.

Average listing is high in Manhattan, Queens and Brooklyn for Entire home, private and shared room type respectively. There is high availability of room is Staten island for Entire and private room, while Queens for shared room, Brooklyn has least availability for Entire and private room while Staten island for shared room type.

Staten island has the least number count of room type among the various neighborhood group.

PROBLEM

Low Return on
potential investment

Why Analysis?

- Why? Over saturated host in Manhattan neighborhood group
- Cost price per room type cost much per average
- Least availability per 365 days

CONCLUSION

Staten island is a viable option for investors because it had least host which would enable investors penetrate the market.

Investors should invest in Entire home/apartment in any neighborhood group as a result of it high in demand and has the potential to increase revenue because it has the highest average cost.

APPENDIX

Google sheets dataset for New York City Airbnb capstone project

https://docs.google.com/spreadsheets/d/1aY4eeFN4L5dTxTwRGo7vWAOHtV6AOFVgrMOWaWXk_FQ/edit?usp=drivesdk

Tableau Data Visualization for New York City Airbnb