

# *AIRBNB GTA*

## Exploring Rental Diversity

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### **Introduction**

Airbnb is a widely recognized online marketplace that facilitates short-term lodging rentals, homestays, and tourism experiences. It allows individuals to rent out their properties or spare rooms to guests, offering a unique alternative to traditional hotels. In this analysis, we delve into Airbnb's extensive dataset to uncover insights about property distribution, pricing trends, and room types across different neighborhoods in Toronto. Utilizing data visualization techniques with Tableau, we aim to provide a comprehensive understanding of the Airbnb landscape in GTA.

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## Data Description

The dataset represents a snapshot of Airbnb listings in Toronto at a given time. It comprises various fields, each offering valuable information about the properties and hosts. Here's a breakdown of key fields:

1. **id:** Airbnb's unique identifier for the listing.
2. **name:** Name of the listing.
3. **host\_id:** Airbnb's unique identifier for the host/user.
4. **host\_name:** Name of the host.
5. **neighbourhood\_group:** The broader geographical area within GTA where the property is located.
6. **neighborhood:** Specific neighborhood within the neighbourhood group.
7. **latitude and longitude:** Geographic coordinates of the property.
8. **room\_type:** Type of accommodation offered (e.g., Entire home/apt, Private room, Shared room).
9. **price:** Price per night for the listing.
10. **minimum\_nights:** Minimum number of nights required for booking.
11. **number\_of\_reviews:** Total number of reviews received for the listing.
12. **last\_review:** Date of the last review.
13. **reviews\_per\_month:** Average number of reviews per month.
14. **calculated\_host\_listings\_count:** Number of listings managed by the host.
15. **availability\_365:** Availability of the listing in the next 365 days.

## Exploratory Data Analysis:

The dataset provides a comprehensive view of Airbnb listings in GTA, enabling us to explore various aspects of the hospitality landscape. Some noteworthy statistics include:

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- *Neighborhoods:* There are a total of 140 neighborhoods.
  - *Hosts:* The dataset comprises **13,527** unique hosts offering accommodations in GTA.
  - *Total Reviews:* The cumulative number of reviews for all listings amounts to **144,110**.
  - *Properties:* There are **20630** properties in the dataset, identified by calculating a unique property ID from the concatenation of host ID, latitude, and longitude.

## Analysis

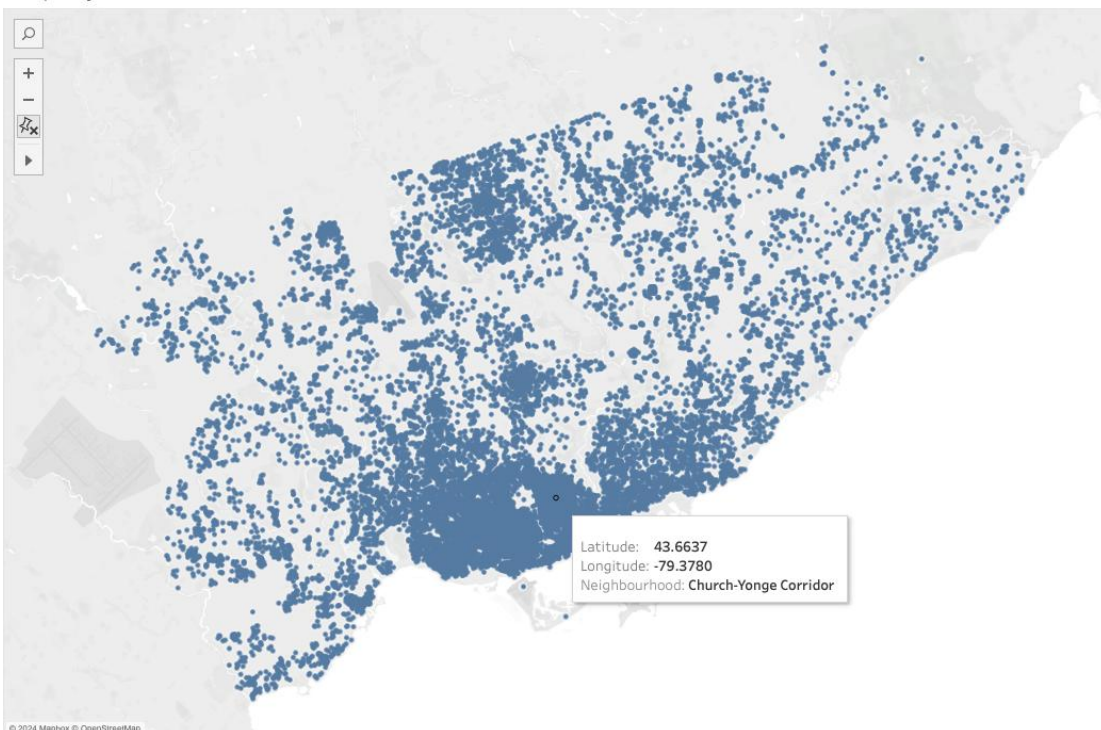
Our analysis aims to uncover insights into the distribution of Airbnb listings, pricing dynamics, and host behavior. Through data visualization, we explore several key aspects; some of them are as following :

### Property distribution in Neighborhoods

Visualizing the property distribution across GTA neighborhoods, categorized by room type.

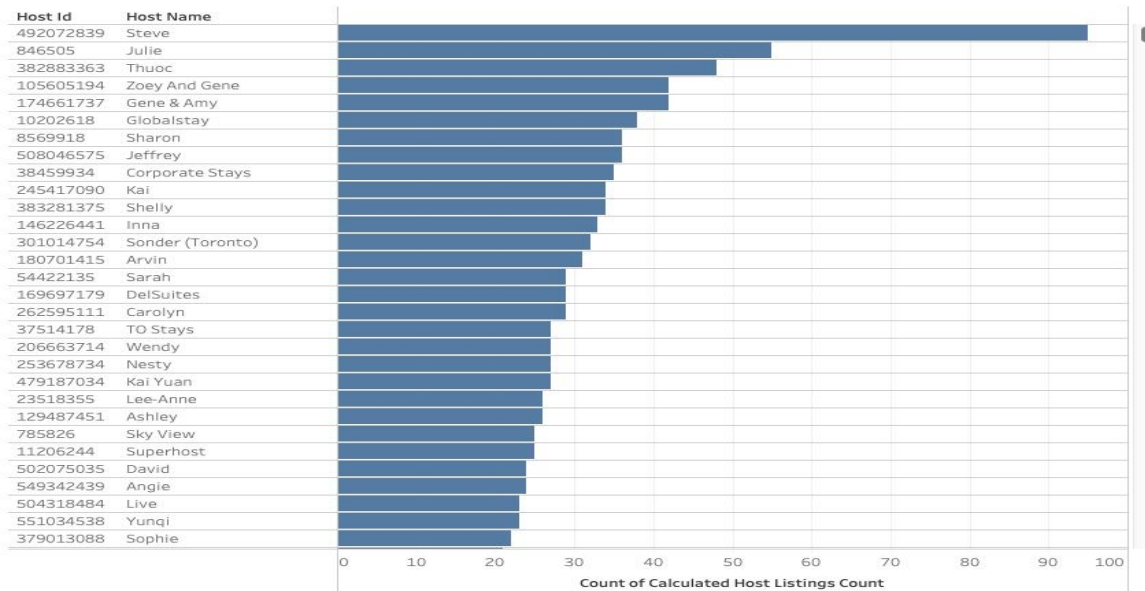
This is a geo map; constructed utilizing latitude and longitude.

Property Distribution



## Top Hosts By Number of Listings

Top Hosts(number of listings)



## Neighborhood Pricing Trend

Neighbourhood Pricing Trend

