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INTRODUCTION

Austin, Texas is a popular place for short-term rentals like Airbnb. This analysis looks at detailed Airbnb data for the city of Austin. The analysis is helpful for Airbnb hosts, guests, and investors. Through interactive visuals, I wanted to show where Airbnb listings are located across Austin's neighborhoods and which areas have the most listings. I also aim to show how listing prices relate to things like the property type, amenities, and review scores. This will help people understand the Airbnb rental market in Austin. The analysis also provides insights on the hosts themselves - who they are and their hosting patterns. By presenting the data in an easy-to-understand visual format such as a dashboard, this project aims to give stakeholders valuable knowledge to make informed decisions about Austin's short-term rental scene.

ANALYSIS

I merged the **listings.csv**, **listing_summary.csv** and **calendar.csv** and found the following columns interesting for my analysis that could help us uncover valuable insights.

host_since	Date the host joined Airbnb. (Date)
host_location	Location of the host. (String)
host_response_rate	Percentage of inquiries that the host responds to. (Float)
host_acceptance_rate	Percentage of requests that the host accepts. (Float)
host_is_superhost	Whether or not the host is a superhost. (Boolean)
zipcode	Zipcode of the listing. (String)
Latitude	Latitude of the listing. (Float)
Longitude	Longitude of the listing. (Float)
is_location_exact	Whether or not the location is exact. (Boolean)
property_type	Type of property. (String)
room_type	Type of room. (String)
accommodates	Number of people the listing can accommodate. (Integer)
bathrooms	Number of bathrooms in the listing. (Float)
bedrooms	Number of bedrooms in the listing. (Integer)
beds	Number of beds in the listing. (Integer)
bed_type	Type of bed in the listing. (String)
amenities	Amenities offered in the listing. (String)
square_feet	Square footage of the listing. (Integer)
price	Price of the listing. (Float)
has_availability	Whether or not the listing has availability. (Boolean)
cleaning_fee	Cleaning fee of the listing. (Float)
number of reviews	Total number of reviews received for a particular listing.
cancellation_policy	The host's cancellation policy for their listing (Flexible/ Moderate)

The audience for this data could be quite broad, including, but not limited to the following:

Potential Renters are looking for insights into pricing, availability, and the best locations to stay.

Property Owners want to understand competitive pricing, popular neighborhoods, and how to manage bookings effectively.

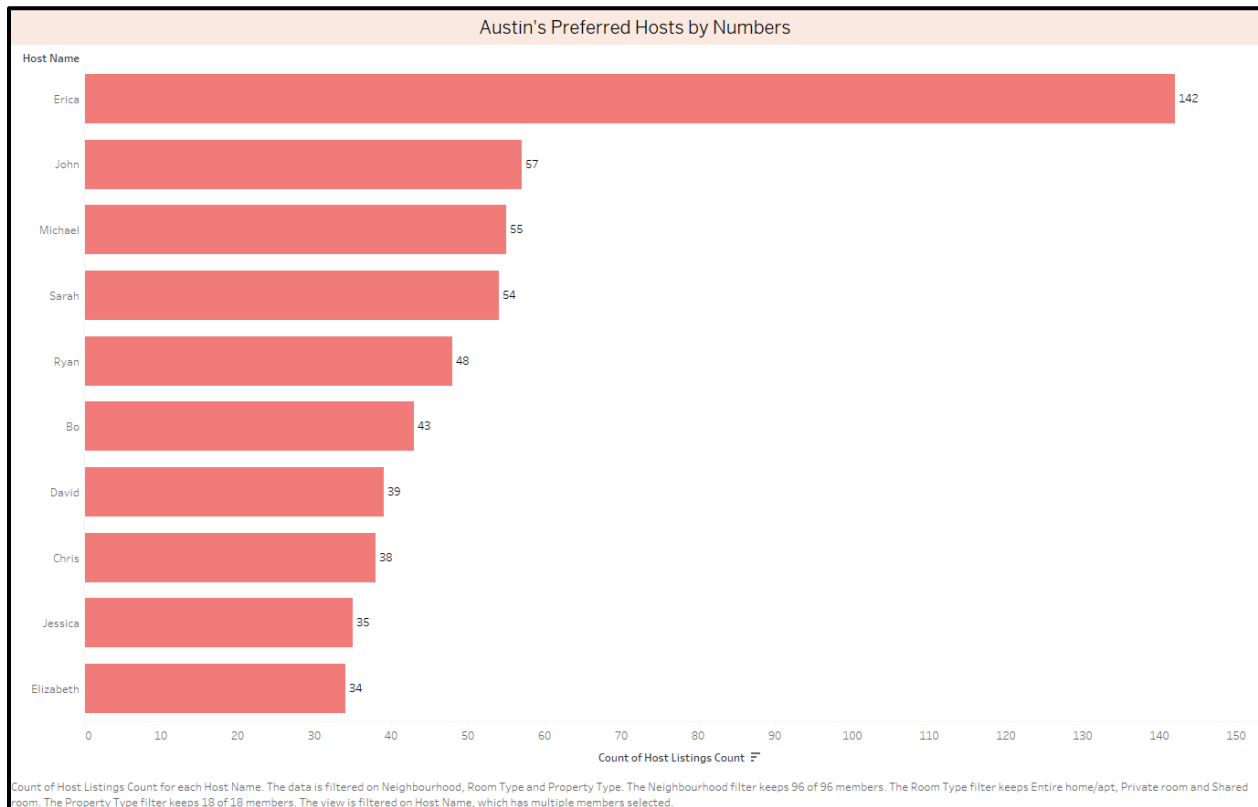
Market Analysts dive deep into rental market dynamics across different areas.

Rental Car Companies may use this to pinpoint high tourist demand zones for strategic fleet placement and pickup/drop-off spots.

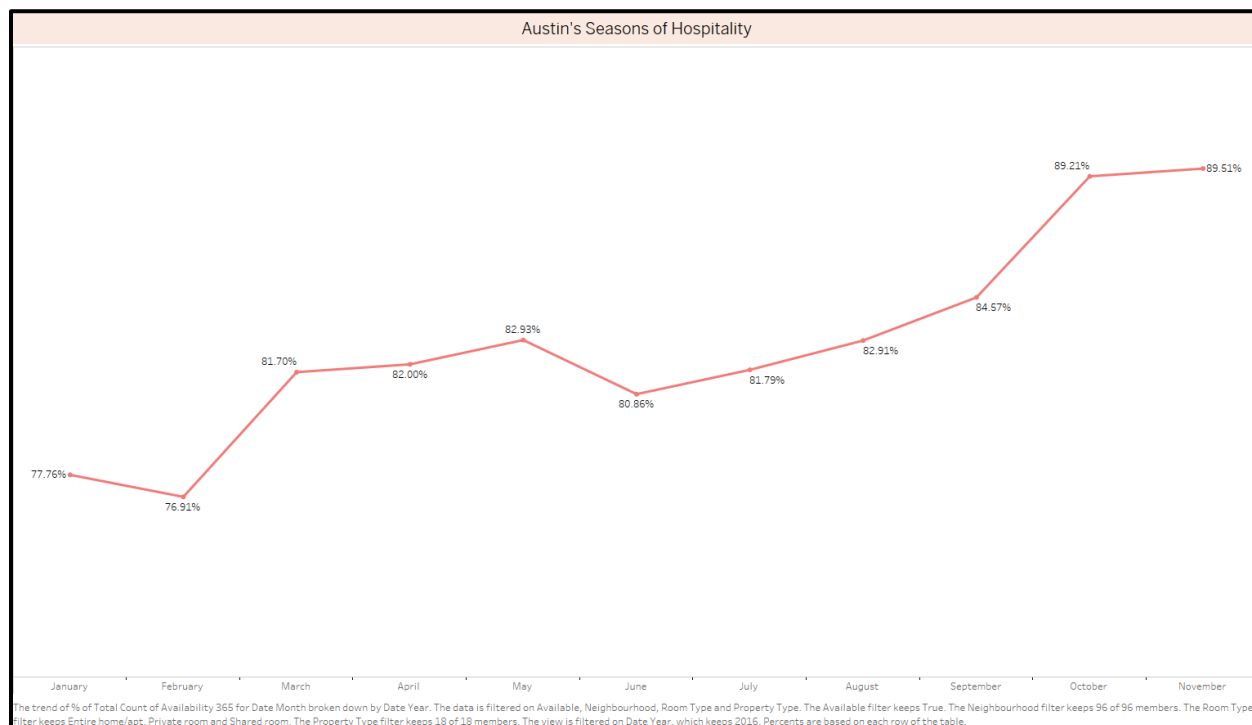
Scooter Rentals, like car rentals, could leverage neighborhood rental activity to optimize where they station scooters.

Restaurants can identify busy Airbnb hotspots, giving them a sense of potential customer traffic to guide new locations or marketing tactics.

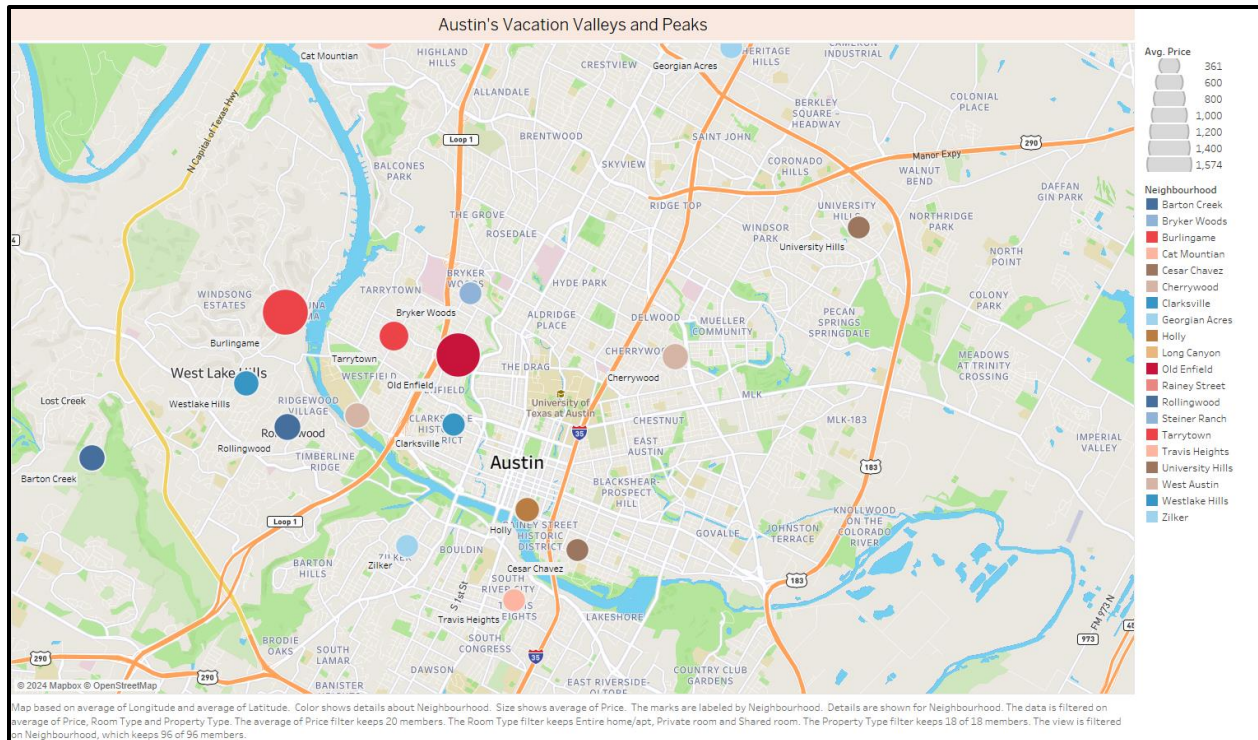
For my project, I used Tableau to create the dashboard to show key insights about Airbnb in Austin. I wanted to make sure my dashboard was easy for people to use and looked good. I wanted to know who the most active hosts were, what the average costs were to stay in popular neighborhoods, where the most booked places were, and how often properties were available throughout the year.



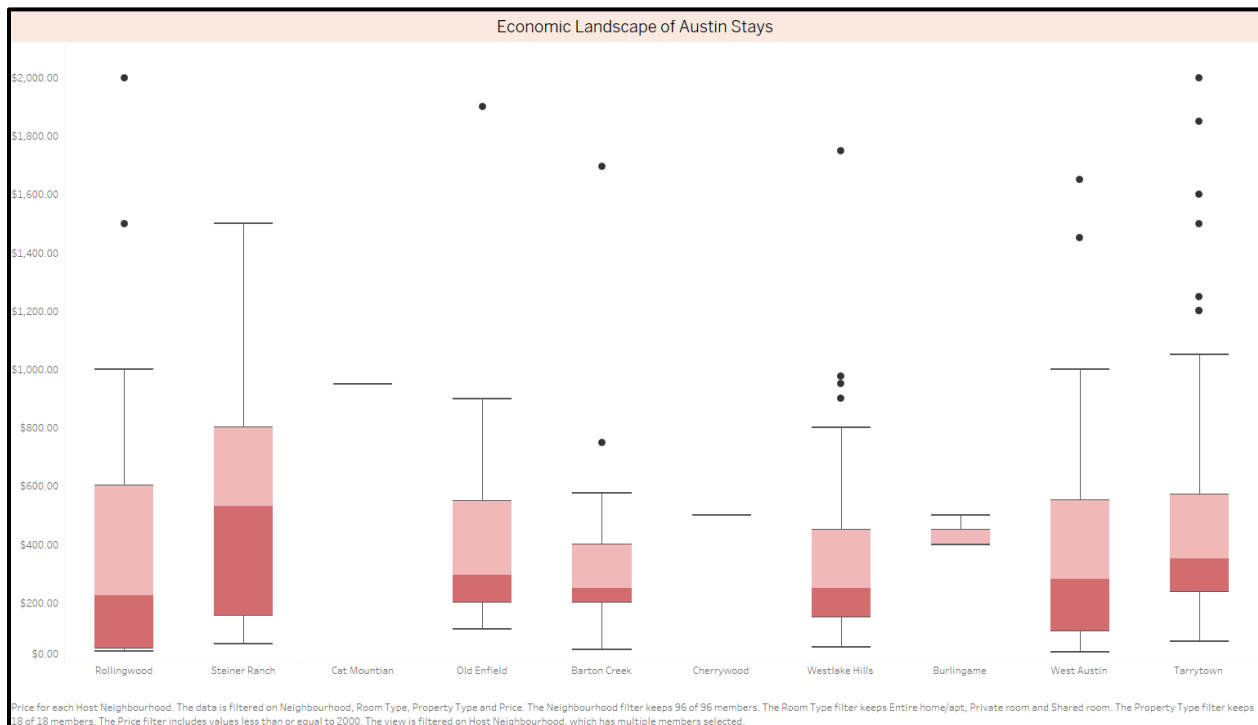
First, I looked at who the busiest hosts are in Austin. My dashboard shows a list of hosts with the most places to rent out. At the top, Erica stands out with a lot more rentals than anyone else. This helps people see who the big players are in the Airbnb game in Austin.



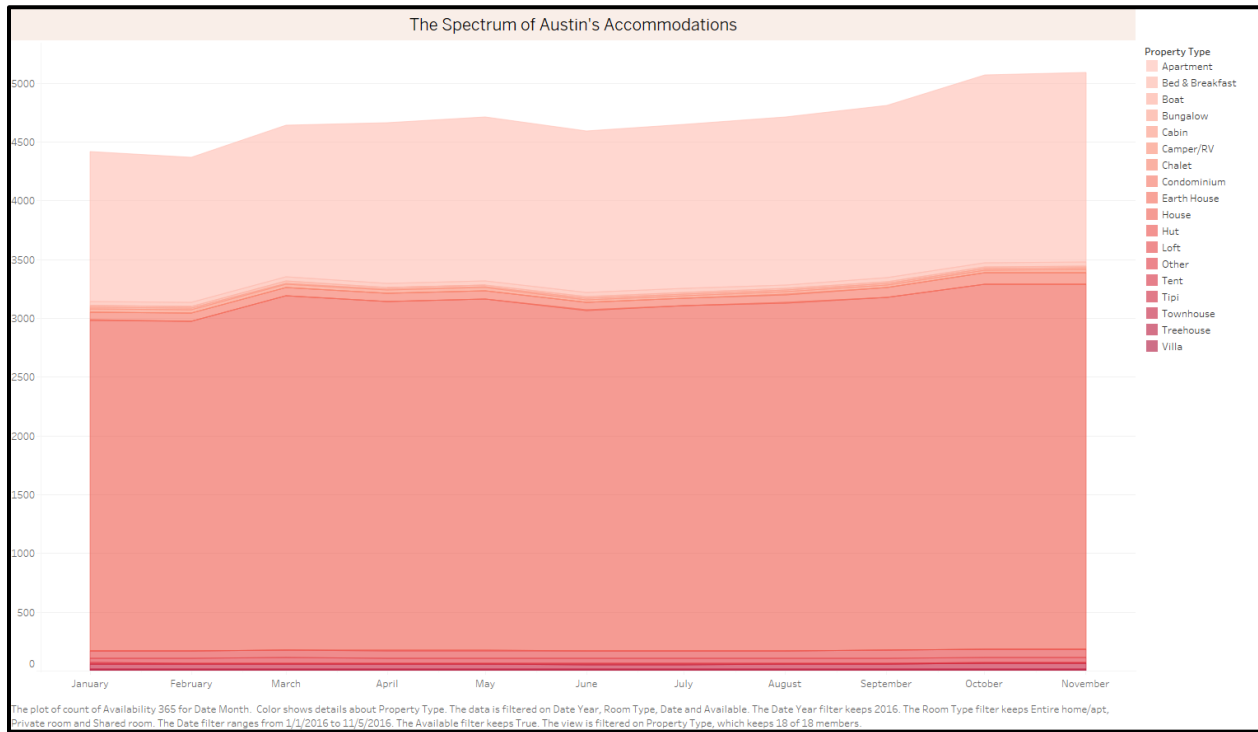
Next, I wanted to find out the average prices in different neighborhoods in Austin. The box plots give a quick view of what you might pay to stay in places like Rollingwood or Tarrytown. They show not just the usual prices but also how much they can go up or down.



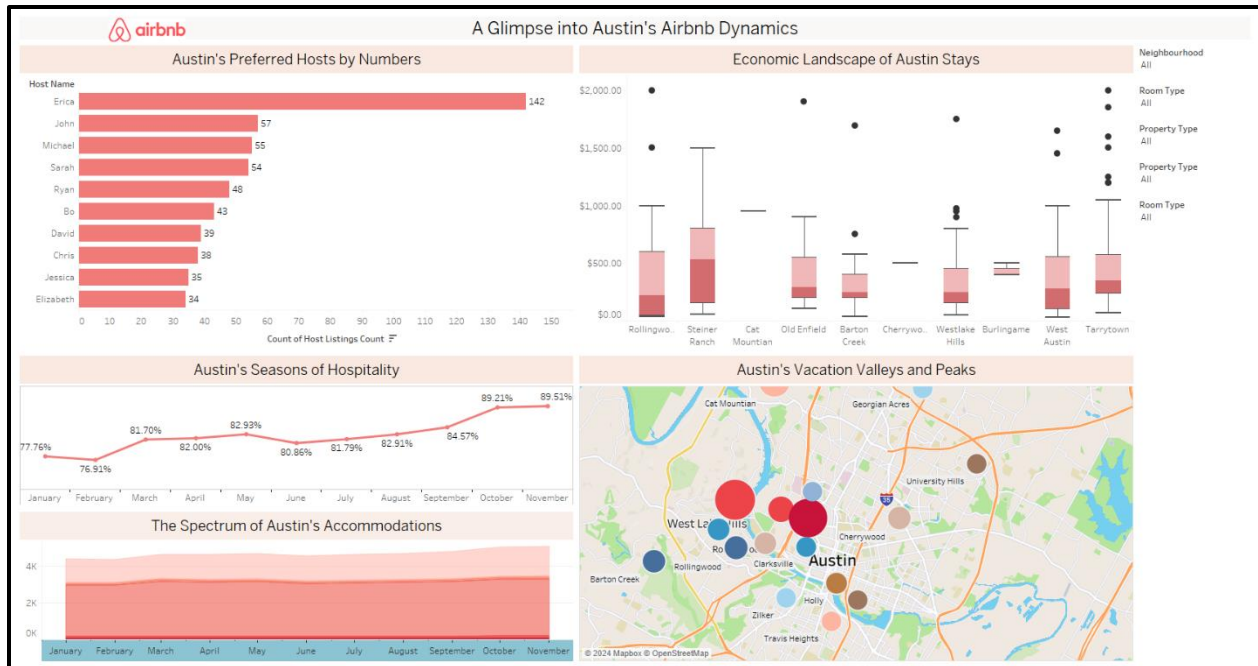
I also made a map to show where the most popular spots for Airbnb are in the city. Big red circles mean higher prices, and they're mostly around downtown. Smaller circles show more affordable areas farther from the city center. This makes it clear where you'll pay more or less.



Then I checked to see how often places were available. I made a line chart that shows how availability changes from month to month in 2016. It rises toward the end of the year, meaning there are more places available in November than in January.



Finally, I created an area chart that breaks down availability by what kind of place it is and what kind of room you're getting. I can clearly observe that it gets busier in the middle of the year, especially for entire homes and apartments.



My dashboard has all these different charts to help answer my main questions. I made sure each part was clear and gave the right information. Each part of my dashboard works together to answer important questions for anyone interested in Austin's Airbnb options, whether they're looking to stay or to host. It's designed to be easy to use and understand.

CONCLUSION

My analysis reveals a thriving and dynamic Airbnb market in Austin. The most active hosts are concentrated in high-demand areas, suggesting a link between host activity and bookings. Monthly availability shows seasonal changes, with more availability towards the end of the year. Pricing varies across neighborhoods, with some premium areas commanding higher rates. Mapping hotspots identifies the most popular zones. Overall, this dashboard provides actionable insights for hosts to optimize listings and for guests to make informed rental choices, contributing to a more vibrant and efficient marketplace.