

Airbnb Analysis

Project Dashboard Blueprint

[Dashboard Blueprint Link](#)

Overview

➔ Tools used to build the dashboard

For the project we will be using the visual analytics software, Tableau to build our dashboard. Within Tableau we will be using various features to explore and visualize the listings dataset and learn some valuable insights.

- Interactive maps
- Dual axis charts
- Bar charts
- Heat maps

➔ Interactive features

Almost all visualizations included in the dashboard will be interactive. We will achieve this by enabling the hover over functionality in Tableau as well as including filters for the visualizations which will allow the end-users to modify elements of the visualization to help them analyze the data better. An example of a this is on the first page of the dashboard which will include a interactive map that shows the relation between average prices in different Toronto boroughs. When the user hovers over a particular listing on the map they will see more details about the listing from it's room type, property type as well as the specific neighbourhood the listing is located in. They will also have a filter option to select and deselect boroughs to help understand more insights about the data.

➔ Storyboard for the final dashboard

The next four slides outline the storyboard for each page of the final dashboard story

Toronto Airbnb Analysis

Page1
Host
Overview

Legend

Relation
between
Price and
Superhost

Relation
between
Price and
Verified host
identity

Host
Details

Monthly count of Hosts joining and listings first reviews

Map

of Listings /
Host

Majority Host
Locations

Majority
Property
Types

Toronto Airbnb Analysis

Page2

Price vs.
Location
& Type

Legend

Five Most
Expensive
Neighbour
hoods

Five Least
Expensive
Neighbour
hoods

Most and
Least
Expensive
Borough

Monthly Avg Prices for Listings

Map

Price by Borough

Note: Hover-over for more details

Avg Prices by
Number of
people the
property
accommodates

Yearly Avg Price
Change

Avg Price by
Location &
Property Type
& Room Type

Toronto Airbnb Analysis

Page3

Price vs.
Reviews

Legend

Five Most
Rated
Neighbour
hoods

Five Least
Rated
Neighbour
hoods

Most and
Least
Rated
Borough

Monthly count of Hosts joining and listings first reviews

Map

Price by Reviews

Note: Hover-over for more details

5 Most
Popular
listings by
Number of
Reviews

Relation
between Avg
Overall
Ratings and
Price

Majority
Property
Types

Toronto Airbnb Analysis

Page4

Price vs.
Amenities

Legend

Five Most
Popular
Amenities in
each Borough

Five Least
Popular
Amenities in
each Borough

Most and
Least Popular
Amenities in
each Borough

Relation between count of Amenities offered and listing
average price

Map
Price by Amenities
Note: Hover-over for more details

of Listings /
Amenity

Majority
Amenities
Locations

Amenities
offered vs.
Property Type
& Room Type