**David Ramos**

**Tableau Portfolio Project**

**Data Analytics**

**10/12/2023**

**Airbnb Listings 2016 for Seattle, Washington**

**Project Purpose:**

In this data visualization project using Tableau I used a data set from Kaggle.com to visualize 2016 Airbnb listings for the city of Seattle in Washington state of the United States. I play a role as a data analyst and a client that I am doing business with is asking me how they can efficiently purchase a property and develop an Airbnb rental business and what factors based on my analysis of Airbnb listings should be taken into consideration to make their Airbnb business as profitable as possible. Some of the specific factors that this client is interested in is bedrooms, location, and the price he will be able to charge his customers to optimize his return on investment.

**AVG(Price) for Airbnb listings per Zipcode in Seattle, Washington:**

* Based on visualizing data in Tableau from the original data set of Airbnb Seattle, Washington listings using the column Zip code and filtering the sum of prices row by AVG(Price) I was able to find that the most expensive zip code for my client to consider is 98134 with an average price of $206.6 per rental. This information is important for the client to consider if they want to maximize cash flow.

**Best times to for Airbnb listings to be posted on marketplace:**

* After I visualized Airbnb listings data for the Seattle, Washington area for my client showing him where he can maximize profits for his Airbnb property, he had another concern. His concern was that he was thinking about listing his residence property on the online Airbnb marketplace and wanted to know when the best times is to list his property for rent. Based on filtering the data by weeks in a full calendar year and the sum of listings prices for a calendar year for Airbnb listings a line graph data visualization shows that the best times my client to rent an Airbnb property would be in the summer and holiday months, specifically November and December.

**Number of Bedrooms per Airbnb listing:**

* The investor client had an additional concern before purchasing a rental property for Airbnb maximize profits for his business. His question was how many bedrooms are available per listing? Based on the visualized data the average prices per number of bedrooms have a significant range. The average price for a one bedroom is $96.2 and the average price for the maximum number of bedrooms, which is six bedrooms is $584.8. This reveals to my client that the higher number of bedrooms you offer customers in an Airbnb, the more money you can make.

**Competition for Airbnb Bedrooms:**

* The last concern that my client had that is seeking to be a landlord for a Airbnb rental property within the Seattle, Washington area is the competition between the bedrooms. He wants to know out of all the bedroom amounts available to rent, which is most popular amount people that rent Airbnb’s. Based on the data used within this project, 1 bedroom have the highest number of rooms rented by people with a value of 1,811 rooms. The other rooms have lower amounts of rentals such as 2 bedrooms having 483, 3 bedrooms having 206, 4 bedrooms having 55, 5 bedrooms having 20 and 6 bedrooms having a total of 5 units rented. As is evident, the data shows that the most popular number of bedrooms rented by Airbnb customers is 1 and the lowest is 6. Therefore, the aspiring Airbnb property landlord should seek to purchase a property that has at least 3 bedrooms to maximize his profits and customer satisfaction.