

One of the most important aspects of data analysis is being able to tell a story through data visualizations. As such, we created several dashboards which assist us in telling a story for users trying to find the perfect hotel to stay at in Europe. In the first illustration, we are able to see all of the hotels in Europe which have been rated. Through the filters, it is easy to parse out hotels by rating by average score.

In the following dashboards we visualized top rated hotels in individual Countries throughout Europe which greatly help narrow down the search. Additionally, the heat density maps are equipped with filters to be able to search by average score as well as a more detailed individual score. There were a total of 6 individual heat density maps created for this project.

In the last dashboard, we visualized the data via bar graph to display the top-rated country for hotel stays based on the average score; Additionally, we also visualized the top hotel overall in Europe based on average reviews.

Challenges: I think the primary challenge for me when I was working with Tableau was the lack of more data. Although we have a good set of data for this project, I think we could have found a better more detailed database which would have allowed us to create and visualize more with tableau like for example, creating a visualization about which age group of people were traveling, their sex, time of the year, etc.