**TABLEAU PROJECT-PART 4 -FINAL SUBMISSION**

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**Tableau Dashboard:**

<https://public.tableau.com/views/Airbnb_17331837714330/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link>

**Tableau Story :**  
  
<https://public.tableau.com/views/Airbnb_17331837714330/Story2?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link>

**Insights of Airbnb:**

In total, Airbnb's New York City listings provide important lessons that can be learned in pricing, trust, and demand. Prices have increased steadily over time, probably due to demand and inflation, which implies a need for flexible pricing tools in order to keep hosts competitive. Those listings with more reviews charge higher prices, showing the role of trust, which Airbnb can further by encouraging service quality improvements. Larger homes, often with more beds, are ideal for families and groups, this presents an opportunity for target marketing. This shows that in popular areas like Manhattan, prices are high despite lower ratings, illustrating the influence of location. In order to enhance hosts' ratings, Airbnb could institute feedback programs. Meanwhile, well-rated listings across less-popular neighborhoods indicate that good-quality stays are available city-wide, so Airbnb could bring about demand balance by promoting these very areas.

**Reflection on Visualization Changes**

1. **Initial vs. Final Submission**:
   * User insights were limited in earlier versions of the visualizations, mainly due to poor interactivity and a lack of proper labeling. Usability and interpretability have been considerably improved with the inclusion of filters, trend lines, and percentage labels for multiple property types.
   * For example, trend lines in the price charts show trends over time, and labeling percentages in the property types chart makes the distribution clear.
2. **Reason for Changes**:
   * The reason for most of the changes was probably due to reading ease and interactivity by the users. Filters allow users to drill down into specific subsets of the data—for example, by room type or neighborhood—while trend lines point out important trends such as rising prices through time.
   * Adding percentage labels to this chart makes it more professional, hence more educational, because viewers will not need to make their own estimates about proportions.
3. **Reflection on Visualization Selection**:
   * Each chart type aligns well with the data being analyzed:
     + **Scatter Plot** for "Pricing Trends Over Years Since Joining" effectively highlights individual listings' price changes over time.
     + **Bar Chart** for "Popular Neighborhoods" captures pricing differences across room types and neighborhoods clearly.
     + **Map Visualization** for "High Ratings Across ZIP Codes" provides geographical context, allowing viewers to visually locate areas with high-rated listings.
   * Those choices guarantee the messages get across in the most accessible way possible for the audience to be reached.
4. **Improvements in Storytelling**:
   * The extra trend lines help you spot correlations or patterns way more easily, like seeing higher prices in certain neighborhoods or for specific property types.
   * Filters make exploring ways easier, allowing one to modify the analysis whatever way they want—like filtering by room type or how many reviews there are.
5. **Impact of Changes**:
   * The final visualizations are more polished, easier to navigate, and allow for the casual viewer but also fully support the more detail-oriented user.
   * These improvements make the insights more usable. For example, Airbnb hosts and analysts will find it easier to understand how location, room type, and reviews impact pricing.

**Reflection on What I’ve Learned:**

This project has really made me much better at data analysis and visualization. Working on "Pricing Trends Over Years Since Joining," I found that prices had been going up steadily, and the trend lines showed this pattern well. In "Do Listings with Higher Review Counts Charge More?" I found a strong link between the number of reviews and pricing, showing how trust affects value. The "Bed Counts and Listing Types" bar chart showed that larger listings are mostly entire homes, which is helpful in targeting families or groups on vacation. The "High Ratings Across ZIP Codes" map showed how well-rated properties are spread out in different areas, giving opportunities to meet demand across the city.  
  
Adding trend lines, filters, and percentage labels made users more engaged and involved in the exploration for deeper Looking into the data showed how important it is to make visuals better to reach analytical goals. The process confirmed that customizing dashboards is key for clarity and ease of use. This project has taught me more about Tableau, improved my skills in sharing ideas based on data, and taught me how to apply visualization methods to study complex datasets.