

A photograph of the Seattle skyline at sunset. The Space Needle is prominent on the left, with its white structure and observation deck. The city's skyscrapers are silhouetted against a warm, orange and yellow sky. In the background, the mountains are visible under the soft light of the setting sun.

AirBnB Market Analysis in Seattle

Exploring Seattle's Airbnb landscape through data-driven insights.

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Introduction to the Analysis

1 Purpose

Gain insights into Seattle's Airbnb market trends and dynamics.

2 Dataset

Comprehensive listing information including prices, types, and reviews.

3 Tool

Tableau Public for interactive visualizations and trend analysis.



Key Metrics and Visualizations



Pricing

Average nightly rates across Seattle neighborhoods.



Property Types

Distribution of entire homes, private rooms, shared spaces.



Reviews

Correlation between scores and occupancy rates.

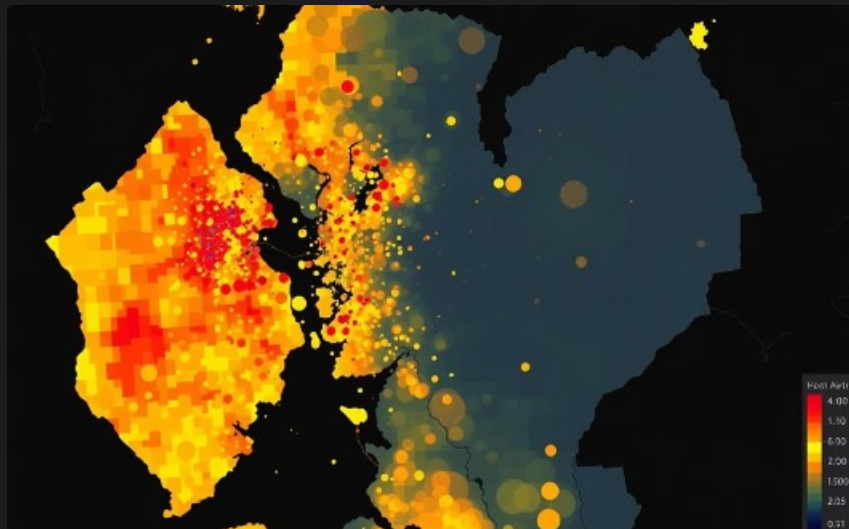


Location

Geographical spread of listings across Seattle.

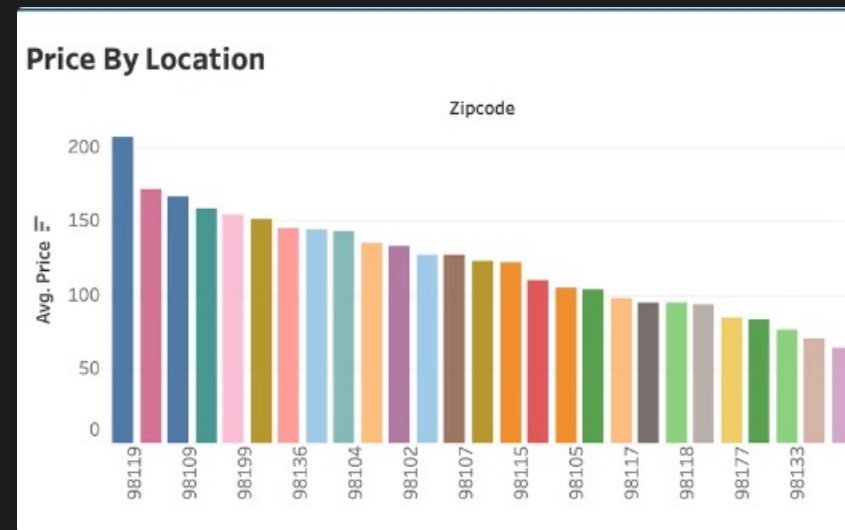


Geographical Analysis



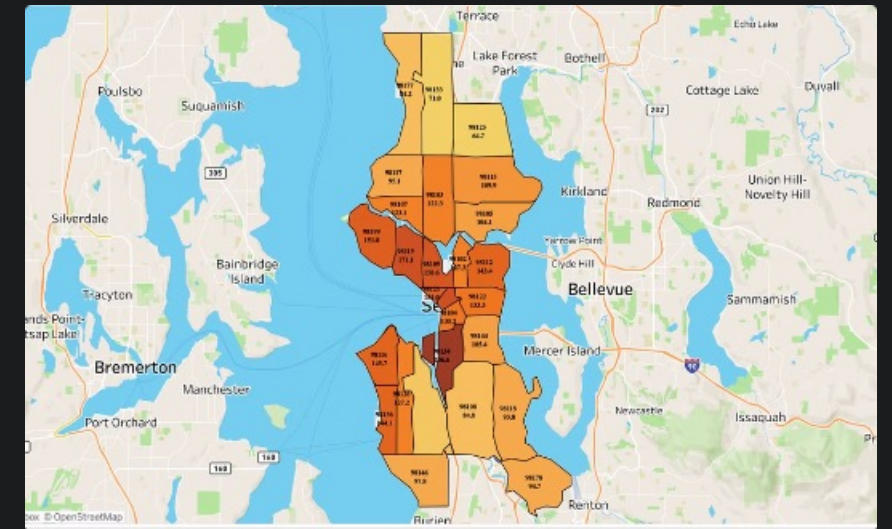
Listing Density

Hotspots in downtown, Capitol Hill, and Ballard neighborhoods.



Spatial Distribution

Concentrations near tourist attractions and business districts.



Price Variations

Higher rates in central locations and waterfront areas.

Pricing Analysis

Distribution

Wide range from budget to luxury accommodations.

Influencing Factors

Location, property type, and amenities impact pricing.

Revenue Opportunities

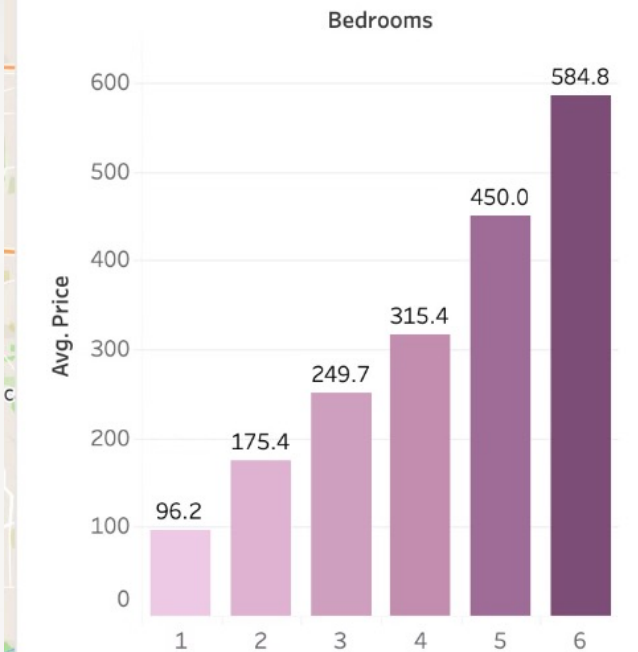
Premium pricing potential in high-demand neighborhoods.

Competition in Bedroom Listings

Bedrooms	
1	1,811
2	483
3	206
4	55

Distinct count of Id broken down by Bedrooms. Color shows distinct count of Id. The marks are labeled by distinct count of Id. The data is filtered on Id, which keeps 2,873 of 2,873 members. The view is filtered on Bedrooms, which excludes Null and 0.

Avg Bedroom Price





Occupancy & Seasonal Trends

1

Peak Season

Summer and Christmas months show highest occupancy and prices.

2

Shoulder Season

Spring and fall have moderate demand.

3

Off-Peak

Start of the year sees lower occupancy, except holiday spikes.

Conclusion and Key Takeaways

1

Market Insights

High-demand areas command premium prices.

2

Property Strategies

Homes with more rooms and unique amenities attract more bookings.

3

Seasonal Planning

Adjust pricing and marketing for peak periods.

4

Future Analysis

Explore guest demographics and neighborhood-specific trends.

