**Project Title:**  
**Airbnb Market Comparison – Chicago vs. New Orleans**

**Objective:**  
To analyse and compare Airbnb listing trends between the cities of **Chicago** and **New Orleans** using Power BI, identifying patterns in pricing, host activity, room types, and neighbourhood performance.

**Tools Used:**

* Power BI (Free Version)
* Excel (Data Preparation)

**Dashboard Highlights:**

* **Total Listings:** 15,600+ Airbnb listings analysed.
* **Total Hosts:** 6,872 hosts active across both cities.
* **Average Listing Price:** $289.80 across the dataset.
* **City Distribution:** Data evenly split between Chicago and New Orleans.
* **Room Type Trends:**
  + *Chicago* has a higher share of **Private Rooms**.
  + *New Orleans* has more **Entire home/apartment** listings.
* **Top Neighbourhoods:**  
  Chicago’s *West Town* emerged as the most active area with 720 listings.
* **Price Distribution:**  
  Chicago shows more listings in the higher price range compared to New Orleans.

**Conclusion:**  
The Power BI dashboard effectively showcases the Airbnb market dynamics of Chicago and New Orleans. It highlights crucial insights that can inform stakeholders such as hosts, property managers, and market analysts. The visual storytelling enables better understanding of how city-specific factors influence pricing, room types, and location popularity.