PART - III

Executive Summary

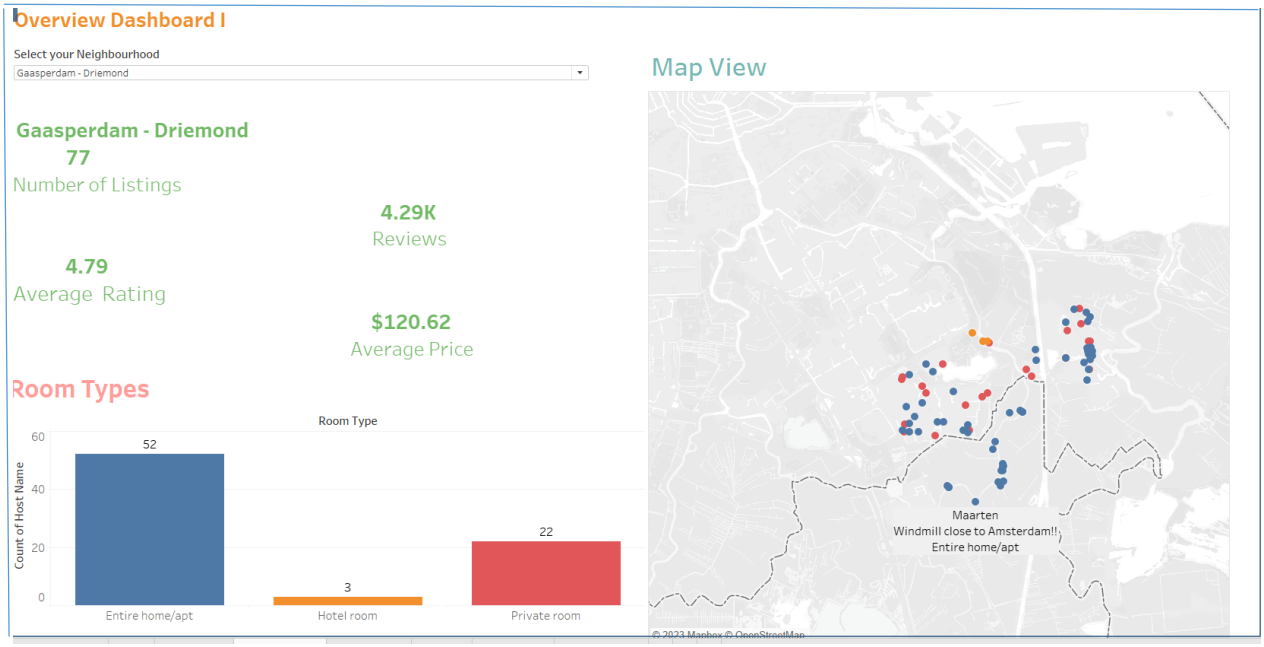
Introductions:

Airbnb is a website where people who own homes or rooms can put them up for rent. Travelers looking for a place to stay can search and book these accommodations. It's like an online marketplace for lodging.

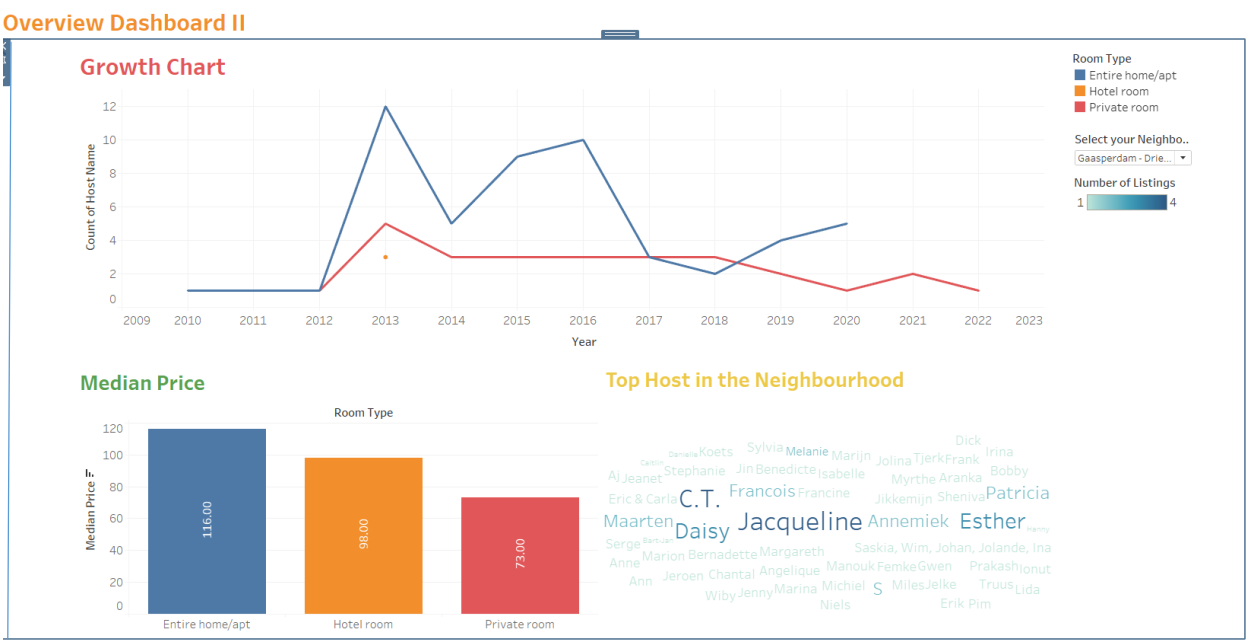
Key Findings:

Analyzing Airbnb Listings in Amsterdam Our comprehensive analysis of Airbnb listings in the dynamic city of Amsterdam, conducted through a combination of Tableau dashboards and Python data analysis, has uncovered valuable insights. This executive summary encapsulates the key findings derived from both approaches.

Tableau Dashboards Insights:



Amsterdam's Airbnb landscape presents a rich diversity of listings, encompassing a wide spectrum of room types and price ranges. Notably, "Entire home/apt" and "Private room" are the most prevalent room types, with minimum stay requirements primarily set at 1 or 2 nights. The overall review score ratings are highly favorable, reflecting a generally satisfied guest experience in Amsterdam.



Host Analysis:

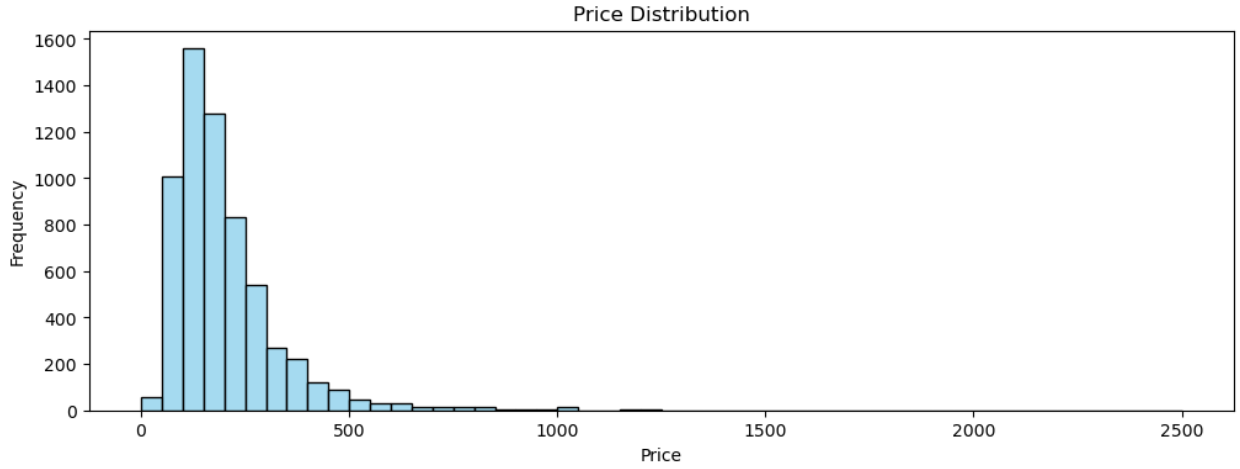
The majority of hosts have garnered positive reviews, indicative of commendable hosting practices. Our analysis shows a positive correlation between host responsiveness and higher review scores, emphasizing the importance of prompt communication and hospitality.

Growth Over Time:

The growth of Airbnb in Amsterdam has been nothing short of remarkable, with a consistent upward trajectory from 2010 onwards. Year by year, the number of listings has progressively increased, reflecting the platform's enduring popularity among travelers. Notably, the year 2018 experienced a substantial surge in listings, signifying Airbnb's ascendant prominence in the city.

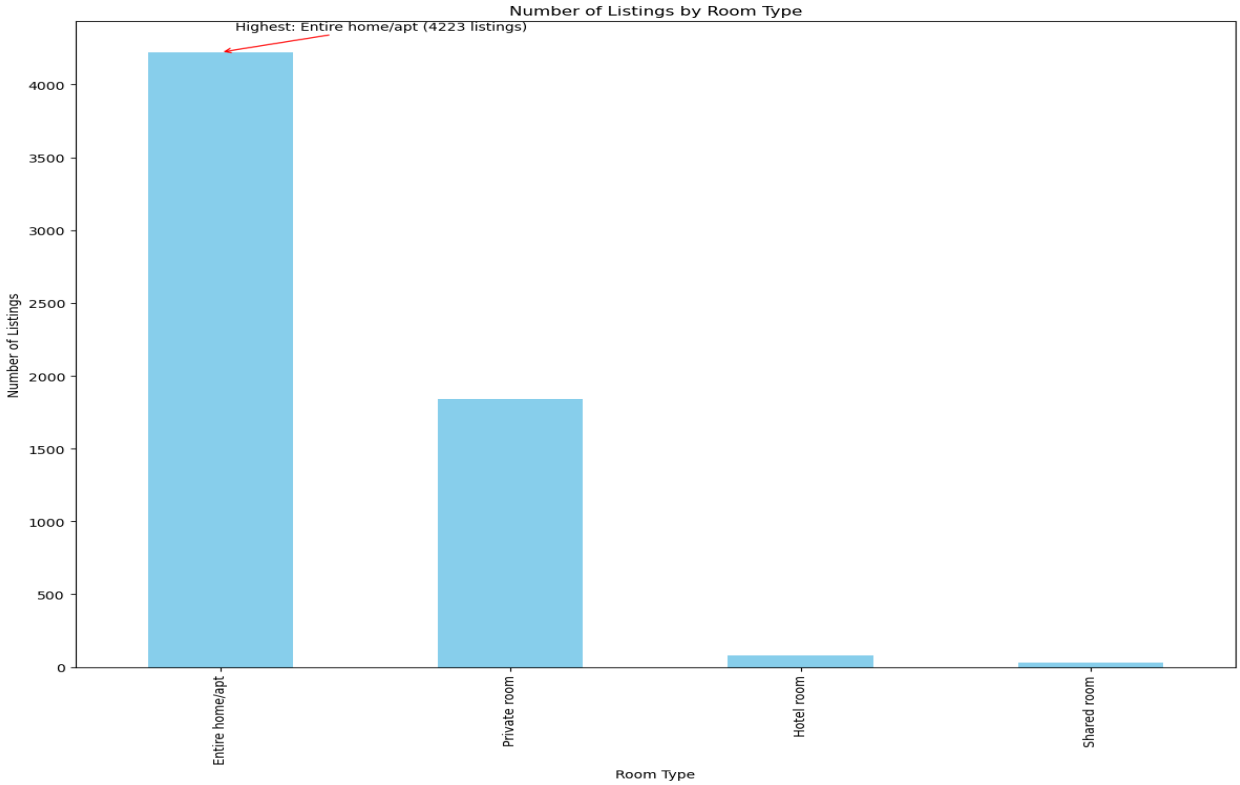
Python Analysis Insights:

Price Distribution:



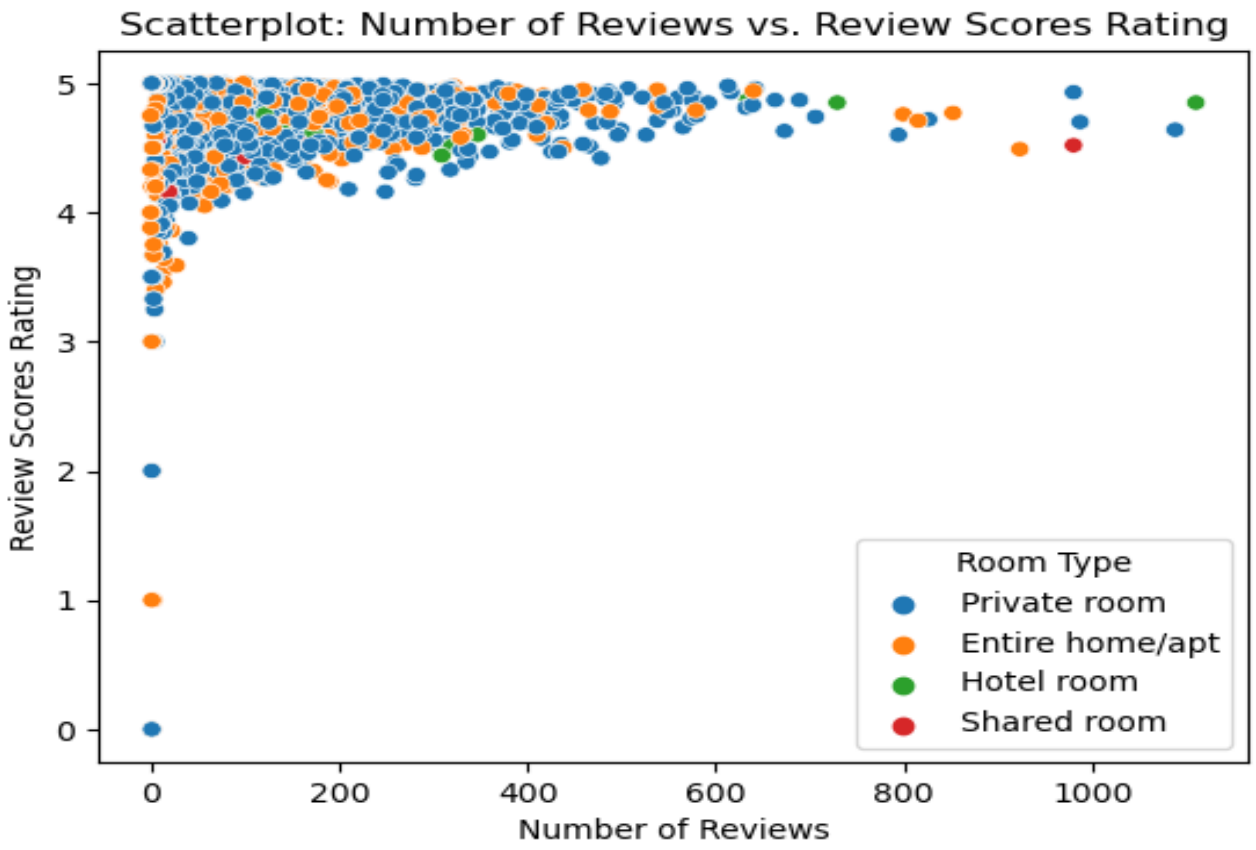
Our analysis reveals a right-skewed price distribution, with a select few luxury properties commanding notably higher rates. The vast majority of listings fall within an affordable price ($100 - $250) range, ensuring accessibility to budget-conscious travelers.

Number of Listings:



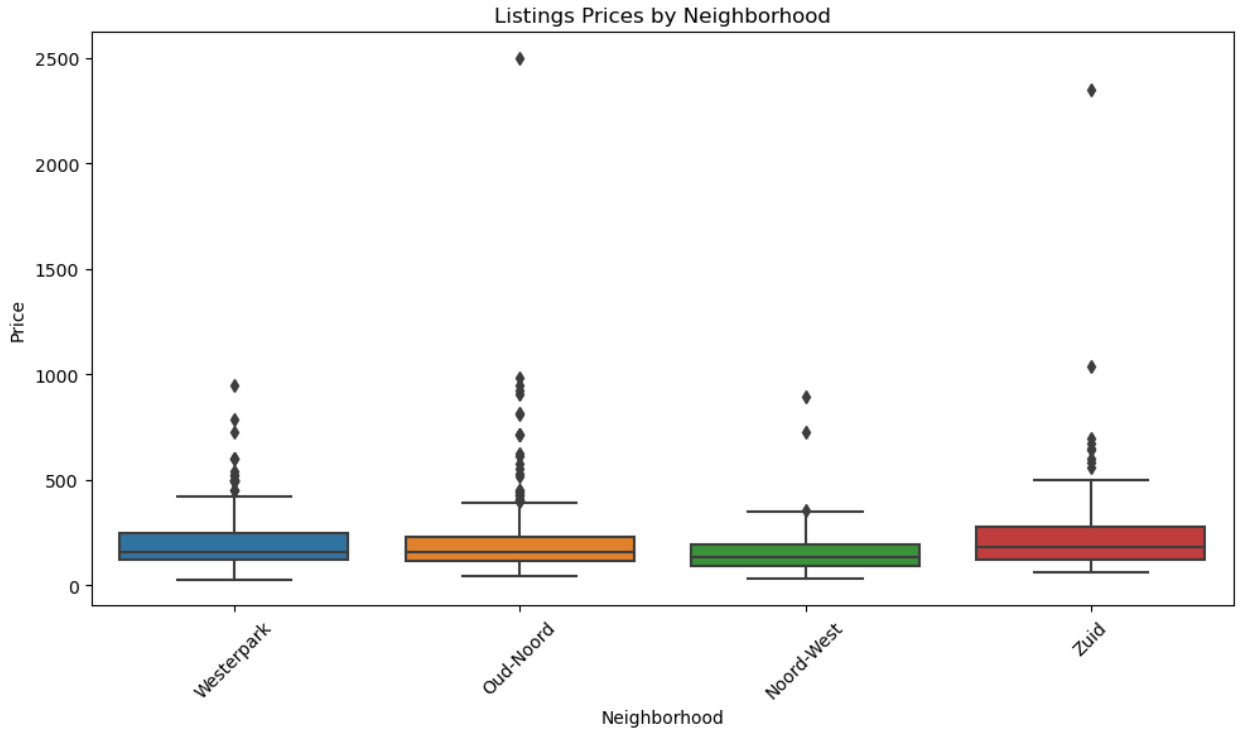
The bar plot and annotation are effective in visually communicating the distribution of listings by room type and highlighting the room type with the highest representation in the dataset. The room type with the highest number of listings is 'Entire home/apt' with 4223 listing

Review Vs. Rating :



The observations indicate a positive correlation between the number of reviews and review scores, suggesting that properties with a higher volume of reviews are more likely to have better ratings

Listing Prices across some Neighbourhood:



This visualization helps you gain insights into the relative affordability of different neighborhoods. You might notice that some neighborhoods are more budget-friendly, while others cater to higher-end listings.

Neighborhood Analysis:

Generally, neighborhoods situated in the city center command higher prices, while "Entire home/apt" is the preferred accommodation type in most areas. Remarkably, neighborhoods such as "Oost" and "Westerpark" feature a relatively high number of shared room listings.

Neighborhood Popularity:

The popularity of specific neighborhoods is evident in our analysis, with "Centrum-West" and "Centrum-Oost" standing out as top choices for travelers, offering a diverse array of listings.

Top-Level Summary:

Our examination of Airbnb listings in Amsterdam provides a multifaceted understanding of the city's hospitality landscape. Our key takeaways for hosts and travelers are as follows:

For Hosts:

Tailor pricing and property features to the specific neighborhood and season to maximize occupancy and revenue

For Travelers:

Consider the seasonal trends when planning your visit, as prices and availability can vary significantly throughout the year. Explore less popular neighborhoods for a quieter and potentially more budget-friendly experience.

Conclusion :

In conclusion, our analysis paints a vivid picture of Airbnb in Amsterdam, showcasing dynamic growth, exceptional quality, and unparalleled diversity. Combining the power of Tableau's visual insights with Python's data analysis, we aim to empower both hosts and travelers with actionable recommendations for a more fulfilling Amsterdam experience.