



DATA ANALYSIS USING TABLEAU

Presented by Ajay Malik

airbnb Overview

Airbnb, founded in 2008 by Brian Chesky, Joe Gebbia, and Nathan Blecharczyk, is a global platform that connects property owners with travelers seeking unique accommodations. With millions of listings in over 220 countries, Airbnb has revolutionized the hospitality industry by offering diverse lodging options, from entire homes to shared spaces. The platform's mission is to create a world where anyone can belong anywhere, making travel more personal, accessible, and affordable.



Project Objectives



01 Neighborhood Popularity and Pricing

02 Property Type Distribution

03 Customer Satisfaction and Ratings

04 Host and Listing Analysis

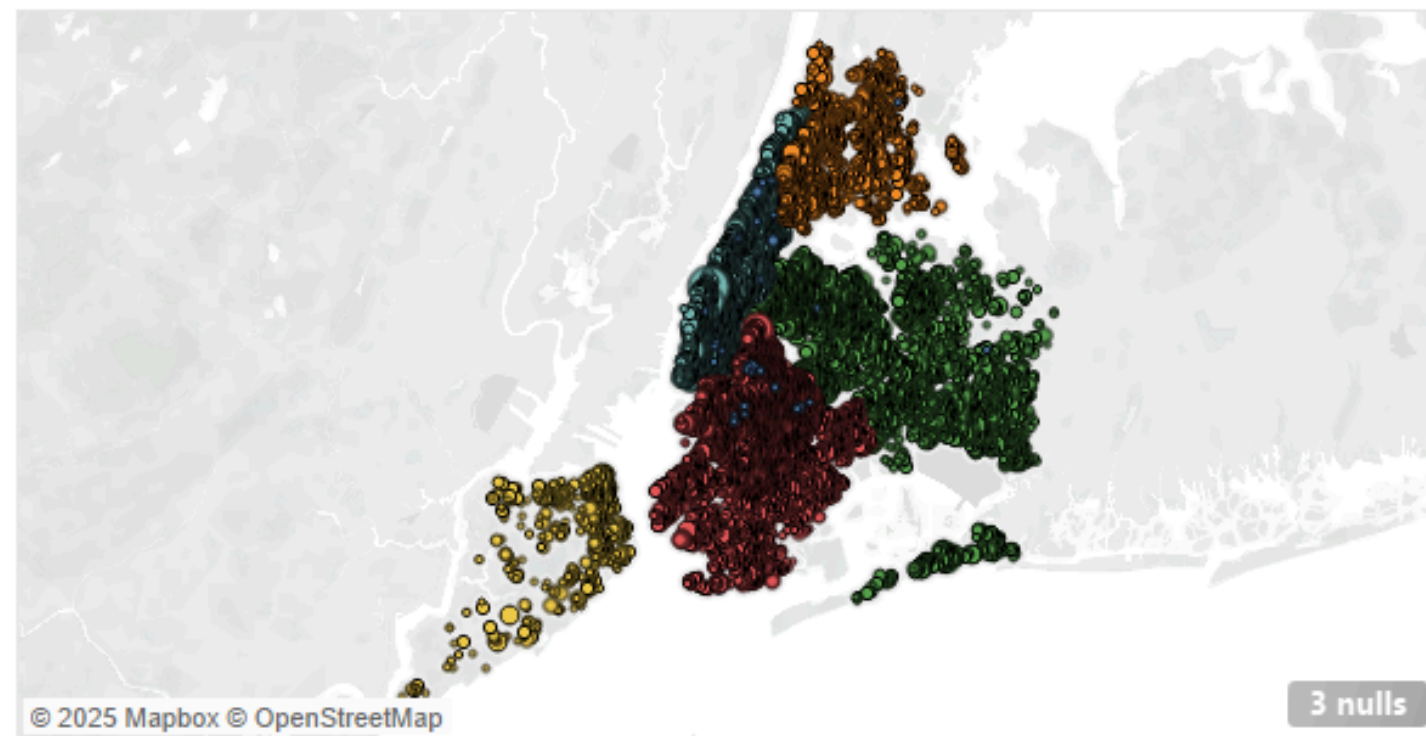
05 Impact of Amenities on Pricing



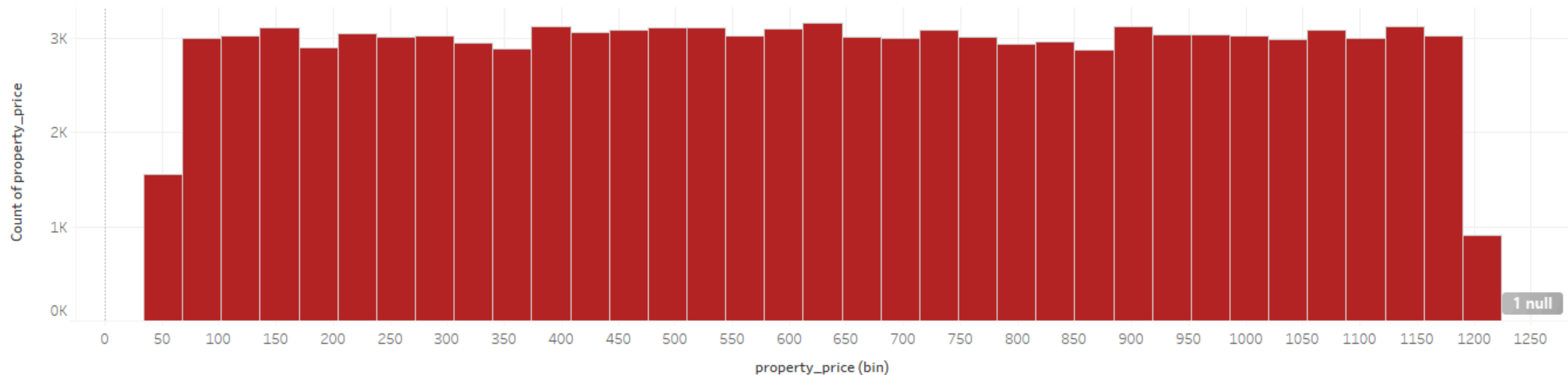
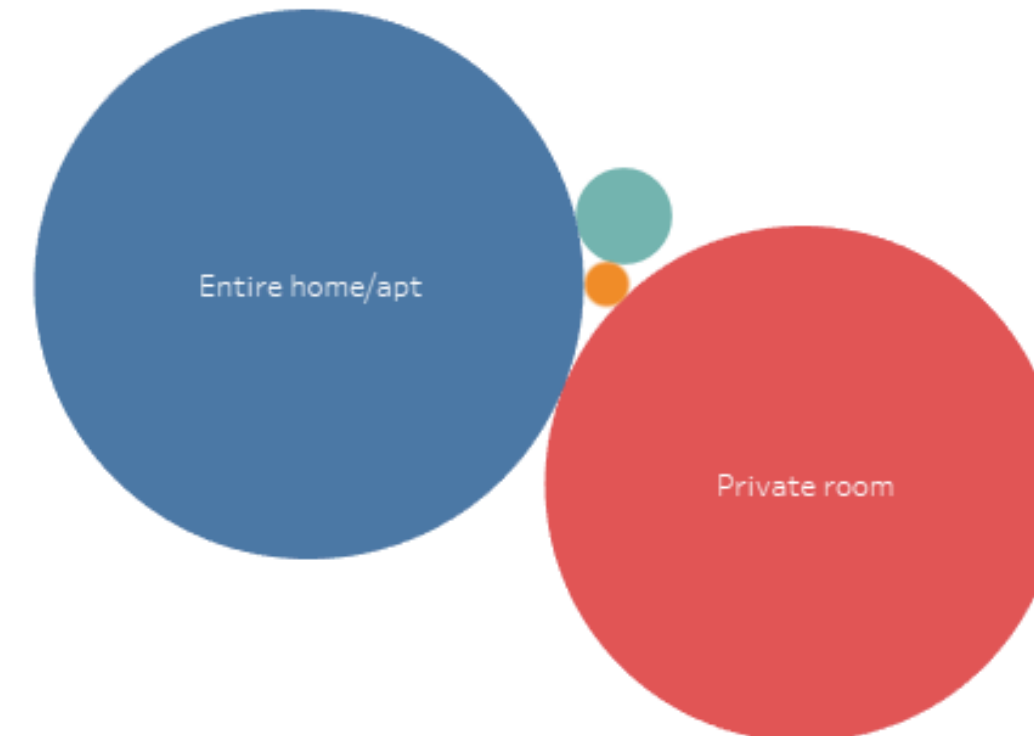
Dashboard 1



Neighborhood Popularity and Pricing

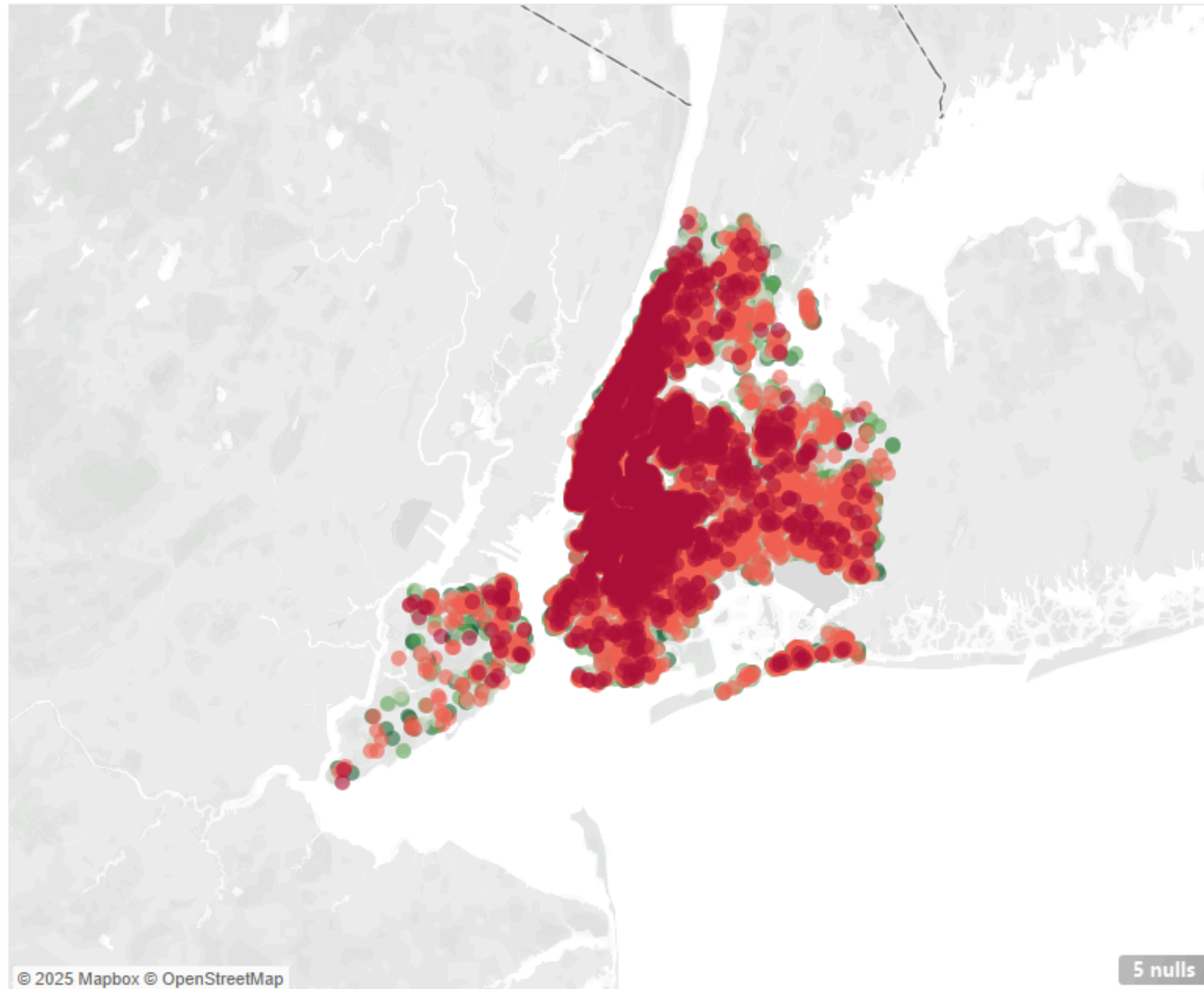


Property Type Distribution



Dashboard 2

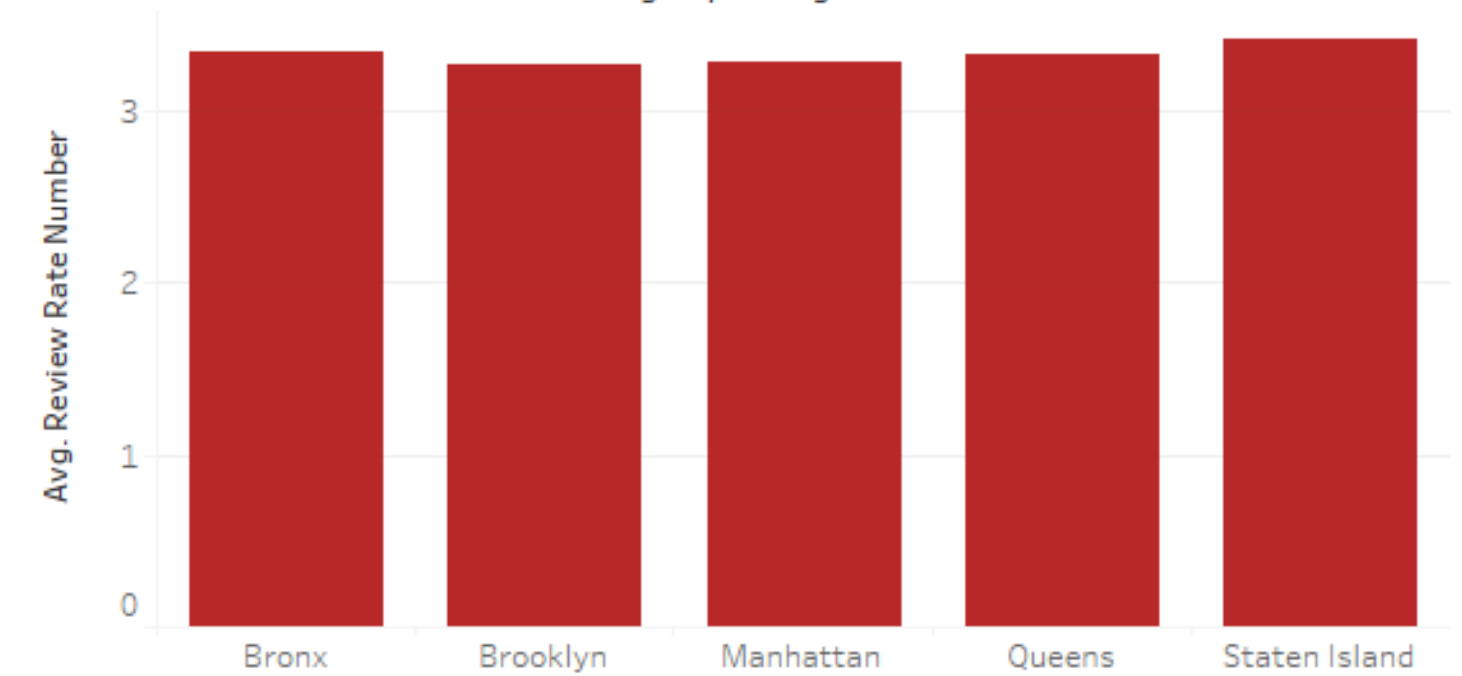
Review Rate Number



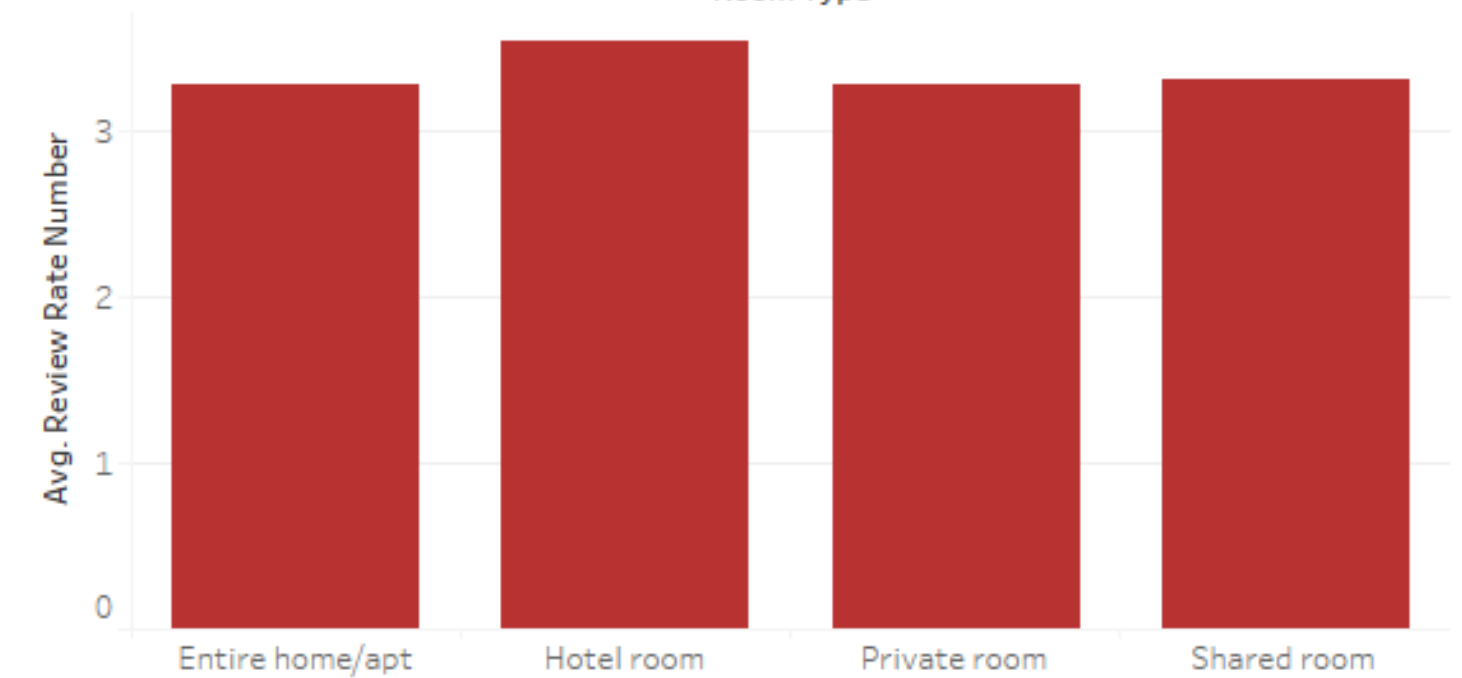
Review Rate Number



group of neighborhood



Room Type



Dashboard 3



Correlation_b/
w_property_price_review_rate

-0.004576

Impact of Amenities on Pricing



Top 20 hosts who have highest number of listings



Key Findings

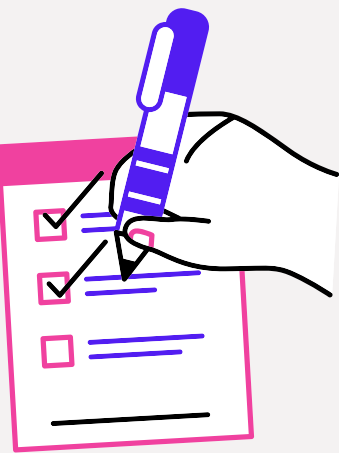
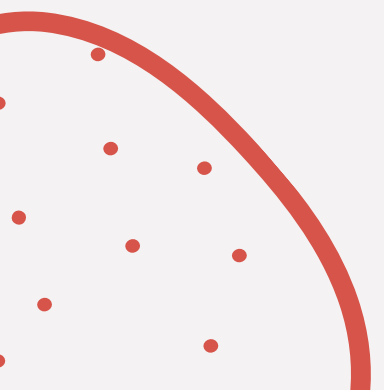


Neighborhood Popularity and Pricing:

The map highlights the property price distribution across neighborhoods, showing variations based on location. Areas like Manhattan, Brooklyn have higher prices due to demand. Bigger circles shows higher prices and circles density shows number of properties likely due to its proximity to the city center and its popularity as tourists hotspot.

Property Type Distribution:

The analysis shows that Entire homes/Apartments receive the highest demand with 14,68,059 reviews, followed closely by Private room with 12,91,669 reviews. On the other hand Shared rooms and Hotel rooms have significantly low demand.



Key Findings



Customer Satisfaction and Ratings:

Correlation between property price and review rate is -0.004576 , which shows property prices are not affecting review rate and customer satisfaction.

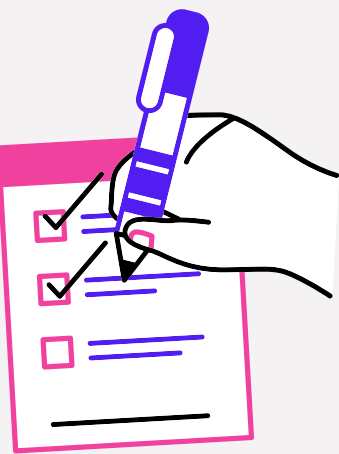
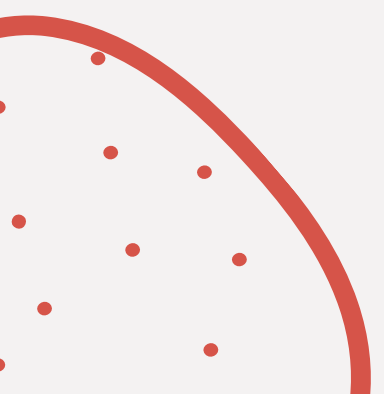
Staten Island has the highest average review rate, indicating guest satisfaction despite fewer listings.

Brooklyn and Manhattan also maintain good review ratings but cater to a much larger audience.

Host and Listing Analysis:

Top 20 hosts have a significantly high number of listings and coincidentally number of listings hosted by them is 332, indicating professional hosting or property management practices.

This analysis also reveals that most hosts have only one property listed.



Key Findings

Impact of Amenities on Pricing:

The data is not sufficient to establish relation between amenities and pricing of the properties. Only relation analysed by data is services fee in Manhattan is more and followed by Brooklyn and Queens.



Conclusion and Next Steps

Market Opportunities: Hosts can focus on Staten Island for guest satisfaction and differentiate by offering unique experiences. Expanding affordable listings in areas like Brooklyn could attract budget-conscious travelers.

Room Types: Marketing efforts should emphasize entire homes/apartments, given their popularity.

Host Strategies: Individual hosts with fewer listings can focus on personalization to compete with professional hosts managing multiple properties.



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Thank You

Ajay Malik