AIRBNB Case Study

Methodology Document <mark>PPT 1</mark>   (For PPT 2 below)

We wanted to derive Key insights to understand the Airbnb business before covid started and suggest steps through those analytics to drive revenue revival post covid.

We have used tableau to visualize the data for the assignment. Below are the detailed steps used for each visualization.

1) For the Neighborhood Groups to target visualization
   - We used a bar chart with Neighborhood Groups in Columns and No. of Reviews in Rows.
   - We added the Neighborhood Groups to the colors Marks card to highlight the different Neighborhood Groups in different colors.
   - The chart is sorted from Highest to lowest in terms of reviews.
   - The no. of reviews can be seen on the top of the bars as Labels.

2) For Variance of price with Neighborhood Groups, Room Type
   - We used a combined bar chart with Neighborhood Groups and Room type in Columns and Price in Rows.
   - We changed the Price from a Sum Measure to the Average measure.
   - We added the Room Type to the colors Marks card to highlight the different Room Type in different colors.
   - The chart is sorted from Highest to lowest for each Neighborhood Group.
   - The Avg Price can be seen on the top of the bars as Labels.

3) For AVG Price and Neighborhood Group Analysis
   - We used a Geographical chart for this analysis.
   - Added the Longitude in Columns and Latitude to Rows as averages measure.

- We added the Neighborhood Groups to the colors Marks card to highlight the different Neighborhood Groups in different colors.
- We also used the size marks card to show different Neighborhood Groups in different sizes.
- The Avg Price can be seen as labels added via Labels Card.

4) Latest Review vs Average Price.

- Added Last Review as Columns and average Price as Rows.
- Visualized through a Line chart as it had a date field.
- Average price can be seen in Labels.

5) Room Type Analysis – Outliers
- We created a Box plot as we wanted to see outliers.
- Added Room Type in columns and Sum Price in Rows.
- Added Neighborhood Groups in details card.

6) Customers preference among room types.
- Used a bar chart for this analysis.
- Added Room Type in columns and the automatically added count values field as rows.

- Added Room type in colors card.
- Percentage share can be seen on the top of the bards as labels.

7) Avg Price and Min no. of nights for different room types
- Used a bar chart for this analysis.
- Added Room Type in columns, Avg Price and Avg min. night (Measure names) in columns and added those Measure values field as Rows.
- Added those measure Names in colors card.

⠿ Columns	Room Type	Measure Names	≞
☰ Rows	▾	Measure Values	

Measure Na.. ≞

Measure Values

AVG(Price)

AVG(Minimum Night..

Methodology Document <mark>PPT 2</mark>

We wanted to derive Key insights to understand the Airbnb business before covid and suggest steps through those analytics to drive revenue revival post covid.

We have used tableau to visualize the data for the assignment. Below are the detailed steps used for each visualization.

1) For the Neighborhood Groups to target visualization
   - We used a bar chart with Neighborhood Groups in Columns and No. of Reviews in Rows.
   - We added the Neighborhood Groups to the colors Marks card to highlight the different Neighborhood Groups in different colors.
   - The chart is sorted from Highest to lowest in terms of reviews.
   - The no. of reviews can be seen on the top of the bars as Labels.

2) Pricing Vs Availability
   - We used a horizontal bar chart for this analysis.
   - Added Price to Columns and added it as Median Measure.
   - Added availability 365 as a row.
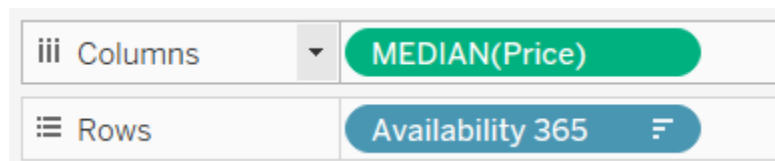
3) For AVG Price and Neighborhood Group Analysis
   - We used a Geographical Maps chart for this analysis.
   - Added the Longitude in Columns and Latitude to Rows as averages measure.
   - We added the Neighborhood Groups to the colors Marks card to highlight the different Neighborhood Groups in different colors.
   - We also used the size marks card to show different Neighborhood Groups in different sizes.
   - The Avg Price can be seen as labels added via Labels Card.
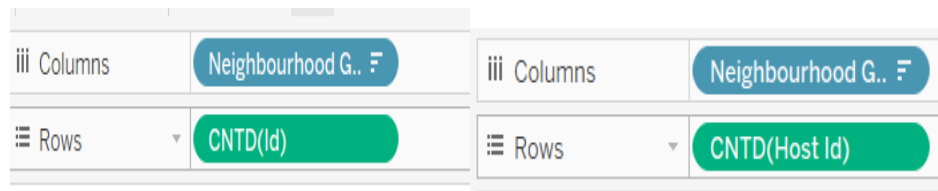4) Customers preference among room types.

- Used a bar chart for this analysis.
- Added Room Type in columns and the automatically added count values field as rows.
- Added Room type in colors card.
- Percentage share can be seen on the top of the bards as labels.

5) Avg Price and Min no. of nights for different room types
- Used a bar chart for this analysis.
- Added Room Type in columns, Avg Price and Avg min. night (Measure names) in columns and added those Measure values field as Rows.
- Added those measure Names in colors card.

6) ID vs Host ID with Neighborhood groups.
- We have created 2 bar charts separately.
- Both have Neighborhood groups as columns.
- In Rows one had ID and other has Host ID.
- Both the row pill has been added as Count Distinct measures.
- Neighborhood groups has been added to colors card.

iii Columns	Neighbourhood G.. F	iii Columns	Neighbourhood G.. F
≡ Rows ▾	CNTD(Id)	≡ Rows ▾	CNTD(Host Id)

7) Distinct count of Host ID in the Neighborhood.
- We used a vertical bar chart for this analysis.
- Added Neighborhood to Columns and added host id as rows.
- Added Host id as Count distinct measure.
- Neighborhood groups has been added to colors card.