

## AirBnB Story - Reflection

Link to Tableau Storyboard:

[https://public.tableau.com/app/profile/naomi.hannah.cuervo/viz/SA1\\_CuervoNaomiHannahA/Story1?publish=yes](https://public.tableau.com/app/profile/naomi.hannah.cuervo/viz/SA1_CuervoNaomiHannahA/Story1?publish=yes)

Working on this activity was both a challenge and a learning opportunity for me. While the structure was similar to a previous assessment, I was still unfamiliar with several Tableau features, so I chose to approach it differently. I began by cleaning the listings, calendar, reviews, and neighbourhoods.geojson datasets using Python to ensure the data was reliable and structured. From there, I joined all datasets within Tableau to support interactive visualizations and geographic mapping. Once the data was prepared, I moved on to what I found to be the most enjoyable part: designing dashboards to bring the story to life.

I made intentional design choices to ensure the dashboards were intuitive, engaging, and user-friendly. Bar charts were used for categorical comparisons, like listings by borough or room type, while line charts were best suited for time-based trends such as reviews over the years. Color played an important role: I used diverging color scales for pricing and occupancy insights and distinct, consistent palettes for room types and availability categories. I also limited the use of pie charts to simple distributions like rental duration. Filters such as Room Type and Neighbourhood Group were included across several dashboards to improve user interactivity without overwhelming the interface. Custom tooltips and clean legends were used to keep the experience informative yet streamlined.

One of the most surprising insights was that a small number of hosts owned many listings and generated a large share of total reviews. This observation led me to create the Host Performance dashboard, leveraging table calculations such as `RUNNING_SUM()` and `RANK()` to highlight review accumulation and host dominance over time. Another key insight was the strong seasonality in pricing and occupancy. Summer months consistently saw price surges and higher availability, especially on weekends. This trend shaped the Seasonal Pricing dashboard and offered meaningful implications for travelers and hosts alike.

To ensure a cohesive narrative, I followed a logical flow: starting with an Overview, then progressing through pricing, rentals, reviews, availability, seasonal trends, and host performance. Each dashboard built on the insights of the previous one to develop a clearer picture of the London Airbnb market. I mirrored the layout of the NYC Airbnb Story while incorporating new elements required in this version. Through consistent styling, thoughtful interactivity, and evidence-based storytelling, I aimed to create a clear and compelling narrative about how Airbnb operates across London.

Overall, this was a fun activity for me, and it helped me develop my skills I need when I pursue careers related to this in the future.