

Data Visualisation Lab

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Lesson 02

Università Milano Bicocca 2020–2021

Tinyurl.com/DataViz2021
download lesson02 folder

LAST LESSON

What have we learned so far?

How to import data

Dimensions VS Measures

**How to make basic charts
(bar charts, treemaps, linecharts, bubble charts, area charts)**

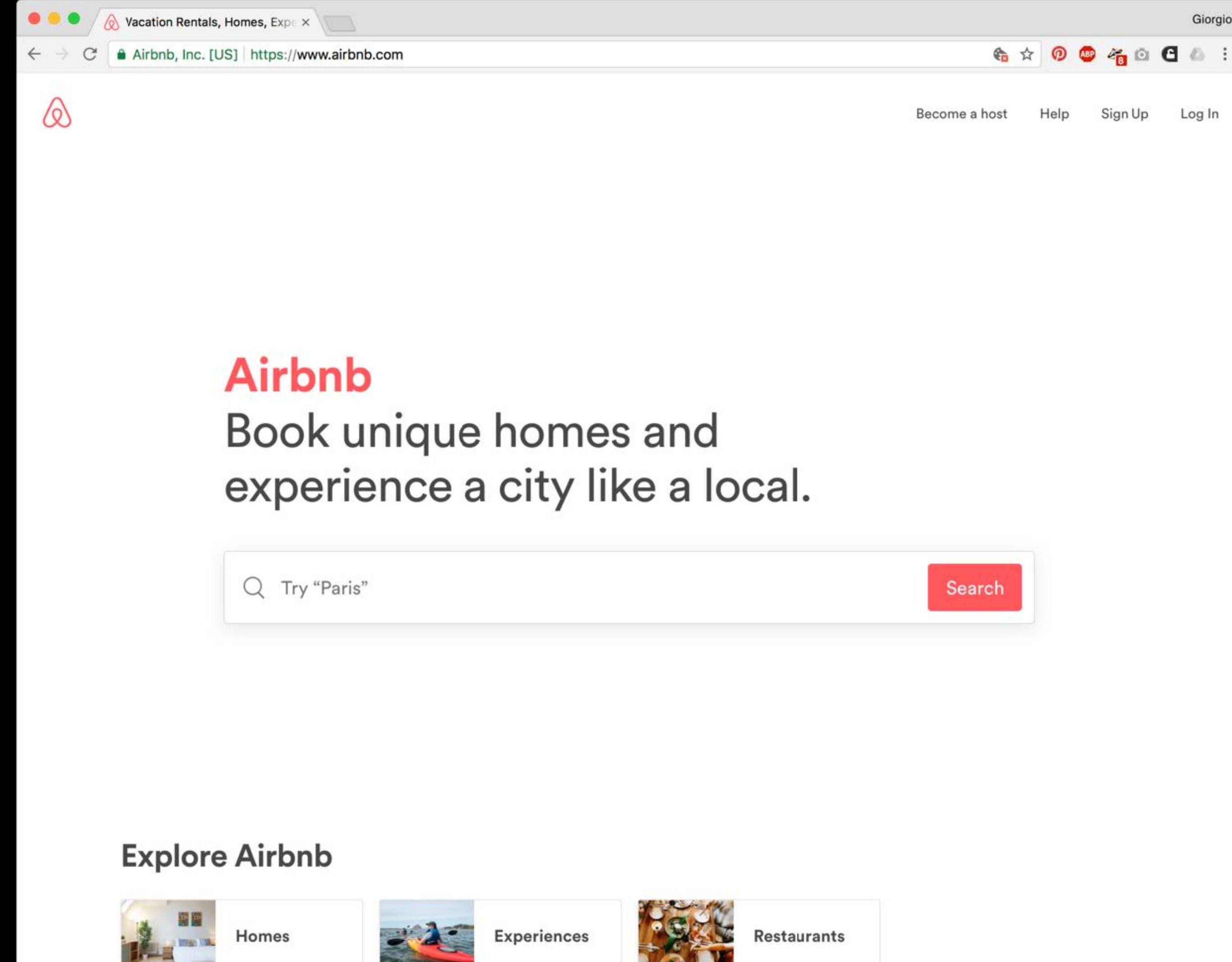
Sorting and filters

TODAY' SLESSON

Tableau part 2

INTRODUCTION

Airbnb



The screenshot shows the Airbnb homepage on a web browser. The top navigation bar includes the Airbnb logo, a search bar with the placeholder "Vacation Rentals, Homes, Experiences", and links for "Become a host", "Help", "Sign Up", and "Log In". The main headline reads "Airbnb" in red and "Book unique homes and experience a city like a local." in black. Below the headline is a search input field with a placeholder "Try ‘Paris’" and a red "Search" button. At the bottom, there's a section titled "Explore Airbnb" with three categories: "Homes" (showing a room interior), "Experiences" (showing a person kayaking), and "Restaurants" (showing a meal table).

Vacation Rentals, Homes, Experiences

Airbnb, Inc. [US] | https://www.airbnb.com

Become a host Help Sign Up Log In

Airbnb

Book unique homes and experience a city like a local.

Try “Paris”

Search

Explore Airbnb

Homes

Experiences

Restaurants

INTRODUCTION

Airbnb

About Us - Airbnb Airbnb - Wikipedia

Airbnb, Inc. [US] | https://www.airbnb.com/about/about-us

Discover hosting Help Sign Up Log In

Search

About Press Careers Blog

About Us

Founders

About Us

Founded in August of 2008 and based in San Francisco, California, Airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world — online or from a mobile phone or tablet.

Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experiences, at any price point, in more than 65,000 cities and 191 countries. And with world-class customer service and a growing community of users, Airbnb is the easiest way for people to monetize their extra space and showcase it to an audience of millions.

Total Guests
200,000,000+

Cities
65,000+

Castles
1,400+

Countries
191+

Listings Worldwide
3,000,000+

INTRODUCTION

Airbnb

“Airbnb is an online marketplace and hospitality service, enabling people to lease or rent short-term lodging including vacation rentals, apartment rentals, home stays, hostel beds, or hotel rooms. The company does not own any lodging; it is merely a broker and receives percentage service fees (commissions) from both guests and hosts in conjunction with every booking.”

<https://en.wikipedia.org/wiki/Airbnb>

The screenshot shows the Wikipedia page for "Airbnb". The main content area starts with a brief summary: "Airbnb is an [online marketplace](#) and [hospitality service](#), enabling people to lease or rent short-term [lodging](#) including [vacation rentals](#), [apartment rentals](#), [homestays](#), [hostel beds](#), or [hotel rooms](#). The company does not own any lodging; it is merely a [broker](#) and receives percentage service fees ([commissions](#)) from both guests and hosts in conjunction with every booking.^{[4][5][6]} It has over 3,000,000 lodging listings in 65,000 cities and 191 countries,^[7] and the cost of lodging is set by the host." Below this is a "Contents" section with a hierarchical list of 10 sections, each with further sub-sections. To the right of the main content is a sidebar with the Airbnb logo and a detailed "Screenshot [show]" section containing information about the company's type, languages, founders, key people, industry, services, employees, website, users, and native clients. The top of the page shows the browser title bar with "About Us - Airbnb" and "Airbnb - Wikipedia", and the bottom shows the URL "https://en.wikipedia.org/wiki/Airbnb".

Airbnb

From Wikipedia, the free encyclopedia

Airbnb is an [online marketplace](#) and [hospitality service](#), enabling people to lease or rent short-term [lodging](#) including [vacation rentals](#), [apartment rentals](#), [homestays](#), [hostel beds](#), or [hotel rooms](#). The company does not own any lodging; it is merely a [broker](#) and receives percentage service fees ([commissions](#)) from both guests and hosts in conjunction with every booking.^{[4][5][6]} It has over 3,000,000 lodging listings in 65,000 cities and 191 countries,^[7] and the cost of lodging is set by the host.

Contents [hide]

- 1 How it works
 - 1.1 Offering lodging
 - 1.2 Safety mechanisms
 - 1.3 Wish list feature
 - 1.4 Neighborhoods travel guide
- 2 History
- 3 Corporate information
 - 3.1 Office locations
 - 3.2 Funding
- 4 Benefits
- 5 Sponsorships
- 6 Criticism
 - 6.1 Fair housing implications and discrimination
 - 6.2 Privacy and terms of use
 - 6.3 Pricing transparency
 - 6.4 Boycott over Israeli settlements
 - 6.5 Housing affordability
 - 6.6 Tax avoidance by Airbnb
 - 6.7 Tax avoidance by hosts
- 7 Awards and accolades
- 8 See also
- 9 References
- 10 External links

Airbnb, Inc.

Screenshot [show]

Type of site [Privately held company^{\[1\]}](#)

Available in 26 languages

List of languages [show]

Founded August 2008; 9 years ago

Headquarters San Francisco, California, U.S.

Area served Global

Founder(s) Brian Chesky, Joe Gebbia, Nathan Blecharczyk

Key people Brian Chesky (CEO), Joe Gebbia (CPO), Nathan Blecharczyk (CTO), Laurence Tosi (CFO)^[2]

Industry Travel, hospitality service

Services Homestay, vacation rental

Employees 3100^[3]

Website www.airbnb.com

Users 150,000,000

Native client(s) iOS, watchOS, tvOS, Android

on

INTRODUCTION

Airbnb

Housing affordability

In San Francisco, protesters accused Airbnb of contributing to rising rental rates, as landlords keep properties off the longer term rental market and instead get higher rental rates for short term housing via Airbnb. Similar problems have been raised in other parts of the world, such as Scotland. In 2017, San Francisco passed a law requiring Airbnb hosts to register with the city before they can rent units; units can't be rented for more than 90 days a year.

ns



- 3.1 Office locations
- 3.2 Funding
- 4 Benefits
- 5 Sponsorships
- 6 Criticism
 - 6.1 Fair housing implications and discrimination
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INTRODUCTION

The debate around Airbnb



INTRODUCTION

The debate around Airbnb



INTRODUCTION

A complex phenomenon that involves different actors and has a social, economic and political impact.

«Turisti, noi vi odiamo» Barcellona

www.corriere.it/esteri/17_agosto_04/barcellona-contro-turismo-59507f5c-788c-11e7-8ef0-c9b41f95269b.shtml

Giorgio

SEZIONI EDIZIONI LOCALI CORRIERE TV ARCHIVIO SERVIZI CERCA LOGIN SCOPRI SOTTOSCRIVI

CORRIERE DELLA SERA / ESTERI

PROTESTE E GRAFFITI

«Turisti, noi vi odiamo» Barcellona ora è insofferente

Due atti vandalici contro un bus scoperto e alcune bici animano le proteste anti-turisti Per un abitante su due i visitatori sono un problema: «La città è invasa e impoverita»

2
3314
G+
di Redazione online



Su un muretto all'ingresso di Parc Güell qualcuno ha scritto con un pennarello: «Gaudí vi odia». Il minaccioso monito è in inglese perché arrivi forte e chiaro a tutti i turisti di passaggio: qui non siete i benvenuti.

Attiva le notifiche di Corriere della Sera

CORRIERE DELLA SERA

SCANDALO A HOLLYWOOD

Scrittrice denuncia Dustin Hoffman: «Mi molestò a 17 anni». Lui chiede scusa

di Redazione online



NUOVO SCANDALO A HOLLYWOOD

Altri attori accusano Spacey: «Un predatore seriale»

di Redazione Online

L'ATTENTATO A NEW YORK

Il killer dell'attentato di New York: «Orgoglioso, avrei voluto uccidere ancora»



INTRODUCTION

A complex phenomenon that involves different actors and has a social, economic and political impact.

The 'Airbnb effect': is it real, and what is it doing to a city like Amsterdam?

In the Dutch capital, Airbnb has been accused of driving up property prices and disrupting communities - while others say the website's gentrifying tendencies are much exaggerated. So who's right?



Cities
Gentrified world

Most popular

- Dustin Hoffman accused of sexual harassment against 17-year-old
- New York truck attack: Trump would consider sending suspect to Guantánamo - live
- Donald Trump Jr schooled on Twitter after Halloween 'socialism' tweet
- Kevin Spacey preyed on young men at Old Vic theatre, actor claims

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INTRODUCTION

A complex phenomenon that involves different actors and has a social, economic and political impact.

It's Very Likely That Airbnb Is Causing Your Rent To Go Up, According To A New Study

An increase in Airbnb listings in a neighborhood would lead to a "not insignificant" but "not huge" increase in home prices and rents on average, per a new academic study.



[Photo: Flickr user Sam]

BY RUTH READER 4 MINUTE READ

There's been plenty of debate in cities around the country in recent years over Airbnb's impact on neighborhoods, amid concerns that the home-sharing platform accelerates gentrification and causes rents to increase.

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08.08.17 | PLATFORM WARS

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NEWS Facebook, Twitter: We haven't seen evidence that Russian-linked...

FAST COMPANY MAGAZINE Nintendo's New World, From The Switch To Phone Games To Them...

INTRODUCTION

A complex phenomenon that involves different actors and has a social, economic and political impact.

Venezia, tassa di soggiorno, si... Giorgio

← → C corrieredelveneto.corriere.it/venezia-mestre/cronaca/17_ottobre_17/tassa-soggiorno-stangata-airbnb-comune-incassa-milione-piu... 

VENETO EDIZIONI LOCALI CORRIERE TV ARCHIVIO SERVIZI CERCA  LOGIN SCOPRI SOTTOSCRIVI

CORRIERE DELLA SERA

CORRIERE DEL VENETO / CRONACA

TURISMO



Venezia, tassa di soggiorno, stangata Airbnb. Un milione in più al Comune

Fino a 5 euro per le case di lusso: così copriamo le spese. Confedilizia: punito chi pernotta

di Alberto Zorzi



VENEZIA Gli immobili più lussuosi – ville, abitazioni signorili per non parlare dei castelli – sono stati esclusi dalla tassa di soggiorno.

Attiva le notifiche di Corriere della Sera

CORRIERE DEL VENETO

IL CASO

Corteo anti-Halloween a Treviso: bimbi con le tuniche come angioletti  Video

NEL PADOVANO

Chiara, la ragazza 100 e lode cade dalle scale di casa e muore a 19 anni 

NEL TREVIGIANO

Porta immagini porno in classe. «Queste cose le faccio con lo zio»

INTRODUCTION

Inside Airbnb

"Adding data to the debate".

"Airbnb claims to be part of the "sharing economy" and disrupting the hotel industry. However, data shows that the majority of Airbnb listings in most cities are entire homes, many of which are rented all year round - disrupting housing and communities."

"Browse the data for your city below, and see for yourself."

The screenshot shows a web browser window with the URL insideairbnb.com. The page title is "Inside Airbnb: Adding data to the debate". The main heading on the page is "How is Airbnb really being used in and affecting the neighbourhoods of your city?". Below this, a text block states: "Airbnb claims to be part of the "sharing economy" and disrupting the hotel industry. However, data shows that the majority of Airbnb listings in most cities are entire homes, many of which are rented all year round - disrupting housing and communities." A sub-headline reads: "Browse the data for your city below, and see for yourself." At the bottom of the page, there is a list of five news articles with titles and dates:

- The Face of Airbnb, New York City - Airbnb as a Racial Gentrification Tool.**
March 1, 2017
In this new study, which looks at Airbnb's role in racial gentrification, Inside Airbnb has racially categorized every host's photograph and found that in predominantly Black neighborhoods, white hosts own the majority of listings and receive most of the economic benefits, while long-term Black residents are most impacted by the loss of housing and neighborhood disruption.
- NYC: Report on the new Anti-Airbnb Advertising Law - mostly disregard from Airbnb and hosts.**
November 16, 2016
Despite the prospect of increased enforcement under the new Anti-Airbnb Advertising Law, Airbnb and their NYC hosts have responded with disregard - only a small number of illegal listings have been taken off the market, and many hosts are blatantly trying to hide their illegal listings through simple misdirection.
- City of LA: Incentive Data Shows that Landlords Make More Money Renting Short-term for as Few as 60 Days Per Year**
August 30, 2016
Inside Airbnb's Murray Cox releases data showing that affordable housing will be lost if short-term rentals are permitted for as few as 60-days per year in some Los Angeles neighborhoods.
- NYC: Battle Against Airbnb Hosts with Multiple Entire Home Listings Won, but the War Against Commercial Listings Continues**
July 8, 2016
Airbnb re-writes the disappearance of multiple home hosts in NYC to fit their lobbying, but Airbnb's business model incentivizes commercial use, regardless of whether you rent one home permanently or multiple.
- How Airbnb's Data hid the Facts in New York City**
February 10, 2016
On December 1 2015, Airbnb made data available about its business in New York City, with much fanfare. This report shows that the Airbnb data release misled the media and the public.

Quotes from insideairbnb.com

INTRODUCTION

Inside Airbnb

"How many listings are in my neighbourhood and where are they?"

"How many houses and apartments are being rented out frequently to tourists and not to long-term residents?"

"Which hosts are running a business with multiple listings and where they?"

The screenshot shows the homepage of Inside Airbnb at insideairbnb.com. The header includes the site's logo, navigation links for 'About', 'Behind', and 'Get the Data', and social sharing buttons for Facebook and Twitter. A main headline asks, 'How is Airbnb really being used in and affecting the neighbourhoods of your city?'. Below it, a text block discusses Airbnb's role in disrupting the hotel industry, mentioning that most listings are entire homes rented all year round. A call-to-action invites users to 'Browse the data for your city below, and see for yourself.' A sidebar on the right lists several news articles from Inside Airbnb:

- The Face of Airbnb, New York City - Airbnb as a Racial Gentrification Tool.** March 1, 2017. In this study, it was found that while predominantly Black neighborhoods have the majority of listings, white hosts receive most of the economic benefits, impacting long-term Black residents.
- NYC: Report on the new Anti-Airbnb Advertising Law - mostly disregard from Airbnb and hosts.** November 16, 2016. Despite increased enforcement, Airbnb and hosts have largely disregarded the law, with only a small number of illegal listings removed.
- City of LA: Incentive Data Shows that Landlords Make More Money Renting Short-term for as Few as 60 Days Per Year** August 30, 2016. Inside Airbnb's Murray Cox releases data showing that affordable housing will be lost if short-term rentals are permitted for as few as 60-days per year in some Los Angeles neighborhoods.
- NYC: Battle Against Airbnb Hosts with Multiple Entire Home Listings Won, but the War Against Commercial Listings Continues** July 8, 2016. Airbnb re-writes the disappearance of multiple home hosts in NYC to fit their lobbying, but Airbnb's business model incentivizes commercial use, regardless of whether you rent one home permanently or multiple.
- How Airbnb's Data hid the Facts in New York City** February 10, 2016. On December 1 2015, Airbnb made data available about its business in New York City, with much fanfare. This report shows that the Airbnb data release misled the media and the public.

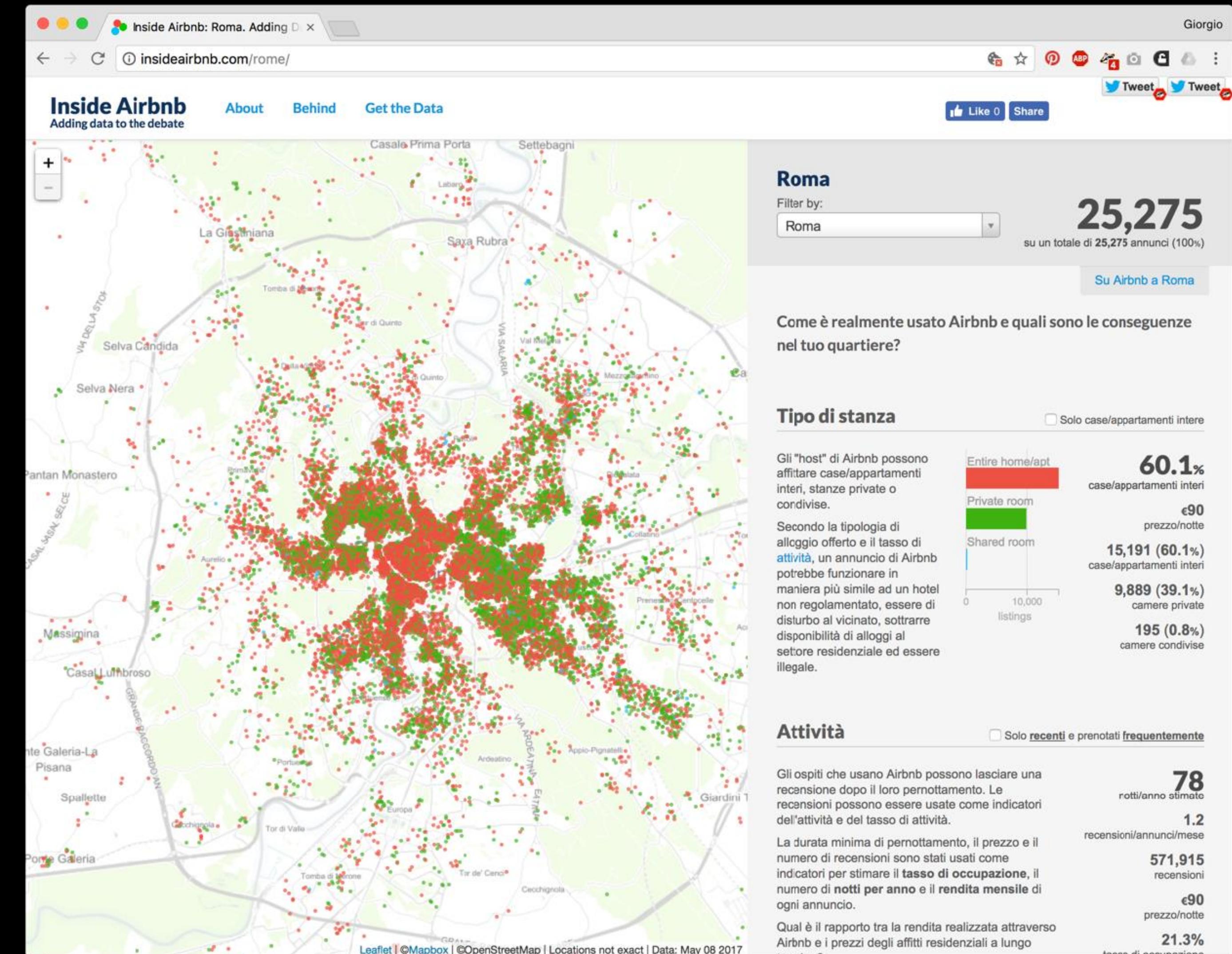
Quotes from insideairbnb.com

EXPLORING AIRBNB IN ROME

Let's explore Airbnb in Rome

Source:

<http://insideairbnb.com/rome/>



EXPLORING AIRBNB IN ROME

Let's explore Airbnb in Rome

Download from the data folder
these 2 csv:

01_listings_rome.csv
02_hosts_names.csv

The screenshot shows a web browser window with the URL insideairbnb.com/get-the-data.html. The page title is "Get the Data - Inside Airbnb". The main content is titled "Rome, Lazio, Italy" and includes a link to "See Rome data visually here". Below this is a table listing various data files available for download:

Date Compiled	City	File Name	Description
08 May, 2017	Rome	listings.csv.gz	Detailed Listings data for Rome
08 May, 2017	Rome	calendar.csv.gz	Detailed Calendar Data for listings in Rome
08 May, 2017	Rome	reviews.csv.gz	Detailed Review Data for listings in Rome
08 May, 2017	Rome	listings.csv	Summary information and metrics for listings in Rome (good for visualisations).
08 May, 2017	Rome	reviews.csv	Summary Review data and Listing ID (to facilitate time based analytics and visualisations linked to a listing).
N/A	Rome	neighbourhoods.csv	Neighbourhood list for geo filter. Sourced from city or open source GIS files.
N/A	Rome	neighbourhoods.geojson	GeoJSON file of neighbourhoods of the city.

At the bottom of the page, there is a section for San Diego, California, United States, with a link to "See San Diego data visually here".

Source:

<http://insideairbnb.com/get-the-data.html>

San Diego, California, United States

See [San Diego data visually here](#).

EXPLORING AIRBNB IN ROME

The data

01_listings_rome.csv

**25,299 Airbnb listings in Rome
collected on May 8, 2017**

	A	B	C	D	E	F	G
1	id	name	host_id	neighbourho	neighbourhood	latitude	longitude
2	14203094	Lucrezia's Room, Colli	85929229		I Centro Storico	4.192.103.642.321.180	12.452.595.044.3
3	10663384	single room	353186		I Centro Storico	4.189.131.974.152.520	12.501.330.194.2
4	17260424	Barberini Blue Suite	6784721		I Centro Storico	4.190.396.867.355.580	1.249.124.187.14
5	16053021	Nel cuore di trasteve	10924594		I Centro Storico	4.189.090.950.311.240	12.469.261.575.0
6	4146874	Double Room Casa B	21509666		I Centro Storico	4.190.377.864.270.760	12.486.640.581.7
7	18013836	4BROS B.H. Trionfale	4331414		I Centro Storico	4.191.369.975.071.480	1.244.947.899.14
8	4164335	Triple comfortable rc	21485135		I Centro Storico	41.903.595.147.709.100	12.493.355.406.8
9	17034075	Sistina Vatican Room	82431681		I Centro Storico	41.909.707.927.711.400	12.453.015.675.4
10	2492307	JUNIOR SUITE MONS	9347481		I Centro Storico	4.189.598.252.846.050	12.468.897.634.9
11	13025562	TRASTEVERE GRAND	35955623		I Centro Storico	41.889.055.121.022.900	12.470.443.307.3
12	282628	Cosy, Clean, Comfy ir	1472987		I Centro Storico	4.187.768.382.503.690	1.247.050.083.95
13	492866	à™¥â™• Rome Cente	2435691		I Centro Storico	4.188.903.708.921.010	1.247.034.550.97
14	8244687	Charme e comfort in	43479511		I Centro Storico	4.190.143.820.056.220	12.471.558.690.0
15	7791401	STYLISH APARTMENT	6114524		I Centro Storico	4.189.121.070.326.940	1.248.471.276.04
16	9956283	Dimora dei sogni al v	6329883		I Centro Storico	419.129.038.651.468	1.245.292.361.85
17	15802658	Rome sweet Rome, F	40889383		I Centro Storico	41.898.326.236.680.200	1.246.890.156.02
18	2038610	SOLO ...20à¬ a notte	10430285		I Centro Storico	4.187.956.168.823.780	1.247.183.982.91
19	13499221	Trastevere,Heart of F	77426012		I Centro Storico	4.188.853.621.022.220	12.475.504.422.5
20	11287985	Suite Liberty	119845		I Centro Storico	41.914.611.813.801.900	12.452.436.268.8
21	15001696	Barberini Luxury Roo	94620677		I Centro Storico	41.902.471.239.369.600	1.248.979.877.22
22	1367449	double room with en	7394920		I Centro Storico	4.191.044.385.939.760	12.447.192.010.6
23	2699893	Apartment Testaccio	6996488		I Centro Storico	41.879.249.725.659.600	12.473.273.670.1
24	9643195	B&B per 4 vicino P. S	1899384		I Centro Storico	41.902.803.128.690.100	12.489.957.102.6
25	13082129	Testaccio roof top hc	16101198		I Centro Storico	4.187.667.510.872.010	12.482.543.515.5
26	12472000	Luxury loft Lungaretta	7180568		I Centro Storico	4.188.975.801.872.440	1.247.556.586.07

EXPLORING AIRBNB IN ROME

The data

01_listings_rome.csv

**25,299 Airbnb listings in Rome
collected on May 8, 2017**

A screenshot of Microsoft Excel showing a data table titled "01_listings_rome.csv". The table contains 25 rows of data, each representing an Airbnb listing. The columns are labeled H through O. Column H contains the listing ID (e.g., 1, 2, 3, ...). Column I contains the room type (e.g., Private room, Entire home/apt). Column J contains the price. Column K contains the minimum nights. Column L contains the last review date. Column M contains the reviews per month. Column N contains the availability over 365 days. The data shows various room types and prices, with reviews ranging from 0 to over 300 per month and availability from 0% to 347%.

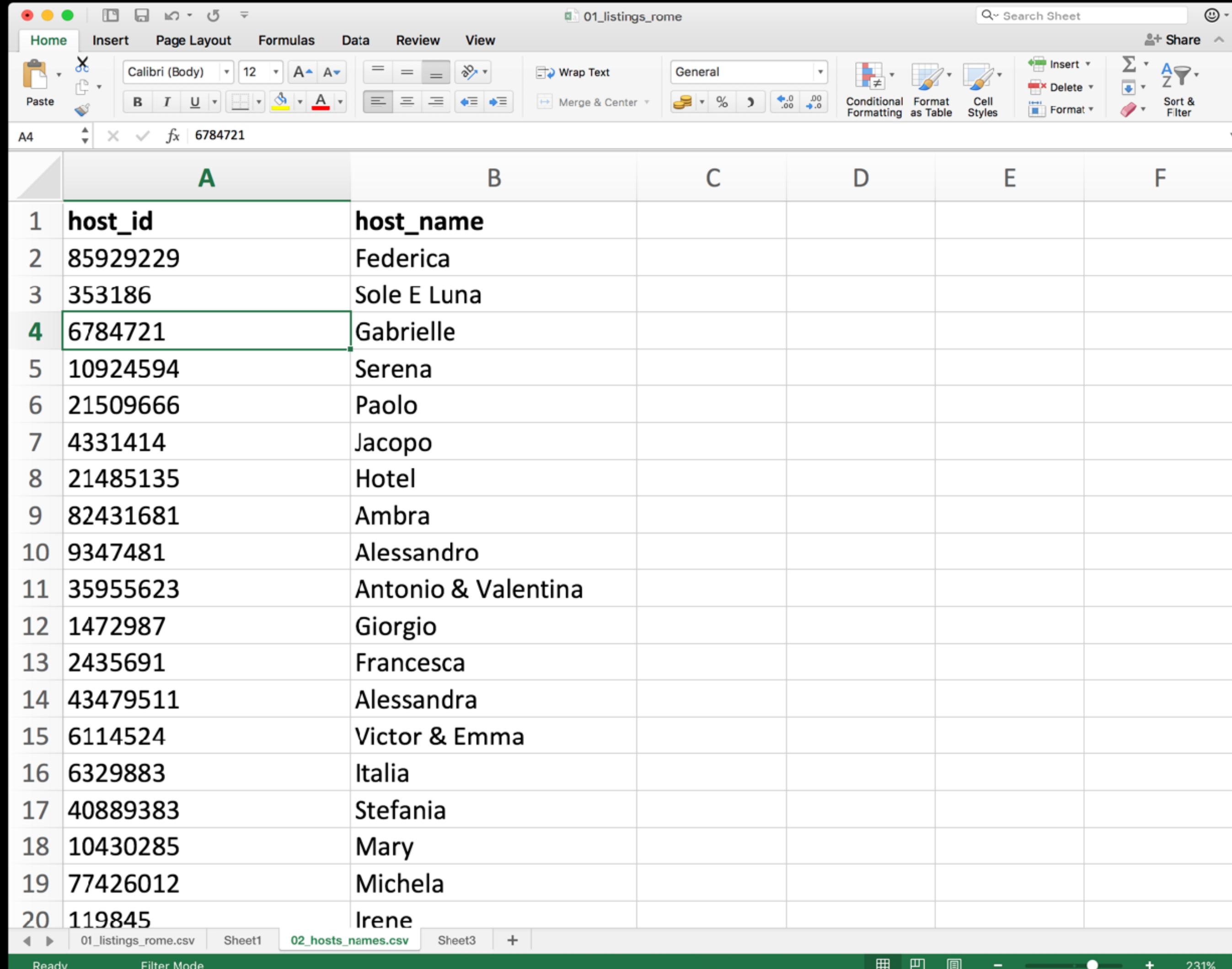
H	I	J	K	L	M	N	O
1	room_type	price	minimum_nights	last_review	reviews_per_month	availability_365	
2	Private room	58	1	0		347	
3	Private room	50	1	1	29/05/2016	0.09	364
4	Private room	150	1	1	26/03/2017	0.42	25
5	Private room	96	1	0		361	
6	Private room	89	1	6	23/10/2016	0.19	295
7	Private room	120	1	0		359	
8	Private room	125	1	0		0	
9	Private room	90	1	0		270	
10	Entire home/apt	179	2	55	22/01/2017	1.52	208
11	Entire home/apt	69	2	47	02/05/2017	4.18	312
12	Entire home/apt	90	1	104	27/04/2017	1.76	317
13	Entire home/apt	90	3	143	22/04/2017	2.42	164
14	Entire home/apt	200	2	28	05/05/2017	1.47	260
15	Entire home/apt	120	2	78	28/04/2017	3.66	317
16	Private room	50	2	0		319	
17	Entire home/apt	73	2	13	30/04/2017	3.07	207
18	Entire home/apt	80	7	2	24/08/2015	0.05	0
19	Entire home/apt	100	5	3	30/04/2017	0.29	179
20	Private room	75	2	2	02/04/2017	0.26	343
21	Private room	140	1	1	30/10/2016	0.16	318
22	Private room	65	3	28	28/08/2016	0.65	339
23	Entire home/apt	95	3	39	27/04/2017	1.05	350
24	Private room	98	1	3	30/01/2017	0.65	322
25	Entire home/apt	59	3	3	19/04/2017	0.26	117
26	Entire home/apt	120	1	0		326	

EXPLORING AIRBNB IN ROME

The data

02_hosts_names.csv

1,605 hosts id and their display name



	A	B	C	D	E	F
1	host_id	host_name				
2	85929229	Federica				
3	353186	Sole E Luna				
4	6784721	Gabrielle				
5	10924594	Serena				
6	21509666	Paolo				
7	4331414	Jacopo				
8	21485135	Hotel				
9	82431681	Ambra				
10	9347481	Alessandro				
11	35955623	Antonio & Valentina				
12	1472987	Giorgio				
13	2435691	Francesca				
14	43479511	Alessandra				
15	6114524	Victor & Emma				
16	6329883	Italia				
17	40889383	Stefania				
18	10430285	Mary				
19	77426012	Michela				
20	119845	Irene				

EXPLORING AIRBNB IN ROME

Import your data in Tableau

Select ‘Textfile’ and import
01_listings_rome.csv

The screenshot shows the Tableau interface with the following details:

- Connections:** 01_listings_rome (Text File) is selected.
- Files:** 01_listings_rome.csv is listed under the connection.
- Use Data Interpreter:** An unchecked checkbox with a descriptive tooltip.
- Data Preview:** A large table of Airbnb listings in Rome. The columns include:
 - #
 - Abc 01_listings_r... Id
 - Abc 01_listings_r... Name
 - # Host Id
 - Abc 01_listings_rome.csv Neighbourhood Gr...
 - Abc 01_listings_rome.csv Neighbourhood
 - # 01_listings_rome.csv Latitude
 - # 01_listings_rome.csv Longitude
 - Abc 01_listings_rome.csv Room Type
 - # 01_listings_rome.csv Price
- Row Count:** 1.000 rows.
- Buttons:** Go to Worksheet, Data Source, Sheet 1, and other navigation icons.

EXPLORING AIRBNB IN ROME

Import your data in Tableau

Click on ‘Add’ next to connections and select **02_hosts_names.csv**

The screenshot shows the Tableau Public interface for a workbook named 'Book1'. In the top left, there's a 'Connections' section with a single entry: '01_listings_rome' (Text File). To its right is a red box highlighting the 'Add' button. Below this, under 'Files', there are three entries: '01_listings_rome.csv', '02_hosts_names.csv', and 'New Union'. A 'Use Data Interpreter' checkbox is present with a descriptive note. The main area displays a preview of the '01_listings_rome.csv' data, which includes columns like Id, Name, Host Id, Neighbourhood Group, Latitude, Longitude, Room Type, and Price. The bottom navigation bar shows 'Data Source' and 'Sheet 1'.

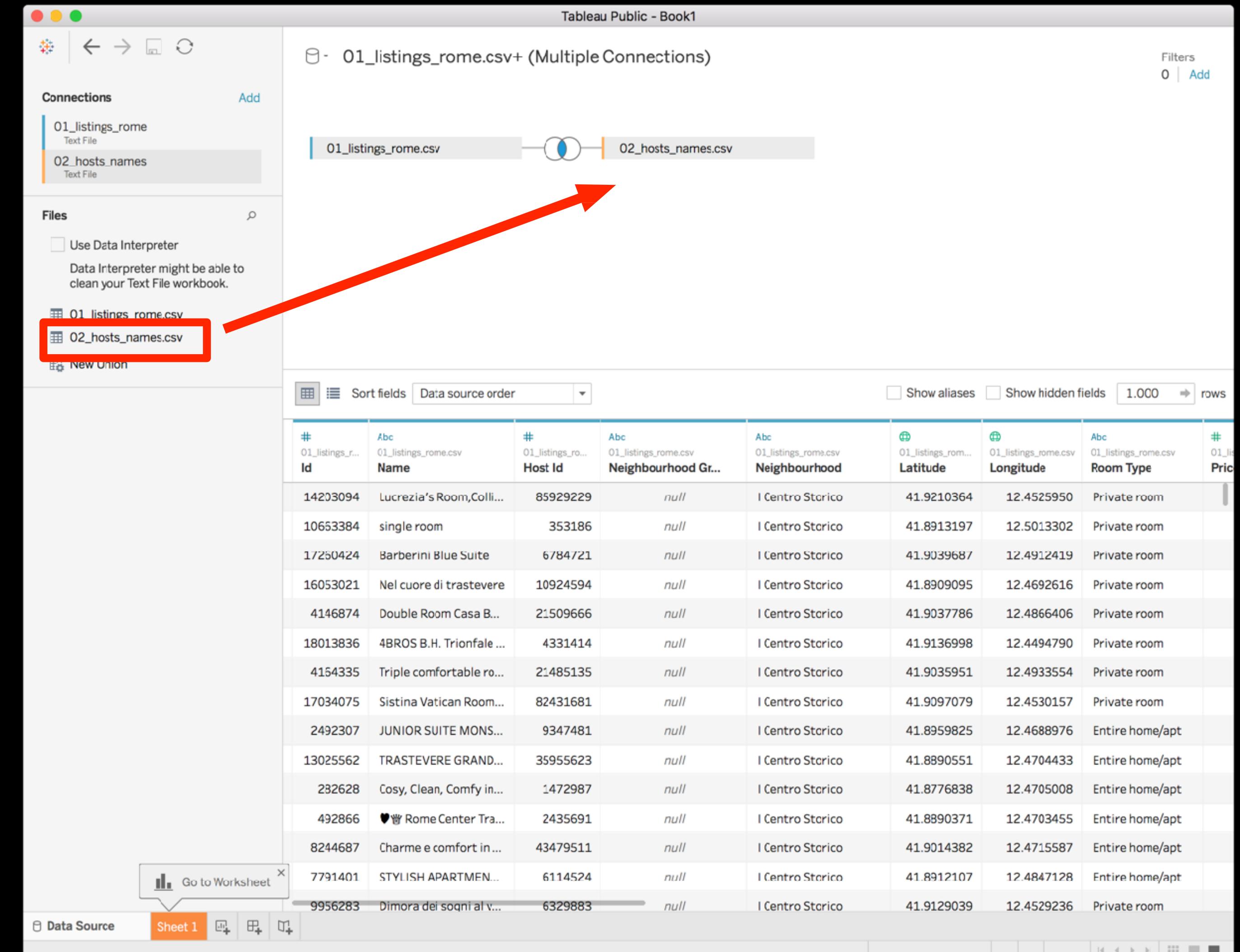
#	Abc 01_listings_r... Id	Abc 01_listings_rome.csv Name	#	Abc 01_listings_ro... Host Id	Abc 01_listings_rome.csv Neighbourhood Gr...	Abc 01_listings_rome.csv Neighbourhood	#	Abc 01_listings_rome.csv Latitude	#	Abc 01_listings_rome.csv Longitude	Abc 01_listings_rome.csv Room Type	#	Abc 01_listings_rome.csv Price
14203094	Lucrezia's Room, Colli...	85929229	null	I Centro Storico	41.9210364	12.4525950	Private room						
10653384	single room	353186	null	I Centro Storico	41.8913197	12.5013302	Private room						
17250424	Barberini Blue Suite	6784721	null	I Centro Storico	41.9039687	12.4912419	Private room						
16053021	Nel cuore di trastevere	10924594	null	I Centro Storico	41.8909095	12.4692616	Private room						
4146874	Double Room Casa B...	21509666	null	I Centro Storico	41.9037786	12.4866406	Private room						
18013836	4BROS B.H. Trionfale ...	4331414	null	I Centro Storico	41.9136998	12.4494790	Private room						
4154335	Triple comfortable ro...	21485135	null	I Centro Storico	41.9035951	12.4933554	Private room						
17034075	Sistina Vatican Room...	82431681	null	I Centro Storico	41.9097079	12.4530157	Private room						
2492307	JUNIOR SUITE MONS...	9347481	null	I Centro Storico	41.8959825	12.4688976	Entire home/apt						
13025562	TRASTEVERE GRAND...	35955623	null	I Centro Storico	41.8890551	12.4704433	Entire home/apt						
232628	Cosy, Clean, Comfy in...	1472987	null	I Centro Storico	41.8776838	12.4705008	Entire home/apt						
492866	❤️ Rome Center Tra...	2435691	null	I Centro Storico	41.8890371	12.4703455	Entire home/apt						
8244687	Charme e comfort in...	43479511	null	I Centro Storico	41.9014382	12.4715587	Entire home/apt						
7791401	STYLISH APARTMEN...	6114524	null	I Centro Storico	41.8912107	12.4847128	Entire home/apt						
9956283	Dimora dei sogni al v...	6329883	null	I Centro Storico	41.9129039	12.4529236	Private room						

EXPLORING AIRBNB IN ROME

Joining two datasets

If Tableau recognise a recurring value in two or more dataset, it will automatically link them.

**If it doesn't happen
automatically drag the file next
to the first dataset.**



EXPLORING AIRBNB IN ROME

Joining two datasets

The two datasets in this case are linked by the value “Host id”.

“Host id” is our key value to join the two datasets.

01_listings_rome.csv+ (Multiple Connections)

A screenshot of a data joining interface. At the top, there are two tabs: "01_listings_rome.csv" and "02_hosts_names.csv". A red arrow points from the "01_listings_rome.csv" tab to a circular join icon between the two tabs. Below the tabs is a "Join" button. Underneath the "Join" button is a grid of four join types: "Inner" (two overlapping circles), "Left" (blue circle on left, overlapping circles), "Right" (blue circle on right, overlapping circles), and "Full Outer" (two overlapping circles). A red box highlights the "Data Source" section of the interface. It shows "02_hosts_names.csv" as the source and "Host Id" as the key value, which is compared to "Host Id (02 Hosts ...)" from the other dataset. Below this, there is a placeholder text "Add new join clause". At the bottom, there are buttons for "Sort fields" and "Data source order". The main table area shows columns for "#", "Name", "Host Id", "Neighbourhood Gr...", and "Neighbourhood". The "Host Id" column contains values like "01_listings_r..." and "01_listings_rome.csv". The "Neighbourhood Gr..." and "Neighbourhood" columns contain "Abc" and "01_listings_rome.csv" respectively.

#	Name	Host Id	Neighbourhood Gr...	Neighbourhood
01_listings_r...	01_listings_rome.csv	01_listings_rome...	Abc	01_listings_rome.csv
Id		Host Id	Neighbourhood Gr...	Neighbourhood

EXPLORING AIRBNB IN ROME

Joining two datasets

Now the two datasets are joint.

Tableau Public - Book1

Connections Add

01_listings_rome
Text File

02_hosts_names
Text File

Files

Use Data Interpreter
Data Interpreter might be able to clean your Text File workbook.

01_listings_rome.csv
02_hosts_names.csv
New Union

Sort fields Data source order ▾

Show aliases Show hidden fields 1,000 rows

#	01_listings_rome.csv Minimum Nights	#	01_listings_rome.csv Number Of Reviews	01_listings_rome.csv Last Review	#	01_listings_rome.csv Reviews Per Month	#	01_listings_rome.csv Availability 365	#	02_hosts_names.csv Host Id (02 Hosts ...	Abc	02_hosts_names.csv Host Name
	1		0	null		null		34		85929229	Federica	
	1		1	29/05/2016		0.0900		36		353186	Sole E Luna	
	1		1	26/03/2017		0.4200		2		6784721	Gabrielle	
	1		0	null		null		36		10924594	Serena	
	1		6	23/10/2016		0.1900		29		21509666	Paolo	
	1		0	null		null		35		4331414	Jacopo	
	1		0	null		null		0		21485135	Hotel	
	1		0	null		null		27		82431681	Ambra	
	2		55	22/01/2017		1.5200		20		9347481	Alessandro	
	2		47	02/05/2017		4.1800		31		35955623	Antonio & Valentina	
	1		104	27/04/2017		1.7600		31		1472987	Giorgio	
	3		143	22/04/2017		2.4200		16		2435691	Francesca	
	2		28	05/05/2017		1.4700		26		43479511	Alessandra	
	2		78	28/04/2017		3.6600		31		6114524	Victor & Emma	
	2		0	null		null		31		6329883	Italia	

Go to Worksheet

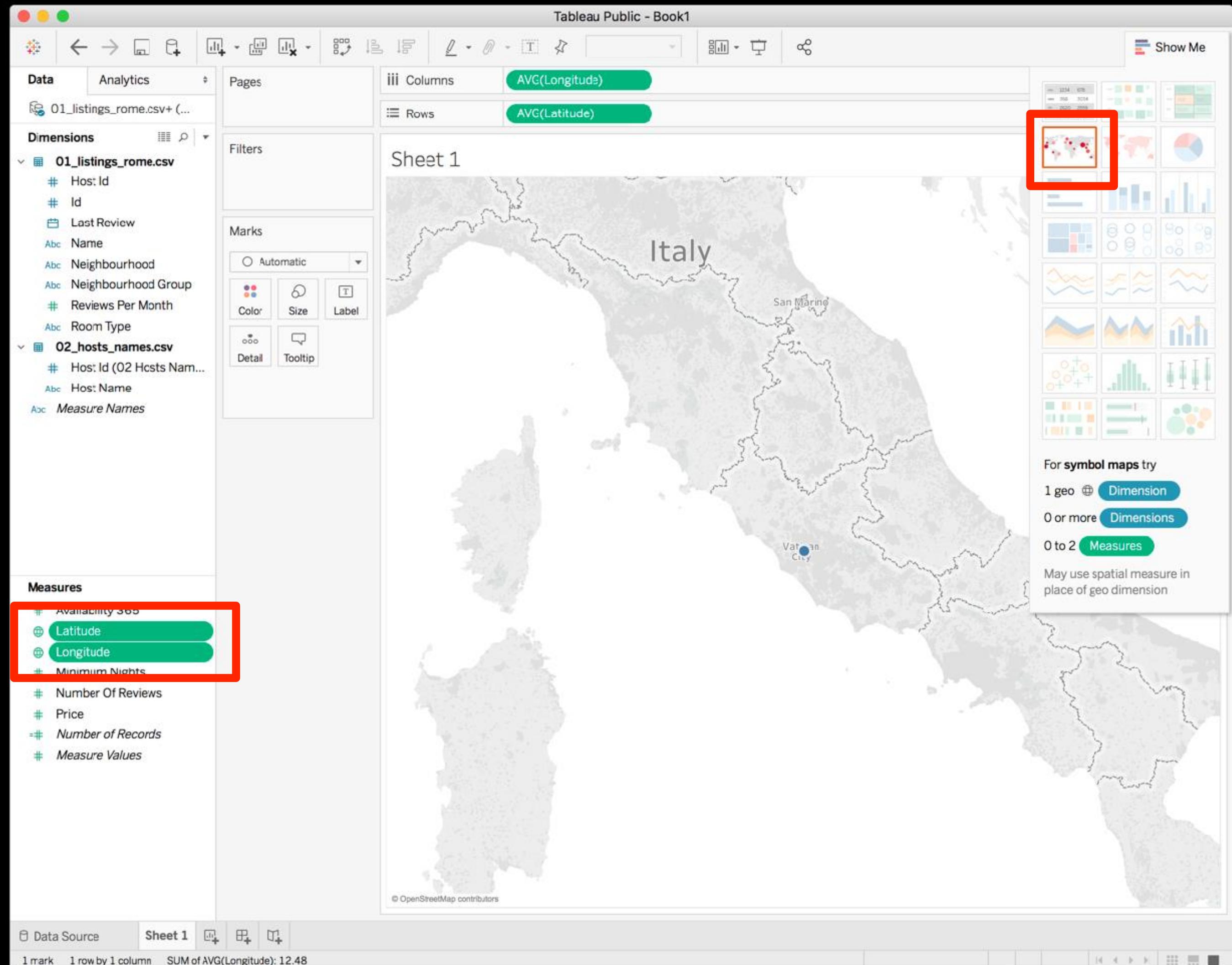
Data Source Sheet 1

EXPLORING AIRBNB IN ROME

Overview of the data

How many listings are in each neighbourhood and where are they?

Select “Latitude” and “Longitude” and select the map in the “Show me” panel.



EXPLORING AIRBNB IN ROME

Overview of the data

Click on the dropdown next to the measures and select “Dimension” instead of “Average”.

This will position the data points in their exact position.

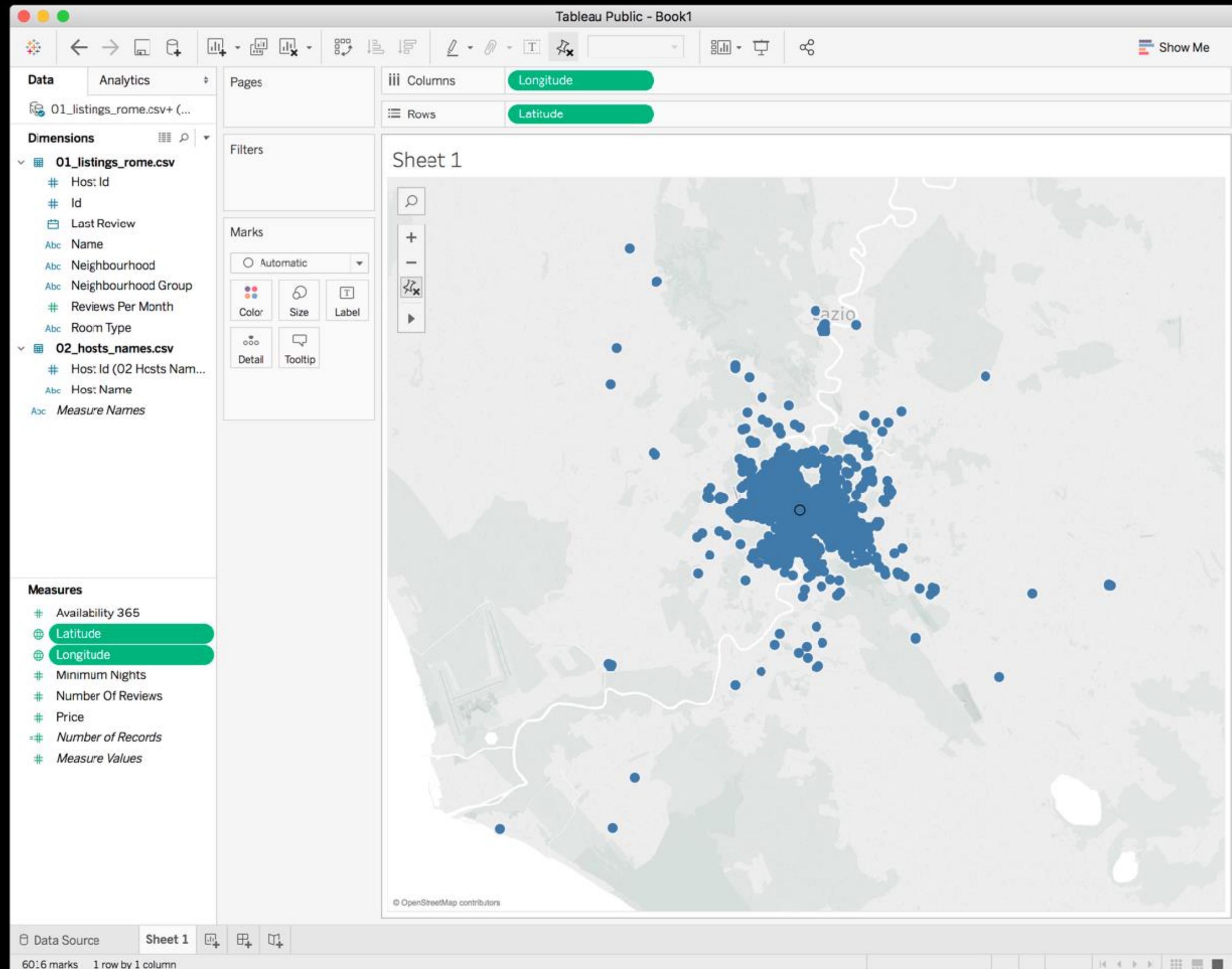
The screenshot shows the Tableau Public interface with a tooltip menu open over a map of Italy. The tooltip menu includes options like Filter..., Show Filter, Format..., and Dimension (which is highlighted with a red box). Other visible items include Measure (Average), Discrete, Continuous, Edit in Shelf, Add Table Calculation..., Quick Table Calculation, and Remove. The background shows a choropleth map of Italy where regions are shaded based on average longitude values. The top navigation bar shows 'Tableau Public - Book1' and various tool icons. The left sidebar lists data sources and dimensions, including '01_listings_rome.csv' and '02_hosts_names.csv'. The bottom status bar indicates '1 mark 1 row by 1 column SUM of AVG(Longitude): 12.48'.

EXPLORING AIRBNB IN ROME

Overview of the data

Click on the dropdown next to the measures and select “Dimension” instead of “Average”.

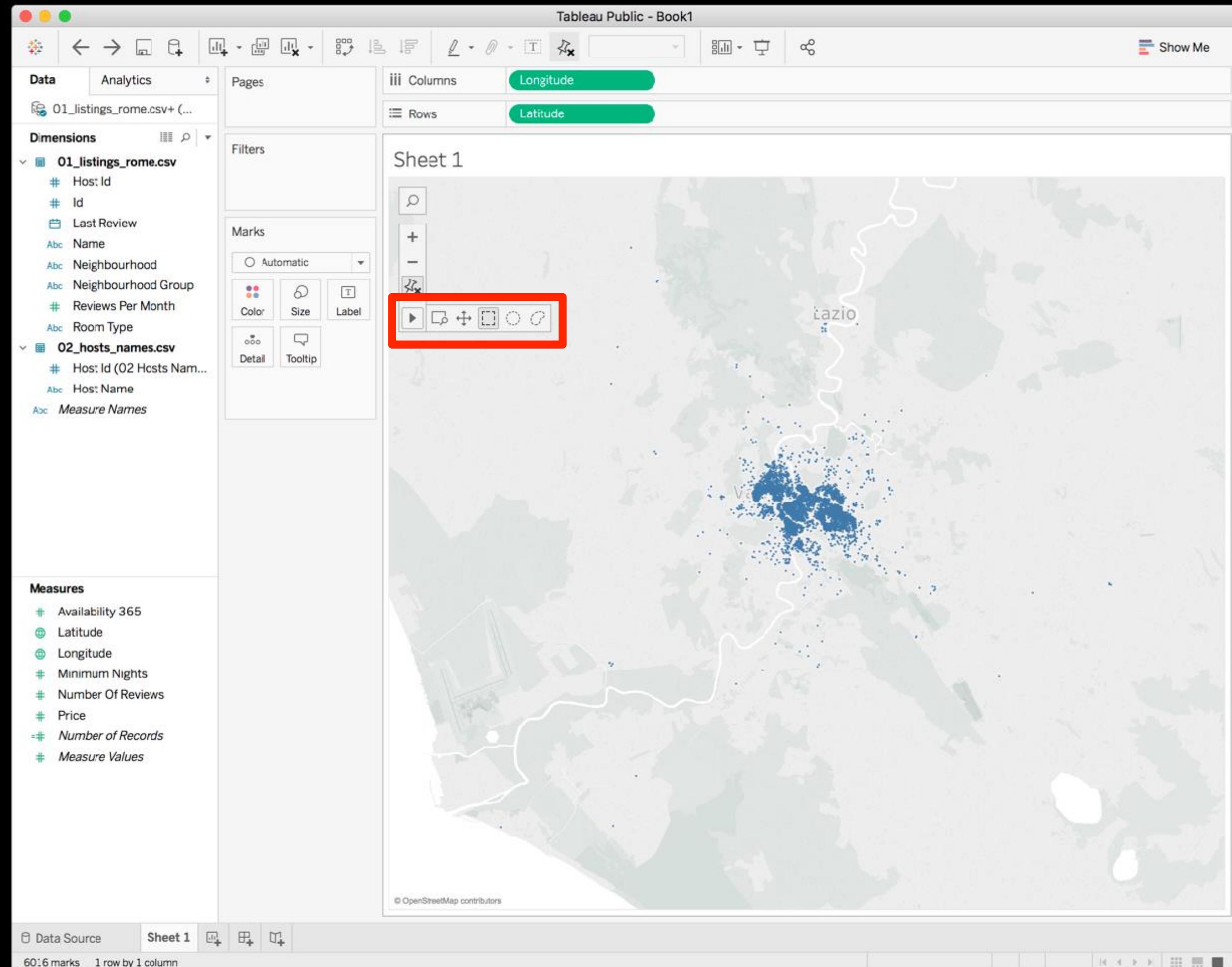
This will position the data points in their exact position.



EXPLORING AIRBNB IN ROME

Overview of the data

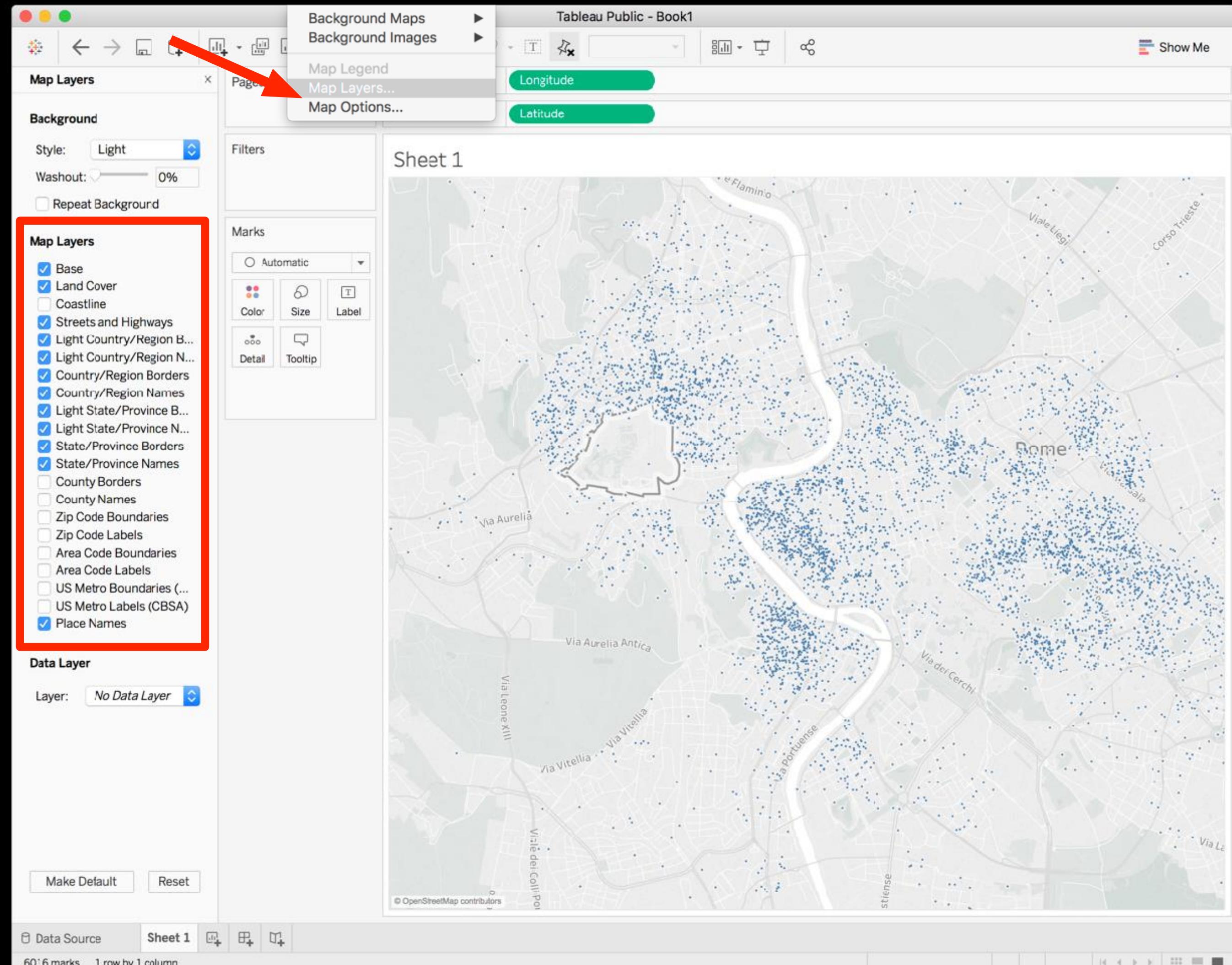
To move around the map use the commands on the left of the map.



EXPLORING AIRBNB IN ROME

Overview of the data

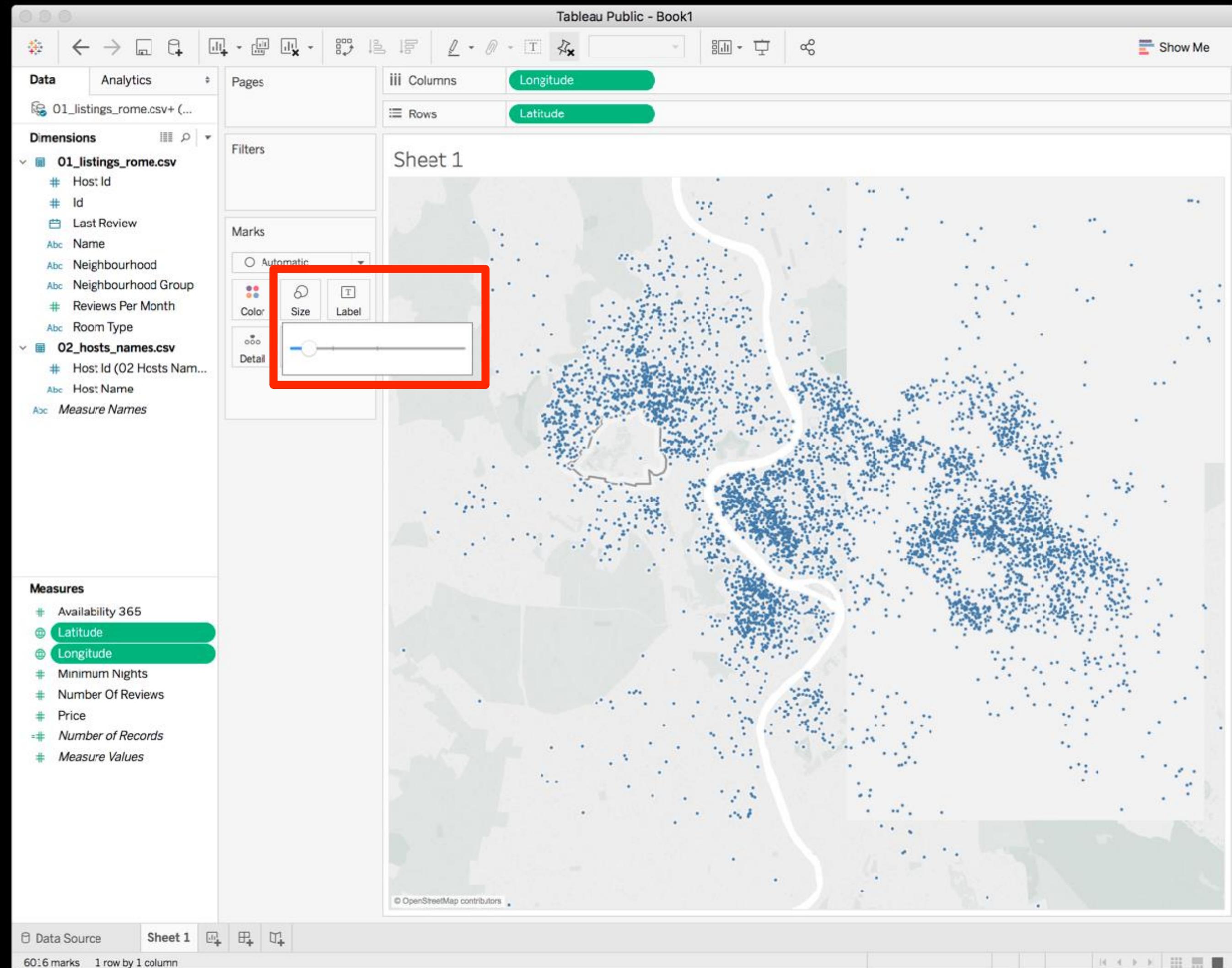
To add details to the map layer select ‘Map -> Map Layers’ and flag the layers we want to see in the map.



EXPLORING AIRBNB IN ROME

Overview of the data

Reduce the size of the dots clicking on the size.



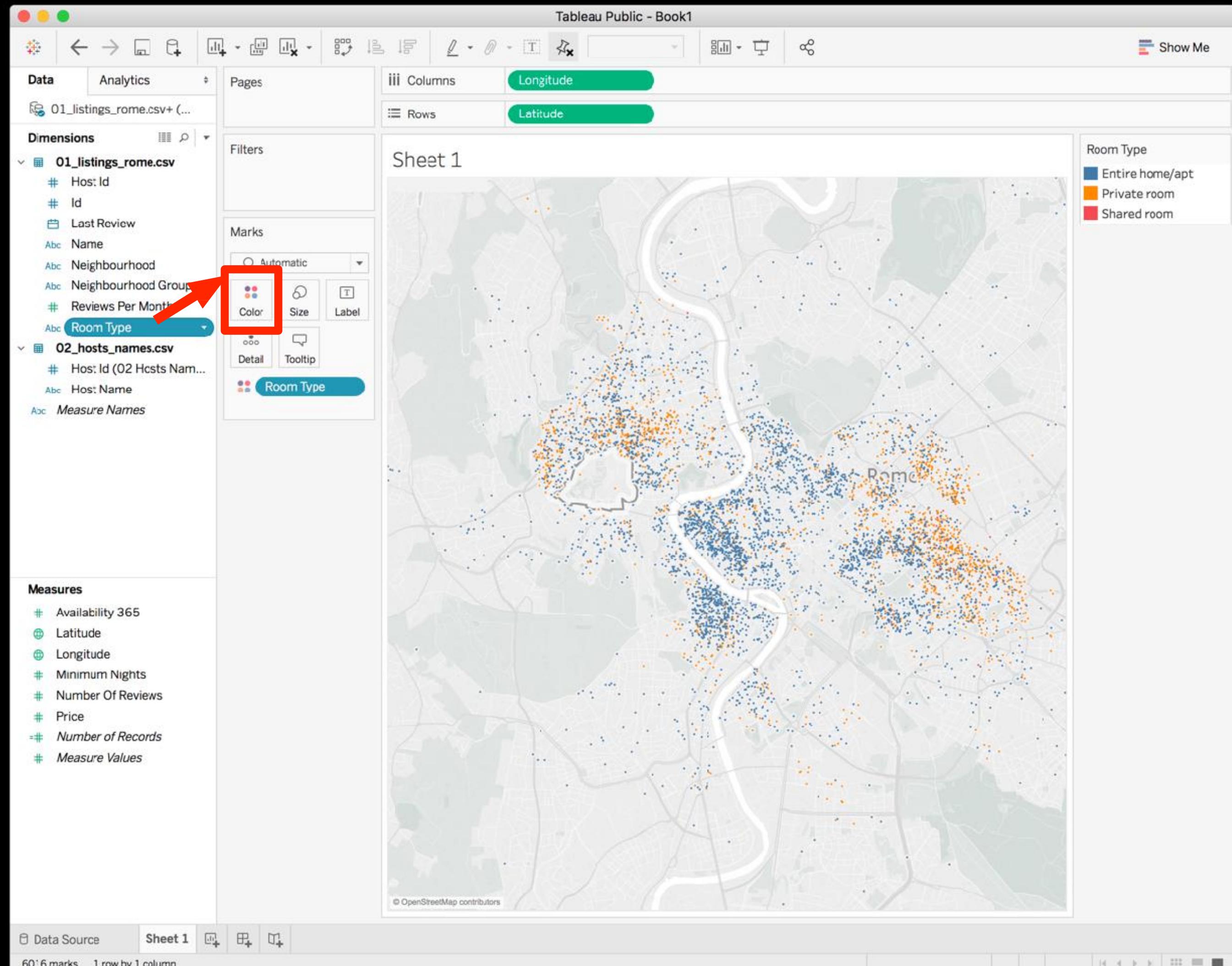
EXPLORING AIRBNB IN ROME

Overview of the data

Let's color the dots according to "Room Type".

Each listing will be colored according to the room type now.

Interact with the legend to see how they are distributed around the city.

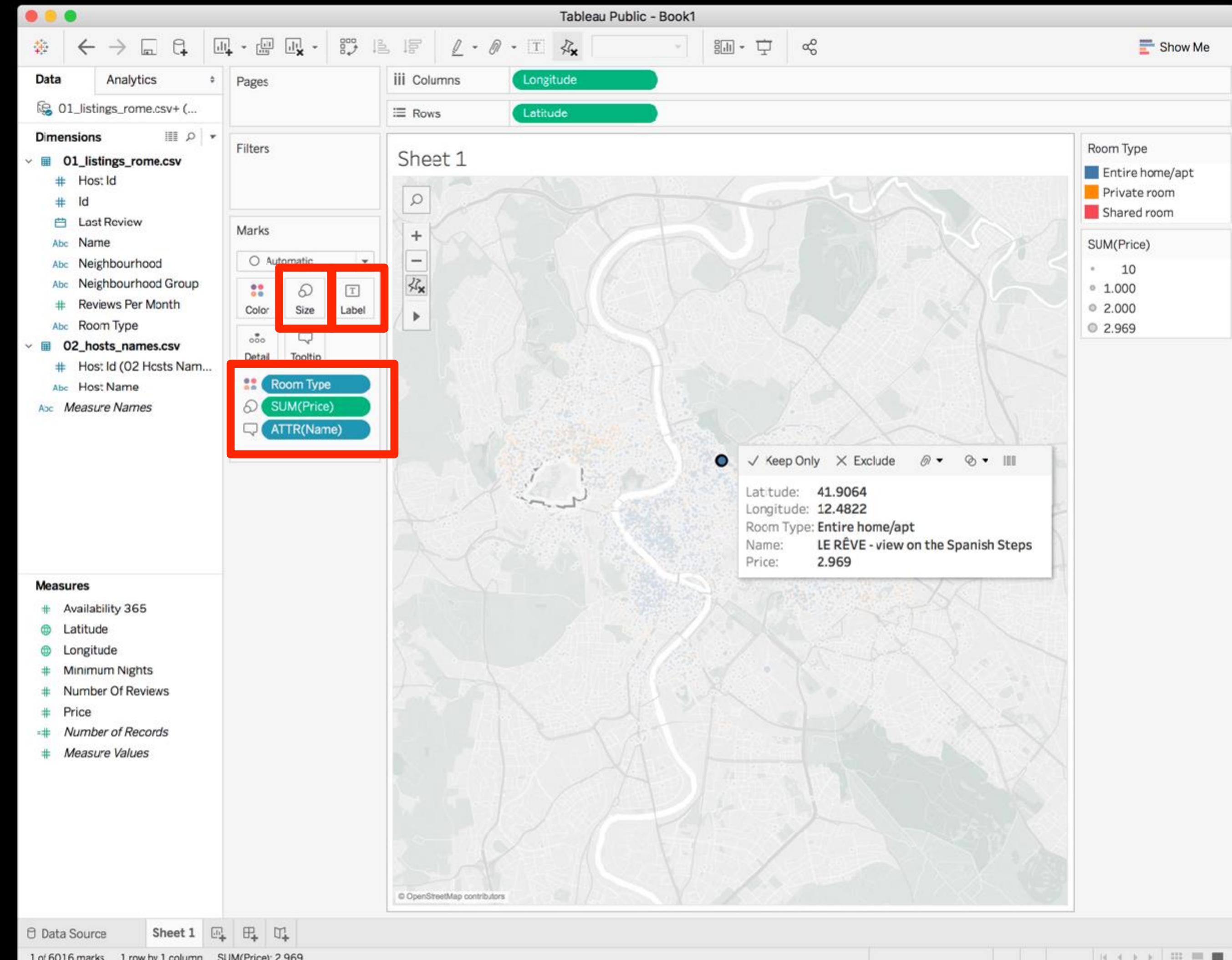


EXPLORING AIRBNB IN ROME

Overview of the data

Now map “Price” over “Size” and drag “Name” over ‘Tooltip’.

Now explore the most expansive listings around the city.

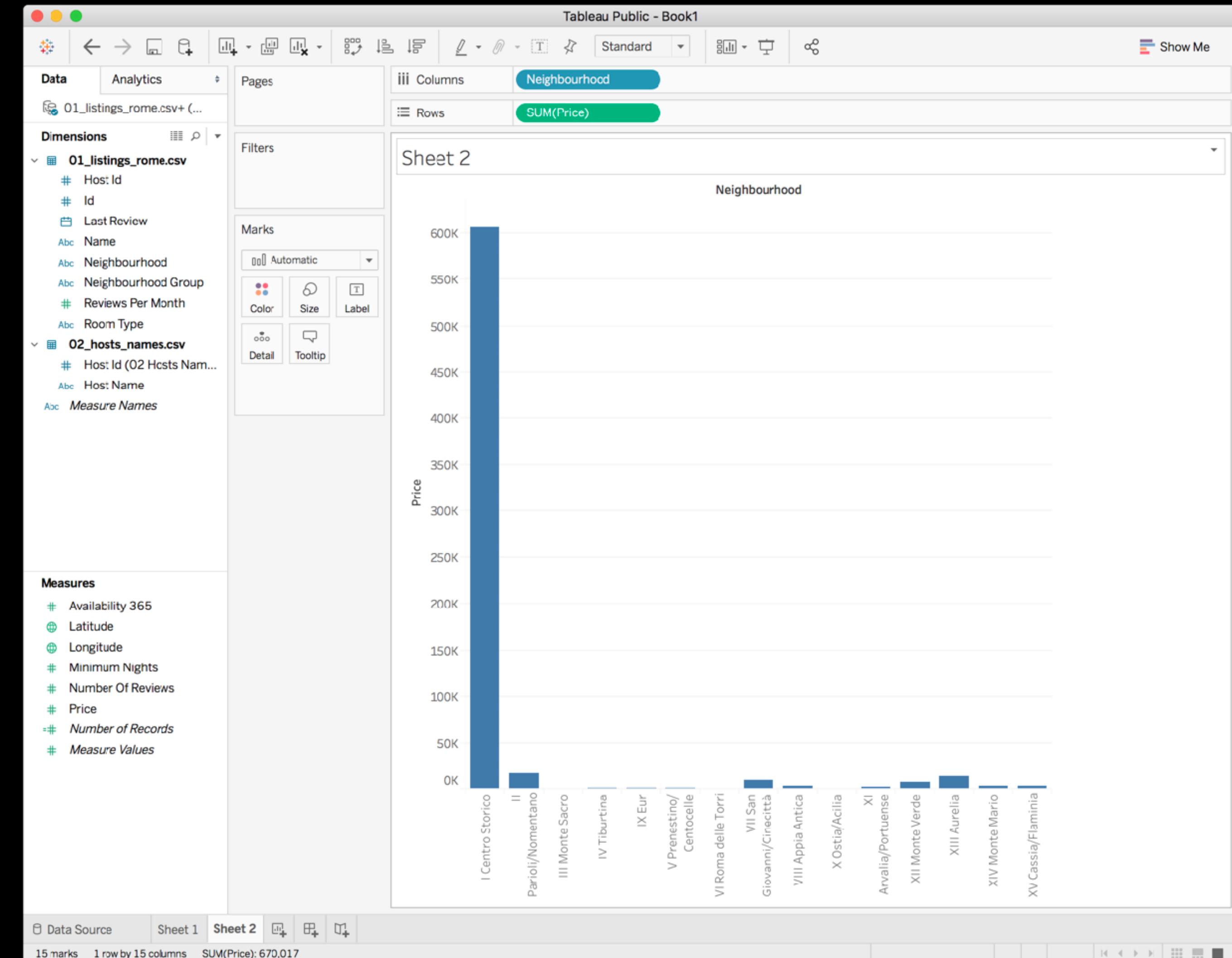


EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Create a new sheet.

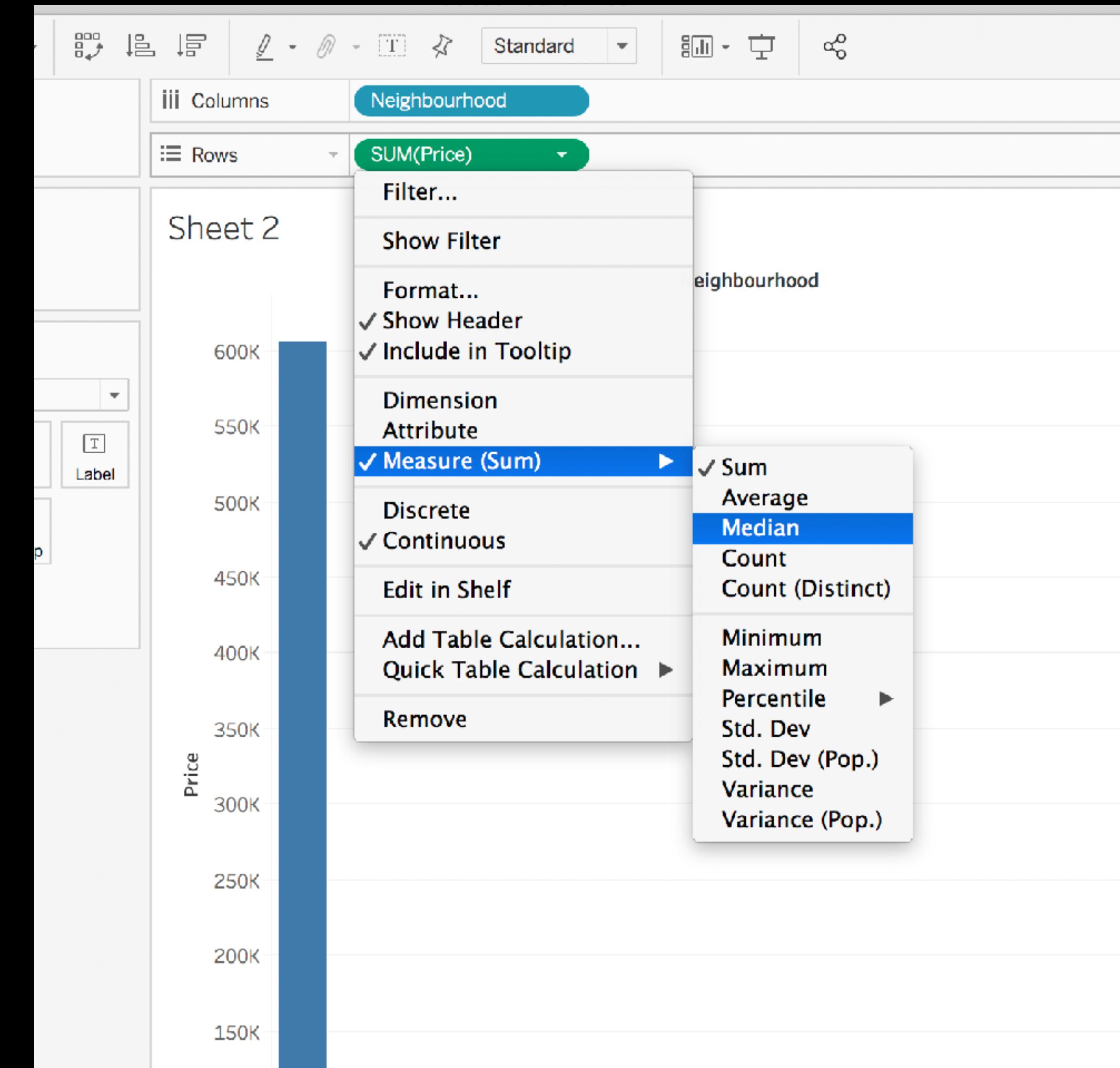
Select "neighbourhood" and "price" and create a bar chart.



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Instead of "SUM" select "Median" to change the size of the bar charts.



EXPLORING AIRBNB IN ROME

Median

The median is the value separating the higher half of a data sample, a population, or a probability distribution, from the lower half.

For a data set, it may be thought of as the "middle" value.

1, 3, 3, 6, 7, 8, 9

$$\text{Median} = \underline{\underline{6}}$$

1, 2, 3, 4, 5, 6, 8, 9

$$\text{Median} = (4 + 5) \div 2$$

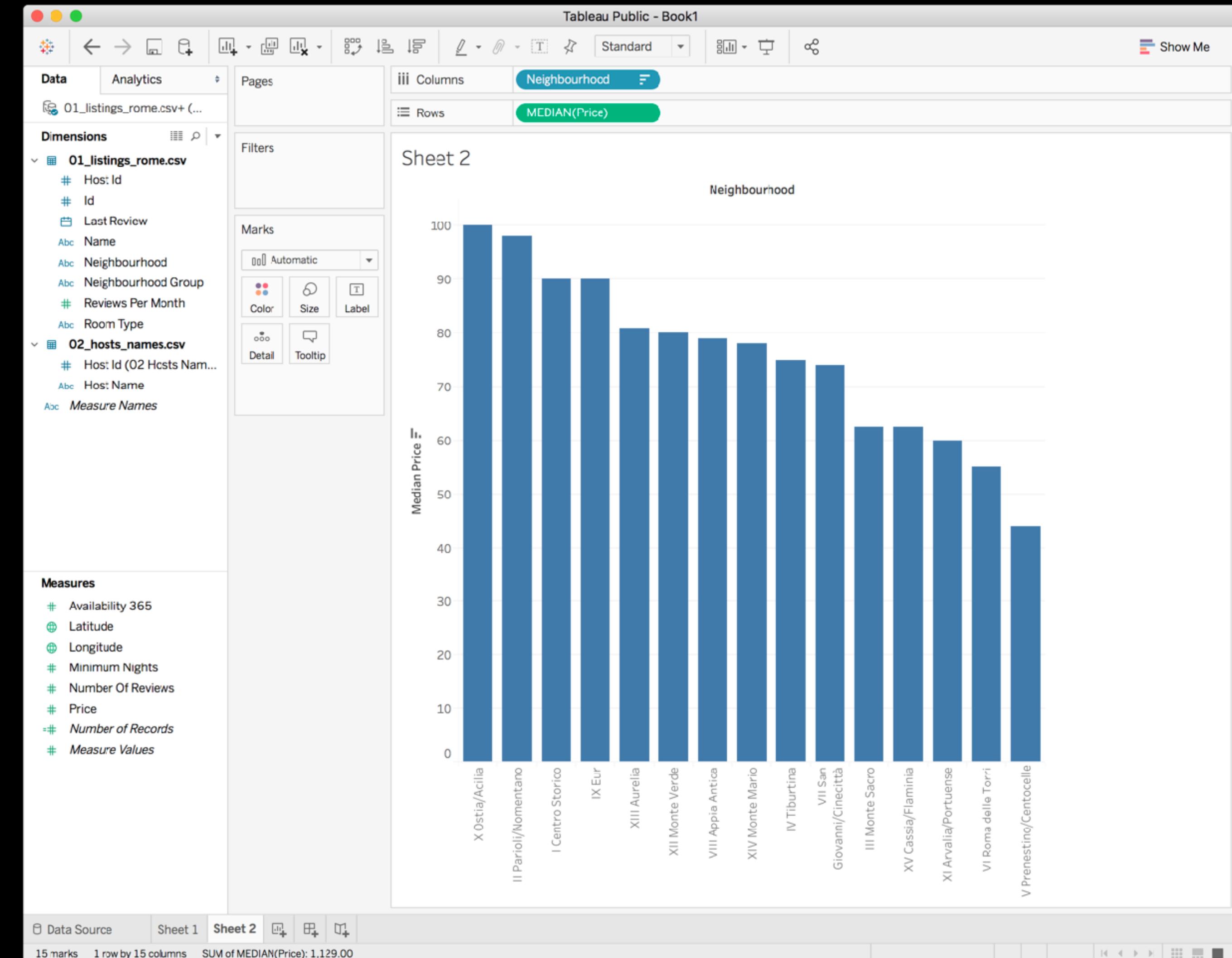
$$= \underline{\underline{4.5}}$$

EXPLORING AIRBNB IN ROME

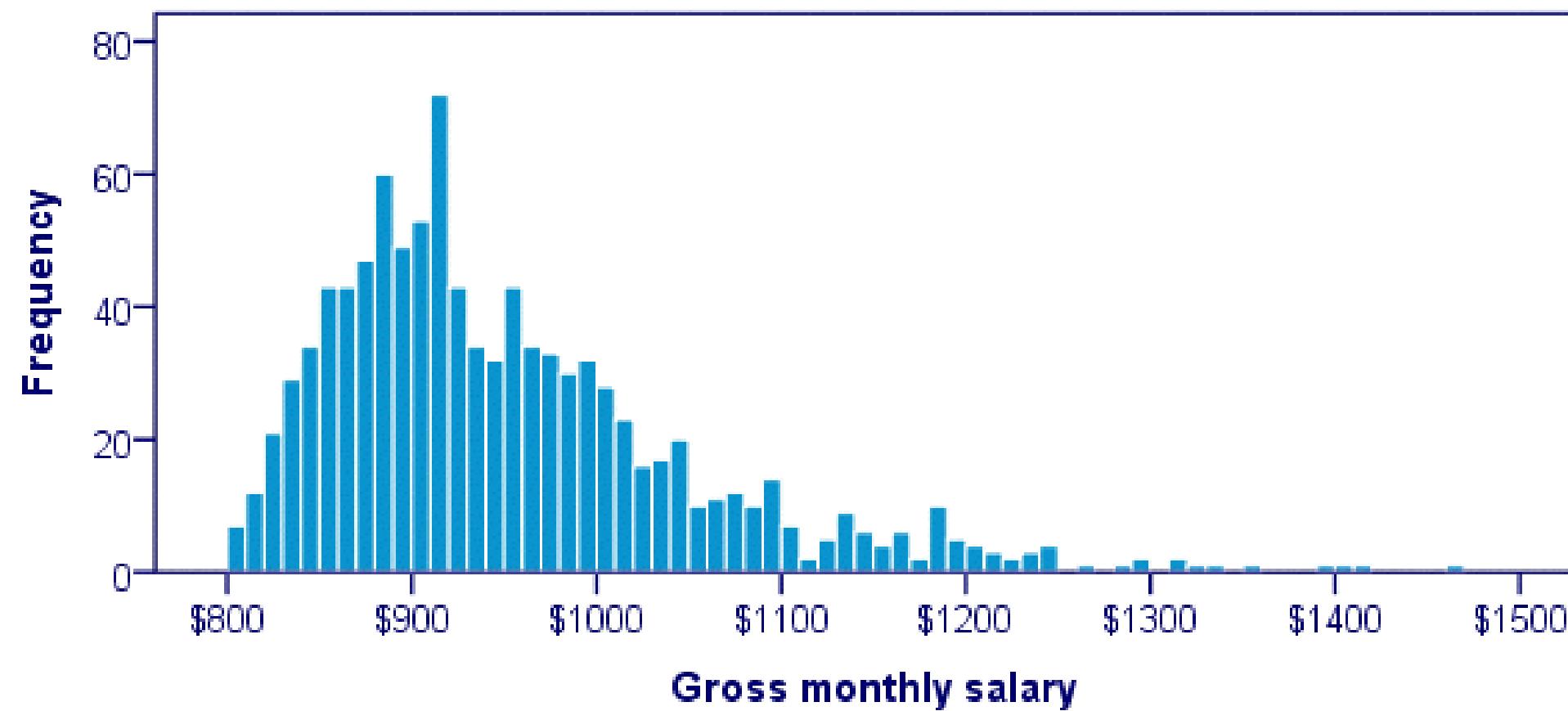
Let's explore the distribution of prices

This gives us an insight about the most expansive areas of the city according to Airbnb.

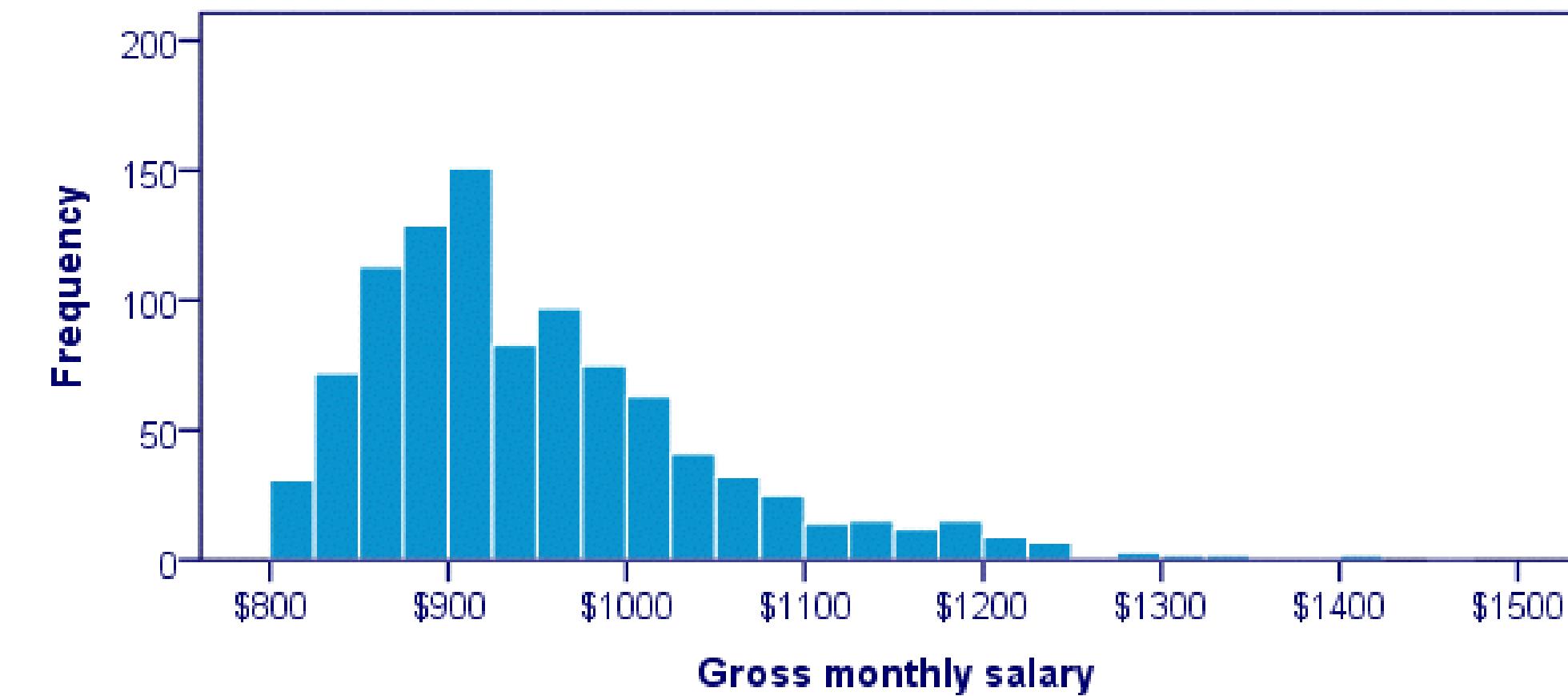
What if we want to see the distribution of prices?



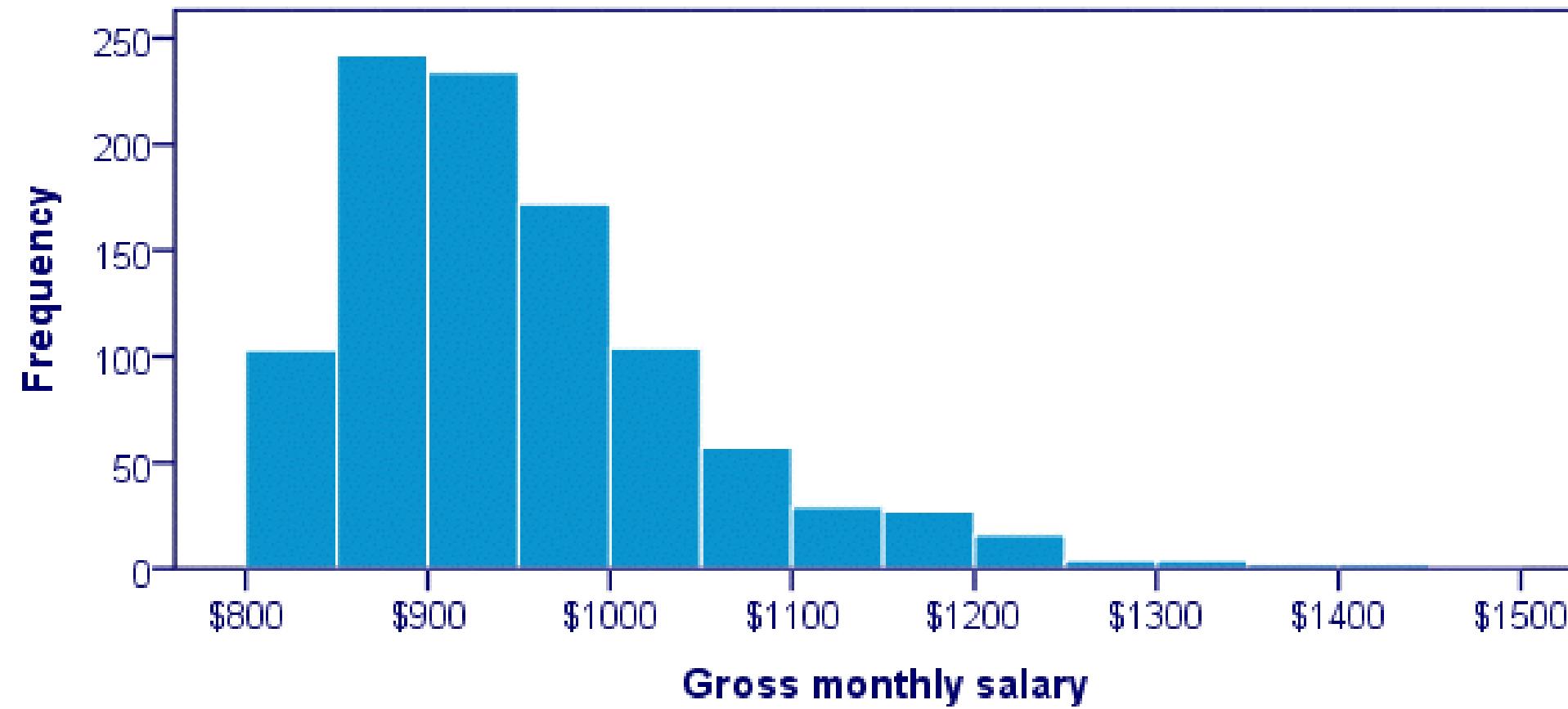
Histogram Bin Width = \$10,-



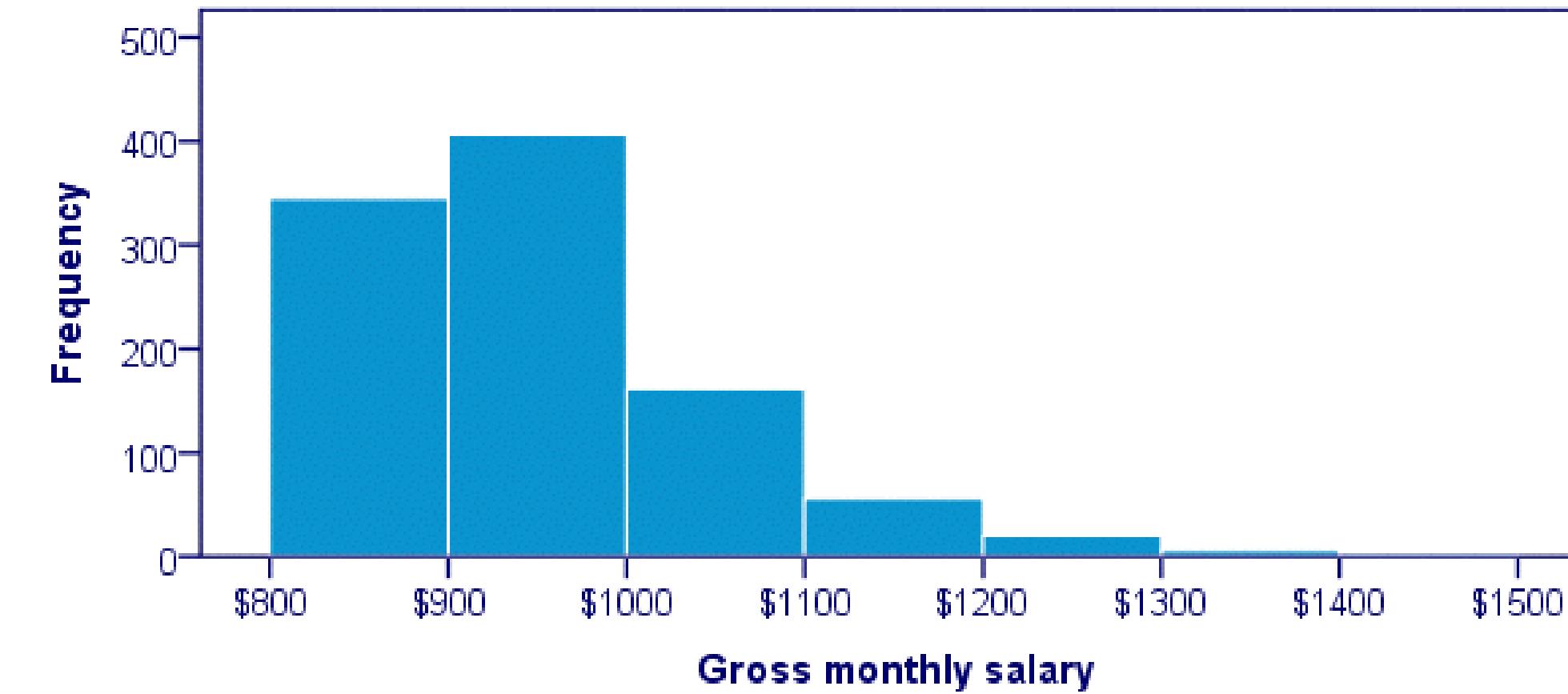
Histogram Bin Width = \$25,-



Histogram Bin Width = \$50,-



Histogram Bin Width = \$100,-



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Create a new sheet.

Select "Price" on the left and click on the dropdown arrow.

Click on "Create->Bins"

The screenshot shows the Tableau interface with the following details:

- Top Bar:** Tableau Public - Book1, Standard mode, Show Me button.
- Left Panel (Data View):**
 - Data tab selected.
 - Source: 01_listings_rome.csv+ (...).
 - Dimensions section: 01_listings_rome.csv (Host Id, Id, Last Review, Name, Neighbourhood, Neighbourhood Group, Reviews Per Month, Room Type) and 02_hosts_names.csv (Host Id (02 Hosts Nam., Host Name, Measure Names)).
 - Measures section: Availability 365, Latitude, Longitude, Minimum Nights, Number Of Reviews, Price (highlighted with a green box), Number of Records, and Measure Values.
- Middle Panel (Sheet View):** Sheet 3 is selected. A context menu is open over the 'Price' measure in the Measures list, with the 'Create' option expanded. The 'Bins...' option is highlighted with a red box.
- Bottom Panel:** Data Source, Sheet 1, Sheet 2, Sheet 3 (selected), and other navigation buttons.

EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Create a new sheet.

Select "Price" on the left and click on the dropdown arrow.

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The screenshot shows the Tableau interface with the following details:

- Top Bar:** Tableau Public - Book1, Standard mode, Show Me button.
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 - Data tab selected.
 - Source: 01_listings_rome.csv+ (...).
 - Dimensions section: 01_listings_rome.csv (Host Id, Id, Last Review, Name, Neighbourhood, Neighbourhood Group, Reviews Per Month, Room Type) and 02_hosts_names.csv (Host Id (02 Hosts Nam., Host Name, Measure Names)).
 - Measures section: Availability 365, Latitude, Longitude, Minimum Nights, Number Of Reviews, Price (highlighted with a green box), Number of Records, and Measure Values.
- Middle Panel (Sheet View):** Sheet 3 is selected. A context menu is open over the 'Price' measure in the Measures list, with the 'Create' option expanded. The 'Bins...' option is highlighted with a red box.
- Bottom Bar:** Data Source, Sheet 1, Sheet 2, Sheet 3 (selected), and other navigation icons.

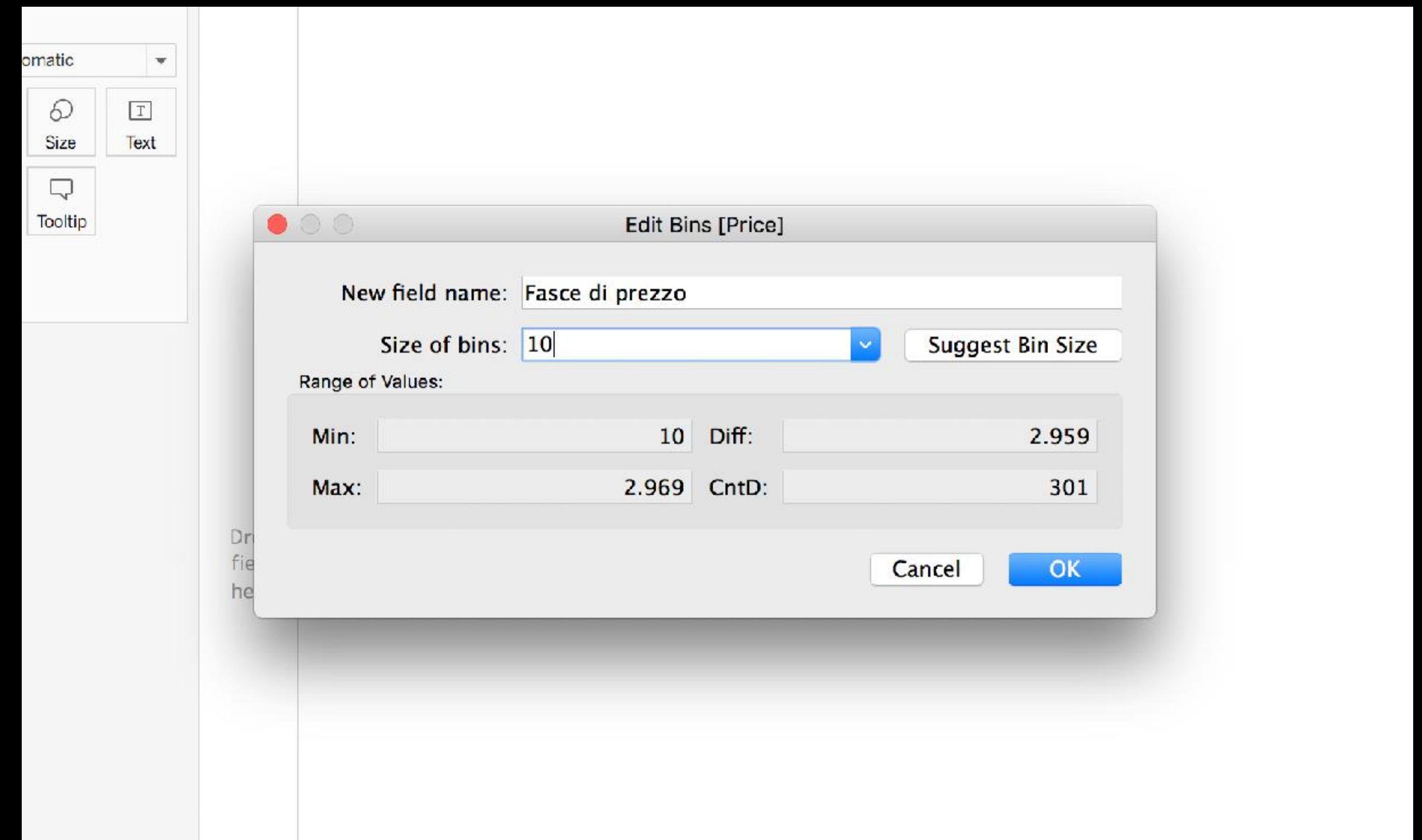
EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Let's call this new dimension "Price ranges" and let set 10 for the size of the bins.

In this way we create a new categories based on price ranges of 10€ (10-20€, 20-30€, etc.).

A new dimension is created and added on the left panel and in the dataset.

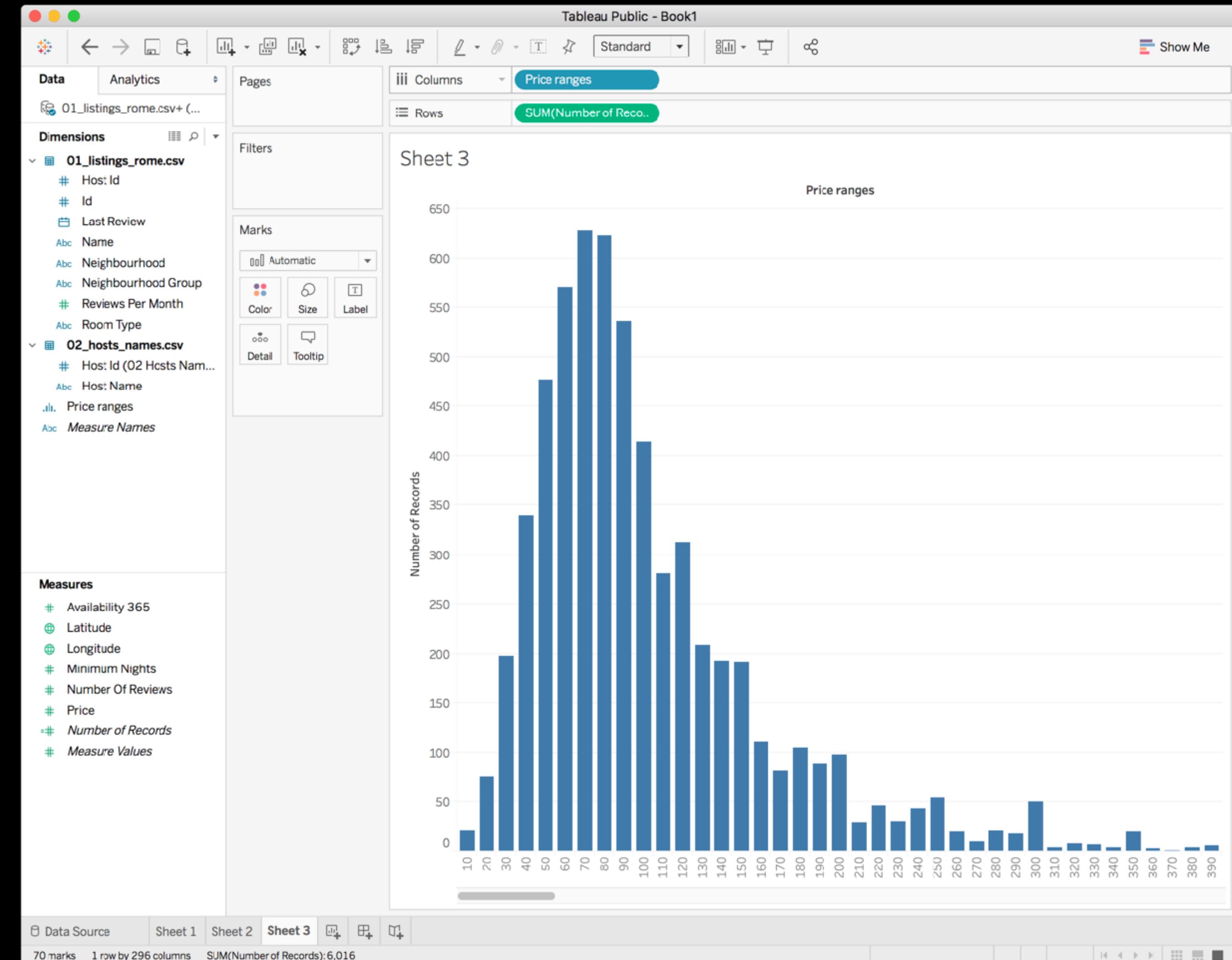


EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Let's now create a bar chart using "Price ranges" and "Number of record".

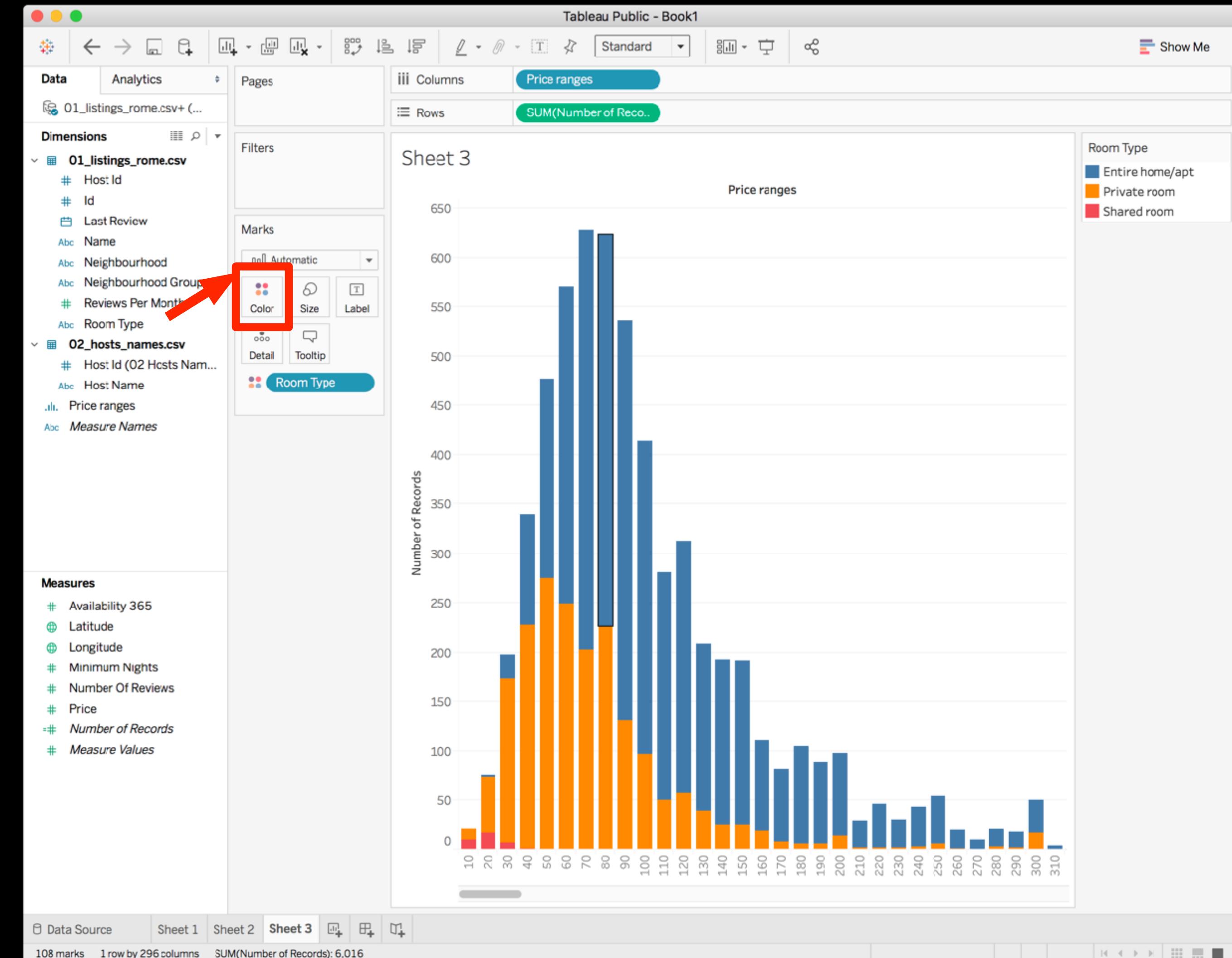
Most of the listings are around 70-80€ per night.



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

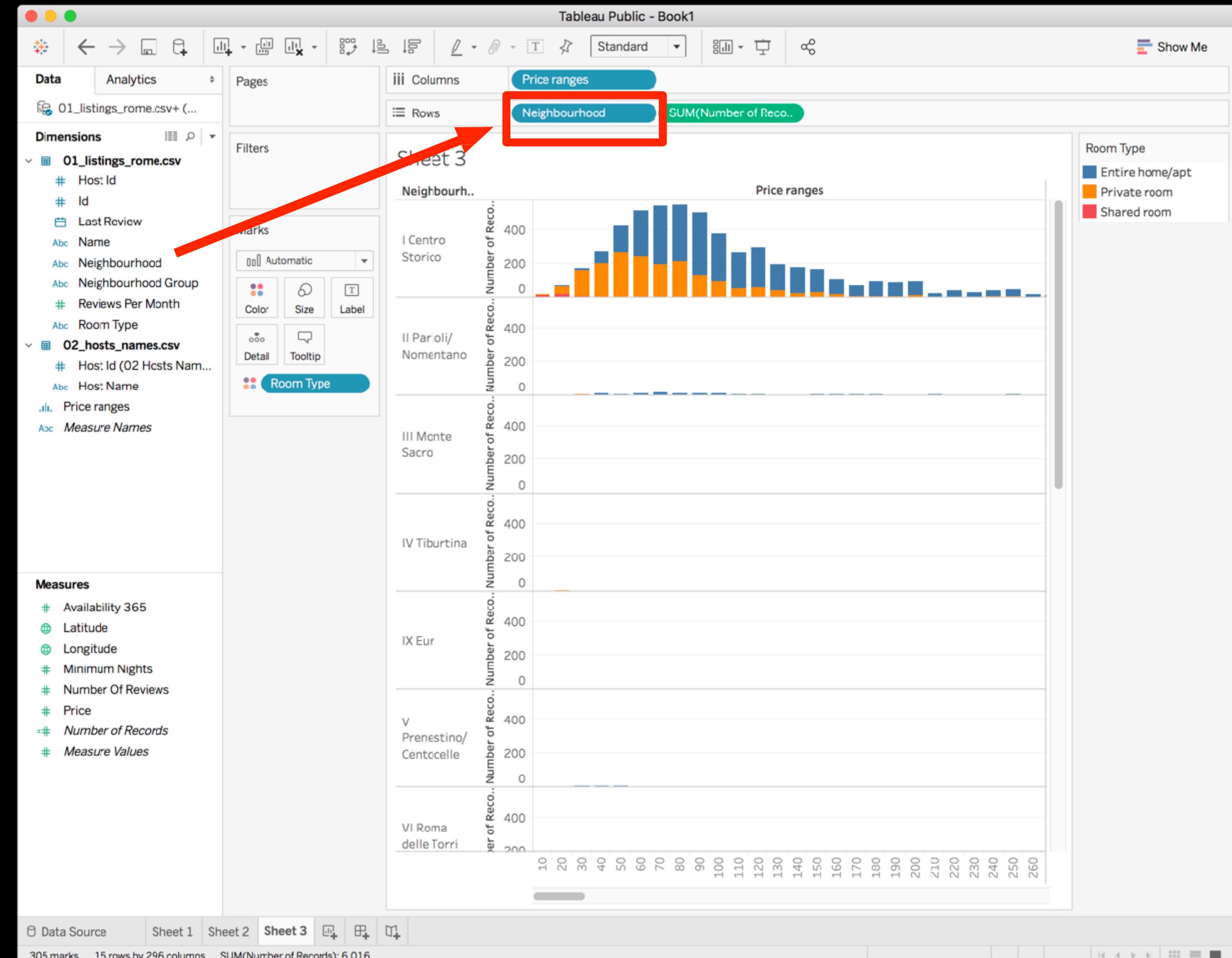
Drag and drop "Room Type" in color to see how the type of listings are distributed according to the price.



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

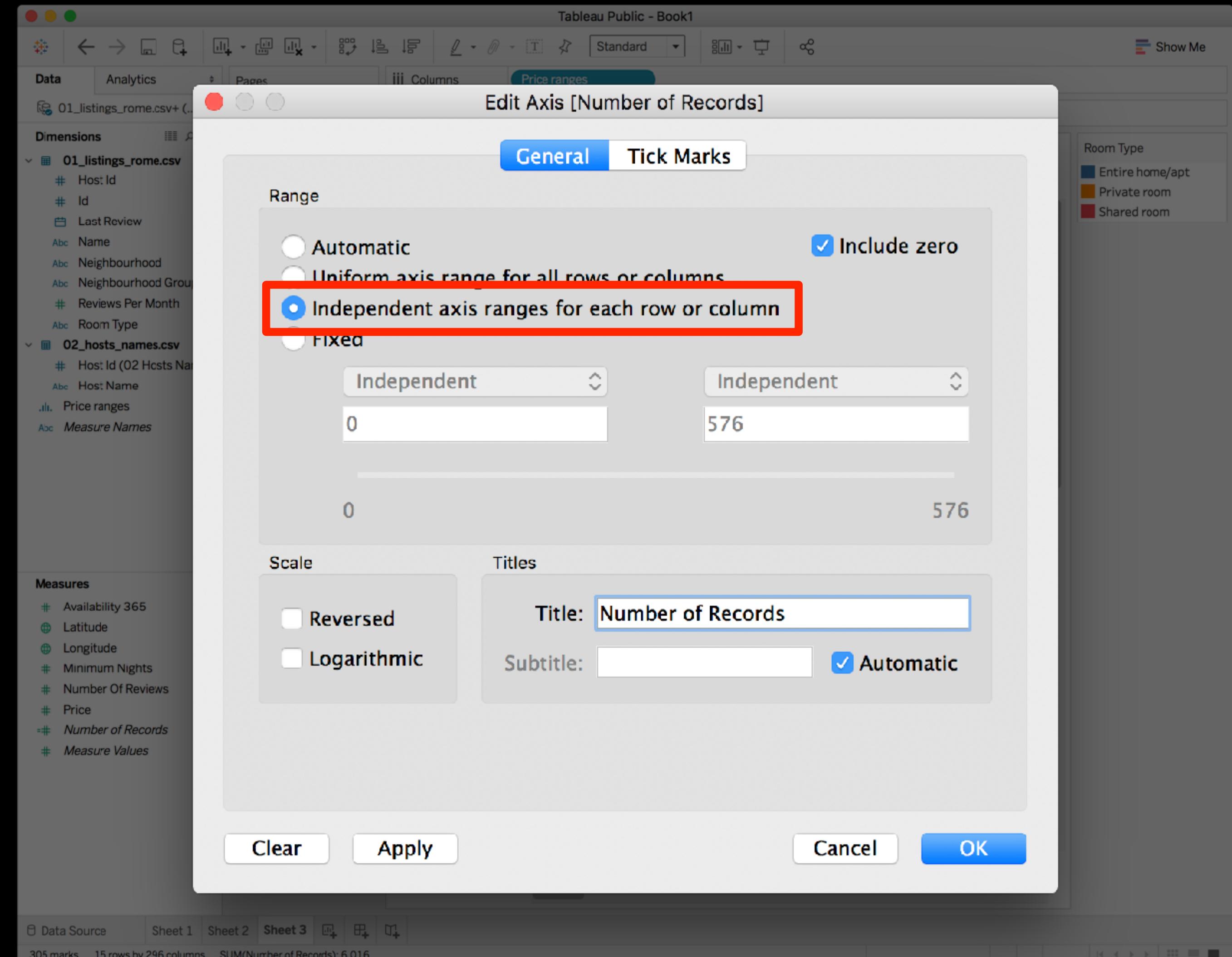
**Drag “neighbourhood” in “Rows”
to see the distribution of prices
according to the area of the city.**



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

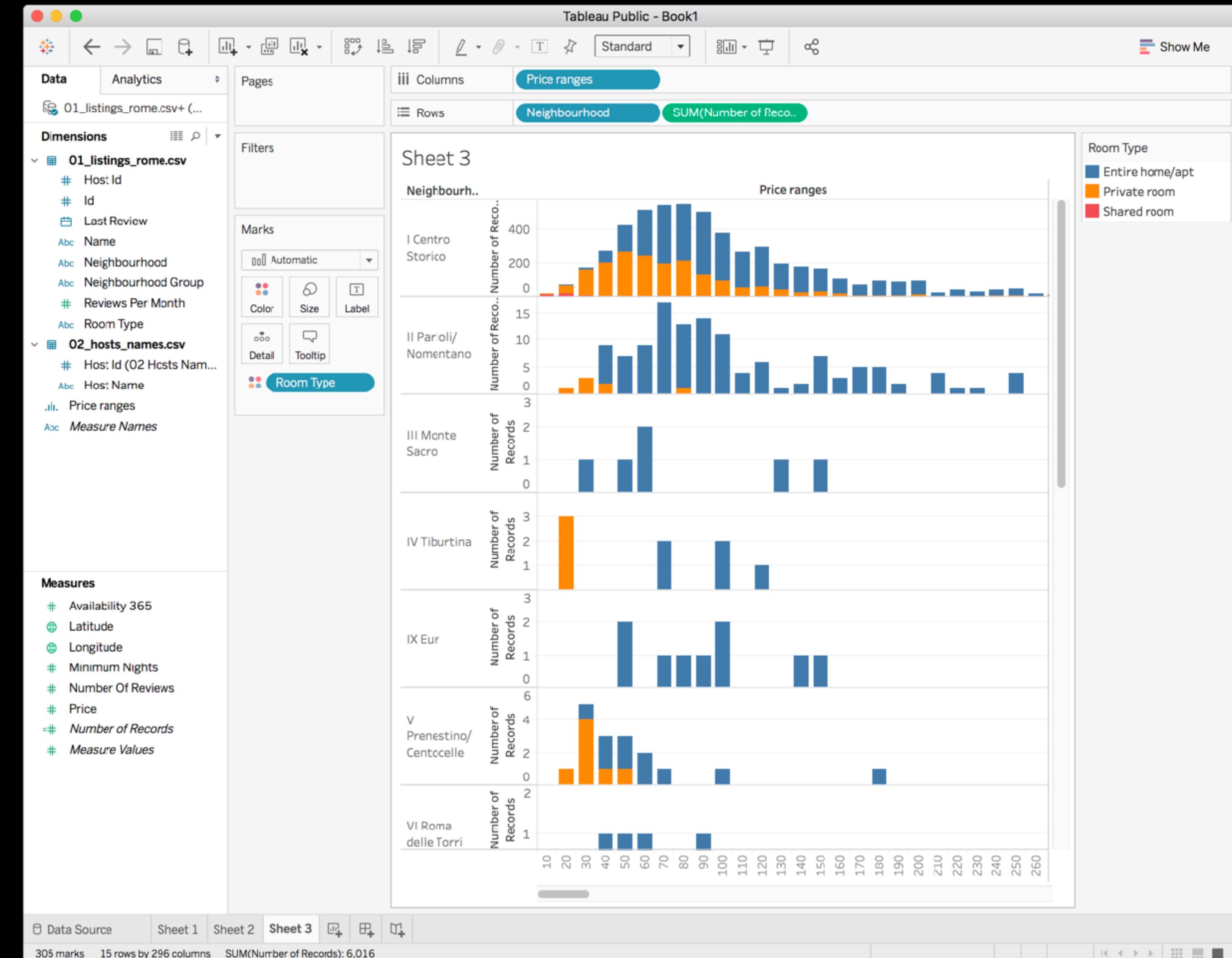
Click on the label "Number of Records" in the Yaxis and select "Independent axis" in order to normalize the values of each country.



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Since the “Centro Storico” is much bigger than the other areas we have much more listings and it's difficult to compare trends in the prices.

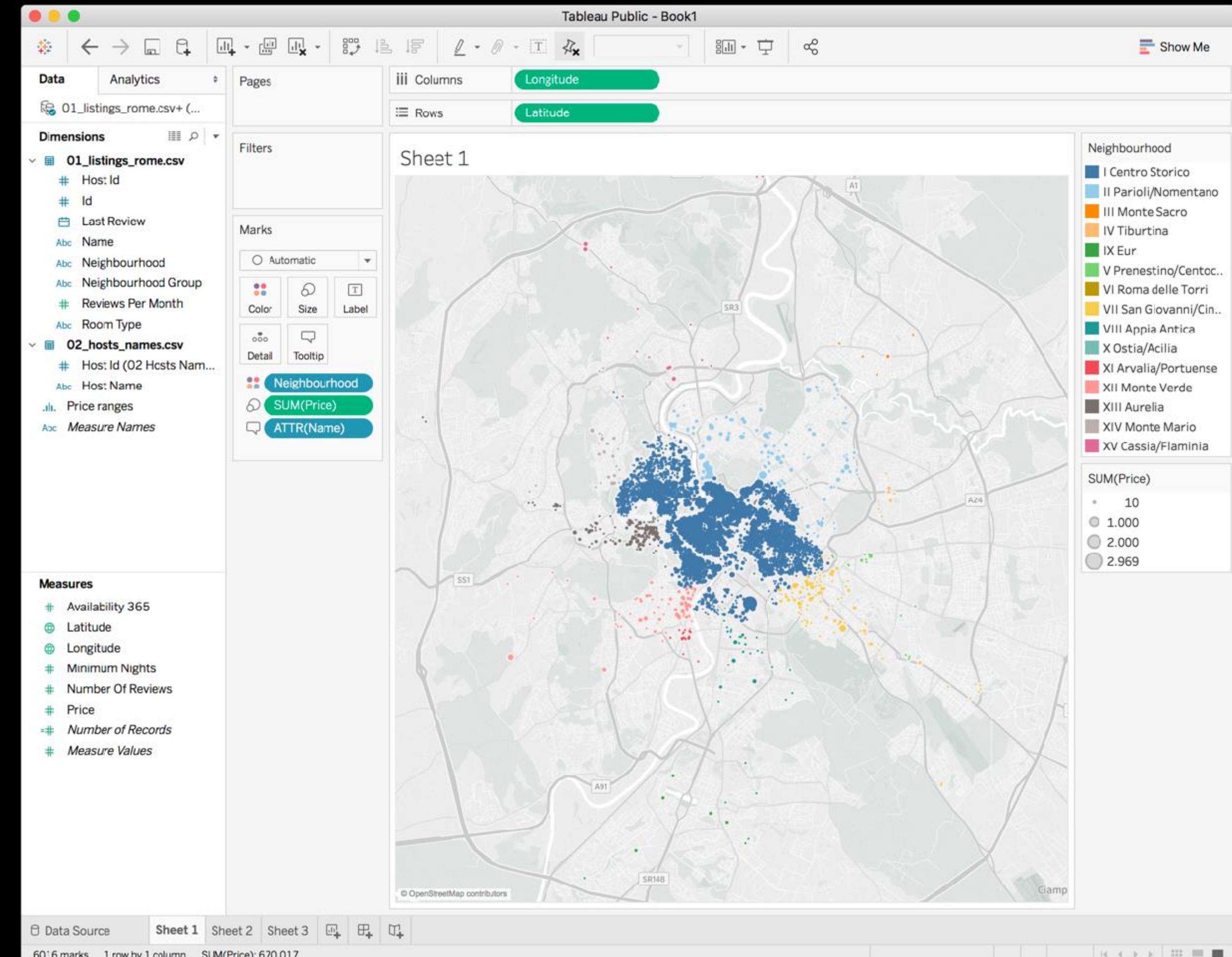


EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Since the “Centro Storico” is much bigger than the other areas we have much more listings and it's difficult to compare trends in the prices.

Let's try to group all the other areas and compare them with the “Centro Storico”.



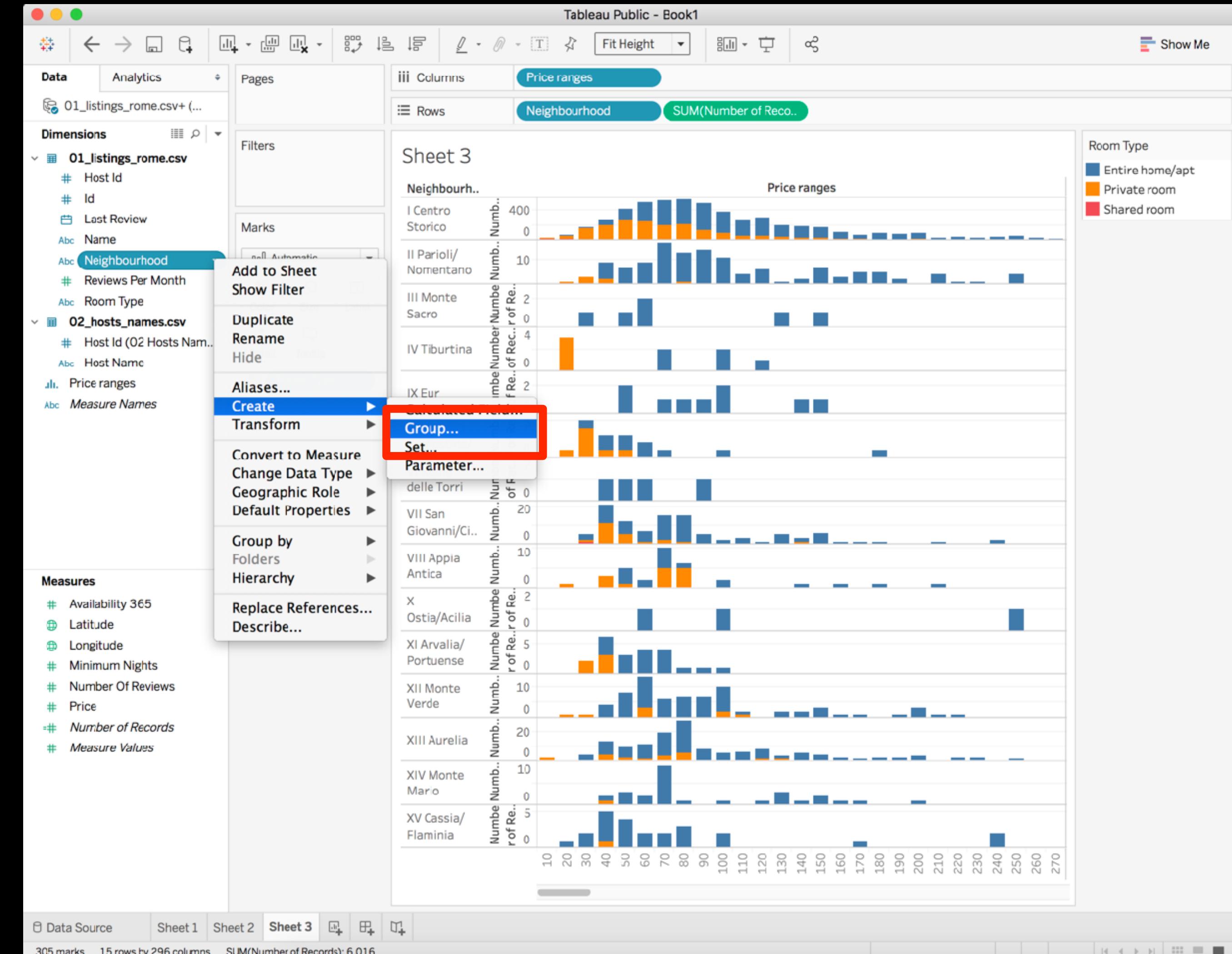
EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

**Let's group all the other areas
and compare them with the
“Centro Storico”.**

**Click on dropdown of
“neighbourhood”.**

Click on “Create >Groups”.



EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Select all the values that are not “Centro Storico” and click on group.

Then select “Centro Storico” and group it as “Centro Storico”

Tableau Public - Book1

Show Me

Data Analytics

01_listings_rome.csv+ ...

Dimensions

- 01_listings_rome.csv
 - Host Id
 - Id
 - Last Review
 - Name
 - Neighbourhood
 - Reviews Per Month
 - Room Type
- 02_hosts_names.csv
 - Host Id (02 Hcsts Nam...)
 - Host Name
 - Price ranges
 - Measure Names

Pages

Columns: Price ranges

Rows: Neighbourhood

SUM(Number of Reco...)

Filters

Marks

Color Size Detail Tooltips Room T

Create Group [Neighbourhood]

Field Name: Neighbourhood (group)

Groups: Add to:

I Centro Storico
II Parioli/Nomentano
III Monte Sacro
IV Tiburtina
IX Eur
V Prenestino/Centocelle
VI Roma delle Torri
VII San Giovanni/Cinecittà
VIII Appia Antica
X Ostia/Acilia
XI Arvalia/Portuense
XII Monte Verde
XIII Aurelia

Show Add Location

Include 'Other'

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270

Data Source Sheet 1 Sheet 2 Sheet 3

305 marks 15 rows by 296 columns SUM(Number of Records): 6,016

Room Type

- Entire home/apt
- Private room
- Shared room

EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Select all the values that are not “Centro Storico” and click on group.

Then select “Centro Storico” and group it as well.

Tableau Public - Book1

Show Me

Pages

Columns: Price ranges

Rows: Neighbourhood

Marks: SUM(Number of Reco..)

Filters

Create Group [Neighbourhood]

Field Name: Neighbourhood (group)

Groups: Add to:

- I Centro Storico
- II Parioli/Nomentano, III Monte Sacro, IV Tiburtina and 11 ...

Room Type

- Entire home/apt
- Private room
- Shared room

Group Rename Ungroup Show Add Location

Include 'Other' Find >

Reset Apply Cancel OK

Data Source Sheet 1 Sheet 2 Sheet 3

305 marks 15 rows by 296 columns SUM(Number of Records): 6,016

EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices

Rename the group with all the neighbourhoods as "Not Centro Storico".

Tableau Public - Book1

Show Me

Data Analytics

01_listings_rome.csv+ ...

Dimensions

- 01_listings_rome.csv
 - Host Id
 - Id
 - Last Review
 - Name
 - Neighbourhood
 - Reviews Per Month
 - Room Type
- 02_hosts_names.csv
 - Host Id (02 Hcsts Nam...)
 - Host Name
 - Price ranges
 - Measure Names

Marks

Groups:

Add to:

Create Group [Neighbourhood]

Field Name: Neighbourhood (group)

Groups:
▶ I Centro Storico
▶ Not Centro Storico

Group Rename Ungroup Show Add Location

Include 'Other' Find >

Reset Apply Cancel OK

Room Type

- Entire home/apt
- Private room
- Shared room

10 20 30 40 50 60 70 80 90 100 110 120 130 140 150 160 170 180 190 200 210 220 230 240 250 260 270

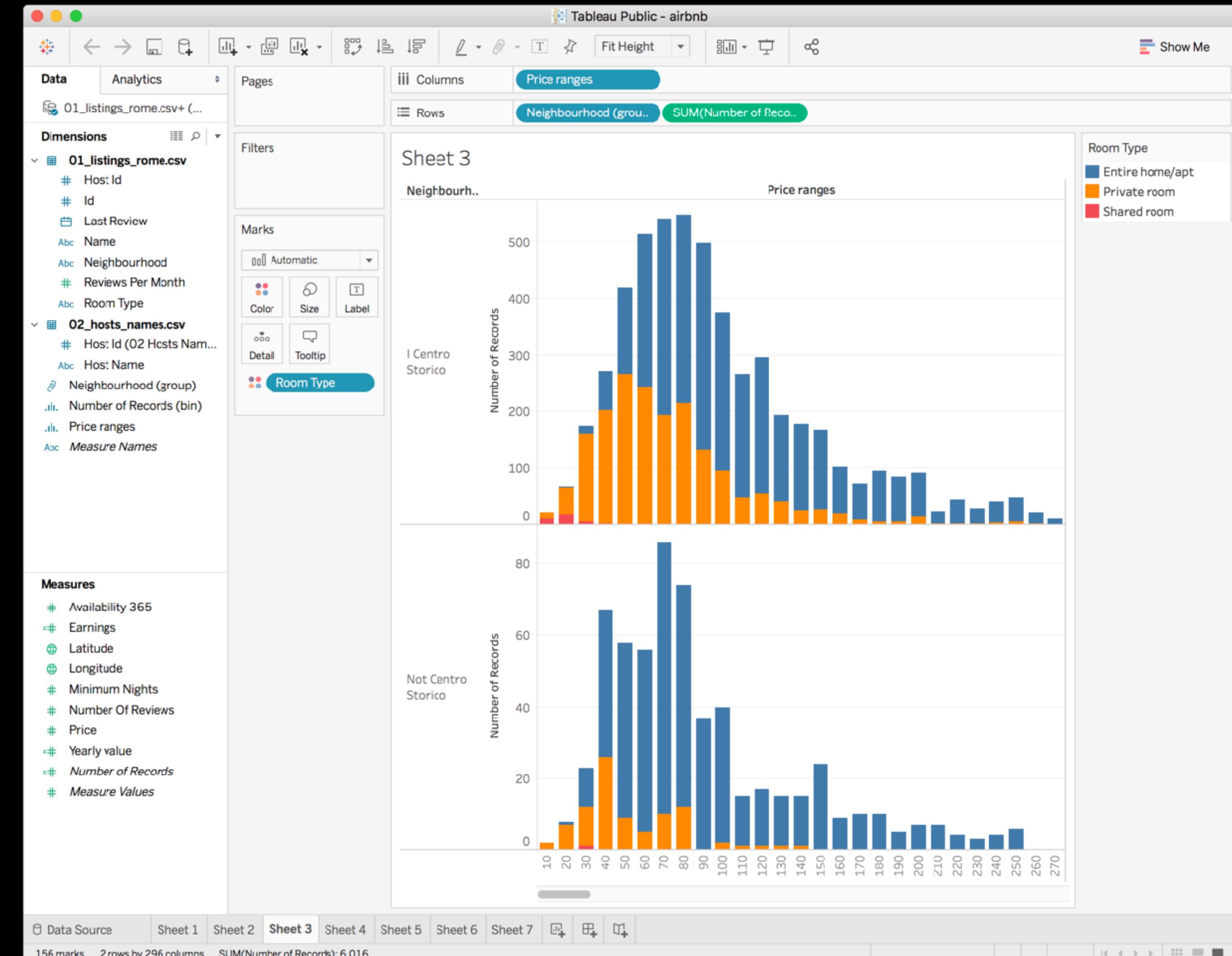
Data Source Sheet 1 Sheet 2 Sheet 3

305 marks 15 rows by 296 columns SUM(Number of Records): 6,016

The screenshot shows a 'Create Group' dialog box in Tableau. The 'Field Name' is set to 'Neighbourhood (group)'. Under 'Groups', there are two entries: 'I Centro Storico' and 'Not Centro Storico'. The 'Rename' button is highlighted with a red box. Other buttons include 'Group', 'Ungroup', 'Show Add Location', 'Include 'Other'', 'Find >', 'Reset', 'Apply', 'Cancel', and 'OK'. The background shows a dashboard with a bar chart and a legend for room types.

EXPLORING AIRBNB IN ROME

Let's explore the distribution of prices



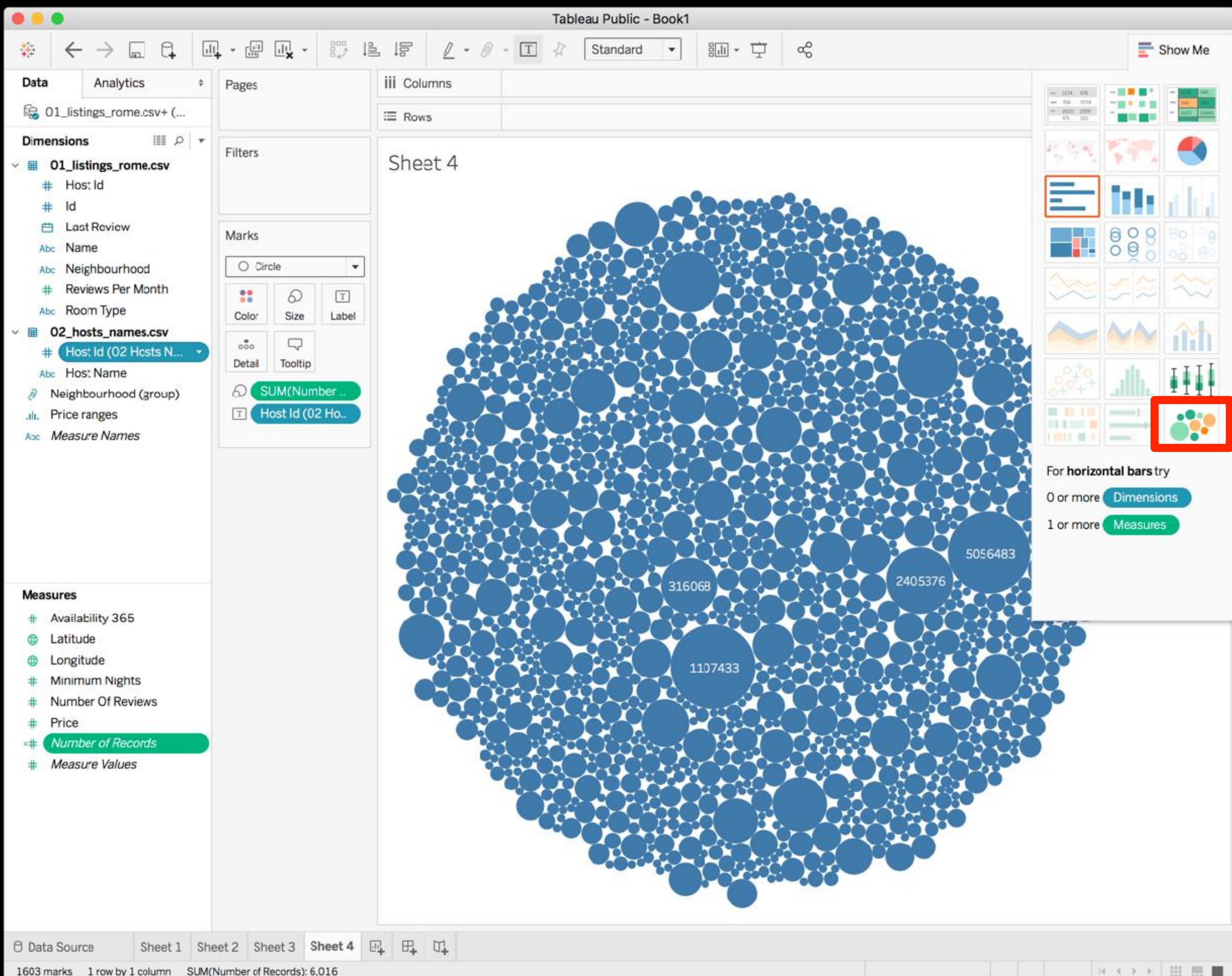
EXPLORING AIRBNB IN ROME

Let's explore the hosts

Create a new sheet.

Create a bubble chart using
“Host id” and “Number of
records as size”.

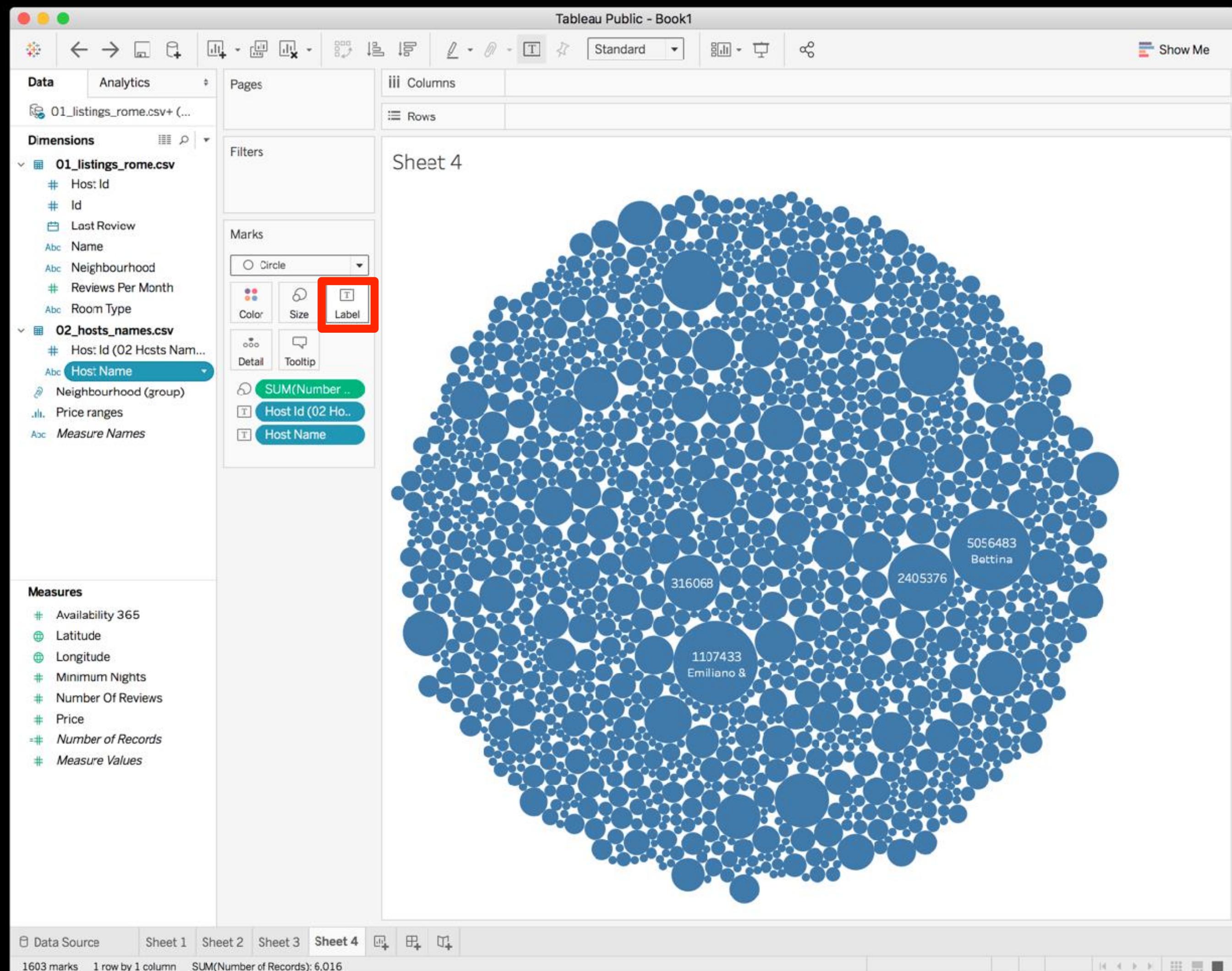
Each bubble is a Host and its size
are the number of listings
(records) they own.



EXPLORING AIRBNB IN ROME

Let's explore the hosts

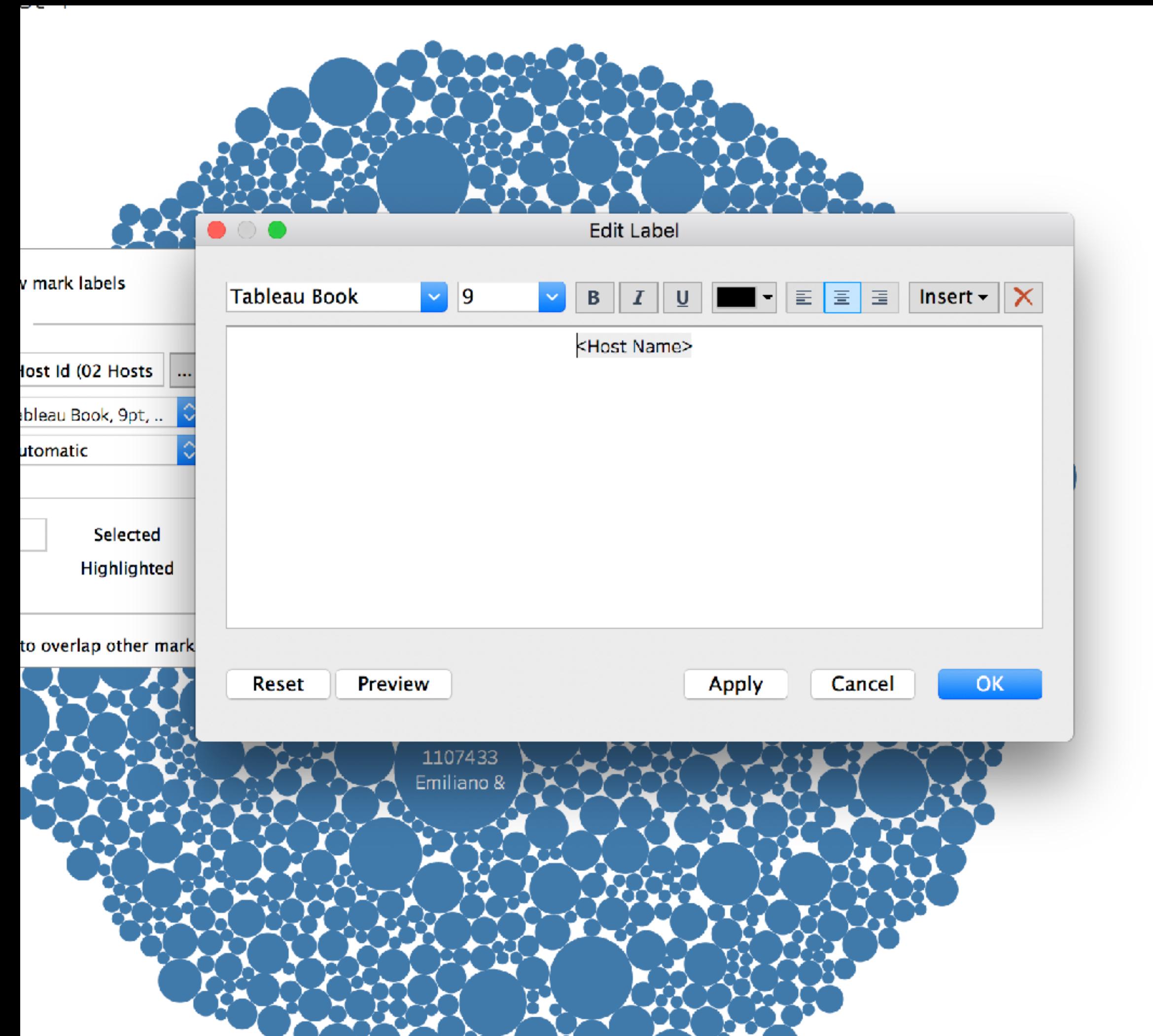
To see the name of the host drag
“Host name” over “Label”.



EXPLORING AIRBNB IN ROME

Let's explore the hosts

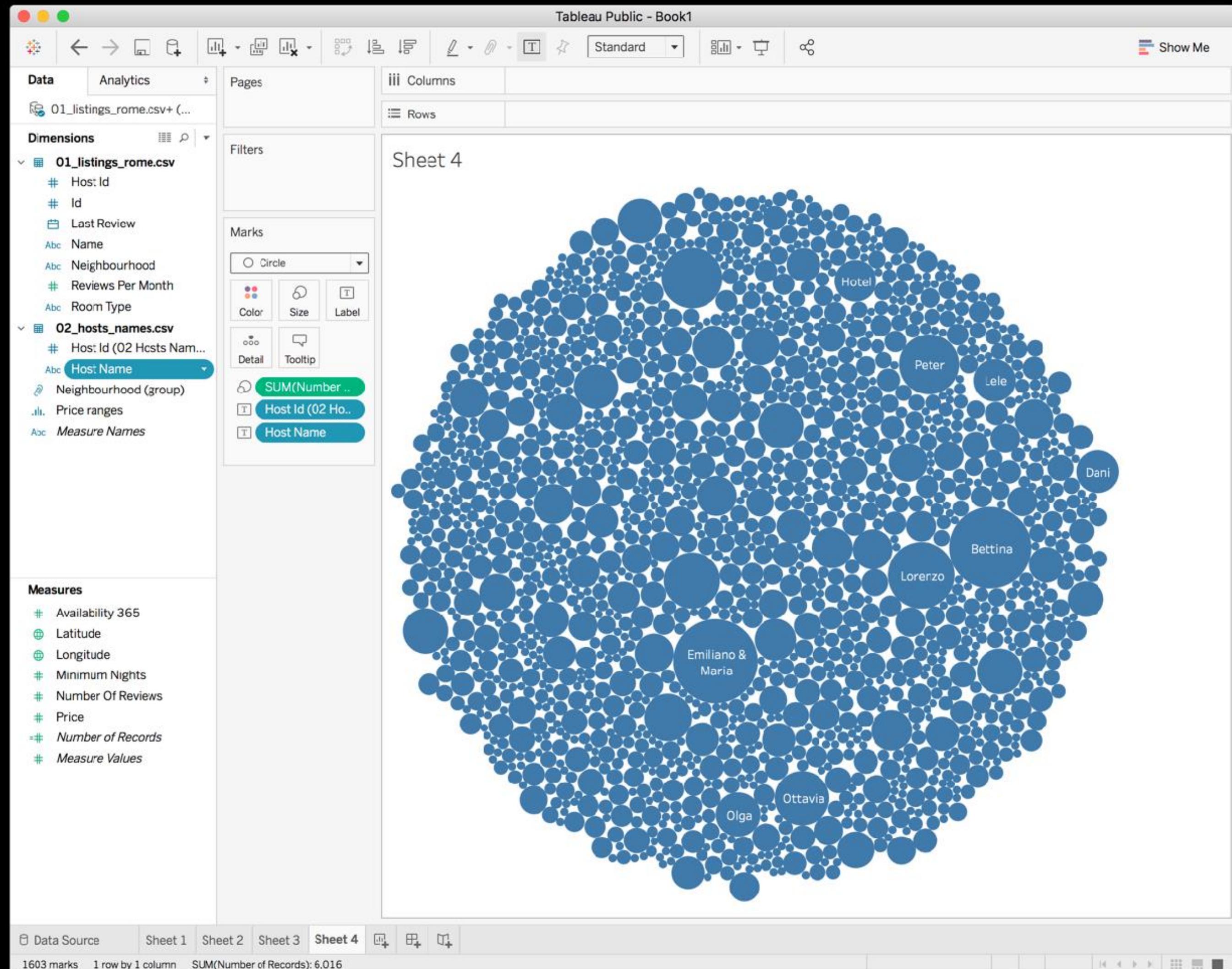
**Click on “Label” and click on...
next to text in order to customize
the text displayed in the label.**



EXPLORING AIRBNB IN ROME

Let's explore the hosts

Click on “Label” and click on ...
next to text in order to customize
the text displayed in the label.

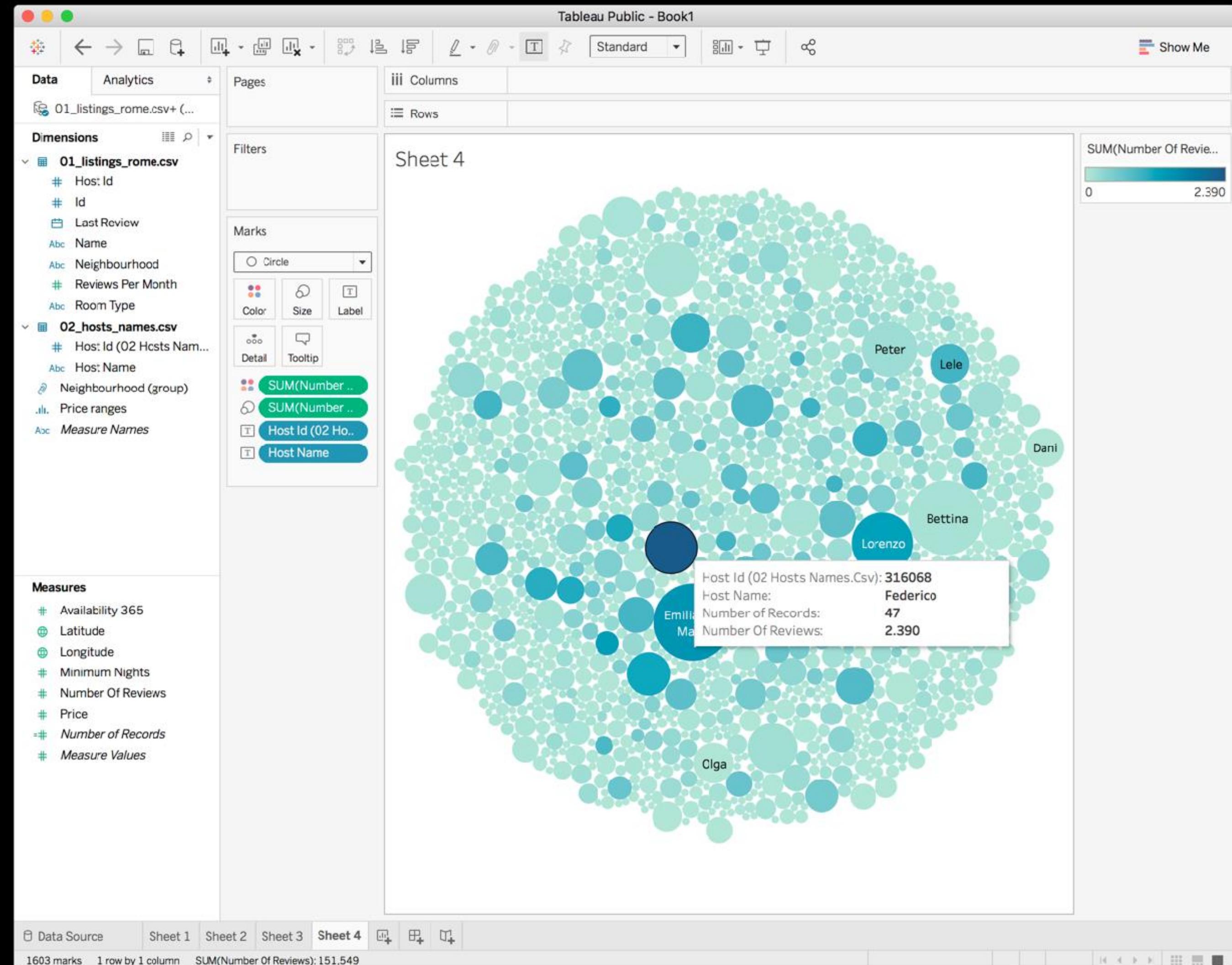


EXPLORING AIRBNB IN ROME

Let's explore the hosts

Now map “Number of Reviews” over “Color” to see how many reviews each host have received for their listings.

We can use “Number of Reviews” as a proxy to understand how many guests they have received in their apartments.

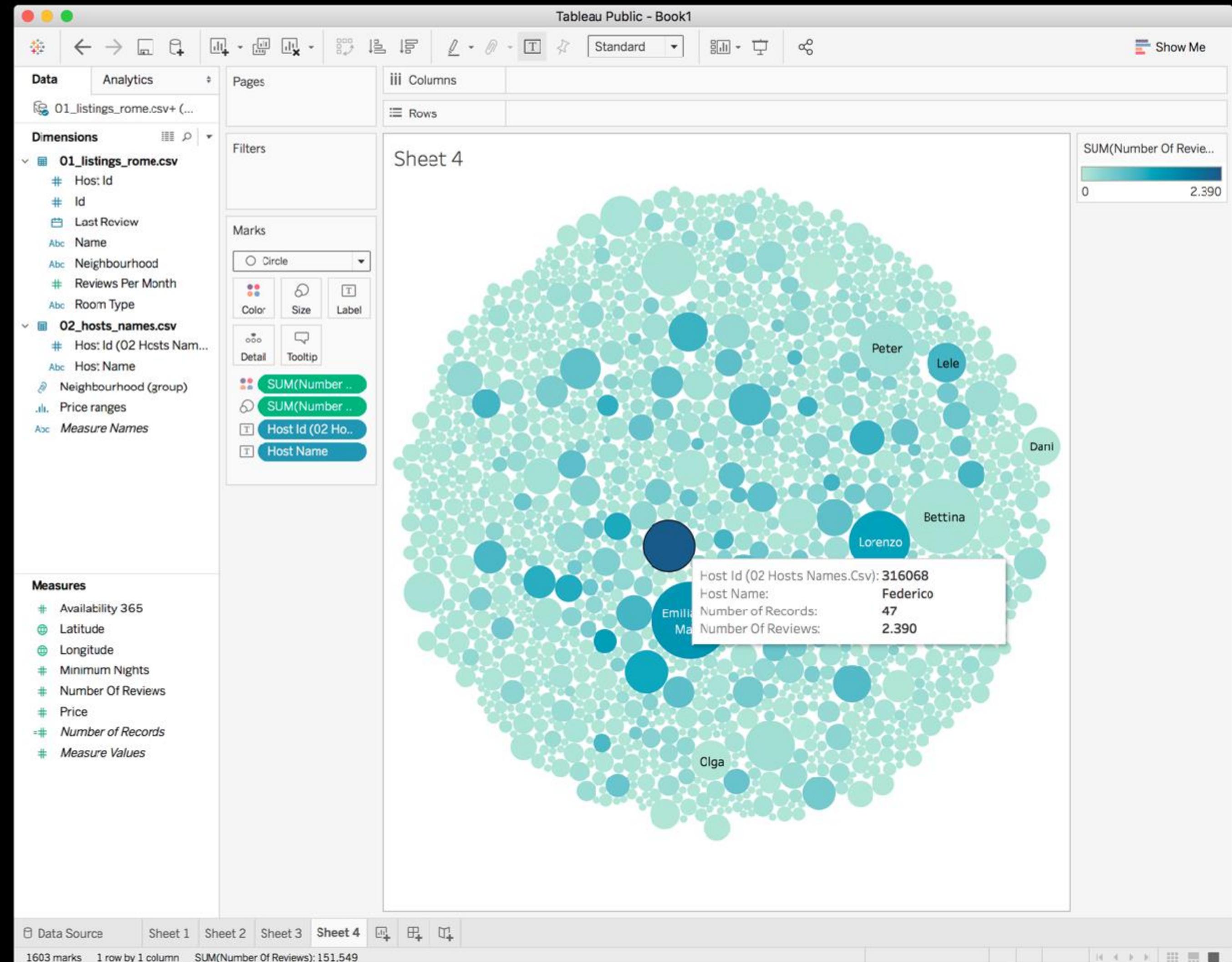


EXPLORING AIRBNB IN ROME

Let's explore the hosts

Now map “Number of Reviews” over “Color” to see how many reviews each host have received for their listings.

We can use “Number of Reviews” as a proxy to understand how many guests they have received in their apartments.



EXPLORING AIRBNB IN ROME

Let's explore the hosts

How much do they can possibly earn during a year with Airbnb?

How much have they earned so far (at least)?

To have this values we have to create 2 calculated fields.

To do so we have to go back to "Data Source".

Tableau Public - Book1

Filters 0 | Add

Connections Add

01_listings_rome
Text File

02_hosts_names
Text File

Files

Use Data Interpreter
Data Interpreter might be able to clean your Text File workbook.

01_listings_rome.csv
02_hosts_names.csv
New Union

Sort fields Data source order ▾

Show aliases Show hidden fields 1.000 → rows

# 01_listings_... Price	# 01_listings_rome.csv Minimum Nights	# 01_listings_rome.csv Number Of Reviews	# 01_listings_rome.csv Last Review	# 01_listings_rome.csv Reviews Per Month	# 01_listings_rome.csv Availability 365	# 02_hosts_names.csv Host Id (02 Hosts ...	Abc 02_hosts... Host N
55	1	0	null	null	358	106823995	106823995
160	1	0	null	null	364	31386169	A Casa
829	1	0	null	null	180	94568825	94568825
130	4	0	null	null	365	101222569	Adriani
200	3	0	null	null	365	6636449	Agost
101	1	0	null	null	364	10750679	Ahmed
99	3	0	null	null	58	1142276	Albert
210	3	0	null	null	296	21095791	Aldo M
2,000	1	0	null	null	363	98238175	Alessa
90	2	0	null	null	128	497486	Alessa
78	3	0	null	null	337	2319644	Alessa
320	2	0	null	null	143	4072738	Alessa
110	2	0	null	null	128	4072738	Alessa
179	2	0	null	null	185	4072738	Alessa
140	1	0	null	null	365	29441042	Alessa

Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4

EXPLORING AIRBNB IN ROME

Let's explore the hosts

Click on the dropdown of “Price” and click on “Create calculated field”.

The screenshot shows the Tableau Public interface with a single data source named "01_listings_rome.csv+ (Multiple Connections)". The data source contains two connections: "01_listings_rome" and "02_hosts_names". The "01_listings_rome" connection is selected. In the main workspace, there is a single sheet showing a table with columns: Price, #, #, #, Last Review, #, #, #, #, Host Id (02 Hosts...), and Host N. The "Price" column has a dropdown menu open, with the "Create Calculated Field..." option highlighted by a red box and a red arrow pointing to it from the left.

Price	#	#	#	Last Review	#	#	#	#	Host Id (02 Hosts...)	Host N
90	2			null				358	106823995	B0
78	3			null				364	31386169	A Casa
320	2			null				180	94568825	MA
110	2			null				365	101222569	Adriano
179	2			null				365	6636449	Agost
140	1			null				58	10750679	Ahmed
								296	21095791	Albert
								363	98238175	Alessa
								128	497486	Alessa
								337	2319644	Alessa
								143	4072738	Alessa
								128	4072738	Alessa
								185	4072738	Alessa
								365	29441042	Alessa

EXPLORING AIRBNB IN ROME

Let's explore the hosts

Let's calculate how much each listing can earn if it was rent for the maximum number of days available.

Multiply the dimension [price] per [Availability 365] and call the calculation "Yearly value" and click on "Ok".

The screenshot shows a data analysis interface with a modal dialog and a main data grid.

Modal Dialog:

- Input Field:** Yearly value
- Calculation Expression:** [Price]*[Availability 365]
- Status:** The calculation is valid.
- Buttons:** Apply (white) and OK (green).

Main Data Grid:

#	01_listings...	Price	55	160	829	130	200	3	0	null	null
101				1					0	null	null
99					3				0	null	null
210						3			0	null	null
2,000							1		0	null	null

EXPLORING AIRBNB IN ROME

Let's explore the hosts

Let's calculate how much each listing have earned at least multiplying [price] per the [minimum nights] and the [number of reviews].

Let's call this calculation "Earnings".

The screenshot shows a data analysis interface with a modal dialog box titled "Earnings". The dialog contains the formula $[Price]*[Minimum Nights]*[Number Of Reviews]$. Below the formula, there is a preview of a table with columns: #, 01_listings_..., and Price. The data rows show values like 55, 160, 829, and 130. At the bottom of the dialog, a message says "The calculation is valid." with "Apply" and "OK" buttons. The background shows a larger table with columns: #, 01_listings_..., Price, Minimum Nights, Number of Reviews, and Reviews Per Month. Most values in these columns are listed as "null".

#	01_listings_...	Price	Minimum Nights	Number of Reviews	Reviews Per Month
55					null
160					null
829					null
130					null
200		73,000	3	0	null
101		36,764	1	0	null
99		5,742	3	0	null
210		62,160	3	0	null
2,000		726,000	1	0	null
90		11,520	2	0	null
78		26,286	2	0	null

* we don't know for how many years the listings have been on Airbnb and if the dimensions have changed.

EXPLORING AIRBNB IN ROME

Let's explore the hosts

The new calculated fields will appear in the table.

Tableau Public - Book1

Connections Add

01_listings_rome
Text File

02_hosts_names
Text File

Files

Use Data Interpreter
Data Interpreter might be able to clean your Text File workbook.

01_listings_rome.csv
02_hosts_names.csv
New Union

Sort fields Modified

Show aliases Show hidden fields 1.000 rows

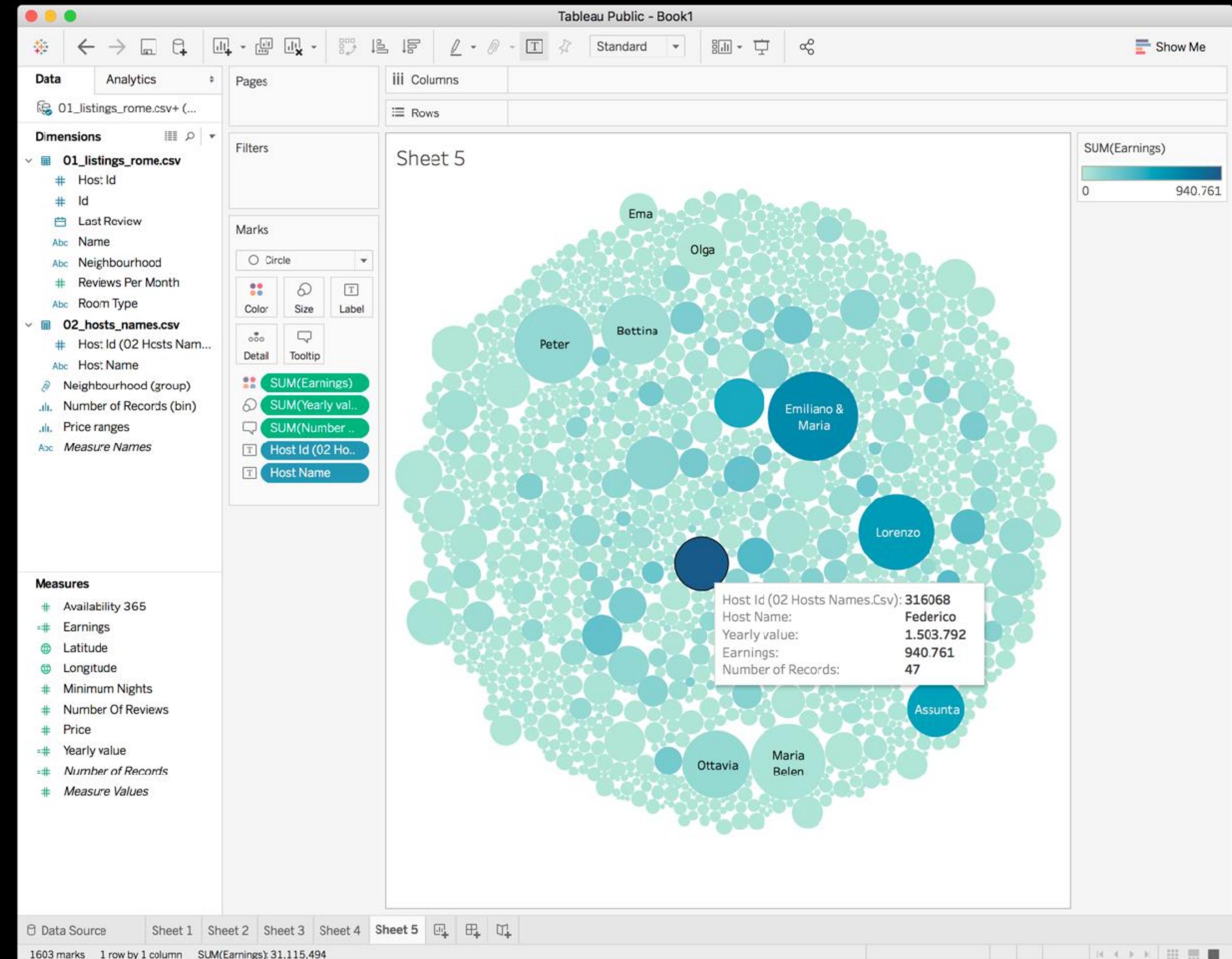
#	01_listings_rome.csv	=#	Calculation	=#	Calculation	#	01_listings_rome.csv	#	01_listings_rome.csv	#	01_listings_rome.csv	#	01_listings_rome.csv	#	01_listings_rome.csv
Price	Earnings	Yearly value	Minimum Nights	Number Of Reviews	Last Review	Reviews Per Month	Availability 365								
33	0	15,650	1	0	null	null	3								
160	0	58,240	1	0	null	null	3								
829	0	149,220	1	0	null	null	1								
130	0	47,450	4	0	null	null	3								
200	0	73,000	3	0	null	null	3								
101	0	36,764	1	0	null	null	3								
99	0	5,742	3	0	null	null	1								
210	0	62,160	3	0	null	null	2								
2,000	0	726,000	1	0	null	null	3								
90	0	11,520	2	0	null	null	1								
78	0	26,286	3	0	null	null	3								
320	0	45,760	2	0	null	null	1								
110	0	14,080	2	0	null	null	1								
179	0	33,115	2	0	null	null	1								
140	0	51,100	1	0	null	null	3								

Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4

EXPLORING AIRBNB IN ROME

Let's explore the hosts

Duplicate the previous visualization and let's use the new calculated fields for color and size.



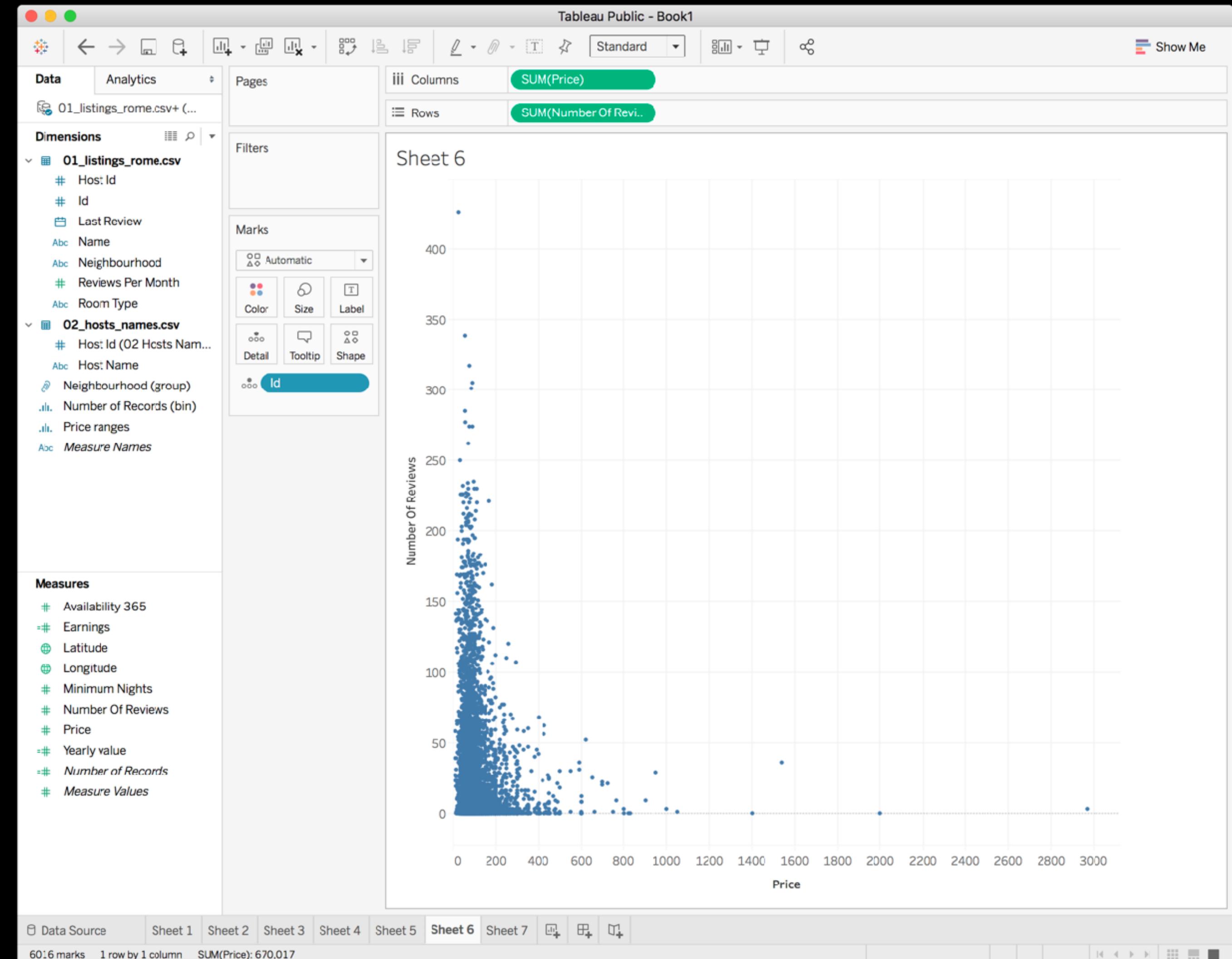
EXPLORING AIRBNB IN ROME

Let's find correlations between the dimensions

Create a new sheet.

Let's use a scatter plot to find correlations between different dimensions of the dataset.

In this case i compare "price" and "number of reviews" to see which apartments are more expensive and more popular.

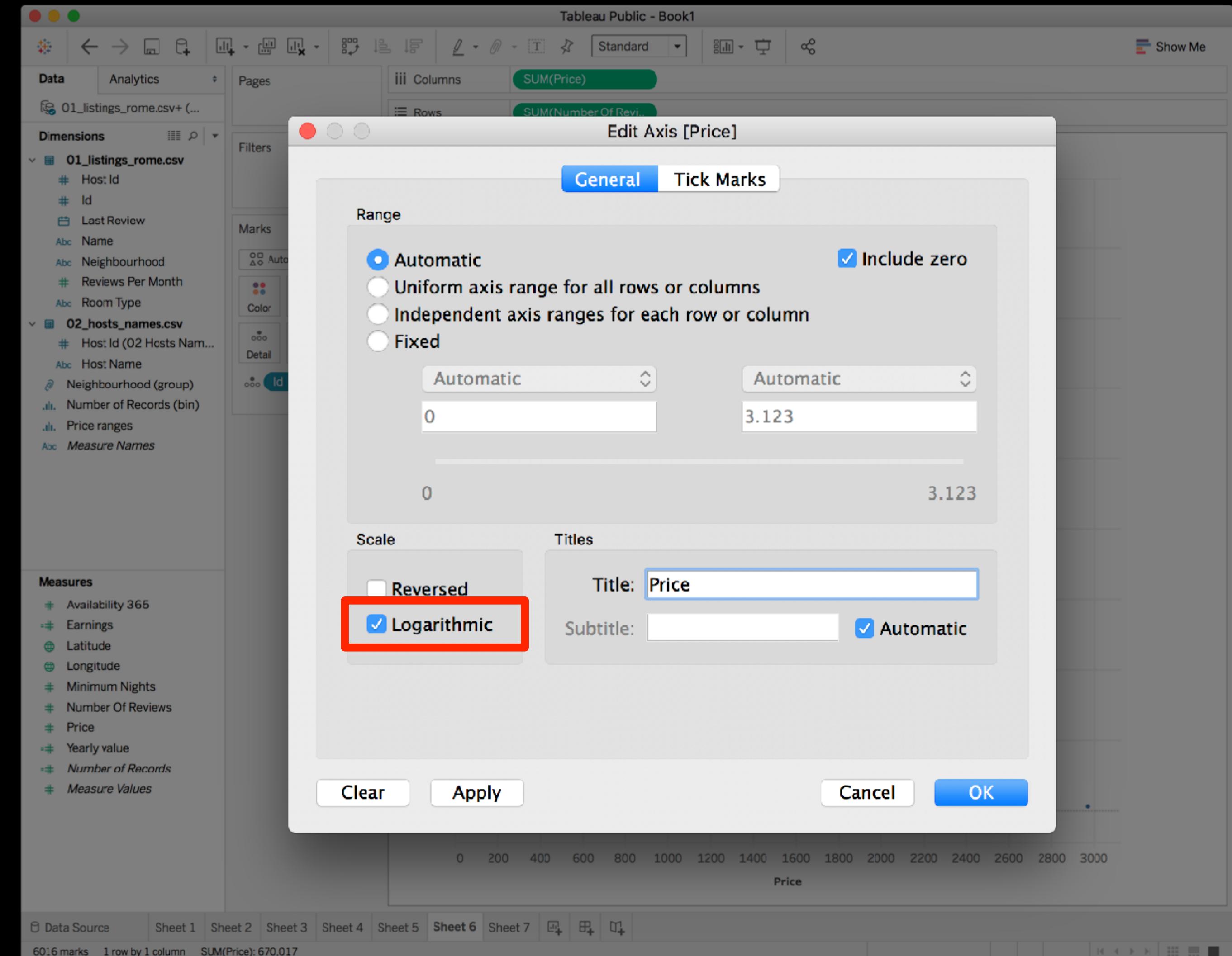


EXPLORING AIRBNB IN ROME

Let's find correlations between the dimensions

We can use filters to remove outliers or we can use a logarithmic scale to better see the areas of the scatter plot close to the beginning of the axis.

Click on the axis name and change scale to "Logarithmic".

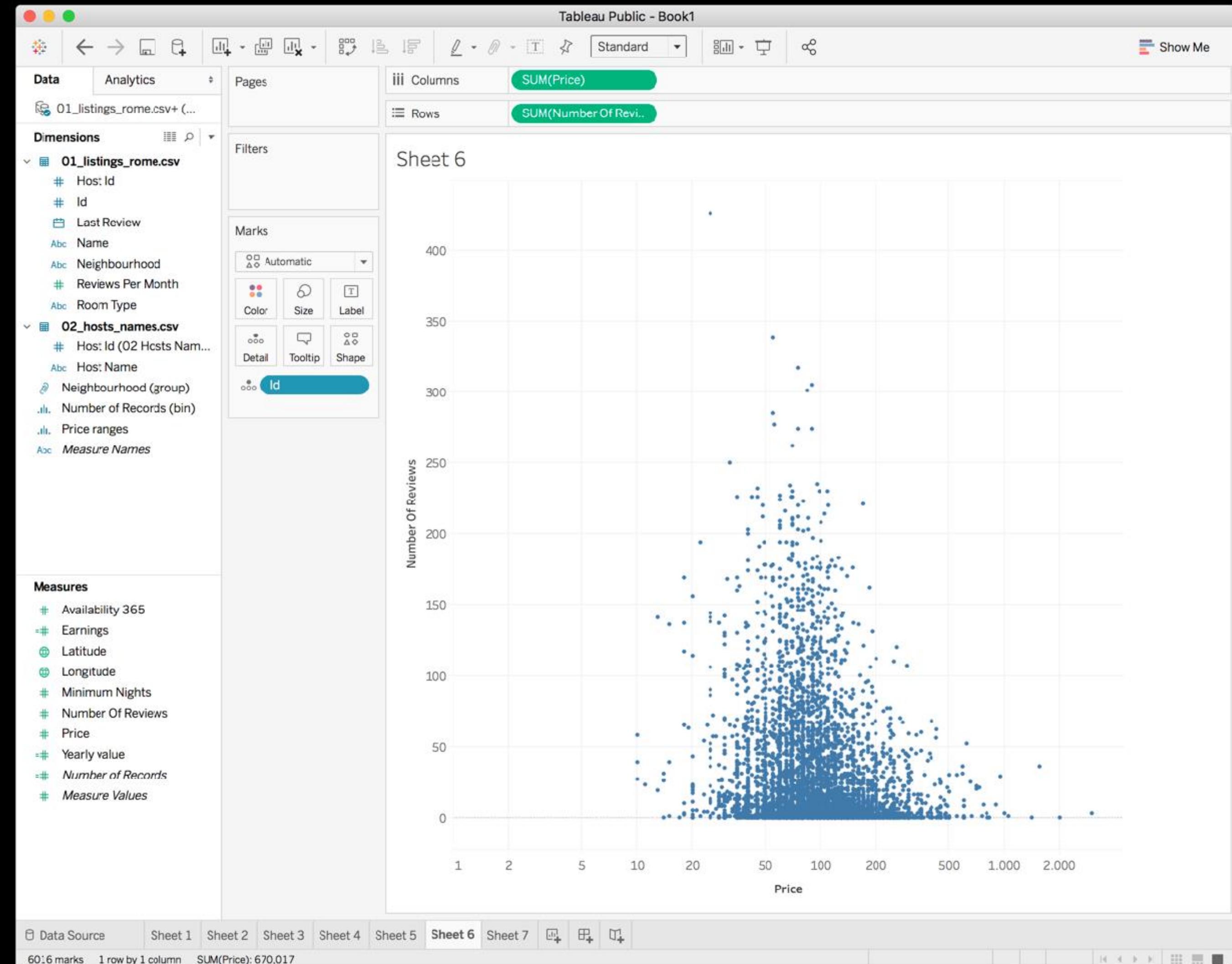


EXPLORING AIRBNB IN ROME

Let's find correlations between the dimensions

We can use filters to remove outliers or we can use a logarithmic scale to better see the areas of the scatter plot close to the beginning of the axis.

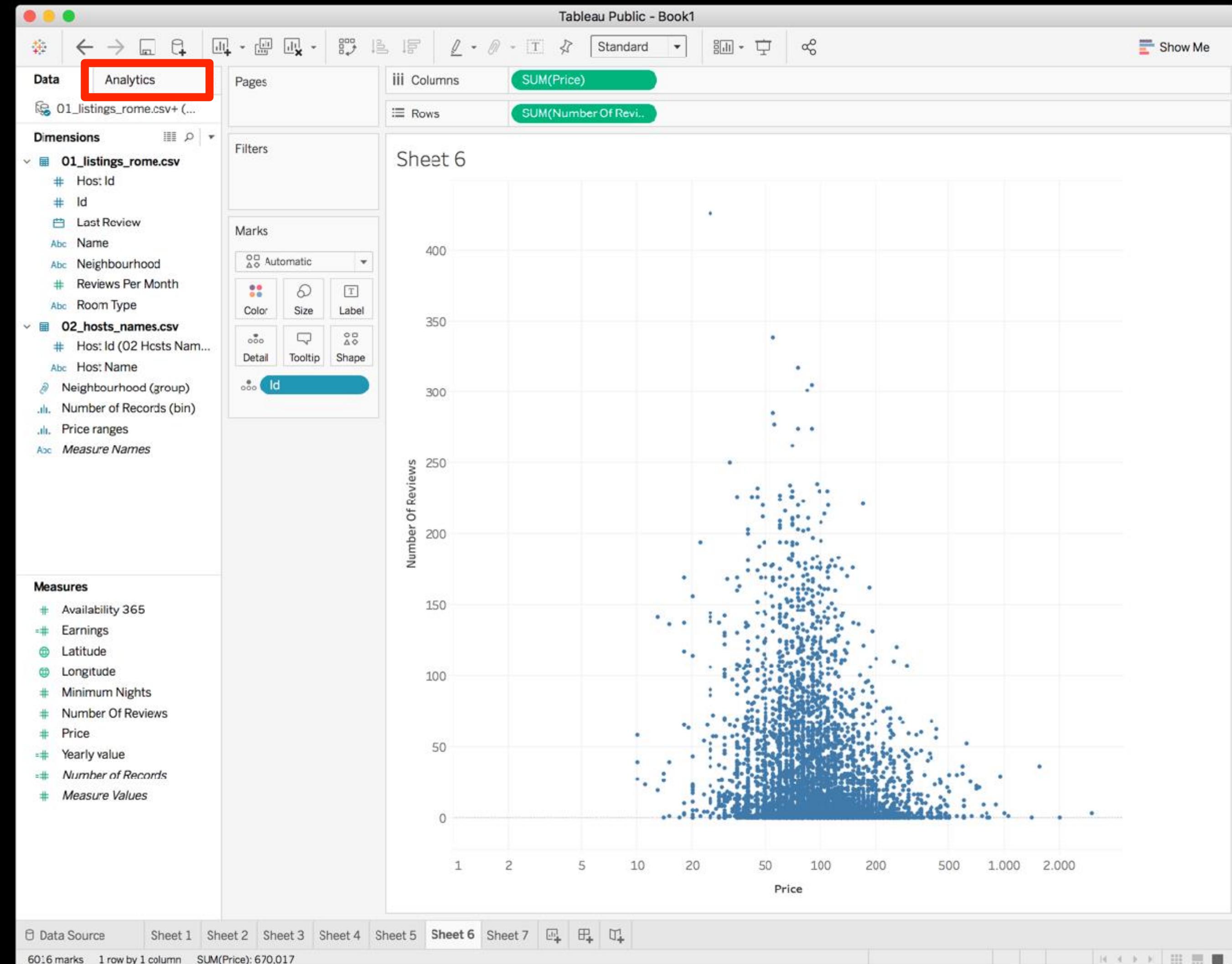
Click on the axis name and change scale to "Logarithmic".



EXPLORING AIRBNB IN ROME

Let's find correlations
between the dimensions

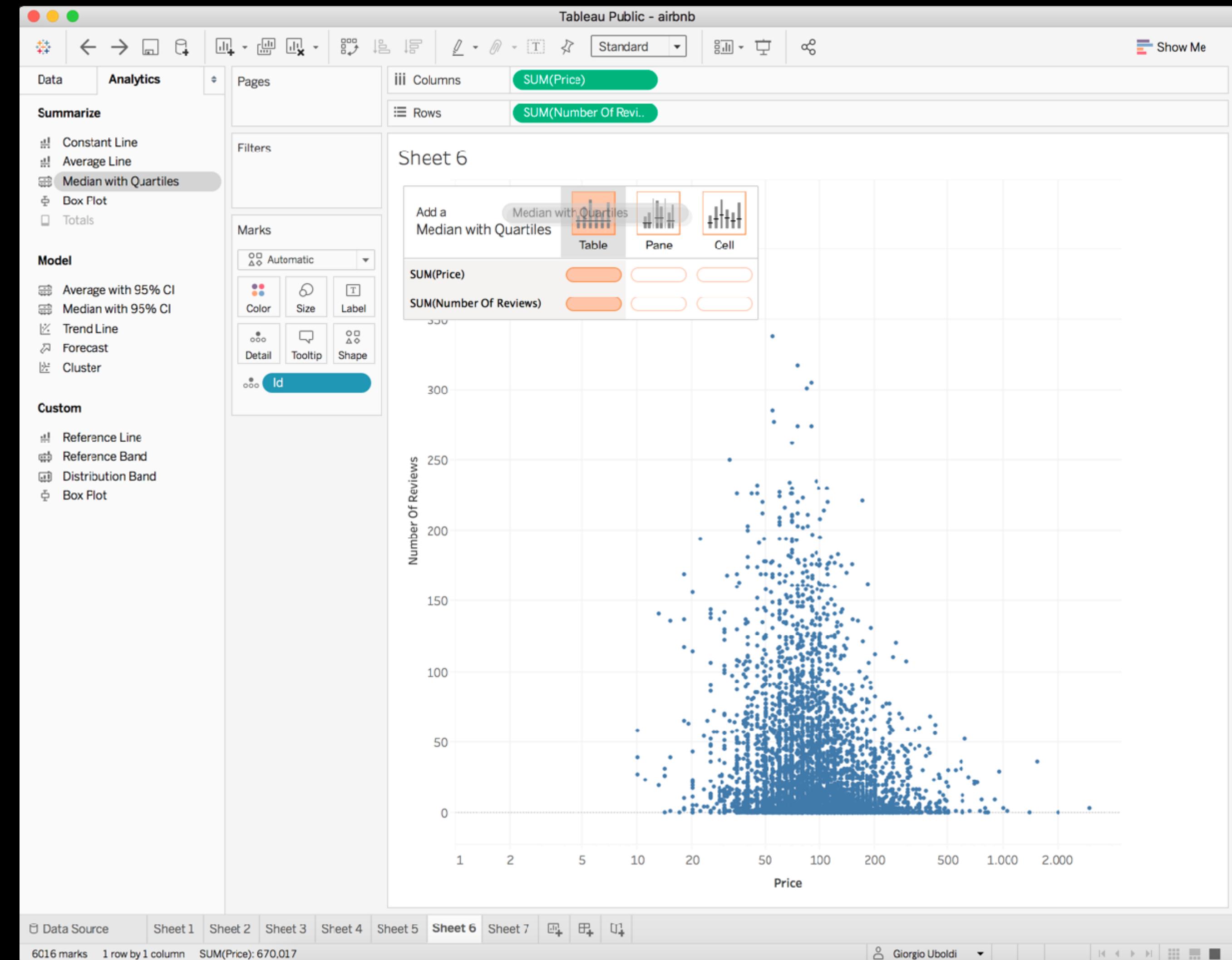
Click on Analytics on the right.



EXPLORING AIRBNB IN ROME

Let's find correlations
between the dimensions

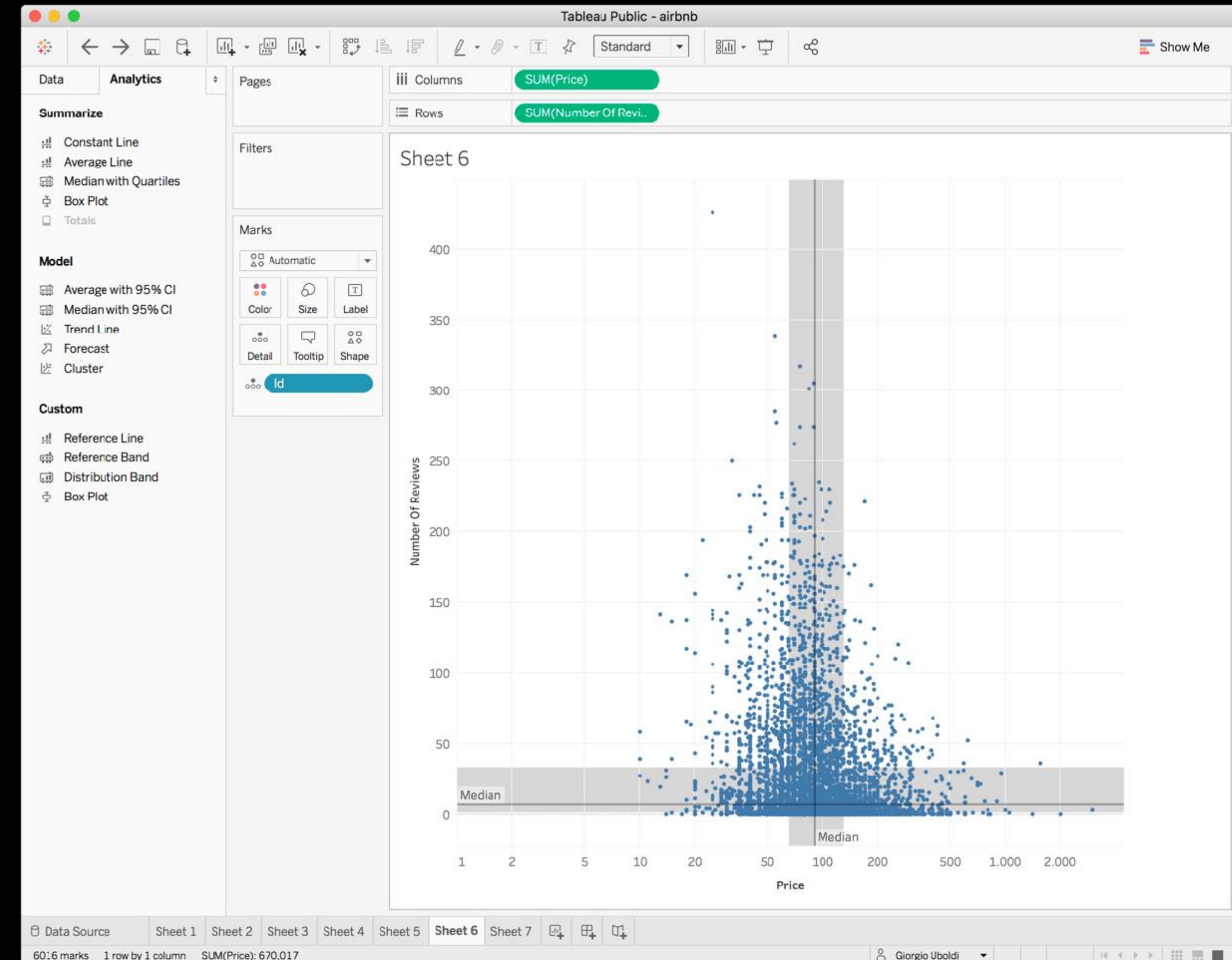
Drag "median with quartile"
inside the canvas selecting
"Table".



EXPLORING AIRBNB IN ROME

Let's find correlations
between the dimensions

Drag "median with quartile"
inside the canvas selecting
"Table".



EXERCISE

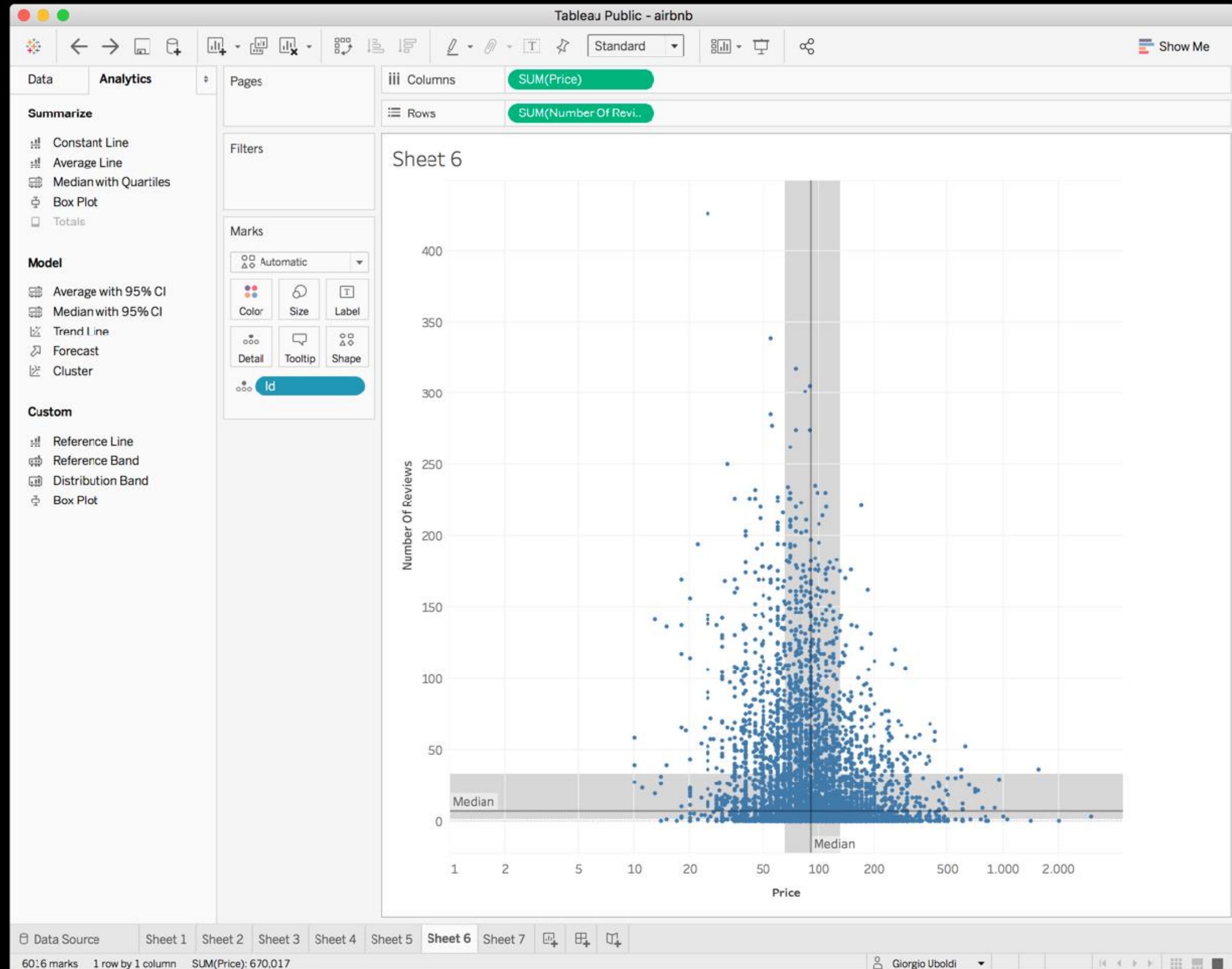
Explore the dataset

Try to look for correlations and trends between the different dimensions of the dataset.

Explore both listings and hosts.

Use filters to see just a portion of the data that interest you.

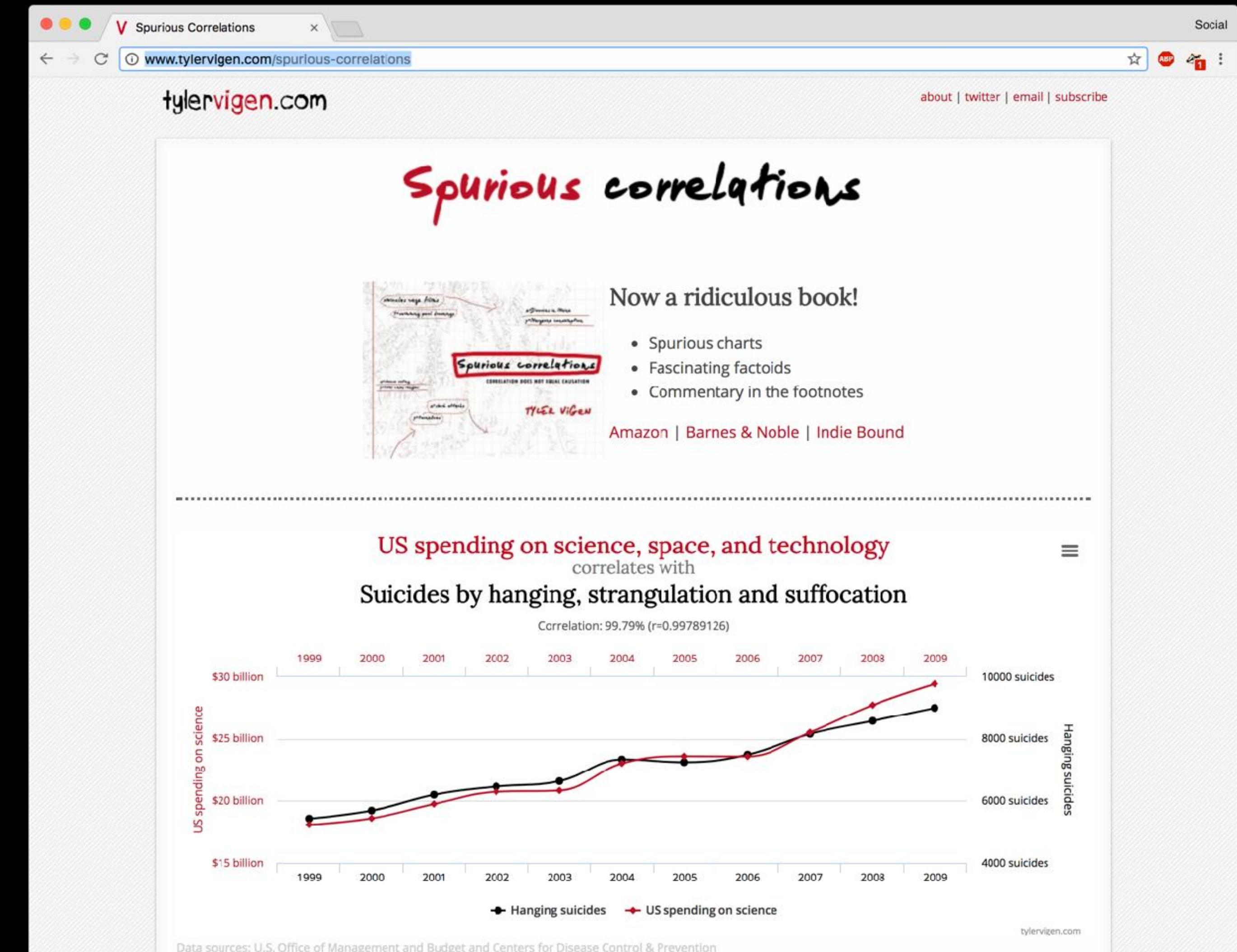
Create a new sheet for each visualization.



EXERCISE

Explore the dataset

Pay attention to “Spurious correlations” aka “mathematical relationship in which two or more events or variables are not causally related to each other”.



<http://www.tylervigen.com/spurious-correlations>

EXERCISE

Explore other cities

Go on <http://insideairbnb.com/get-the-data.html> and download other listings.csv data of other cities.

You can also compare two cities! Download the listings for two cities, open them in spreadsheet, add a column “city” for both and write the name of the city and then combine them in one csv. You can then use “city” as category.

Get the Data - Inside Airbnb. A × Giorgio

Inside Airbnb Adding data to the debate About Behind Get the Data Like 3.1K Share Tweet

Get the Data

The data behind the Inside Airbnb site is sourced from publicly available information from the Airbnb site.

The data has been analyzed, cleansed and aggregated where appropriate to facilitate public discussion. Read more [disclaimers here](#).

 If you would like to do further analysis or produce alternate visualisations of the data, it is available below under a [Creative Commons CC0 1.0 Universal \(CC0 1.0\) "Public Domain Dedication"](#) license.

Amsterdam, North Holland, The Netherlands

See [Amsterdam data visually here](#).

Date Compiled	City	File Name	Description
02 April, 2017	Amsterdam	listings.csv.gz	Detailed Listings data for Amsterdam
02 April, 2017	Amsterdam	calendar.csv.gz	Detailed Calendar Data for listings in Amsterdam
02 April, 2017	Amsterdam	reviews.csv.gz	Detailed Review Data for listings in Amsterdam
02 April, 2017	Amsterdam	listings.csv	Summary information and metrics for listings in Amsterdam (good for visualisations).
02 April, 2017	Amsterdam	reviews.csv	Summary Review data and Listing ID (to facilitate time based analytics and visualisations linked to listings).

IF YOU ARE LOST

Follow the online tutorials here:

<https://public.tableau.com/en-us/s/resources>

Look for help here

<https://www.tableau.com/support/help>

<https://community.tableau.com/welcome> and

Google!