ANALYSING AIRBNB IN NEW YORK

dashboard built with Tableau

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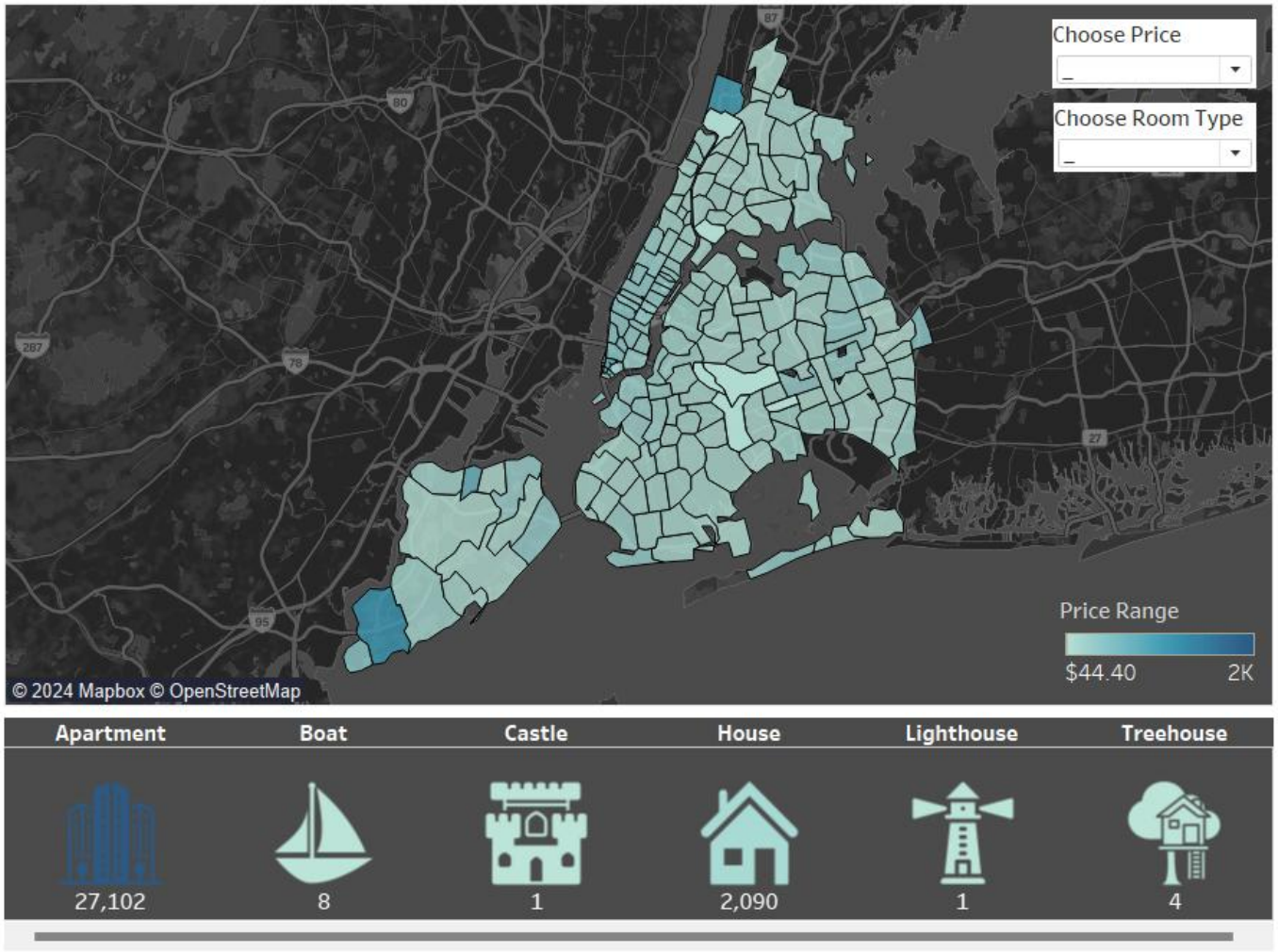
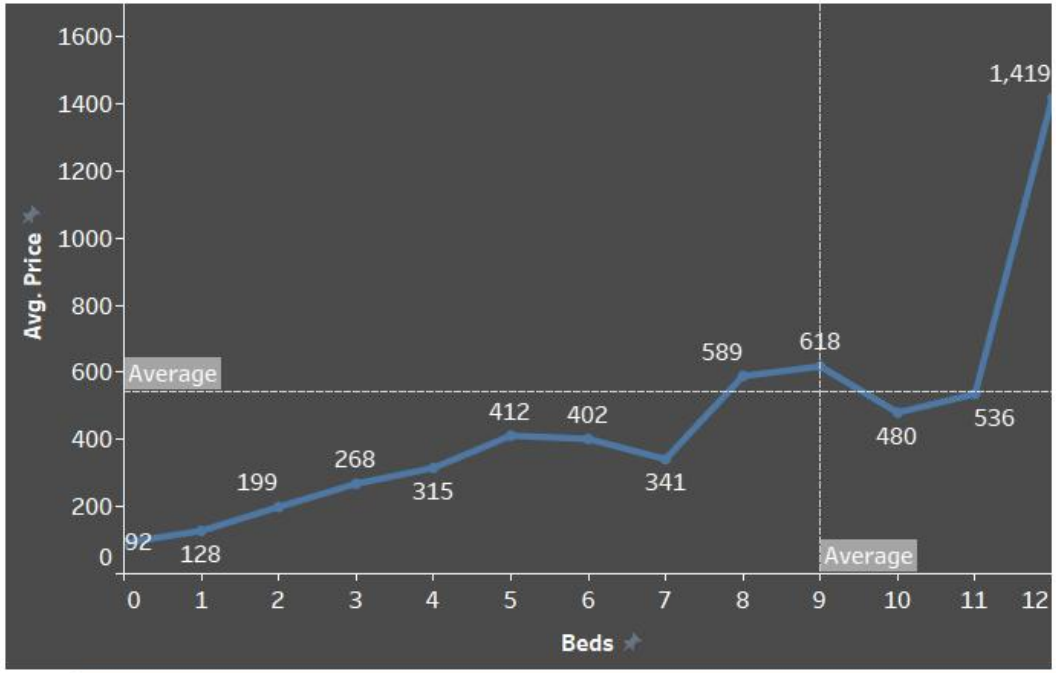
Lighthouse Labs Data Analytics Bootcamp

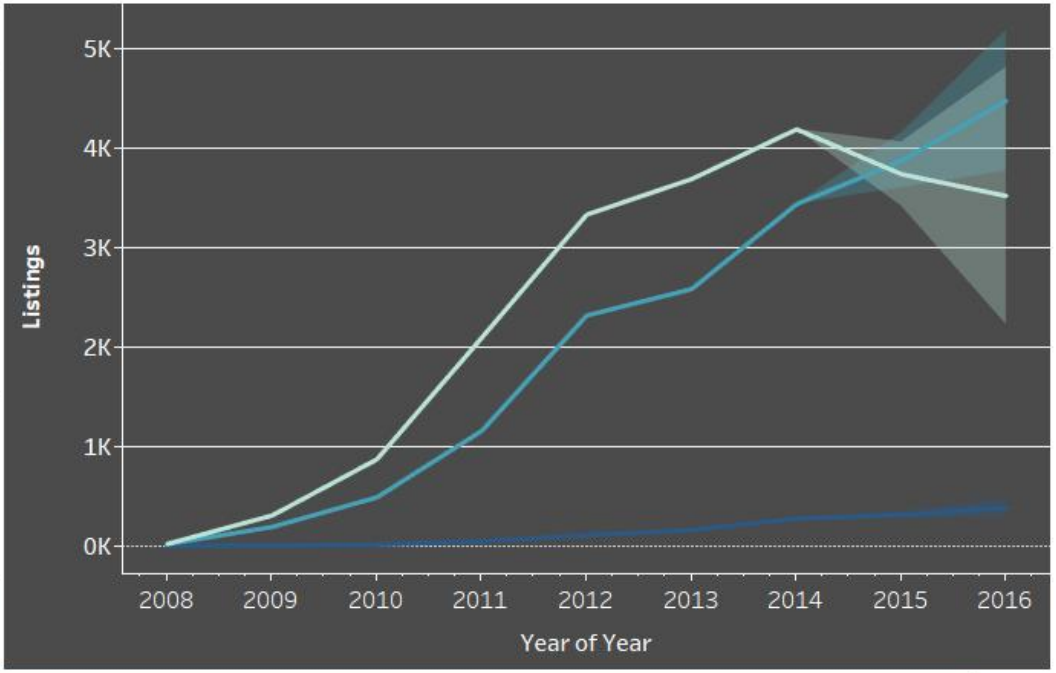
PROJECT FLOW

- Data Transformation
- Loading data to Tableau
- Choosing features for visualizations based on available data
- Creating:
  - interactive map
  - correlation charts
  - distribution of property types across neighborhoods
- Answering questions

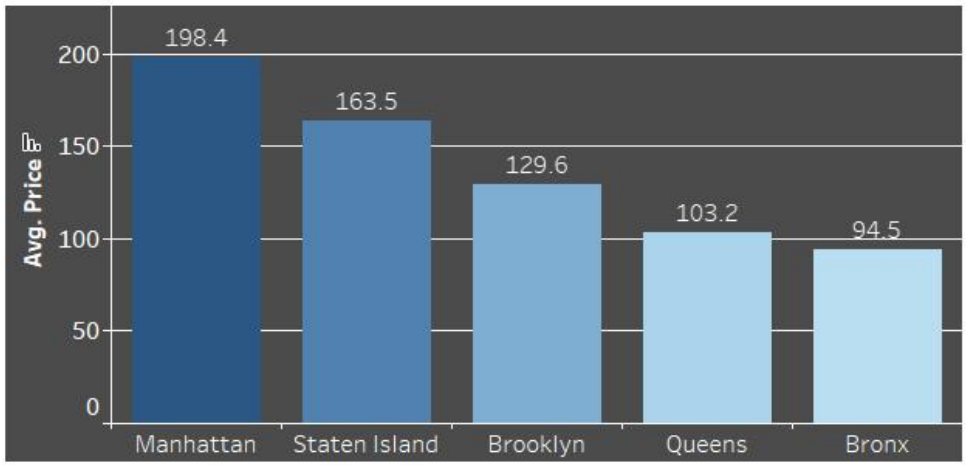


RESULTS


Avg. Price
1600
1400
1200
1000
800
600
400
200
0
Average
92
128
199
268
315
412
402
341
589
618
480
536
1,419
Average
0
1
2
3
4
5
6
7
8
9
10
11
12
Beds


Listings
5K
4K
3K
2K
1K
0K
2008
2009
2010
2011
2012
2013
2014
2015
2016
Year of Year

Business Insights



Property Type	
Boat	18.25
House	14.91
Apartment	11.73
Treehouse	10.00
Townhouse	4.34
Lighthouse	4.00
Castle	2.00

Price range

average prices per zip code, 2008-2015

Popular Neighbourhoods & Properties

occupancy rate based on number of reviews

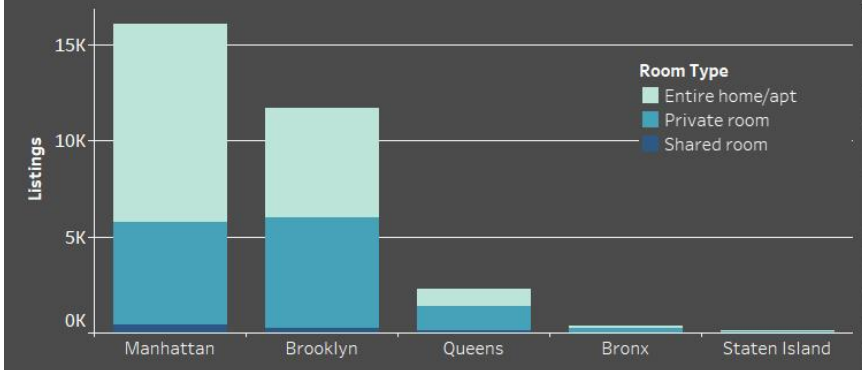
CHALLENGES

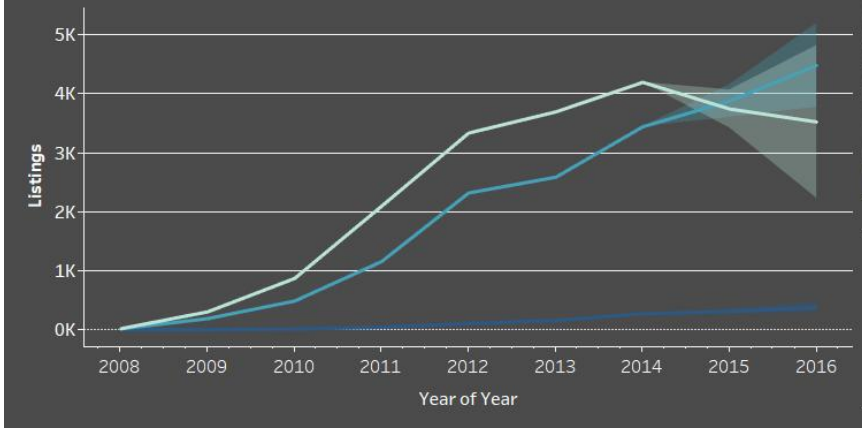
- Tableau functionality and limits (custom icons; geo issue: is Manhattan a neighbourhood, a borough, a county, or a city?)
- inconsistencies in data (missing values, incorrect zip codes, no date for actual listing bookings, seasonality)
- limited Story features in Tableau (editing slides beforehand, "containers" limiting flexibility)

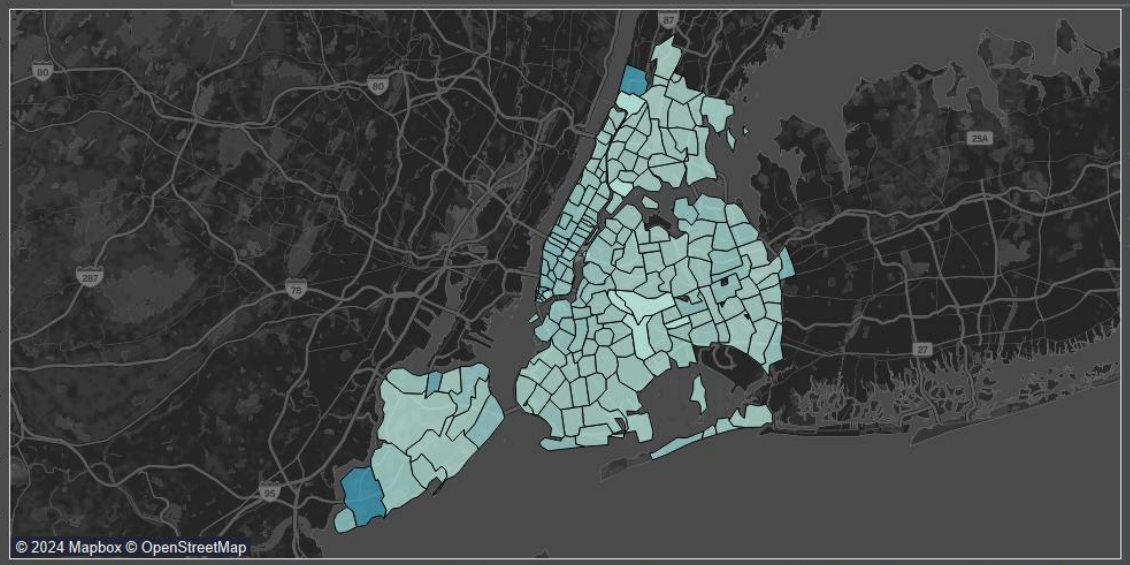
Link to Github repo:
github.com/ankamercier/Mapping-Airbnb

Don't forget to check the dashboard on next slide!

Airbnb Listings in New York City







Apartment	Boat	Castle	House	Lighthouse	Treehouse
27,102	8	1	2,090	1	4

Price Range
$44.40 2K

Price Range Parame..

Room Type Paramet..