

Airbnb Market Analysis Visualization Using Tableau

Overview

This project entails an in-depth analysis and visualization of Airbnb market data using Tableau. It focuses on key comparisons and insights derived from various visualizations representing price distribution, average price per bedroom, bedroom listing counts, and revenue trends over time.

Tools and Technologies Used

- **Tableau:** Primary tool for data visualization and analysis.
- **Excel:** Used for data preparation, cleaning, and structuring.
- **Airbnb Market Dataset:** Includes comprehensive data on property listings, prices, bedroom counts, and revenue figures.

Visualizations

1. Price Distribution by Zip Code

- Map graphic displaying price distribution across different zip codes.

2. Average Price per Bedroom

- Bar graph showcasing average prices categorized by the number of bedrooms.

3. Bedroom Listing Counts

- Table graph presenting distinct counts of bedroom listings for comparative analysis of prices based on bedroom count.

4. Revenue Trends Over Years

- Linear graph illustrating revenue trends and patterns over the years.

Use Case and Scenarios

This dataset and visualizations can be highly beneficial:

- **Real Estate Investors:** Evaluate property investment opportunities by understanding pricing trends and demand in specific areas based on bedroom counts.
- **Tourism Boards and Planners:** Gain insights into Airbnb market trends to assess tourism impact and accommodation preferences.
- **Business Analysts:** Analyze revenue trends to make informed decisions regarding market strategies and future investments.

Scenario

Real estate investment firm looking to diversify its property portfolio. By leveraging the insights from this analysis, they can identify lucrative areas with high demand based on bedroom preferences. This assists them in making data-driven investment decisions, optimizing their portfolio for higher returns.

Due to size constraints on GitHub, the raw data file exceeds the upload limit. For access to the complete dataset, please find the file available for download with following link:
<https://www.kaggle.com/datasets/alexanderfreberg/airbnb-listings-2016-dataset>