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DISCUSSION POST

1. Research Question:

*Which Airbnb properties in and around Boston are popular and to identify patterns on why it is popular?*

The goal of this research is to analyse the **characteristics and popularity** of Airbnb properties in Boston and to identify attributes that contribute to their success and desirability. Pattern identification would be helping Airbnb hosts to better their properties for success.

Travelers would be able to decide on a property based on safety, affordability, and location. Unlike traditional hotels, Airbnb properties are different in quality, amenities, and pricing. This can make it difficult for customers to decide on a property. Providing Visualized information to the customers would allow them to make more informed decisions.

1. The Audience:

This research is intended for a general audience, including travelers, researchers, and anyone interested in the sharing economy and alternative accommodations.

Travelers would be interested in this information to identify affordable and desirable Airbnb spots which are safe and have facilities. This information can be used by researchers to identify trends and patterns in the market and to provide insights to make Airbnb properties a success. Competitors could use this information to understand the competition and identify opportunities for growth. They could use the visualization to identify shortcomings and work on a solution.

Data:

Data is secured from a website link: <http://insideairbnb.com/get-the-data/>. The dataset used for the visualization is “listing.csv” which has 18 attributes with 3703 records.

Data Cleaning is done in Tableau Prep Builder (Only used for renaming the columns, removing duplicate records, removal of an empty column, and adding a calculated field).

1. Description of visualization:

The visualization was created in this way to help understand the factors that contribute to the popularity of Airbnb properties in Boston. As a data novice, it can be overwhelming to interpret large data sets, and visualizations help to represent this information in a more digestible format.

The bar graph shows the availability of Airbnb properties in Boston over a year, which can help identify the periods of high demand for these properties. This can help the viewer to identify when it is best to book a property and what to expect in terms of pricing during different periods of the year.

The scatter plot shows the relationship between the price of Airbnb properties and their popularity, which can help the viewer understand if there is a correlation between price and demand. This helps the viewer to make informed decisions about pricing and competition in the market.

Overall, the chosen visualizations help to present the data in a clear and understandable way for a data novice, enabling them to make informed decisions about Airbnb properties in Boston.

4.Embedded visualization:

<https://public.tableau.com/app/profile/nikhil.s.jacob/viz/Airbnb_boston_2/Dashboard4?publish=yes>

<https://public.tableau.com/app/profile/nikhil.s.jacob/viz/Airbnb_boston_16824771243420/Dashboard3?publish=yes>

1. Explanation for data and design decision you made

The visualization created aims to analyse the popularity of Airbnb properties in Boston and understand the factors that contribute to it.

The bar graph shows the popularity of Airbnb properties by availability in a year, helping to identify the demand for properties during certain periods.

The heat map shows the proximity of Airbnb properties to popular tourist spots and public facilities, which helps to identify if the location is a contributing factor to the popularity of the properties.

The donut chart depicts the percentage of licensed and unlicensed Airbnb properties in Boston, providing insights into the legality of the properties.

Finally, the scatter plot shows the relationship between the price of Airbnb properties and their popularity, helping to identify if the price is a factor in the popularity of the properties. The chosen design and data visualization techniques help to present the data in an easily digestible and understandable format, even for data novices.

1. Next Steps

Data with relation to factors like host behaviour, facilities provided by Airbnb properties, Weather conditions, Crime rates, and more factors would be taken into consideration and data for the present factors would be visualization better to get a proper understanding of the data.

The lack of interactivity and design in my visualization was seen and improvement on visualization would be made on these fronts for future work.