

Blog Link:

<https://sf-airbnb-housing-trends.blogspot.com/2021/02/airbnbs-impact-on-housing-in-san.html>

Supporting Documentation

This San Francisco Airbnb and Housing Trends blog is designed to be simple and easy to digest, with headings to break up the content and smaller sized paragraphs. I included a hint of the San Francisco Golden Gate bridge as part of the background so readers can visualize where we are, as well as an image of the iconic Painted Ladies as a landmark to start off with. In terms of design methodology for visualizations, the text table for Airbnb average prices per night is a simple straightforward way to visualize the highest and lowest prices. I used a gradient color scheme to make sure the highest prices per night stood out. For listing numbers, I decided to go with a line graph instead of a treemap this time to see the listings over time so that it would be more comparable to the housing trends.

The stacked bar chart and density map of listings per neighborhood allow for comparison between both area and listing numbers, with bright colors differentiating first yearly listings per neighborhood and then the neighborhoods themselves. The variety of colors reminds me of the bright colors of San Francisco houses. I also included annotations on the map for the neighborhoods with the highest listings numbers and increased the size and boldness for the Mission District so it would stand out more.

I found line charts to be the most valuable for tracking price trends, population, and unemployment over time, especially to be able to compare all of the trends. I chose the Airbnb logo color across my Airbnb graphs for familiarity, and blue to represent housing data across the presentation. I went with a more muted gray and orange for the population and unemployment lines to differentiate them from the brighter colors used for housing, Airbnb, and neighborhood visualizations.

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