

Video Presentation Supporting Documentation

YouTube Link:

<https://youtu.be/XHJi0CA5q1E>

This San Francisco Airbnb and Housing Trends video is designed to present the data trends in an easy to digest way, with video footage of San Francisco to break up the content, and a minimal amount of text on screen. The video footage allows viewers to feel more immersed and engaged by getting a feeling of being in the city. Background music adds additional energy for better engagement. Placing title cards at the right talking points helps create a visual guide and emphasizes what is being talked about. I added arrows to lead the viewer's eyes to the specific areas being mentioned within the graphs.

Preparing the data for this presentation involved clean-up and exploration with Python in Jupyter Notebook, generating visualizations in Tableau, and creating final versions of the graphs using Adobe Illustrator. This workflow allowed for data understanding and optimal formatting, exploring different types of visuals, and perfecting them to be visually appealing and easy to interpret.

In terms of design methodology for the visualizations and the video overall, I decided to use the same colors and font as my previous project milestone – the infographic. This creates consistency and ensures connection between the different formats of information for this project. I chose the cream color as a background but did not need the blue background color for this video format since the different categories of data were not on the same slide. I did still differentiate different data categories by using color within the visualizations. I chose the orange color to define the Airbnb data and the blue to represent housing data and other factors. I went with a dark brown tone for axis lines, arrows, and some of the text rather than black to differentiate them and soften them.

For graph types, I went with a line graph for total Airbnb listing numbers to see the pattern over time so that it would be more comparable to the housing trends. The text visualization for Airbnb average prices per night is a simple straightforward way to visualize the highest and lowest prices. I used contrasting color for the highest prices to make sure they stood out. The map of 2016 listings in the Mission District area allows the viewer to geographically visualize the listings across different areas without too much information. I found line charts to be the most valuable for tracking population and unemployment over time as well, especially to be able to compare all of the trends. All of these graph types are familiar and simple for a general audience to interpret. I included an illustration of the iconic San Francisco Golden Gate bridge as the background for the end card to tie into my infographic design and also add interest to the final slide.

The difference between sharing this information with an internal audience versus a public audience involves the format and the amount of detail. For an internal audience, I might try more complex graph types or include more details within each visualization for further

discussion. Specific numbers and longer explanations for each rise and fall could also be added into some areas for those interested. If I were to do this project all over again, I would probably spend more time researching topics that I feel more passionate about. I think it could help with my delivery and conversational tone. I did enjoy learning more about Airbnb and San Francisco statistics though. Overall, this was a really good learning experience and I gained a lot of design skills and technical skills through each challenge.

References:

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Golden Gate Bridge illustration by Lauryn Medeiros.

Music: <https://www.bensound.com>

Stock Footage: <https://www.videvo.net/>