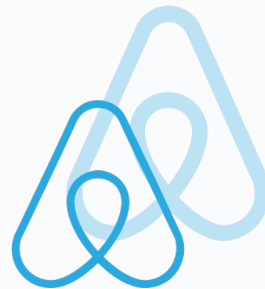


AIRBNB

DASHBOARD

*GROUP 3*



# INTRODUCTION

- This project focuses on making a dashboard about AirBnB details in **Austin, Texas**.
- Specifically, we focused on highlighting the **best of Austin** and cover the best of everything that Austin has to offer.

Our focus caters to student travellers over investors when it comes to stakeholders, which is why we focused on aspects important to them while browsing listings such as:

**01** Affordability

**02** Housing Capacity

**03** Availability

**04** Property Type

**05** Room Type

**06** Amenities

**07** Neighbourhoods



THE COOLEST  
AIRBNBS IN  
*Austin, Texas*

# FOCUS & PROCESS

We plotted the important aspects described in the previous slides to come up with charts that can help people planning to stay in Austin.

- Plotting important factors against price.
- Stand out data points are interactable filters.
- Personalized user experience.
- Customized according to general user profile.

The dashboard has 2 interactive filters according to which the user can filter information:

I. Type of Property – This can be narrowed down based on preferred price range.

II. Type of Room - From renting out an entire place to choosing between single or private rooms.

# STORY OF THE DASHBOARD: STUDENT PERSPECTIVE

Our reason for choosing this focus for the dashboard comes from the results of our initial analysis, R Shiny dashboard and Tableau Dashboard.

Our dashboard is an attempt to look at best experience in austin from a student's perspective.

The insights that affected the focus of our dashboards are as follows:

1. Price
2. Number of People Accommodated
3. Amenities
4. Types of Rooms

These insights showed that the AirBnB market differs greatly from the general real estate trends.

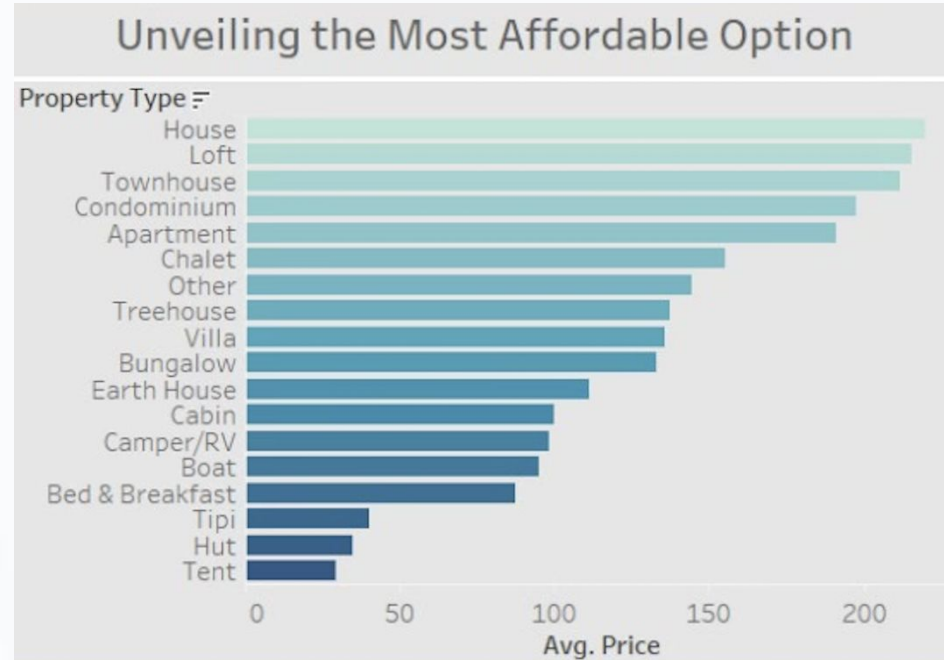
## WITH INCREASE IN PRICE, THE NUMBER OF PEOPLE INCREASES. (HOUSING CAPACITY VS PRICE)

- Price significantly affects housing capacity.
- Helps with budget formation.
- Housing capacity was put in ranges.
- Dynamic changes according to dynamic shifts in thought.
- Students travel in groups, determines average price per person.



# FINDING THE RIGHT OPTION FOR YOU

- Inspired by findings of initial analysis.
- Displays the dynamic nature of property distribution according to the average price.
- Students can browse property types according to their vacation aesthetic.
- Helps users figure out price range according to property type.
- Conversely, students can browse property types available according to their budget.



# ANNUAL AVAILABILITY

- Availability is important, needs to align with stay.
- Students have fixed vacation durations.
- Helps determine itinerary.
- Provides depth to travel plans.

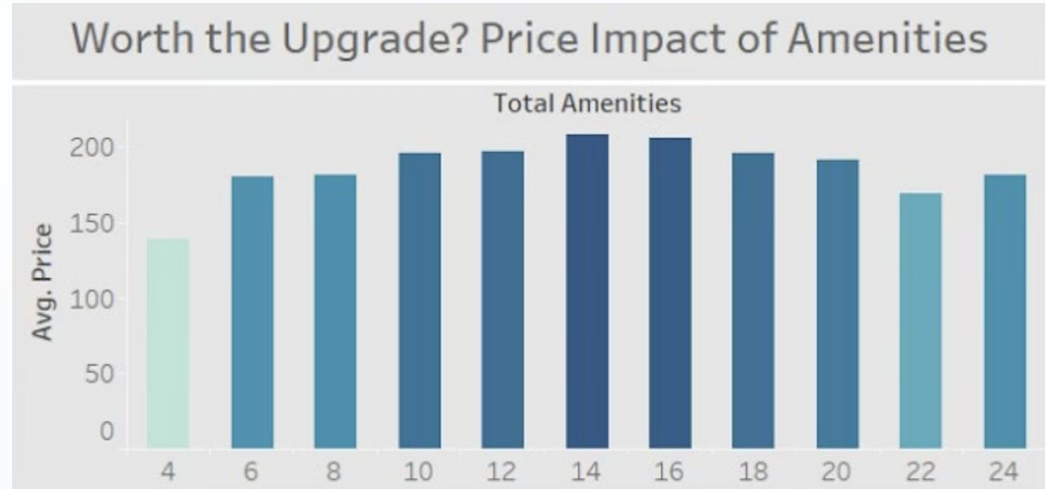


# AMENITIES

- Chart shows total amenities by average price.
- Amenities are crucial for comfort.
- No. of amenity changes by average price in their chosen range.

## Factors:

- Pet friendly amenities
- Remote work surge during pandemic led to more work-cations.
- Laundry, kitchen, study spaces etc.





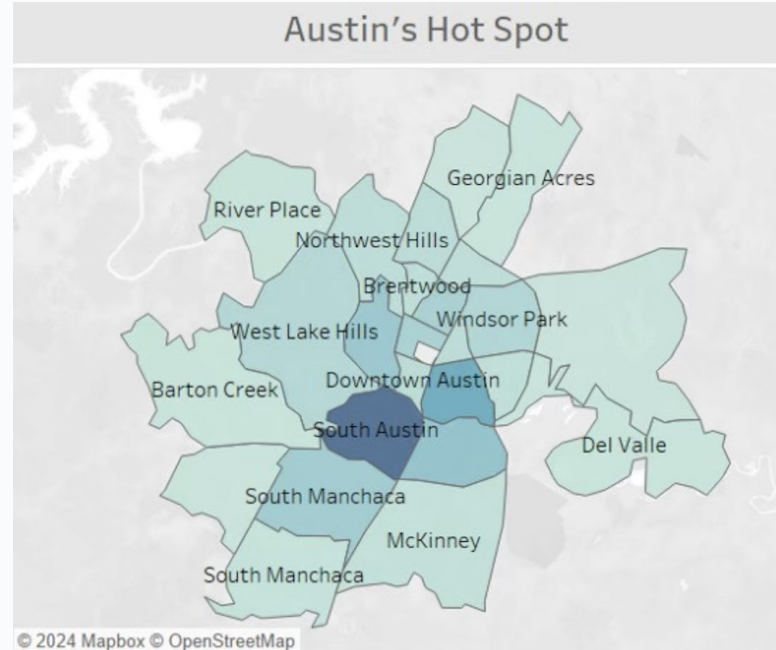
# ROOM TYPE

- The chart shows room type distribution by price.
- Inspired by initial analysis showing target market by room type.
- Users can check price range for desired room type.
- Entire houses can be booked for students travelling in groups
- Private rooms for 2-3 people and shared rooms for further cost saving



# POPULAR NEIGHBOURHOODS

- This chart shows the areas with highest listings.
- Helps identify popular neighborhoods according to number of listings.
- Highlights tourist frequented areas.
- Guides inexperienced students.
- Gives a quick view of neighbourhoods in Austin.



# CONCLUSION

- Caters to student traveller's perspective
- Focuses on aspects important to students like, price, number of people accommodated, amenities, neighbourhood.
- Real estate trends are not parallel with AirBnB trends.
- Users can identify trends and make informed decisions
- One stop solution for planning their next trip to Austin, Texas

<b>Total Hosts</b> 3,506	<b>Avg. Rating</b> 96.83	<b>Total Listings</b> 4,183	<b>Avg. Price (\$)</b> 207.9
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