Our aim was to assist our client in selecting an ideal location for investing in vacation rental property to that end we employed Tableau to create interactive maps and graphs for this purpose. Each visualization presents various factors, and by utilizing all the visuals, the investor can decide on the best location for their vacation property investment based on their specific criteria.

One of the first factors is weather and specifically temperature. Did they want a winter wonderland with temperatures ideal for winter activities or did they want something warmer for summer type activities.

The next map shows inbound travelers by state along with the state population which will help inform the investor where people tend to vacation and how rentable a property may be. This interactive visual using dynamic circles allows the user to get a quick view the differing amounts of inbound travelers. In addition, it allows the user to hover over the circle to see the exact number of travelers.

The Real Estate Buyers by State interactive graphic gives the client the ability the quickly see an overview of the potential real estate inventory that would be available. It allows the client to hover over each bar and see the actual percentage of buyers for a particular state.

US Quality of Life includes what factors impact the quality of life. By using machine learning tool, we were able to determine the top factors that impact quality of life and overall quality of life rating. This interactive graphic show which state or states has the optimum quality of life based on the investor’s needs.

Median Government Outdoor Spending stunningly show how much money is spent on outdoor activities. This is a potential indicator of the amount and type of outdoor activities would be available to a potential renter.

Our objective was to aid our client in choosing the perfect location to invest in vacation rental property. To accomplish this, we utilized Tableau to generate interactive maps and graphs. These visuals present a variety of factors, allowing the investor to determine the best location for their vacation property investment based on their specific requirements.

The first factor we considered was weather, particularly temperature. Would the investor prefer a winter wonderland with ideal temperatures for winter activities, or something warmer for summer activities?

The following map displays inbound travelers by state and the state population, providing insight into where people tend to vacation and the potential rental demand. This interactive visual uses dynamic circles to display varying amounts of inbound travelers. Additionally, hovering over the circle reveals the exact number of travelers.

The Real Estate Buyers by State interactive graphic offers the client an overview of the potential real estate inventory available. Hovering over each bar shows the actual percentage of buyers for a specific state.

Using machine learning, we identified the top factors that impact quality of life, which are Cost of Living, Healthcare, Pollution, Safety, Property to Income Ratio and the Quality-of-Life index. This interactive graphic shows which state or states have the optimum quality of life based on the investor's requirements.

The Median Government Outdoor Spending visual stunningly displays the amount of money spent on outdoor activities. This could be an indicator of the number and type of outdoor activities available to potential renters.