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.