**Airbnb Dashboard – User Guide & Documentation**

**Report Navigation**

**Pages:**

* Airbnb Market Insights Overview / Airbnb Listing Analysis Dashboard/ Airbnb Scenario Insights /Listing Details / Tooltip Summary
* Hidden Testing Page (for validations, not visible to end user)

**Instructions:**

* Use **Date slicer** to select Earliest → Latest date
* Use **Region / Listing slicers** to filter visuals
* Use **Occupancy & Seasonal sliders** to adjust projected revenue scenarios
* Hover on histogram or map to see **number of listings & names**
* Click a listing in any table → opens **Drillthrough page**

**Data Model Overview**

| **Table** | **Key Columns** | **Purpose** |
| --- | --- | --- |
| calendar | listing\_id, date, adjusted\_price, available | Daily listing info |
| listings | listing\_id, listing\_name, region | Listing metadata |
| reviews | listing\_id, review\_score | Review info |

**Relationships:**

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AI-generated content may be incorrect.

**Key Measures (DAX)**

| **Measure** | **Formula** | **Description** |
| --- | --- | --- |
| Baseline\_Revenue | SUM('calendar'[adjusted\_price]) | Total revenue (no parameters) |
| Projected\_Revenue | Baseline × Occupancy × Seasonal | Revenue with What-If parameters |
| Availability\_Rate | % of days available | Days available ÷ total days |
| Average\_Price | AVERAGE('calendar'[adjusted\_price]) | Average price per listing |

**What-If Parameters**

| **Parameter** |  |  |  | **Min** | **Max** | **Default** | **Used In** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Occupancy Rate |  |  |  | 0.5 | 0.95 | 0.7 | Projected Revenue |
| Seasonal Multiplier |  |  |  | 0.8 | 1.4 | 1.0 | Projected Revenue |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

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**Notes / Assumptions**

* Dataset has no null values
* Daily calendar used; no monthly aggregation needed
* Tooltip shows sample listing names if too many listings in one bar

**Dashboard**

https://app.powerbi.com/groups/me/reports/714c30be-64bd-4c97-8063-0fef2a7c35b2/cdbf995266bf097de1dc?experience=power-bi&bookmarkGuid=1f581d50c52389df3f44