**🚀 How much is *privacy* really worth on Airbnb? 🏡**

I analysed 50,000+ Airbnb listings in London to uncover what truly drives profits—and where investors should look beyond the obvious.

For this portfolio project, I stepped into the shoes of a data consultant advising a real estate investor on London's complex short-term rental market. After sourcing, cleaning, and analysing raw data in SQL, I visualised the findings in Tableau.

Here’s what I discovered:

💎 **Unexpected Luxury Hotspots**  
Forget just Kensington—**the City of London and Lambeth average >£360/night**, revealing untapped opportunities for savvy investors.

🔑 **The True “Price of Privacy”**  
Want an entire place? Be ready to pay **115% more than a private room,** quantifying how much guests value personal space.

🏢 **The Mega-Host Phenomenon**  
This isn’t a homeowner’s side hustle. **The top 10 hosts control 2,500+ listings**, with some single entities managing nearly 500 properties—proof of intense professional competition.

I’ve compiled these insights into the Tableau dashboard below, transforming a 200MB raw dataset into an actionable strategy.

👉 **What do you think? Are these findings surprising—or exactly what you’d expect from London’s market? Let’s discuss in the comments!**

**🔧 Tools Used:** SQL, Tableau  
**📊 Skills Demonstrated:** Data Analysis, SQL Querying, Data Cleaning & Transformation, Business Intelligence, Data Visualisation, Market Analysis.

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