

The visualizations in this report were created using Google Looker Studio, which was connected directly to a PostgreSQL database hosted on AWS RDS. For each data source (Zillow and Craigslist), SQL queries using CTEs, JOINS, aggregate functions with GROUP BY, and window functions were executed to extract relevant metrics. These queries were entered as custom queries in Looker Studio's PostgreSQL connector. For Zillow, visualizations include a combo chart comparing average price and rent by bedroom count, a bar chart showing average rental yield by bedroom, and a bubble chart displaying the relationship between square footage and rental yield. For Craigslist, a combo chart highlights trends in average rent and property size by bedroom, and a bubble chart illustrates how rent and square footage relate to listing volume. Together, these charts reveal key patterns in housing economics across both datasets.

[Looker - Zillow](#)

[Looker - Craigslist](#)