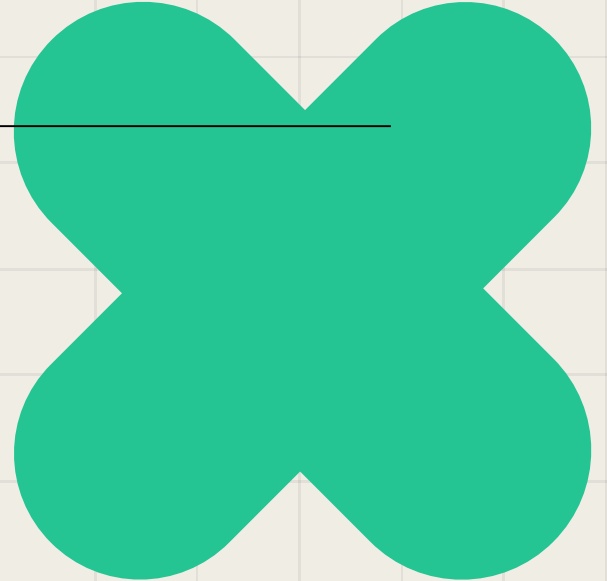

Story Behind Airbnb's Penetration in NYC





About the Project:



New York is an expensive city and attracts a lot of travellers in a year due to business and for pleasure. It comprises of five boroughs with different cultures and character.

Hence, this project helped me find answer to questions like:

- 1) What type of Airbnb listings are prevalent in terms of type of property and room typology?
- 2) Relationship of prices with other variables.
- 3) Rationale behind price levels for different listings.
- 4) Which neighbourhood has most beds or accommodations and why?

Steps Taken:

- Loaded and tried to read the data from data source section in Tableau
- Checked for NULL values and duplicates through ISNULL and Count LOD
- Performed basic EDA on dataset to understand further.
- Created various visualizations to present my findings

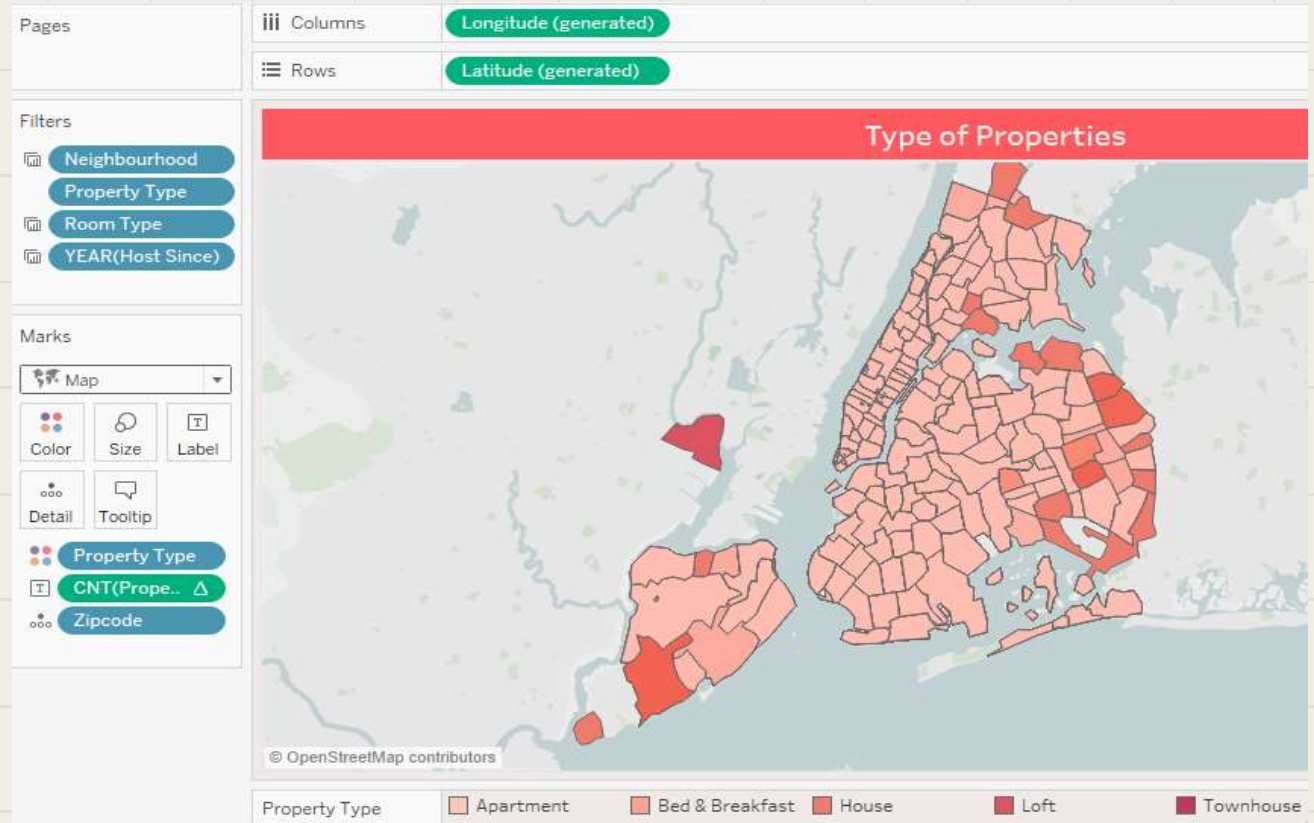


Symbol Map



Observation:

Boroughs with higher density of population had smaller sized property listings like Manhattan consists majorly of apartments



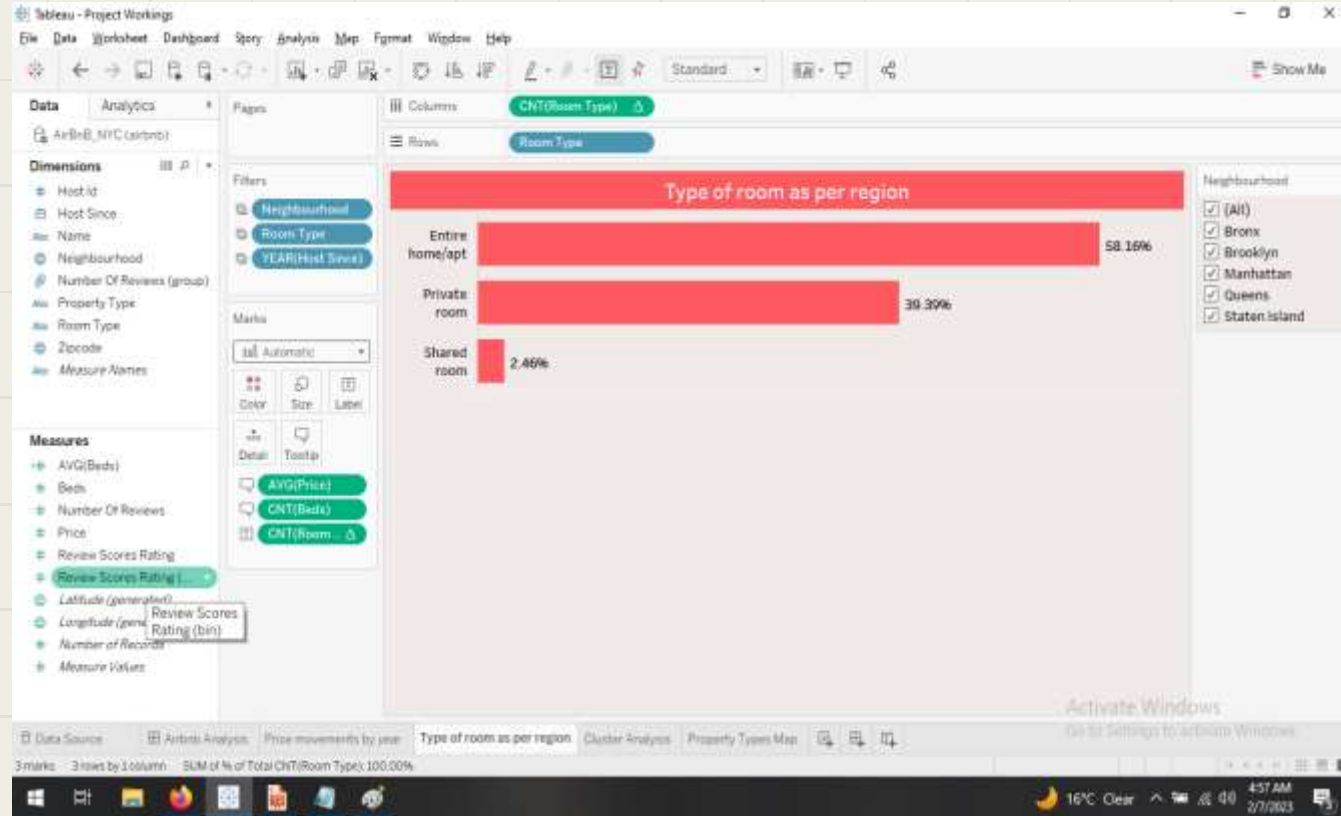


Bar Graph



Observation:

Bigger boroughs have
more larger place listings.
As per price and beds in
city





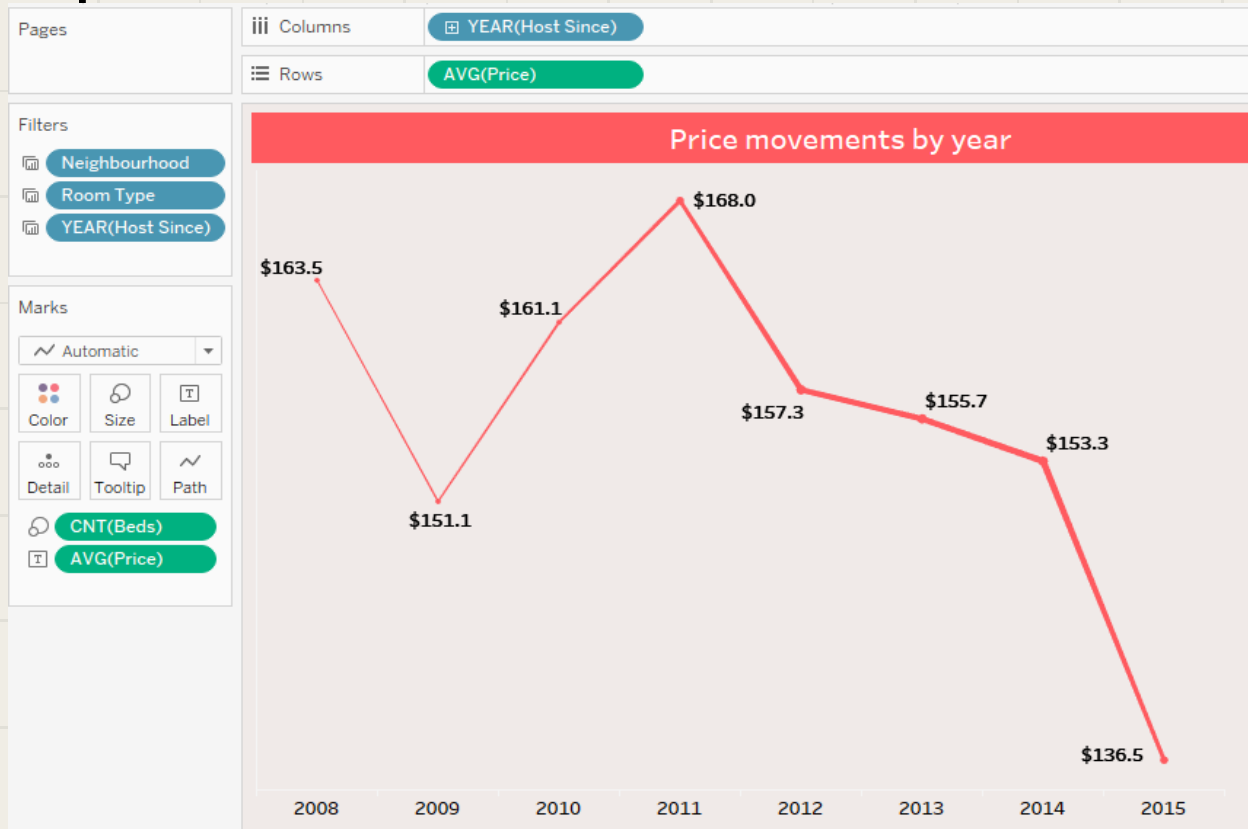
Symbol Map



Observation:

Interestingly, this price movement made me understand the causes of price Increase in 2009 to fall in 2011 and further.

2009: Increase in prices due to hired professional photographers
2012: Dip due to double the listings and beds in city. It would have outgrown the number of travellers present in city



✕ Cluster Analysis Scatter Plot ✕

Observations:

1. Higher price of the listing = less number of reviews
1. Less expensive will have more people stay. So more reviews.
1. Manhattan and Brooklyn are two big cities that have expensive listings and less reviews maybe because of more business travellers





Challenges:

1. Cleaning and EDA for null and duplicates
1. Understanding visual graphs and depictions and finding cause for it.