

# **Airbnb NYC**

By

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## **Project/Goals**

Transform complex data into easily understandable visualizations using Tableau, enabling the viewer to make informed decisions in response to the inquiries. Utilize compelling dashboards that effectively convey insights and employ appropriate visual representations to effectively communicate findings.

## **Process**

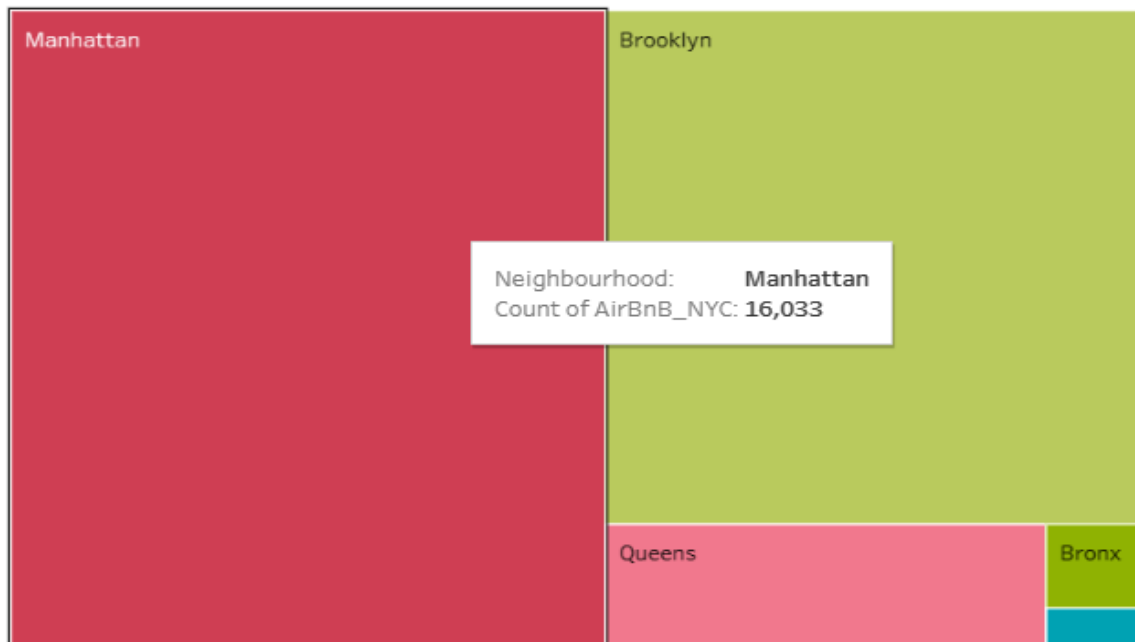
1. Define the project goal: Clearly identify the objective of the project.
2. Import the dataset into Tableau: Load the cleaned dataset into Tableau.
3. Data exploration and visualization: Using Tableau's visualization capabilities to explore the dataset and identify interesting patterns and trends.
4. Perform data analysis: Utilizing Tableau's analytical tools to conduct deeper analysis on the dataset.
5. Create interactive dashboards: Designed an interactive dashboard using Tableau's drag-and-drop interface.
6. Incorporate storytelling: Crafted a compelling narrative by combining the visualizations into a coherent and insightful story.

## **Results**

The goal of this initiative is to perform an in-depth evaluation of a dataset comprising Airbnb listings for New York City. We aspire to mine pertinent insights about the local market and explore elements that impact pricing. Through scrutinizing different factors such as location, type of property, reviews, and cost, we foresee identifying significant patterns and trends. These discoveries will heighten our comprehension of listing practices and trends.

1. The number of Airbnb listings in each neighborhood.

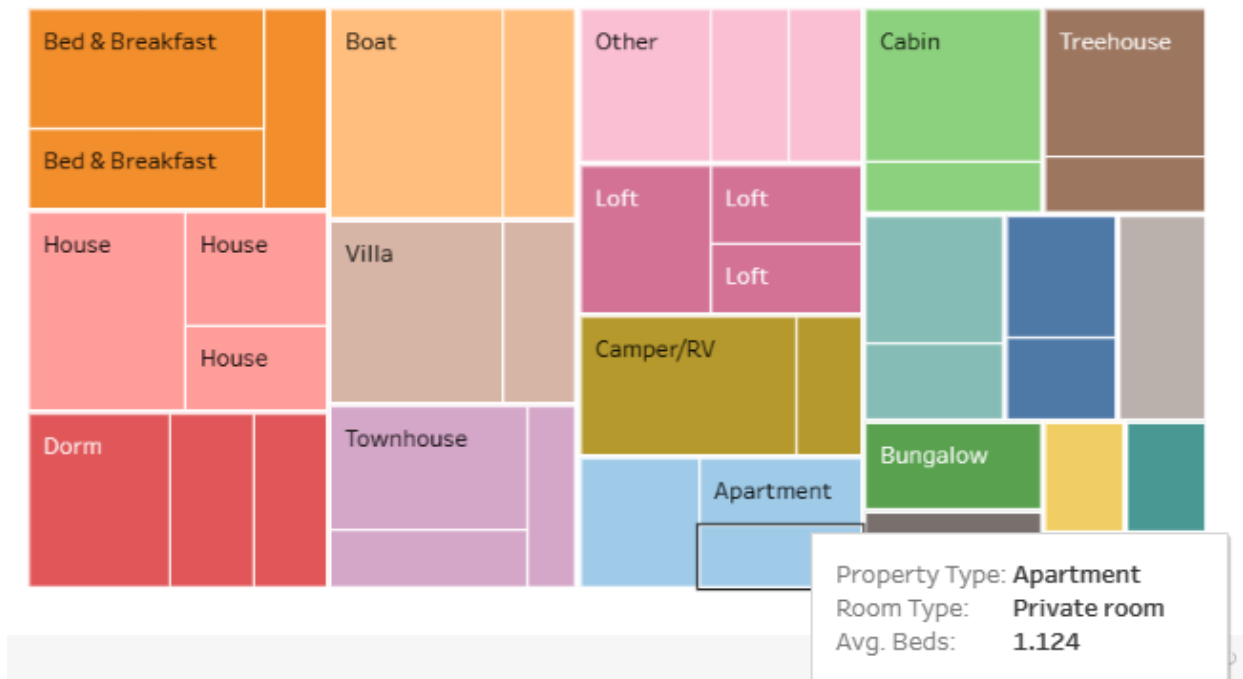
### Property By Location



For instance, in Manhattan there are 16033 Airbnb listings.

2. the number of Beds by Property Type and Room Type.

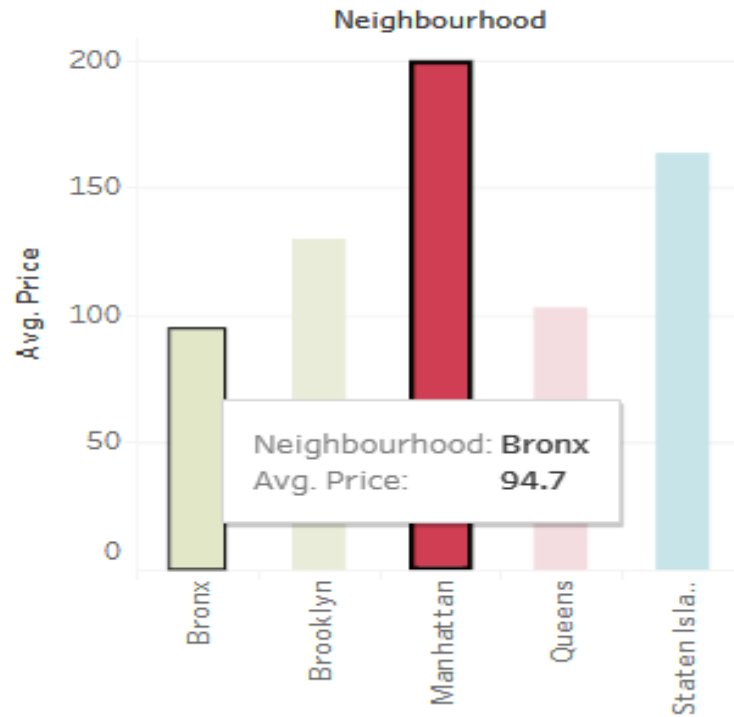
### Beds by Property Type and Room Type



For instance, in Apartment property Type and in the Private Room Type there are 1124 beds.

### 3. The Average Price by Neighbourhood.

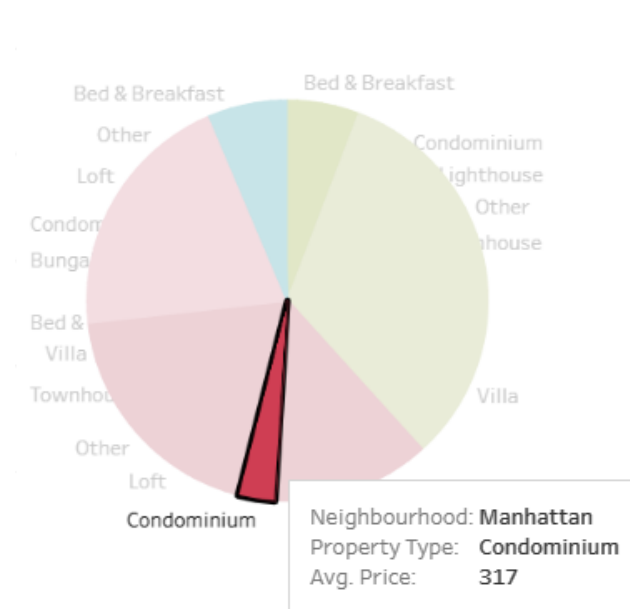
#### AVG Price by Neighbourhood



For instance, Bronx is the cheapest with 94.7 average price.

### 4. The Price by Property Type.

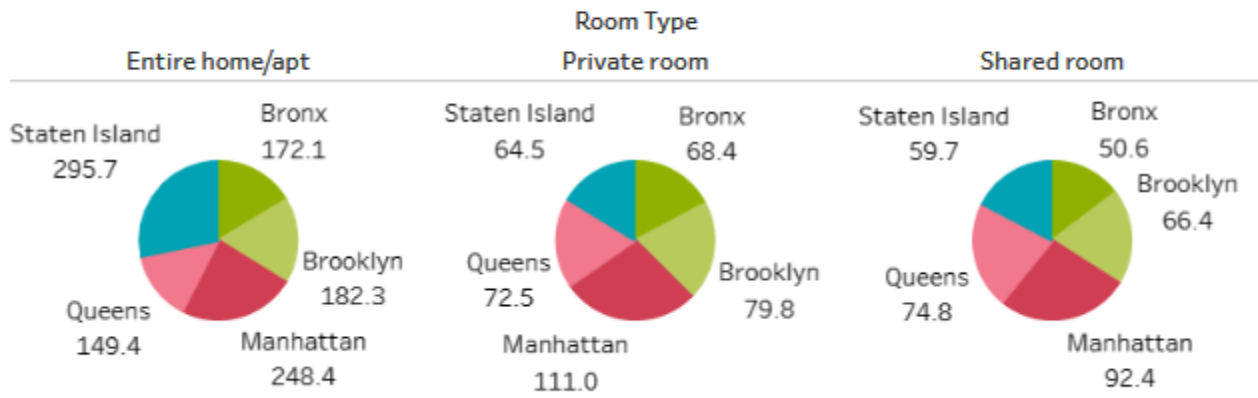
#### Price by Property Type



For instance, Manhattan condo 317 average price.

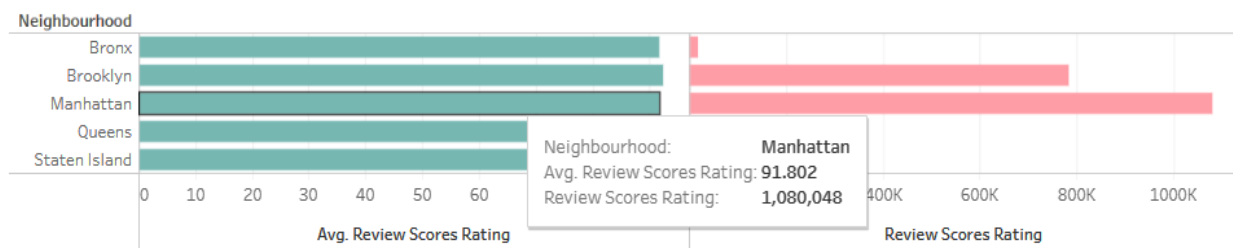
5. The Average Price by Room type in relevant to the Neighbourhood.

## AVG Price by Room Type



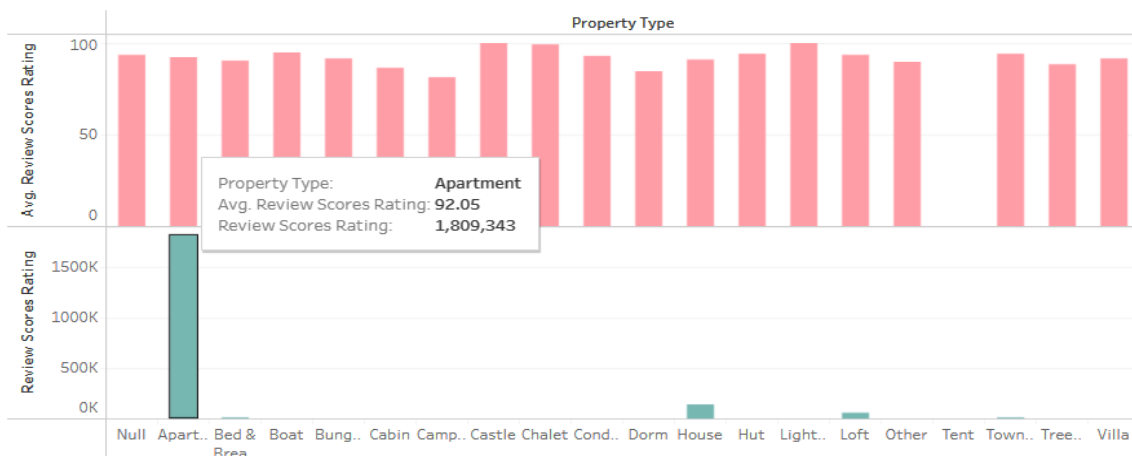
6. Reviews and Ratings by Neighbourhood.

## Reviews and Ratings by Neighbourhood



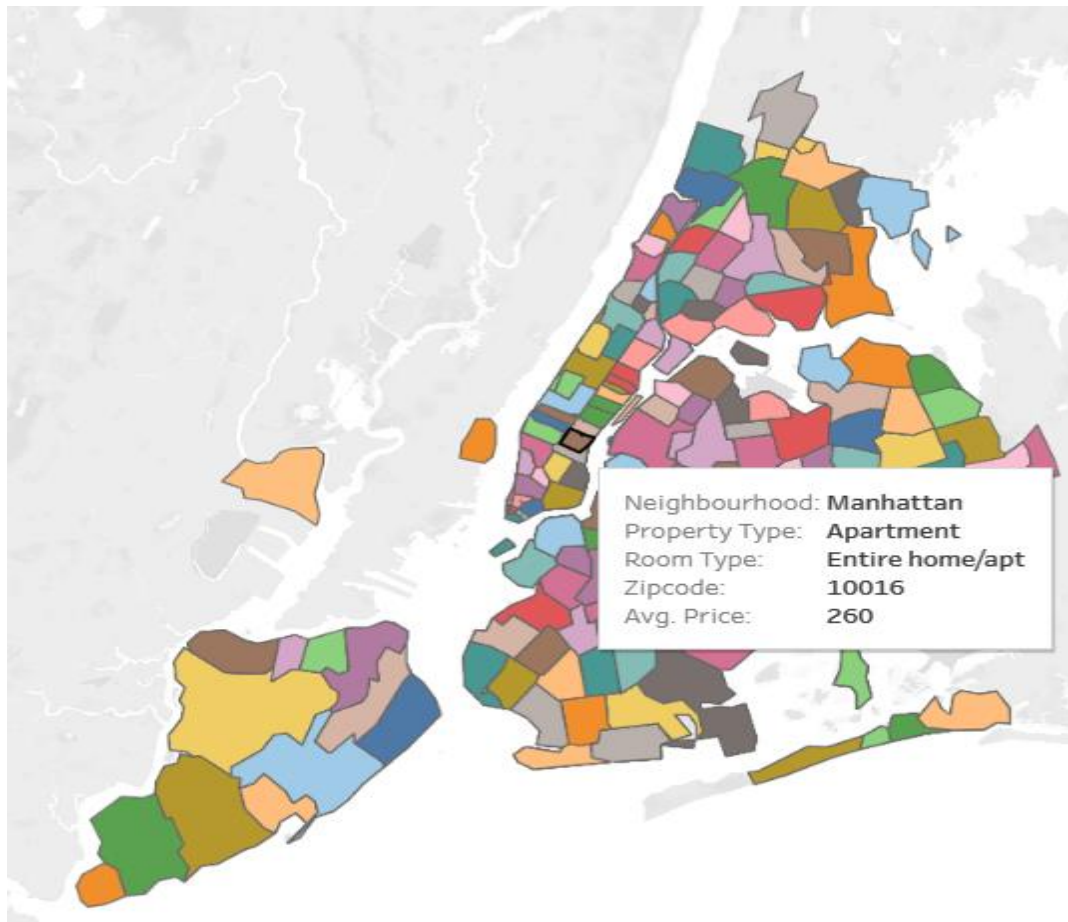
For instance, Manhattan 1080048 Reviews and 91.8 Average Review Score.

7. Reviews and Ratings by Property Type.



For instance, Apartments has 1809343 Reviews and 92.05 Average Review Score.

## 8. Geographic visualization of the average price by Zip code.



For instance, An Entire Apartments in Manhattan in Zip code 10016 has average price of 260.

These information will help client to make an informed decision based on their choice of location, property type, room type, availability, Reviews and Ratings.

## Challenges

Steep Learning Curve: While Tableau is user-friendly for basic functions Customization Limitations: Although Tableau is flexible, there are limits to its customization capabilities. Need manual effort.

## Future Goals

Do further analysis and visualizations using Tableau. Try to utilize the dashboard even more.