TABLEAU DASHBOARD -AIRBNB

INTRODUCTION:

Airbnb is an online marketplace that connects people who want to rent out their property with people who are looking for accommodations, typically for short stays.

A host who offers their property earns some income while the guest often finds this rents more cheaper and homier than hotels.
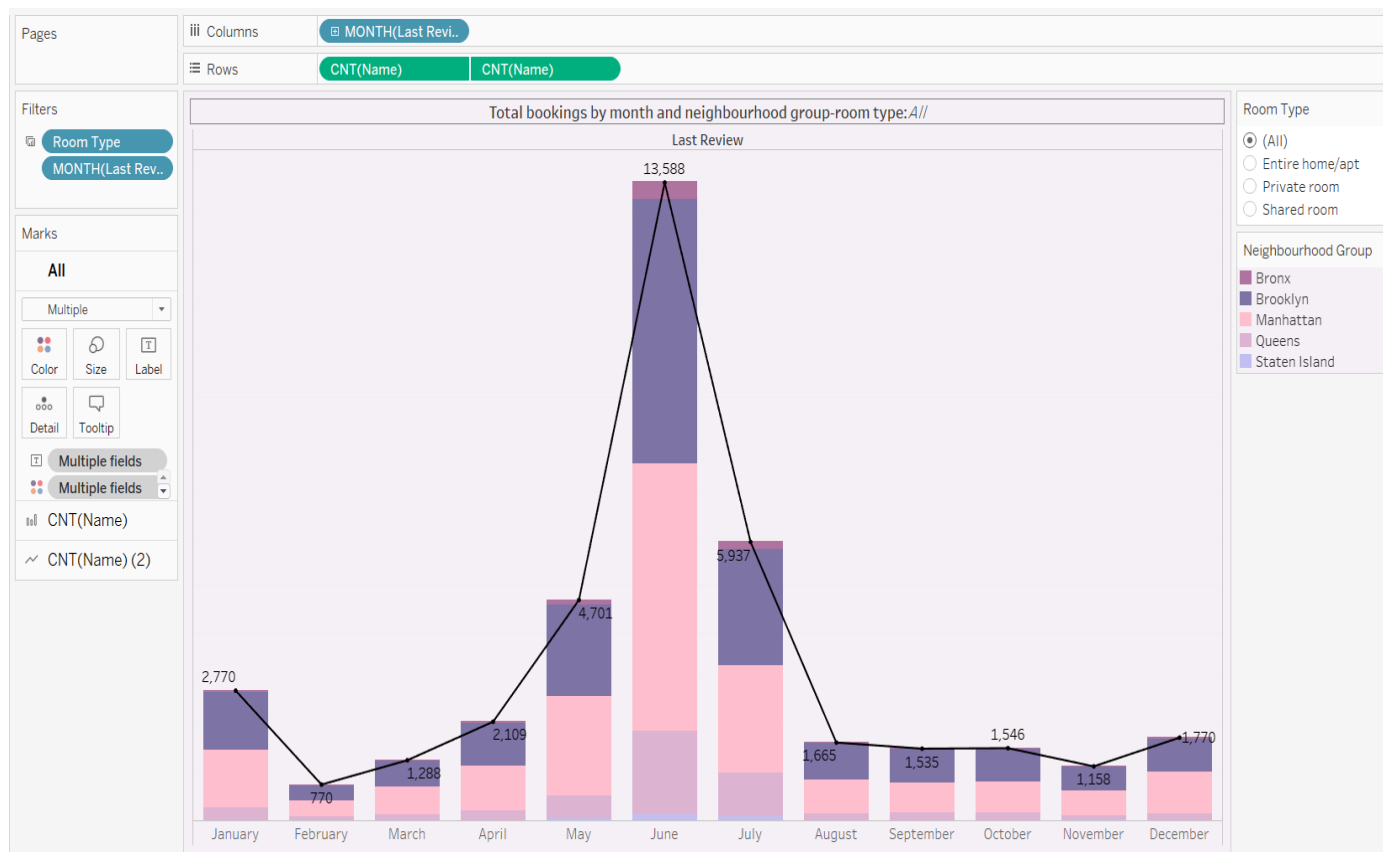
- Identify peak booking seasons or months
- Recognize top-performing hosts and areas for support or improvement.
- Analyse guest reviews to understand overall satisfaction.
- Analyse average price by room type and location.
- Analyse the types of properties (Entire home, private rooms, shared rooms) and booking location that attract the most to customers.
- Which region contribute the most to this business
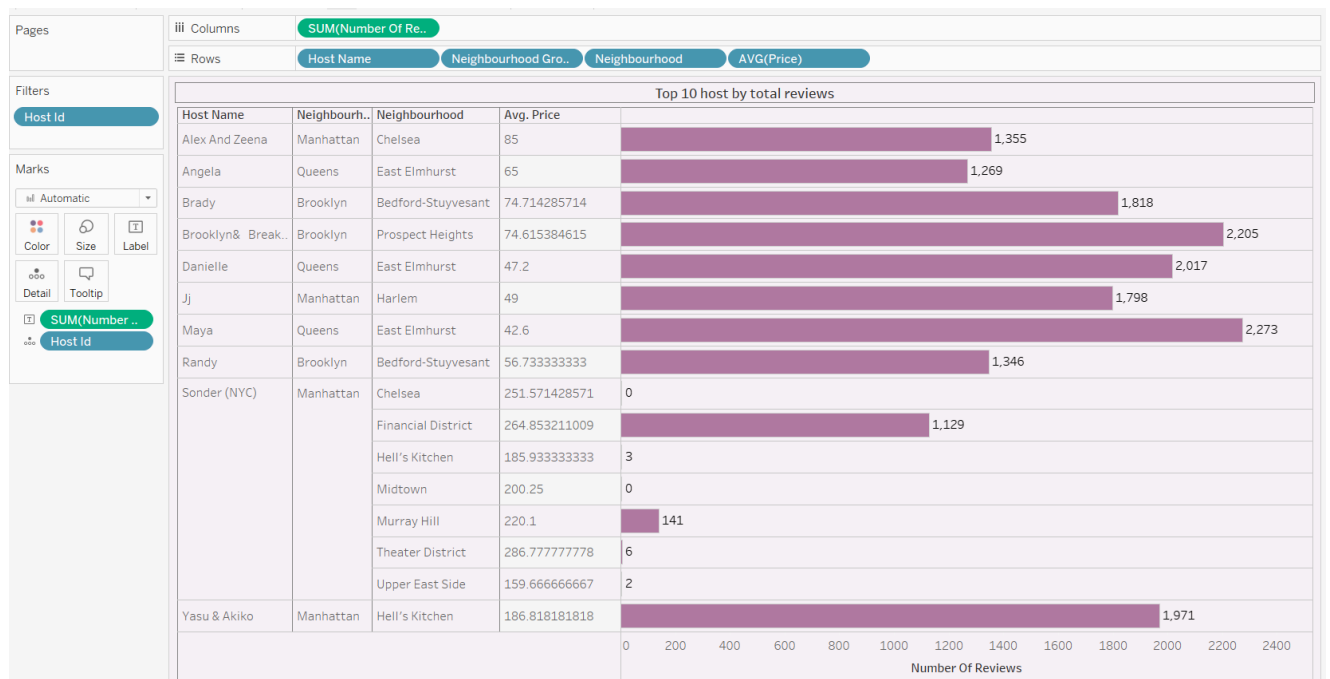- Analyse the average pricing of room types in different location

INSIGHTS:
1.) Identify peak booking seasons or months.
Examine which locations are most popular among travellers.
- Dual axis chart(stacked bar chart +line chart) to analyse peek booking month acc to neighbourhood group
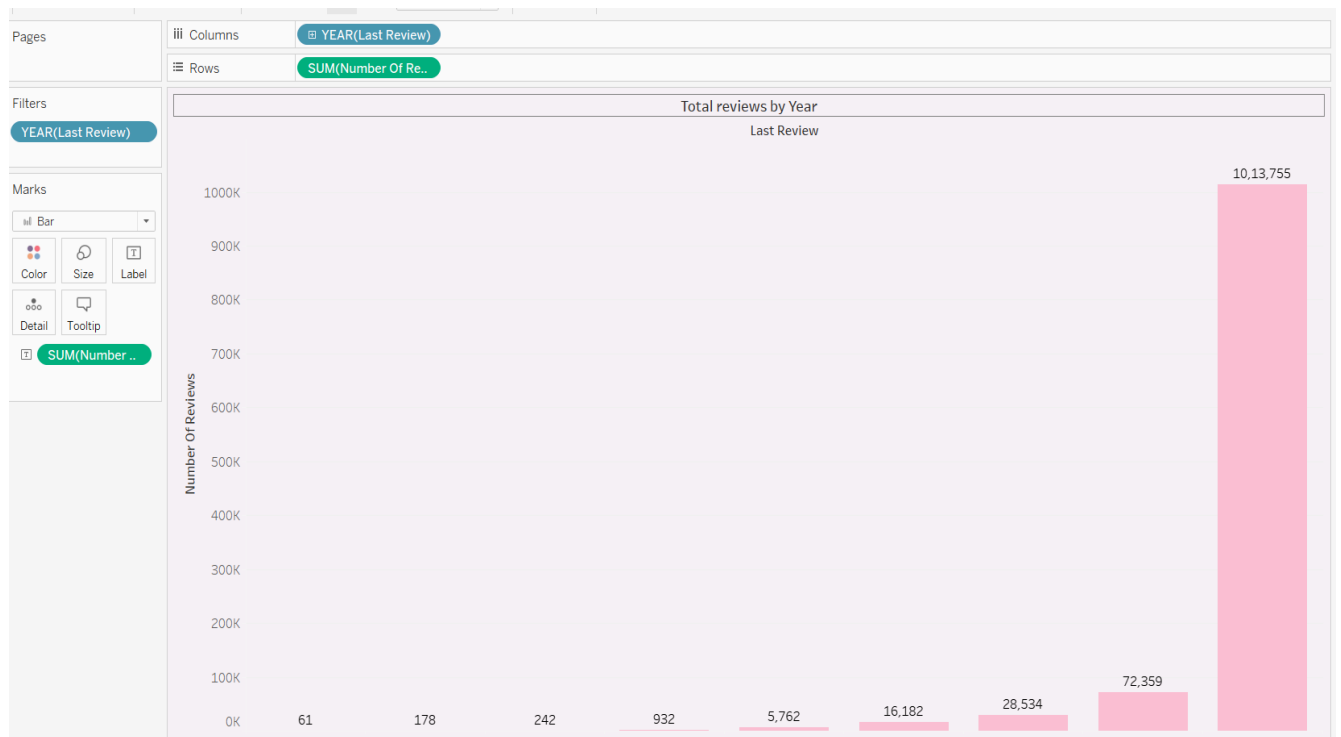
2. Recognize top-performing hosts and areas for support or improvement.

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Host Name	Neighbourh..	Neighbourhood	Avg. Price	Number Of Reviews
Alex And Zeena	Manhattan	Chelsea	85	1,355
Angela	Queens	East Elmhurst	65	1,269
Brady	Brooklyn	Bedford-Stuyvesant	74.714285714	1,818
Brooklyn& Break..	Brooklyn	Prospect Heights	74.615384615	2,205
Danielle	Queens	East Elmhurst	47.2	2,017
Jj	Manhattan	Harlem	49	1,798
Maya	Queens	East Elmhurst	42.6	2,273
Randy	Brooklyn	Bedford-Stuyvesant	56.733333333	1,346
Sonder (NYC)	Manhattan	Chelsea	251.571428571	0
		Financial District	264.853211009	1,129
		Hell's Kitchen	185.933333333	3
		Midtown	200.25	0
		Murray Hill	220.1	141
		Theater District	286.777777778	6
		Upper East Side	159.666666667	2
Yasu & Akiko	Manhattan	Hell's Kitchen	186.818181818	1,971

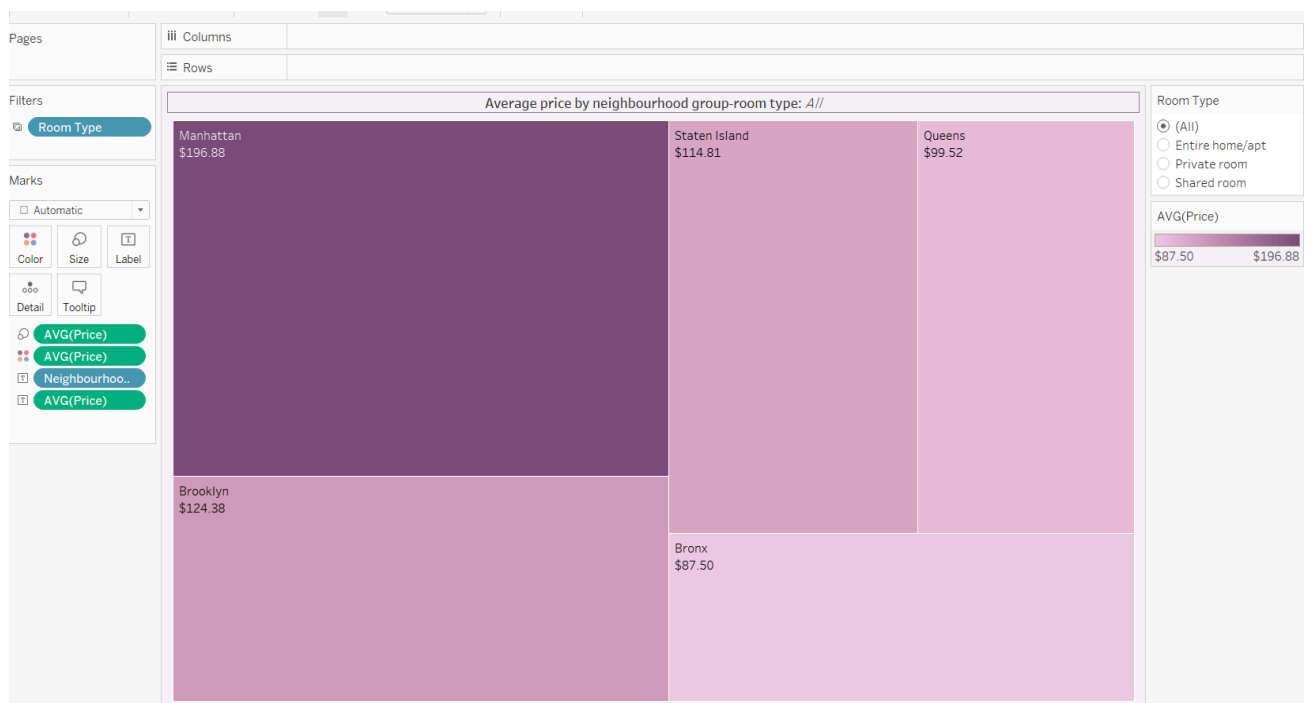Top 10 host by total reviews

Number Of Reviews

3. Analyse guest reviews to understand overall satisfaction.

Bar chart to analyse the reviews through each year. From this we can say that in the year 2019 most number of satisfactory reviews were collected and the business was doing well.
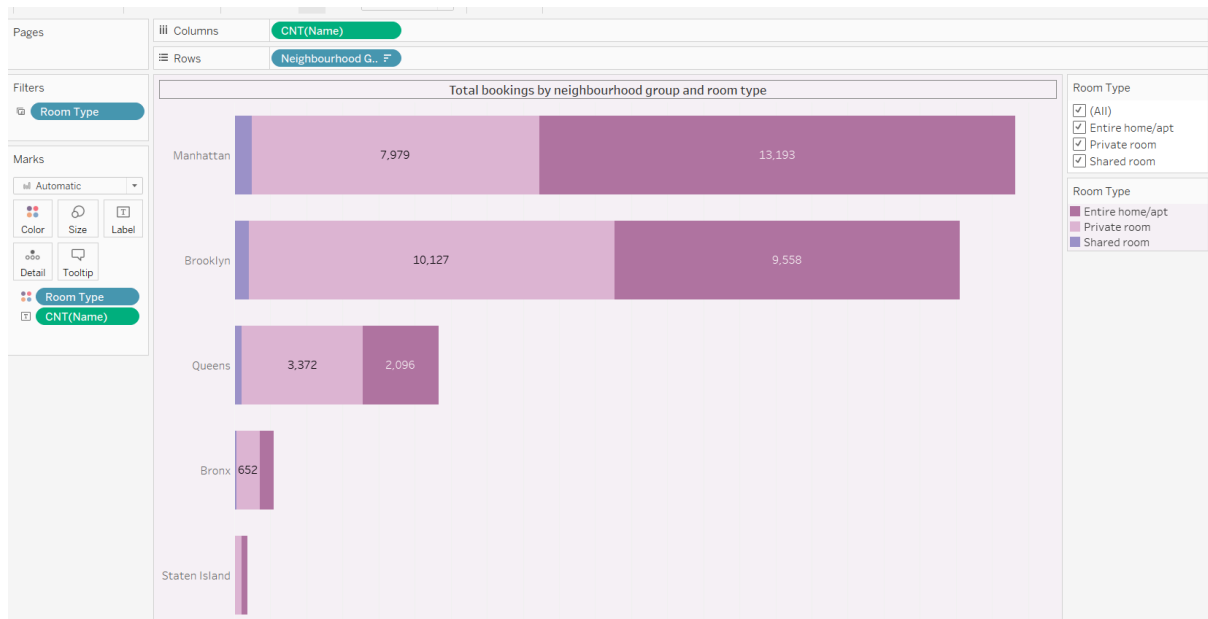
4. Analyse average price by room type and location.
Through this we can analyse that properties in manhattan are more expensive followed by brooklyn staten island , queens and bronx.
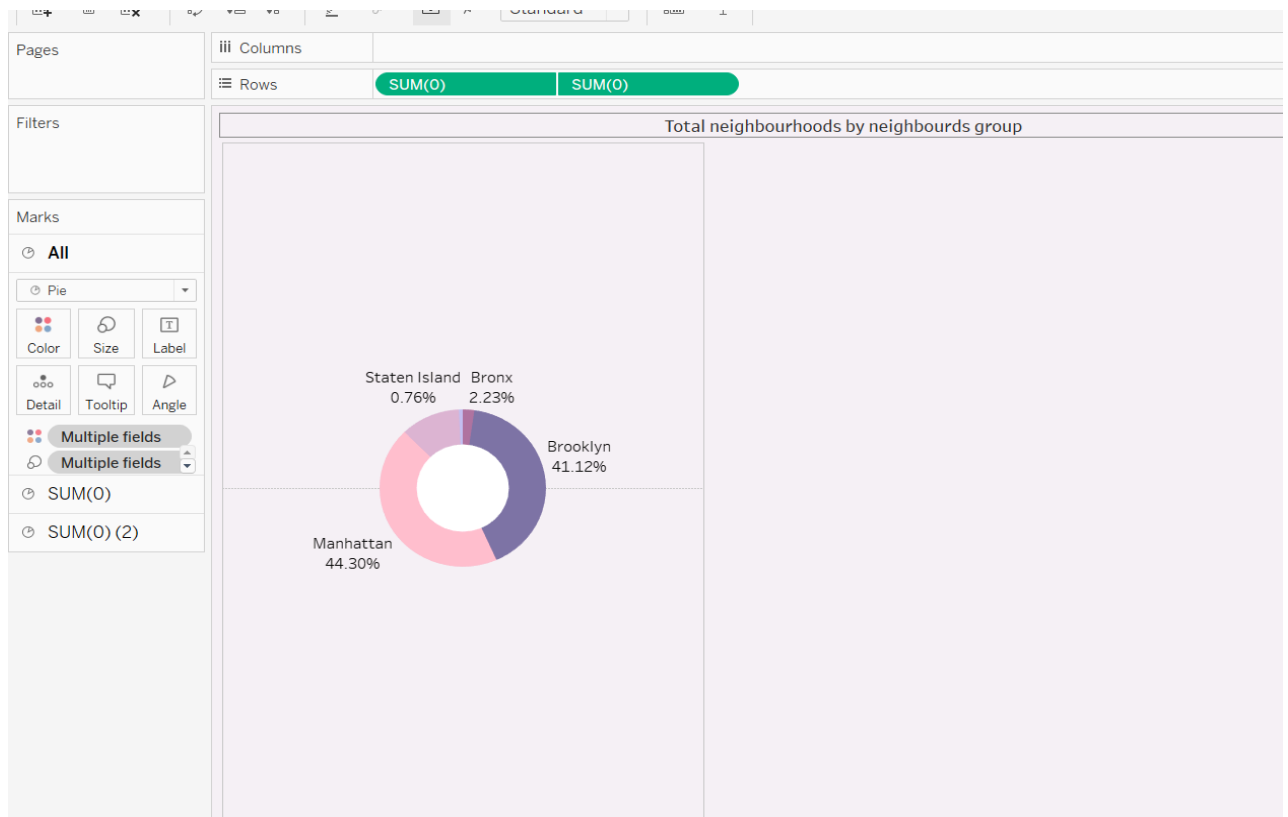
5. Analyse the types of properties (Entire home, private rooms, shared rooms) and booking location that attract the most to customers.
  ● This horizontal bar graph shows that entire homes/apt are more expensive than shared rooms and private rooms and

6. Which region contribute the most to this business
Hosts from Manhattan are most engaged in this business followed by Brooklyn, Bronx and staten island

7. Analyse the average pricing of room types in different location
Calculating average price to know which location are more expensive according to room types