

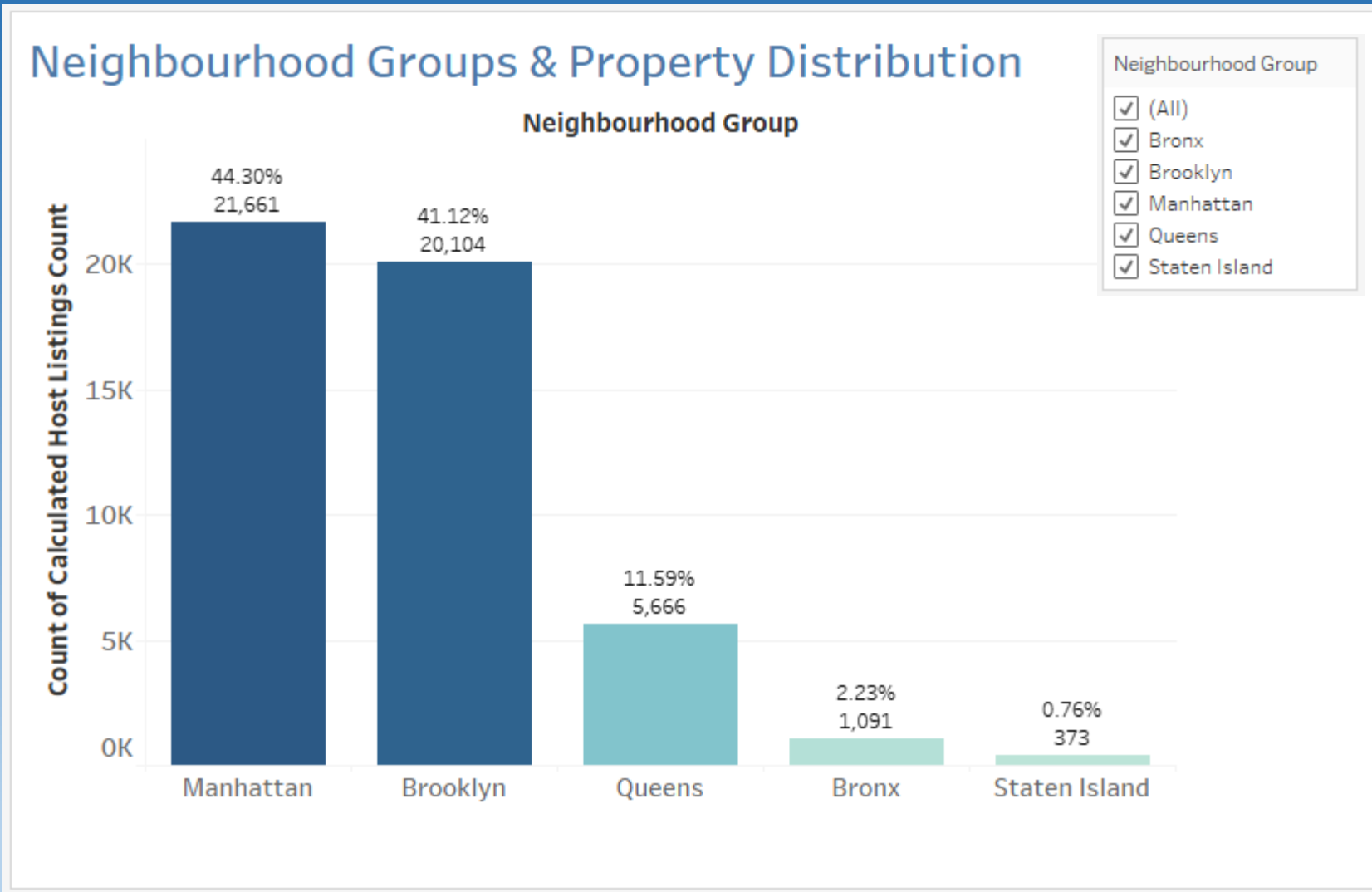
# **STORY TELLING AIRBNB – NYC VISUALIZATION USING TABLEAU**

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# Objectives

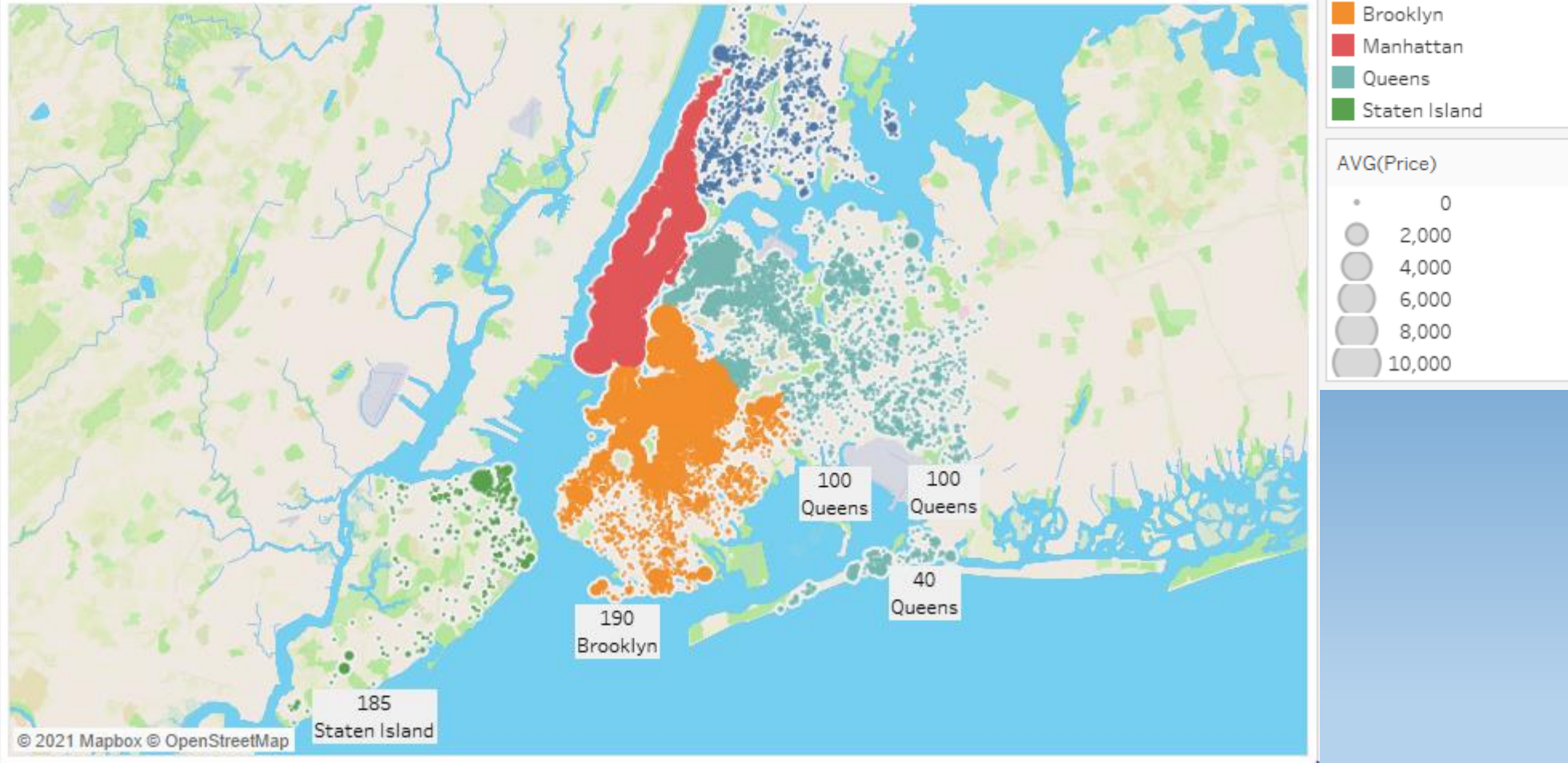
- The different leaders at Airbnb want to understand some important insights based on various attributes in the dataset so as to increase the revenue such as -
  - The various kinds of properties that exist w.r.t. customer preferences.
  - The properties distribution across neighbourhood areas?
  - What is the pricing ranges preferred by customers?
  - What are the neighbourhoods they need to target?
  - The categorisation of customers based on their preferences.
  - What are the most popular localities and properties in New York currently?
  - How to get unpopular properties more traction?

# Key Finding



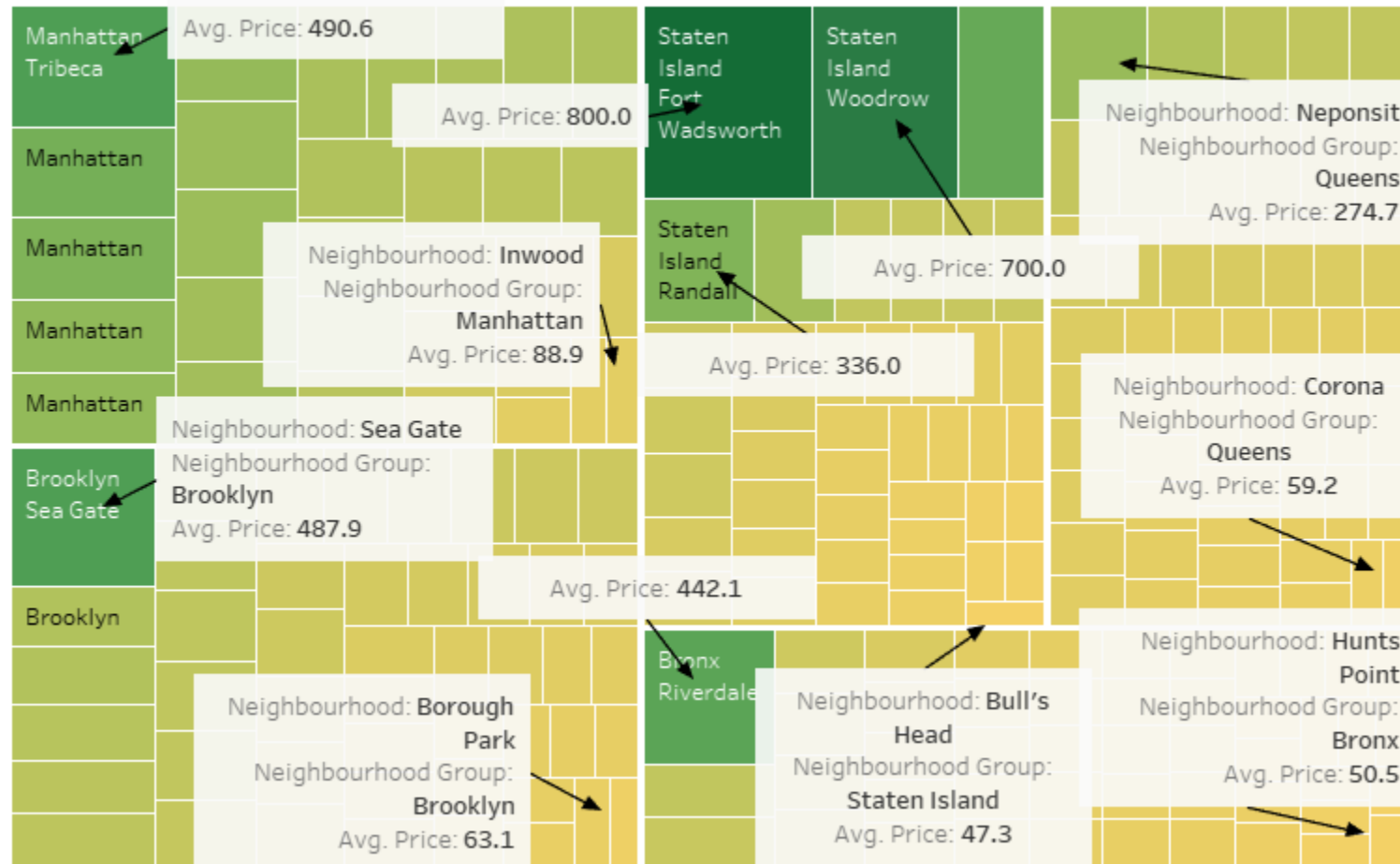
Among the 5 neighbourhood groups of NYC, most property distribution (44.30%) is under Manhattan region followed by Brooklyn (41.12%). Staten Island is with the least property distribution (0.76%).

## Price variation based on location



Based on geographical region the price of the listing varies.

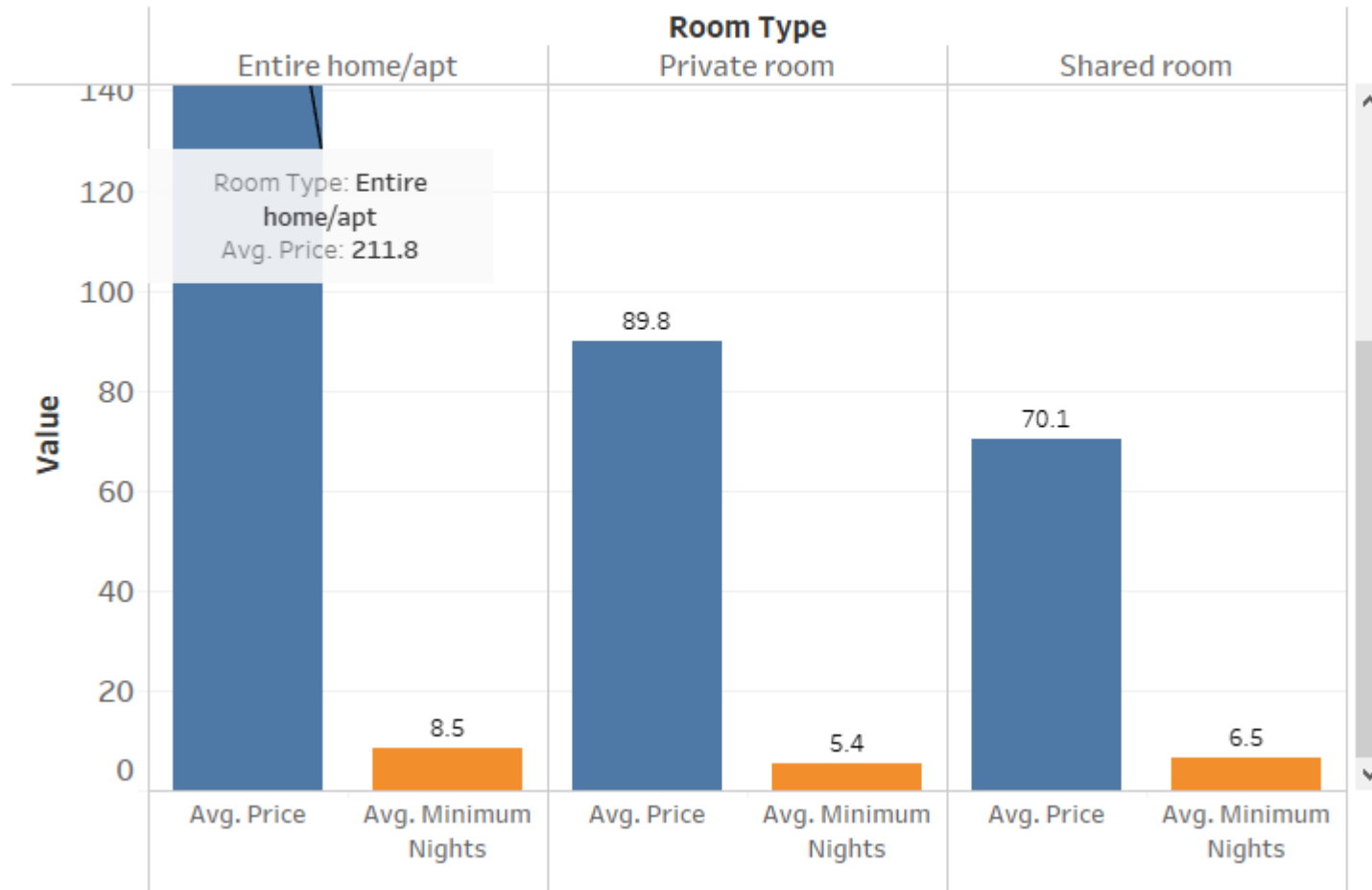
## Avg. Price for a listing based on Neighbourhood & Neighbourhood Group



The average price varies from 47.3 to 800 max.

Both the neighbourhood listing with Maximum (800) and Minimum (47.3) average price comes under “Staten Island” neighbourhood group. Among all neighbourhood groups, Queens has a listing with least Max. Average price (274.7) followed by Bronx (442.1)

## Avg. Price and Minimum Nights per Rental Property Type



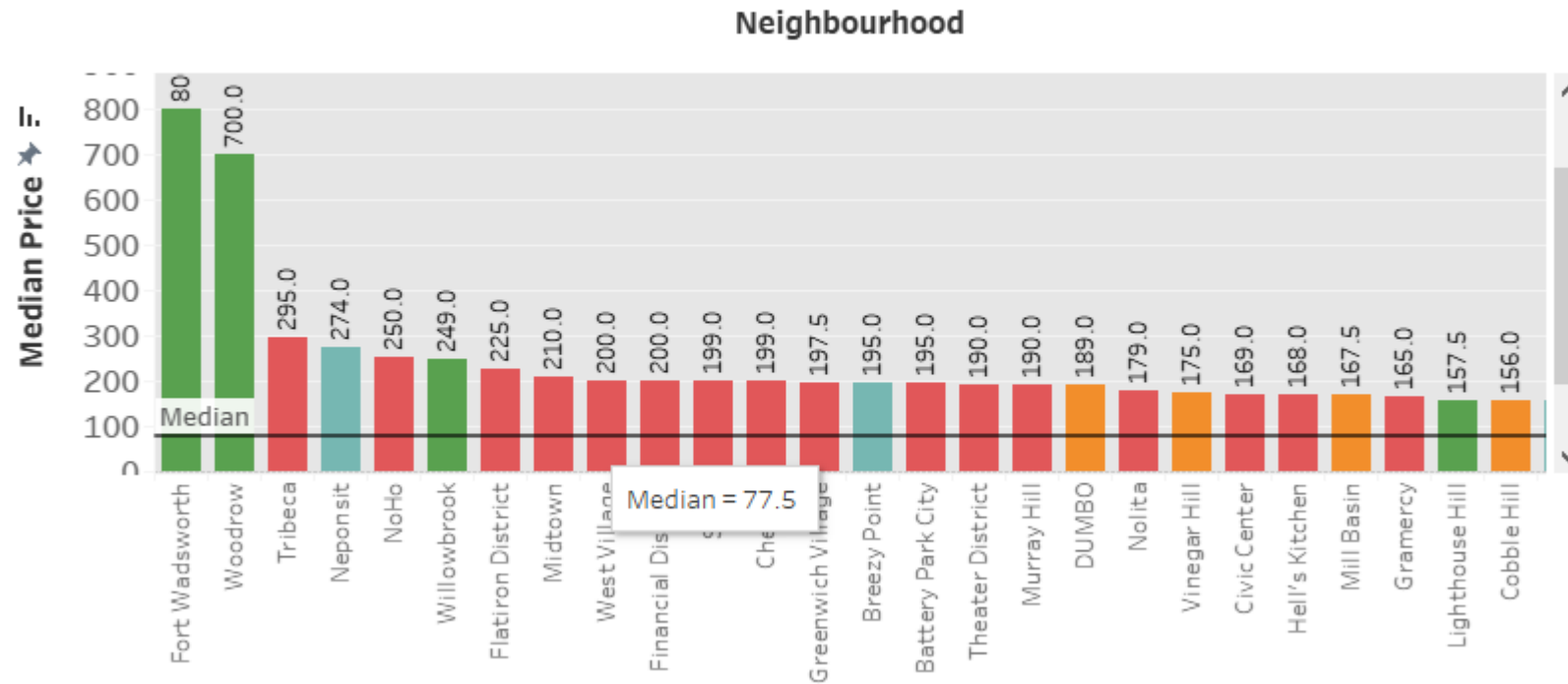
There are 3 different property types namely:

- Entire home/apt
- Private Room
- Shared Room

Among these Shared Room type has comparatively lesser avg. price and cheaper

Avg. minimum nights is more for “**Shared Room**” in comparison to “**Private room**” type but lesser than “**Entire home/apt**”.

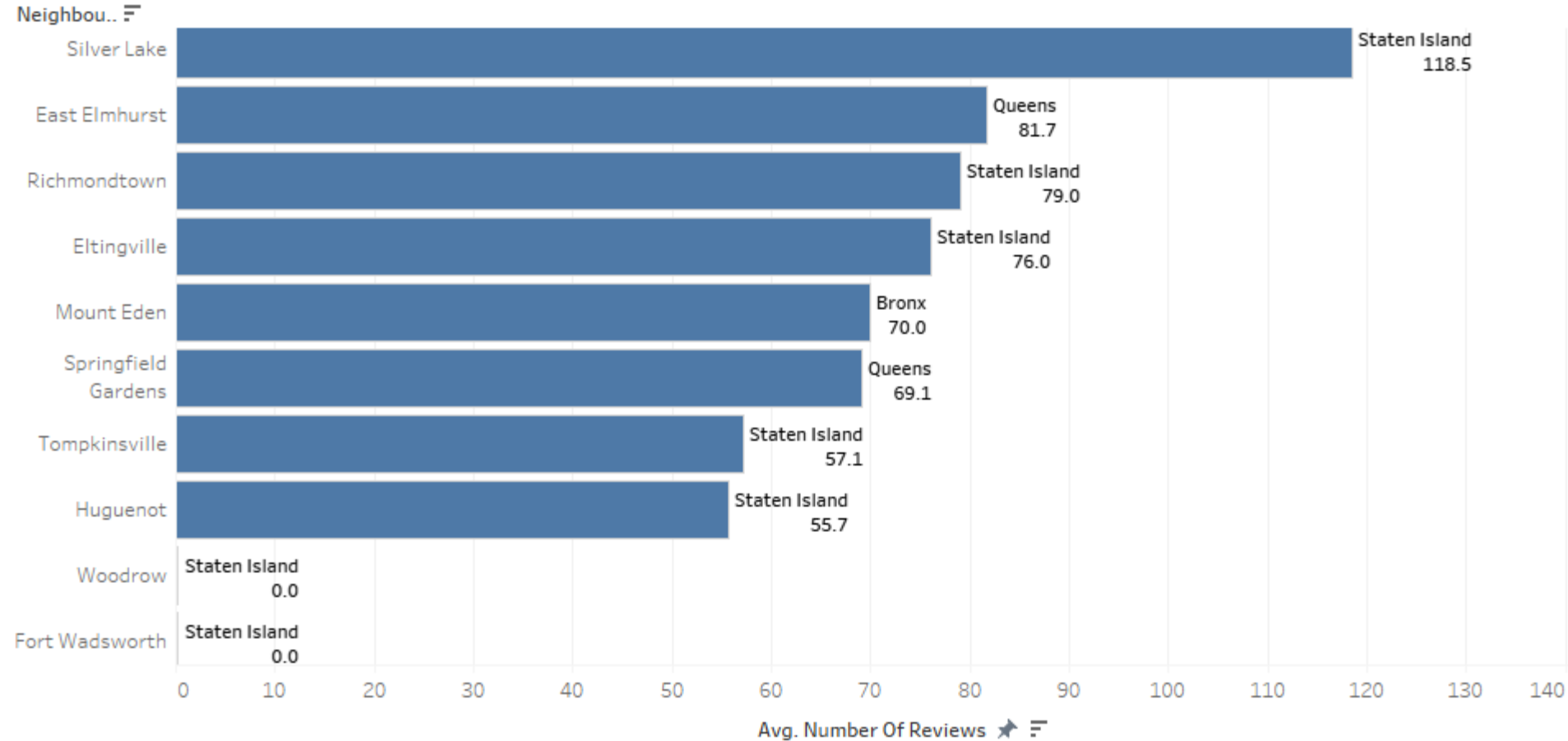
## Median Price based on neighbourhood



- From the Graph observed Median price value is 77.5.



## Average Review count per Neighbourhood property

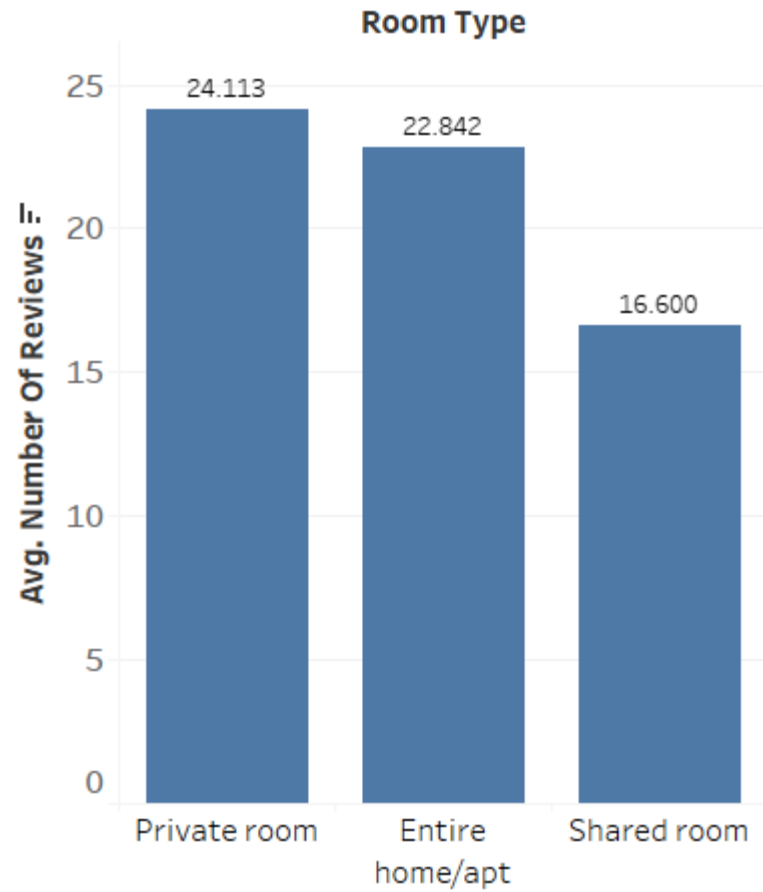


The average reviews count varies from 0 to 118.5 per neighbourhood.

Properties located in “Silver Lake” that comes “Staten Island” neighbourhood group has maximum average of reviews count of 118.5.

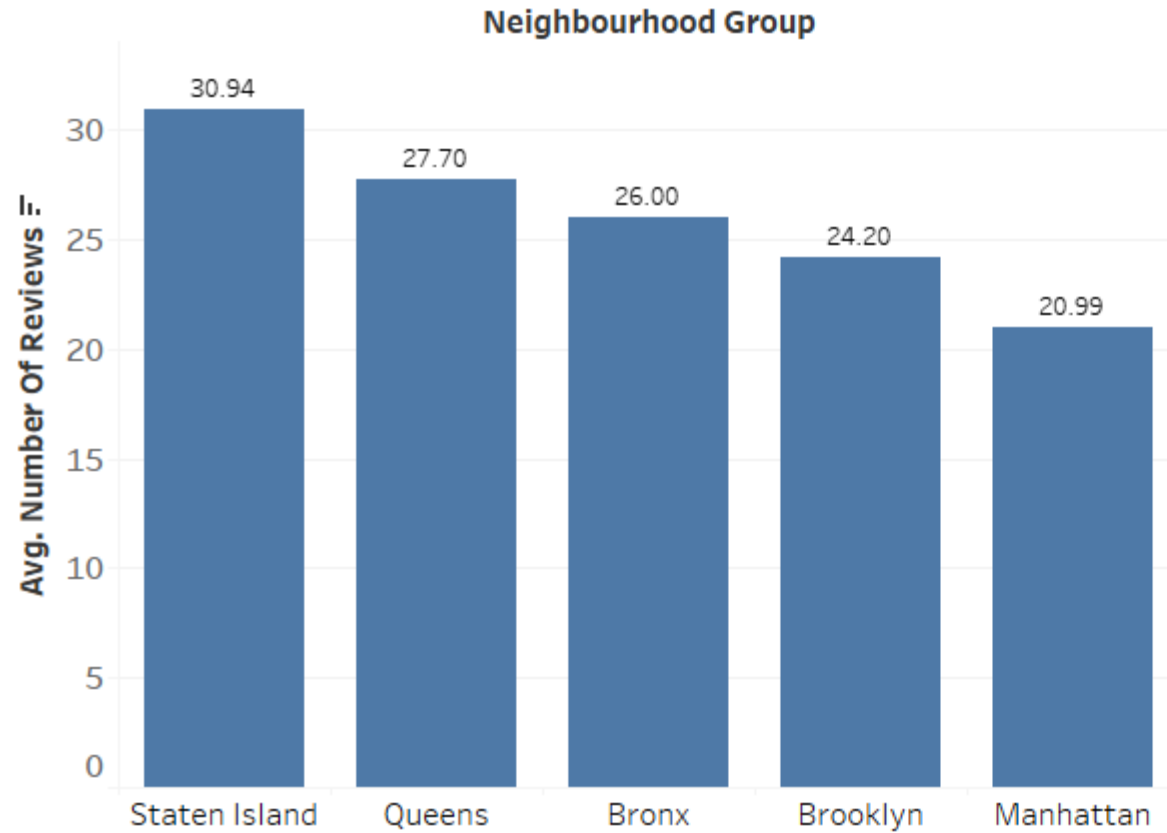
Whereas there are few other properties located in area such as “Fort Wadsworth”, “Woodrow” of “Staten Island” neighbourhood group has lowest average reviews count of 0.0.

## Reviews per Property Type



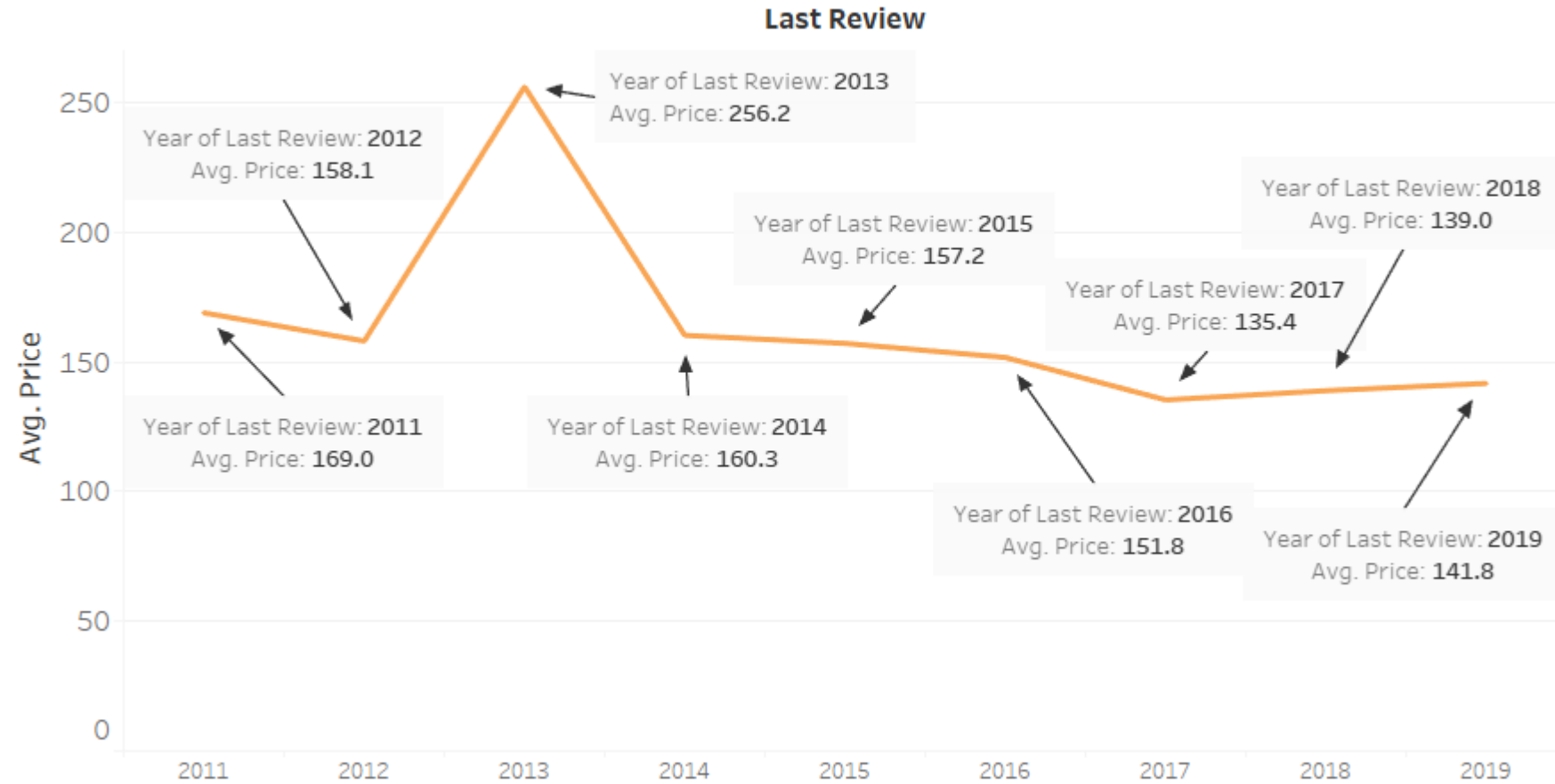
The maximum average nos. of reviews is for “Private room” property type.

## Avg. Reviews per Neighbourhood Group



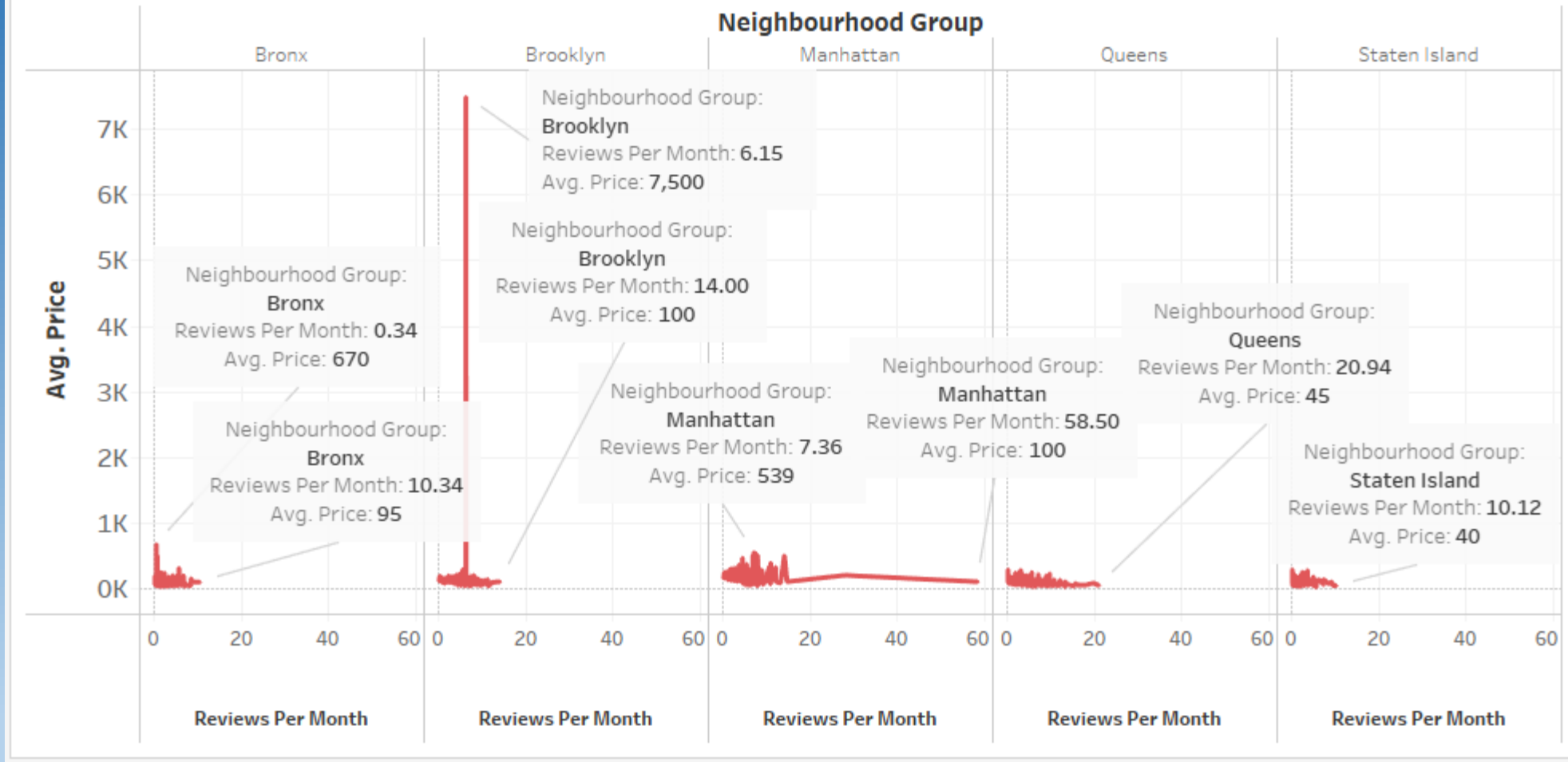
Compared to other neighbourhood groups, listings located in “Staten Island” has maximum average nos. of reviews.

## Review last date vs Avg. Price



Above visualization shows review last date for a particular average price.

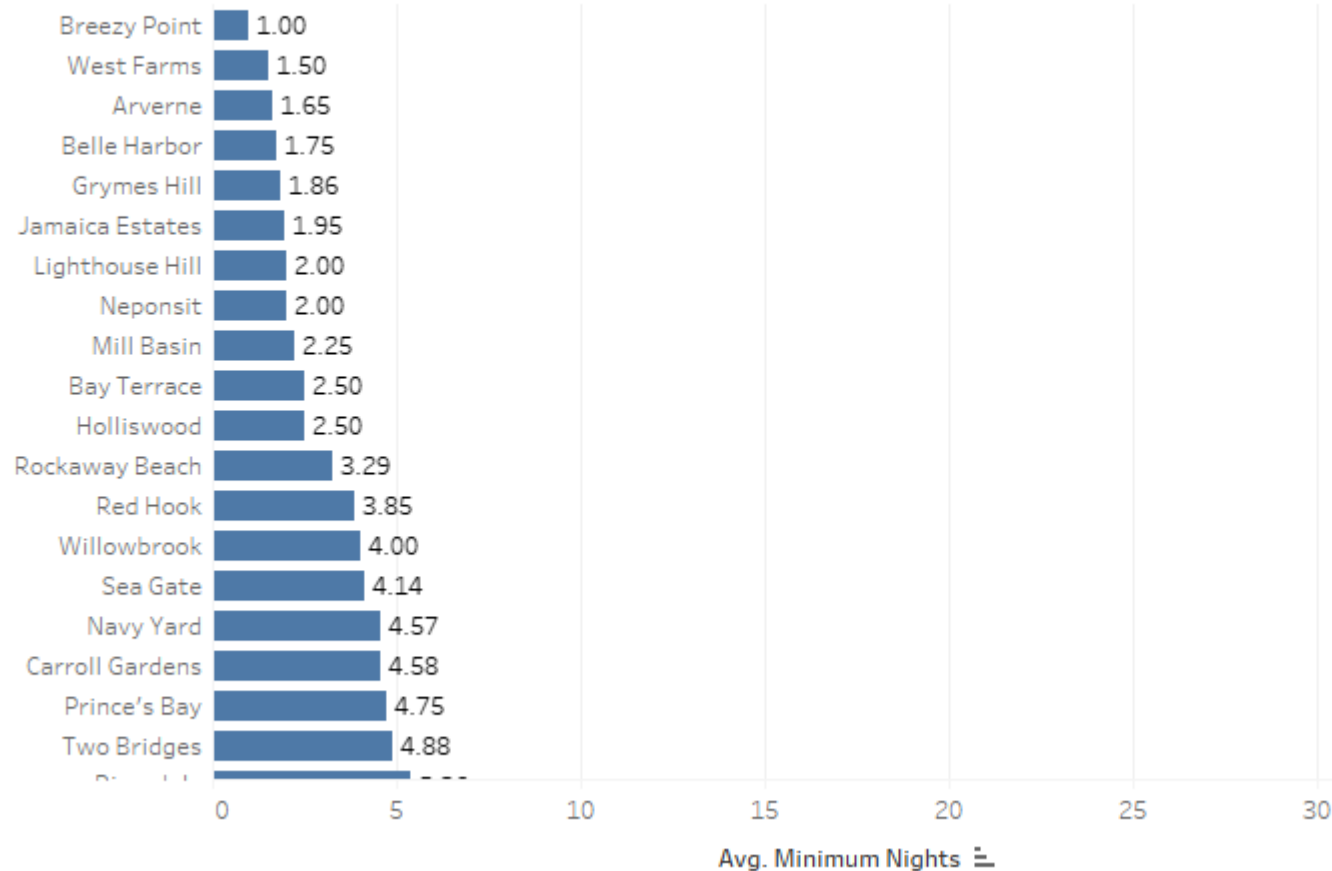
## Avg. Price variation based on Neighbourhood area & Reviews per month



Above visualization shows average price variation based on reviews per month per neighbourhood area.

## Min. nights for properties with median price greater than 100

median price above ..



median price above 100

- ☒ (All)
- ☒ Arverne
- ☒ Battery Park City
- ☒ Bay Terrace
- ☒ Bay Terrace, Sta...
- ☒ Belle Harbor
- ☒ Boerum Hill
- ☒ Breezy Point
- ☒ Brooklyn Heights
- ☒ Carroll Gardens
- ☒ Castleton Corners
- ☒ Chelsea
- ☒ Chinatown
- ☒ Civic Center
- ☒ Clinton Hill
- ☒ Cobble Hill
- ☒ Columbia St
- ☒ Downtown Broo...
- ☒ DUMBO
- ☒ East Village
- ☒ Financial District
- ☒ Flatiron District
- ☒ Fort Greene
- ☒ Fort Wadsworth
- ☒ Gowanus
- ☒ Gramercy

The minimum nights for properties with a median price greater than 100 is 1. It varies from 1 to 30.

# Summary

- Among the 5 neighbourhood groups of NYC most property distribution (79.32%) is under Manhattan region. Staten Island is with the least property distribution (0.25%).
- Based on geographical region the price of the listing varies.
- Among all neighbourhood groups, Queens has a listing with least Max. Average price (274.7) followed by Bronx (442.1).
- Among all property types, Shared Room type has comparatively lesser avg. price and cheaper Avg. minimum nights is more for “**Shared Room**” in comparison to “**Private room**” type but lesser than “**Entire home/apt**”.
- Properties located in “Silver Lake” that comes “Staten Island” neighbourhood group has maximum average of reviews count of 118.5.
- Properties located in area such as “Fort Wadsworth”, “Woodrow” of “Staten Island” neighbourhood group has lowest average reviews count of 0.0.

Thank you