

Data Visualization and Dashboards with Tableau

Project option 2- Air BnB data set
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HOW I CHOOSE MY OPTION

OPTION 1- tempted to attempt

- Multiple files of varying types
- Filtering through json file of weekly earnings.
- Joining data.
- Unclear co-relations with technical terms

OPTION 2- Air BnB data set

- Hospitality background
- Single xlxs file.
- Simpler understanding data

Through the visualization process I managed to look for the questions that could be answered.



Exploration of Data

Check format of data columns, null values, definitions of terms used.



Creating Visualizations

Started with basic columns of reviews and pricing for neighbourhoods and then moved towards looking for patterns and trends .



Dashboards and stories

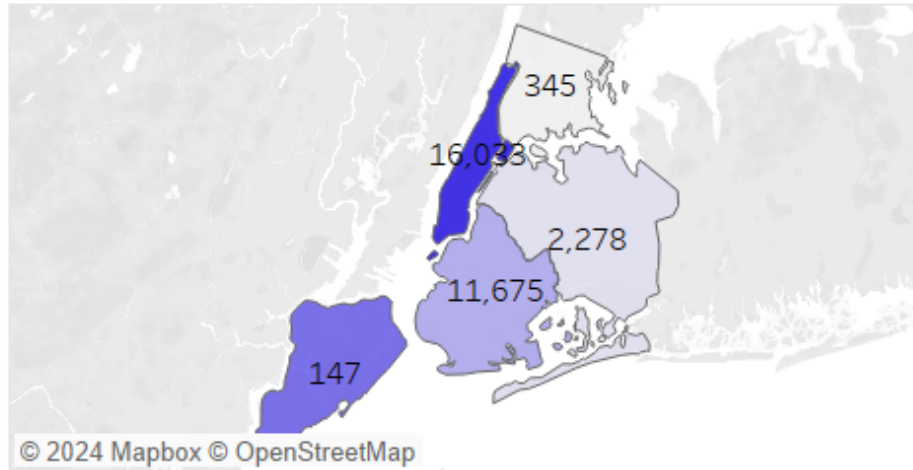
This displayed the answers to the questions that were popping as visuals were being created.

What was I hoping to get from the Data?

- Is there a neighbourhood more popular than others?

We can see that Manhattan and Brooklyn are ahead with a higher average price.

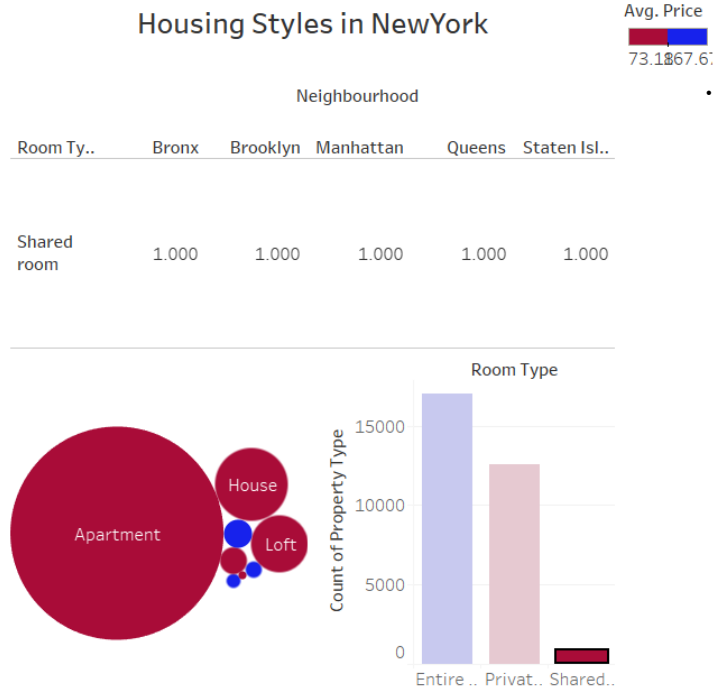
NewYork Neighbourhoods



Property Classification in each Neighbourhood

Property..	Neighbourhood				
	Bronx	Brooklyn	Manhat..	Queens	Staten I..
Standard Stay	345	11,650	15,998	2,260	145
Unique Stay		9	9	12	
Other		16	23	6	2

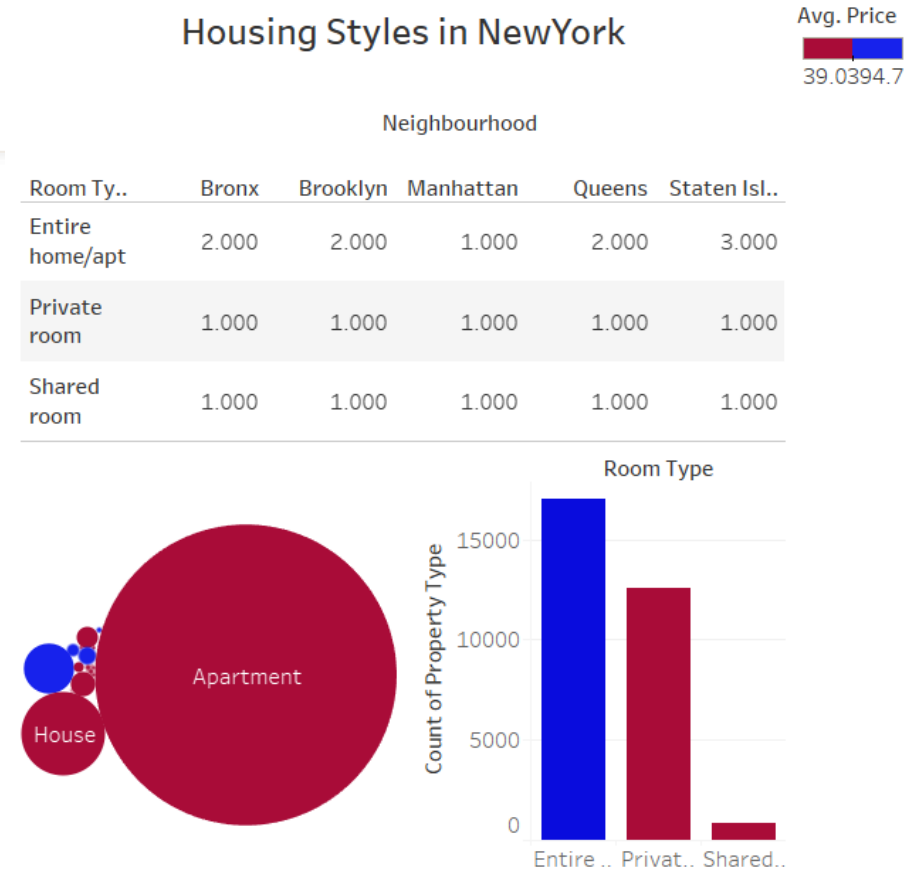
What was I hoping to get from the data?



- What is the most popular housing type?

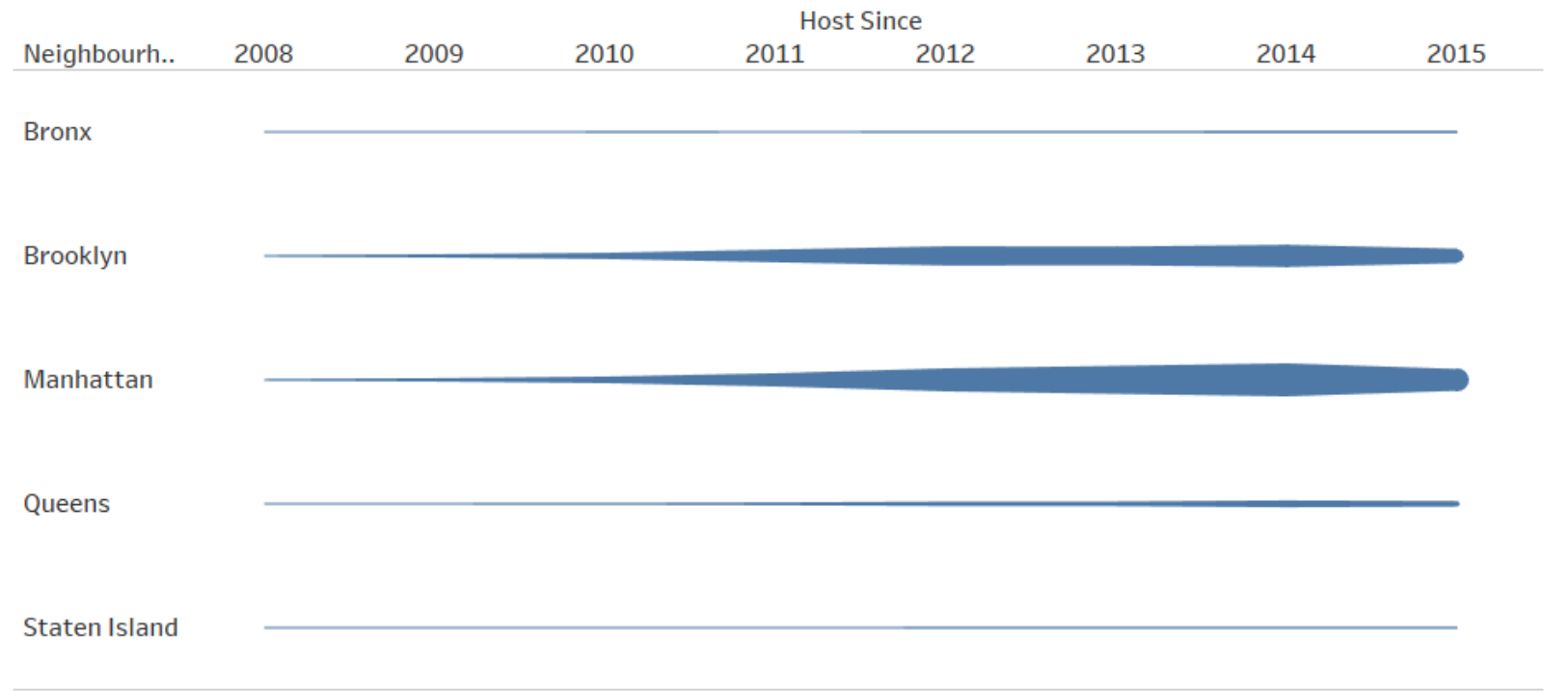
On the right you can see the overall trending property.

On the left you can see that for shared rooms there are 3 types that take the lead in popularity



- How has the company grown over the years in the various areas?

We can see that Brooklyn and Manhattan has had a big boom in Air BnB's since 2011, this could be due a variety of reasons.

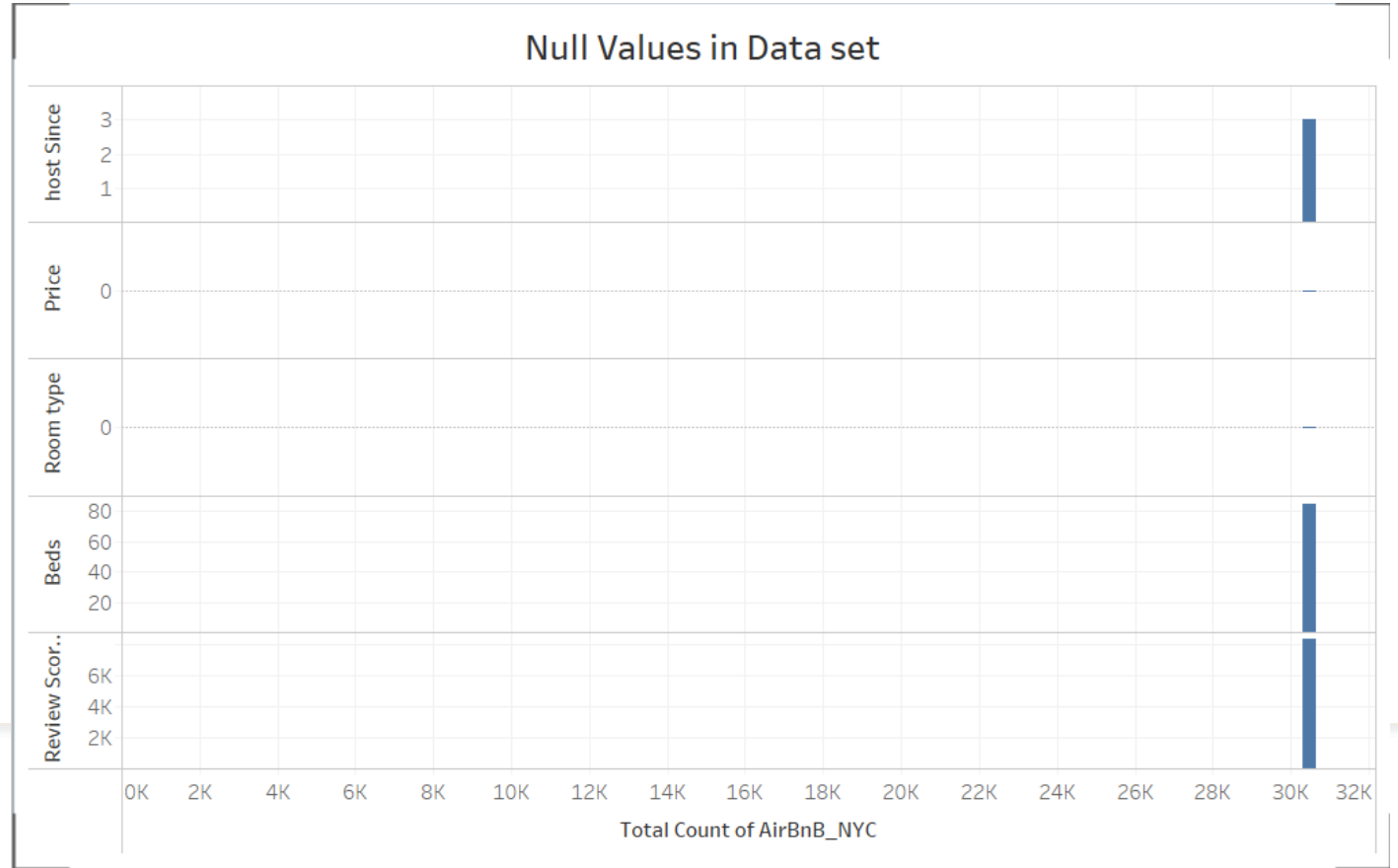


Any areas of concern in the data

Null values

- Cannot be dismissed as incomplete data
- Could show areas needing improvement

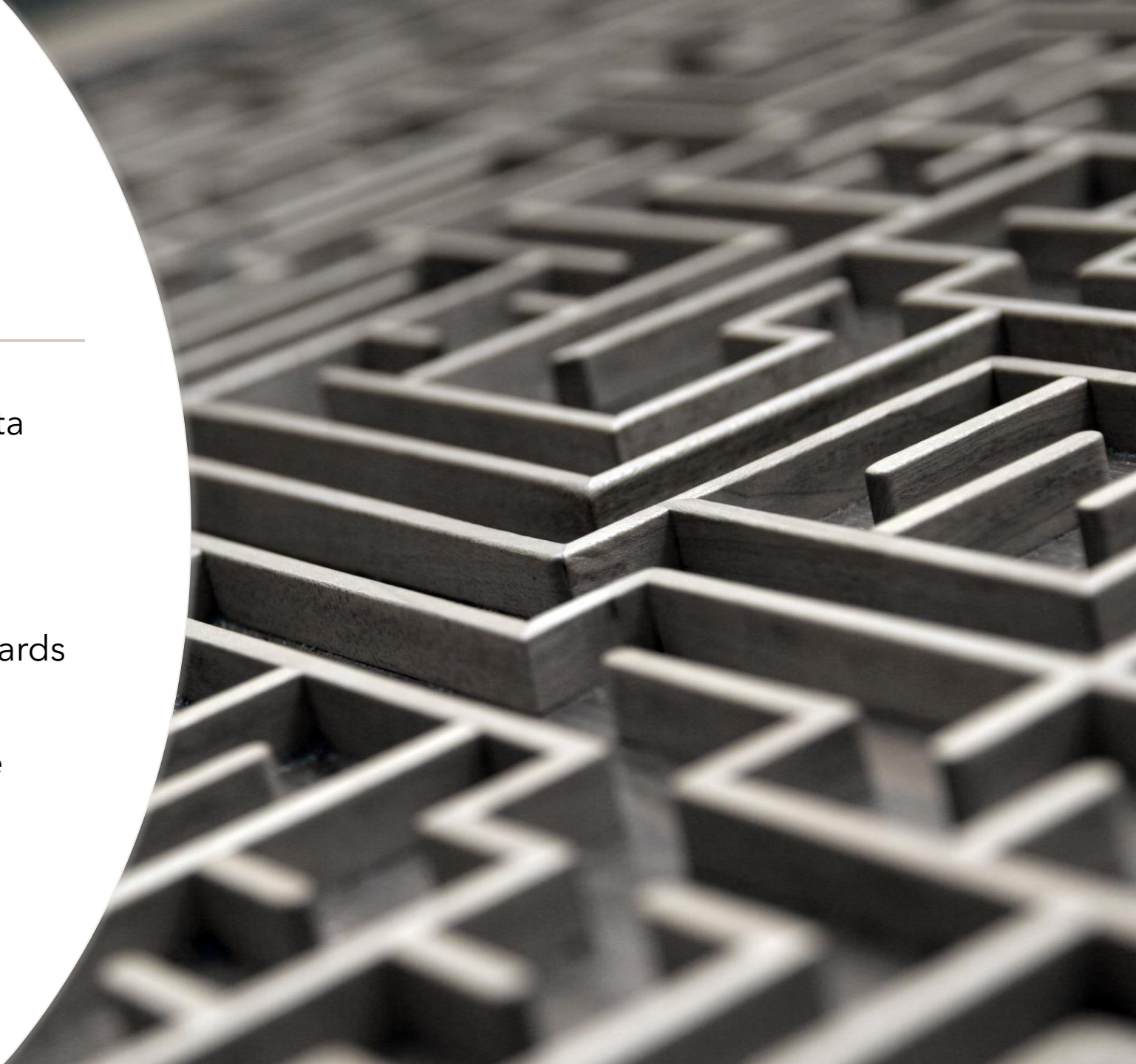
Here reviews has the most number of null, suggesting that measure need to be taken to encourage customers to leave reviews.





Challenges!!

- Not good with creating questions on data set
- Spent time on option 1 about 1-2 days
- Differentiating the line between EDA visualization and visualization useful towards analysis.
- Generating calculated fields that may be helpful in the analysis of data



Thankyou!!

