

Tableau Case Study #2 – Airbnb Visual Insights

This case study focused on developing proficiency with various chart types in Tableau using Airbnb listing data from Amsterdam and Antwerp. The goal was to create visually effective charts to explore trends in listing count, room types, prices, and user reviews.

Data Source

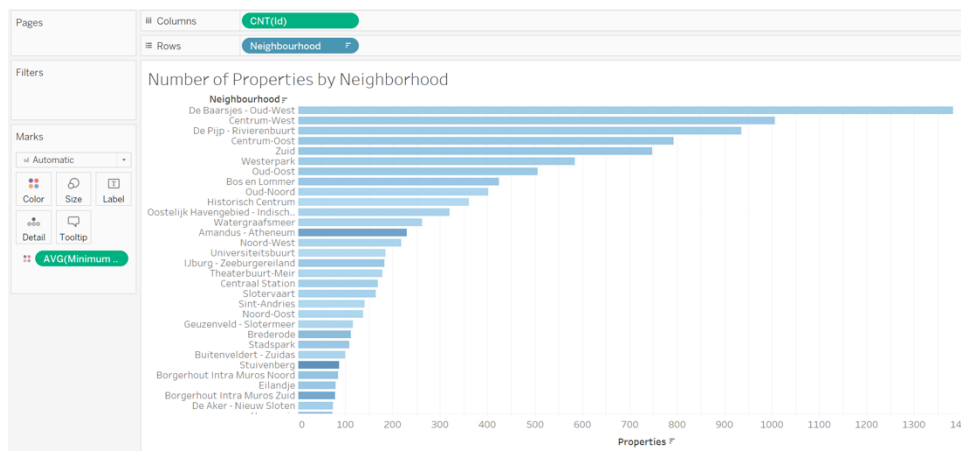
- Airbnb listing dataset (Amsterdam & Antwerp) from [InsideAirbnb.com](https://www.insideairbnb.com)

Charts Created

1. Bar Chart

Listings per Neighborhood

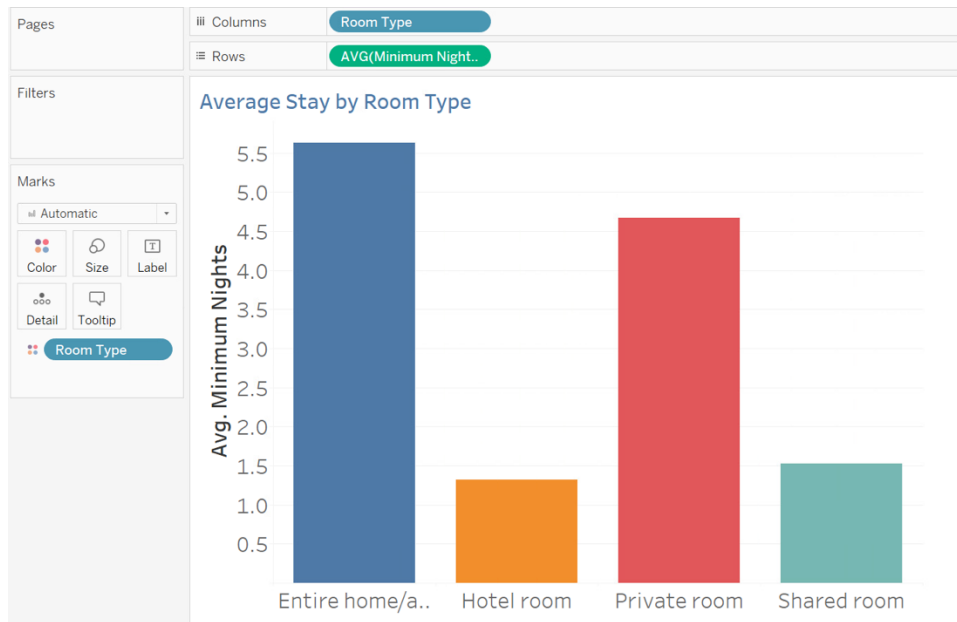
- Counted unique property Id per neighborhood
- Colored by average Minimum Nights
- Sorted descending to highlight most popular areas



2. Column Chart Emphasized by Color

Average Minimum Stay by Room Type

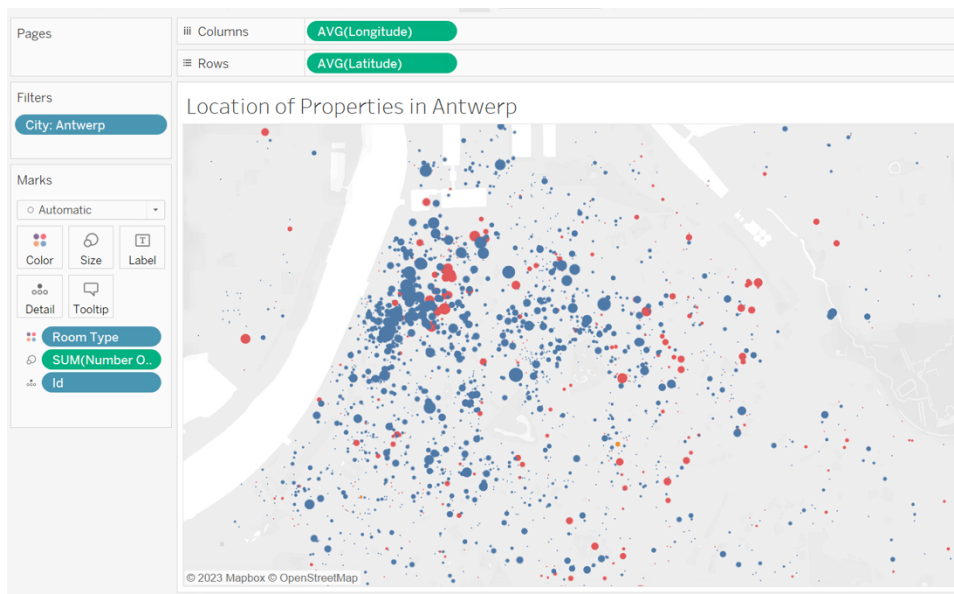
- Columns represent different room types
- Colored by room type for visual clarity
- Fonts and layout formatted for readability



3. Symbol Map

Airbnb Reviews by Location (Antwerp only)

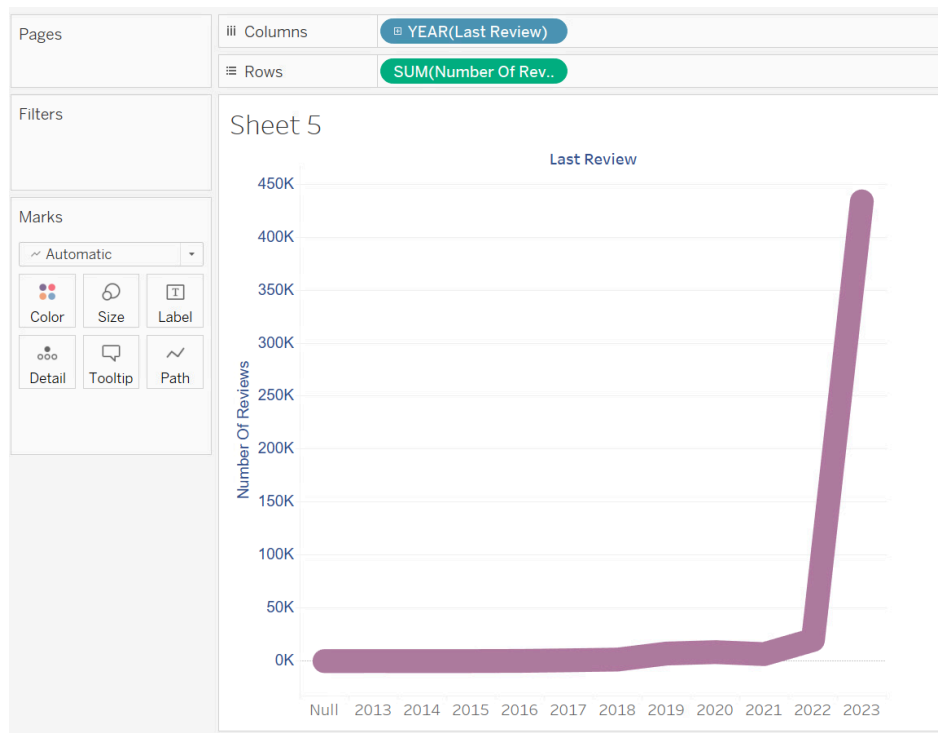
- Mapped Latitude and Longitude
- Bubble size based on number of reviews
- Colored by Room Type to differentiate listing types



4. Line Chart

Number of Listings by Year of Latest Review

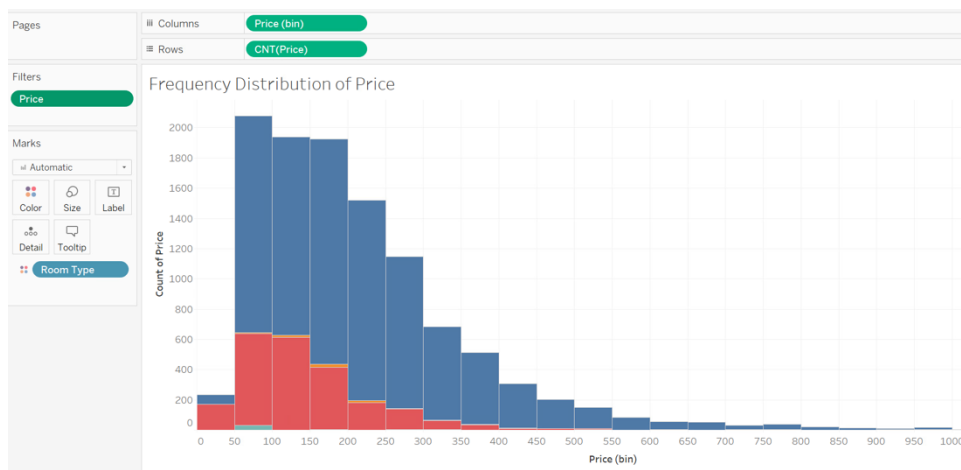
- Time-based trend chart
- Line styled with purple color and thicker line width
- Y-axis formatted in Tableau Semibold, color-coded with hex #33508d



5. Histogram

Rental Price Distribution

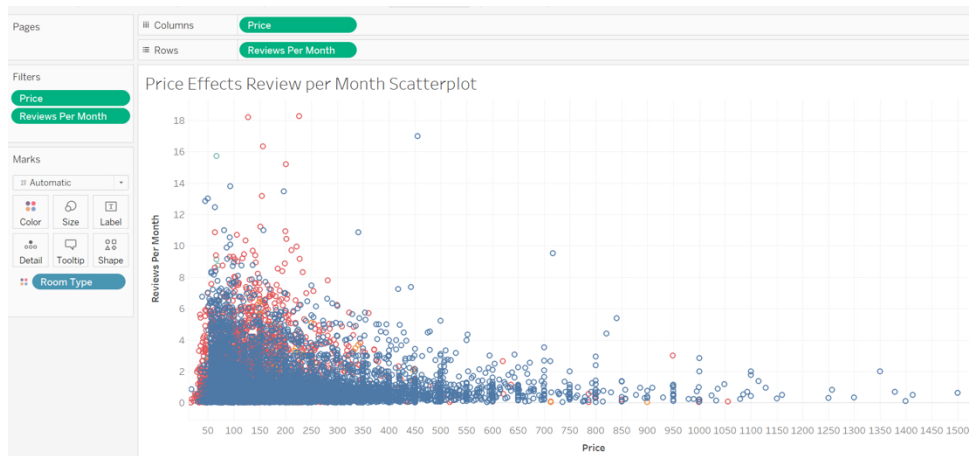
- Binned Price data in intervals of 50
- Limited to listings priced under €1000
- Colored by Room Type to show distribution by category



6. Scatterplot

Price vs. Reviews Per Month

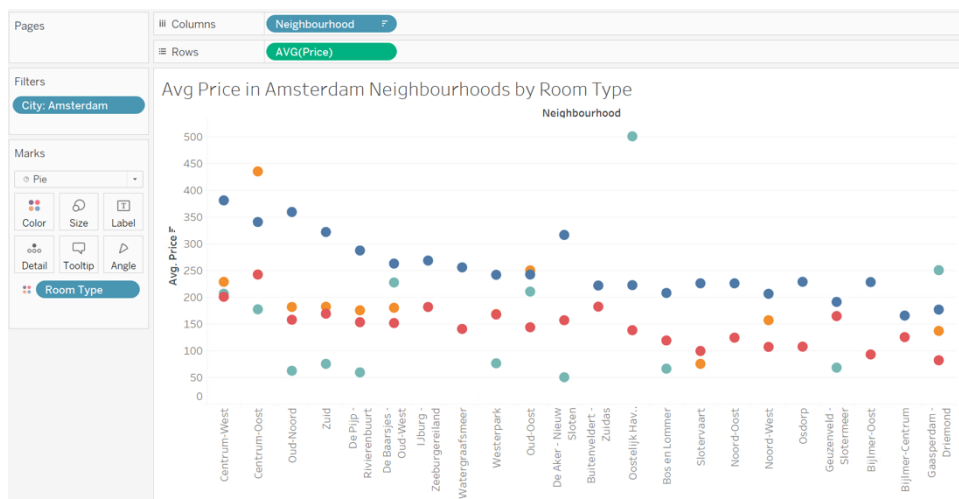
- Compared Price with Reviews per Month
- Filters applied to show listings with ≤ 20 reviews/month and price ≤ 1500
- Colored by Room Type



7. Your Own Visualization

Bar Graph with Circle Marks

- Compared average price by neighborhood and room type
- Used bar chart overlaid with circular marks
- Clearly revealed that “Entire home/apartment” listings are the most expensive



I used bar graph in circle marks because bar graph is excellent for comparing different categories. It clearly shows the average price of hotel rooms in Amsterdam ranked by neighborhoods. In average, you

can see entire home/apartment is the most expensive ones. Centrum West has the most expensive price. You can see not only the trend of room price in different neighborhoods but also in different types of rooms by colors. Source: <https://journal.ahima.org/page/using-bar-charts-to-compare-data-in-categories>