Tableau Visualization Project

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Project Flow

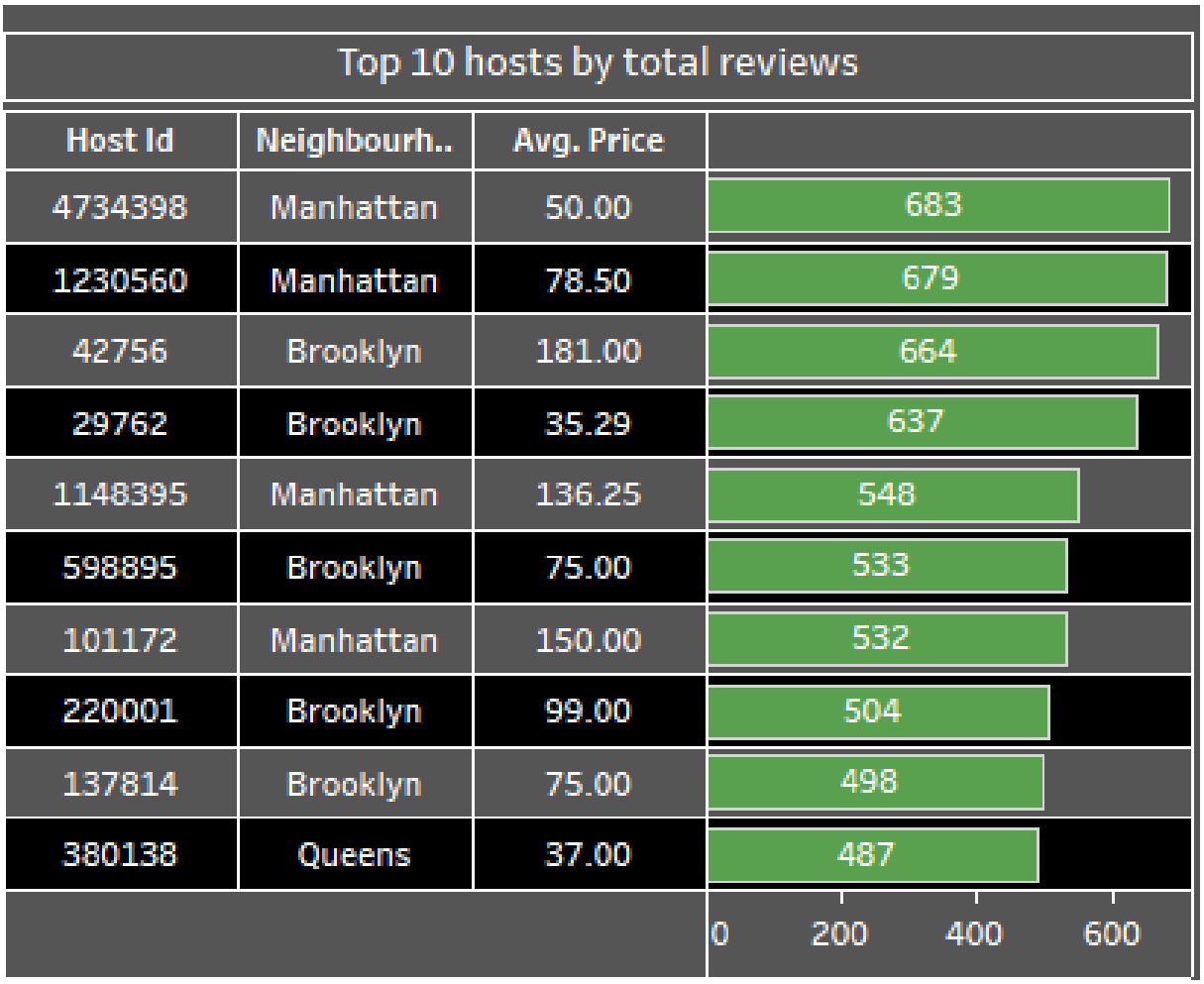
For Option 2

- To select a dataset to use for visualization.
- Use the selected dataset to create at least 5 different visualizations that could be used to answer questions and gain insights.
- To create a dashboard from these visualizations to present the insights.

About Airbnb

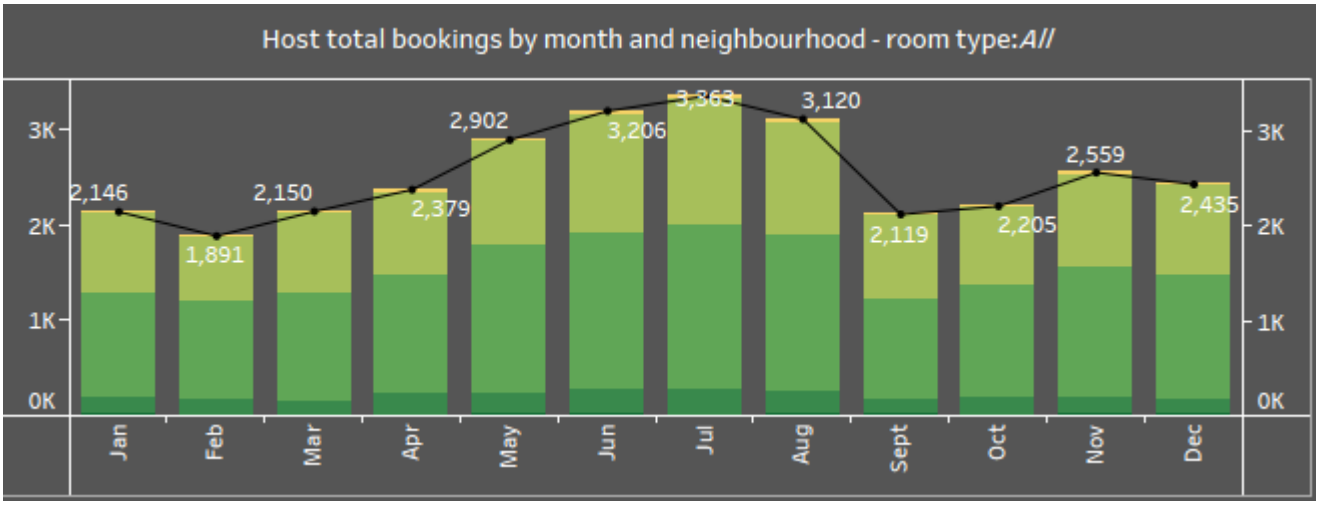
Airbnb is a platform that allows homeowners to put up their properties for short, medium and long stays while getting some extra income. It was founded in August 2008 by Brian Chesky, Joe Gebbia, and Nathan Blecharczyk. It began as a way for them to rent out air mattresses in their apartment to attendees of a design conference in San Francisco.

Top 10 hosts by the total reviews



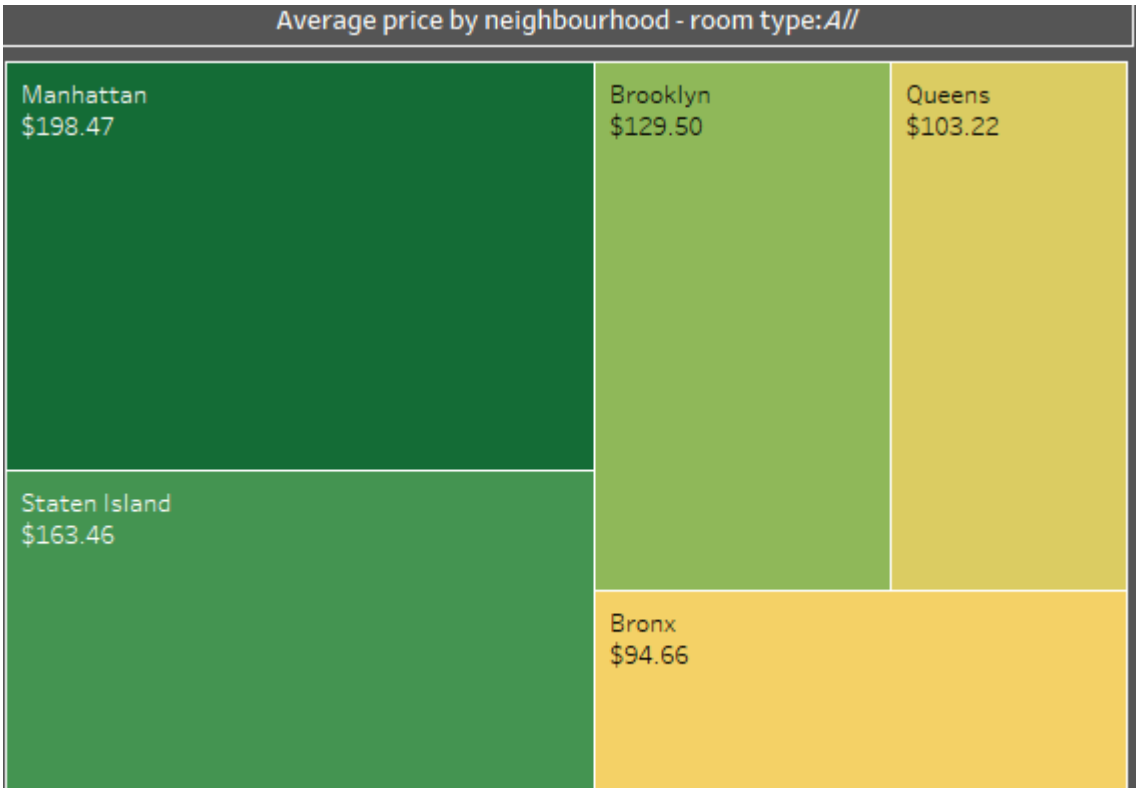
This bar graph shows the top 10 hosts with their host id and the neighborhood they are located. It gives a quick insight on their average price and the number of reviews they have. On the business side it shows that Airbnb is striving more in Manhattan and for investors looking to invest by location they can sort for properties there.

Top Month neighborhood bookings



This chart helps to show the month with the highest bookings by all the neighborhoods. The graph reveals that July records the highest number of bookings in the year. The bookings looks pretty stable month-on-month but higher bookings is experienced in July, this could be as a result of the summer season when there are lots of guest on vacation which leads to more bookings.

Highest performing neighborhood with the average price

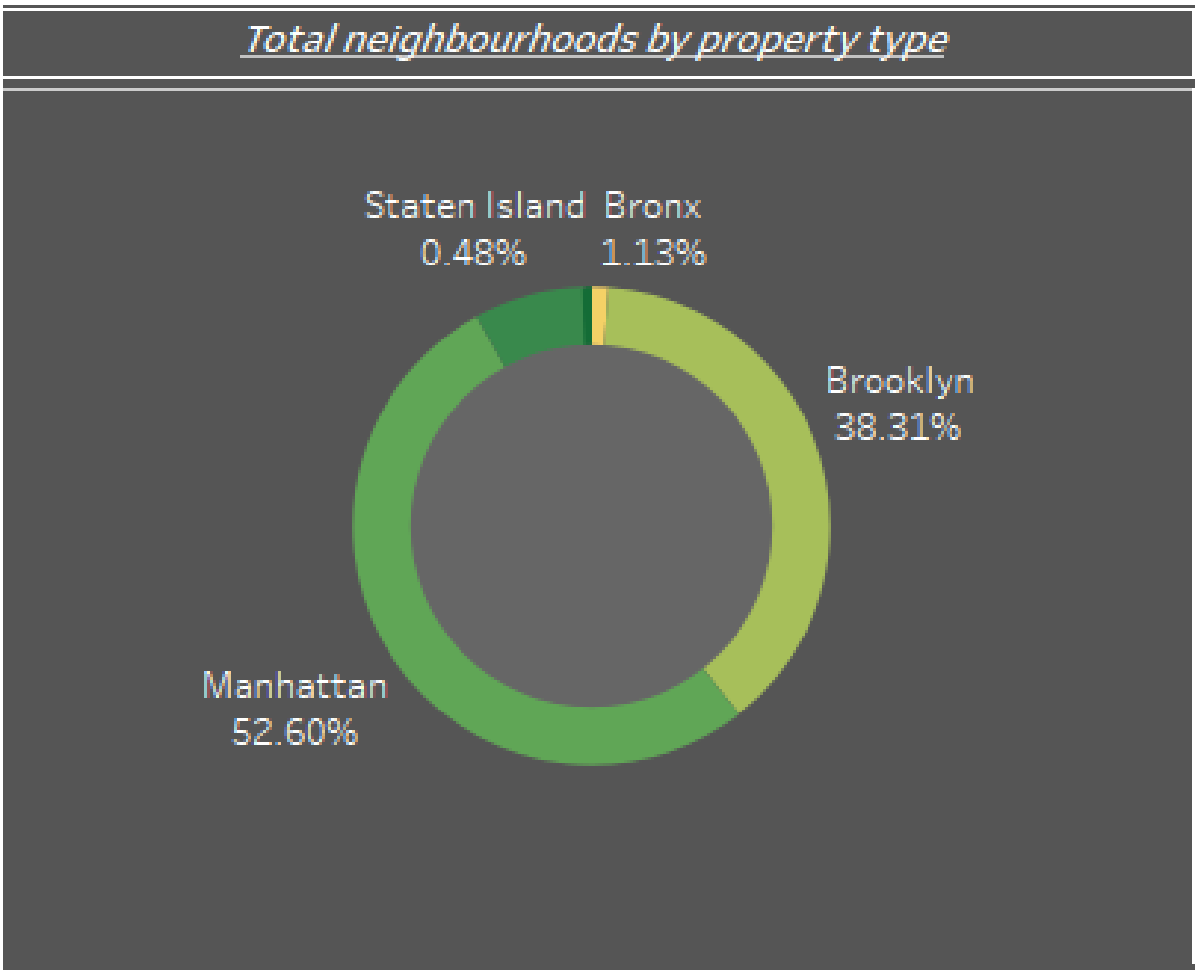


This tree-map shows the size composition of the neighborhoods and their average price. We can toggle around the various room types. However, it Visualizes that Manhattan has the highest average price, followed by Staten Island and Bronx with the lowest average prices.

Reviews by room type

This highlight table tries to depict the various room types and the average reviews gotten by them. It however, shows that an entire home has more reviews than a private room or shared room. This shows that guest prefers spaces without other people interference.

Neighborhood by property type percentage



The pie chart shows the neighborhoods by property type Illustrates that Manhattan covers over 50% of the neighborhoods with all the type being considered. This means that the business is striving more in Manhattan irrespective of the property type.

Full Dashboard View

Challenge

The huge challenge faced on this project is obtaining precise longitude and latitude coordinates from the available data which is crucial in order to effectively generate geographical maps that can accurately represent geographic locations and their spatial relationships. In other to carry this task which was not available in the data I would need to call it with an API. This I needed more time to achieve.

Future goals

- Drill further down into Airbnb API to get API details so as to get the longitude and latitude of the various locations. This will help in the creation of geographical maps.
- Analyse the data of another location like a province in Canada to compare what the business looks like in both countries.