

Project Report: Boston Airbnb Market Trends

Project Title: Boston Rental Landscape: Neighborhood & Category Analysis

1. Executive Summary

This project analyzes the Boston Airbnb ecosystem, focusing on the relationship between neighborhood characteristics and rental prices. The goal was to identify which areas offer the best balance of location and value for potential visitors.

2. Data Source

Dataset: Boston Airbnb Open Data.

Key Attributes: Neighbourhood, Review Scores, Property Type, Price.

3. Methodology & Technical Steps

Geospatial Mapping: Utilized generated Latitude and Longitude to plot listings across Boston's irregular street layout.

Data Cleaning: Filtered out null values and listings with a price of zero to ensure statistical accuracy.

Categorization: Grouped listings by Room Type (Entire Home vs. Private Room) to analyze inventory types.

4. Visualizations Created

Neighborhood Cluster Map: A map view highlighting distinct clusters in areas like Back Bay, Beacon Hill, and Dorchester.

Price vs. Location Analysis: Visual comparison showing how proximity to the city center (Downtown/Seaport) correlates with exponential price increases compared to residential suburbs.

5. Conclusion

The Boston dataset reveals a highly segmented market. The visualization clearly delineates "tourist" zones with high prices and high density from "residential" zones that offer lower prices and lower density.

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