# Data-Led Executive Briefing

## Project proposal

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The project proposal is a simple one-page draft of your project ideas that should help you get started with Assessment #3 Data-Led Executive Briefing.

The purpose of preparing this proposal is to get feedback from the lecturers about the ideas you have for developing your project. This is not a mandatory activity and does not count towards your grade. But it is a requirement to **send this document by Monday 6th December 11:59 (London time)** to be able to book a feedback meeting with one of the lecturers.

Your draft should be sent by email as a PDF document to the lecturer you have booked a meeting with. We won’t be meeting students that haven’t sent their draft proposals.

### 1) What is your topic?

What is the problem you want to address and what other data sets might be of interest? Who are you speaking to? London’s Mayor, or an Investor? If you have it, include any background research and literature references you have checked (Add up to 5 bullet points).

A:

* Topic: Impact of Airbnb on local area rental markets
* This topic is for the Mayor of the Greater London.
* Multiple methods will be used to find out whether the short-term rentals of Airbnb have any relationship with the local traditional rental markets. Airbnb has set the 90-day-rule that the short-term rental hosts are not allowed to take any bookings if the night limits have reached 90 days unless the host has the planning permission of the property. However, the rules don’t include the single-room-booking and the mid-term booking which according to the assumption, has a large impact of the traditional local rental markets.
* Reference
  + Segú, M. (2018). Do short-term rent platforms affect rents? Evidence from Airbnb in Barcelona.
  + van Holm, E. J. (2020). Evaluating the impact of short-term rental regulations on Airbnb in New Orleans. *Cities*, *104*, 102803.
  + Li, H., Kim, Y., & Srinivasan, K. (2019). Market shifts in the sharing economy: The impact of airbnb on housing rentals. *Available at SSRN 3435105*.
  + Muschter, S., Caldicott, R. W., von der Heidt, T., & Che, D. (2020). Third-party impacts of short-term rental accommodation: a community survey to inform government responses. *Journal of Sustainable Tourism*, 1-20.

### 2) What analysis do you plan to conduct? and what are your expected results?

Refer to the data analysis techniques you might be using and how would these help answer your problem. How do you plan to visualize (communicate your results) to your selected audience? What charts/maps/tables will you produce? If possible, comment on the expected results (Add up to 5 bullet points).

A:

* The first method I would like to use is the mapping of the distribution of Airbnb listings and combine with the local rental houses. I will try to conduct a heat map to get known with the detailed location relationship between Airbnb and rentals.
* The second method is the data analysis based on the listing data. With the data of rentals, a regression model can be conducted, and the relationship can be detailed.
* The third method will be based on the reasons why the Airbnb would affect the local rentals. I will focus on the popularity of Airbnb by using NLP to analyze with the reviews and descriptions.
* About the fourth method, some of the papers conducted an analysis based on the gentrification distribution, which could be a future direction of the report. (https://carto.com/blog/spatial-analysis-gentrification/)

### 3) What is your work plan?

Think of a plan for conducting your work and the barriers you might face. Sketch out a rough timeline, taking into account your experience so far and other assessments running concurrently with this (Add up to 5 bullet points).

A:

There are approximately 3 weeks for the conduction of the project. The project of CASA0007 will also be taken consideration with the writing process of this project.

* The first week will focus on the data collection and reference collection. Some basic analysis could be done at the rest of week.
* The second week will be analyzing data and conducting map based on the similar models made in the reference papers. A foundation outline of the final paper could be done at the rest of week.
* The third week will focus on the conduction of the final paper and the correction of some minor mistakes during the analysis.