

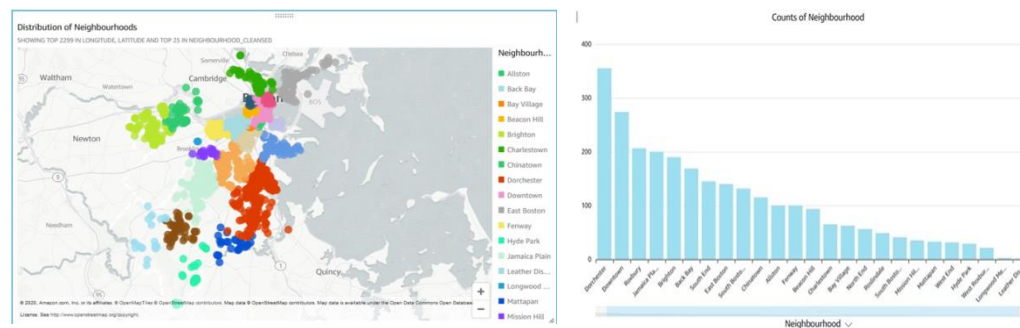
Group 1: Business insights of Airbnb in Fenway, Boston

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■ **Background:** Boston is the capital and the most populous city in the State of Massachusetts in the United States. Its economy, culture, history, and education attract hundreds-thousands of tourists each year. This report provides several visualizations of Airbnb listings in Boston and aims at presenting a business opportunity for a specific neighborhood, Fenway, in Boston. The original data contains 3340 listings, 60 features across 25 Boston neighborhoods.

■ Data Proof:

➤ Distribution of Airbnb listings in Boston:



The top 5 neighborhoods for Airbnb listings in Boston: Dorchester, Downtown, Roxbury, Jamaica Plain, and Brighton, mostly concentrated in the south of downtown Boston. Dorchester, as Boston's largest neighborhood by far, has the highest listings.

➤ Pricing distribution:

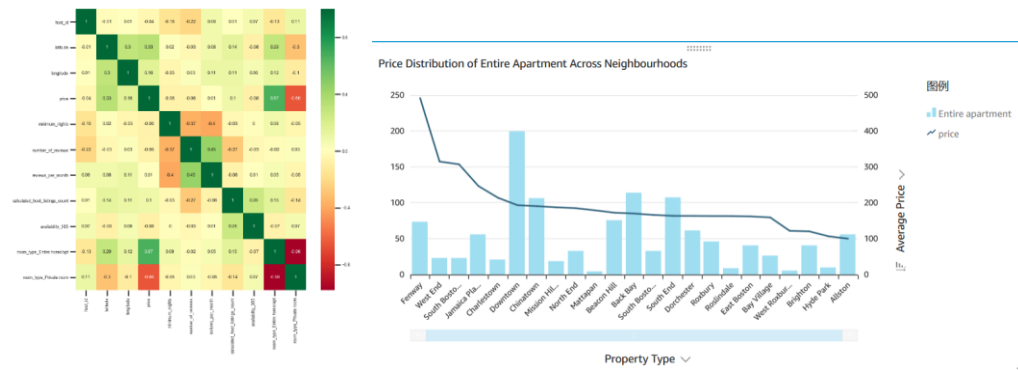


1 Bedroom Apartments in Boston			2 Bedroom Apartments in Boston		
#	City/Neighborhood	Average Rent	#	City/Neighborhood	Average Rent
1	Back Bay	\$2,444	1	Back Bay	\$3,196
2	Beacon Hill	\$2,433	2	Symphony	\$3,066
3	South End	\$2,362	3	South End	\$2,996
4	Symphony	\$2,356	4	North End	\$2,934
5	Fenway	\$2,324	5	Beacon Hill	\$2,841
6	North End	\$2,247	6	Cambridge	\$2,831
7	Cambridge	\$2,143	7	Brookline	\$2,799
8	Brookline	\$2,100	8	Fenway	\$2,781
9	Roxbury	\$1,975	9	Charlestown	\$2,524
10	Somerville	\$1,972	10	South Boston	\$2,510

Average rent in Boston

However, Dorchester's pricing is comparatively low. In contrast, Fenway has the highest price listings across all neighborhoods, since Fenway is not only a business center but also a place that attracts lots of baseball competitions. The most famous team, Red Sox, attracts many fans to come to Fenway Park to watch their matches. This could be one factor that drives the high price in Fenway. The comparatively high rent for apartments in Fenway corresponds to the high pricing listings of Airbnb in Fenway.

➤ Correlation between price and room type of entire apartment:



Further analysis using a heat map on unique factors affecting price shows that the room type of the entire apartment has a strong positive relationship (0.67). The entire apartment's pricing distribution across all neighborhoods indicates that Fenway also has the highest price listing for this particular property type.



Focusing on Fenway, the entire apartment has comparatively high listings and high prices across all property types. Thus, seeking a business opportunity for entire apartment in Fenway is the main aim of this analysis. Assuming that baseball competitions in Fenway park can be expected to hold, cooperation with the match host in lowering the price of entire apartment could be an opportunity to bring more families to Fenway.

■ Conclusion:

Overall, Fenway has a comparatively high rent price; thus, Airbnb's price is high too. Although the famous baseball game, Red Sox, can attract many people to visit Fenway, visitors would not choose to live in the Fenway because of the high room price. Thus, our group suggests that Airbnb can cooperate with MLB to provide coupons for the entire apartment. Because the entire apartment's cost is too high, and many families may come to watch the competition. The coupon can attract this kind of family to live in Fenway, helping Airbnb get more reservations and guests.