

Business insights of Airbnb in Fenway, Boston

Group 1

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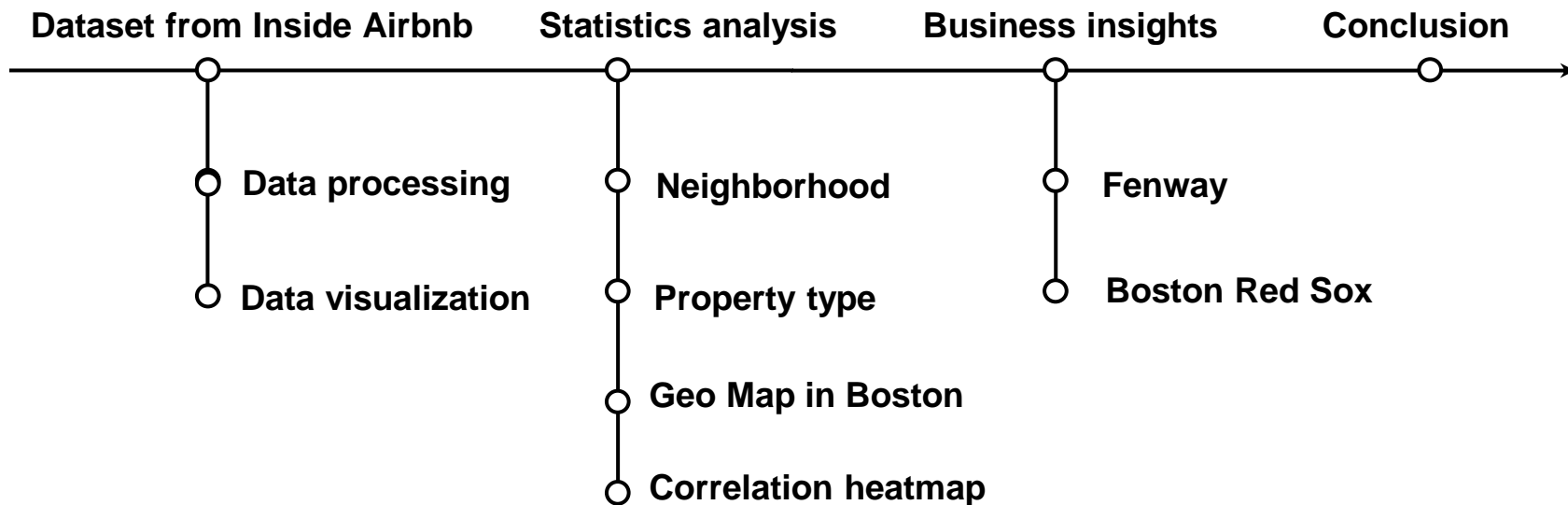
Background information



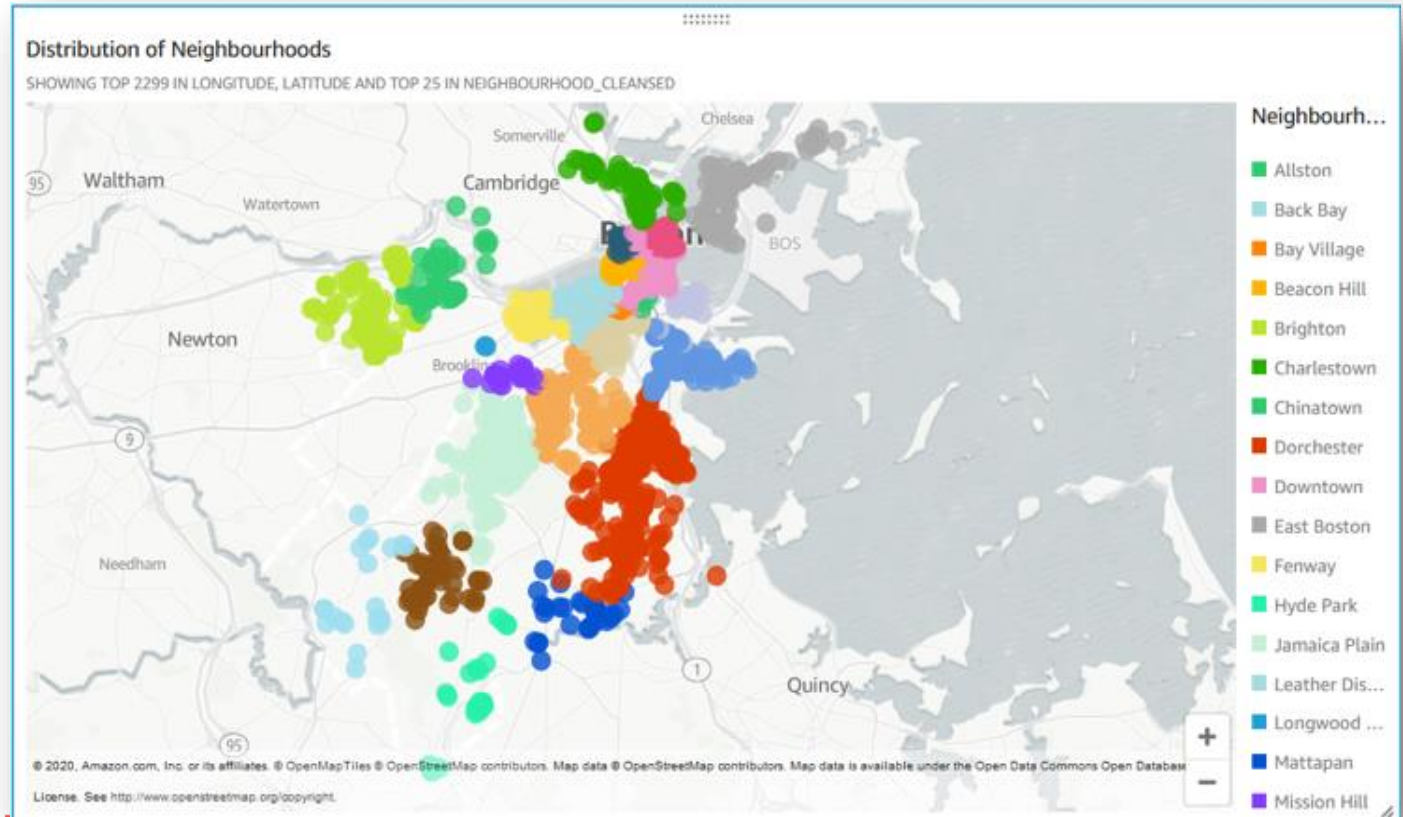
02

Original photo by Anthony Delmoix on [Unsplash](#)

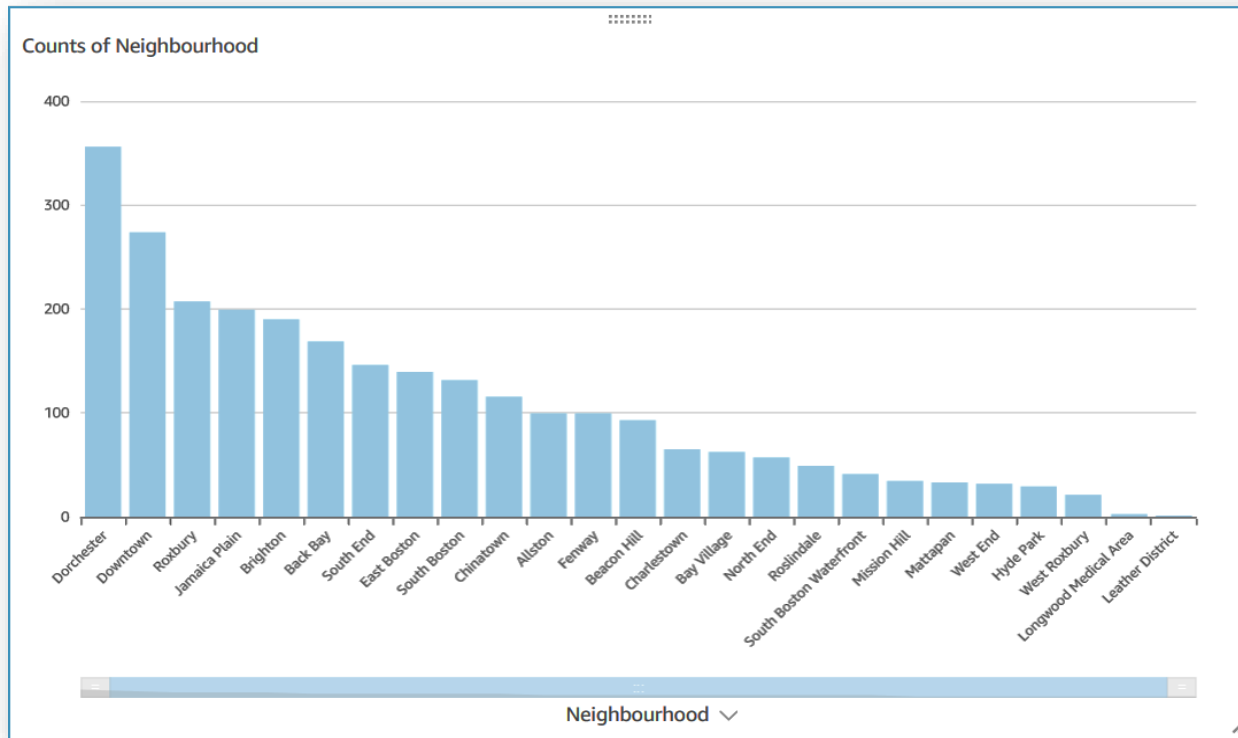
Workflow



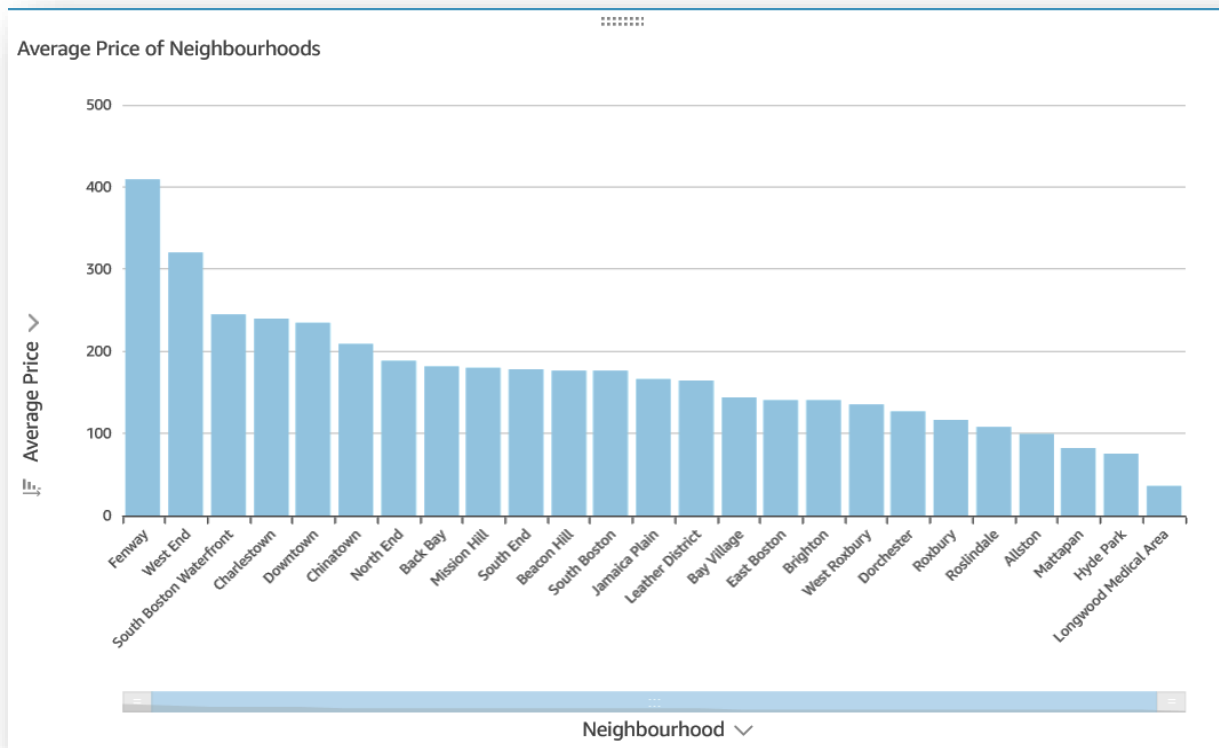
Distribution of Neighborhoods



Neighborhood: Counts



Neighborhood: Average Prices



Average Rent in Boston

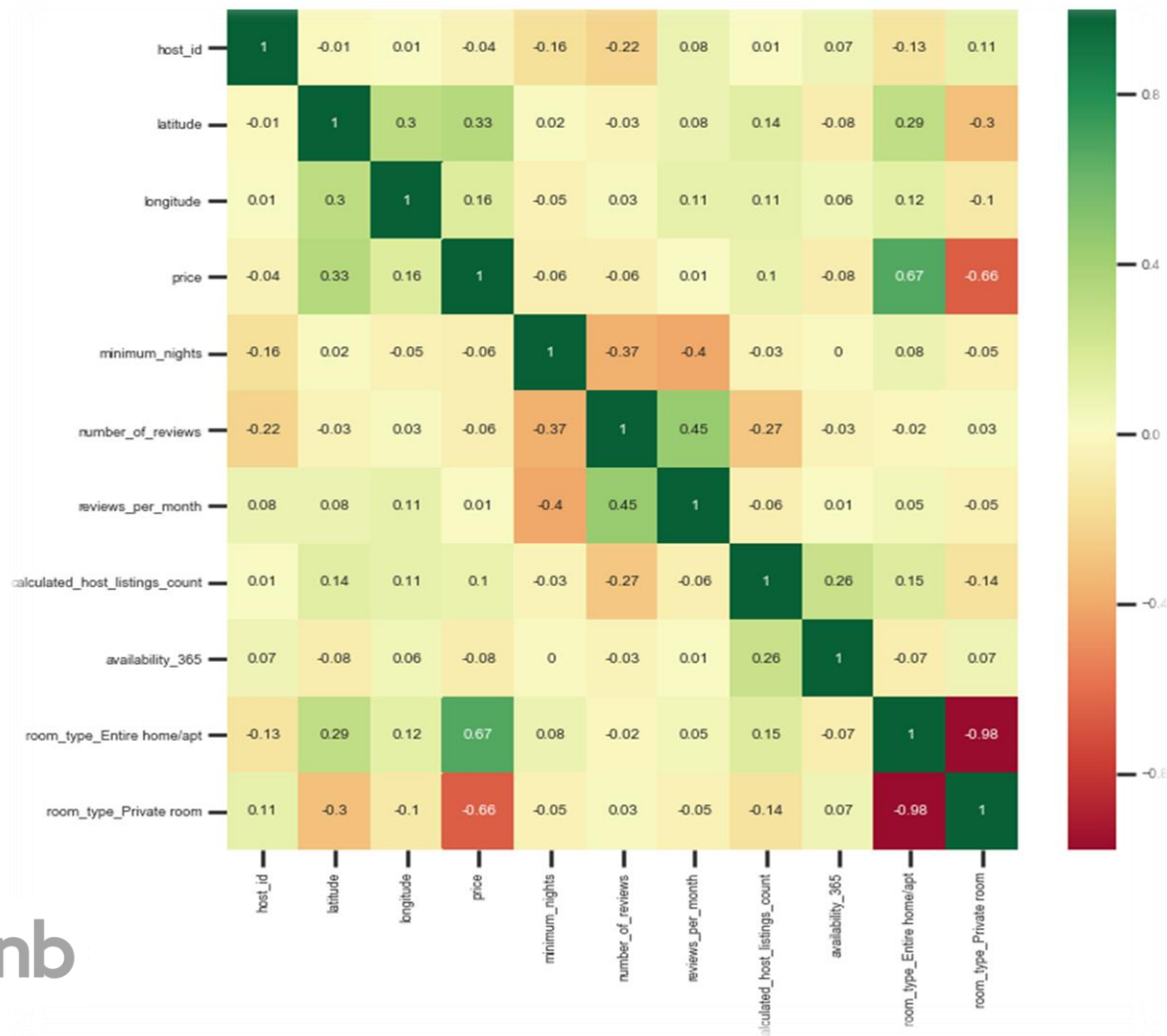
1 Bedroom Apartments in Boston

#	City/Neighborhood	Average Rent
1	Back Bay	\$2,444
2	Beacon Hill	\$2,433
3	South End	\$2,362
4	Symphony	\$2,356
5	Fenway	\$2,324
6	North End	\$2,247
7	Cambridge	\$2,143
8	Brookline	\$2,100
9	Roxbury	\$1,975
10	Somerville	\$1,972

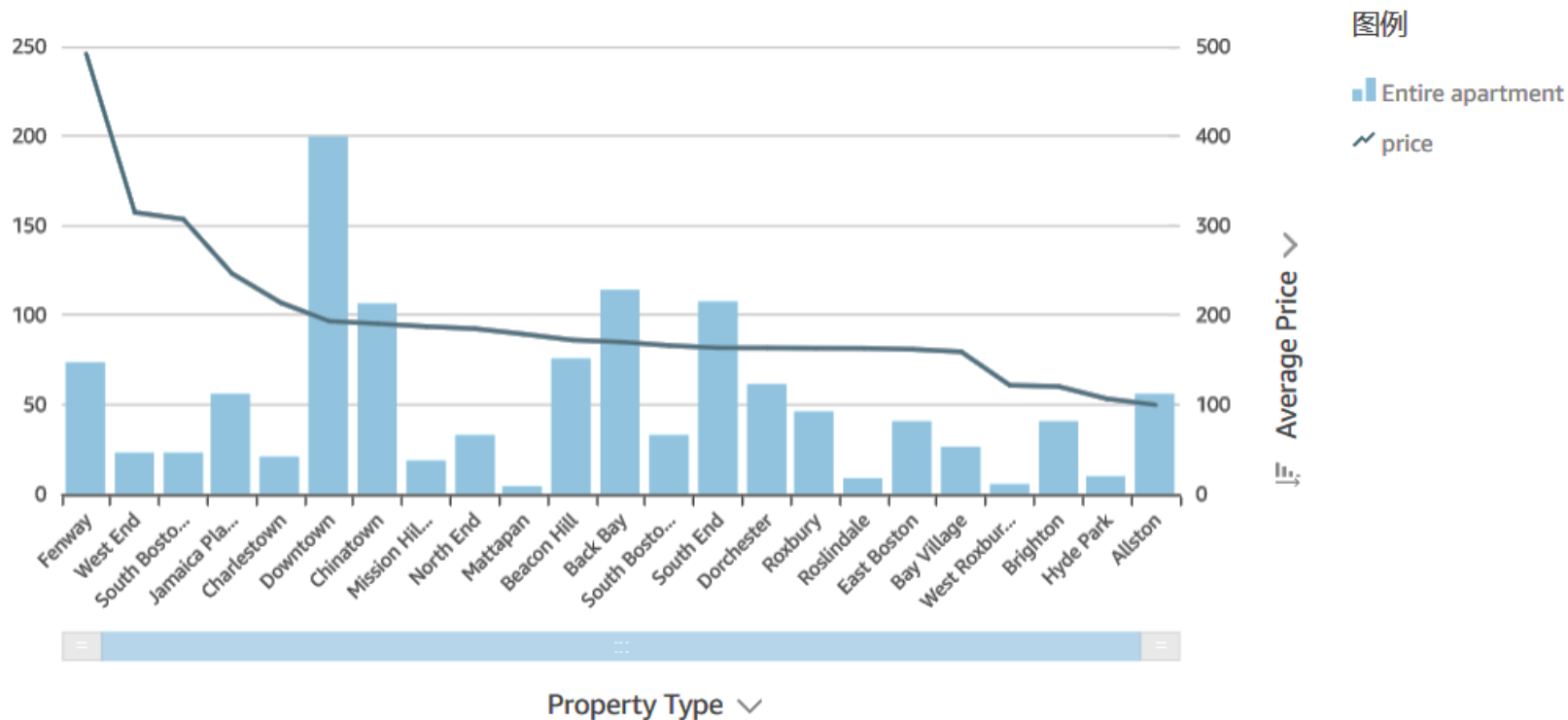
2 Bedroom Apartments in Boston

#	City/Neighborhood	Average Rent
1	Back Bay	\$3,196
2	Symphony	\$3,066
3	South End	\$2,996
4	North End	\$2,934
5	Beacon Hill	\$2,841
6	Cambridge	\$2,831
7	Brookline	\$2,799
8	Fenway	\$2,781
9	Charlestown	\$2,524
10	South Boston	\$2,510

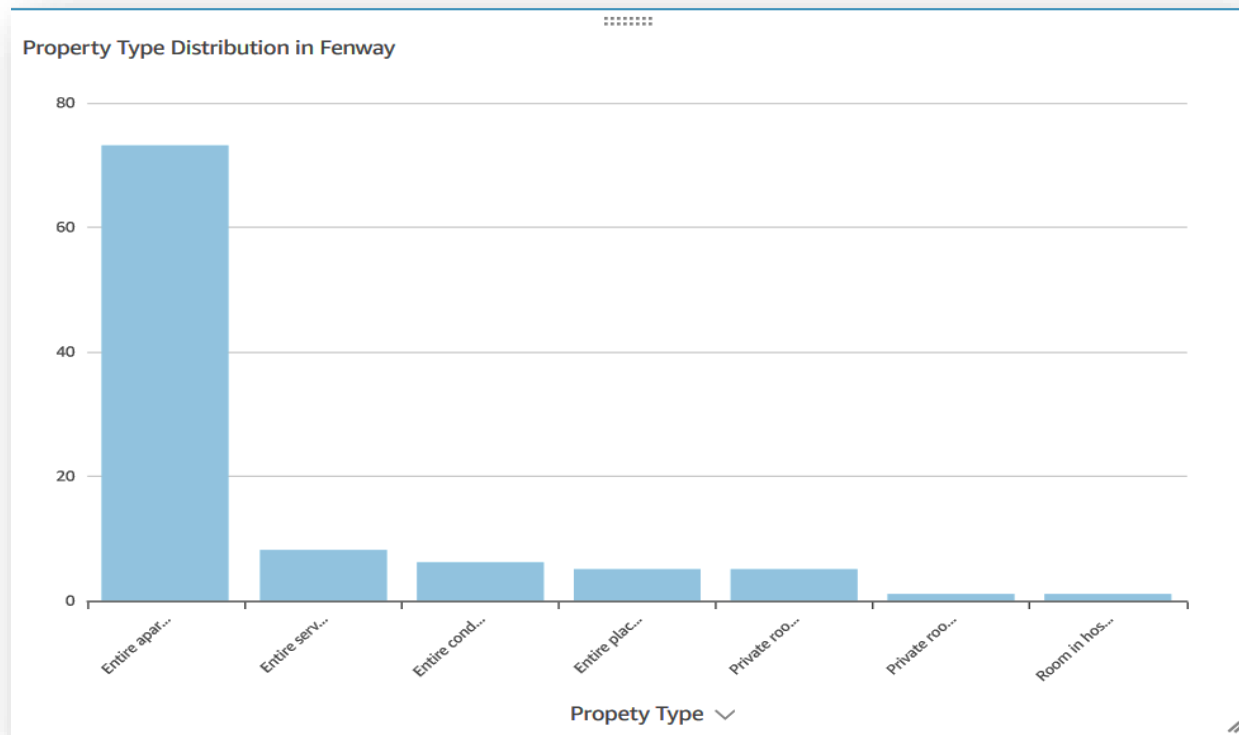
Correlation Heat Map



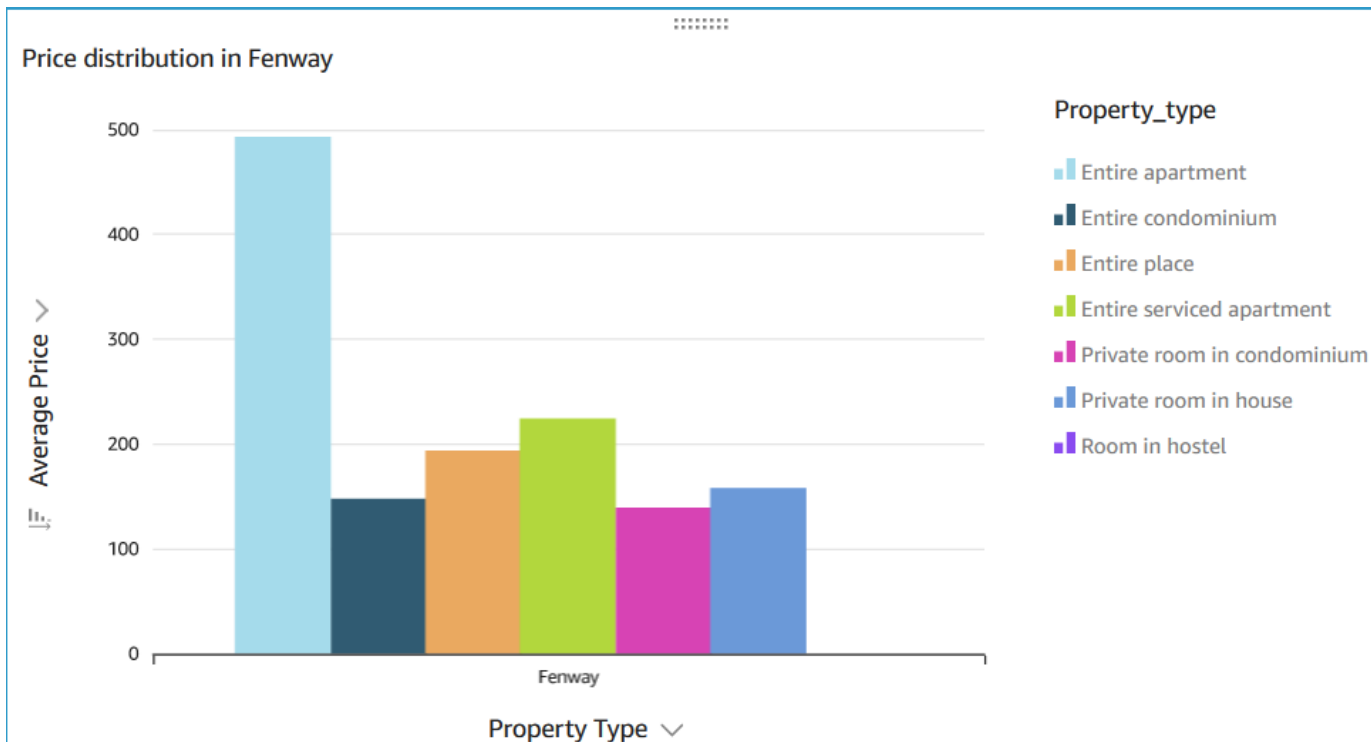
Price Distribution of Entire Apartment Across Neighbourhoods



Property Type Distribution in Fenway



Price Distribution in Fenway



Boston red sox in Fenway

Fenway has a comparatively high rent price, thus the price of the room in Airbnb is expensive too. Although the famous baseball game, Red Sox, can attract a lot of people to come to visit Fenway, visitors would not choose to live in the Fenway because of the high room price.



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Recommendations

Our group suggests Airbnb can cooperate with MLB to provide coupons for the entire apartment. Because the price of entire apartment is too high and there may many families come to watch the competition. The coupon can attract this kind of family to live in Fenway, which can help Airbnb to get more reservations and guests.



Reference

1. <http://insideairbnb.com/get-the-data.html>
2. <https://bostonpads.com/average-rent-prices-boston-by-town/>