

# Bristol or Bath?

## A data driven approach to choosing a PBSA location

### 1. INTRODUCTION

While Purpose Built Student Accommodations (PBSAs) have been frowned upon by growth-focused investors due to their tendency for slow value appreciation compared to standard residential property, the considerably high rental yield makes it an attractive proposition. As such, the location of the building is pivotal in maximising occupancy and hence, profit margins.

Bristol and Bath are both cities known for their academic prowess, with both boasting Universities in the top 10 of the UK University League Table 2020. More importantly, they rank highly for PBSA development, as both cities feature in the top 5 of Savills' development league table from the *Spotlight on UK Student Housing, 2017*.

The goal of this project is to inform the decision on the facility location, using a robust data analysis approach. The suitability of both cities will be compared by studying critical factors affecting occupancy rates among students, as suggested by relevant datasets.

#### Main objectives:

- Location analysis using Foursquare API
- Investigating factors affecting occupancy rates:
  - ~ Mining and processing relevant datasets
  - ~ Selecting appropriate features for a suitable ML model
- Making recommendations to stakeholders
  - ~ Property developers looking to establish a new PBSA
  - ~ Investors looking to back already existing PBSAs in either city
  - ~ Students deciding between both cities on where to live.

Insight gained from this report could be invaluable for profitable operation in a market worth over £5.3 billion.