

Group ID: 98

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This project aims to highlight the impact of geographical location upon the overall marketability of Airbnb listings. We can start by asking which neighborhood groups contain the greatest number of listings and availability of rooms. This can be followed up by a comparison of the results with the population density of the respective neighborhoods (additional dataset). Correlations may yield insights such as tourists desiring to take accommodation away from the bustle of the city. Variation of average prices and mean number of reviews could be investigated and plotted against neighborhood groups and heat maps drawn to portray the impact of geographical location on prices and number of reviews. To address the question of which neighborhoods are more popular, we can tabulate the ones containing highest number of listings. The question can be further branched into which room types stand out among differing locations. This may allow us to investigate whether consumer preferences shift with geography. Proximity of the listings to subway stations (additional dataset) is also a good way of factoring in significance of location among the consumers and improving prediction performance. Other aspects such as the incorporation of certain keywords in listings or the overall availability of rooms can also be factored in to obtain a good understanding of the impact of non-geographical factors on Airbnb listings.

Additional datasets:

- 1) NYC subway stations: <https://data.cityofnewyork.us/Transportation/Subway-Stations/arq3-7z49>
- 2) NYC population by borough: <https://data.cityofnewyork.us/City-Government/New-York-City-Population-by-Borough-1950-2040/xywu-7bv9>