Refer to Appendix-1 for Abbreviation.

1. Question-1

1.1 Data-preparation

CRISP-DM's 6-step approach is widely-adopted as industry-standard, amidst evoluting analysis-models since 1990s [1], [2], [3], being guidelines of this project based on Chapman et al.'s original-proposal [4].

Within context, this section explores business-logic and data-understanding stages, following scenarios as property-agency and rising-rent environment [5], therefore exploring correlation between rent and key-influential factors. Given that raw-and-unstructured datasets required for cleaning before machine-learning implementation: (1) mistakenly-labelled test-dataset columns, unfitted for model-alignment [6]; (2) duplicated/missing/inconsistent data, enlarging bias with weakened model-performance; (3) fragmented formats, limiting interpretation and insights [7]; and (4) outliers, impairing model-precision with bias [8].

Therefore, data-cleaning standardise formats and rectify errors for accuracy /consistency [9]. Referring to Hellerstein's data-cleaning guidelines and Microsoft-Support's checklist to avoid missing-procedures [10], [11]. Feature-engineering improves data-analysis through grouping and re-calculating factors; and splitting full-addresses into street-based/town-based categories [12], [13]. Noise-reduction is exercised with KNN-imputing and outliers-scaling with IQR and z-score, boosting model-performance with less deviation (see Figure-1-3) [14]. Consequently, valid-records are scaled to 16196 for subsequent-analysis (Appendix-2)

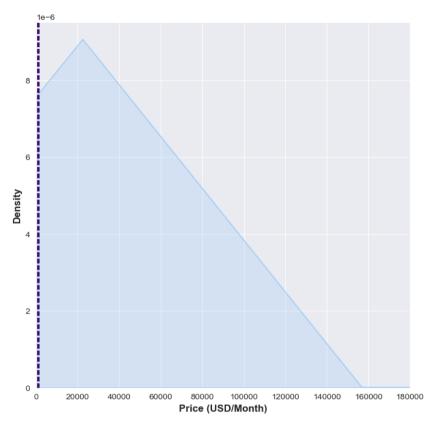


Figure-1: KDE plot: Distribution after Data-cleaning

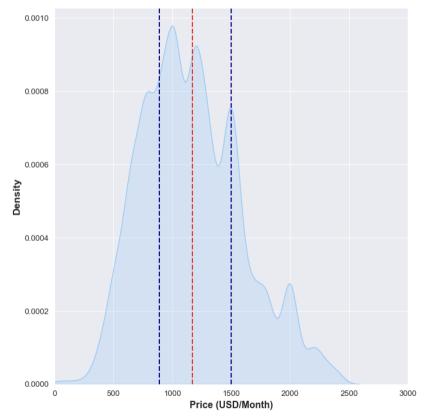


Figure-2: KDE plot: Distribution after Data-filtering

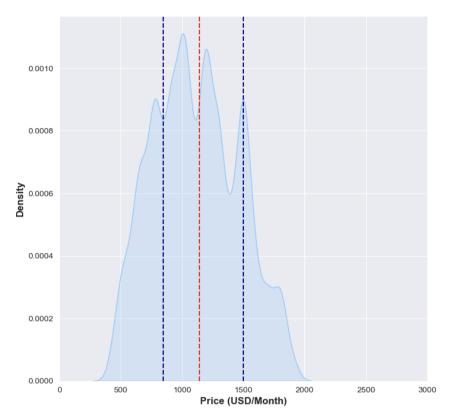


Figure-3: KDE plot: Distribution after Data-processing

Regarding modelling, RFC is chosen for machine-learning process. As *task-1(a)* and *task-1(b)* analyse discrete values, which classification-model can identify optimal categories-boundaries directly [15], [16]. Though regression-model matches *task-1(c)*'s continuous nature, lacking linear-pattern leave challenges due to restricted data-distribution. *Figure-1-3* illustrates that data-preprocessing effectively scales datasets and manages outliers; however, *Figure-4* indicates poor regressor-performance. Even best-performed GBR, only reaches R² at 0.41 - nearly halved academic-standard at 0.80, projecting highly-variability [17], [18].

	MAE	MSE	RMSE	R2 Score
Gradient Boosting Regressor	0.2989	0.1430	0.1430	0.4124
SVR Regressor	0.2715	0.1444	0.1444	0.4067
Random Forest Regressor	0.3166	0.1595	0.1595	0.3446
KNN Regressor	0.2411	0.2411	0.2411	0.0094

Figure-4: Table - Comparison of Classification Models

	Accuracy (%)	Precision (%)	Recall (%)	F1 index (%)
Random-forest Classifier	78.72	78.65	78.72	78.68
SVC Classifier	78.72	78.63	78.72	78.64
KNN Classifier	75.89	75.74	75.89	75.73
Decision-tree Classifier	74.58	75.00	74.58	74.70

Figure-5: Table - Comparison of Classification Models

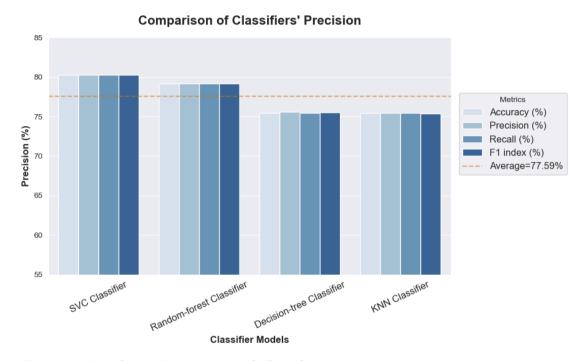


Figure-6: Barchart - Comparison of Classifier's Precision Matrix

Nevertheless, classifiers demonstrate highly-reliability by achieving approximately 75% in accuracy, precision, recall, and F1 (*Figure-5-6*). It satisfies *task-1(c)*'s criteria on analysing correlation to continuous-data, instead of trend-prediction.

RFC is selected for modelling among classifiers, approximate to SVC with stable-performance nearly 80% and diverse/dispersed data adopted (*Figure-5*). Provided that good-precision and recall, RFC can identify nearly 80% of samples, while producing output in similar accuracy [19]. Compared to SVC, RFC tolerates varied data-nature, especially involving discrete-categories/boundary-based data [20]. Built-in feature-importance further helps identifying key-influential factors, exploring correlations towards varying-rents as required [21]. Performance-stability, data-compatibility and interpretation-potentials make RFC best-suited ahead of other options.

1.2 Data-Analysis

1.2.1 Task-1(a)

Tasks-1(a) examines three discrete-factors correlating to rental-price. Filtering feature-factors, RFC adopted MDI and calculates feature-importance by averaging reducing impurity, analysing nonlinear-patterns and factors' interrelationships [22]. However, averaging continuous/categorical-variables may cause numerical-bias towards distortion [23].

Most Significant Factors towards Property Price

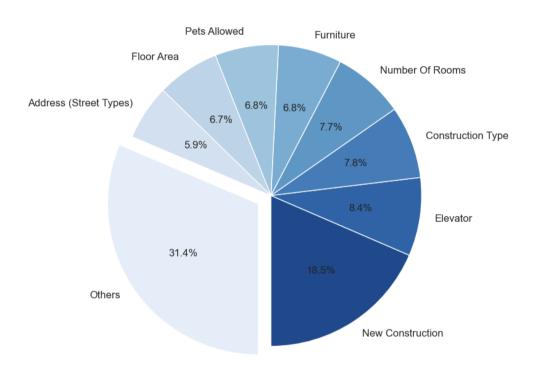


Figure-7: Piechart - Most Significant Factors towards Property Price

Accordingly, *Figure-7* filters top-eight influential-features upon feature-importances. "New Construction" accounts for nearly one-fifth of total-rate, revealing significant-demand for new-built properties. "Elevator" and "Construction Types" follow 8.4% and 7.8%, influencing rental-prices. These discrete/binary/categorical variables are used in analysis. Additionally, "Others" shared one-third of total importance, projecting notable and accumulative-impacts. Overall, major-features except top-three ranged between nearly 6%-9%, indicating rental-prices are influenced broadly with no single factor decided.

To explore data-distribution, boxplots well-fit for comparing rental-price and discrete-factors. Median, quartiles, ranges and outliers indicate price-variation, outlining existing patterns and highlighting price-dispersion across categories,

identifying variance in trend/distributions [24]. However, weakness in explaining data-volume restricts its interpretations over big-data [25].

Correlation between Price and New Constuction

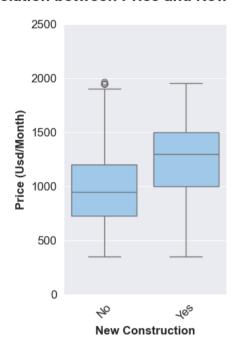


Figure-8: Boxplot - Correlation between Price and New Construction

Correlation between Price and Elevator

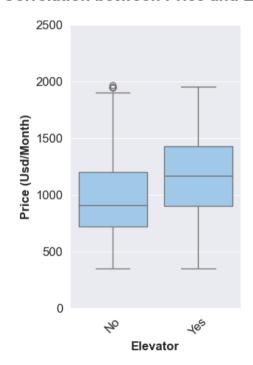


Figure-9: Boxplot - Correlation between Price and Elevator

Correlation between Price and Construction Types

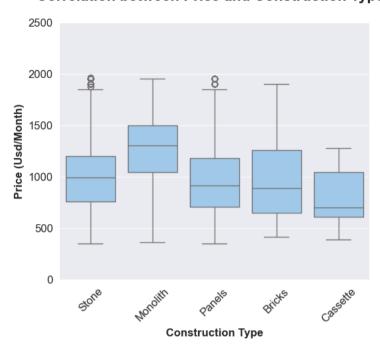


Figure-10: Boxplot - Correlation between Price and Construction Types

In *Figure-8-10*, selected discrete-variables ranged at \$500-\$2000 which is possibly caused by scaling/nominalisation. Whiskers imply how extreme-outliers and other variables' influences spread [26]. Specifically, rental-prices in "New Construction" and "Elevator" are approximately \$500 higher in positive-records than negatives. In "Construction Types", Monolith has median nearly \$1300 with lower-quartile above other's median; conversely, Cassette has tight-ranged lower-quartiles below \$750, representing lower-segment focus.

The result suggests new-built properties, elevators and specific-materials have higher and concentrated rental-price range, revealing positive-correlation between rent and these influential-factors.

1.2.2 Task-1(b)

Task-1(b) examines inter-relationship between "Price", "Number of Rooms" and "Duration", through analysing monotonic-relationship with Spearman's-"p" and p-values statistic-significance. Unlike extreme-outliers-sensitive Pearson's-"r", p-value ranking data-values is more adaptable with noise-data [27]. It offers stronger computing-efficiency than potential-alternatives like Kendall's-"τ" in big-data-processing [28]. However, overlapping-ties could distort data which is better cross-checking with additional-methods [Ibid., pp.84].

P-value between Price, No. of Rooms and Duration

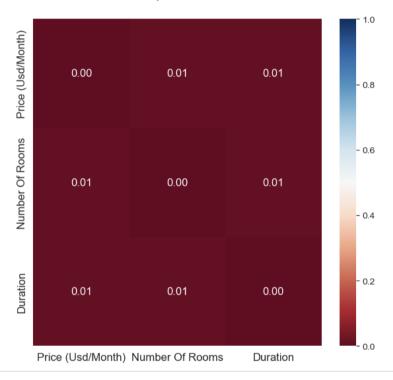


Figure-11: Heatmap - P-value between Price, Number of Rooms and Duration

R-value between Price, No. of Rooms and Duration

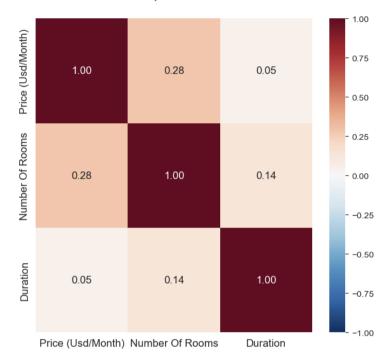


Figure-12: Heatmap - R-value between Price, Number of Rooms and Duration

Heatmap highlights relationships by using hue (positive/negative) and colour intensity (influential-extent), while labelling coefficient-rates for precise-interpretations [29]. Figure-11 showed, p-values below 0.05 standard highlights statistical-significance, rejecting null-hypothesis among these factors [30]. Figure-12 further illustrates positive-correlation between selected-variables, while the pair "Numbers of Room" and "Price" reached 0.28 as weak-correlation with subtle-influences. Other pairs show r-value nearly 0, representing negligible correlation and influences. This finding aligns to Figure-7 that "Number of Rooms" ranked fourth (7.7%) in feature-importance, while "Duration" is insignificant. This evidence well-supported explanation that the former have higher-relevance towards rental-prices.

Boxplot well-performs in analysing multiple-variable-types distribution. It is chosen rather than violin-plots, which explains variation with median, interquartile and outliers [26]. Similar to Spearman's-"p", boxplots are less-sensitive to outliers and not depend on averaging-data; visualising real-values to implement rank-patterns for better interpretations [31], [32].

Distribution of Number of Rooms towards Property Price

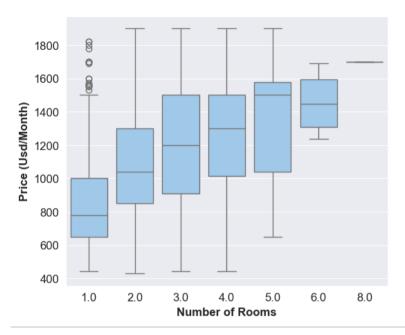


Figure-13: Boxplot - Distribution of Number of Rooms towards Property Price

Distribution of Durations towards Property Price

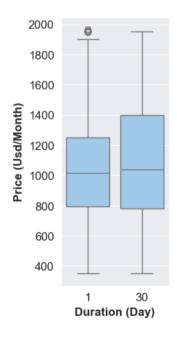


Figure-14: Boxplot - Distribution of Duration towards Property Price

Distribution of Number of Rooms towards Duration

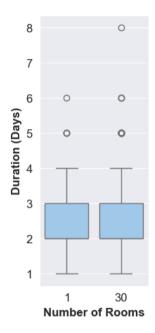


Figure-15: Boxplot - Distribution of Number of Rooms towards Duration

Figure-13 shows rising rent-price with range 1-4 rooms, as median boosted nearly one-third to approximately \$1300 and lower-quartile rise correspondingly. It reveals general price-rise in rental-market. However, weakened-correlations existed due to smaller differences beyond 5-rooms with volatility. Figures-14-15 reveal similarly in weak-correlation, as monthly-rent slightly-grows in upper-quartile and outliers of room-counts flavoured monthly-rental, potentially-linked to these variables.

1.2.3 Task-1(c)

Task-1(c) examines whether address is key-influential variable to rental-price, alongside-with previously-studied factors. ANOVA was adopted to assess the significant-differences of average rental-price across selected feature-factors [33]. By comparing between-group and within-group variance with f-statistic and p-values, this method prevents Type-I error inflation that caused by multiple t-tests and evaluates multiple factors simultaneously [34].

P-Value <= 0.01 of ANOVA test

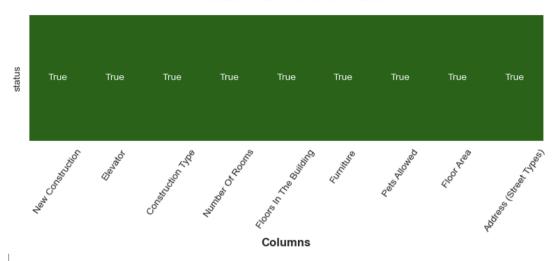


Figure-16: Heatmap - P-value Less Than 0.01 in AVOVA Analysis

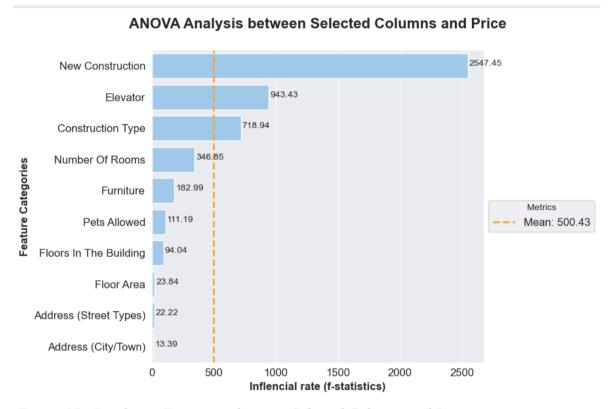


Figure-17: Barchart - F-statistics between Selected Columns and Price

The analysis adopted one-way ANOVA for testing "Address (Street Types)" with features in task-1(a). In Figure-16, p-values below 0.01 ensure statistical-significances of variables, as steps done in task-1(b) [30]. Figure-17 highlights "New Construction" as most-contributed factors with f-statistics over 2500 - over double than second-place. "Elevator" and "Construction Type" also showed strong effects over the average index (500.43). However, "Address (Street Types)" ranked lowest at around 20, aligning with low feature-importance in Figure-7 (insignificant-part in "Others").



Figure-18: Boxplot - Correlation between Price and Address (Street Types)

In *Figure-18*, boxplot further shows variation of real-data, assessing whether address is negligible in explaining price-variation. Addresses with highest-counts ranged mostly between around \$700-\$1500, projecting weak-correlation and variation towards rental-prices. The finding indicates influences of street-names are restricted towards varied-prices. By splitting months, *Figure-18* further shows no distinct-tendency is found with featured-addresses, and most of them thereby sliding by month and generally lowest in "2023-01". No proportion among these categories can be clearly found. Weak-relationship between addresses likely caused by variable's complexity and imbalance data-sizes.

Unlike the top-three features studied in *task-1(a)*, analysis on *addresses* does not show proportional-relationship among its subcategories, as our observation in *Figures-8-10*. "New Construction," "Elevator," and "Construction Type" showed strong-correlations with varied-prices, Weak and inconsistent-patterns in address reveals its prediction is restricted, which supported earlier findings that addresses is the least-

influential factors (among selected-features) towards rental pricing and concluded address is not significant-predictor of rent-inflation.

1.3 Evaluation

This project contains significant data-overcleaning before machine-learning process. Non-conforming records were strictly-deleted for completeness of crucial-fields (*Price and Address*), slashed from 32587 to below 16196 (*Figure-1-3*). Massive-cleaning impairs data-representativeness and challenges model's learning-performance over real-patterns from original-source [35]. Additionally, handling list-data with basic binary-classification simplifies data-processing for computation. However, better to adopt feature-hashing for keeping information for their potential-values, especially nuanced-details. Its binary-handling helps minimise data-processing cost while securing data-completeness [36]. Regarding outlier-scaling, while 1.5x IQR fits for general-practices, pressing z-score to 1.75 is overly strict, though the model's tuning is based on accuracy-matrix [37]. In our case, high-rents possibly resulted from luxury-area but boxplots (*Figure-18*)'s data only ranged to nearly \$2000. Overcleaning, therefore, leads to slight-distortion of original-data [38].

Regarding data-analysis, the project relies on traditional statistical-methods. As *task-1(b)* mentioned, ties will lead to deviations while adopting Spearman's-"p" in datasets with highly-concentrated values [38]. Adopting additional-methods for cross-checks could enhance interpretations [Ibid, p.44]. However, the project overlooks advanced-methods, particularly SHAP which specifically indicates potential-factors influencing variation of rental-prices, though SHAP performs worse in some case-studies [39], [40]. Furthermore, ANOVA is not ideal to compare addresses alongside other discrete-variables, considering address-subcategories are isolated without proportion/contrast-relationship [41]. Missing degree-of-freedom in ANOVA also restricted statistical-robustness, causing oversimplified-interpretation of varied-factors [42].

For subsequent-adjustments, we proposed to adopt categorical-encoding techniques rather than only meeting data-types requirements for machine-learning models. Apart from relying on model's accuracy and KDE-plots observation, keep and labelled targeted-outliers also help exploring hidden-insights from their distribution-pattern though "their suitability ... is typically unknown" [43]. With available details of address, spatial-scattering is appreciated for analysing correlation price-variations with their geographical-ties, offering concrete and meaningful-insights for future-analysis [44].

2. Task-2

2.1. Task-2(a)

Task-2(a) designs SQL-database from original CSV-datasets, with minor-amendments for categorisation and 3NF's fulfilment.

```
CREATE TABLE IF NOT EXISTS tenant (
    tenant_id INT PRIMARY KEY AUTO_INCREMENT UNIQUE,
    age INT NOT NULL CHECK (age > 0),
    gender ENUM("MALE", "FEMALE", "OTHERS") NOT NULL,
    is_active BOOLEAN DEFAULT TRUE
);
```

Figure-19: SQL-codes - ENUM and CHECK instructions (table tenant as example)

In 1NF-stage, the proposal addresses duplications and missing-values. New-design setup the new primary-key (known as *_id) and restricted to be UNIQUE and NOT NULL with incrementally-numbered [45]. It is more traceable and readable than UUIDs-alternatives with less storage-cost, especially efficient in high-workload [46], [47]. Additionally, the schema standardised inputs in designated data-types, even strict-regulations upon instructions. For instance, *Figure-19* ENUM and CHECK limit possible input-range for ensuring data-consistency and lower-maintenance costs [48].

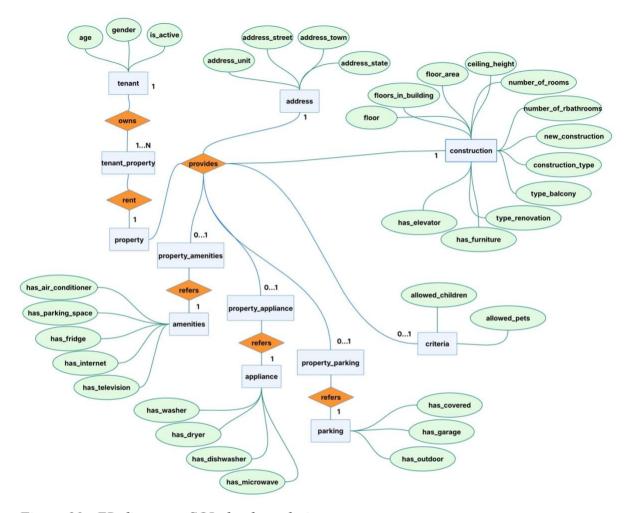


Figure-20: ER-diagram - SQL-database design

2NF-stage requires attributes to rely on their primary-key each table [45, pp.739]. Hence, database-structure (Figure-20) can be divided into three-layers - "tenant", "tenant_property" and "property", preventing mess of attributes and duplication. Subordinated-tables, such as "address", "construction" and "criteria" are divided, dedicated for scalable data-storage and supporting subsequent-queries [49]. In "Address", specific input of unit/street/town simplifies processing in task-1 and better-categorised for machine-learning and analysis. The major-tables also contain the attribute "is_active" which labelled current-validity of records, leaving traces for data-history/future-use (Figure-19) [50].

```
CREATE TABLE IF NOT EXISTS property_amenities (
    property_id INT,
    amenities_id INT,
    PRIMARY KEY (property_id, amenities_id),
    FOREIGN KEY (property_id) REFERENCES property(property_id),
    FOREIGN KEY (amenities_id) REFERENCES amenities(amenities_id)
);
```

3NF-stage eliminates transitive-dependency [45, pp.741]. Through foreign-keys implementation, attributes only rely on their primary-key, reducing redundant-data and potential-anomalies. In "tenant_property", foreign-keys of "tenant_id" and "property_id" helps explaining one-to-many relationship, while list-based tables ("appliance", "amenities", "parking") fits to describe many-to-many relationship that bridging intermediate-tables (Figure-21) [51]. And the adaptors of intermediate-tables strengthened data-consistency with lossless-join relation, overall organisation and effective-maintenance with simple connection [52].

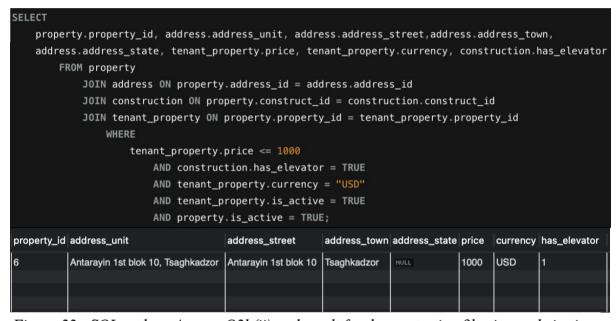


Figure-22: SQL-codes - Answer Q2b(ii) and result for demonstrating filtering and viewing

3NF demonstrates flexibility in modelling and analysis. *Figure-22* reveals nominalisation improves filtering and viewing based on special attributes, optimising later machine-learning processes with easier data-conversion and feature-engineering. Primary-keys trace data-entries and remove duplication, and foreign keys clarify inter-relationships between tables, improving model-interpretation for learning statistical-patterns [53].

```
INSERT INTO tenant
    (age, gender)
        VALUES
             (31, "FEMALE");
SET @tenant_id = LAST_INSERT_ID();
INSERT INTO address
    (address_unit, address_town)
        VALUES
             ("Davidashen 4-th block, Yerevan", "Yerevan");
SET @address_id = LAST_INSERT_ID();
INSERT INTO construction
    (construction_type, new_construction, has_elevator, floors_in_building, floor_area,
    number_of_rooms, number_of_bathrooms, ceiling_height, floor, type_balcony,
    has_furniture, type_renovation)
        VALUES
             ("MONOLITH", TRUE, TRUE, 9, 85,3, 1, 3, 4, "OPEN", NULL, "EURO");
SET @construction_id = LAST_INSERT_ID();
INSERT INTO criteria
   (allowed_children, allowed_pets)
           (TRUE, TRUE);
SET @criteria_id = LAST_INSERT_ID();
INSERT INTO property
   (address_id, construct_id, criteria_id, is_active)
           (@address_id, @construction_id, @criteria_id, TRUE);
SET @property_id = LAST_INSERT_ID();
INSERT INTO tenant_property
   (tenant_id, property_id, purge_date, duration, price, currency, type_utility_payments, is_active)
       (@tenant_id, @property_id, STR_TO_DATE("07/01/2023", "%m/%d/%Y"), "MONTHLY", 1100, "USD", NULL, TRUE);
INSERT INTO amenities
   (has_air_conditioner, has_parking_space, has_fridge, has_internet, has_television)
           (FALSE, FALSE, FALSE, FALSE);
SET @amenities_id = LAST_INSERT_ID();
```

Figure-23: SQL-codes - Answer Q2b(i) for demonstrating complicated instructions

However, 3NF-nominalisation brings restrictions in practice. As *Figure-23* showed, it requires multiple and complicated instructions to exercise single-entities. Verification of identifier-layers and multiple attributes are expensive in data-processing and maintenance [54]. Furthermore, with over-normalising schema, fragmented tables lead to higher-complexity with excessive JOIN tables with worse-effectiveness and readability, increasing technical-barriers on processors/analysts (*Figure-22*) [55].

The below section demonstrates SQL-code exercises from *task-2(a)(i-iii)*. Ten sample-entries are imported for demonstration (*Figure-24*).

SELECT * FROM tenant_property;

rental id	tenant id	property_id	purge date	duration	price	currency	type_utility_payme	is active
		property_id	pargo_aato	·	Pilos	·	type_atmty_paymo	
1	1	1	2025-06-26 14:34:11	MONTHLY	1200	USD	ALL	1
2	2	2	2025-06-26 14:34:11	MONTHLY	1300	USD	ALL	1
3	3	3	2025-06-26 14:34:11	MONTHLY	1100	USD	ALL	1
4	4	4	2025-06-26 14:34:11	MONTHLY	1050	USD	ALL	1
5	5	5	2025-06-26 14:34:11	MONTHLY	1500	USD	ALL	1
6	6	6	2025-06-26 14:34:11	MONTHLY	1000	USD	ALL	1
7	7	7	2025-06-26 14:34:11	MONTHLY	1800	USD	ALL	1
8	8	8	2025-06-26 14:34:11	MONTHLY	1400	USD	ALL	1
9	9	9	2025-06-26 14:34:11	MONTHLY	1250	USD	ALL	1

10 | 10 | 10 | 2025-06-26 14:34:11 | MONTHLY | 1350 | USD | ALL Figure-24: SQL-code - display initialised dataset (selected 10-entries from original)

For inserting new-entries, INSERT data-rows appends data to each table separately. And user-defined variables are references for connecting relationships

among tables, enabling relevant-data to be connected within complex database-structure (*Figure-25*). The 11th-row is therefore appended successfully.

```
INSERT INTO tenant
    (age, gender)
       VALUES
            (31, "FEMALE");
SET @tenant_id = LAST_INSERT_ID();
INSERT INTO address
    (address_unit, address_town)
       VALUES
            ("Davidashen 4-th block, Yerevan", "Yerevan");
SET @address_id = LAST_INSERT_ID();
INSERT INTO construction
    (construction_type, new_construction, has_elevator, floors_in_building, floor_area,
    number_of_rooms, number_of_bathrooms, ceiling_height, floor, type_balcony,
    has_furniture, type_renovation)
            ("MONOLITH", TRUE, TRUE, 9, 85,3, 1, 3, 4, "OPEN", NULL, "EURO");
SET @construction_id = LAST_INSERT_ID();
INSERT INTO tenant
    (age, gender)
        VALUES
            (31, "FEMALE");
SET @tenant_id = LAST_INSERT_ID();
INSERT INTO address
    (address_unit, address_town)
       VALUES
            ("Davidashen 4-th block, Yerevan", "Yerevan");
SET @address_id = LAST_INSERT_ID();
INSERT INTO construction
    (construction_type, new_construction, has_elevator, floors_in_building, floor_area,
    number_of_rooms, number_of_bathrooms, ceiling_height, floor, type_balcony,
    has_furniture, type_renovation)
        VALUES
            ("MONOLITH", TRUE, TRUE, 9, 85,3, 1, 3, 4, "OPEN", NULL, "EURO");
SET @construction_id = LAST_INSERT_ID();
```

```
INSERT INTO tenant
    (age, gender)
        VALUES
            (31, "FEMALE");
SET @tenant_id = LAST_INSERT_ID();
INSERT INTO address
    (address_unit, address_town)
        VALUES
            ("Davidashen 4-th block, Yerevan", "Yerevan");
SET @address_id = LAST_INSERT_ID();
INSERT INTO construction
    (construction_type, new_construction, has_elevator, floors_in_building, floor_area,
    number_of_rooms, number_of_bathrooms, ceiling_height, floor, type_balcony,
    has_furniture, type_renovation)
        VALUES
            ("MONOLITH", TRUE, TRUE, 9, 85,3, 1, 3, 4, "OPEN", NULL, "EURO");
SET @construction_id = LAST_INSERT_ID();
```

rental_id	tenant_id	property_id	purge_date	duration	price	currency	type_utility_payme	is_active
1	1	1	2025-06-26 14:34:11	MONTHLY	1200	USD	ALL	1
2	2	2	2025-06-26 14:34:11	MONTHLY	1300	USD	ALL	1
3	3	3	2025-06-26 14:34:11	MONTHLY	1100	USD	ALL	1
4	4	4	2025-06-26 14:34:11	MONTHLY	1050	USD	ALL	1
5	5	5	2025-06-26 14:34:11	MONTHLY	1500	USD	ALL	1
6	6	6	2025-06-26 14:34:11	MONTHLY	1000	USD	ALL	1
7	7	7	2025-06-26 14:34:11	MONTHLY	1800	USD	ALL	1
8	8	8	2025-06-26 14:34:11	MONTHLY	1400	USD	ALL	1
9	9	9	2025-06-26 14:34:11	MONTHLY	1250	USD	ALL	1
10	10	10	2025-06-26 14:34:11	MONTHLY	1350	USD	ALL	1
11	11	11	2023-07-01 00:00:00	MONTHLY	1100	USD	NULL	1

Figure-25: task-2b(ii) - Inserting new entry covering all relevant attributes

For querying items with specific-requirements, SELECT methods are used for covering designated-columns from various tables, combining into result-table with JOIN method and WHERE keyword for matching logical-conditions. One matched result is filtered successfully (*Figure-26*).

property	y_id address_unit	address_street	address_town	address_state	price	currency	has_elevator
6	Antarayin 1st blok 10, Tsaghkadzor	Antarayin 1st blok 10	Tsaghkadzor	NULL	1000	USD	1

Figure-26: task-2b(ii) - Querying items for less than \$1000 USD with elevator included

For querying average-price in specific currency, extracted currency and calculated-price columns, and GROUP BY keywords forms new pivot-tables and ORDER BY keyword for sorting. Only group of USD records \$1277.27 on average (Figure-27).



Figure-27: task-2c(iii) - Extract Average Price for Each Currency

2.2. Task-2(b)

Task-2 outlines requirements for system-scalability and data-management. With the scenario of global renting-agent, we assumed that frequent and synchronous inquiries come from locals themselves, while headquarters regularly audits with cross-regional access. Foreseeing rapid data-size growth, it highlights the unpredicted demands on system-capacity, and fault-prevention, elastic-expansion and data-consistence measures are highly-appreciated. As real-time alerts have been specified, we expected the system to react upon pre-set criteria but immediate responses with low-latency are crucial.

Thus, cloud-based solutions (AWS-S3, AWS-EMR and AWS-Lambda) are selected which offer better scalability and elasticity than traditional Hadoop-ecosystem, following advantages of geographical-distribution and rapid-response. Indeed, industries gradually flavour modern-alternative regarding simplicity and cost-efficiency, with better-performances resulting in comparative-studies [56], [57]. As multiple cloud-service providers offer similar technologies on handling big-data, AWS is used for further explanation.

Regarding data-storage, S3 (cloud-based data-storage) offers comparability, better elasticity and data-consistency. But Hadoop-processing requires longer-time to

load large-batches, revealing its unsuitability towards real-time rapid-response requests [58]. Compared to HDFS's horizontal-scaling, clusters of cloud-servers automatically scale upon data-size changes, without service-downtime/interruption and professional-knowledge on managing name-node's metadata [59], [60]. Furthermore, HDFS's distributed-storage stores data-blocked copies across various data-nodes separately [59]; however, AWS takes advantage of backup files with their data-centre networks continuously and inter-regionally [61]. Thus, users could get data from nearest data-centre and no longer wait for rebuilding copies between name-nodes and foreign data-nodes [62], [63].

S3 is preferred over hybrid-approaches though its higher cost. It prevents massive-spending over initial facilities and long-term maintenance; but future growing data-size and frequent requests can lead to heavy-cost, especially over-budget with "pay-as-you-go" plans during peak periods [64], [65]. Although hybrid-approach could optimise the cost with insignificant data, it requires advanced techniques to align data-consistency one another, further causing higher complexity to server-operation and maintenance [66]. Property-data is considered as mainly region-based and rarely being foreign requested. Potentially, optimising performance and resource-management with temperature-based models, plus reduction on cross-regional requests [67].

Regarding data-processing, adopting EMR and Lambda shows better performance on fault-tolerance and rapid-response. EMR's computation is automatically-scalable based on the task's workload, allowing distributed-tasks for processing synchronously without manual adjustment or system interruption [68]. Additionally, the serverless Lambda provides low-latency execution with streaming-data which specifically live-alerts and minimised computation-consumption [69]. Though urgent-alerts are rare in property-renting, Lambda awakens from idle-status which causes several-seconds delay of alerting [70]. Excepting batch-processing delay, traditional options like Apache-Spark reduce overhead in MapReduce but still require manual-control over node-clusters which is less applicable for time-sensitive situations, while cloud-native benefits on global-scalability [71], [72].

Although EMR supports Spark, its auto-scaling is restricted by the AWS built-in foundation. Unlike mature-integration between traditional HDFS, Spark/MapReduce and YARN, EMR's PAAS-nature does not offer low-level customisation, namely YARN-scheduling which is possibly causing resource-contention amidst high-concurrent procession for the agent-company [73] EMR is struggling to allocate tasks/resources efficiently with delay/degraded-service, while concurrent modelling/analysing tasks are ongoing [74]. Nevertheless, EMR's simplified architecture, automotive-practice and elastic-scalability become compatible for unpredicted needs of fast-business and data-size growth (up to tens of megabytes) in future [75]. Lambda's event-driven nature further fulfilled real-time process which Hadoop-ecosystem hardly-managed [76].

3. Task-3

With front-end view, moral and legal issues of excessive data-collection are critical. Instead of analysing tenant behaviours, data like "gender" and "age" are less relevant for price-correlation analysis (in task-1). Rich datasets help analysis but expand data-breach impact and more risk-management investment [77]. Excessive data-collection contradicts data-minimisation, raising censorship concerns and public-distrust [78], [79]. It reduces user-engagement and triggers hate-feedbacks, harming model performance and accuracy [80], [81].

For online-survey, only essential data is needed for business goals with optional-fields for leaving fewer traces [Ibid, pp.686-687]. Front-end developers can mask sensitive-data before transmission by adopting libraries of "bcrypt" and "uuid" [82]. In long-run, management should evaluate business-goals and data-collecting practices. Under GDPR, companies must strengthen data-retention-policies to ensure data necessity with historical-data disposal [83]. Automation of flagging unused-data or scheduling data-cleaning with scripts helps comply with requirements in efficient way [84].

Front-end manages user-interface, but data-protection depends on backend processing and organisation [85]. Hashing is irreversible and tool "crypto" also supports encryption, protecting data-transmission against hacking alongside HTTPS [86], [87]. But staff incentives and awareness need proper work-culture with time and resources [88].

Reviewing back-end, overfitting--models threaten privacy via model-inversion and membership-inference attacks [89]. As classifier/regressor this task required, unique, extreme and recognisable entries could be maliciously-exposed [90]. Current surveys/findings highlight how model-inversion endangers data-privacy in different perspectives, and exploring potential security-countermeasures [91]. Enterprises must defend data from cyber-attacks and leakage, as negligence leads to legal-liabilities and loss amidst regulations [92].

Basically, risk induction with model-output processing, namely appending addictive noise. Through reducing model-inversion risk cost-effectively [93]. Huang's findings demonstrate how multiple noise-addiction strategies enhance data-security against membership-inference, by avoiding training test-data directly [94]. As for the model, technique of preventing overfitting by approaches, such as fundamentals like memorising-basis with restricted training-process / adding adversarial-prompts for risk-mitigation [95]. Long-term, management's regular-reviews of data-necessity and model-sensitivity (task-1) helps supervise protection and model-consistency with timely-adjustment [96].

Addictive-noise mitigates overly-memorisation for better stability and accuracy but impacts negatively towards model's precision if noise-level is high [97]. This issue

relates to underfitting caused by insufficient/oversimplified models for learning datapatterns; oppositely, resulted in poorer performance [98]. However, dilemma between protection and precision, legal-risks and benefits, involves internal-political/managerial considerations that exceed technical extent [99].

SQL-injection is a common database-threat. Though without login, blank input-fields and URL-parameters can be hacked by malicious-coding [100]. Chronological SQL-data indices leave vulnerabilities, as input matches identity with tautologies, union-query, and blind-injection attacks [101], [102]. Without appropriate access-settings, hackers override databases with system-instructions, obtaining privacy for further attacks causing loss [103]. Despite no technical-standard legally enforced, enterprises may contravene law through negligence, given legal-responsibilities on reliable data-protection [104], [105].

Yaswanthraj et al. suggested formulating SQL-instructions through ORM for low cost and high-efficiency with automatic/strict-coding standard [106]. In coding-practice, stored credentials in config-files or encrypted media with one-off password help preventing exposure [107]. Long-term, technical support for protection, maintenance and troubleshooting, and data-protection-officers for management, training and supervision for compliance, would safeguard data-privacy with business-sustainability [108], [109]. CISSP and Ashbaugh [110] further suggested appending risk-management to software-development-lifecycle, applying assessment and management for eliminating vulnerabilities during development.

Nevertheless, ORM is not an all-rounded solution, considering its restrictions on "huge learning curve, performance issues, and single-platform compatibility" [111] Though technical-techniques and practices are well-covered, programming failures still be expensive for later troubleshooting/maintenance, overloading support and data-security and risking possible-penalties [112].

Overall, technical solutions and management are significant, but stable work-cultures - genuinely respecting data-privacy is crucial, rather than mere legal-regulations [113], [114]. Otherwise, hidden vulnerabilities and data privacy remain unresolved.

Endnote

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Appendix-1: Abbreviation of Technical Terms

Abbreviation	Full Form
1NF	First Normal Form
2NF	Second Normal Form
3NF	Third Normal Form
ANOVA	Analysis of Variance
AWS	Amazon Web Services
CRISP-DM	Cross Industry Standard Process for Data Mining
CSV	Comma Separated Values
EMR	Elastic MapReduce
F-statistics	Fisher's F-statistics
GBR	Gradient Boosting Regressor
HDFS	Hadoop Distributed File System
HTTPS	Hypertext Transfer Protocol Secure
KDE Plot	Kernel Density Estimate Plot
Kendall's- "τ"	Kendall's Rank Correlation Coefficient
KNN	K-nearest Neighbour Algorithm
MDI	Mean Decrease Impurity
IQR	Interquartile Range
ORM	Object-Relational Mapping
Pearson's-"r"	Pearson Correlation Coefficient
P-value	P-value for Statistical Significance
PAAS	Platform as a Service
RFC	Random Forest Classification
SHAP	Shapley Additive Explanations
Spearman's-"p"	Spearman's Rank Correlation Coefficient
SQL	Structured Query Language
SVC	Support Vector Classification

YARN	Yet Another Resource Negotiator
Z-score	Standard Score

Appendix-2: Data-cleaning Procedure (train dataset example)

