

DATA 608 Final Project

Topic: Airbnb Homestays in Boston

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Short Write-up

Airbnb is based in San Francisco, California and it is one of the most popular online platform used for lodging, primarily homestays for vacation rentals, and tourism activities despite not having any real estate listings of their own.

With consistent growth year after year, it's no surprise that Airbnb has become a desirable market for anyone looking to invest. With it comes a slew of questions about how to be directed in order to make the greatest decisions possible.

For my final project I have chosen Boston Airbnb Open Data from Kaggle:

<https://www.kaggle.com/airbnb/boston>

As part of the Airbnb Inside initiative, this dataset describes the listing activity of homestays in Boston, MA. There are 3 datasets in this which are as follows:

1. Listings - full descriptions and average review score
2. Reviews - unique id for each reviewer and detailed comments
3. Calendar - listing id and the price and availability for that day

In this project I am exploring the homestays booked through Airbnb in Boston through data analysis. I have created deployed an interactive shiny app. The app displays the plots for the earnings of Airbnb for the selected period of time. The number of bookings are also plotted based on the input.

The daily and monthly plots are plotted as well.

Conclusion:

My conclusions are as follows:

- Back Bay, Fenway/Kenmore and South End have the highest total revenues.
- Back Bay, Fenway/Kenmore and South End have, all together, an average daily price that is more than 25% above the average paid in all neighbourhoods.
- Back Bay, Fenway/Kenmore and South End also have the highest apartments listings.

Presentation video:

The YouTube link to the presentation of my Final Project is: <https://youtu.be/bBxEgD6mh2w>.

I have uploaded my code in GitHub: <https://github.com/irene908/DATA608/tree/main/Final%20Project>.

Shiny app:

https://irenershiny.shinyapps.io/DATA608_FinalProject/?_ga=2.170828707.200690846.1639895974-422056574.1639205611