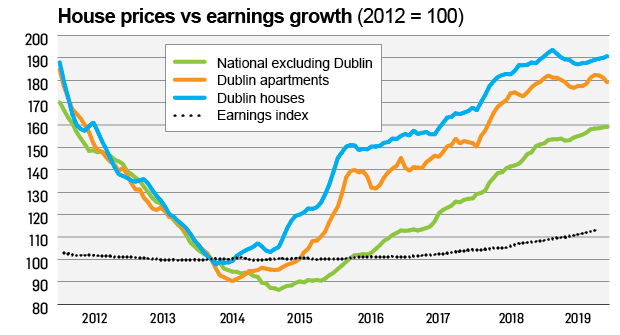
**Battle of the Dublin Districts**

Yash Karle, March 2021

**1. Introduction**

**1.1 Background**

* Housing crisis in Dublin

  
  
Figure 1: Dublin House Prices [1]

As you can see in the figure house prices in Dublin have risen by almost 90 percent, while wages have increased by only 18 percent since 2012. This is an ongoing social and economic problem in Ireland that the Irish government is trying to solve. Ireland needs an estimated 30,000 new units built annually and it’s been lagging on that front by quite some margin in the last few years. This has led to multiple problems forefront of which are high levels of homelessness, longer commute times and greater wage pressures to meet the costs of living in Dublin. Families, renters, first time buyers and the elderly all have different housing needs as well as drastically different demands from the surrounding neighbourhood. Thereby, mixed housing is the need of the hour to support these varied range of demographically distinct population clusters.

* 15-minute city – impact of Covid-19  
    
  Given this context in terms of a national housing crisis (effect magnified in the capital which has majority of the urban population) arrives a global pandemic – Covid-19. Dublin City Council have accelerated their urban development plans along with the “Dublin Chamber” [2] initiative which tries to mimic 15-minute city initiative pilots in cities across the globe including Paris, Barcelona, Melbourne and London. As part of this and as the name suggests emphasis will be given on the needs of the ever-increasing urban density, enhanced public transport and investment in public realm. They are essentially proposing better livability and walkability of urban neighbourhoods to ensure more sustainable communities. Especially in the post-Covid world with the changing ways of working it is a great time to kickstart reimagining of neighbourhoods.

**1.2 Problem**

* The perfect neighbourhood - 5K lockdowns  
    
  The problem lies in the background and is very much relevant to the current time. Level-5 restrictions in Ireland meant people had to restrict their movements within 5 km radius from their house. This is both a concern and an opportunity from the urban development point of view. Beyond this, a perfect neighbourhood in such scenarios would be able to satisfy all the “local” needs of the surrounding population in that neighbourhood. Different neighbourhoods would have diverse demographic distribution amongst its populations. As a local business it should be focusing on these demands of their most immediate potential customers and in turn it involves a mindset shift for these customers where they choose local businesses over bigger name brands.
* Skewed distribution of amenities and opportunities  
    
  Some neighbourhoods lack essential facilities and amenities let aside recreational spaces. Especially given the current circumstances, we are forced to focus on smaller parts of a neighbourhood (2km, 5km radius) to see if the businesses’ and retailer’s setup as part of these local towns are enough to meet the majority needs of the immediate surrounding population. The problem here is that some neighbourhoods have ample of amenities, shops and businesses whereas others do not. To add to the problem and what is prevalent especially in Dublin (housing crisis) the construction of houses is skewed on top of this which magnifies the gap between the demand (more houses built at the right places suited for a specific population) and the supply (a smaller number of houses built that too at places where the neighbourhood isn’t necessarily suited for the needs of the population).

**1.3 Interest**

* Find the right house for me!  
    
  Apart from the urban development and housing perspective there is a personal interest in this project where I am exploring neighbourhoods (clustering) and then identifying attributes of houses in those similar neighbourhoods that directly/indirectly affect (promote/demote) the price of the houses given that my aim is to find the perfect house for me in Dublin. This should provide guidance when shortlisting properties to view before buying a house where we identify suitable neighbourhoods and try to see if the data can justify the price tags depending on the house attributes and neighbourhood characteristics. In terms of the arguments provided in the earlier section, the aim is to identify neighbourhoods for people sharing similar needs (e.g. travel time to work, parks in the vicinity, restaurants, shops in the neighbourhood) as myself.
* Hyper-personalisation  
    
  Lastly, we look at potential value that this project might provide for local small businesses when they try to target their nearby customers with relevant and personalized ad campaigns. With hyper-personalisation in mind, zip-codes or neighbourhood indexing can help local businesses to target audiences nearby with the aim to upsell relevant produces/services which should benefit the customers given the current circumstances. This should largely benefit local stores without any digital presence where advertisers/local council authorities can promote products/services based on the location of the viewer.

**2. Data acquisition and cleaning**

**2.1 Data sources**

* Daft-scraper API  
  As seen below, this is a very useful API [3] which is simple to use and get up to speed.  
  *options = [*

*PropertyTypesOption([PropertyType.ALL]),*

*LocationsOption([Location.DUBLIN\_COUNTY]),*

*AdStateOption(AdState.AGREED)*

*]*The sample example above shows a search using the API filter options to get all listings in "Dublin county where a property sale has been agreed for any type of property" as listed on the popular Irish Property website (Daft.ie)  
We fetch all such listings and build a dataframe containing all the useful features for each property which as seen below would consist of <price', 'facilities', 'address', 'num\_bedrooms', 'num\_bathrooms', 'latitude', 'longitude'>  
This data would help us recommend properties to the targeted end-user as well as the geographical coordinates would help us visually analyse the data in question.

* Foursquare API  
    
  This involves a similar approach taken during the previous weeks in this course where we had analysed different neighbourhoods in Toronto, Canada.  
  The challenge here is to obtain different districts comprising within Dublin City and obtain their respective geographical coordinates using Nominatim geolocator.  
  The sample code given in the notebook shows how we plan to construct the final dataframe where each row would be an individual venue along-with the attributes of each of the venues including their geolocation coordinates.  
  OneHotEncoding can be used to get a feature representing distribution of different types of venues as well as the most popular and dominating venue type in each of the districts within Dublin city.

**2.2 Data cleaning**

* Feature Extraction
  + Neighbourhood – We are fetching this feature from the “title” obtained from the Daft-scraper API response. Essentially, we are splitting the string using ‘,’ and trying to pick the last part in it which in most cases is the neighbourhood. The values for this represent each of the Dublin districts (example Dublin1, Dublin 2 up-to Dublin 24). As you can see below Dublin 15 has the greatest number of properties in our working dataset.

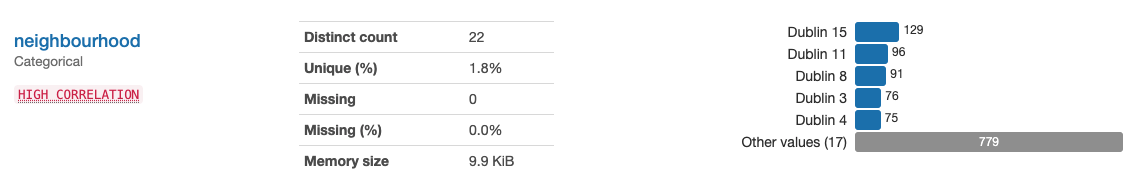


Figure 2: ‘Neighbourhood’ feature inspection

* + SellerId – This represents the unique identifier for the seller associated with the completed sale of each property advertised on Daft. This is directly available for each record as fetched from the field “seller”.

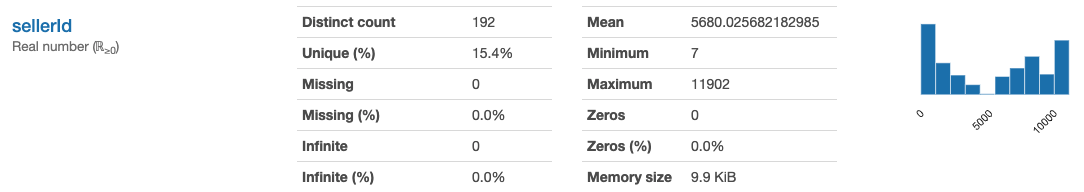


Figure 3: ‘SellerId’ feature inspection

* + FloorArea – This was available in a nested field fetched from “floorArea”; the only changes were needed for records where the unit of area was acres and not squared metres. For consistent comparison we have converted all records to squared metres.
  + Longitude – This was another nested field fetched from the field “point”. This represents the longitude geolocation value for the precise location of the respective property.

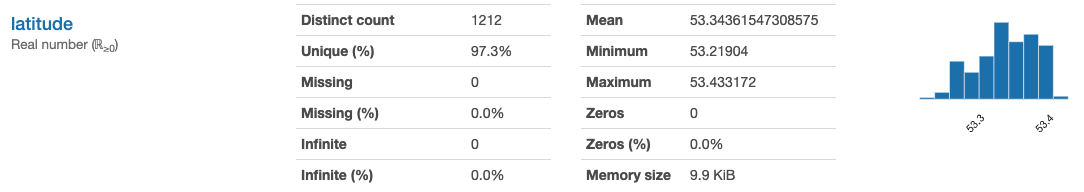


Figure 4: ‘Longitude’ feature inspection

* + Latitude – This was another nested field fetched from the field “point”. This represents the latitude geolocation value for the precise location of the respective property.

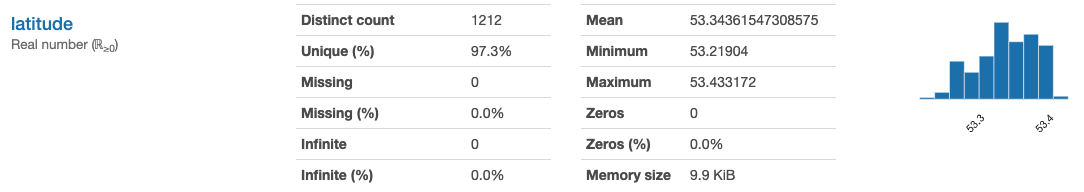


Figure 5: ‘Latitude’ feature inspection

* + BerRating – Lastly, this feature was directly available from the “rating” field received in the API response. This represents the electricity/energy consumption rating of the respective property. As you can see below, values range from A1 (best) to F/G (worst) depending on the energy consumption indicators.

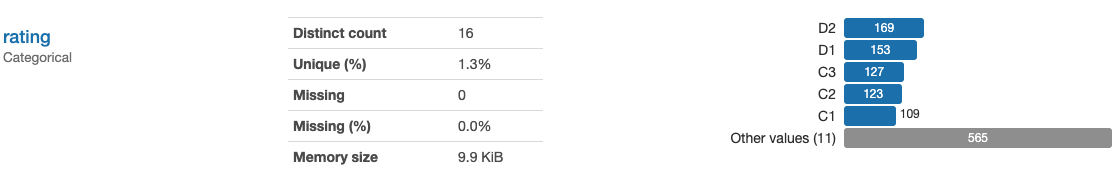


Figure 6: ‘BerRating’ feature inspection

* Missing data
  + Price – For records where “price” field had a 0 value, we fetched the same from the “abbreviatedPrice” field for the same record (if available). Values that where represented using ‘k’(thousands) and ‘M’ (millions) were taken care of and converted to unit prices for consistent comparison.
  + <NumBedrooms, NumBathrooms, BerRating> – For certain property types (like Site/Townhouse) these fields are not applicable or irrelevant so we simply replace the null values with drastically different values from the non-null records to ensure they are classified separately in the final analysis.

**2.3 Feature selection**

* Feature Synthesis
  + PricePerBedroom – This feature (Price / NumBedrooms) is quite self-explanatory where we are trying to find out the price per each bedroom for a given property. This feature should help guide any observations for the relation between number of bedrooms and price for a given neighbourhood.
  + <DeltaAvgPrice, DeltaMedianPrice> – These two features are constructed to assess the deviation of prices (around the mean and median respectively) for properties within each neighbourhood just to gauge the fluctuation of prices within that neighbourhood.
  + NorthSouthFlag – This is another simple feature created based on knowledge of how districts are named in Dublin. All the odd districts are classified as ‘North’ and all the even districts are classified as ‘South’. This should help us compare clusters of properties on the opposite side of the Dublin city center.
  + DistanceToCity – This is an additional feature apart from the <latitude, longitude> pair where we are interested to see how the distance from the city center has an effect on the prices of the properties. As you can see from the notebook, we have used the haversine distance formula between two geo-coordinates to calculate this feature value for each property.
  + DaysSincePublished – Straightforward feature created from the ‘AdPublishDate’ field that the API mentions which is essentially counting days since the advert was published and the date we are running the analysis to give us a rough estimate as to how much time the advert has been active.
  + <NumFood, NumRecreation, NumShop> – Lastly this set of features are curated using a custom method written to process the results received from the Foursquare API. Drawing inspiration from the local lockdowns imposed during the ongoing pandemic we are trying to see how much of an impact the immediate neighbourhood (i.e. within a 5km radius from the concerned property location) shops, restaurants and recreational amenities have on the property price.
* Aggressive filtering
  + Zero Price – We have removed all records that had a zero valued price (including checking abbreviated price value). Any property record without a price value doesn’t add any value to this project’s hypothesis so we simply remove all such rows.
  + Null values for newly added features – Any custom features that we created as discussed in the previous section and thereby that have null values are also removed from the analysis dataframe. We have taken this route of aggressive filtering to make sure that whatever data records we have are of good quality and highly informative to draw reliable insights from. There might have been better techniques to deal with such instances but they are out of scope of this project.

**3. Exploratory Data Analysis**

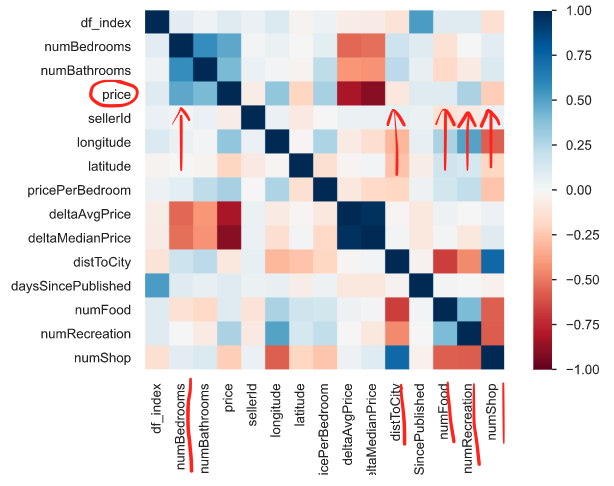
****

Figure 7: Pearson’s ‘r’ (correlation coefficient) matrix

**3.1 Relationship between Price and NumBedrooms**

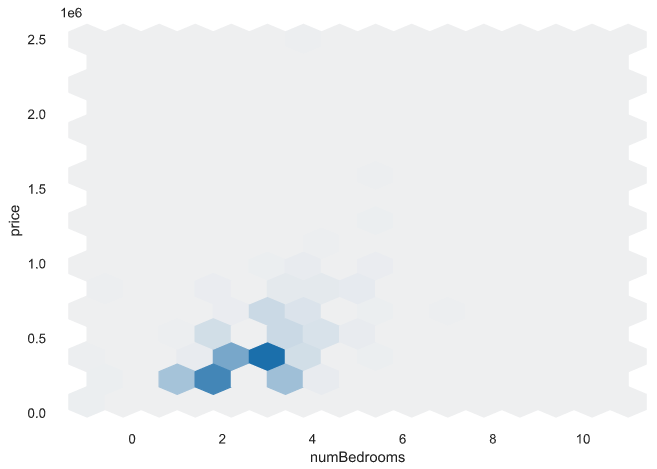
****

Figure 8: Price v/s NumBedrooms

**3.2Relationship between Price and DistanceToCity**

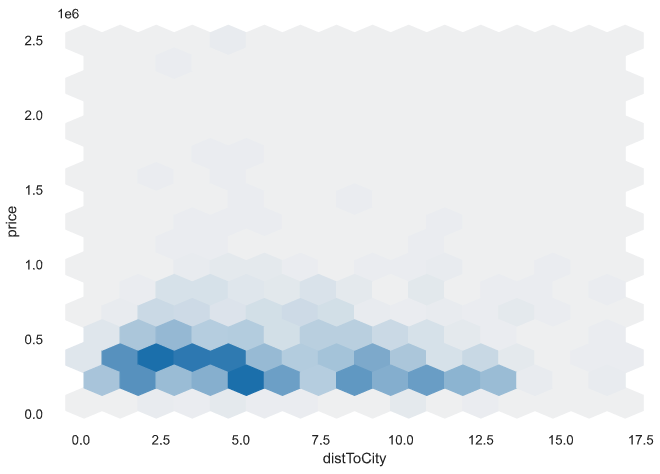
****

Figure 9: Price v/s DistanceToCity

**3.3 Relationship between Price and NumFood**

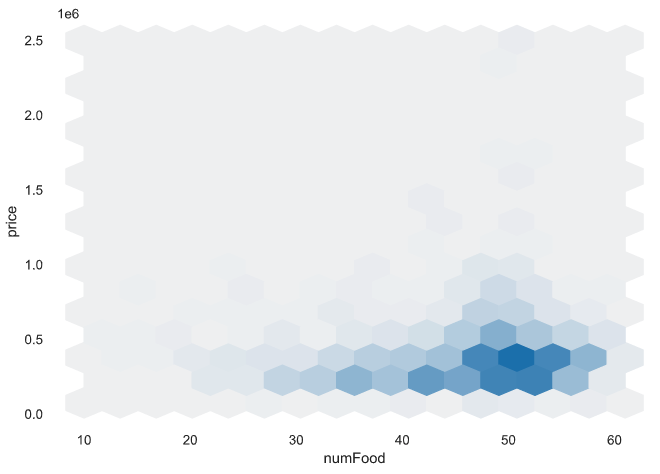
****

Figure 10: Price v/s NumFood

**3.4 Relationship between Price and NumRecreation**

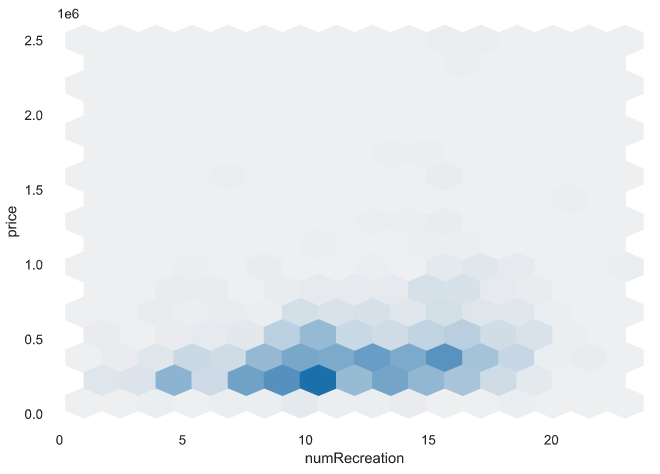
****

Figure 11: Price v/s NumRecreation

**3.5 Relationship between Price and NumShop**

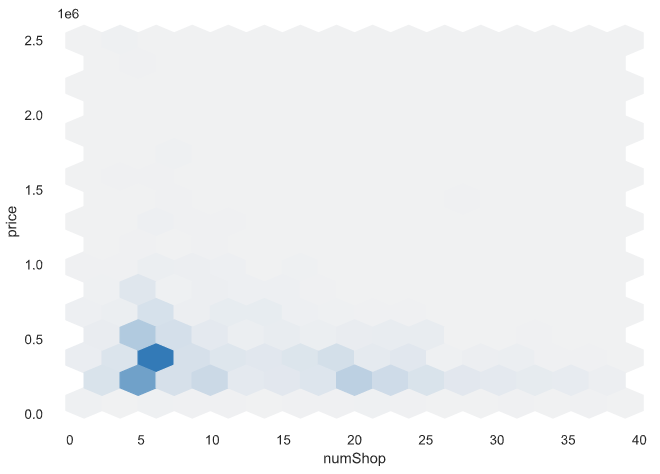
****

Figure 12: Price v/s NumRecreation

**4 Clustering**

**4.1 DBSCAN clustering**

* Property characteristics

[NumBedrooms, NumBathrooms, FloorArea]

* Location characteristics

[Longitude, Latitude]

* Neighbourhood characteristics

[NumFood, NumRecreation, NumShop]

**4.2 Solution to the problem**

* New Localism
* Is the house price justified?
  + for its characteristics
  + and that of its neighbourhood?
* Ranking neighbourhoods
  + for suitability to buy
  + opportunities for small businesses to flourish

**5. Conclusion**

**6. Future directions**

* Fetch seller names from seller id and see if the data makes sense
* Cluster members investigate in more depth
* Most common & least common venues for each neighbourhood
* Removing outliers for price and then redo deciles
* Popular transport routes, commute time to city center
* Schools in the neighbourhood influencing house prices?
* Crime rates in a neighbourhood
* Pricing per sq. ft of area, also calculating the same

**References:**

1. Irish Time Article: <https://www.irishtimes.com/life-and-style/homes-and-property/ireland-s-housing-crisis-in-five-revealing-graphs-1.4150332>
2. Dublin Chamber of Commerce Blueprint Document: <https://www.dublinchamber.ie/DublinChamberofCommerce/media/banners/Dublin_The-15-Minute-City.pdf>
3. Daft-scraper API: <https://github.com/TheJokersThief/daft-scraper>