HOUSING & SENTIMENT SIGNALS

WHERE PRICE TRENDS MEET PUBLIC OPINION

Aarzoo Mali | GitHub:

github.com/Aarzoomali/sql_project

THE PROBLEM: BUYERS & SELLERS LACK CLARITY

- Buyers unsure when to purchase

- Sellers unsure when to list

- Zillow reveals price gaps

- Reddit exposes user sentiment

- This project connects both

TARGET JOB: DATA ANALYST AT FIRST AMERICAN

- Focus on real estate analytics
- Requires SQL + dashboard tools
- Translate trends into decisions
- Serve multiple business teams
- Aligns with my portfolio

# API SOURCE: ZILLOW HOUSING DATA
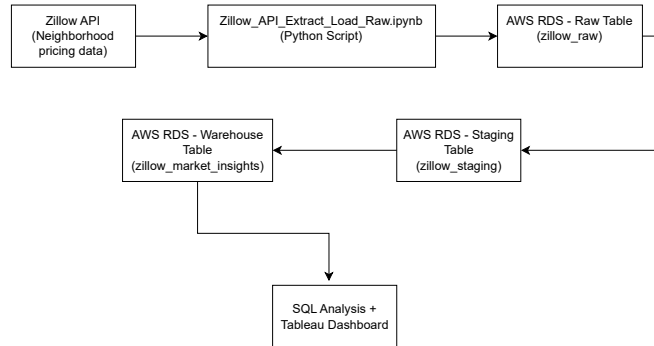
- Zillow API via RapidAPI
- Metrics: median price, inventory
- Cities: LA, Miami, Denver
- Analyzed housing affordability
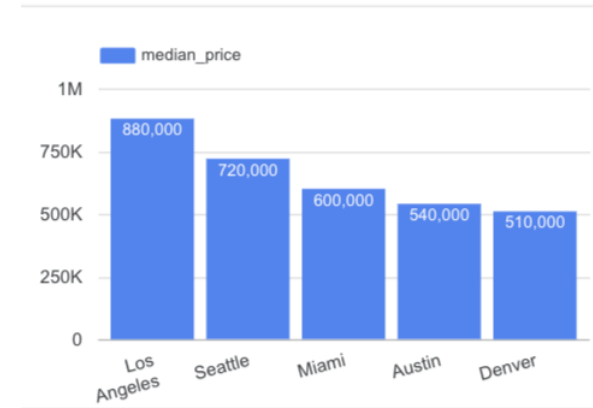- Informs location-based strategy

INSIGHT: LA DEFIES SUPPLY-DEMAND LOGIC

- LA: high inventory + prices

- Miami least affordable after LA

- Denver is budget-friendly
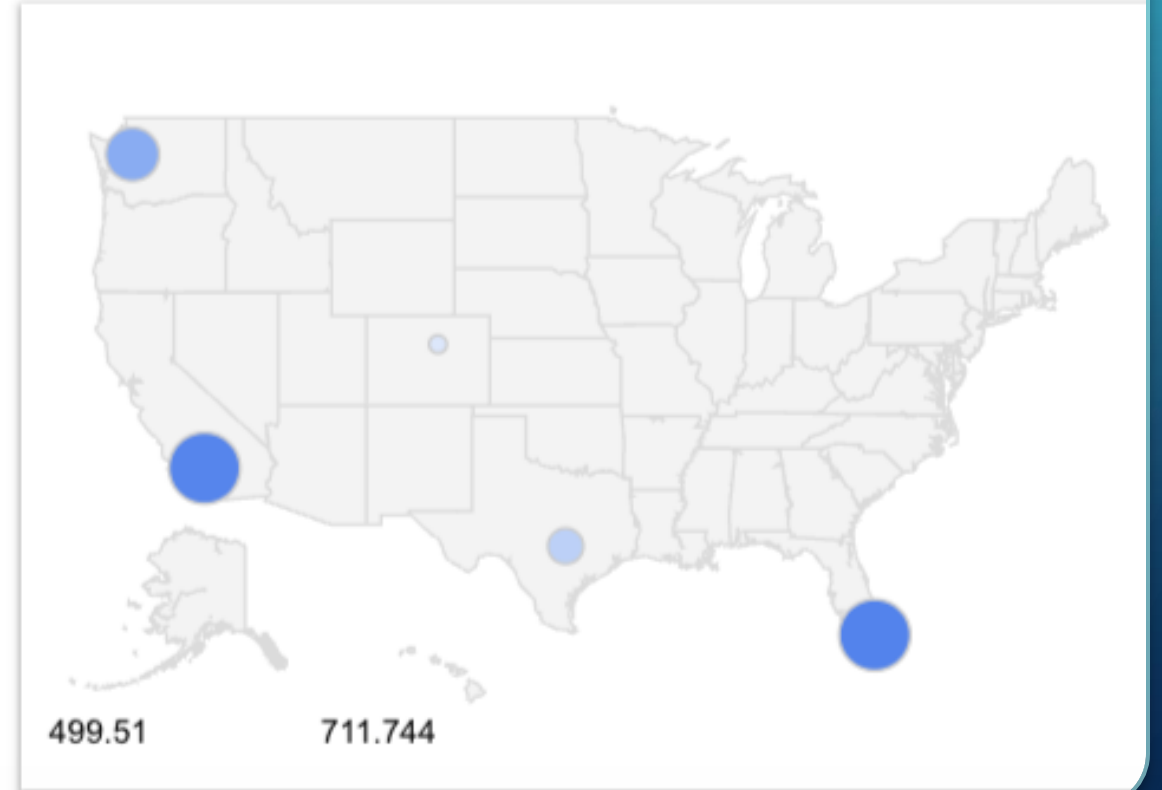
- Inventory doesn't lower prices

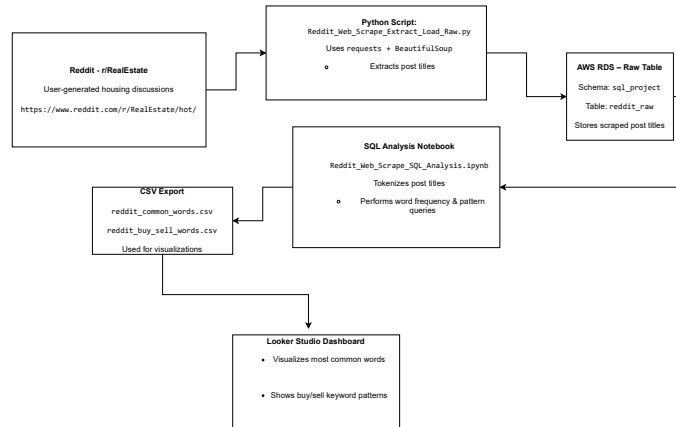- Challenges supply-demand logic
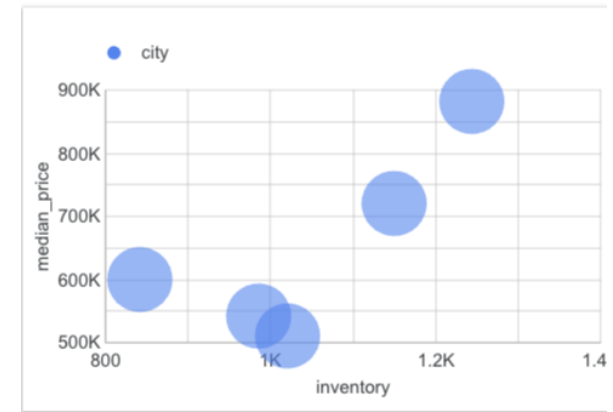
INSIGHT: AFFORDABILITY GAPS ACROSS CITIES

- Avg cost per home ranked

- Coastal cities are outliers

- Denver offers best value

- Gaps widen across metros

- Highlights investor opportunities

Housing Cost Per Unit by City

499.51   711.744

# WEB SCRAPE SOURCE: REDDIT DISCUSSIONS

- Source: r/RealEstate subreddit

- 25+ hot post titles scraped

- Used Python + BeautifulSoup

- Uncovers buyer/seller emotion

- Supports content targeting

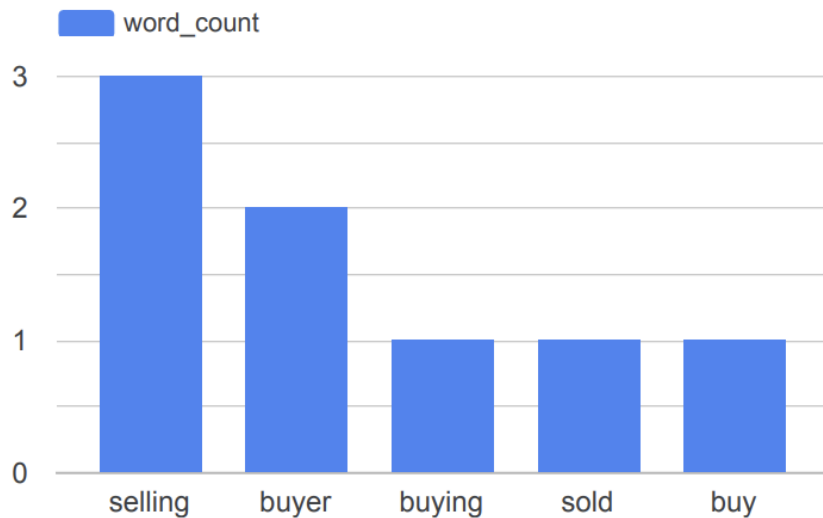# INSIGHT: USERS FOCUS ON SELLING ADVICE

- "Selling" most used keyword

- Titles have casual language

- Frequent topics: advice, offers

- Content is seller-driven

- Ideal for social campaigns

Most Common Words in Reddit Post Titles

8.6%

61.3%

- to
- is
- my
- from
- advice
- if
- what
- i
- selling
- Others
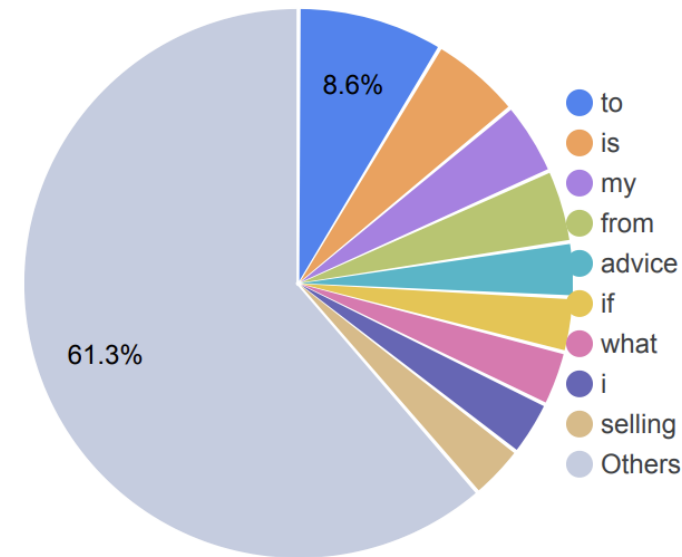
INSIGHT: BUYING LAGS, SELLING SURGES

Words Most Associated with 'Buy' or 'Sell

"Selling" posts rise pre-season

"Buying" keywords less common

Reddit shows buyer hesitation

Predicts listing behavior shifts

- Useful for seasonal marketing

CONCLUSION: DELIVERING REAL BUSINESS VALUE

- Zillow = pricing trends

- Reddit = buyer/seller emotion

- SQL + Python = raw to warehouse

- Looker Studio = stakeholder-ready visuals

- Ready for Data Analyst role