

HOUSING & SENTIMENT SIGNALS

WHERE PRICE TRENDS MEET PUBLIC OPINION

Aarzo 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



Data Analytics Intern

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📍 USA, California, Santa Ana

🕒 Full time

🕒 Posted 30+ Days Ago

📄 R048476

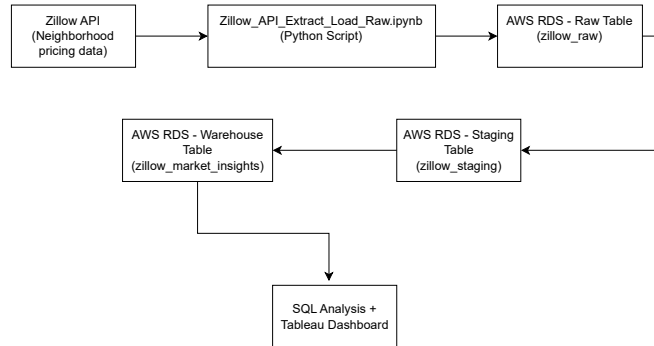
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TARGET JOB: DATA ANALYST AT FIRST AMERICAN

- 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

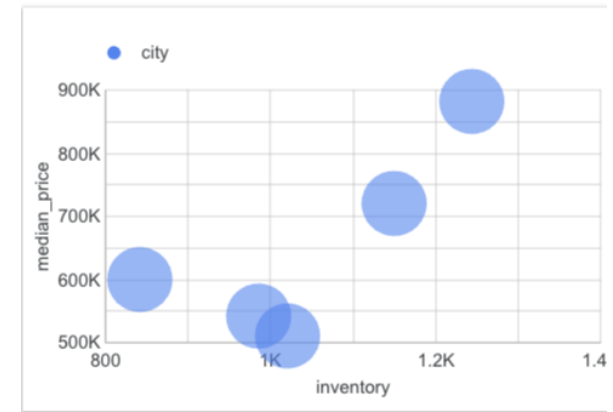


- Zillow API via RapidAPI
- Metrics: median price, inventory
- Cities: LA, Miami, Denver
- Analyzed housing affordability
- Informs location-based strategy

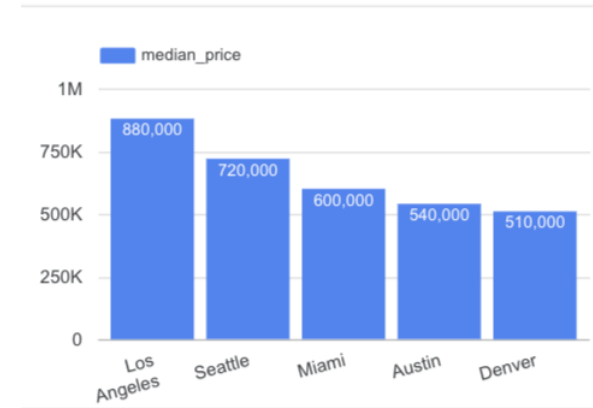
INSIGHT: LA DEFIES SUPPLY-DEMAND LOGIC

- LA: high inventory + prices
- Miami least affordable after LA
- Denver is budget-friendly
- Inventory doesn't lower prices
- Challenges supply-demand logic

City Inventory vs Median Price



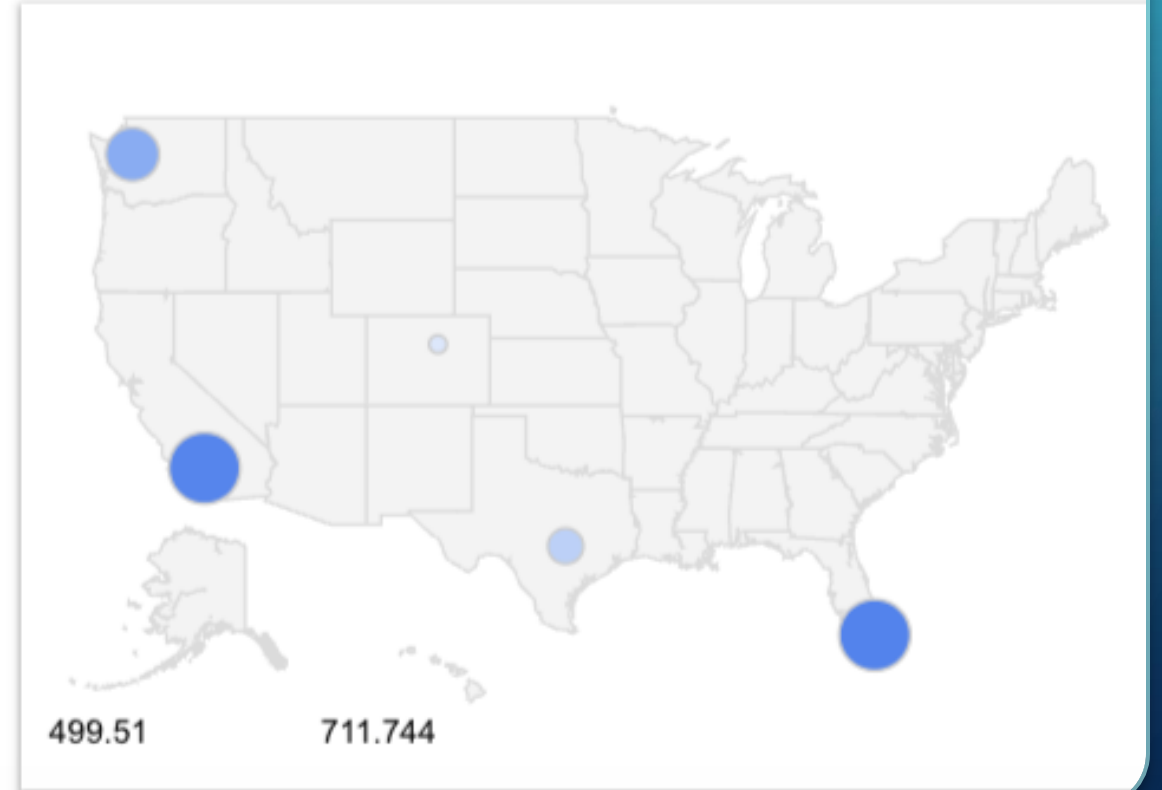
Median Price by City



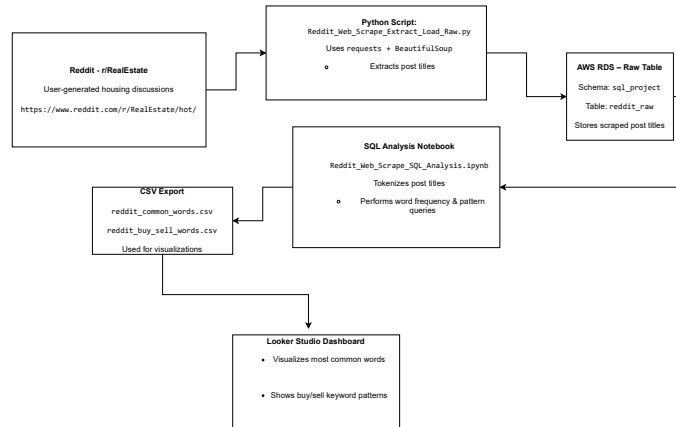
INSIGHT: AFFORDABILITY GAPS ACROSS CITIES

- 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



WEB SCRAPE SOURCE: REDDIT DISCUSSIONS

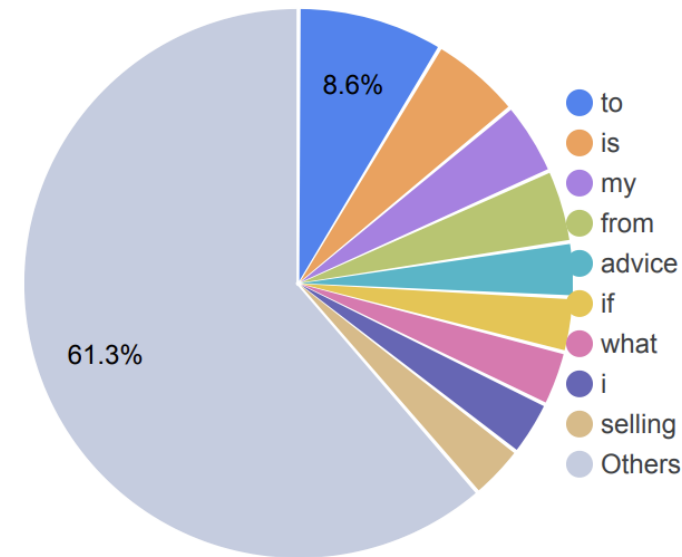


- Source: r/RealEstate subreddit
- 25+ hot post titles scraped
- Used Python + BeautifulSoup
- Uncovers buyer/seller emotion
- Supports content targeting

INSIGHT: USERS FOCUS ON SELLING ADVICE

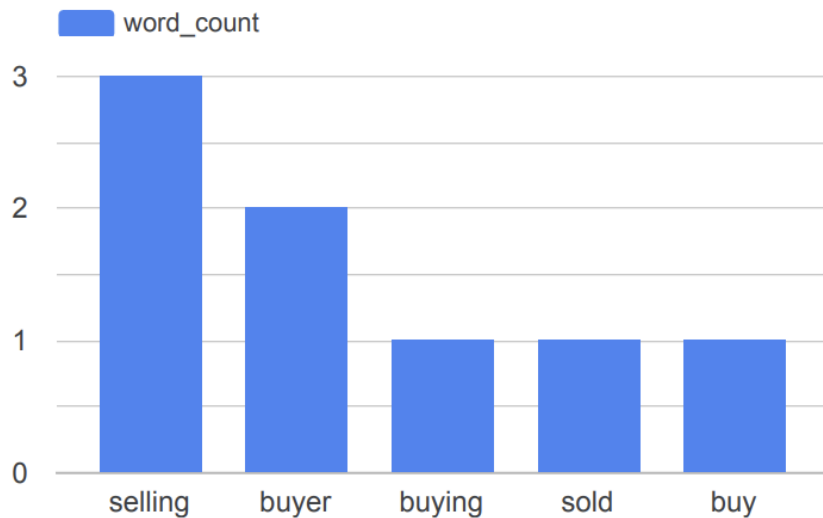
- “Selling” most used keyword
- Titles have casual language
- Frequent topics: advice, offers
- Content is seller-driven
- Ideal for social campaigns

Most Common Words in Reddit Post Titles



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