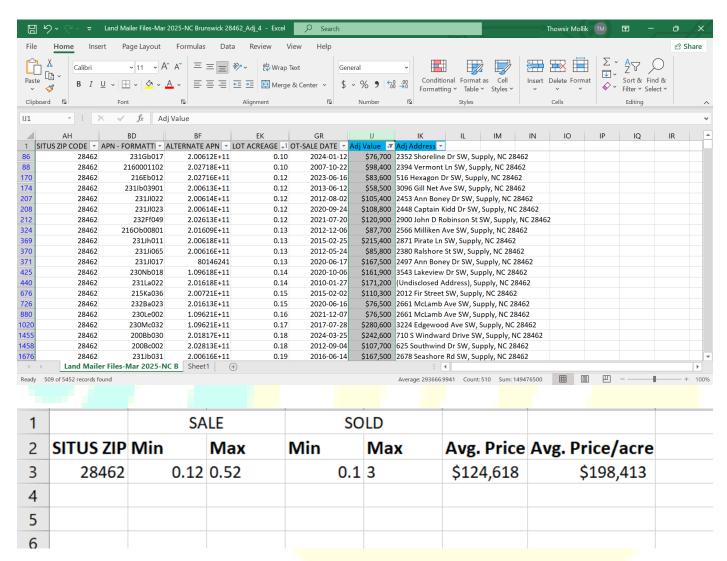
📌 Real Estate Data Scraping & Analysis

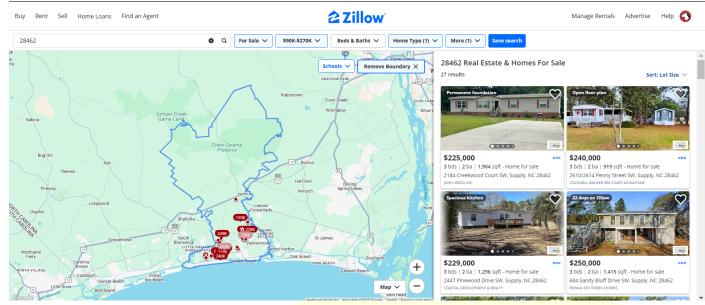
Project Overview:



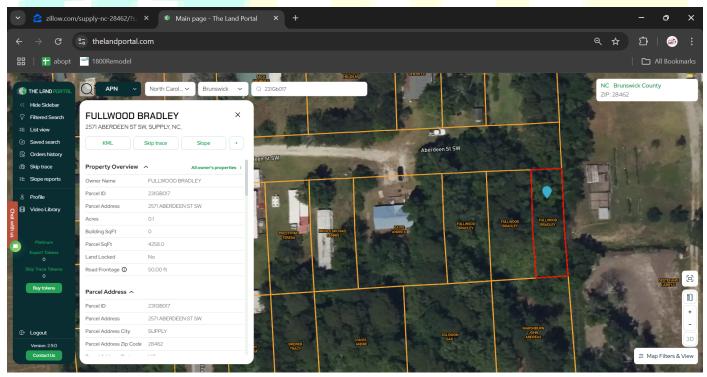
In this project, I conducted an in-depth Real Estate Data Scraping & Analysis for properties listed on Zillow and TheLandPortal, along with similar platforms such as Redfin, Realtor.com, DataTree, ParcelFact, and Google Earth. The primary objective was to extract, clean, and analyze property data to identify key market trends, optimize pricing strategies, and improve investment decision-making.

Scope of Work:

1 Data Collection from Zillow & Similar Platforms

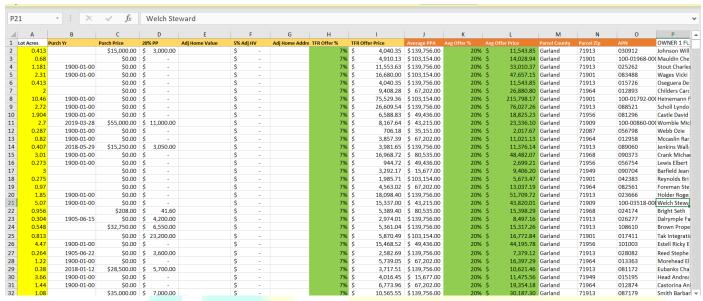


- Manually searched properties using ZIP Code (e.g., 28462)
- Filtered properties categorized as Manufactured Property
- Extracted Min Acre & Max Acre and Avg. Price, Avg. Price/acre for properties priced between \$90K \$270K
- Documented property details, including location, acreage, and pricing
- 2 Identifying Comparable Properties on TheLandPortal & Other Platforms



- ✓ Used APN Code, State Name, and County Name to locate specific parcels
- ☑ Instead of extracting direct property information, I collected neighboring property addresses
- Leveraged these addresses on Zillow & Realtor.com to obtain Zestimate values

3 Data Compilation & Cleaning



- Organized data in Google Sheets / Excel for analysis
- Applied filters, sorting, and basic statistical calculations for insights
- Created a structured dataset with property acreage, pricing, and trends

4 Data Analysis & Insights

- Identified high-value areas based on Zestimate valuation trends
- Compared property price fluctuations across different counties
- ✓ Suggested potential investment opportunities based on ROI and property appreciation trends

X Tools & Platforms Used:

- Real Estate Data Platforms: Zillow, TheLandPortal, Redfin, Realtor.com, DataTree, ParcelFact, Google Earth
 - Manual Data Collection & Entry: Excel / Google Sheets
 - Data Visualization & Reporting: Power BI / Google Data Studio
 - Web Scraping (Planned for Future Use): Selenium + BeautifulSoup
 - Database Management (Planned): SQL for structured data storage

🚀 Future Automation Implementation Plan

To improve efficiency and scalability, I am currently working on automating the process using **Python** (Selenium + BeautifulSoup). The next phase will include:

- ✓ Automated Data Scraping: Eliminating manual searching and extracting property data programmatically
- Database Integration: Storing property records in a structured SQL database
- Automated Data Cleaning: Using Pandas & NumPy for faster processing
- Real-Time Analysis & Dashboards: Implementing Power BI & Python Visualizations

Key Takeaways & Business Impact

- ✓ Improved accuracy in property valuation and trend forecasting
- ✔ Enhanced efficiency in lead generation for real estate investments
- ✔ Reduced manual effort through semi-automated processes
- ✔ Prepared for full automation implementation to handle large-scale datasets

Conclusion

With my current experience in manual data collection and analysis, I have gained in-depth knowledge of real estate data extraction using platforms like Zillow, TheLandPortal, Redfin, Realtor.com, DataTree, ParcelFact, and Google Earth. Moving forward, I am actively working on automating the entire process using Python and web scraping tools to increase efficiency and deliver more scalable solutions for real estate market analysis.

Project created by Mu Sufian