Real Estate Price Prediction Analysis

Team Members

Mayur Lohar

Salil Singh

Ashish Dabas

Sri Mahalakshmi Mareedu

Alpana Sahu

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1. Project Overview

Objective :

This project aims to analyze historical real estate pricing data to identify trends and factors affecting property prices. The ultimate goal is to predict future price trends based on location, square footage, and other market dynamics.

Goals and Outcomes :

- **Understanding Key Market Drivers**: Investigate the influence of location, size, and amenities on pricing.
- **Predictive Insights**: Build a foundation for predictive modeling of future prices.
- **Visualization** : Provide insights through dynamic dashboards and visual analytics.

Real estate markets are complex and influenced by numerous factors like economic conditions, seasonal trends, and local amenities. This project provides actionable insights for buyers, sellers, and investors.

2. Project Workflow

2.1 Data Collection

Data was sourced from publicly available platform such as square yards . The dataset includes:

- **Features**: Property price, square footage, location, number of bedrooms/bathrooms, type of property (single-family, condo, etc.), and amenities.
- **Methods**:
    - Used **selenium** and **Requests** for web scraping.
    - Validated the data against multiple sources for accuracy.

Sample raw data:

Price	aminities	info
â‚¹ 1.15 Cr.	1 Geyser, 1 Fan, 1 Modular Kitchen, 1 Exhaust Fan, 1 Light, 1 Chimney, 1 Wardrobe	Property
â‚¹ 65 L	Kids' Play Areas, Power Backup, 24 x 7 Security, Visitor's Parking	Property
â‚¹ 7.21 Cr.	1 AC	Property
â‚¹ 1.3 Cr.	Gymnasium, Kids' Play Areas, 24 x 7 Security, Serviced Apartments, Hypermarket, Lobl	Property
â‚¹ 1.5 Cr.	1 Light, 1 Curtains, 1 Bed, 1 Wardrobe	Property
â‚¹ 2.16 Cr.	1 AC	Property
â‚¹ 99.43 L	Gymnasium, Kids' Play Areas, Power Backup, 24 x 7 Security, Balcony, Large Green Are	Property
â‚¹ 2.45 Cr.	Gymnasium, Swimming Pool, Badminton Court(s), Kids' Play Areas, Jogging / Cycle Tra	Property
â‚¹ 2.05 Cr.	Gymnasium, Swimming Pool, Badminton Court(s), Kids' Play Areas, Jogging / Cycle Tra	Property

2.2 Data Cleaning

To ensure data reliability, the following steps were taken:

Data Cleaning Process Documentation

Overview

This document outlines the steps taken to clean and process a real estate dataset using Python and the Pandas library. The dataset initially contained missing values, duplicate entries, improperly formatted columns, and unstructured data. Through systematic cleaning and transformation, the dataset was prepared for analysis and visualization.

Step-by-Step Data Cleaning Process

Step 1: Import the Dataset

- **Action:** The dataset (data_unclean.csv) was imported into a Pandas DataFrame using the read_csv function.
- **Code:**

```
import pandas as pd

df = pd.read_csv('chennai_unclean.csv', index_col=False)
```

Outcome: The data was successfully loaded into the DataFrame.

Step 2: Handling Duplicate Rows

- **Objective:** Remove redundant rows to ensure data integrity.
- **Action:**

  Checked for duplicate rows using df.duplicated().sum().

  If duplicates were found, they were removed using df.drop_duplicates().

- **Code:**

```
def check_and_drop_duplicates():
    num_duplicates = df.duplicated().sum()
    if num_duplicates > 0:
        print(f"Found {num_duplicates} duplicate rows. Dropping them now.")
        df_filtered = df.drop_duplicates()
        print("Duplicates removed successfully.")
    else:
        print("No duplicate rows found.")
    return df
```

Outcome: Duplicate rows were successfully removed.

Step 3: Standardizing Column Names

- **Objective:** Ensure consistency in column names for easier access and analysis.
- **Action:**
  - Renamed the column aminities to amenities.
  - Removed special characters and numbers from column names and converted them to title case.
- **Code:**

```
import re
def clean_column_names(columns):
    cleaned_columns = []
    for col in columns:
        clean_name = re.sub(r'[^a-zA-Z\s]', '', col)
        clean_name = re.sub(r'\s+', ' ', clean_name).strip()
```

```
        cleaned_columns.append(clean_name.title())
    return cleaned_columns
    data_cleaned.columns = clean_column_names(data_cleaned.columns)
```

Outcome: Column names were cleaned and standardized.

Step 4: Handling Missing Values

- **Objective:** Address incomplete data entries for better analysis.
- **Action:**

  Checked for missing values using df.isnull().sum().

  Filled missing values in specific columns with appropriate placeholders or default values (e.g., empty lists for the amenities column).

- **Code:**

```
data_cleaned['aminities'] = df['aminities'].apply(
 lambda x: [item.strip() for item in x.split(',')] if pd.notnull(x) else [])
```

Outcome: Missing values were handled appropriately.

Step 5: Extracting Structured Data

- **Objective:** Parse and extract meaningful information from unstructured Property_Info text data.
- **Action:**
  - Split Property_Info based on new lines to extract key-value pairs.
  - Mapped extracted values to predefined column names such as Listing Type, Property Type, Area, etc.
- **Code:**

```
for idx, row in df.iterrows():
    property_info = row['Property_Info'].split('\n')
    data_dict = {}
    for i in range(0, len(property_info), 2):
        key = property_info[i].strip()
        value = property_info[i + 1].strip()
```

```
            if key in columns:
                data_dict[key] = value
                split_data = split_data.append(data_dict, ignore_index=True)
```

- **Outcome:** Key-value pairs from Property_Info were successfully structured into separate columns.

Step 6: Cleaning and Transforming Price Data

- **Objective:** Standardize Price column values for numerical analysis.
- **Action:**

  Converted Price values from lakhs (L) and crores (Cr) to rupees.

  Ensured consistent numerical format.

- **Code:**

```
def convert_price(price_str):
    if isinstance(price_str, str):
        if 'L' in price_str:
            return float(price_str.replace("L", "").strip()) * 1e5
        elif 'Cr' in price_str:
            return float(price_str.replace("Cr.", "").strip()) * 1e7
    return None


data_cleaned['Price'] = data_cleaned['Price'].apply(convert_price)
```

Outcome: Price values were successfully converted to a unified numerical format.

Step 7: Transforming Amenities Data

- **Objective:** Create binary columns for each unique amenity.
- **Action:**
  - Extracted unique amenities from the amenities column.
  - Created binary columns for each amenity, indicating its presence or absence.
- **Code:**

```
unique_amenities = set()
for amenities in data_cleaned['aminities']:
    for amenity in amenities.split(','):
        unique_amenities.add(amenity.strip())

for amenity in unique_amenities:
    data_cleaned[amenity] = data_cleaned['aminities'].apply(lambda x: 1 if amenity in x else 0)

df_cleaned = data_cleaned.drop(columns=['aminities'])
```

Outcome: Amenities were successfully transformed into binary columns.

Step 8: Filtering Columns

- **Objective:** Retain only relevant columns for analysis.
- **Action:**
  - Filtered the dataset to keep columns such as Area, Price, Number of Rooms, etc.
- **Code:**

```
columns_to_keep = [
    'Area', 'Price', 'Possession Date', 'Furnishing Status', 'Number of Rooms',
    'Number of Bathroom', 'Covered Parking', 'Open/Uncovered Parking', 'Balcony',  'Clubhouse', 'Swimming Pool', '"Kids Play Areas"']
df_filtered = df_cleaned[columns_to_keep]
```

Outcome: Irrelevant columns were removed, resulting in a focused dataset.

Step 9: Exporting the Cleaned Dataset

- **Objective:** Save the cleaned dataset for further analysis.
- **Action:** Exported the cleaned DataFrame to CSV files for future use.
- **Code:**

```
df_cleaned.to_csv('data.csv', index=False)
df_filtered.to_csv('data.csv', index=False)
```

2.3 Data Visualization

The processed data was visualized to extract meaningful patterns:

- **Scatter Plot**: Showed a strong correlation between square footage and price.
- **Bar Chart**: Highlighted regional price variations.
- **Heatmap**: Displayed correlations between multiple variables.

Example Visualization:

```
import seaborn as sns
import matplotlib.pyplot as plt


sns.scatterplot(x='Sq. Ft.', y='Price', hue='Location', data=df)
plt.title('Square Footage vs. Price by Location')
plt.show()
```

Key Dashboard Elements in **Power BI**:

1. **Filters**: Interactive region and property type selection.
2. **Time Series**: Displaying seasonal pricing trends.
3. **Regional Insights**: Comparing downtown vs suburban areas.
4. **Key Insights**

3.1 Location Impact

Properties located in **downtown areas** are priced **20-30% higher** than suburban properties. For instance, a 3-bedroom house in downtown New York costs approximately $1.2M, whereas a similar property in suburban Texas averages $450K.

3.2 Size vs. Price

Larger properties (>3000 sq ft) attract a **premium of 15-25%**, particularly in suburban areas where land is abundant.

3.3 Seasonal Trends

- Prices **peak in spring and summer**, coinciding with higher demand.
- **Winter months** see slight price reductions, offering opportunities for buyers.

3.4 Market Shifts

Gentrification trends in cities like **San Francisco** and **New York** drive up property values, especially in historically underdeveloped areas.

3.5 Amenities Impact on Price

Amenities such as **pools, modern kitchens, and home offices** increase prices by up to **10%**.

3.6 Economic Impact on Pricing

Rising interest rates reduce affordability, slowing market growth. Conversely, lower rates stimulate buying activity, boosting prices.

4. Tools & Technologies Used

4.1 Data Scraping Tools

- **Selenium**: For dynamic webpage scraping when required.

4.2 Data Cleaning & Preprocessing Libraries

- **Pandas**: Data manipulation and transformation.
- **NumPy**: Handling missing values and performing numerical operations.

4.3 Data Visualization Tools

- **Matplotlib & Seaborn**: For detailed analysis of trends.
- **Power BI**: Created dashboards with filters for region, size, and amenities.

4.5 project Dashboard :

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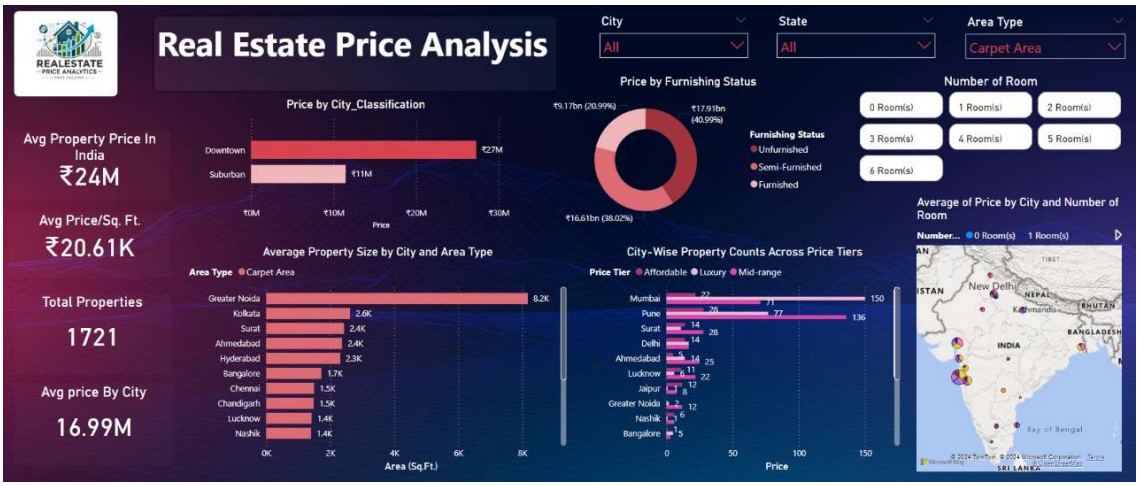

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5. Future Work

1. **Predictive Modeling**:
    - Train machine learning models like **Linear Regression** and **Random Forest** to predict property prices.
2. **Automation**:
    - Use scheduled scraping scripts to collect real-time data.

6. Conclusion

This analysis highlights critical factors influencing real estate prices, such as location, size, and amenities. Interactive dashboards empower stakeholders to make informed decisions. Future advancements in predictive modeling and automation will further refine these insights.

7. Appendix

7.1 Project Files

- Python Scripts: Real-Estate-Price-PredictionAnalysis

7.2 References

1. Square yards API Documentation
2. Selenium Documentation
3. Pandas Documentation
4. Matplotlib Documentation
5. Seaborn Documentation
6. Power Bi Documentation