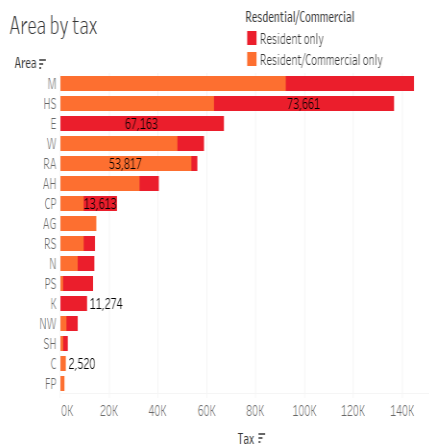


Boston Condo Analysis Dashboard – Anand Ramaswamy Jayshree

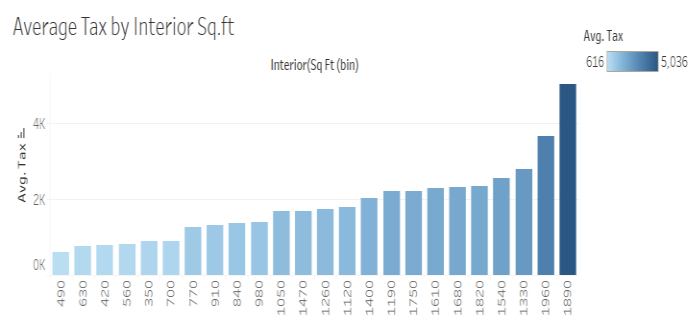
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Tax Analysis Dashboard

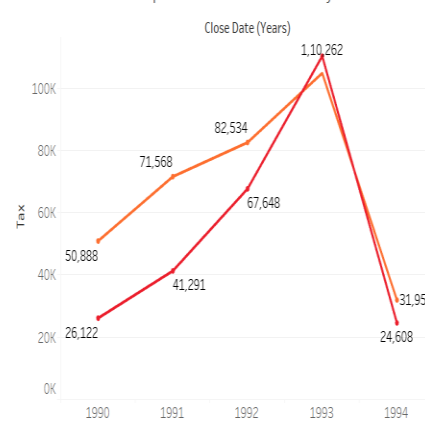
Area by tax



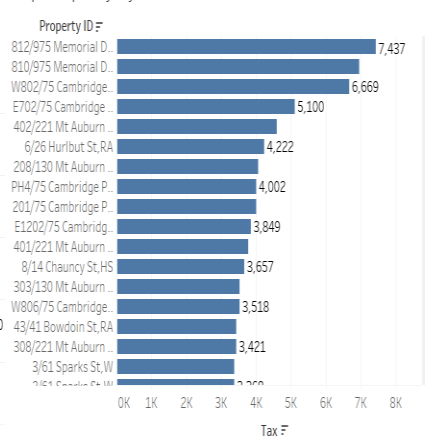
Average Tax by Interior Sq.ft



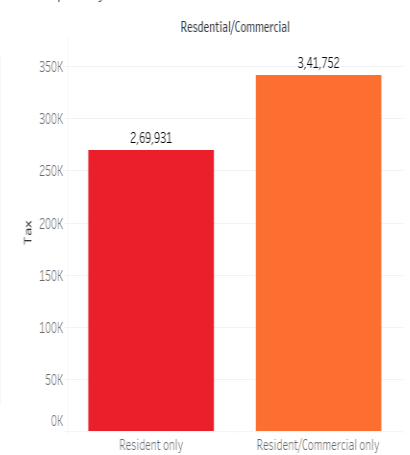
Tax trend with respect to the close Date year



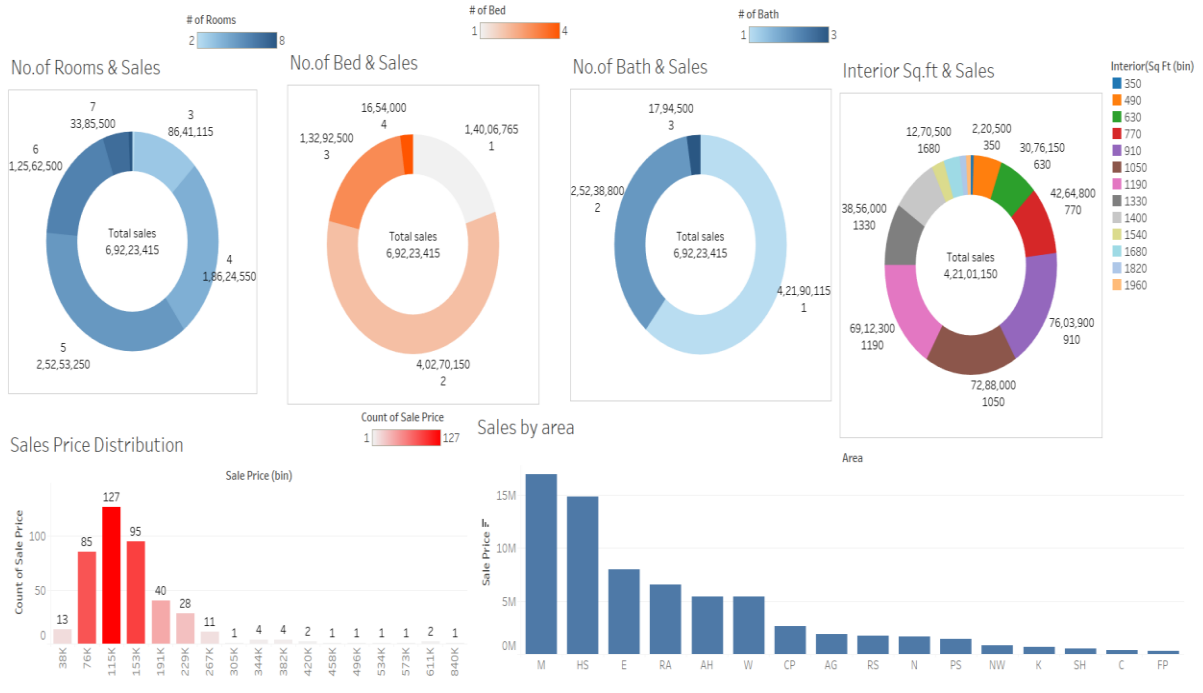
Top Property by tax



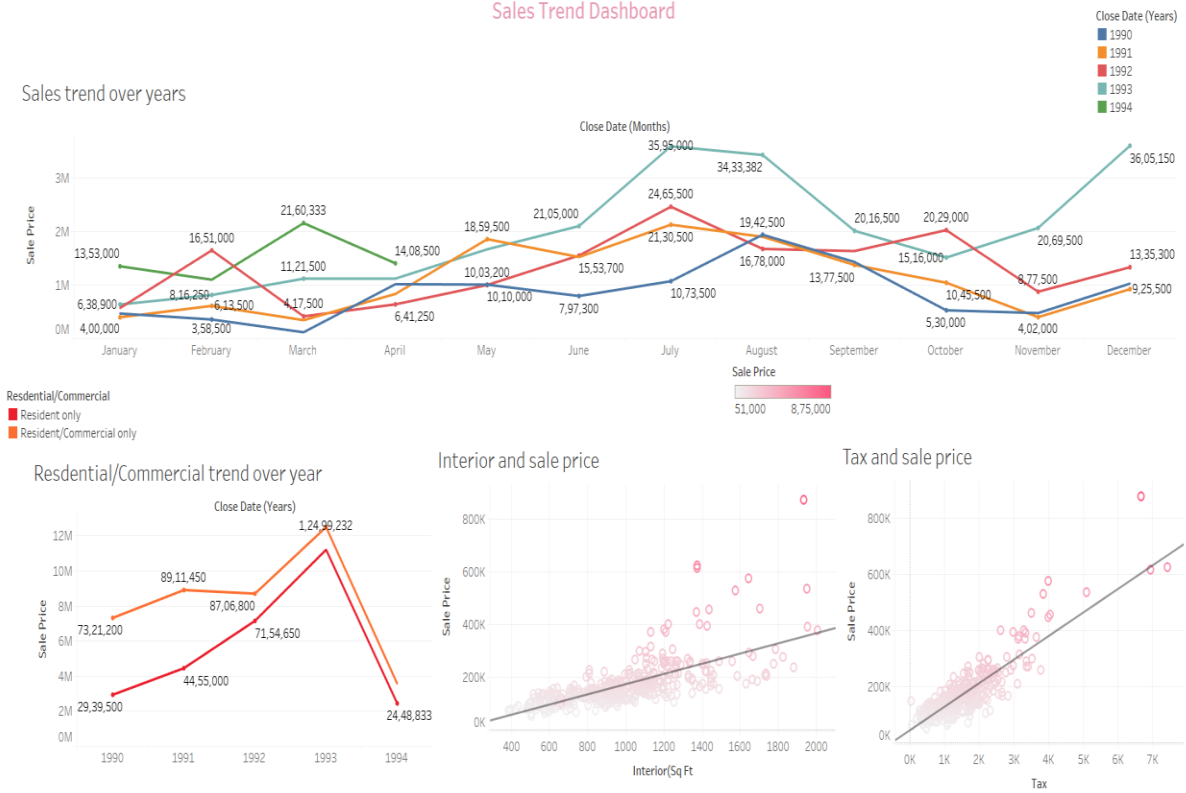
Tax split by Resident and commercial



Sales Analysis Dashboard



Sales Trend Dashboard

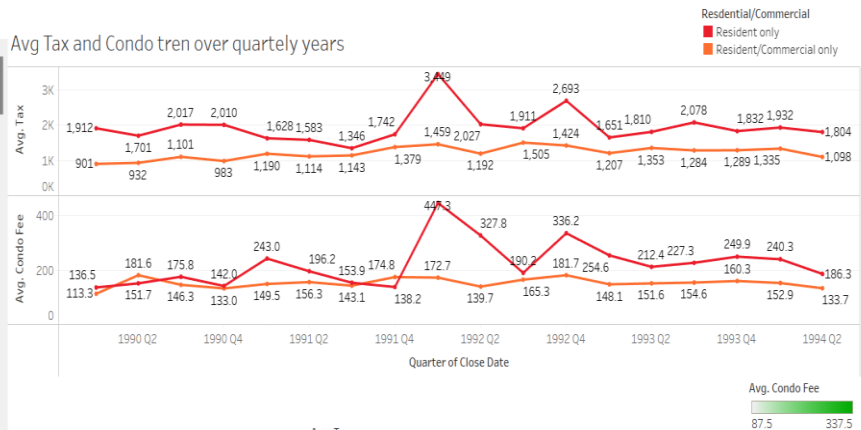


Area Property analysis Dashboard

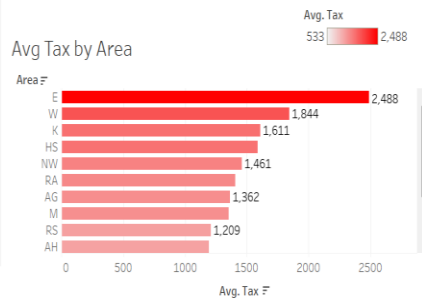
Profit and Loss

Area	Street	Property ID	First Price	Last Price	Sale Price	
AG	Arcadia St	2/5 Arcadia St	1,27,000	1,27,000	1,25,000	AI
	Carver St	2/20 Carver St	1,89,000	1,80,000	1,77,000	AI
	Garfield	5/61 Garfield S	1,78,000	1,64,900	1,55,000	AI
		6/76 Garfield S	1,65,000	1,65,000	1,58,000	AI
	Hammon	3/70 Hammon	1,84,000	1,69,000	1,66,500	AI
	Newport	2/4 Newport R	1,95,000	1,95,000	1,85,500	AI
	Rd	4/3 Newport R	1,87,000	1,78,000	1,70,000	AI
		7/2 Newport R	1,78,000	1,69,000	1,63,500	AI
	Prentiss	1/64 Prentiss	1,60,000	1,60,000	1,56,000	AI
		3/64 Prentiss	1,39,900	1,38,000	1,35,000	AI
AH	Wendell	2/47 Wendell S	2,95,000	2,95,000	2,80,000	AI
	Avon St	2/10 Avon St.AH	1,79,500	1,69,500	1,66,000	AI
		3/10 Avon St.AH	1,47,500	1,47,500	1,45,000	AI
		5/2 Avon St.AH	1,19,900	1,19,900	1,18,000	AI
		6/2 Avon St.AH	1,79,900	1,74,500	1,66,000	AI
		7/2 Avon St.AH	1,54,500	1,54,500	1,50,700	AI
	Lancaste	4/5/9 Lancaste	2,25,000	2,25,000	2,07,500	AI
	Lancaste	8/1 Lancaster	3,50,000	2,99,900	2,93,000	AI
	Linnaean	1/7 Linnaean S	1,27,500	95,000	85,500	AI
	St	3/37 Linnaean	2,59,000	2,59,000	2,59,000	AI
	3A/43 Linnae	2,19,000	1,69,900	1,65,000	AI	
	7/7 Linnaean S	1,89,000	1,89,000	1,86,000	AI	
	9/38 Linnaean	1,09,900	99,000	88,000	AI	
	14/7 Linnaean	2,29,000	1,67,000	1,60,000	AI	
	21/41 Linnae	2,19,000	2,19,000	2,10,000	AI	
	26A/43 Linna	2,18,000	1,75,000	1,68,000	AI	
	33/41 Linnae	1,99,000	1,99,000	1,88,500	AI	
	36A/43 Linna	2,29,000	1,79,000	1,66,000	AI	
	Mt Pleas	1/51 Mt Pleasa	1,76,000	1,76,000	1,71,500	AI
	Mt Vernon	3/63 Mt Verno	1,89,000	1,78,000	1,72,000	AI
	St	4/63 Mt Verno	1,79,500	1,62,500	1,58,500	AI
	5/63 Mt Verno	1,43,500	1,43,500	1,37,000	AI	
	Upland Rd	3/18 Upland R	2,77,500	2,72,500	2,59,000	AI
		6/18 Upland R	1,30,000	1,30,000	1,25,333	AI
	Washingt	4/4 Washingto	1,29,000	1,29,000	1,25,000	AI
	on Ave	5/5 Washingto	1,58,500	1,58,500	1,50,000	AI
		6/5 Washingto	1,63,500	1,63,500	1,55,750	AI
		6/9 Washingto	1,89,000	1,89,000	1,86,500	AI
		6/33 Washingto	1,54,000	1,49,000	1,48,000	AI

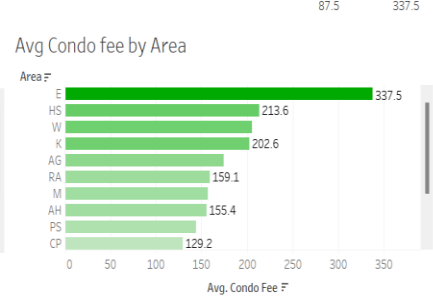
Avg Tax and Condo tren over quartely years



Avg Tax by Area

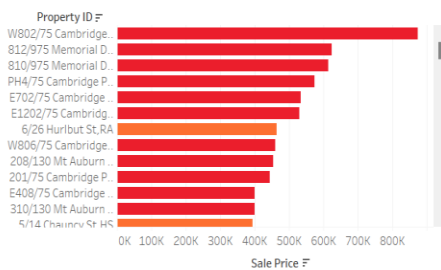


Avg Condo fee by Area

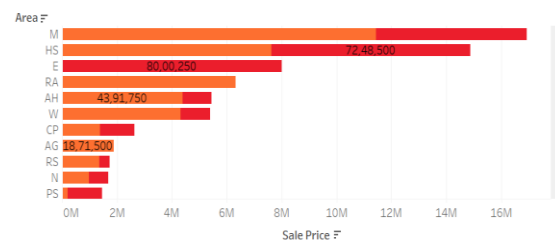


Top Location/Property Dashboard

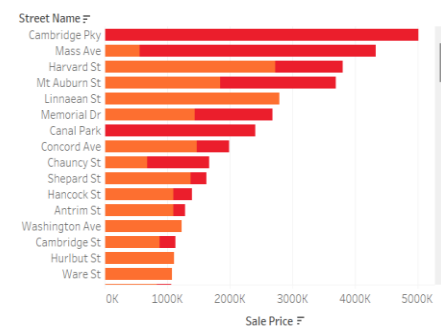
Top Property by Sale price



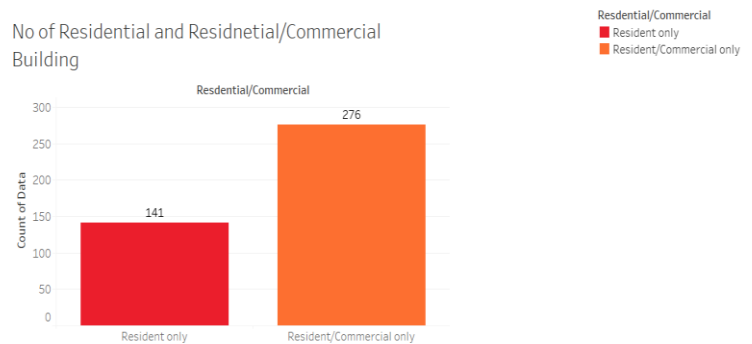
Top Area by Sale price



Top Street by Sale Price



No of Residential and Residnetial/Commercial Building



Insights:

1. Most sales fall within the price range of \$75k to \$250k. Areas M, HS, and E contribute significantly, accounting for 57% of sales. Additionally, properties with 4 and 5 rooms, 2-bedroom condos, and 1 bathroom dominate the market.
2. Commercial and residential condos have consistently outperformed exclusively residential ones over the years. Square footage and taxes are highly correlated with sales, indicating buyer sensitivity to these factors. The year 1993 recorded the highest sales.
3. Commercial condos generally pay higher taxes. The year 1993 saw higher tax payments, and properties with square footage in the 1200 to 1800 range have higher average taxes.
4. Sales of commercial condos significantly outperform those of residential condos. The top 5 areas by sales are M, HS, E, RA, and AH.
5. Areas with properties sold below desired or lower price points exhibit higher average tax and condo fees. Exclusively residential properties tend to pay higher taxes and condo fees.
6. The sales forecast dashboard predicts sales for the next one and a half years. While the short-term forecast shows a slight decrease in sales, the overall trend from 1990 to 1995 demonstrates consistent growth in sales.

Recommendations:

1. To leverage this trend, consider focusing marketing efforts in areas M, HS, and E. Additionally, pay attention to properties with 4 and 5-rooms, 2-bed condos, and 1-bath, as they are popular choices. Tailor marketing strategies to these preferences to optimize sales.
2. Recognizing the preference for commercial & residential condos, consider diversifying the property portfolio to cater to this demand. Pay attention to properties with specific sq. ft ranges and tax rates. Focus marketing efforts on the strengths of the year 1993 to maximize sales.
3. Understand the tax implications of different property types and size ranges. Buyers of commercial & residential condos may be more willing to accept lower tax pay property, so factor this into pricing and marketing strategies. Consider the tax implications when designing property offerings.
4. Capitalize on the strong market demand for commercial condos. Concentrate sales and marketing efforts in these areas, especially M, HS, E, RA, and AH. Consider expanding the presence of commercial condo listings in these regions to maximize sales.
5. Address the pricing issue in areas with properties sold below the desired range. Review pricing strategies and ensure they align with the local market conditions. Consider offering incentives or adjustments for properties that consistently fall below the desired price range.
6. The short-term dip in sales could be a temporary fluctuation influenced by various factors. It's important not to overreact to short-term trends. Instead, focus on the long-term perspective, which indicates a steady increase in sales. Consider monitoring market conditions closely to identify and respond to any potential factors affecting sales in the short term. Continue to build on the strategies that have led to long-term growth in sales.

Conclusion:

In conclusion, our thorough examination of the real estate data has uncovered crucial insights for our business. We've identified key price brackets, property categories, and high-performing areas that will shape our marketing and sales strategies. Noting the demand for commercial condos, we propose expanding our property offerings. It's important to meticulously evaluate taxes and pricing, particularly in regions where sales are lower than expected. Despite short-term variations, the data reveals a steady sales growth trend, and our data-driven approach guarantees that our sales remain strong and aligned with our long-term objectives.