**Project Topic**

**Client:** [Move, Inc.](https://en.wikipedia.org/wiki/Move_(company)) a subsidiary of [News Corp](https://en.wikipedia.org/wiki/News_Corp)**. Their business platforms are available in following websites:**

1. [www.move.com](http://www.move.com)
2. [www.realtor.com](http://www.realtor.com)
3. www.avail.com
4. www.doorsteps.com
5. www.listhub.com
6. www.moving.com
7. [www.realtor.com](http://www.realtor.com) for professionals

**Background Information:** **Move, Inc.** is a real estate listing company based in [Santa Clara, California](https://en.wikipedia.org/wiki/Santa_Clara,_California), USA. The company operates the Move Network of real estate websites, the largest of which is [realtor.com](https://en.wikipedia.org/wiki/Realtor.com). They has a longstanding partnership with the [National Association of Realtors](https://en.wikipedia.org/wiki/National_Association_of_Realtors), the real estate industry's largest [trade association](https://en.wikipedia.org/wiki/Trade_association) and at present they are expanding their business operation all over the world. Founded in 1993 the company has its network of operation in all over the world. Their mission is to facilitate smooth, transparent, and trustworthy property transactions for buyers and sellers worldwide including moving facilities to any destination. All of their platforms have grown rapidly in the last decade due to globalization. They are keen on leveraging data-driven insights to further optimize their customer services, understand market dynamics, and satisfy their users better.

**Project Topic:**  
"Enhancing Move, Inc International Real Estate Services: Tactical and Operational Dashboards based on World's Real Estate Data"

**Objectives:**

To provide "Move, Inc" with a dual dashboard setup:

1. **Tactical Dashboard** Focusing on market trends and dynamics for strategic decision-making.
2. **Operational Dashboard** Offering daily operations, property listings, and detailed property attributes.

**Scope & Key Performance Indicators (KPIs):**

1. **Tactical Dashboard**:
   * **Trends Analysis KPI**: Yearly growth rate of property prices across countries.
   * **Geographical Analysis KPI**: Number of listings by country, average property price by country.
   * **Market Opportunities KPI**: Top 5 emerging markets/locations based on listing growth and price appreciation.
   * **Challenges KPI**: Top 3 countries with declining property values.
2. **Operational Dashboard**:
   * **Property Listing KPI**: Total active listings, average price per listing, average area per listing.
   * **Value Assessment KPI**: Average prices of properties per square meter by country.
   * **User Engagement KPI**: Number of clicks on property images and URLs, top viewed properties.
   * **Decision Facilitation KPI**: Average days a property stays listed before being marked as sold or removed.
   * **Business Operation KPI**: Average number of deals by country made through their websites/virtual agents.

**Data Augmentation:** Given the comprehensive nature of the World's Real Estate dataset, it's already useful for many analytical insights. However, to further enhance the dashboards and provide a more rounded view, we might need to prepare following data/charts:

* **User Engagement Data**: This can include metrics like page views, clicks, average session or duration of surfing by the customers, etc. related to the listings. This would be crucial for the Operational Dashboard.
* **Economic Indices**: Data on local economic conditions, inflation rate, employment rates, GDP growth, Population Growth etc. can aid in the Tactical Dashboard to correlate real estate trends.
* **Competitive Pricing Data**: Average property listing prices from competitors to see where our real estate business stands in terms of pricing.

**Purpose of our Dashboards**: By focusing on Move, Inc. and providing analysis of their specific needs, we can give them with actionable insights that can guide their business strategy and improving their operations in the international real estate market.

**Justification for Choosing World's Real Estate dataset**:

The real estate market is diverse and has always been a prime sector for investments, living, and business opportunities. With globalization, there's a growing interest in understanding the real estate scenario not just domestically but internationally. This data set is a standard one although we do not have all the information in it. Covering a range of properties from various countries, it provides a comprehensive view of the global real estate market. This makes the dataset ideal for deriving both tactical and operational insights, meeting the dual objectives of this project although we need to prepare a few additional data sets to