Introduction/Business Problem:

It has always been difficult for person to accommodate in new society. People spent lot of time in selecting proper Neighborhood while relocating to new places irrespective of their period of stay or reason of relocation (new home, new jobs, better life, opportunities etc.). One thing that people cannot leave behind is the society’s values and their surrounding environment.

There was a period of time when infrastructure was limited but had plenty of time. But today’s scenario are quite different. We have sufficient infrastructure but we lack time. Customer are so calculative about their time and could hardly visit one neighborhood per week. It has been hard task for real estate agent to showcase them appropriate neighborhood. Our data show around 80% of our visiting customer had negative response toward neighborhood that was presented to them. They mostly compare neighborhoods with their current and expect similar or better than that.

We intend to build a model that will select the neighborhood which are similar to customer needs and present us with the list of all possible neighborhood that customer would be interested in. We want most out of our visiting customer to grow our real estate business.