# Business Understanding

At the onset of the project, it is essential to document the pertinent information about the organization's business situation. This includes understanding the current state of the real estate market in Saudi Arabia, any trends or patterns observed and any challenges or opportunities that may impact the analysis of the dataset. The real estate market in Saudi Arabia exhibits diverse dynamics across different regions and property types. For example, in Riyadh, the capital city, there may be high demand for residential properties due to population growth and urbanization, leading to increasing property prices. On the other hand, in less developed regions, such as rural areas, demand for commercial properties may be driven by industrial growth and infrastructure development projects.

From a business perspective, the primary objective of the customer visiting the website https://sa.aqar.fm/ is to generate leads. The website is a real estate platform that connects buyers, sellers, and real estate agents in Saudi Arabia. By providing a marketplace for property listings, the customer aims to increase the visibility and accessibility of their real estate offerings, ultimately getting more successful transactions.

In addition to this primary goal, the customer may also be interested in understanding the factors that influence user engagement and conversion rates on the platform. For example, they may want to explore how the user experience, search functionality, and property presentation affect the likelihood of users contacting real estate agents or submitting inquiries. Additionally, the customer may be curious about the demographics and preferences of their target audience, as this information could allow to increase their marketing strategies and the development of new features or services.

From the business perspective, the criteria for a successful or useful outcome to the project could be a combination of both specific, measurable objectives and more general, subjective insights.

One key metric for success could be an increase in the number of successful real estate transactions facilitated through the platform. This could be measured objectively by tracking the volume of property sales, the average value of these transactions, and the conversion rate of leads into closed deals. The customer may set specific targets for these metrics, such as a 20% increase in transaction volume or a 15% improvement in the lead-to-sale conversion rate, to define a successful outcome. Additionally, the customer may be interested in gaining deeper insights into user behavior on the platform. This could include understanding factors that influence user satisfaction, such as the ease of navigation, the quality of property listings, and the responsiveness of real estate agents.