

Data Analytics

Assignment 1 - Data Visualisation and Analysis

TEAM - 3

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Investor Summary

Investor Summary based on Price Range Classification

Price Range Classification:

- **Low Price:** Properties priced below ₹51L.
- **Medium Price:** Properties priced between ₹51L and ₹1.3Cr.
- **High Price:** Properties priced above ₹1.3Cr.

Focus on Mumbai for High-End Investments:

- **Mumbai's** dominance in the high-price category (90% share) makes it the most lucrative market for investors looking at premium properties.
- The city's extensive amenities and higher property prices suggest a strong demand for upscale real estate.

Thane as a Growing Market:

- **Thane's** presence in both medium and high price categories indicates its potential as an emerging market.
- Investors seeking properties with substantial growth potential might consider Thane, particularly in the medium price range.

Cautious Approach in Other Cities:

- Given the limited availability of medium and high-price properties outside Mumbai and Thane, investments in other cities should focus on low-budget properties.
- These cities may offer potential for future growth, but currently, they do not compete with Mumbai and Thane in higher price brackets.

Investor Summary based on Property Type

High-End Luxury Investments:

- Focus on **Mumbai** for penthouses and villas, particularly in the high-budget category, where a robust amenities offering enhances the property's appeal.
- **Thane** also offers promising opportunities for high-budget investments, albeit at a smaller scale compared to Mumbai.

Affordable and Mid-Range Housing:

- **Apartments in Mumbai and Thane** offer balanced investment opportunities across all price ranges.
- Consider **Builder Floor Apartments** and **Residential Houses** in the low to medium price categories, especially in Thane, for potentially strong returns.

Emerging Markets and Growth Potential:

- While **Mumbai and Thane** dominate the current market, investing in low-budget properties in other cities may offer growth opportunities as these markets develop.
- Early investments in these regions could yield significant returns as infrastructure and demand grow over time.

Investor Summary to compare opportunities in Mumbai and Thane

Mumbai:

- **Best for High-End Investments:** With a higher concentration of luxury properties and larger carpet areas, Mumbai is ideal for investors focusing on the high-end market.
- **Larger Carpet Area:** The additional space offered by Mumbai properties makes them more attractive to buyers and renters, potentially leading to higher returns.
- **Diverse Property Types:** Mumbai offers a broad range of property types, with a significant advantage in Residential Houses and Penthouses.

Thane:

- **Affordable Entry Point:** Thane provides a more affordable option for investors, especially in the mid-range and low-cost segments.
- **Balanced Market Presence:** The equal distribution of Builder Floor Apartments and the notable presence in Villas and Apartments make Thane a balanced investment choice.
- **Steady Growth Potential:** As Thane continues to develop, property values are likely to rise, offering long-term growth opportunities.

Investor Summary based on Carpet Area of properties in Prime Locations

Mumbai:

- **Prime Location Investments:** Mumbai's prime locations offer a strong investment opportunity, with larger carpet areas providing better rental and resale potential. However, the competition is fierce, and prices are generally higher.

- **Non-Prime Locations:** Investors focusing on non-prime locations in Mumbai may need to weigh the benefits of a more prestigious address against the smaller average carpet area.

Thane:

- **Prime Locations on Par with Mumbai:** Thane's prime locations offer a similar carpet area to Mumbai, making it an attractive alternative for high-budget investors who may want to avoid Mumbai's premium pricing.
- **Advantage in Non-Prime Areas:** Thane's non-prime properties, with their larger average carpet area, provide an appealing option for investors looking to maximize space without entering the prime market.

Investor Summary based on properties that offer best carpet area per price range

1BHK Apartments:

- **Best Value:** Opt for 1BHK apartments to maximize Carpet Area per unit of Price. Ideal for investors with a lower budget looking for more space.

Builder Floor Apartments:

- **Highest Value:** Consider Builder Floor Apartments for the best value. They offer the largest Carpet Area relative to price, making them a top choice for space-focused investments.

Gurgaon:

- **Top Investment City:** Invest in properties in Gurgaon to benefit from competitive prices and larger Carpet Areas. Gurgaon is highly recommended for cost-effective, spacious investment opportunities.

Nagpur:

- **Strong Value:** Nagpur presents a similar value to Gurgaon with affordable pricing and good Carpet Areas. It is a solid option for investors seeking budget-friendly properties.

Mumbai:

- **Premium Pricing:** Properties in Mumbai have higher prices and smaller Carpet Areas, making them less cost-effective. Suitable for investors who prioritize prime locations and are willing to pay a premium.

Thane:

- **Less Value for Money:** Thane's properties are priced similarly to Mumbai but offer smaller Carpet Areas. Investors looking for better value should consider alternatives.

Investor summary based on hotspots in Mumbai and Thane

Mumbai:

- **Prime Locations:** Invest in commercial properties in key hotspots such as Andheri West, Prabhadevi, and Malad East. These areas offer ample options with significant Carpet Area.
- **Cost Consideration:** While prices are higher, the larger Carpet Areas and better value for money for commercial properties make them a viable option for long-term investments.
- **Amenities Focus:** Properties with amenities like lifts, security, and parking are highly sought after and should be prioritized.

Thane:

- **Cost-Effective Choices:** Thane presents a more budget-friendly market with comparable costs for commercial and non-commercial properties. Hotspots like Dombivli East and Thane West are worth considering.
- **Value for Money:** Thane offers better value for money for both commercial and non-commercial properties compared to Mumbai, making it a favorable choice for cost-conscious investors.
- **Amenities Focus:** Look for properties featuring amenities such as a grand entrance lobby, health care facilities, and garden views to meet local preferences.

Investor Summary based on Amenities that add more value to properties

Mumbai:

- **High-Value Amenities:** Focus on properties with amenities like Parking, Air Conditioning, Swimming Pools, Health Care, and Service and Goods Lift. These amenities significantly enhance property values and are worth considering for investments.
- **Lower Impact Amenities:** Amenities such as Parks, Security, Lifts, Stores, and Vaastu Compliance have minimal effect on property values. Prioritize other amenities that offer a higher return on investment.

Thane:

- **High-Value Amenities:** Invest in properties featuring amenities like Skyline Views, Banquet Halls, Cafeterias/Food Courts, Bars/Lounges, and Laundry Services. These amenities can considerably increase property prices.
- **Lower Impact Amenities:** Puja Rooms, Security, Lifts, Water Storage, and Visitor Parking have a minimal impact on property prices. Consider focusing on amenities with a more significant value addition.

Investor Summary based on price differences between ready-to-move-in and under-construction properties

Mumbai:

- **Possession Status:** Since there is no significant price difference between "Ready to Move" and "Under Construction" properties, focus on other factors such as location and amenities when making investment decisions.
- **Availability Dates:** Be mindful of the seasonal trends in property pricing. Consider purchasing properties during less costly periods (i.e., outside January-February, May-July, and September-October) to potentially save on costs.

Thane:

- **Possession Status:** Similar to Mumbai, the average price remains consistent between "Ready to Move" and "Under Construction" properties. Invest based on location and property features rather than possession status.
- **Availability Dates:** Properties available during less peak times may offer better pricing. Align investment decisions with the less costly periods to optimize cost.

Investor Summary based on Developers

For High-End Investors:

- **Top Developers:** Invest with EV Group and B Brothers for premium properties featuring high-end amenities.
- **Amenity Focus:** Prioritize properties from developers offering a full suite of amenities, which typically command higher prices and provide substantial long-term value.

For Budget-Conscious Investors:

- **Affordable Options:** Explore properties from TREC and Omkar Realtors for more budget-friendly investments.
- **Essential Amenities:** Evaluate properties based on the essential amenities provided, ensuring they align with your budget while delivering good value.

For Balanced Investments:

- **Versatile Choices:** Consider developers like Lodha, who offer a balance of high property volume, quality, and amenities.
- **All Amenities:** Look into developers such as MS Realty and Modirealty for properties that include a comprehensive range of amenities, offering premium living experiences.