

IBM Capstone Project Presentation

The Battle of Neighborhoods:

Cluster Analysis of London Real Estate Market

by

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Problem Statement

Due to London Housing Market is in a rut:

1. Hidden price falls
2. Record-low sales
3. Homebuilder exodus
4. Tax hikes addressing overseas buyers of homes in England and Wales.
5. Due a high population and tourist site

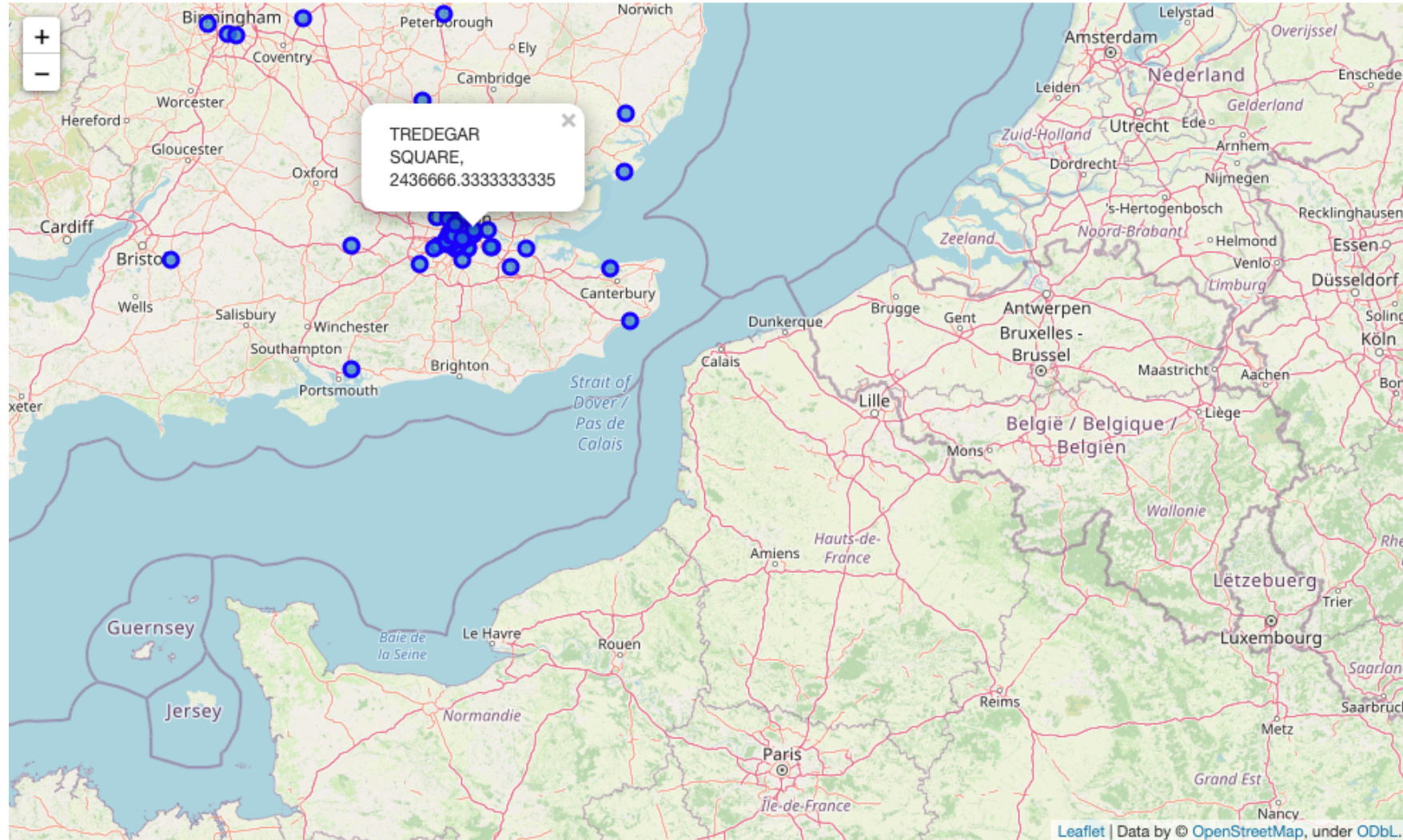
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- How could we provide support to homebuyers clientele in to purchase a suitable real estate in London in this uncertain economic and financial scenario?

Data and Methodology

- Data: merging data on London properties and the relative price paid data from the HM Land Registry and data on amenities and essential facilities surrounding such properties from FourSquare API interface.
- Methodology:
 1. Collect Inspection Data;
 2. Explore and Understand Data;
 3. Data preparation and preprocessing;
 4. Modeling

K-Means Clustering



Conclusion and Recommendation:

- Examination of real estates according to neighborhoods/London areas
1. West London (Notting Hill, Kensington, Chelsea, Marylebone) and North-West London (Hampstead) might be considered highly profitable venues to purchase a real estate;
 2. South-West London (Wandsworth, Balham) and North-West London (Islington) are arising as next future elite venues with a wide range of amenities and facilities.
 3. In the future we cluster target home buyers prone to live in 'green' areas with parks, waterfronts, and schools

THANK YOU For your Time