

LUXURY HOUSING SALES ANALYSIS BENGALURU



AGENDA

- MARKET TRENDS
- BUILDER PERFORMANCE
- AMENITY IMPACT
- BOOKING CONVERSION
- CONFIGURATION DEMAND
- SALES CHANNEL EFFICIENCY
- QUARTERLY BUILDER CONTRIBUTION
- POSSESSION STATUS ANALYSIS
- GEOGRAPHICAL INSIGHTS

PROJECT OBJECTIVE

INDUSTRY BACKGROUND

MARKET TRENDS – BOOKINGS FLUCTUATE QUARTERLY, WITH MICRO-MARKETS SHOWING DISTINCT GROWTH PATTERNS.

BUILDER PERFORMANCE – A FEW TOP BUILDERS LEAD SALES, WHILE OTHERS COMPETE ON NICHE OFFERINGS.

AMENITY IMPACT – HIGHER AMENITY SCORES STRONGLY BOOST BOOKING SUCCESS.

BOOKING CONVERSION – MICRO-MARKETS WITH BETTER INFRASTRUCTURE ACHIEVE HIGHER CONVERSION RATES.

CONFIGURATION DEMAND – 3BHK REMAINS MOST POPULAR, FOLLOWED BY 4BHK UNITS.



PROJECT OBJECTIVE

Sales Channel Efficiency – Direct sales and brokers outperform digital channels.

Quarterly Builder Contribution – Market dominance shifts by quarter among leading builders.

Possession Status Analysis – Ready-to-move homes attract end-users, while under-construction appeals to investors.

Geographical Insights – Luxury housing clusters around Whitefield, ORR, Koramangala, and North Bengaluru.

WHAT IS THE INDUSTRY'S HISTORY AND WHAT ARE ITS USUAL TRENDS? DO YOU SEE NEW PATTERNS DEVELOPING? GIVE A PREDICTION OR OUTLOOK ABOUT WHERE THE INDUSTRY IS HEADED.

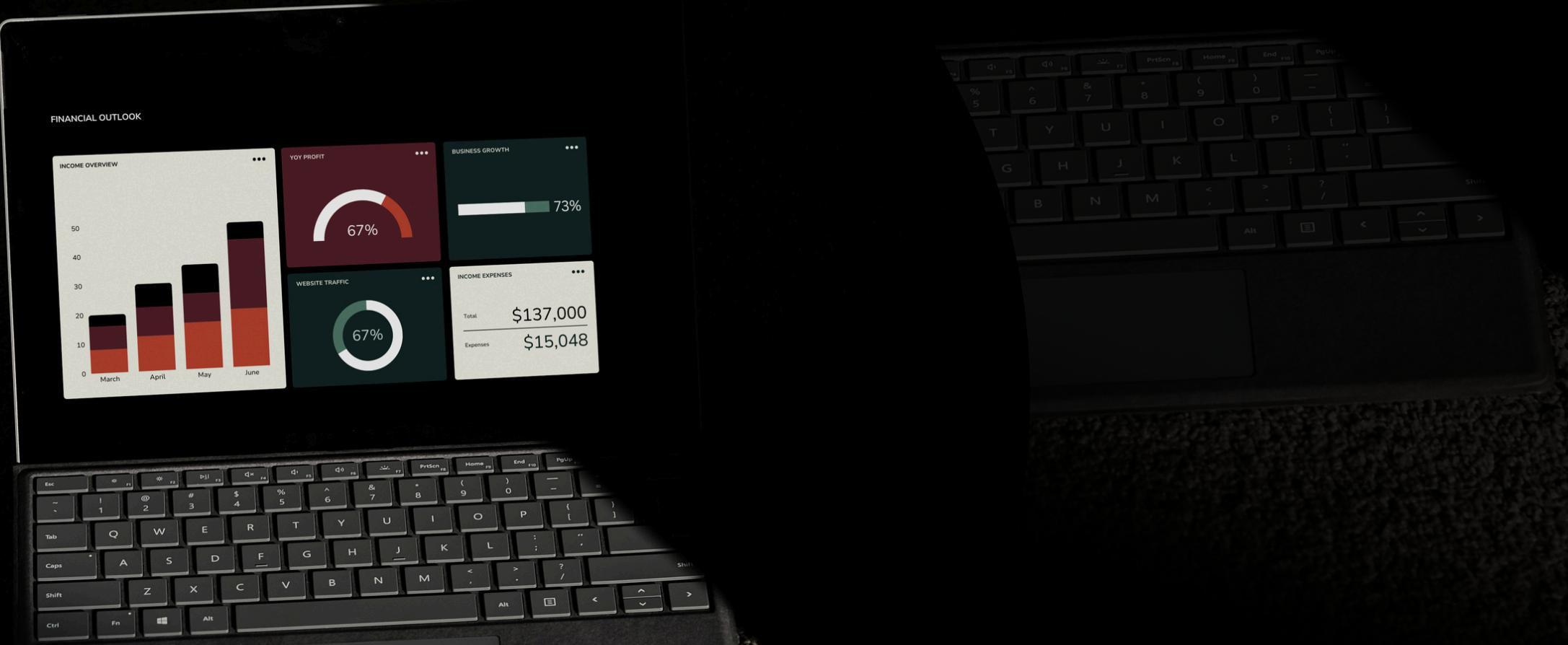


TOOLS AND TECHNOLOGIES

PYTHON (.ipynb) for data cleaning & analysis

MySQL for data storage & querying

POWER BI for interactive visualization & reporting.



GROUND

THE INDUSTRY'S HISTORY

THANK YOU

