

Insights from Luxury Housing Sales Analysis

1. Market Trends

Question: How have luxury housing bookings changed quarter by quarter across micro-markets?
Insights:

- Bookings show a **steady upward trend** over the last 4–6 quarters, despite seasonal fluctuations.
 - **Peak quarters** align with festive and financial year-end periods (Q3, Q4).
 - **Central micro-markets** (Indiranagar, Koramangala) are **more resilient** with consistent demand.
 - **Peripheral markets** (Sarjapur, Bellary Road) show **volatility**, strongly tied to new project launches.
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2. Builder Performance

Question: Which builders have the highest total ticket sales and how do they rank in terms of average ticket size?
Insights:

- **Prestige, Sobha, and Embassy** dominate in total sales volume.
 - Boutique developers often achieve **higher average ticket sizes** due to ultra-luxury positioning.
 - Builders with balanced **volume + average pricing** have the most sustainable growth.
 - A few mid-tier builders are competing by offering **competitive ticket sizes** in premium areas.
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3. Amenity Impact

Question: Is there a correlation between amenity score and booking success rate?
Insights:

- Strong **positive correlation**: projects with **Amenity_Score > 7** show significantly higher booking success.
- In **premium localities**, amenities drive conversions more than price.
- Some developers with **lower amenities** underperform despite good pricing → amenities are a **differentiator** in luxury.

4□. Booking Conversion

Question: Which micro-markets have the highest and lowest booking conversion rates?

Insights:

- **Koramangala, Indiranagar** → highest conversion rates (buyers are brand- and location-driven).
 - **Sarjapur, Bellary Road** → lowest conversions (price-sensitive, dependent on infra improvements).
 - Markets with **balanced infra + amenities** show **better conversion consistency**.
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5□. Configuration Demand

Question: What are the most in-demand housing configurations (e.g., 3BHK, 4BHK)?

Insights:

- **3BHK is the dominant choice**, reflecting demand from nuclear families and NRIs.
 - **4BHK+ configurations** have niche demand, primarily in central Bangalore.
 - **2BHK is minimal** in luxury → doesn't meet aspirational or investment profiles.
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6□. Sales Channel Efficiency

Question: Which sales channels contribute most to successful bookings?

Insights:

- **Broker networks** still drive the majority of successful bookings.
 - **Direct sales + Online channels** are growing, especially for NRIs who rely on digital-first experiences.
 - **NRI Desks** perform well in premium markets where international buyers invest.
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7□. Quarterly Builder Contribution

Question: Which builders dominate the market each quarter?

Insights:

- Market dominance **shifts per quarter** with new project launches.
- **Prestige & Sobha** consistently maintain top 3 spots across quarters.

- Smaller builders **spike in individual quarters** but struggle to sustain momentum.
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8□. Possession Status Analysis

Question: How does possession status affect buyer type and booking decisions?

Insights:

- **Ready-to-Move** projects → higher conversions from **HNIs & end-users**.
 - **Under Construction** projects → attract **NRI & investors** betting on appreciation.
 - **Launch stage** → bookings are fewer, driven by speculative buyers.
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9□. Geographical Insights

Question: Where are most luxury housing projects concentrated within Bangalore?

Insights:

- **Central Bangalore** (Indiranagar, Koramangala, MG Road) → **highest project density**.
 - **South Bangalore** (Bannerghatta, Sarjapur) → growing rapidly due to tech hubs.
 - **North Bangalore** (Bellary Road, Hebbal) → increasing traction due to infra (airport road).
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10. Top Performers

Question: Who are the top 5 builders in terms of revenue and booking success?

Insights:

- **Prestige, Sobha, Embassy, Puravankara, Brigade** consistently top both revenue and bookings.
- These builders combine **strong branding, high amenities, and central locations**.
- Their dominance is reinforced by **repeat NRI demand** and trust in delivery track record.