Applied Data Science Capstone Project

1. Introduction/Business Problem:

Brexit has instilled uncertainty into the UK economy and has inevitably weighed on housing prices since the referendum decision in 2016. The market will be looking towards October’s deadline. But what can we expect? Well, whether we get a deal or no-deal, one could argue that risk to real estate prices is skewed to the upside from hereon. In the event of an undesirable no-deal scenario, businesses would still gain clarity and can suitably plan for the near-term; moreover, a no-deal scenario would likely keep GBP depressed against other major G-10 currencies, inherently making property relatively cheap for foreign investors.

So this begs the question – as a real estate investor who is about to anticipate a turn in property prices, how can we quickly identify pockets of land in Central London that are undervalued in order to make an informed investment decision?

**Target Audience:**

Real Estate investors

**Stakeholders:**

* Buyers
* Real Estate agents

1. Data Section

This section will detail what data we will be using.

**HM Land Registry: Price Paid Data**

* Duration: 2019 YTD data
* Description: This dataset includes information on all property in England and Wales that are sold for full market value and lodges with them for registration

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**Rightmove API**

* Duration: Real-time listings
* Description: Rightmove is one of the UK’s largest online portals to search properties for sale and to rent in the UK

**Foursquare Location Data API**

* Duration: Real-time
* Description: To determine proximity of various amenities