

Real Estate Trends in Mexico & Brazil



Business Context

Goal: Identify profitable regions for property investment

- **Method:** Data analysis of housing prices & areas
- **Outcome:** 3 key investment recommendations
- Prices vary widely across regions
- Investors risk overpaying without insights
- Data can guide smarter property decisions



The Data

Sources & Features

- Data from public real estate listings
- Key columns: Price, Area, State/Region
- Cleaned, filtered, and validated



Tools & Approach

How We Analyzed the Market

- **Python:** Data cleaning & analysis
- **Plotly & Mapbox, Histogram, Boxplot, Scatter plot:** visualizations
- **Focus:** Prices per m², area size, and regional trends

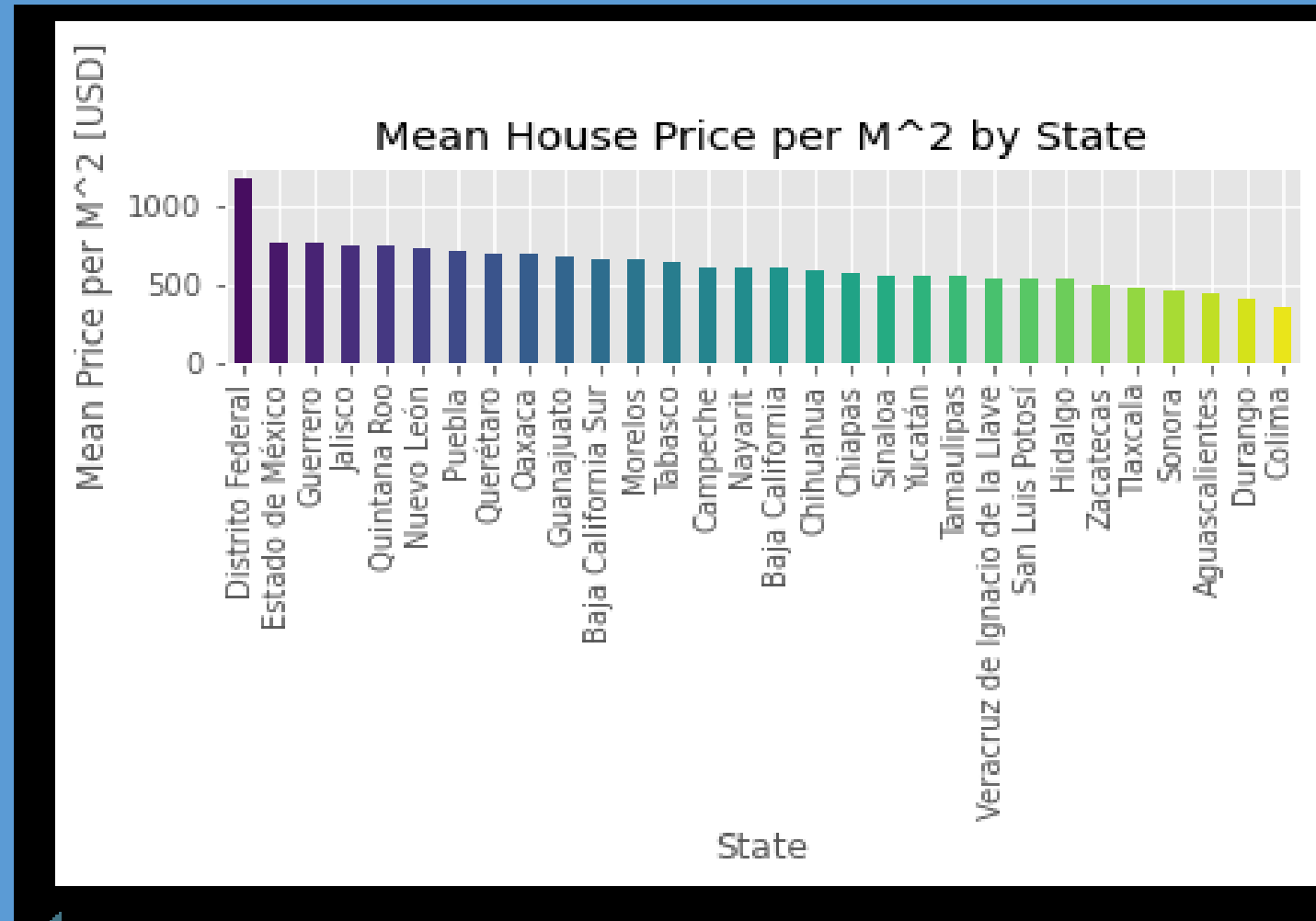
Mexico – Mean Price per m²

Top States by Price

Highest: Distrito Federal

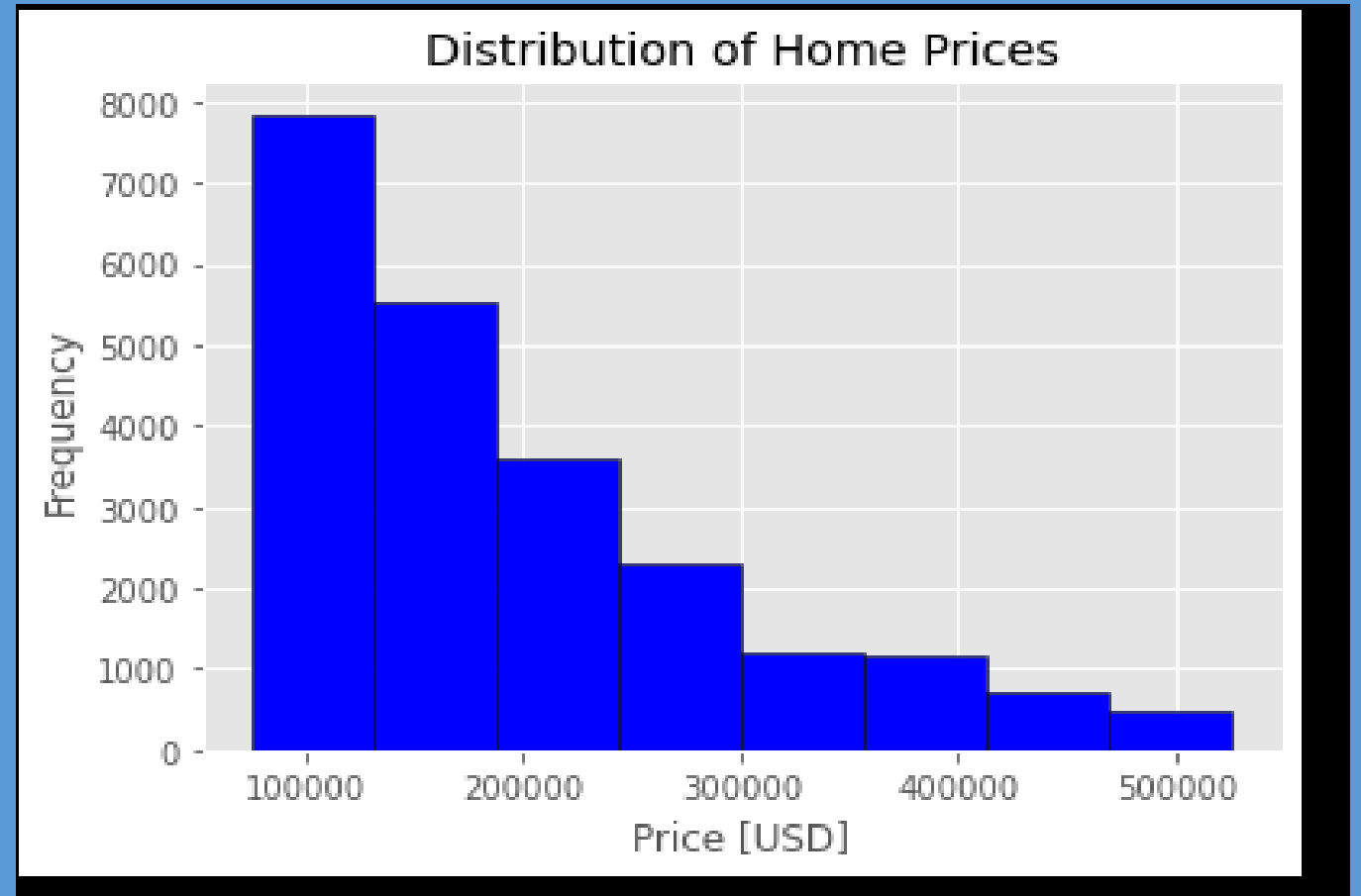
Estado de Mexico

Wide variation across states



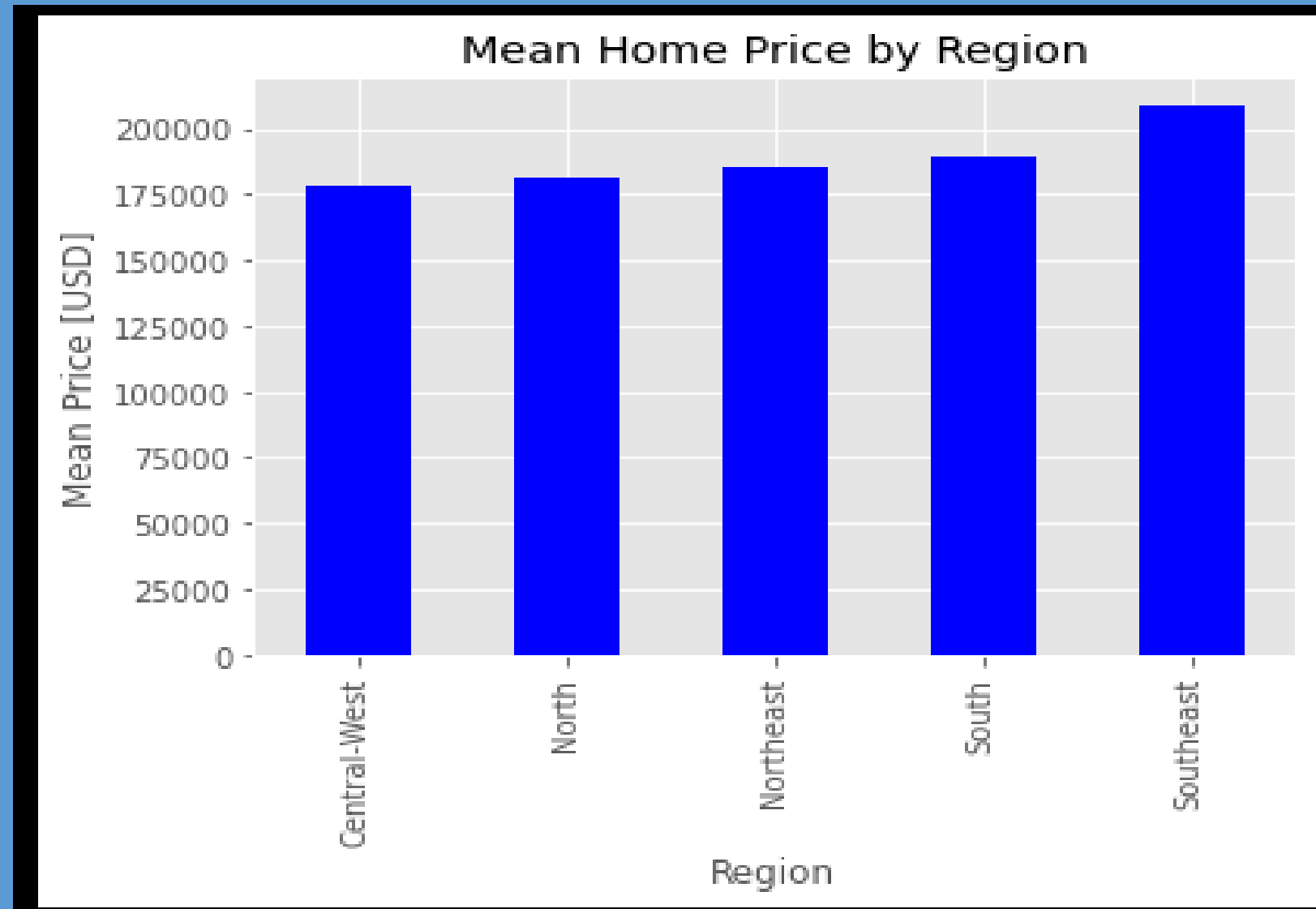
Brazil's Market Spread

- The Distribution of Home prices is right skewed
- Moderate pricing overall
- A few outliers in high-end regions



Brazil – Area Distribution

- Larger homes in Central-West & North
- Urban regions = less space, higher cost



Key Insights

What the Data Tells Us

- Mexico: Mid-tier states offer value
- Brazil: Big homes at better prices inland
- Capital cities: Best for luxury-focused strategies



Next Steps

- Add rental yield & ROI analysis
- Predict price growth using models
- Factor in income & development levels



- **Contact: Harriet Ngomo**

[View my GitHub](#)

Thank you for your time!

Feel free to ask question

