

Case Study

Calgary Housing Market

By

Jashanpreet Kaur

Southern Alberta institute of technology

Calgary, Alberta

<https://www.linkedin.com/in/jashanpreet-k-4b0604288/>

jujharsinghkang.com@gmail.com

<https://github.com/Jashan20022/Project>

jujharsinghkang.com@gmail.com

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1. Overview of the Calgary Housing Market:-

The Calgary housing market is a dynamic and developing sector that is impacted by a variety of economic, demographic, and regulatory considerations. This case study provides a thorough examination of the market, highlighting major trends in property pricing, affordability, and rental demand. The study aims to identify trends that are essential to real estate professionals, investors, and consumers by analyzing data from different sources such as property tax records, demographic information, and listings of real estate.

1.1 Purpose of the analysis: -

The Calgary Housing Market Case Study is a comprehensive study that offers real estate professionals, investors, and policymakers valuable insights into Calgary's housing dynamics. The study focuses on significant concerns such as property investment potential, housing affordability, rental demand, and property value trends. The purpose of this investigation in evaluating these elements through data-driven research is to facilitate informed decision-making in a market impacted by economic and demographic changes.

1.2 Objectives: -

- Identify significant property opportunities for investment in Calgary.
- Analyze price trends, income, and taxes to assess home affordability.
- Understand the elements that influence rental demand.
- Monitor property value trends to make better decisions.
- Assist homebuyers and investors with insights based on data.
- Examine the impact of demography on housing demand and supply.

2. Key Performance Indicators (KPIs): - To effectively analyze Calgary's housing market and guide strategic decision-making, several key performance indicators (KPIs) have been defined. These KPIs are crucial for tracking the market's operational performance and aligning with the study's broader goals of providing actionable insights to real estate professionals and urban planners.

1. Sum of Annual Tax

- This metric indicates the total property taxes collected from various areas in Calgary. It helps guide clients toward regions with more favorable tax rates, aiding investors and homebuyers in making financially sound decisions. By monitoring tax trends, real estate professionals can identify opportunities for cost savings and optimal investment regions.

2. Sum of Active Listings

- The sum of active property listings serves as a reflection of market supply. This metric helps determine whether the current market is a buyer's or seller's market, based on the number of properties available for sale. Understanding the fluctuations in active listings enables agents to strategize better, advising clients on the most advantageous times to buy or sell properties.

3. Sum of Median Income

- Assessing the median income levels in different areas of Calgary is essential for evaluating property affordability. This KPI helps real estate agents match properties to their clients' budgets more effectively. By understanding the income distribution in various neighbourhoods, agents can provide personalized recommendations to buyers, ensuring that the properties align with their financial capabilities.

3. Data Sources and Methodology: - The data used in this analysis is focused on the Calgary housing market, sourced from **DataWorld.com**, an open-source data platform that provides comprehensive datasets across various domains. This dataset offers detailed insights into Calgary's real estate market, including property values, investment opportunities, rental demand, and value trends. The dataset's open-source nature ensures that it is accessible for analysis and allows for transparency in data-driven insights. The data is regularly updated, making it a reliable resource for tracking market changes and developing strategies in a dynamic real estate landscape.

4. Questions on data: -

- What trends can we identify from the sum of active listings by month?
- What strategic recommendations can we offer real estate agents based on these KPIs?
- What insights can be derived from the sum of homeownership status?

5. Dashboard

Calgary Housing Market Case Study

4M

Sum of AnnualTax

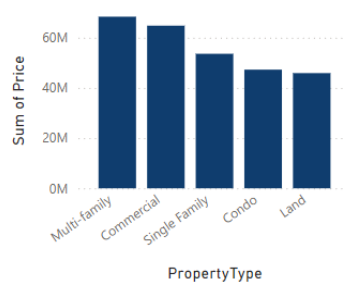
7564

Sum of ActiveListings

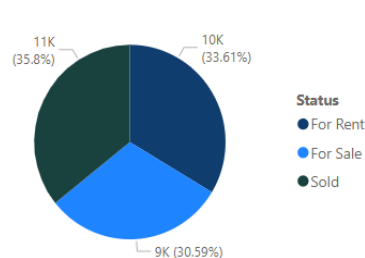
40M

Sum of MedianIncome

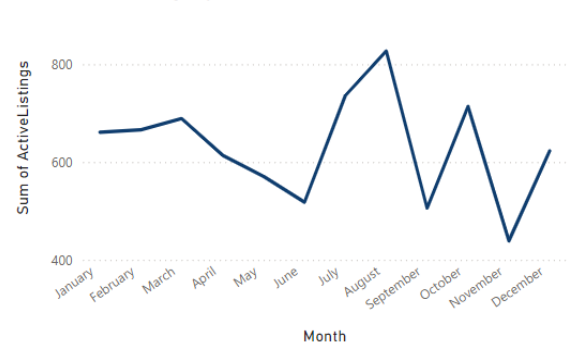
Sum of Price by PropertyType



Sum of HomeownershipRate by Status



Sum of ActiveListings by Month



jujharsinghkang.com@gmail.com

5.1 Explanation of dashboard

1. Sum of Annual Tax: 4M

- This metric represents the total annual property tax collected in the Calgary housing market. It serves as an indicator of the market's revenue generation and tax contribution to the city's economy. A high sum of annual tax may reflect an active market with significant property transactions.

2. Sum of Active Listings: 7,564

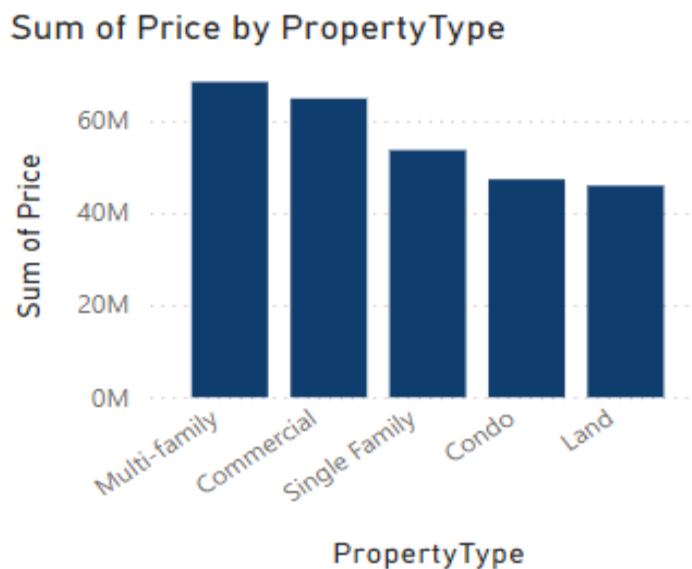
- The total number of active property listings highlights the available supply in the market. With 7,564 active listings, this metric suggests a dynamic market with a considerable number of properties available for buyers to choose from. Monitoring this metric helps identify periods of high or low inventory, which can influence pricing and demand strategies.

3. Sum of Median Income: 40M

- This figure represents the combined median income of households in Calgary. It indicates the financial strength of potential buyers and investors in the market. Understanding income levels helps in assessing the affordability of properties in different areas and guiding investment decisions.

6. Visual Insights from the Dashboard

1. Sum of Price by Property Type

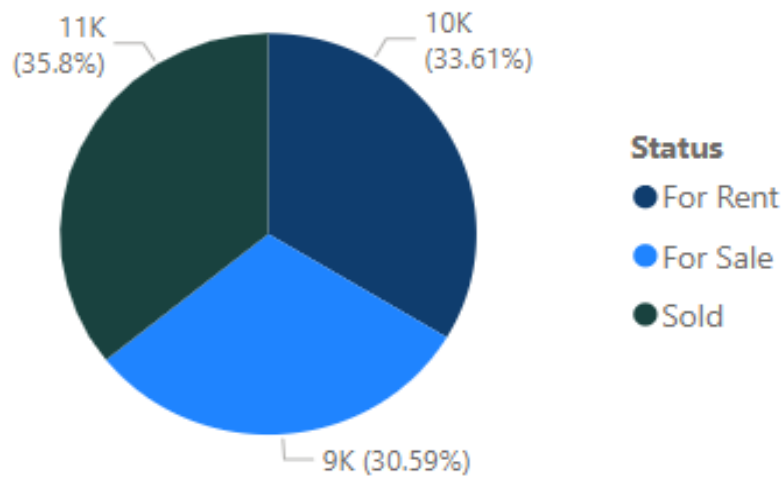


- The bar chart displays property prices across different types: Multi-family, Commercial, Single Family, Condo, and Land. Multi-family and commercial properties show the highest price values, indicating strong demand and investment potential in these categories. Single-family

homes and condos follow, suggesting they are also significant contributors to the market's overall value.

2. **Sum of Homeownership Rate by Status:** - The pie chart breaks down homeownership status into three categories: For Rent, For Sale, and Sold.

Sum of HomeownershipRate by Status

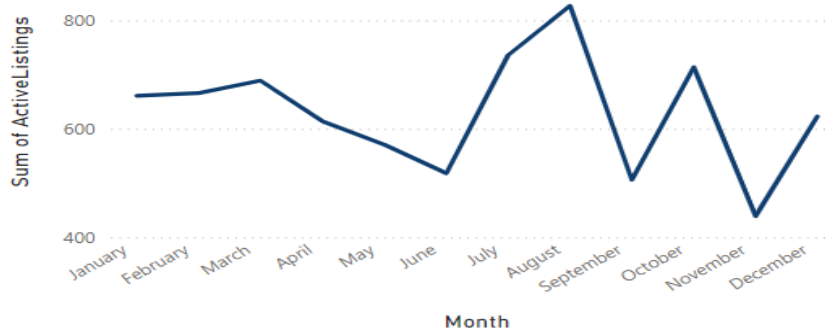


- **The distribution shows:**
 - 35.8% of properties are For Rent (11K)
 - 33.61% are For Sale (10K)
 - 30.59% have been Sold (9K)

This relatively balanced distribution indicates a stable market with opportunities for both buyers and renters. It suggests a competitive environment where demand is present in both ownership and rental segments.

3. **Sum of Active Listings by Month:-**

Sum of ActiveListings by Month



The line graph illustrates the monthly trend of active listings throughout the year. There is a noticeable increase in listings during the summer months (**particularly in July**), indicating peak activity during this period. This trend suggests that the market is more active in warmer months, possibly due to higher buyer interest and favourable weather conditions for property viewings and transactions.

7. Key Findings

- **Seasonal Trends:** The spike in active listings during summer months suggests that this is the best time for sellers to list their properties, as market activity and buyer interest are at their peak.
- **Diverse Property Market:** The significant presence of multi-family and commercial property investments indicates a diversified market with opportunities beyond traditional single-family homes.
- **Balanced Homeownership:** The relatively equal distribution of properties for rent, sale, and sold shows a balanced market that caters to both renters and buyers, making Calgary's housing market versatile and adaptable to different economic conditions.

These results provide valuable insights for real estate professionals, investors, and urban planners, helping them to make informed decisions based on the dynamics of Calgary's housing market.

8. Recommendations for Real Estate Agents

- By analyzing the number of active property listings throughout the year, we can determine whether there are more listings during specific seasons, such as spring or summer, compared to winter. This insight helps real estate professionals anticipate market activity and plan their strategies accordingly.
- By analyzing data like property taxes and median income levels, agents can recommend the best times to buy or sell homes, ensuring their clients make well-informed decisions that align with market trends.
- By examining homeownership rates, we can identify neighbourhoods with a higher proportion of owned homes compared to rented ones. This information is crucial for agents targeting specific client groups, allowing them to tailor their strategies to either buyers or renters in the market.

9. Conclusion

The analysis of Calgary's housing market using open-source data has revealed crucial insights into the city's real estate dynamics. The dashboard's interactive elements and trend analysis empower stakeholders to make informed decisions, anticipate market shifts, and develop effective strategies. As Calgary's market continues to evolve, a data-driven approach will be essential for staying competitive. This study underscores the importance of leveraging data insights for real estate agents, investors, and planners to align strategies with market trends and seize new opportunities.

10. References and Resources: -

- **DataWorld.com** - Source of Calgary housing market datasets, including property values, listings, and demographic information. Accessible via [Data World](#).
- **City of Calgary Open Data Portal** - Comprehensive resource for property tax records, population demographics, and housing data in Calgary. Accessible via the City of Calgary Open Data.