

# Harmonizing Real Estate Dynamics

---

Unveiling Insights for Strategic Success

JAYAPRAKASH KUMAR

# INTRODUCTION

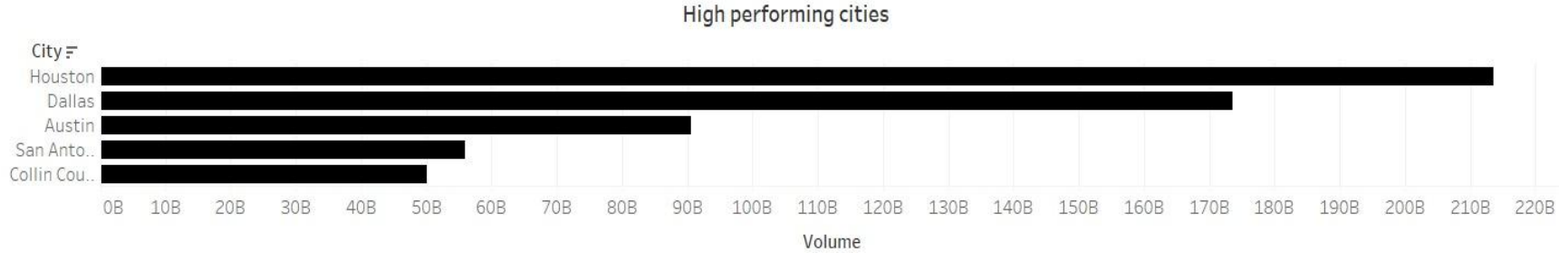
## **GOAL :**

The dataset provides comprehensive information about real estate sales activity, including the number of listings sold, sales volume, active listings, and median sales volume, broken down by city, year, and month. This data can be analyzed to uncover trends, patterns, and insights into the real estate market dynamics over time.

## **OBJECTIVE:**

Assess factors contributing to variations in sales volume and market dynamics across different areas.

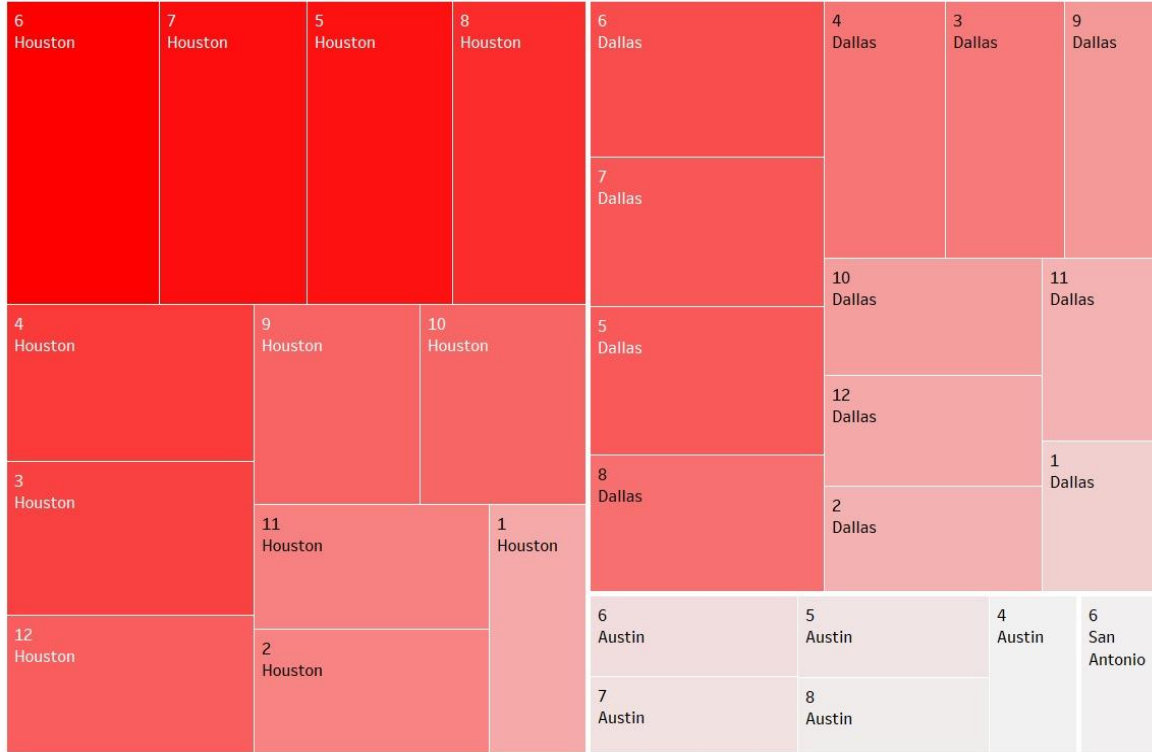
# High Performing Cities



- Volume of sales and corresponding cities.
- Exploring the bar plot showcasing the distribution of sales performance across various cities identifying key cities driving sales growth and potential investment opportunities.

# Monthly Performance Analysis

Monthly performance analysis

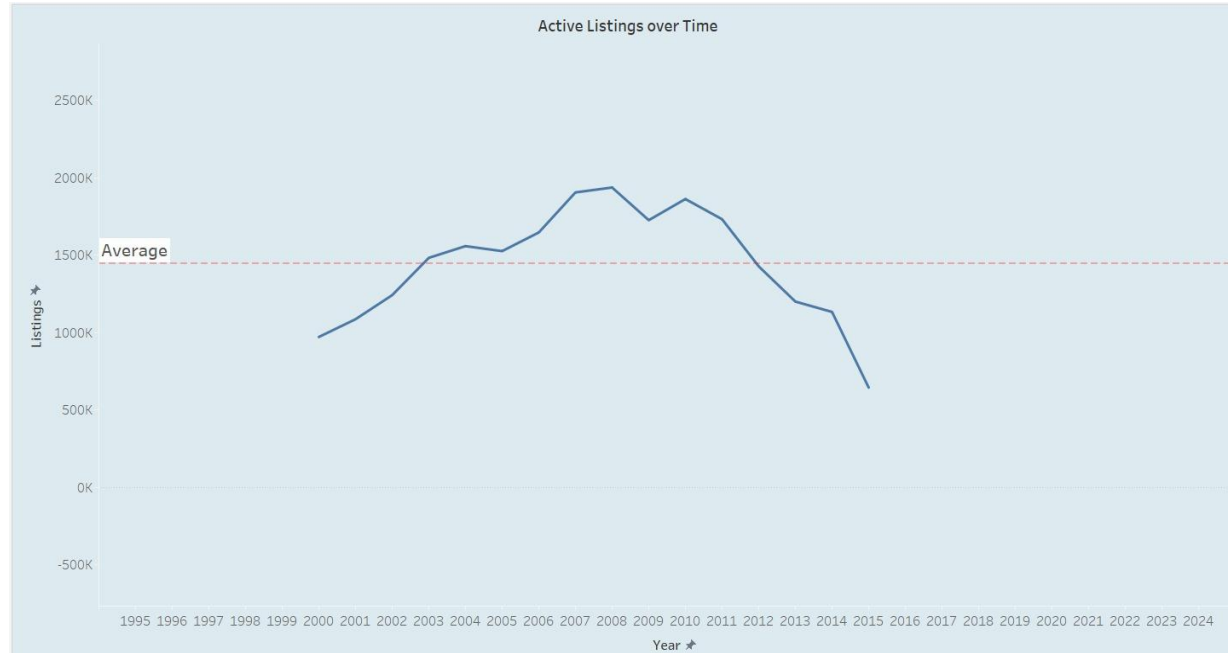


**Which cities exhibit consistent variations in real estate sales throughout the year, and can we discern any recurring patterns or trends within their sales dynamics?**

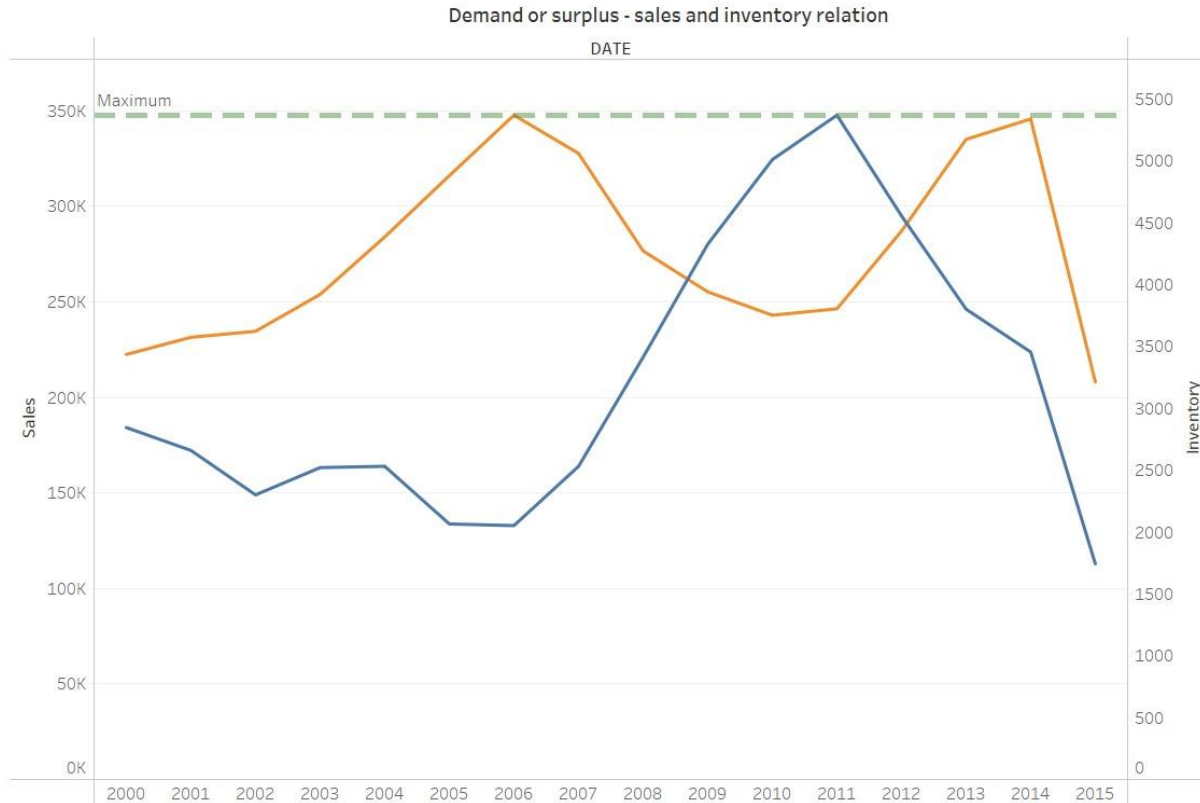
- Delving into the sales trends over time with our monthly performance analysis.
- Gaining insights into seasonal patterns, identify peak months, and uncover trends shaping the real estate market dynamics.

# Active Listings over Time

- Tracking the evolution of active listings over time.
- Understanding how inventory levels fluctuate and correlate with sales performance, enabling strategic inventory management and market positioning.



# Demand or surplus?

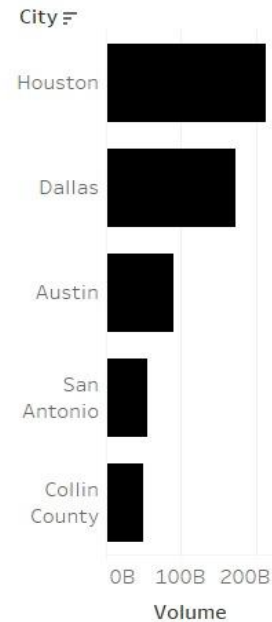


**How does the dual-axis chart illustrate the impact of inventory levels on market dynamics?**

- Exploring the relationship between sales and inventory to gauge market demand or surplus.
- Analyzing how fluctuations in inventory levels impact sales performance and strategic decision-making.

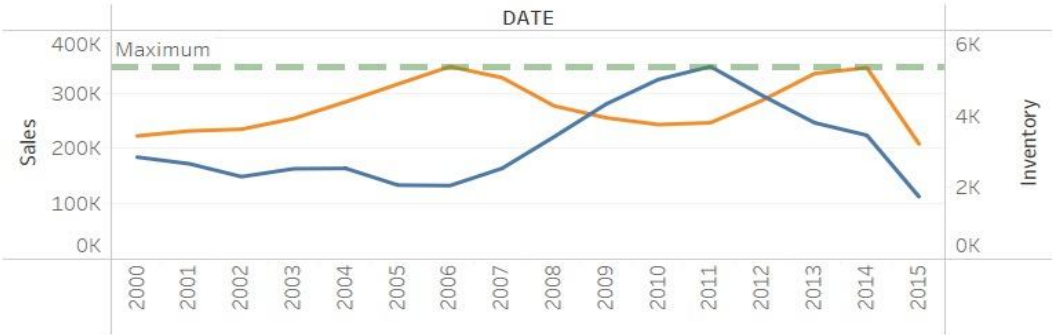
# Harmonizing Real Estate Dynamics

High performing cities



*This dynamic report provides real estate professionals with invaluable insights into the nuanced sales performance across various cities, mapped against the backdrop of time.*

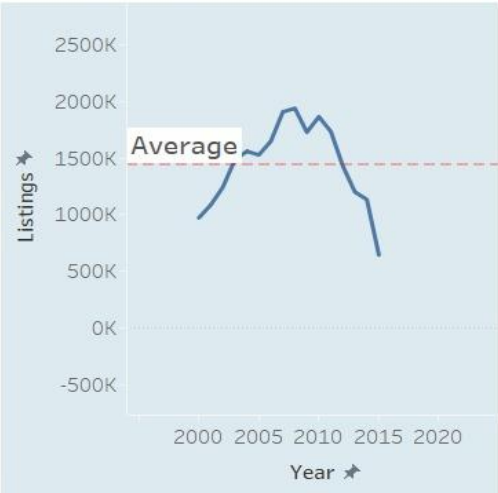
Demand or surplus - sales and inventory relation



Monthly performance analysis

6 Houston	8 Houston	12	9	10	6
7 Houston	4 Houston	11		1	7
5 Houston	3 Houston	2			5
6 Dallas	8 Dallas	9	10	12	8
7	4 Dallas	2		1	4
5	3	11			6

Active Listings over Time



# CONCLUSION

**Target Group :** Real estate professionals trying to understand the **dynamics of the Texas real estate market groups** and come up with insights which can **increase** sales and revenue generation.

## Scope :|

- Explore the relationship between sales volume and key economic indicators such as GDP growth, unemployment rate, and consumer confidence.
- Determine if there's a correlation between economic growth and real estate sales performance.





# BIBLIOGRAPHY

- “The Big Short” Explained. (n.d.). Investopedia. <https://www.investopedia.com/articles/investing/020115/big-short-explained.asp#:~:text=The%20Big%20Short%2C%20based%20on>
- Saxena, S. (2021, March 1). Dual Axis Chart | Create a Dual Axis Chart in Tableau. Analytics Vidhya. <https://www.analyticsvidhya.com/blog/2021/03/create-dual-axis-charts-in-tableau/>