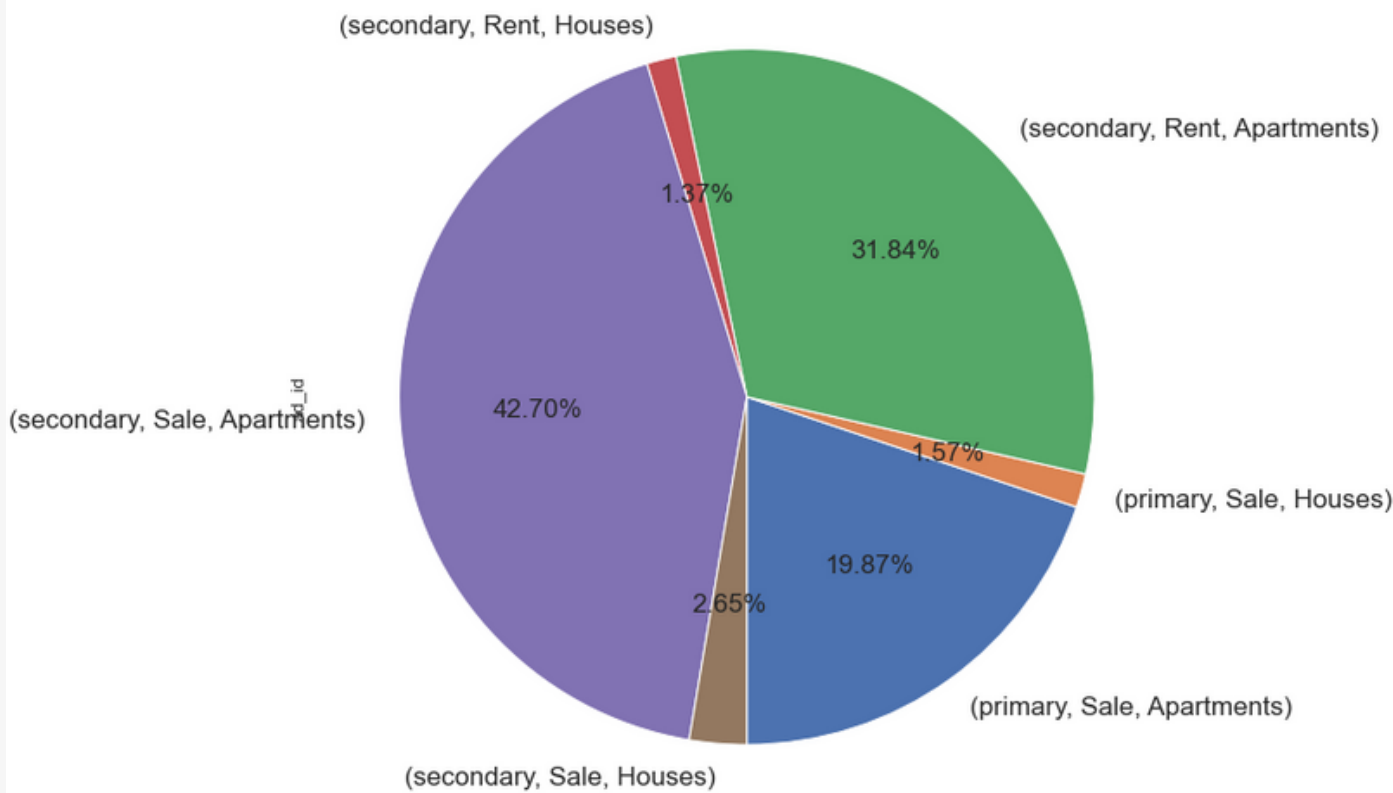


# Advertising Realestate Research

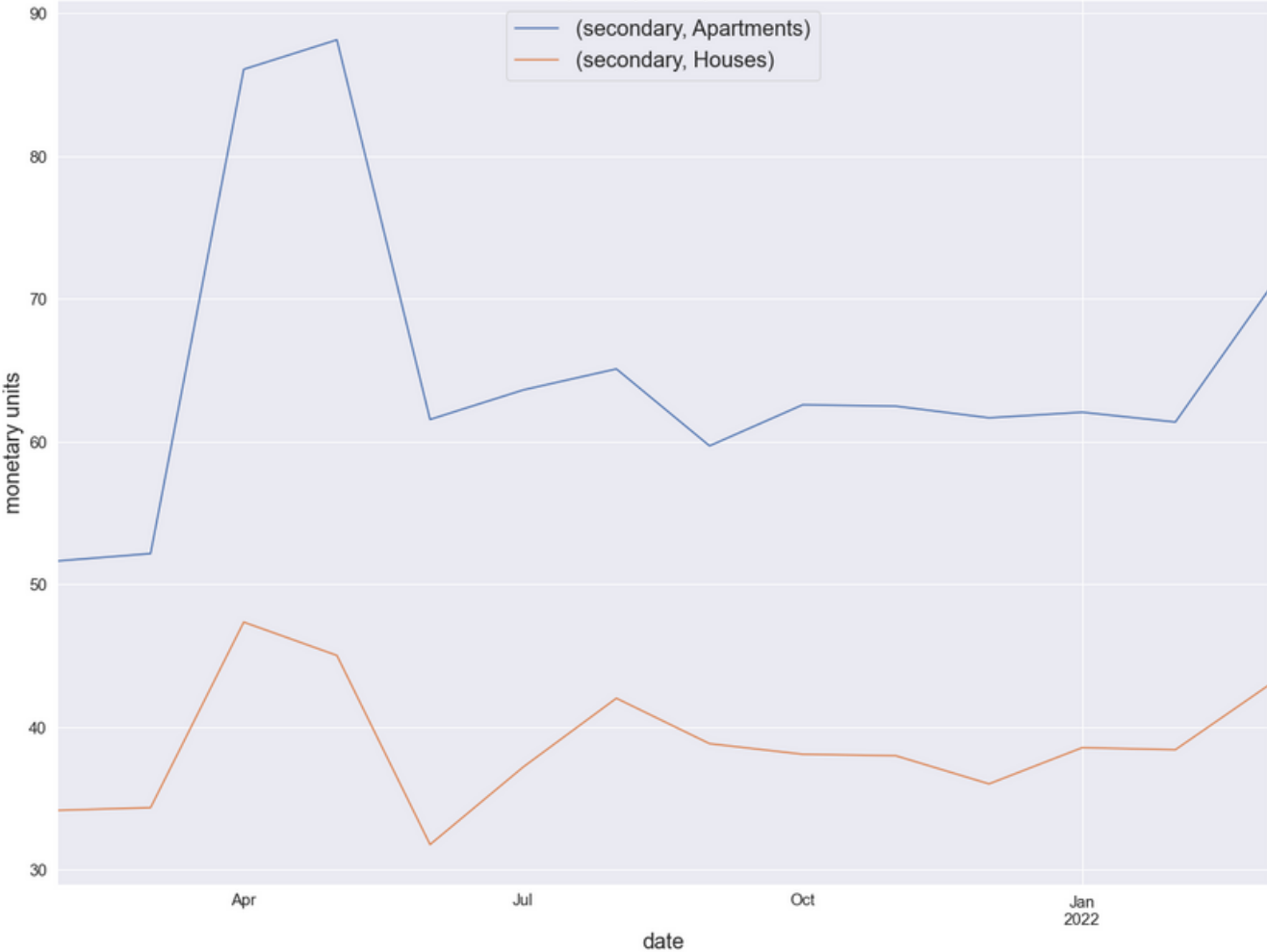
We are going to  
learn more about  
real estate  
market in terms  
Feb 2021 till Mar  
2022

Quantity of advertisements for different categories

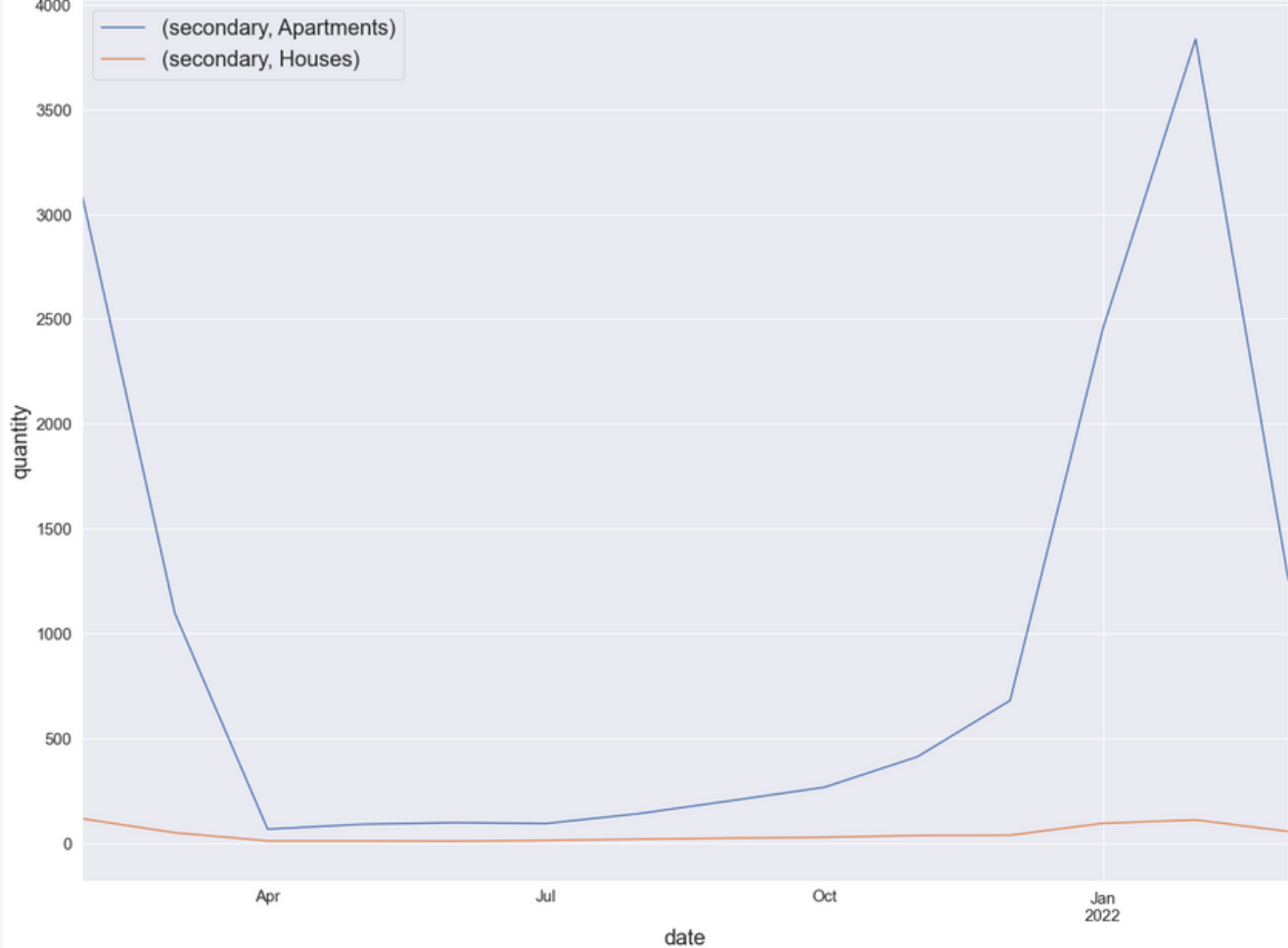


## RENT SEGMENT

Mean price per sqm for Rent

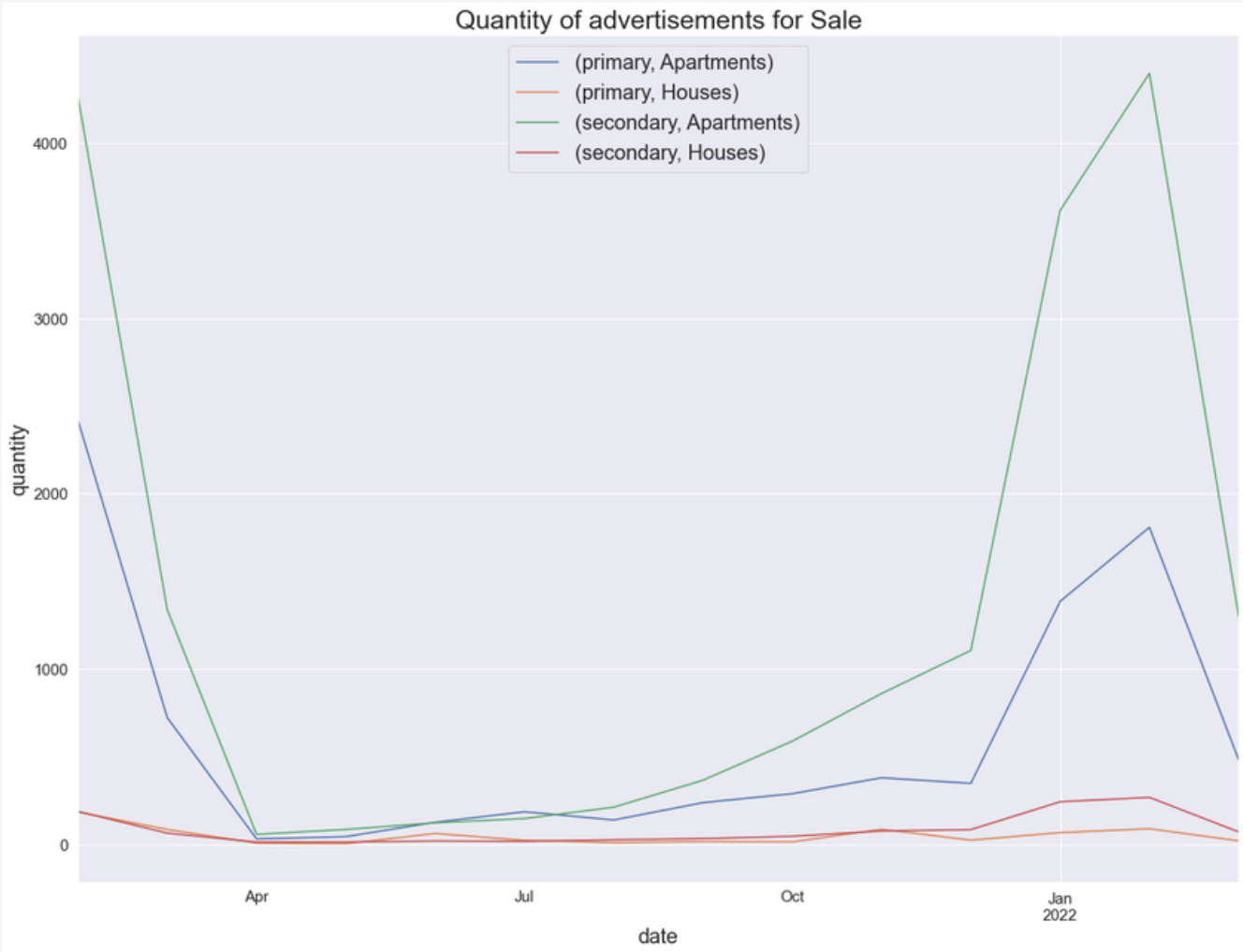


Quantity of advertisements for rent



During analyze rent segment of the market we can see reverse correlation quantity ads to mean price for rent for every sqm, meantime mean price per sqm for Apartments and Houses is absolutely correlated.  
Main trend: rent market goes up

# SALES SEGMENT

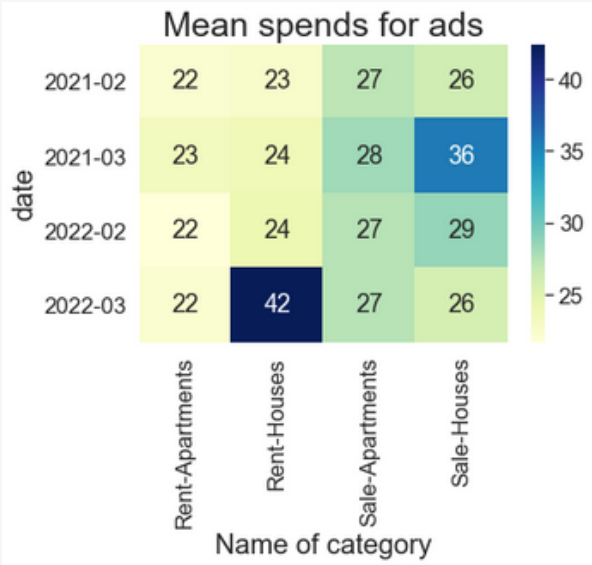
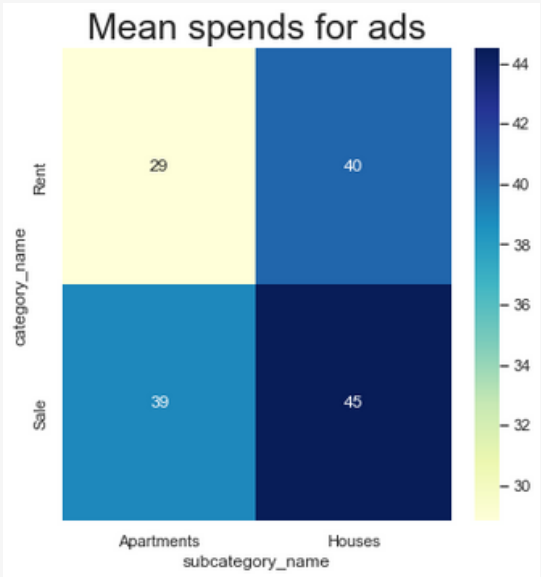


During analyze sale segment of the market we can see common correlation in quantity of ads, but most volatile is Apartments, Houses is more stable during the period of time. In common we can see reverse correlation quantity of ads with price per sqm in Apartment.

Now trends goes up for price per sqm for Apartments

**Main hypotheses are migration problems that comes for summer period. People rented or bought mostly Apartments primary/secondary**

# PROMOTIOIN PAYMENTS

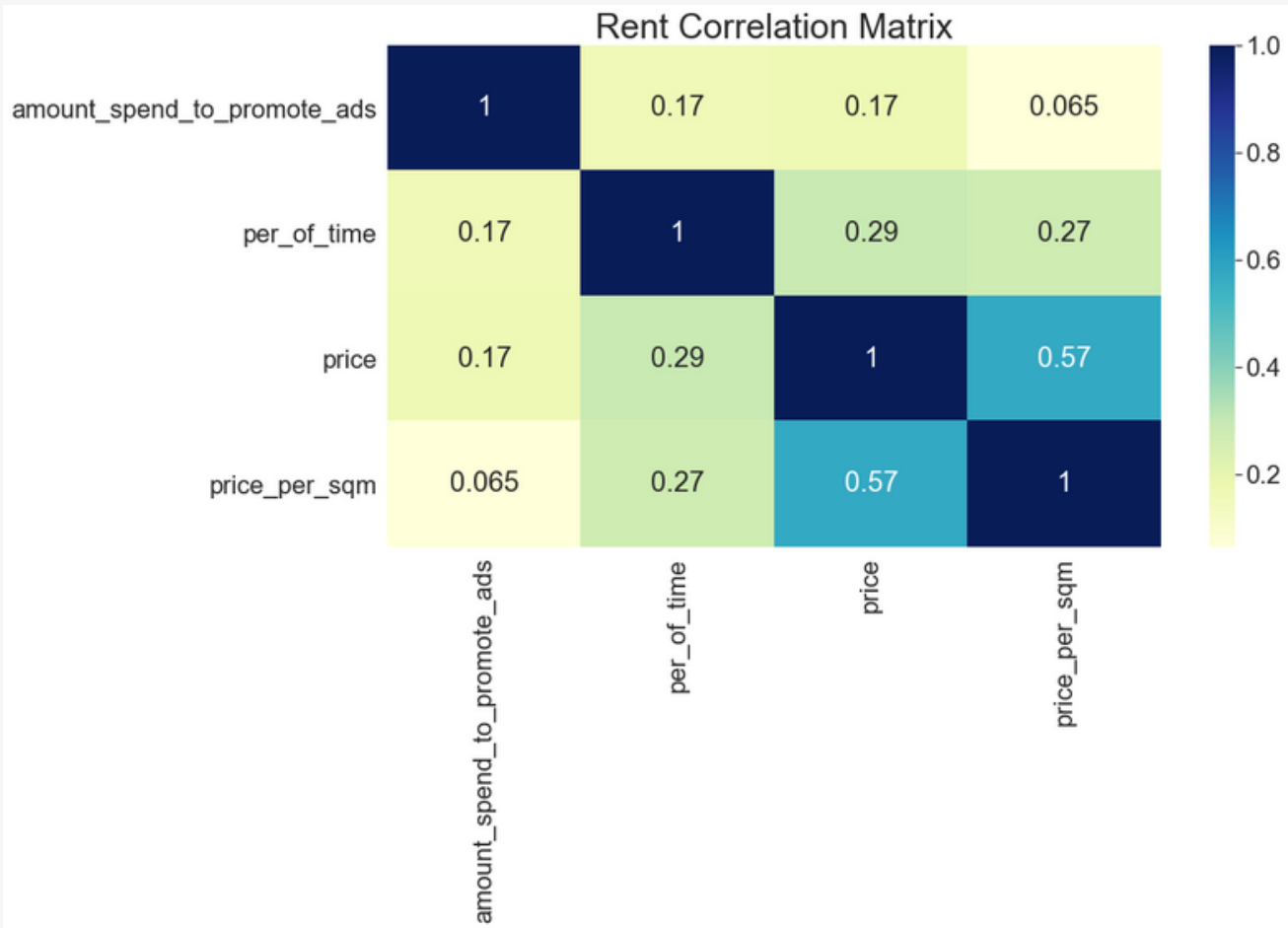
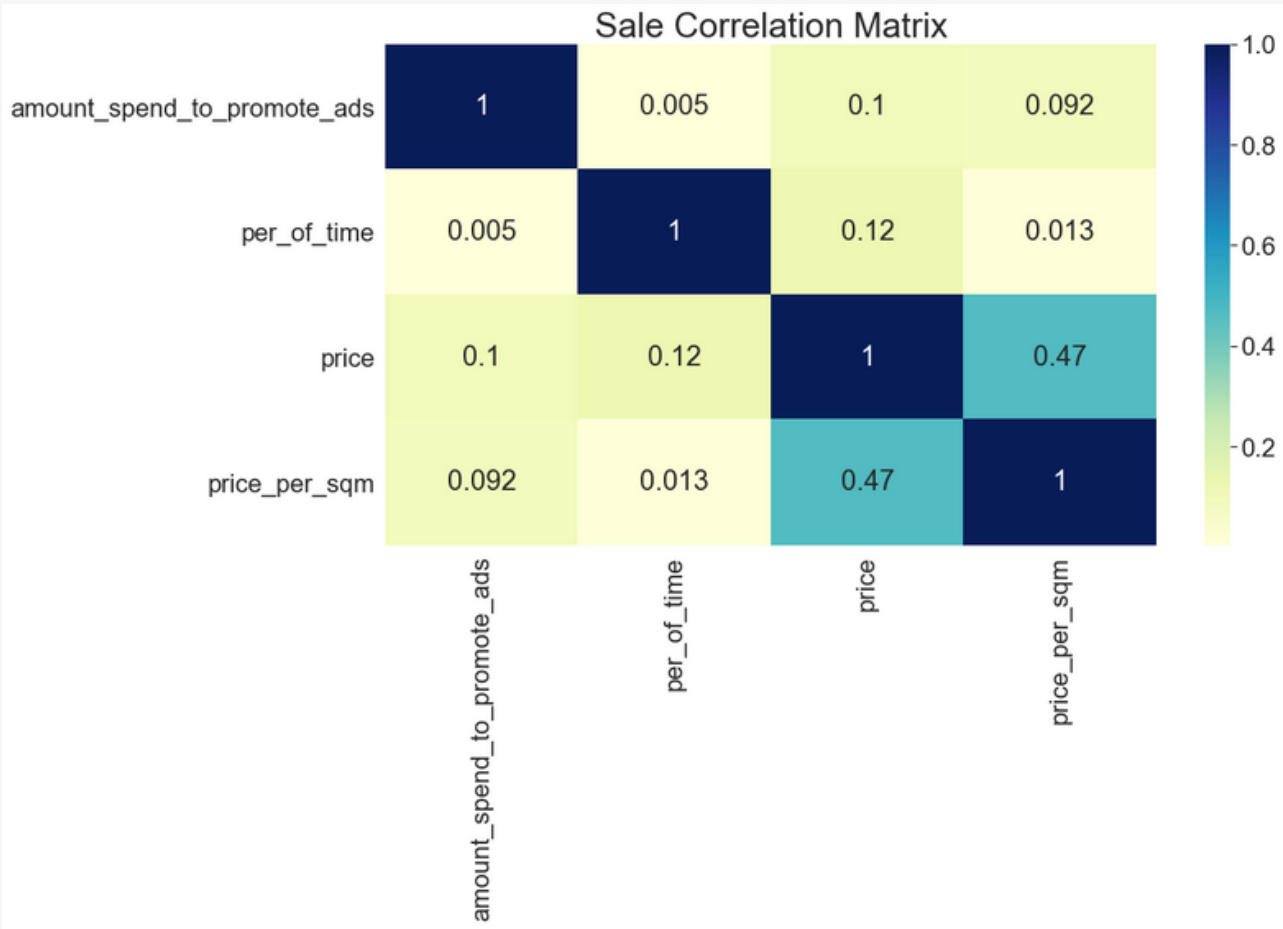


We can see that the most promoted segment is Houses, both for Rent and Sales Durint the time we have information only for 4 months:  
We can see big up for sale houses in March and bit up in February for rent houses.

# CORRELATION WITH PROMOTIOIN PAYMENTS

Check hyphoteses:

- 1. More money spend for promotion faster sold out.
- 2. Greater price more money spend for promotion
- 3. Greate price per sqm more money spend for promotion



Conclusion:

Non of hypothesis confirmed, there is no vivid correlation between data\_vas\_purchases and data\_market\_prices datasets.

More promotion spends goes to houses for rent and sail