# **Exploring the Real Estate Market**

**Data Analytics** 

# **Project Goals**

- Collect real estate data from different cities in SF Bay Area
- Clean the data by using data cleaning techniques
- Propose research questions on the real estate data
- Perform analyses on the data to deduce answers to those questions



# **Data Facts**

- Realtor.com
- Cities: San Francisco, Sunnyvale, San Mateo, Hayward, Fremont, Berkeley, Dublin, Pleasanton, San Ramon, Union City, San Jose
- Average 100 properties per city
- Property Attributes 20 property url, state, city, street address, zipcode, bed, bath, sqft, lot size, price, property type, monthly HOA fees, price per sqft, parking space, year of construction, median home price, median selling price, median home price per sqft, school district, broker

# **Data Scraping**

Website throws "403 Forbidden Error" for scraping more than 50 properties

- Scraped 50 properties at a time, city by city.
- Exported property data to one csv file.
- Changed cookies for each iteration.
- Combined each 50-property csv to get a single csv file with raw data.

```
base url = "https://www.realtor.com"
all dataframes = []
for city,urls in listing urls.items():
   listing data = []
    school data = []
    historic_data = []
    for i in range (0,50):
        listing details = {}
        school details = {}
        historic_details = {}
        url = base_url+urls[i]
        # prints a random value from the list
        list1 = [1]
        time.sleep(random.choice(list1))
        reg = urllib.request.Request(url, headers=headers)
        htmlfile = urlopen(reg)
        soup = BeautifulSoup(htmlfile,"html.parser")
        #Url
        listing details["url"] = urls[i]
        #City
        listing details["city"] = city
        #State
        listing details["state"] = "CA"
```

## **Raw Data**

- Shape: 1835 rows x 20 columns
- Duplicate rows: 17
- Data types: float, int, object

			Datatypes for each column		
		<class 'pandas.core.frame.dataframe'=""></class>			
			geIndex: 1835 entries, 0 to 1834		
			a columns (total 22 columns):		
		#	Column	Non-Null Count	Dtype
Column Name	Null Value				
	Count	0	url	1835 non-null	object
Street address	2	1	city	1835 non-null	object
oti cet adai ess	_	2	state	1835 non-null	object
Sqft	21	3	street-address	1833 non-null	object
Lot size	388	4	zipcode	1835 non-null	int64
Lot size	388	5	beds	1835 non-null	object
Price	2	6	baths	1835 non-null	object
		7	sqft	1835 non-null	object
Property type	22	8	lotsize	1835 non-null	object
Monthly HOA	1.045	9	price	1835 non-null	object
fees	1,045	10	1 1 2 21	1813 non-null	object
1003		11		1833 non-null	object
Price per sqft	21	12		780 non-null	object
Davidson	450	13	price/sqft	1814 non-null	object
Parking space	458	14	8 8-	1364 non-null	object
Year of	77	15	year	1758 non-null	float64
construction		16	_ 01	1528 non-null	object
		17	'	1404 non-null	object
Median home	307	18	_ /	1404 non-null	float64
price		19	_ 81 _1 1		object
Median selling	430	20		1835 non-null	object
price		21		1835 non-null	object
			pes: float64(2), int64(1), object(19	)	
Median home	307		ory usage: 179.3+ KB		
price per sqft		None	e		

-----Shape of data-----

(1835, 22)

# **Data Cleaning**

- Cleaned text/chars values from numerical value columns like sqft
- 2. Converted data type for columns with numerical values
- 3. Renamed column names to a single string with underscores
- 4. Dropped duplicate rows to get rid of redundant data
- 5. Dropped rows with null values in certain important columns
- 6. Removed outliers from numerical variables

### **Result - Clean Data**

• Shape: 1409 rows x 20 columns

• Duplicate rows: 0

• Data types: float, int, object

<class 'pandas.core.frame.DataFrame'>
Int64Index: 1409 entries, 0 to 1834
Data columns (total 22 columns):

	#	#	Column	Non-Null Count	Dtype
Column Name	Null Value	π 		Non-Nail Counc	
	Count	0	url	1409 non-null	object
Street address	0	1	city	1409 non-null	object
Sqft	0	2	state	1409 non-null	object
•		3	street_address	1409 non-null	object
Lot size	0	4	zipcode	1409 non-null	int64
Price	0	5	bed	1409 non-null	float64
D	0	6	bath	1409 non-null	float64
Property type	0	7	sqft	1409 non-null	float64
Monthly HOA	893	8	lotsize	1409 non-null	float64
fees		9	price	1409 non-null	float64
Price per sqft	0	10	property_type	1409 non-null	object
Daulden and a	210	11	time-on-realtor	1409 non-null	object
Parking space	319	12	hoa_monthly	516 non-null	float64
Year of	8	13	price_per_sqft	1409 non-null	float64
construction		14	parking space	1090 non-null	object
Median home	209	15	year	1401 non-null	float64
price		16	median_home_price	1200 non-null	float64
Median selling	316	17	median_nome_price	1093 non-null	float64
price	310	18	median_days_on_market	1093 non-null	float64
		19		1200 non-null	float64
Median home price per sqft	209	20	mhp_per_sqft	1409 non-null	
price per sqrt		20	school_district broker		object
			proker es: float64(12) int64(	1409 non-null	object

dtypes: float64(12), int64(1), object(9)

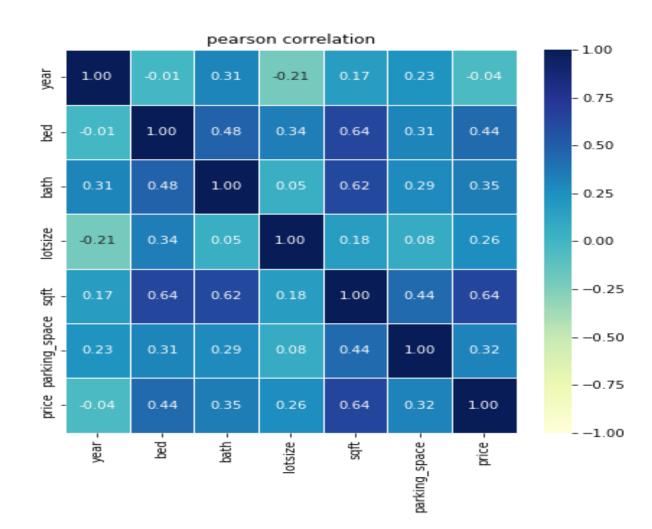
memory usage: 203.6+ KB

# General Overview of the Data

# **Analyzing Heat Maps**

- 1. Checking variables that influence price.
- 2. Making decisions for next steps of data preparation and analysis.

- 1. Moderate positive relationship between price and number of beds, price and number of bath, price and lot size, price and square feet.
- 2. Year the property is built in has no influence on price as it has no relationship.



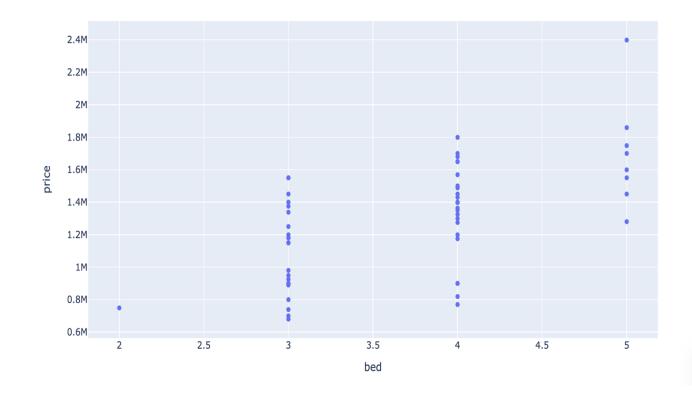
# Price and Square Feet

- 1. Positive relationship between square feet and price.
- 2. Most listed properties are clustered under the price range of 2M and under 2000 square feet.

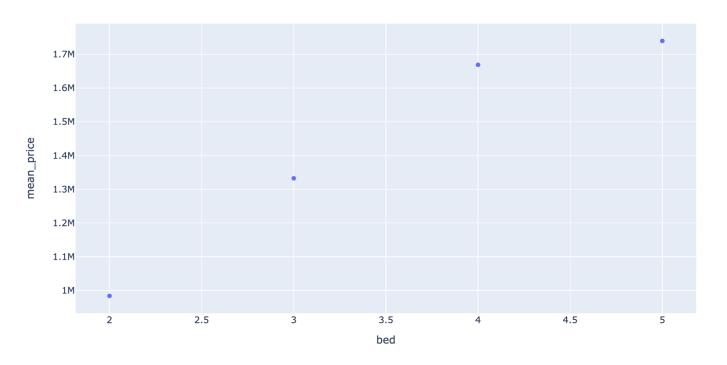


# **Exploring Union City by Zipcode**

- 1. Not many options for 2 or 5 beds.
- 2. Lot of properties with 3 and 4 beds.
- 3. Wide overlap in price range among properties with 3 and 4 beds.
- 4. Properties listed with 3 beds appear to be skewed on both sides of the median.
- 5. Properties with 4 beds appears to be right skewed.



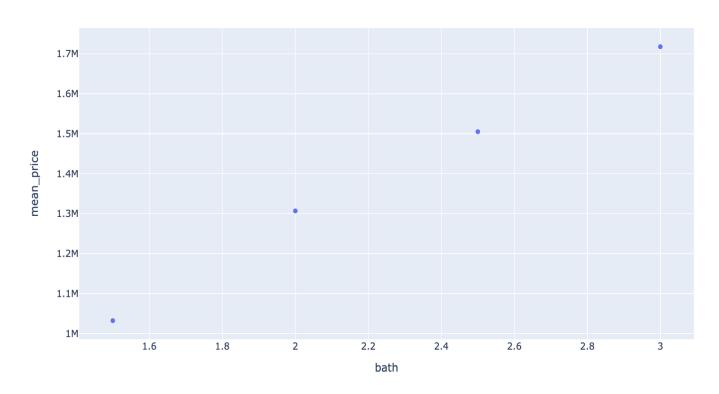
# How do prices vary by bed?



	bed	mean_price
0	4.00	1668768.88
1	5.00	1739541.31
2	2.00	983762.32
3	3.00	1332438.75

Positive relationship between bed and mean price of the properties.

# How do prices vary by bath?



	bath	mean_price
0	2.50	1505147.89
1	2.00	1306918.64
2	1.50	1032251.86
3	3.00	1717964.01

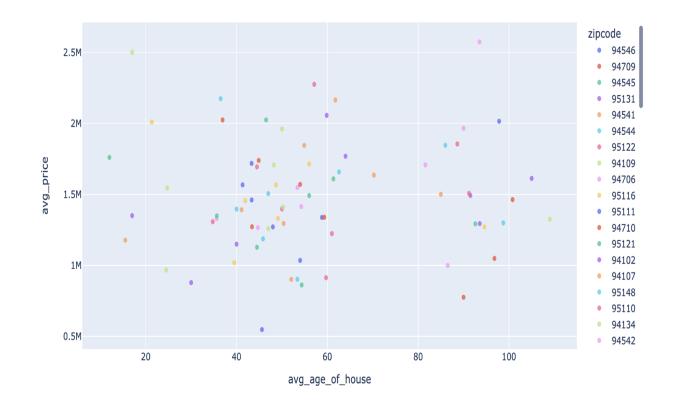
Positive relationship between bath and mean price of the properties.

# Relationship between year built and price

No relationship between the price and the year the property is built in.

#### Fun Fact:

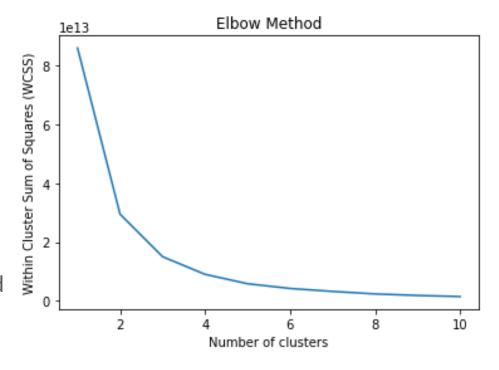
Not many properties were built around 1950s - specifically between age 60 and 80. This could be because of war that took place in 1950 or any other factor.



# **Hotspots in East Bay**

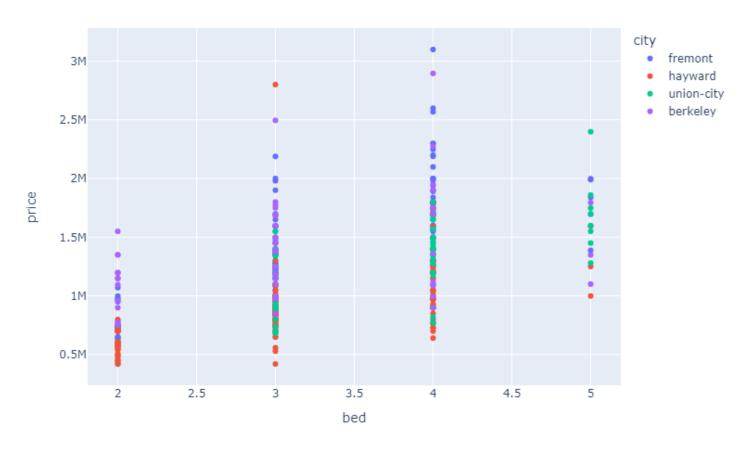
# **K-Means Clustering**

- Filtered only those listings that fall under East Bay Fremont,
   Hayward, Union City and Berkeley
- k-means based on price, number of bedrooms and number of bathrooms
- Identified the ideal number of clusters using the elbow method
- Properties by cluster:



```
OB, 1B, 2B, 3B, 4B, 5B, 4B, 0, 0, 7, 62, 51, 5, 0], 1: [68, 0, 51, 39, 8, 0, 0], 2: [0, 0, 0, 3, 10, 1, 0], 3: [0, 0, 1, 19, 47, 11, 0], 4: [0, 0, 8, 78, 28, 2, 0]}
```

# So, what are the hotspots in East Bay?



# Comparing Properties in San Francisco Bay Area and Other Cities

# **Getting new data**

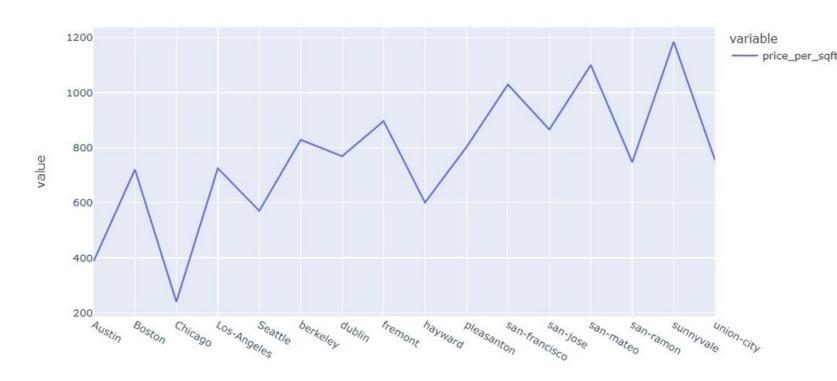
- Cities: Boston, Chicago, Austin, Seattle, Los Angeles
- Scraped data (price related columns only) to compare pricing
- Performed data cleaning steps(remove duplicates, null, outliers)

#### Data Analysis

- Calculated average price per sqft for each city
- Compared price per sqft for all cities

# SF Bay Area Cities vs Other Big Cities





Price comparison by Cities

city	
Austin	386.764706
Boston	720.463768
Chicago	240.642857
Los-Angeles	725.125000
Seattle	570.483146
berkeley	828.629630
dublin	768.869565
fremont	896.212121
hayward	600.803279
pleasanton	802.303030
san-francisco	1029.000000
san-jose	865.589041
san-mateo	1100.102941
san-ramon	747.168317
sunnyvale	1184.666667
union-city	753.612903

Name: price\_per\_sqft, dtype: float64

city

- Sunnyvale, San Mateo and San Francisco have the highest property prices
- Property prices in other bay area cities are comparable with prices in Boston and Los Angeles
- Hayward properties are cheapest in bay area and comparable to Seattle prices
- Austin and Chicago have lowest property prices

# **Regression Analysis**

# Missing Values

 Replaced missing values with mean (parking space & year) and median (median home price, hoa monthly, median selling price, and mhp per sqft) as the prediction model will not perform well with missing values.

Column	Non-Null Count	Dtype
state	981 non-null	object
street_address	981 non-null	object
zipcode	981 non-null	int64
bed	981 non-null	float64
bath	981 non-null	float64
sqft	981 non-null	float64
lotsize	981 non-null	float64
price	981 non-null	float64
hoa_monthly	981 non-null	float64
price_per_sqft	981 non-null	float64
parking_space	981 non-null	float64
year	981 non-null	float64
median_home_price	981 non-null	float64
median_selling_price	981 non-null	float64
mhp_per_sqft	981 non-null	float64
school_district	981 non-null	object
broker	981 non-null	object
city_berkeley	981 non-null	int64
city_dublin	981 non-null	int64
city_fremont	981 non-null	int64
city_hayward	981 non-null	int64
city_pleasanton	981 non-null	int64
city_san-francisco	981 non-null	int64
city_san-jose	981 non-null	int64
city_san-mateo	981 non-null	int64
city_san-ramon	981 non-null	int64
city_sunnyvale	981 non-null	int64
city_union-city	981 non-null	int64
property_type_condo	981 non-null	int64
property_type_mfd/mobile	981 non-null	int64
property_type_multi-family	981 non-null	int64
<pre>property_type_single_family</pre>	981 non-null	int64
property_type_townhome	981 non-null	int64

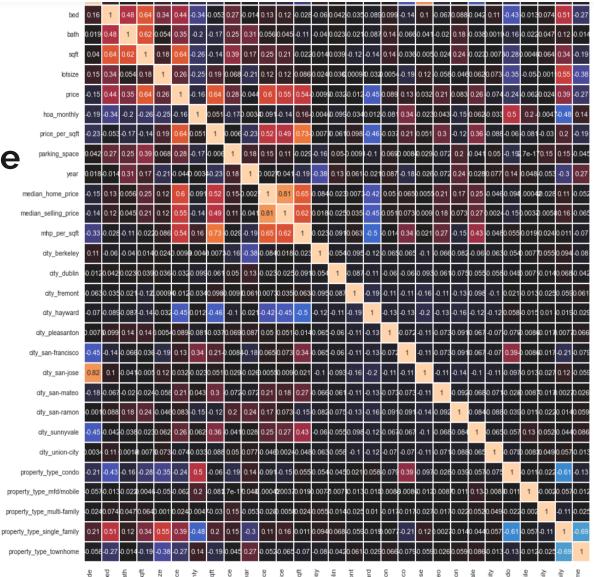
# Categorical Data: One-Hot Encoding

Property type contains categorical data which should be encoded using one-hot encoding method using dummy values and concatenated to the main dataframe.

property_type_condo	981 non-null	uint8
<pre>property_type_mfd/mobile</pre>	981 non-null	uint8
<pre>property_type_multi-family</pre>	981 non-null	uint8
<pre>property_type_single family</pre>	981 non-null	uint8
property_type_townhome	981 non-null	uint8

#### **Predictors & Outcome Variable**

- Using the correlation heatmap, identified and eliminated those variables dependent partially or completely on price.
- The predictor variables are:
  - zip code
  - lot size
  - parking\_space
  - year
  - property\_type\_condo
  - property\_type\_single-family
  - property\_type\_multi-family



- 0.50

. . .

- -0.

- 0.5

- -0.7

# **Prediction: Train-Test Split**

- Data Division:
- Training Data: 75 %
- Test Data: 25 %

train\_X, valid\_X, train\_y, valid\_y = train\_test\_split(X, y, random\_state=3,test\_size=0.25)

# Analysis of different models using Lazy Predict

Lazy Predict contains 41 different regression vanilla models which predicts the outcome with metrics such as R-squared value, RMSE value and the time taken for each model to run.

reg = LazyRegressor(ignore\_warnings=False, custom\_metric=None) models, predictions = reg.fit(train\_X, valid\_X, train\_y, valid\_y)

| 41/41 [00:01<00:00, 27.27it/s] Adjusted R-Squared R-Squared RMSE \ Model LGBMRegressor 0.60 0.61 346549.87 HistGradientBoostingRegressor 0.60 351616.39 0.59 ExtraTreesRegressor 0.58 0.59 354512.17 GradientBoostingRegressor 0.59 354810.15 RandomForestRegressor 358376.49 XGBRegressor 370127.10 0.51 0.52 384116.68 0.50 392404.54 0.34 0.36 444359.47 0.34 0.36 444583.89

487572.92

0.23

------

BaggingRegressor KNeighborsRegressor AdaBoostRegressor ExtraTreeRegressor PoissonRegressor 0.28 0.30 466624.89 LassoLarsIC 466983.69 0.30 LassoLarsCV 0.29 467323.20 LarsCV 0.27 0.29 467323.20 LassoCV 0.27 0.29 467397.29 SGDRegressor 0.27 0.29 467449.02 RidgeCV 467794.50 0.29 Ridge 0.27 467914.31 0.29 LassoLars 0.29 467924.87 Lasso 0.29 467931.23 LinearRegression 467931.47 TransformedTargetRegressor 0.27 467931.47 0.27 0.29 467931.47 OrthogonalMatchingPursuitCV 0.27 0.29 468558.04 471601.50 HuberRegressor 0.26 0.28 ElasticNet 0.24 0.26 477141.21 DecisionTreeRegressor 0.23 0.25 482059.88

	Time Taken
Model	
LGBMRegressor	0.06
HistGradientBoostingRegressor	0.28
ExtraTreesRegressor	0.12
GradientBoostingRegressor	0.05
RandomForestRegressor	0.16
XGBRegressor	0.06
BaggingRegressor	0.02
KNeighborsRegressor	0.01
AdaBoostRegressor	0.04
ExtraTreeRegressor	0.00
PoissonRegressor	0.00
LassoLarsIC	0.00
LassoLarsCV	0.01
LarsCV	0.01
LassoCV	0.04
SGDRegressor	0.01
RidgeCV	0.00
Ridge	0.00
LassoLars	0.01
Lasso	0.01
LinearRegression	0.00
TransformedTargetRegressor	0.00
Lars	0.01
OrthogonalMatchingPursuitCV	0.01
HuberRegressor	0.01
ElasticNet	0.00
DecisionTreeRegressor	0.01
GammaRegressor	0.01

GammaRegressor

## **Model 1: Linear Regression**

- R-Squared Value = 0.29
- MSE = 370450
- MAE = 361301

Actual, Prediction, and Residual Prices for Validation Set

```
Actual Predicted Residual
971 1338000.00 1572321.92 -234321.92
194 1999888.00 1634663.37 365224.63
620 1798000.00 1284527.44 513472.56
58 1649000.00 1599835.78 49164.22
415 965000.00 779070.87 185929.13
825 1698000.00 1425847.02 272152.98
525 1150777.00 1339779.10 -189002.10
201 1799000.00 1610410.92 188589.08
157 1199000.00 1580640.87 -381640.87
639 1188000.00 1030691.98 157308.02
846 2349000.00 1663618.57 685381.43
676 2199000.00 1921017.50 277982.50
103 950000.00 1034399.35 -84399.35
680 2170000.00 1628433.22 541566.78
749 1338000.00 1099643.80 238356.20
R-squared: 0.293073338958433
Mean Squared Error: 370450.0452414826
None
```

## Model 2: LGBM Regressor

- R-Squared Value = 0.61
- MSE = 348655
- MAE = 244612

```
##LGBM Regressor:
import lightgbm as 1tb
LGBM_price = ltb.LGBMRegressor()
LGBM_price.fit(train_X, train_y)
LGBM price pred = LGBM price.predict(valid X)
print('Actual, Prediction, and Residual Prices for Validation Set\n\n')
result = round(pd.DataFrame({'Actual': valid y, 'Predicted': LGBM price pred,
                       'Residual': valid_y - LGBM_price_pred}), 2)
print(result.head(15))
print(rmse(LGBM_price,train_X, valid_X, train_y, valid_y))
mae(valid y, LGBM price pred)
Actual, Prediction, and Residual Prices for Validation Set
        Actual Predicted Residual
971 1338000.00 1408745.73 -70745.73
194 1999888.00 2227334.18 -227446.18
620 1798000.00 1663084.64 134915.36
58 1649000.00 1554768.42 94231.58
415 965000.00 803352.68 161647.32
825 1698000.00 2115272.60 -417272.60
525 1150777.00 1556516.98 -405739.98
201 1799000.00 1729419.56
                          69580.44
157 1199000.00 1436020.70 -237020.70
639 1188000.00 934599.73 253400.27
846 2349000.00 1594359.14 754640.86
676 2199000.00 2140271.52 58728.48
103 950000.00 1231240.29 -281240.29
680 2170000.00 1817334.00 352666.00
749 1338000.00 1426044.20 -88044.20
R-squared: 0.6075343069342829
Mean Squared Error: 348655.0167650648
244612.63722140118
```

# Model 3: Extra Trees Regressor

- R-Squared Value = 0.59
- MSE = 355689
- MAE = 255340

Actual, Prediction, and Residual Prices for Validation Set

```
Actual Predicted Residual
971 1338000.00 1529230.00 -191230.00
194 1999888.00 1699743.74 300144.26
620 1798000.00 1697680.80 100319.20
58 1649000.00 1478799.45 170200.55
415 965000.00 788170.80 176829.20
825 1698000.00 1525663.88 172336.12
525 1150777.00 1740758.42 -589981.42
201 1799000.00 1840557.00 -41557.00
157 1199000.00 1373162.94 -174162.94
639 1188000.00 1082327.61 105672.39
846 2349000.00 1390659.97 958340.03
676 2199000.00 1811917.42 387082.58
103 950000.00 1022041.09 -72041.09
680 2170000.00 1855420.00 314580.00
749 1338000.00 1188531.73 149468.27
R-squared: 0.5915373985066905
Mean Squared Error: 355689.64208599715
None
```

# Model 4: Random Forest Regressor

- R-Squared Value = 0.58
- MSE = 357892
- MAF = 253929

```
##RandomForestRegressor:
from sklearn.ensemble import RandomForestRegressor
RFR price = RandomForestRegressor()
RFR price.fit(train X, train y)
RFR_price_pred = RFR_price.predict(valid_X)
print('Actual, Prediction, and Residual Prices for Validation Set\n\n')
result = round(pd.DataFrame({'Actual': valid_y,'Predicted': RFR_price_pred,
                      'Residual': valid_y - RFR_price_pred}), 2)
print(result.head(15))
print(rmse(RFR_price,train_X, valid_X, train_y, valid_y))
mae(valid y, RFR price pred)
Actual, Prediction, and Residual Prices for Validation Set
       Actual Predicted
                           Residual
971 1338000.00 1383379.00 -45379.00
194 1999888.00 2006292.16 -6404.16
620 1798000.00 1753399.76 44600.24
58 1649000.00 1470032.68 178967.32
415 965000.00 784800.21 180199.79
825 1698000.00 1947510.00 -249510.00
525 1150777.00 1543281.72 -392504.72
201 1799000.00 1687571.00 111429.00
157 1199000.00 1515472.56 -316472.56
639 1188000.00 945398.62 242601.38
846 2349000.00 1536587.75 812412.25
676 2199000.00 1906602.94 292397.06
103 950000.00 932310.75 17689.25
680 2170000.00 1850918.00 319082.00
749 1338000.00 1395056.96 -57056.96
R-squared: 0.5864631847793949
Mean Squared Error: 357892.13814994076
None
254120.5703348174
```

# Model 5: **Bagging Regressor**

- R-Squared Value = 0.59
- MSF = 373999
- MAE = 252078

```
##BaggingRegressor:
from sklearn.ensemble import BaggingRegressor
BR_price = BaggingRegressor()
BR_price.fit(train_X, train_y)
BR price pred = BR price.predict(valid_X)
print('Actual, Prediction, and Residual Prices for Validation Set\n\n')
result = round(pd.DataFrame({'Actual': valid y,'Predicted': BR price pred,
                       'Residual': valid y - BR price pred}), 2)
print(result.head(15))
print(rmse(BR_price,train_X, valid_X, train_y, valid_y))
mae(valid y, BR price pred)
```

Actual, Prediction, and Residual Prices for Validation Set

```
Actual Predicted Residual
971 1338000.00 1199900.00 138100.00
194 1999888.00 2018700.00
                          -18812.00
620 1798000.00 1847888.80
                          -49888.80
58 1649000.00 1594800.00
                          54200.00
415 965000.00 723790.00 241210.00
825 1698000.00 1599400.00
                          98600.00
525 1150777.00 1539100.00 -388323.00
201 1799000.00 1677260.00 121740.00
157 1199000.00 1670183.80 -471183.80
639 1188000.00 833688.00 354312.00
846 2349000.00 1577100.00 771900.00
676 2199000.00 1957377.60 241622.40
103 950000.00 939179.40
                          10820.60
680 2170000.00 1972600.00 197400.00
749 1338000.00 1201980.00 136020.00
R-squared: 0.5484022813085616
Mean Squared Error: 373999.42852427653
None
```

# Model 6: Gradient Boosting Regressor

- R-Squared Value = 0.59
- MSE = 355775
- MAE = 251751

Actual, Prediction, and Residual Prices for Validation Set

Actual Predicted Residual

```
971 1338000.00 1353776.34 -15776.34
194 1999888.00 2046797.79 -46909.79
620 1798000.00 1592814.20 205185.80
58 1649000.00 1482671.19 166328.81
415 965000.00 857637.86 107362.14
825 1698000.00 2027559.55 -329559.55
525 1150777.00 1452504.51 -301727.51
201 1799000.00 1762775.82 36224.18
157 1199000.00 1510678.71 -311678.71
639 1188000.00 968645.84 219354.16
846 2349000.00 1779762.51 569237.49
676 2199000.00 2151611.20 47388.80
103 950000.00 1456749.16 -506749.16
680 2170000.00 1685454.22 484545.78
749 1338000.00 1366101.45 -28101.45
R-squared: 0.5913392251722225
Mean Squared Error: 355775.91639183747
```

# Model 7: Histogram-based Gradient Boosting Regressor

- R-Squared Value = 0.60
- MSE = 351617
- MAE = 246976

Actual, Prediction, and Residual Prices for Validation Set

```
Actual Predicted
                           Residual
971 1338000.00 1373783.37 -35783.37
194 1999888.00 2259231.39 -259343.39
620 1798000.00 1628077.02 169922.98
58 1649000.00 1564005.76 84994.24
415 965000.00 833698.10 131301.90
825 1698000.00 2175019.54 -477019.54
525 1150777.00 1537484.50 -386707.50
201 1799000.00 1770094.97 28905.03
157 1199000.00 1482469.64 -283469.64
639 1188000.00 911904.48 276095.52
846 2349000.00 1644941.22 704058.78
676 2199000.00 2121951.63 77048.37
103 950000.00 1176338.26 -226338.26
680 2170000.00 1809173.72 360826.28
749 1338000.00 1418940.54 -80940.54
R-squared: 0.6008358330302545
Mean Squared Error: 351617.79226172494
None
```

# Model 8: XGB Regressor

- R-Squared Value = 0.55
- MSE = 370450
- MAE = 256924

Actual, Prediction, and Residual Prices for Validation Set

```
Actual Predicted Residual
971 1338000.00 1328038.88
                            9961.12
194 1999888.00 2343275.25 -343387.25
620 1798000.00 1789482.50
                            8517.38
58 1649000.00 1287320.75 361679.25
415 965000.00 663786.31 301213.69
825 1698000.00 1894996.75 -196996.88
525 1150777.00 1486556.38 -335779.25
201 1799000.00 1813741.50 -14741.38
157 1199000.00 1315660.25 -116660.25
639 1188000.00 968920.94 219079.00
846 2349000.00 1464048.00 884952.00
676 2199000.00 2253135.75 -54135.75
103 950000.00 920715.38 29284.62
680 2170000.00 1909839.25 260160.75
749 1338000.00 1267977.75
                          70022.25
R-squared: 0.5569332429445695
Mean Squared Error: 370450.0452414826
None
256924.881351626
```

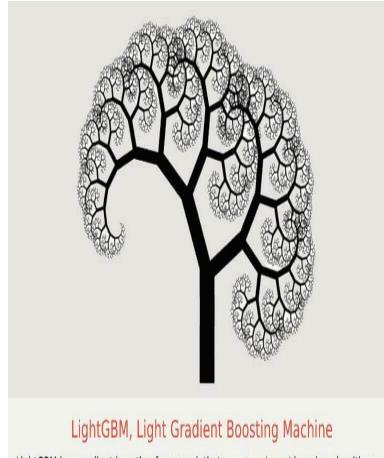
# Factors considered when choosing the best model

- R-squared value: Explains the variance of the dependent variable (higher the better).
- Mean Squared Error: Lower the mean squared error, better the model.
- Mean Absolute Error: Lower the mean absolute error, better the model
- Time taken: Time taken for the model to predict the outcome.

#### **Conclusion: Best Model**

#### LGBM Regressor as it has:

- R-squared value of 0.61 which means the independent variable can explain 61 % of the variance of the dependent variables.
- Mean Absolute Error is 244612 which the least value compared to the other models.
- Mean Squared Error is 348655 which is the least value compared to the other models.
- Time taken is 6 seconds which helps to save computational costs.



LightGBM is a gradient boosting framework that uses tree based learning algorithms.