LUXURY HOUSING SALES ANALYSIS

-BANGALORE

PROJECT

PRESENTED BY

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DOMAIN EXPERTISE

REAL ESTATE
- PROPERTY TRENDS
- MARKET DEMAND
- PRICING STRATEGIES

URBAN MARKET RESEARCH
- LOCATION INSIGHTS
- DEMOGRAPHIC STUDIES
- INFRASTRUCTURE ANALYSIS

DATA ANALYTICS
- STATISTICAL MODELING
- FORECASTING
- CUSTOMER SEGMENTATION

BUSINESS INTELLIGENCE
- DATA VISUALIZATION
- KPI TRACKING
- DECISION SUPPORT

PROBLEM STATEMENT

Develop an end-to-end real estate analytics solution by performing advanced data cleaning in Python, loading the refined dataset into SQL, and creating interactive dashboards in Power BI for enterprise-level insights on a large housing dataset.

INSIGHTS

Market Intelligence

Sales Optimization

Buyer Persona Building

Competitive Pricing

Amenity Score & Conversion

Quarterly Trend Tracking

MARKET TRENDS

- Identify top-performing localities by analyzing transaction volume and revenue.
- Track builder-wise trends to understand which developers are gaining or losing market share.
- Detect shifts in buyer preferences toward specific configurations (e.g., 2BHK, 3BHK) over time.

SALES OPTIMIZATION

▲ **Analyze booking vs inquiry rates to uncover points where customers drop off in the buying process.**

▲ **Identify time delays between inquiry and booking to highlight friction in the sales funnel.**

▲ **Detect patterns of cancellations or inactive leads for targeted remarketing campaigns.**

COMPETITIVE PRICING

- COMPARE AVERAGE PRICING ACROSS BUILDERS AND PROJECT TYPES TO HIGHLIGHT COMPETITIVE GAPS.

- IDENTIFY WHICH MARKET SEGMENTS (LUXURY, MID-RANGE, AFFORDABLE) ARE UNDER- OR OVER-PRICED RELATIVE TO DEMAND.

- ANALYZE PRICE ELASTICITY BY COMPARING PRICE CHANGES WITH BOOKING RATES.

BUSINESS SOLUTION

DEVELOPERS CAN BENCHMARK THEMSELVES AGAINST MARKET LEADERS, WHILE INVESTORS MAY PRIORITIZE TOP-PERFORMING BUILDERS FOR SAFER BETS.

MARKET STRATEGY:

DEVELOPERS CAN PRIORITIZE INVESTMENTS IN HIGH-DEMAND MICRO-MARKETS AND OPTIMIZE INVENTORY ALLOCATION BASED ON QUARTERLY DEMAND PATTERNS.

BUILDER BENCHMARKING:

BUILDERS CAN TRACK THEIR PERFORMANCE AGAINST COMPETITORS, IDENTIFYING STRENGTHS AND WEAK AREAS IN SALES OR TICKET PRICING.

CUSTOMER TARGETING:

INSIGHTS INTO BUYER TYPES, POSSESSION PREFERENCES, AND BOOKING CONVERSIONS HELP REFINE MARKETING STRATEGIES AND TAILOR OFFERS.

SALES OPTIMIZATION:

UNDERSTANDING WHICH CHANNELS DRIVE THE MOST BOOKINGS ALLOWS BETTER ALLOCATION OF RESOURCES TO HIGH-PERFORMING SALES STRATEGIES.

Thank You