

# BUYER/RENTER DECISION MAKER



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# BUY/RENT A PROPERTY IS WORTH OR NOT

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- Generally when planning to buy a property or to rent a property we often get confuse or we get struck in decision taking process
- Does the location have all amenities such as Essential amenities, Entertainment factors and Good to have features
- How much of these features available closer to property location
- Take decision based on the charts & map visualization around the property location





# DATA EXTRACTION AND CLEANSING

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- Create account from Foursquare and get Client\_ID and Client\_Secret of your login
- Get the Latitude, Longitude of the property location using Python libs or Google map
- Use explore API for radius 2000 meters and generate response from Foursquare
- Extract the necessary fields required for Data analysis
- Introduce dictionary of words for the category Essential, Good to have & Entertainment
- Use the dictionary to filter out the data from the data extracted from Foursquare





# RESULT – ACCEPTANCE CHART

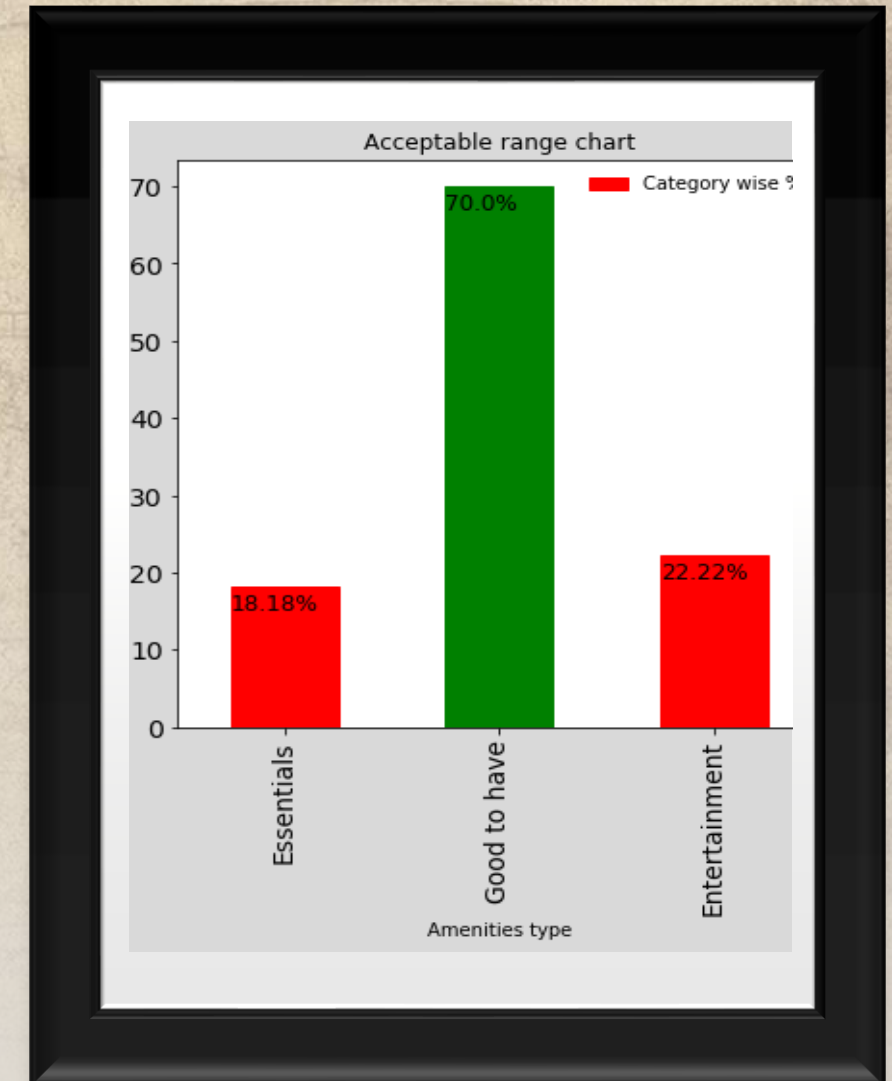
Acceptance Chart display result with color indicator

Red – Less than acceptable value & Green – Greater than acceptable value

Essentials – 60% +

Good to have- 40%+

Entertainment = 30%+





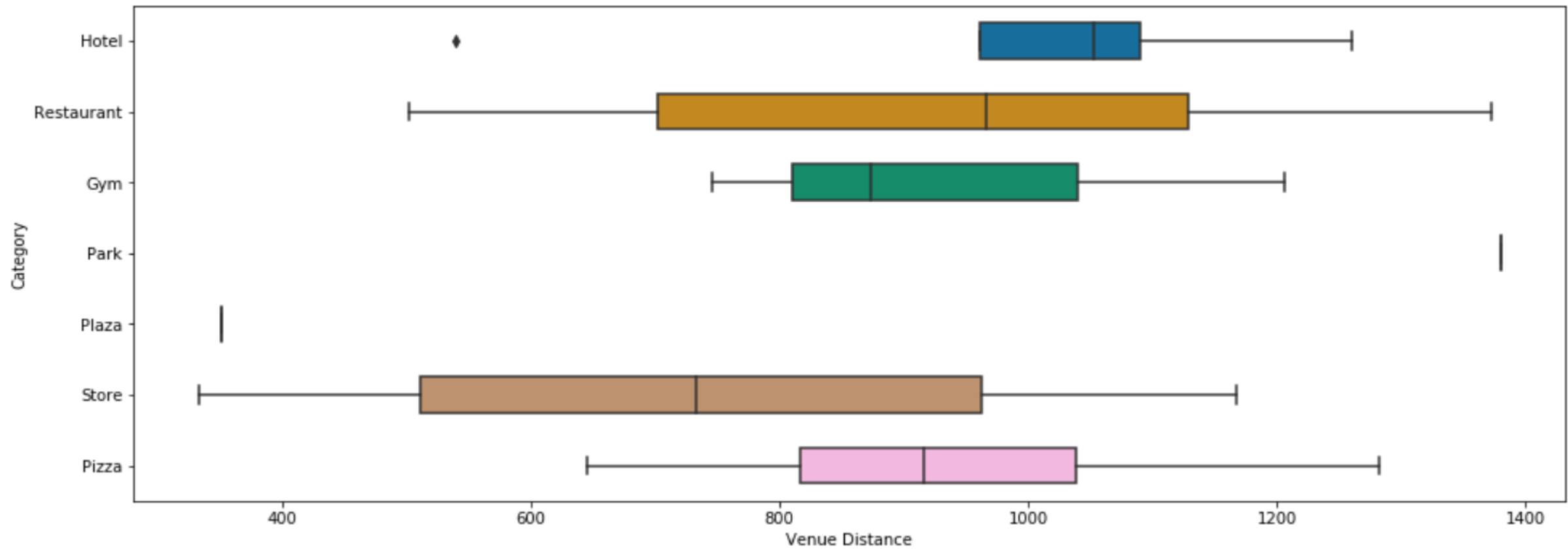
# DISTANCE CHART

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- Box plot
- Minimum, Maximum and Median distance from the location of the property
- Category wise amenities
- Easier interpretation of the distance from the property location



# DISTANCE CHART





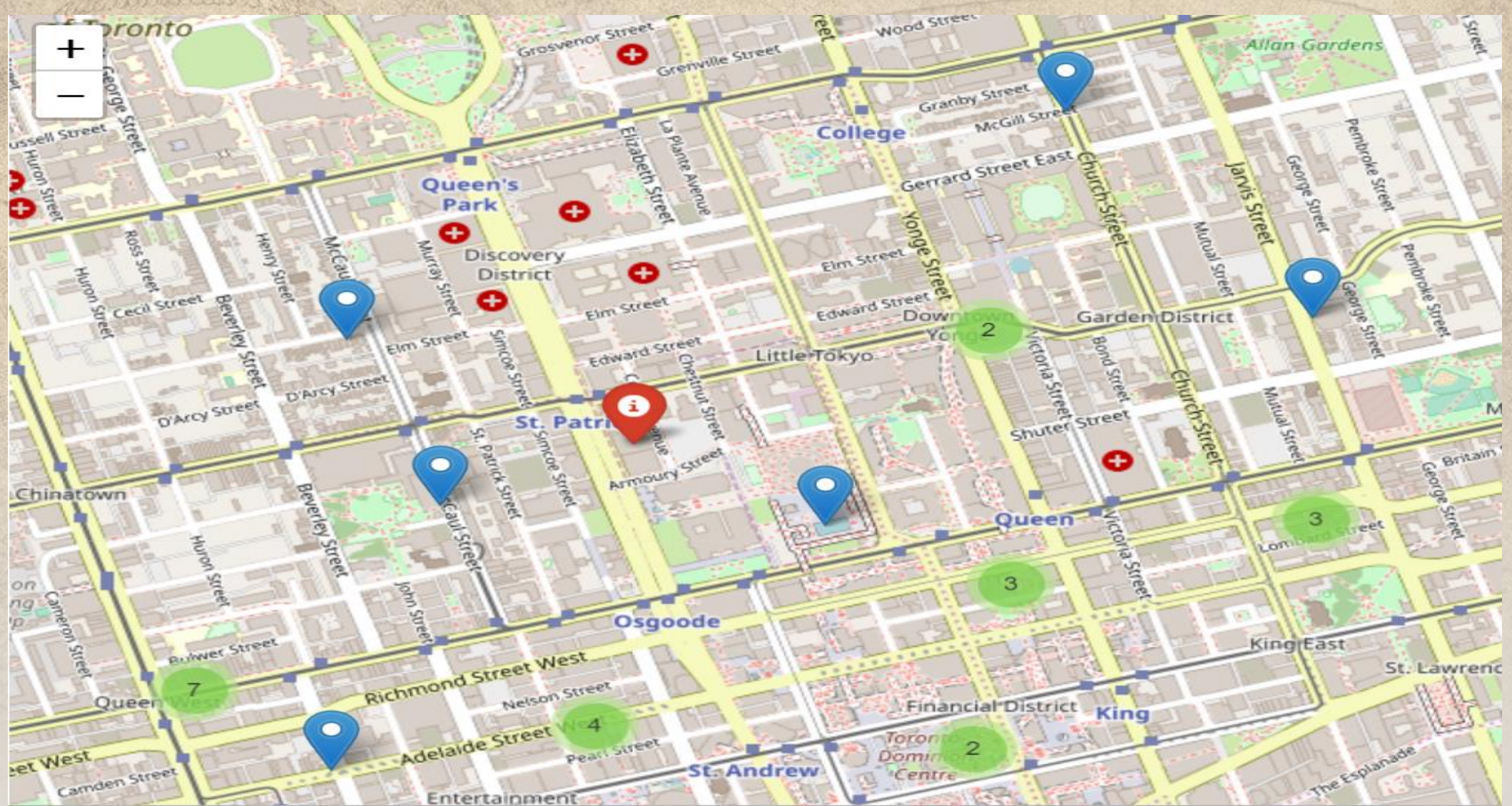
# CLUSTER & CATEGORY INDICATOR MAP

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- Cluster map
  - Group of amenities group based on a area
  - Number of amenities in an area
  - Easier interpretation which side of the property has more amenities
- Category Indicator map
  - Grouping gives the number but category indicator gives what type of amenities
  - Easier interpretation of which category of amenities present
  - Yellow with Blue – Essential / Orange with Green – Good to have / Maroon with cyan – Entertainment

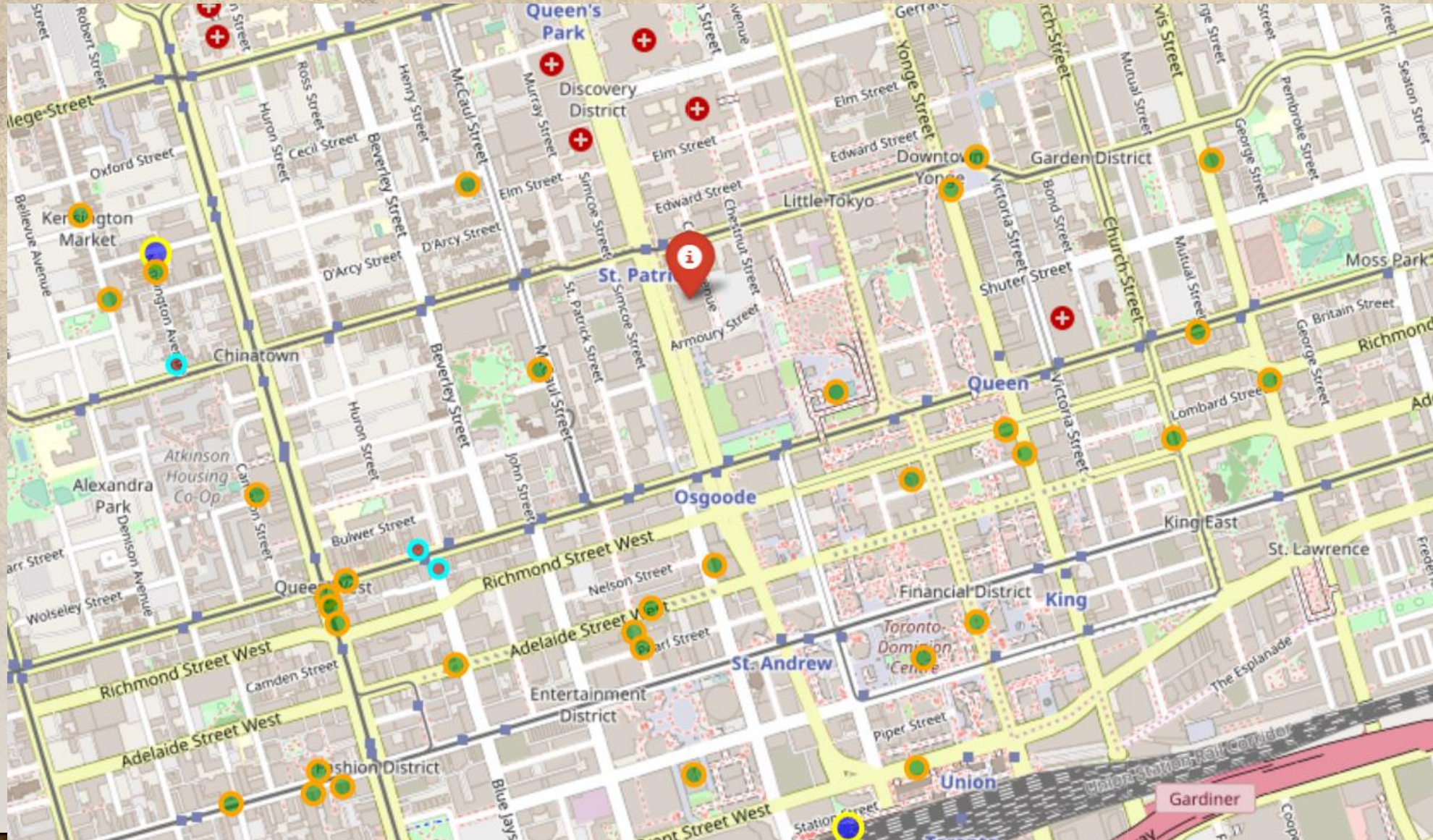


# CLUSTER MAP- LOCATION SPECIFIC





# CATEGORY INDICATOR MAP





# CONCLUSION

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- More greener the acceptance chart on the customer interested category, Go ahead with the property
- Lazy to move around, Distance chart helps you to decide
- Want to see which direction of the property, Most of the amenities available. Go ahead with Cluster and Category Indicator map
- Each chart has it's own way of giving information in decision making process