**e-DART: Tableau Assignment**

**(Housing Market Analysis-Business Report)**

**Frame 1: Intro**

Summary Statistics

* Count: 417
* Most Expensive Sale: $ 8,75,000
* Most Affordable sale: $ 51,000
* Average Sale Price: $ 1,66,003
* Avg. Days\_in\_market: 189 days
* Avg. Price\_Dip: $ 23,502

**Frame 2: Key metrics for Type of Condominiums**

* 33%(141) of Condominiums are Residential only.
* 66%(276) can be used for residential and commercial purposes
* Res-only Condos (1077 sq. ft.) are on avg larger than res-comm types (912.5 sq. ft.)
* Res-only (Avg Sale price: $ 2,00,000; Avg Price per sq. ft.: $ 180)are more expensive than res-comm Condos (Avg Sale price: $ 1,48,500; Avg Price per sq. ft.: $ 165).

**Frame 3: Sale Price compared with other metrics**

* Sale price increases with size of Condo and Price per sq. ft.
* Tax and Condo fees increase with Sale Price

**Frame 4: Number of rooms compared with other metrics**

* Price per sq.ft. decreases with number of rooms, while sale price increases
* Smaller condos (2,3 rooms) have higher days\_in\_market time and face larger price\_dip
* Financing expenses actually depend on sale price (it is better analysed with sale price rather than number of rooms)

**Frame 5: Areawise Pareto Chart & usage of Condos**

* Area M (107) and HS(86) see highest amount of sales (in both number of units sold and to total revenue turnover). Together they account for 45% of sales
* In every area, more Condos are of res-comm types than res-only types. But this ratio is very high for areas M, HS, RA & AH implying that these areas might be located in busier part of the city or near the market place

**Frame 6: Areawise Avg Sale Price and type of condominium statistics**

* Area E has most expensive condos on average (sale price and price per sq. ft. usually follow same trend)
* Areas E& K contain res-only type condos only and areas AG, FP & C contain res-comm type condos only.

**Frame 7: Areawise Financing Expenses**

* Area E which hosts the most expensive condos and stands third in number of units sold has highest condo fees and taxes
* In Aggregrate terms area M brings largest amount of Tax and area H gets highest collection of Condo fees (as Avg condo fees in area H is higher)

**Frame 8: Change in avg. Price and financing expenses over time**

* Price per sq. ft. and Avg sale price remains static for all the 4 years
* There is increase in tax and condo fees over time

**Frame 9: sales forecast and monthly sales volume for every year**

* According to the simplistic regression, we see that the total sales are to be static for 3 future years
* There is a surge in buying activities in the middle of the year (June, July August & Sptember: Q3) and sale volume decreases at the beginning and the end of the year

**Frame 10: Key Metrics for every Street**

* Cambridge Pky is the most expensive street by good margin and Homer eve is the most affordable street to live in

**Frame 11: Top 10 most expensive and top 10 most affordable properties**

* As expected, 6 of the top 10 most expensive properties are in Cambrige Pky (the most expensive street)
* Top 3 least expensive streets host most of the top 10 most affordable properties

**Frame 12: days\_in\_market, price\_dip and sale price compared**

* More number of the days the property stays in market, higher is the price dip(because of more negotiations and increasing bargaining power of buyers with number of days\_in\_market)
* More expensive properties face higher price\_dip

**Frame 13: Areawise comparison of days\_in\_market and price\_dip**

* Area E(which is the most expensive area) faces highest price\_dip

**Frame 14: Conclusion and Suggestions**

* Price of a Condo property is primarily driven by the locality it is located in, which inturn is decided by the accessibility of that place and proximity of various services around that area
* The real estate firm can (a): can try to study the localities with higher per unit price and recreate them at other places; (b) can increase number of condos in the existing expensive areas to get higher margins
* Residential-only condos on average fare higher in sale price but they account for one-third of total sales. So, making more residential-only condos is not really advisable
* The more days a condo stays in market, higher is the bargaining power of buyers, the agents should try to close the deal as quickly as possible
* Avg. Sale price of condos seems to be stagnant. It might be because during the later part of the timeline (that we have taken), more cheaper condos have been sold. If not, then it is worrisome as in that case (absence of appreciation) real estate won’t be a lucrative investment and prices might even decrease in future.