



REAL ESTATE CASE STUDY

IVY PRO SCHOOL
BY SAKHAR SAHA

Overview

- 01 • Objectives
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- 03 • Key findings and insights



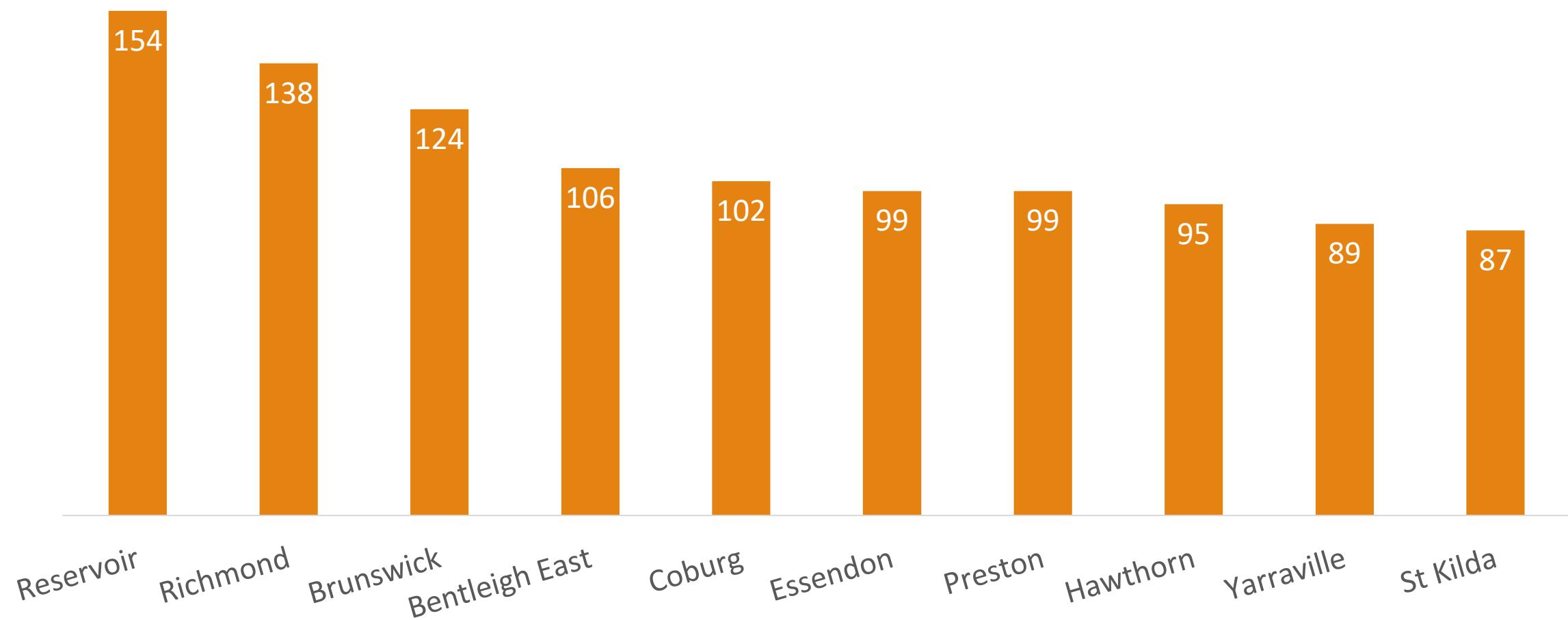
Objectives

- ❖ To Explore the distribution of **property types** to understand the market composition.
- ❖ To Determine the **top-performing sellers** based on **key performance indicators** such as **number of properties sold**.
- ❖ To determine the prime factors **influencing property prices**, to provide actionable insights for the real estate industry.
- ❖ Analyzing the **Correlation Between Property Sales** and Proximity to the **Central Business District (CBD)**.
- ❖ Identifying the year that witnessed the most significant **boom** in the real estate market.
- ❖ Identifying **high-demand areas** where people prefer to purchase properties, particularly where the **building area exceeds the land area**.

TOP 10 PROPERTY SELLING SUBURB

- Here are the **top 10** Suburbs who sold the most properties. By a simple overview we can see suburb **Reservoir** leads the top 10 suburbs in property sales, indicating **strong demand** and an active real estate market. Its popularity suggests high desirability, likely due to attractive amenities and quality of life. This trend highlights Reservoir's potential for promising investment returns and strategic development opportunities.

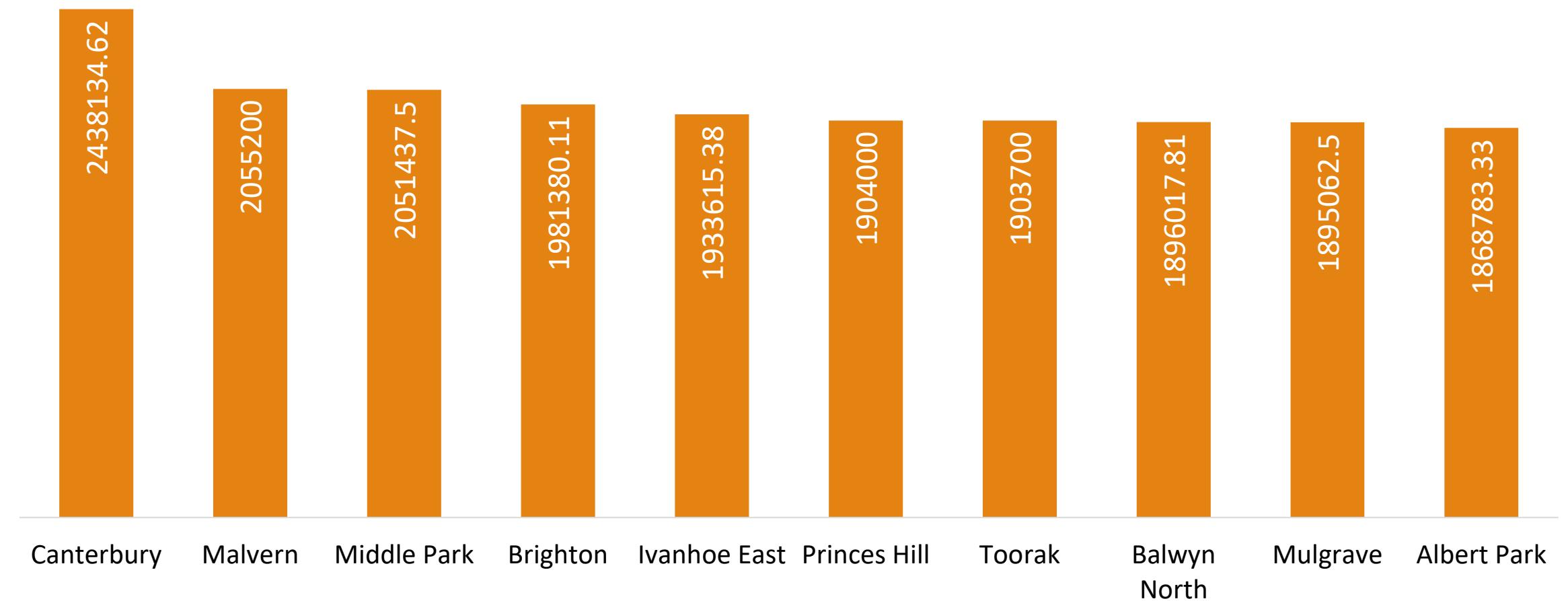
Highest Property Sales: Top 10 Suburbs



TOP 10 SUBURB WITH MOST AVERAGE PRICE OF PROPERTIES

- Here we can see the top 10 properties based on **average price** of properties varies... Property prices varies in each suburb due to its **suburb's demand** which is based upon many criteria's, for ex- Canterbury has the most average price for its properties if we compare with the other suburbs. Buying properties in such areas would be a good investment.

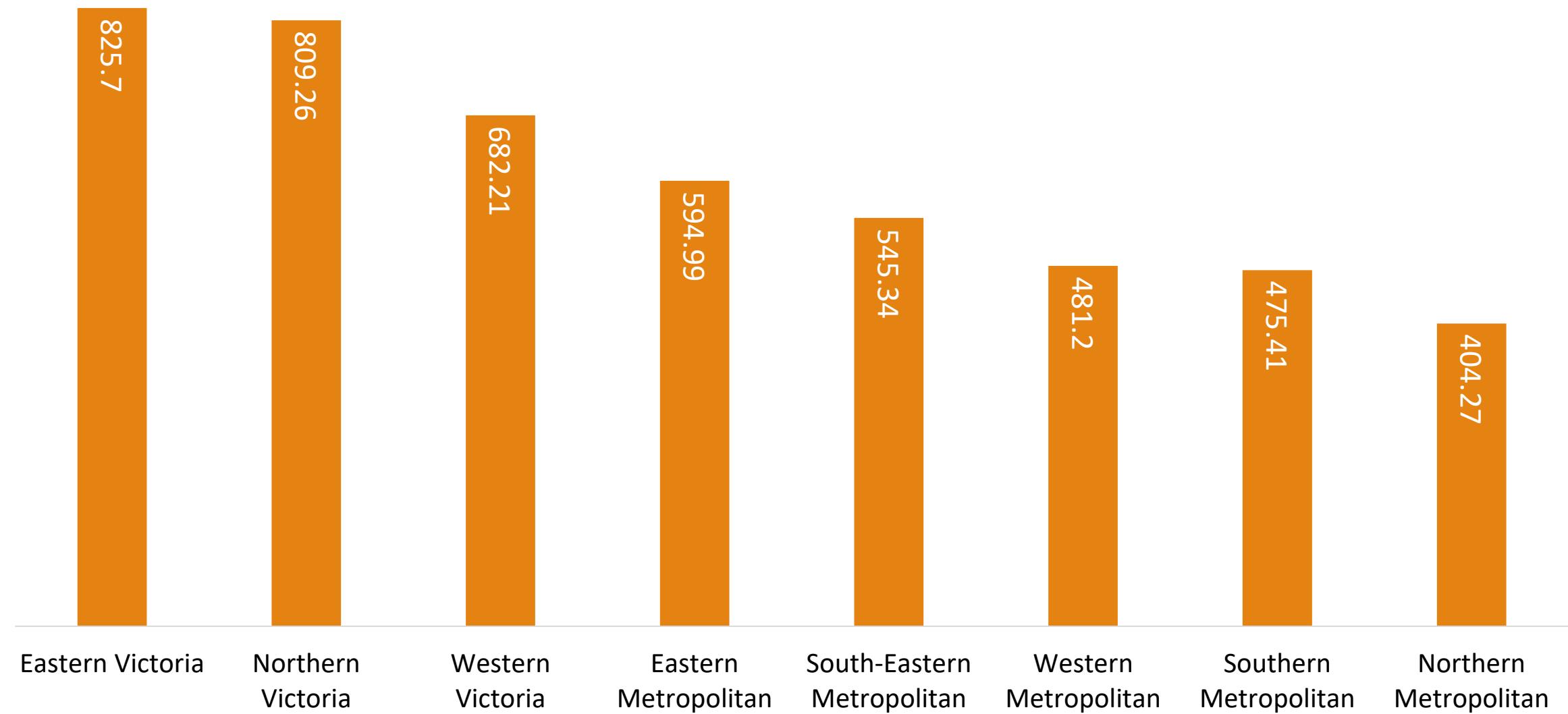
Top 10 Suburbs by avg price



REGION WHO HAS THE HIGHEST AVERAGE LAND SIZE SOLD FOR PROPERTIES

- The graph indicates that regions such as **Eastern Victoria** and **Northern Victoria** have the highest average land size sold. This suggests that people are more inclined to settle and buy property in these areas, likely due to the facilities and amenities they offer. These regions provide a favorable environment for living, making them attractive for property buyers. Consequently, investing in these areas is likely a sound business decision.

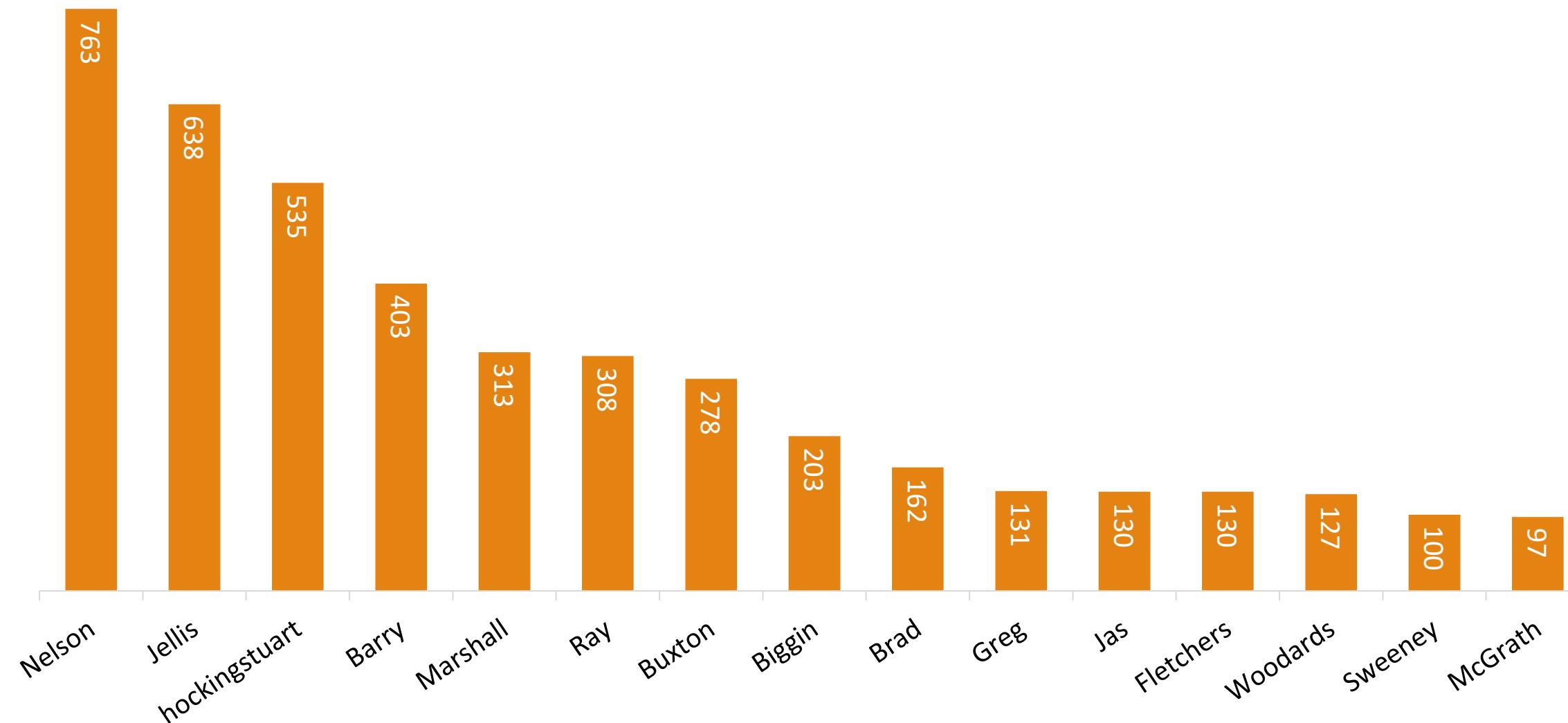
Top 10 Regions: Avg. Land Size Sold



Top 15 Real Estate agents and units sold by them

- The data provides insights into the number of properties sold by various **real estate agents**. For example, the "**Nelson**" real estate agent has sold the most properties, while the other agents have sold comparatively fewer units. This information is crucial for determining which real estate agents are more successful and effective in the market. Understanding these dynamics can help stakeholders make informed decisions regarding real estate transactions and partnerships.

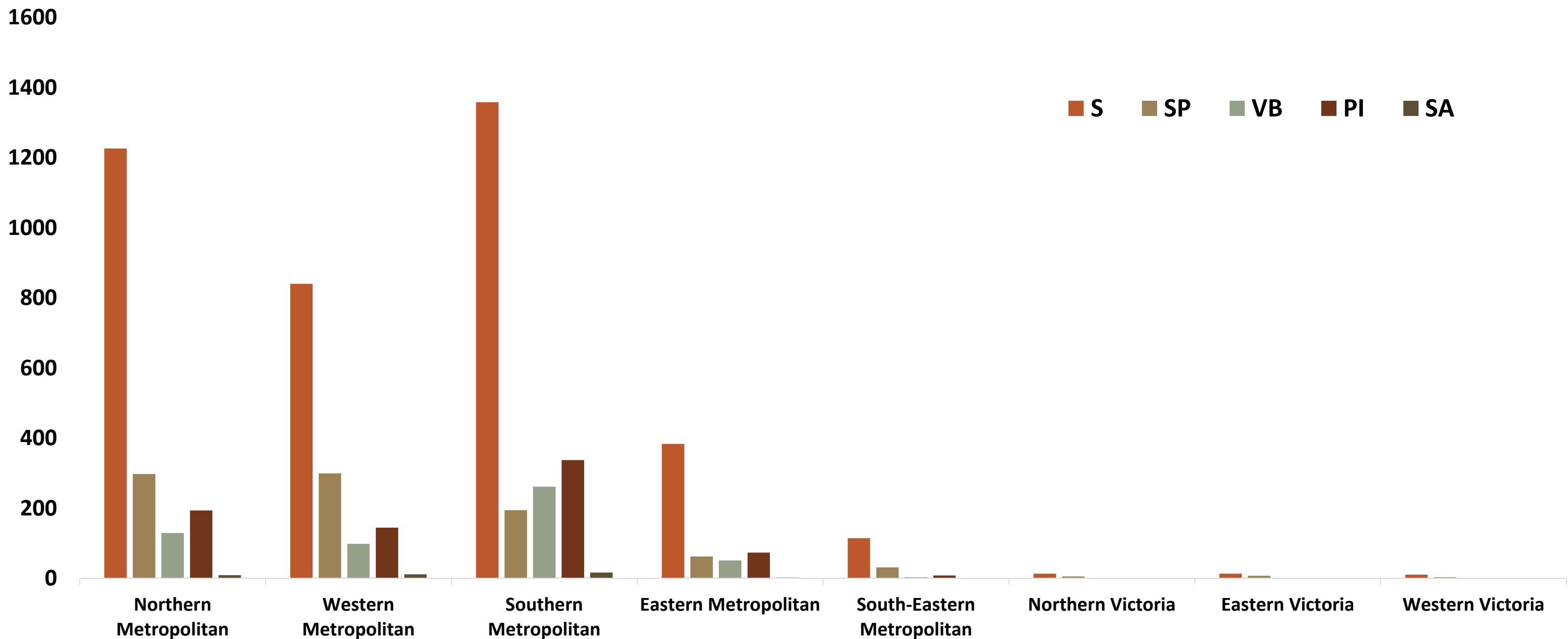
Top 15 Agents: Property Sales Volume



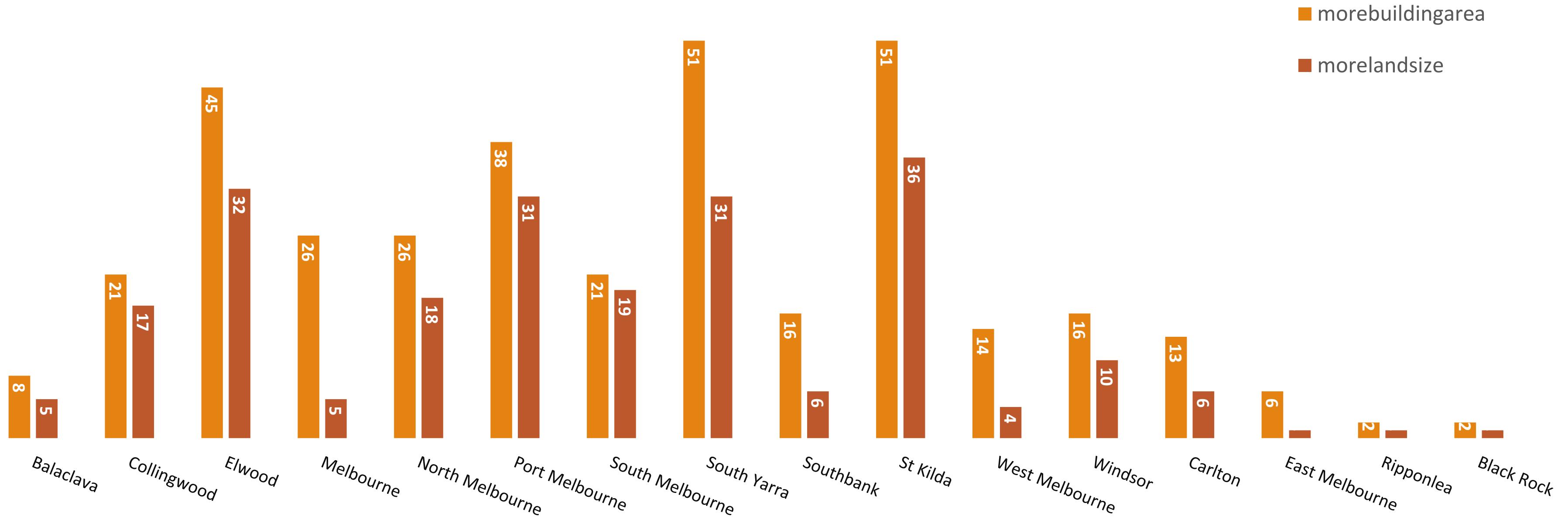
STATUS OF THE PROPERTIES SOLD IN EACH REGION

Here are the different status of the properties of how it was sold in different Regions :-

- ❖ *S - property sold*
- ❖ *SP - property sold prior*
- ❖ *PI - property passed in*
- ❖ *VB- vendor bid*
- ❖ *SA - sold after auction*



SHOWING SUBURBS HAVING A "BUILDING AREA" LARGER THAN THE "LAND SIZE"

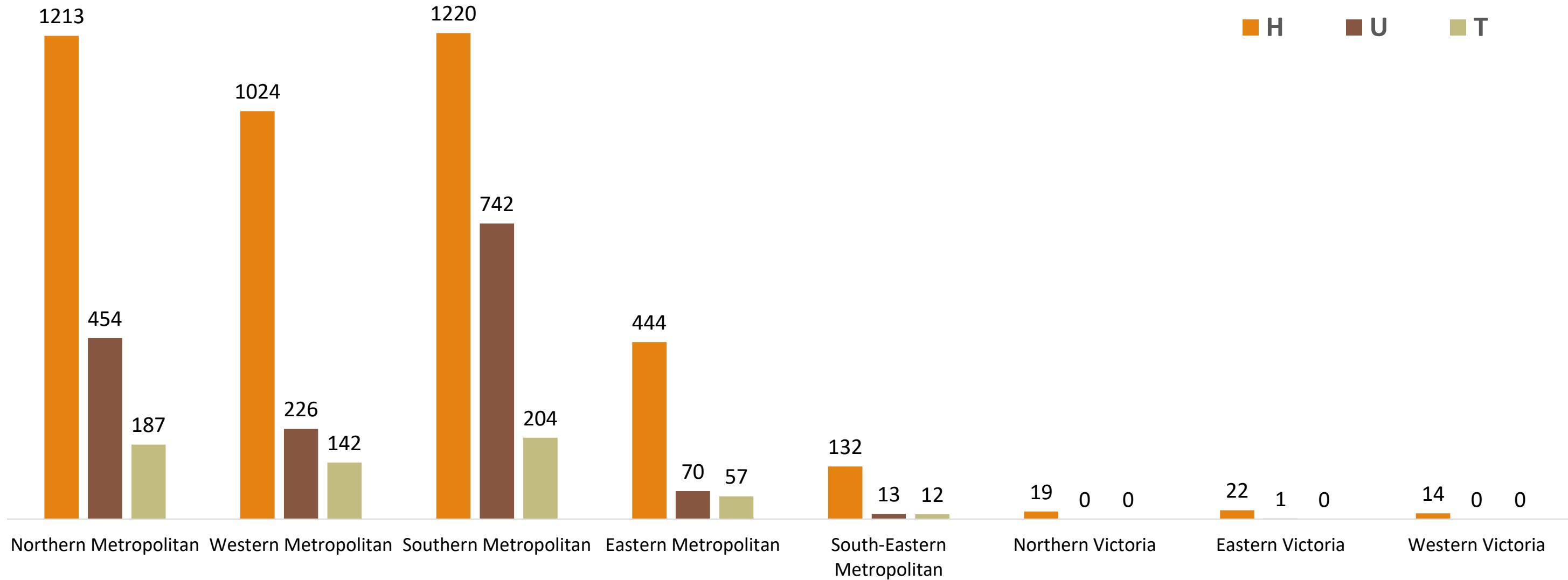


- According to the data, we observe that certain **suburbs** have a **larger building area** relative to their **land size**. For example, **Melbourne** has a significantly higher building area compared to its land size, whereas **North Melbourne** shows only a slight difference. This indicates that areas with higher building density are more developed and serve as hotspots for business and other economic activities.

Which type of property is sold more in each Region

Here are the summary of different types of Properties sold:-

- **H** - house, cottage, villa, semi ,Terrace;
- **U** - unit, duplex;
- **T** - Town house.

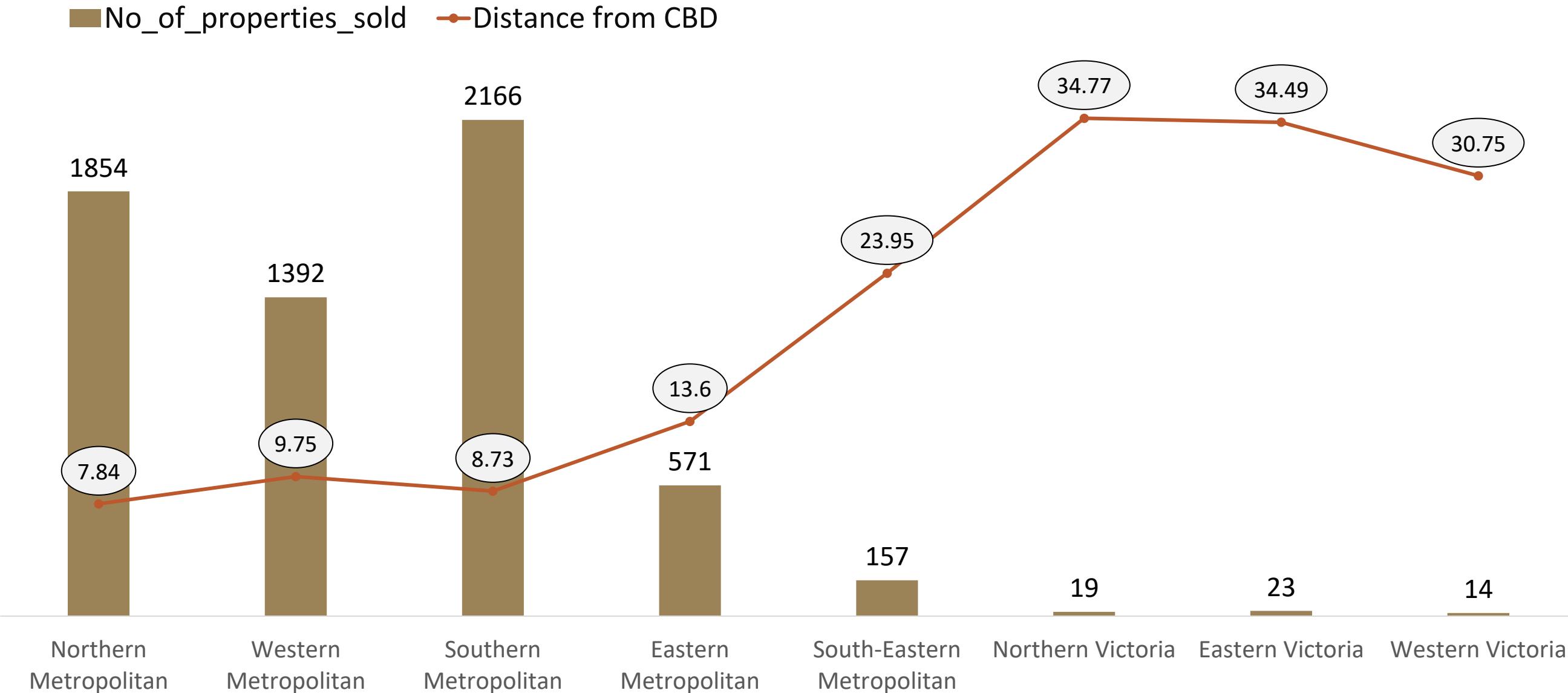


WHICH YEAR MORE PROPERTIES WERE SOLD



- As per the data we can conclude in 2016 more properties were sold and that year saw good market compared to 2017.

RELATIONSHIP BETWEEN THE DISTANCE OF REGIONS FROM CBD(CENTRAL BUSINESS DISTRICT) AND PROPERTIES SOLD

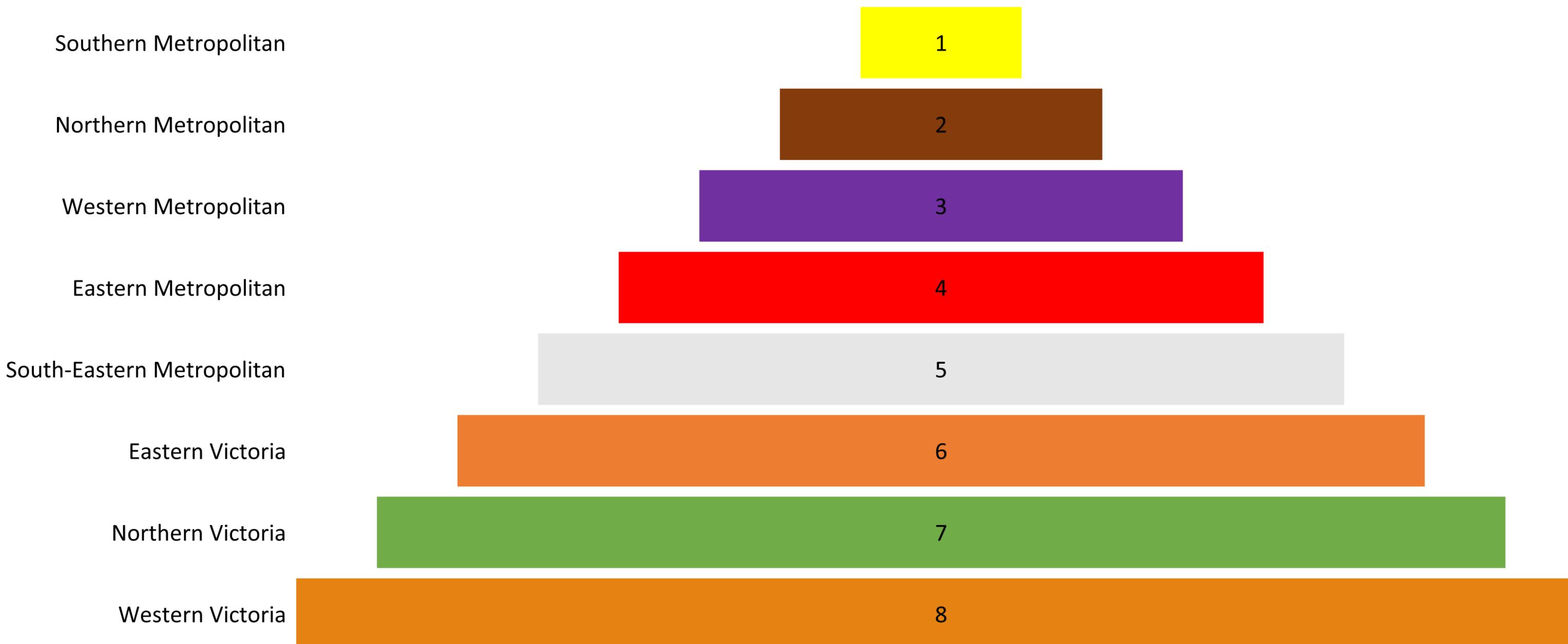


- This graph provides valuable insight into the significant impact that distance from the **Central Business District (CBD)** has on property sales. It highlights that properties in **the northern, western, and southern metropolitan regions**, which are **closest** to the CBD, experienced the **highest sales volume**. This correlation suggests that proximity to the CBD is a **crucial factor** influencing property market dynamics, with closer locations being more desirable and, therefore, more likely to be sold.

Ranking the regions as per properties SOLD

- Ranking the regions gives us a **fairer** and more easier way to understand the data like the region **Southern Metropolitan** has most properties sold than other regions. But as we saw in earlier slide **Northern Metropolitan** being **closer to CBD** the Southern Metropolitan region saw more **attraction** by the buyers and **more** properties were sold.

Ranking as per properties sold



KEY FINDINGS AND INSIGHTS

- The data reveals that some suburbs have a higher building area relative to their land size. For instance, **Melbourne** has a notably larger building area, whereas **North Melbourne** shows a minimal difference. This suggests that suburbs with greater building density are more developed and are key hubs for business and economic activities.
- In the year **2016** we have seen in **real estate boom** there was a total of **3483** properties sold, where it has more no of properties sold than 2017.
- The regions which are closer to **CBD(central business district)** have most no of properties sold, this is due to CBD is a highly **economically active area** and so buyers have their choices inclined to these regions. Buying and renting properties for any commercial purpose from these regions is a good **business investment** as the regions and its's suburbs saw huge demands. SO we can conclude as per the analysis regions like Northern and Southern Metropolitan's properties were more sold.
- As per the data we have seen of the top property selling **real estate** agent, we can easily select any real estate agent and see the necessary information and its's performing over the years. More the property sold more better its performance and more **credible** the real estate agent is. Anyone who wants to sell his/her property can go through the data and select any credible one for a faster buyer and a good financial deal.
- Another interesting and important finding we have received is that we can see the type of properties sold and are of which type. We can easily select any suburb through the slicer and get the information. According to the data received "**H**" **type** is the most preferred among all the suburbs.
H type means - **house, cottage, villa, semi ,Terrace**. These type of properties are in huge demand and people are inclined to buy these property types.

THANK YOU!

-By Sakhar Saha

Email Id- sakharsaha49@gmail.com

