

BUSINESS INTELLIGENCE REPORT

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DataSet: Zameen.com Dataset

Link: <https://www.kaggle.com/datasets/huzzefakhan/zameencom-property-data-pakistan>

About Dataset:

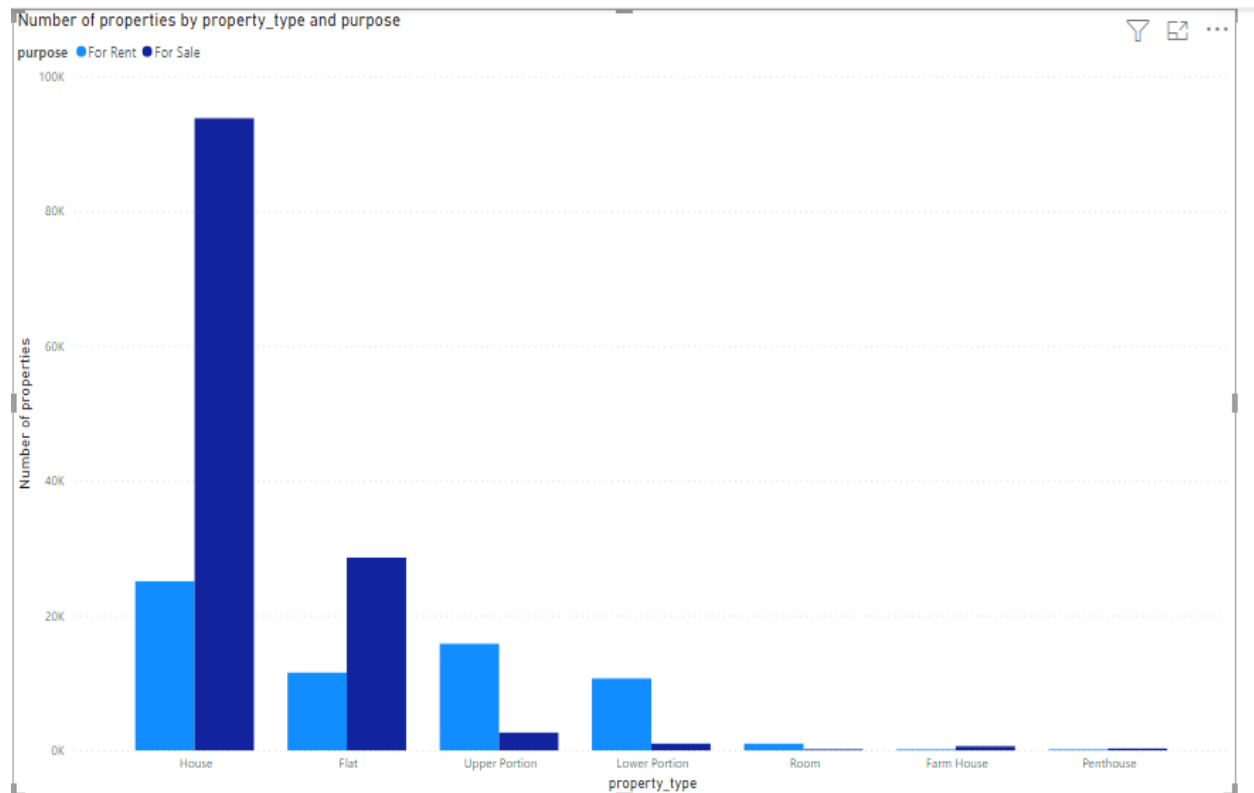
This dataset is about ads posted on Zameen.com regarding buying/selling of properties. The dataset has around 30 columns having all the necessary details of the property like link of the add, property type, purpose of posting ad, no of bathrooms, no of bedrooms, price, area in marla, area in sq feet, name of agency, agent, city, province, locality, date etc. An important aspect of property is the area of the property and that is mentioned in 3 columns, first column has a mixed string values like 2 kanal, 10 marla etc, the second column has all the values in marla and this is an integer column, the third column has all the values in square feet and this is also a type of number column.

The knowledge related to buying/selling of property is important in order to understand this dataset that how buying and selling works in this business domain.

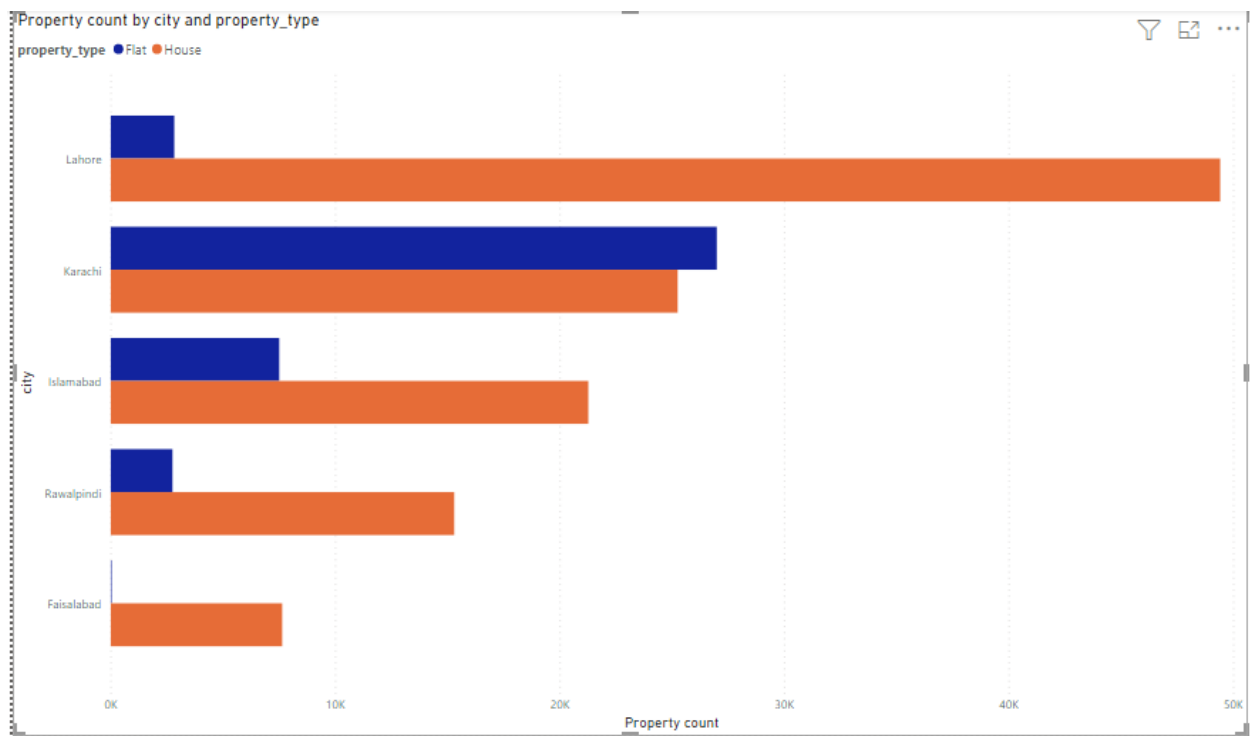
WRANGLING STEPS:

- The area of property written in kanal and marla is separated and inserted into a new column where the values in kanal are converted to marlas so that the column can be converted to number
- The location column is separated into city column and province column so that data can be analyzed with cities and province as dimension

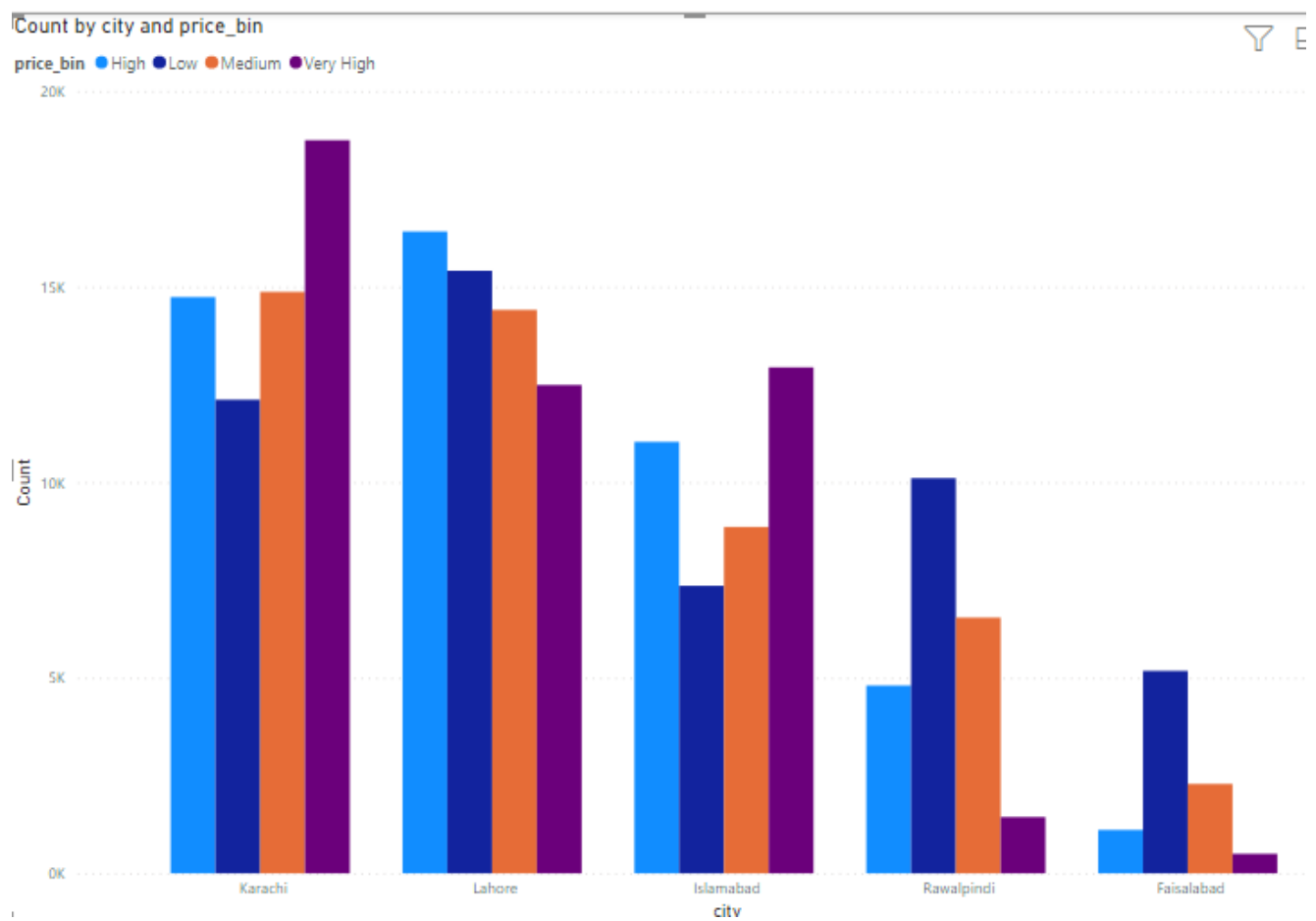
CHARTS



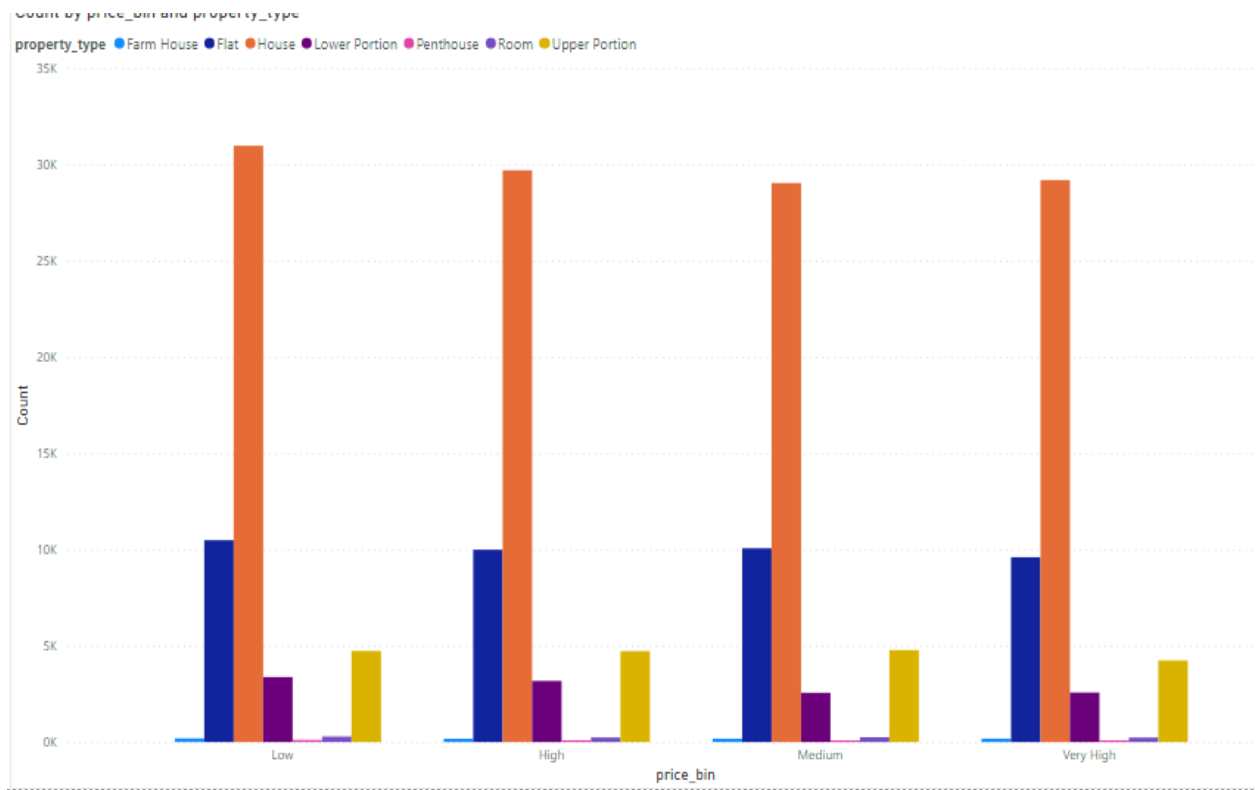
This chart is showing the type of properties available that are either for sale or for rent. Here we can clearly see that the House is available for sale the highest as compared to for rent purpose. Majority of flats are also there on Sales than on rent. However, upper portion, lower portion, Room are available for Rent for the majority of those which are available and only a slight percentage of them are available for sale.



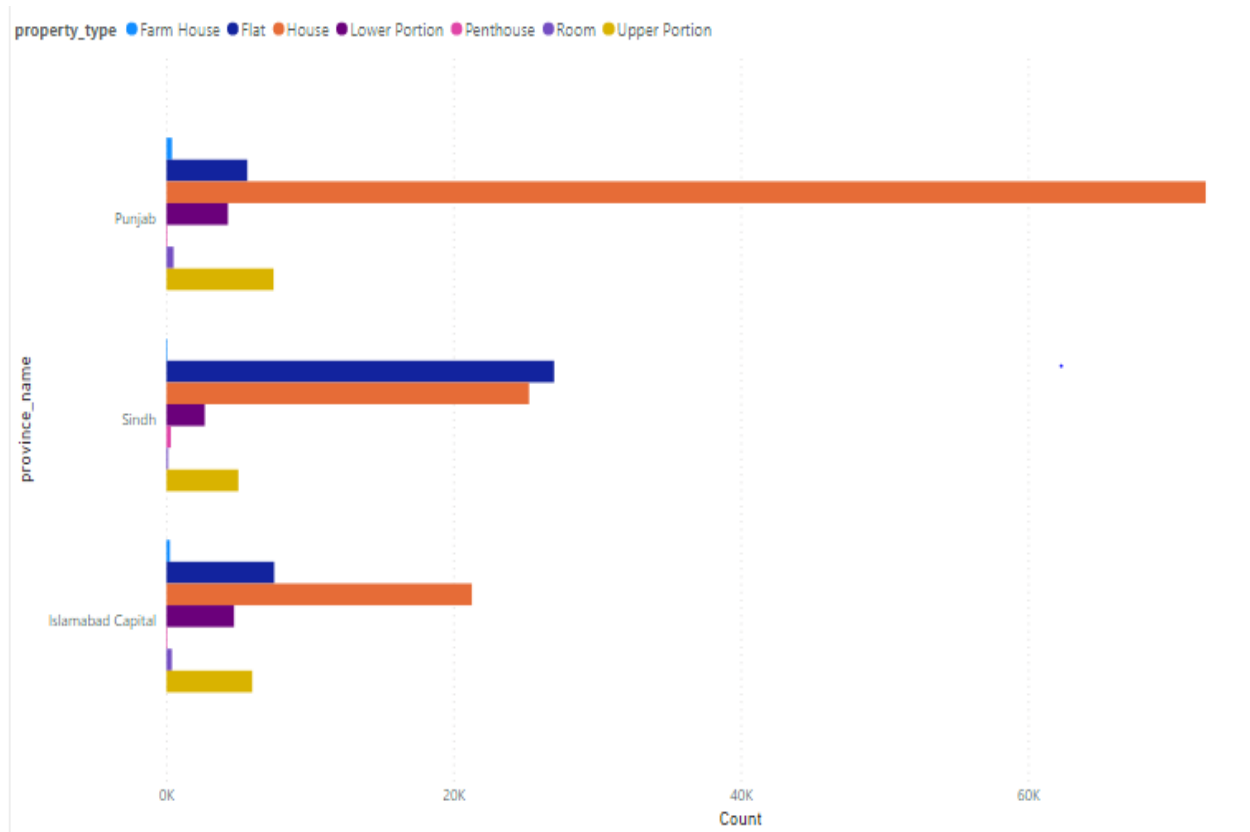
This chart is showing the number of houses and flats available for sale in five cities of the country, Lahore, Karachi, Islamabad, Rawalpindi and Faisalabad. We can clearly observe that Lahore has the highest number of houses as compared to flats and Karachi has a slightly more flats as compared to Houses. Out of the 5 cities, only Karachi has the highest number of flats as compared to all other cities because of its large population.



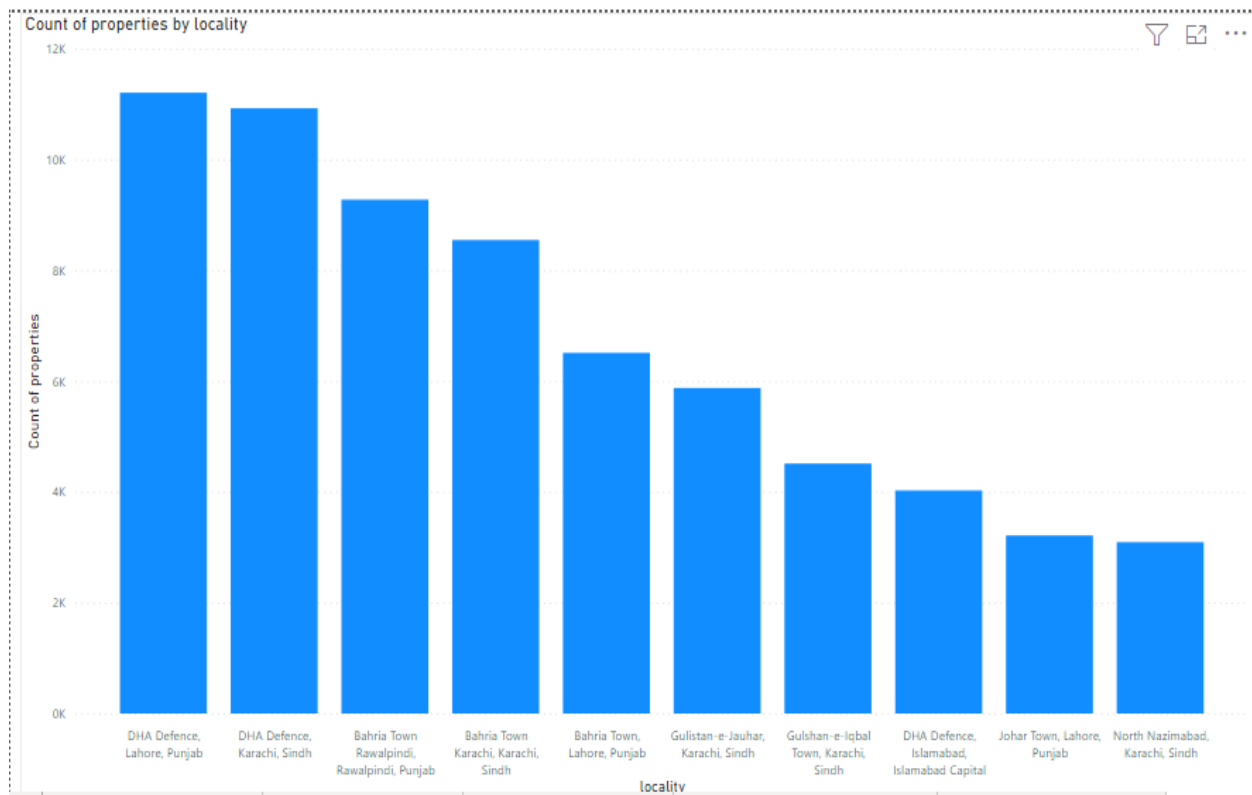
This chart is showing the price range of properties in the 5 cities of Pakistan. The price range is divided into 4 categories which are Low, Medium, High and Ultra High. The Ultra High category is observed the highest in Karachi and we can say that the prices in Karachi are highest as compared to other cities.



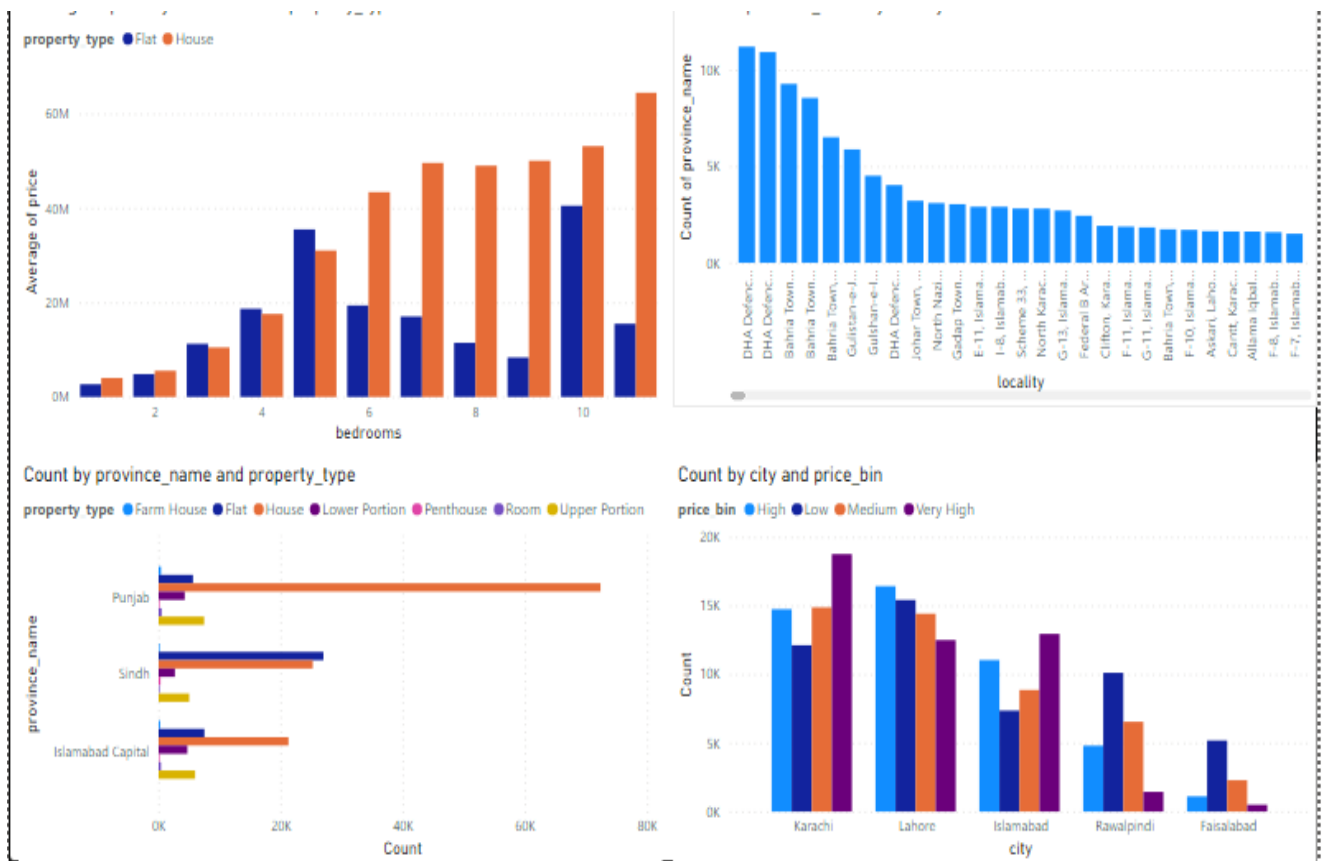
This chart is showing the different types of properties according to their price range. It can be observed that the proportion of properties are almost same in every price category



This charts shows the type of properties available in each province. We can observe from this chart that Punjab has the highest number of houses as compared to other provinces.



This type of chart is showing the number of properties posted for sale or rent in different areas of Pakistan. It can be observed that DHA DEFENCE Lahore and Karachi is the top 2 areas where the ads are posted for the most number of times



The dashboard shows the property_type, locality, province wise and price category comparison and its impact on the properties. It helps to check that which factor is contributing towards an increase in the number of properties that are available for sale.