



From chaos to clarity

# London Real Estate Rend Analysis

2026



**From chaos to clarity**

# Introduction

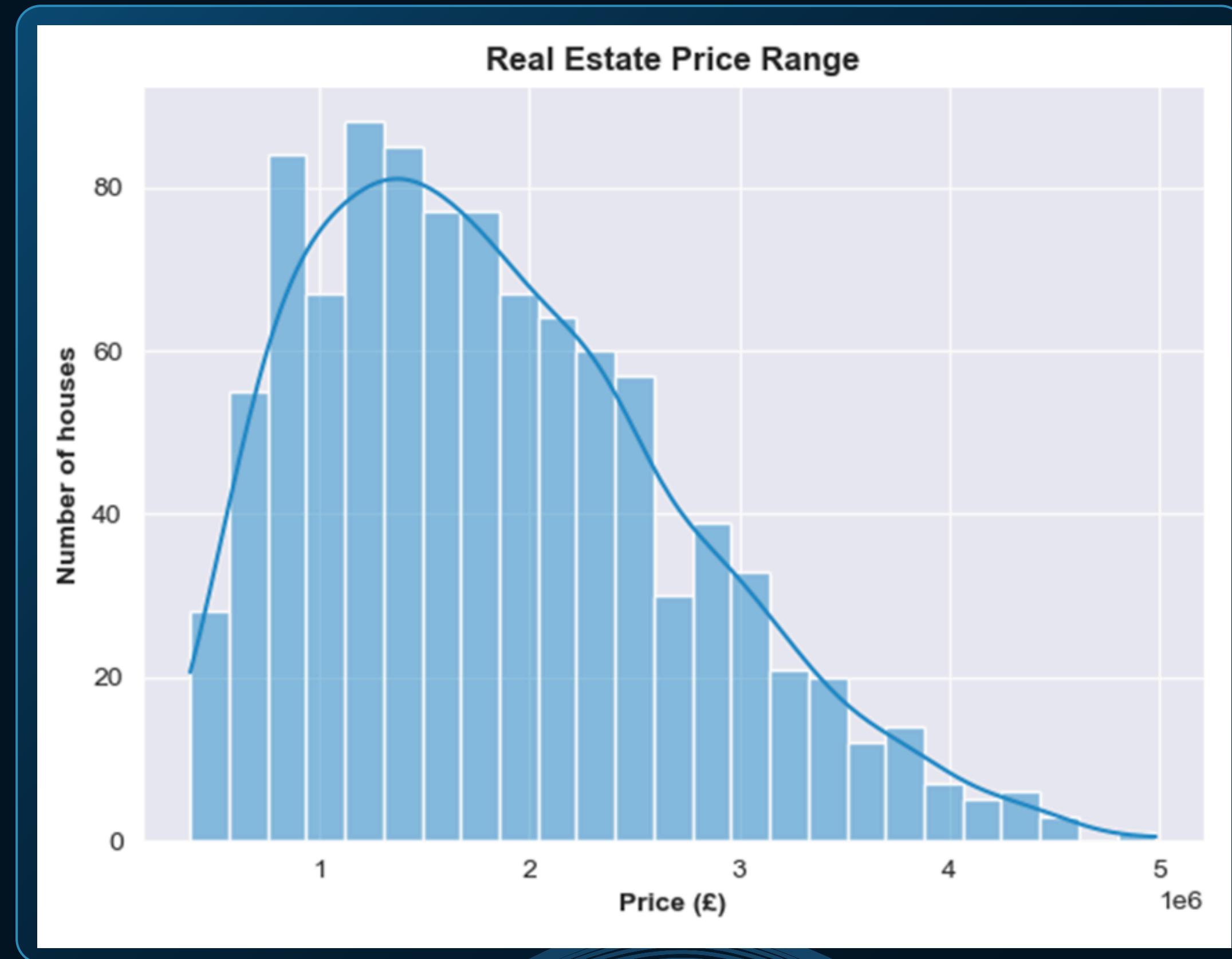
I conducted a thorough end-to-end analysis of the London real estate market, applying advanced data-processing, visualization, and statistical techniques to uncover the key factors influencing property prices.

This project reflects strong analytical skills, from handling raw data to extracting meaningful insights on pricing drivers, outliers, and prime locations.

It demonstrates my ability to turn complex datasets into clear, actionable conclusions that support data-driven decision-making with confidence and precision.

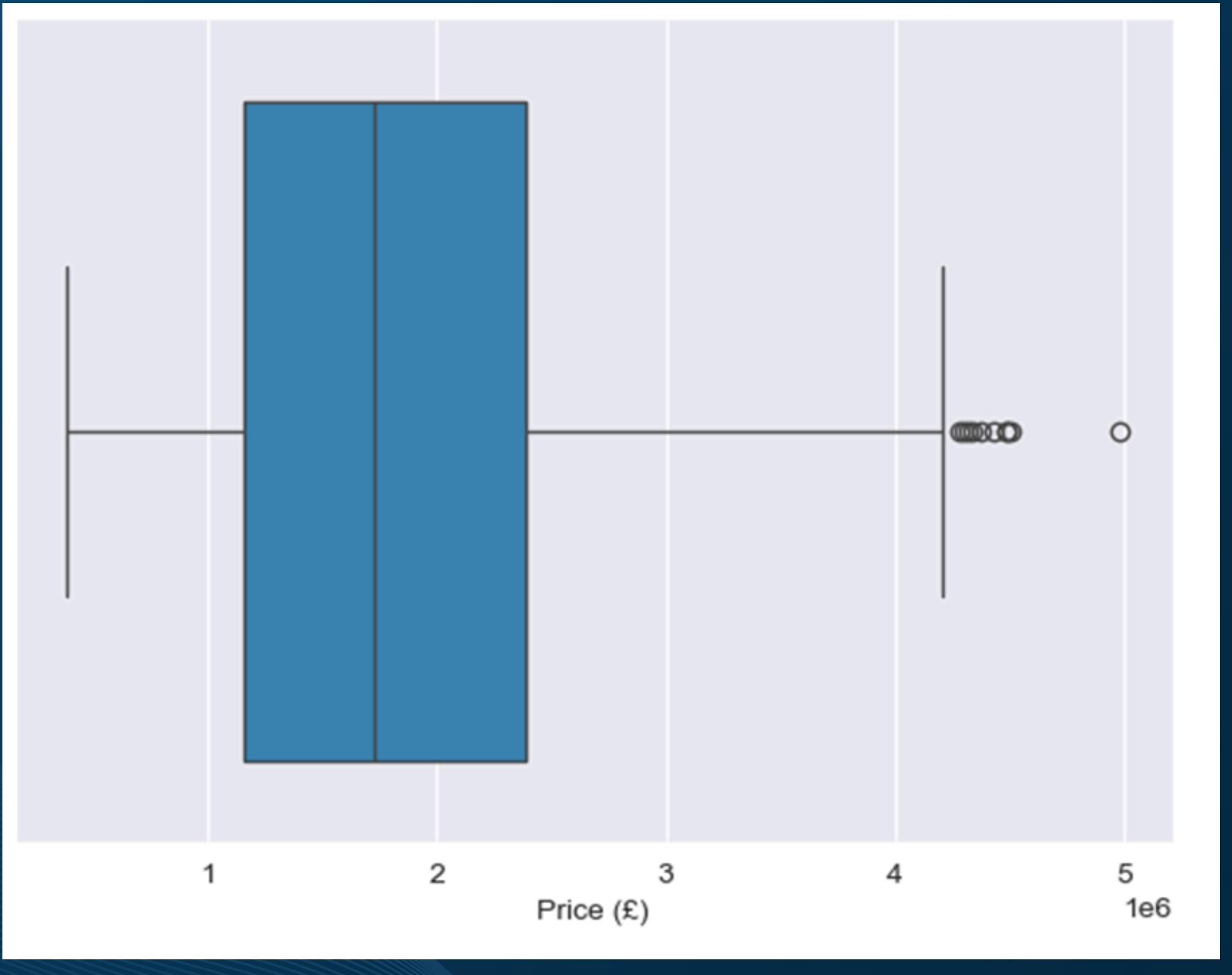
# Real Estate Price Range

ANALYSIS OF THE DATASET INDICATES THAT MOST RESIDENTIAL PROPERTIES IN LONDON FALL WITHIN THE £1M–£4M PRICE RANGE, REPRESENTING THE CORE MARKET SEGMENT. HOWEVER, A CLEAR DEVIATION IS OBSERVED WHERE A SUBSET OF PROPERTIES IS PRICED BETWEEN £4M–£5M, REFLECTING HIGH-VALUE OUTLIERS THAT SIGNIFICANTLY EXCEED TYPICAL MARKET LEVELS.



# Detection of Outliers

**“Here the box-plot clearly shows that there are high-value outliers, which significantly elevate the mean value of the dataset.”**

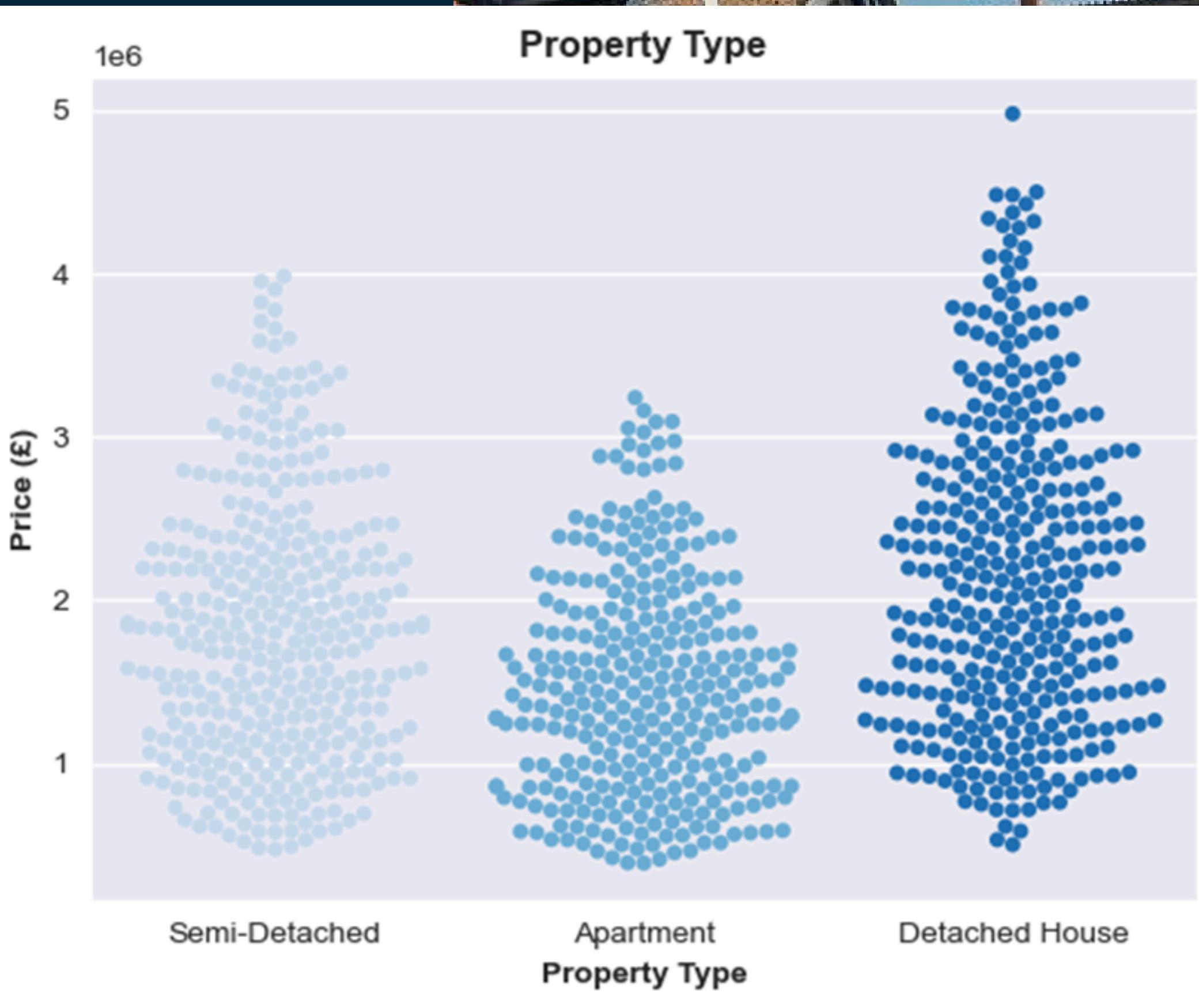


# Effect of Property Type on Price

The analysis indicates that property type is a pivotal determinant of price.

Moreover, all outlier-priced homes in the dataset are classified as "Detached Houses", highlighting the premium value associated with this standalone property type.

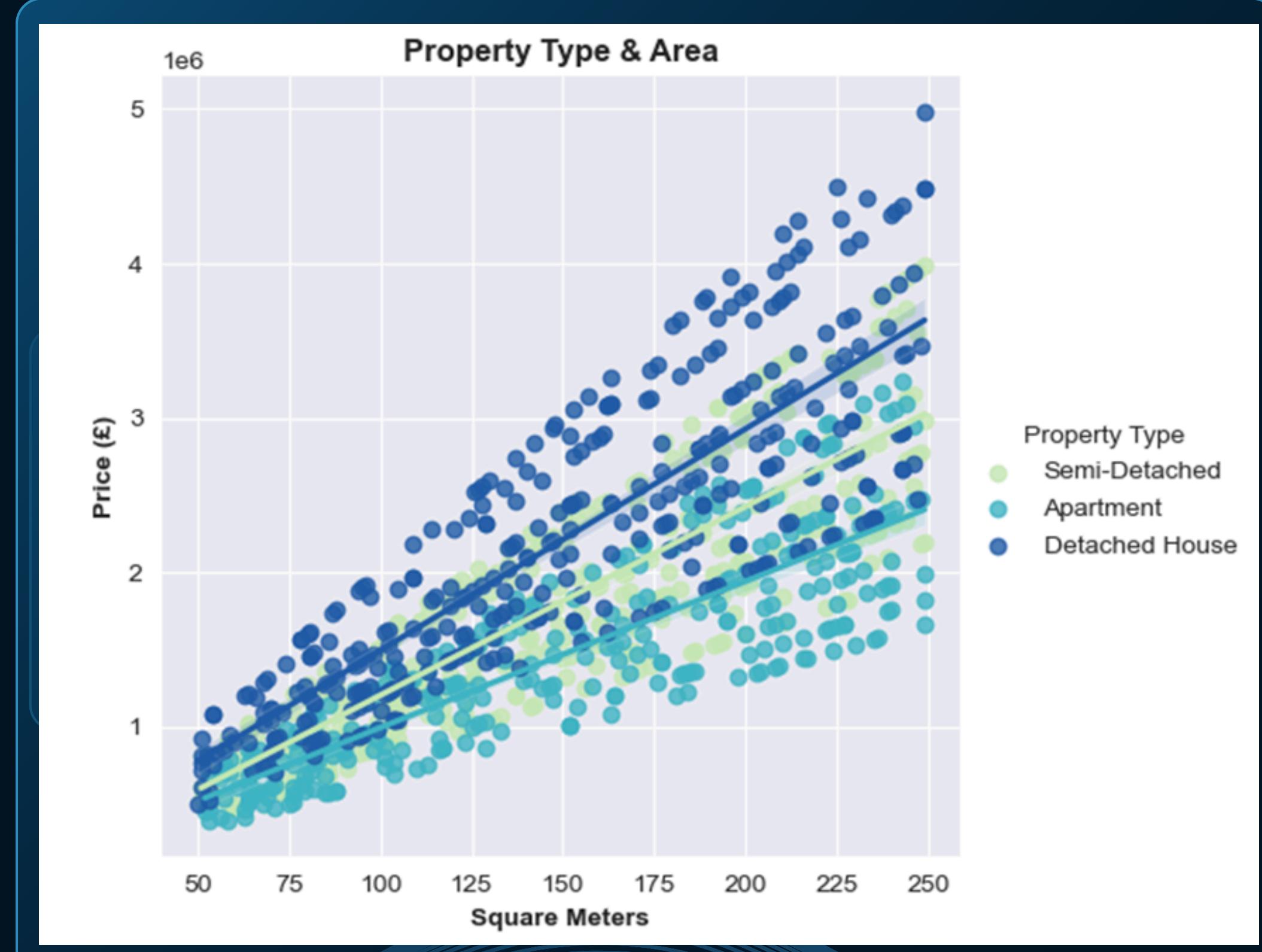
Property type is a key driver of price variation, as all price outliers were found to be Detached Houses — reflecting their higher market value



## Price vs Property Type & Area

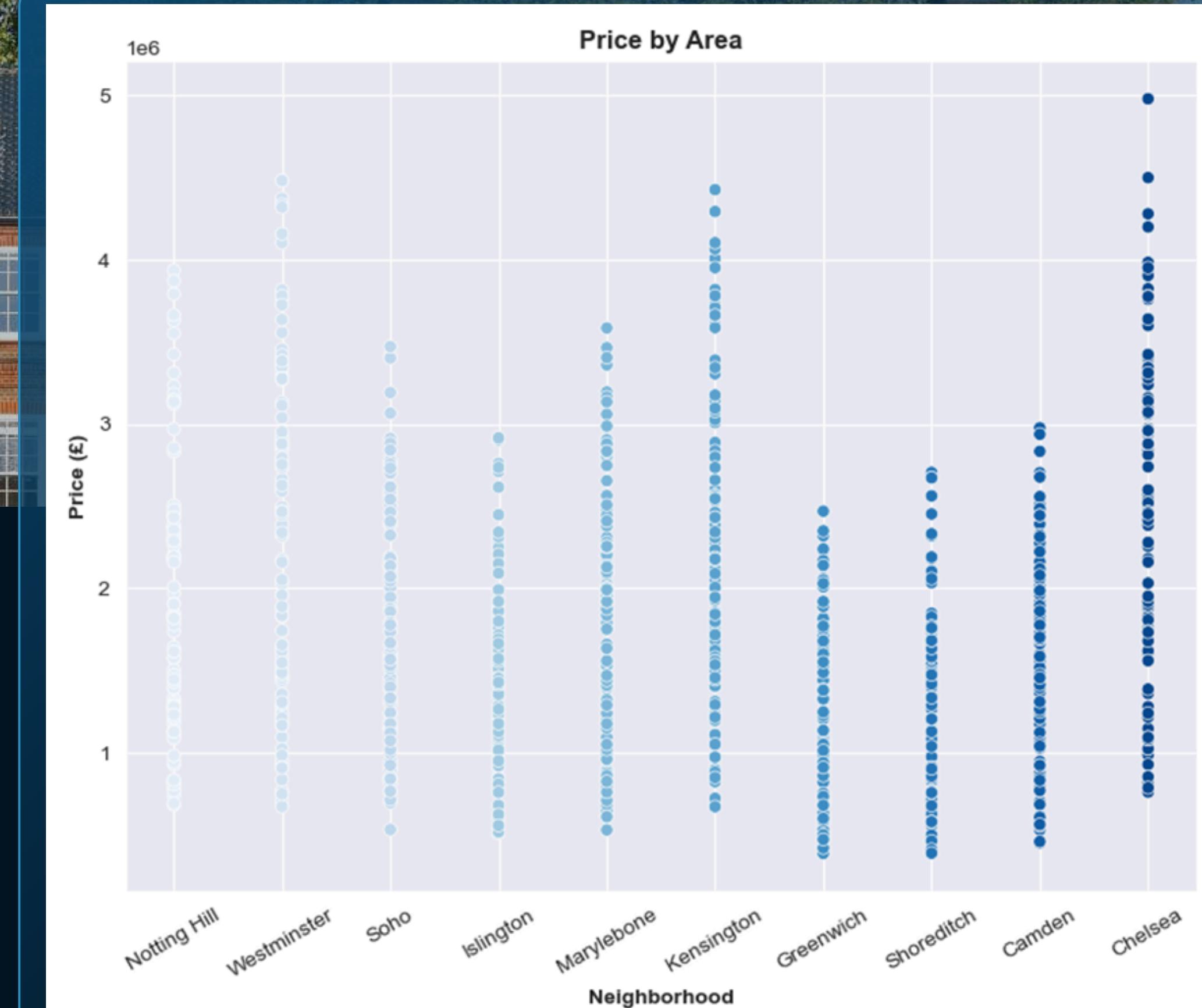


**Analysis reveals that high-price outliers are predominantly attributed to large-sized Detached Houses, indicating that wider floor area combined with standalone property structure significantly elevates market value.**



# Property Price in the Area

Analysis reveals that the residential district is a significant determinant of property pricing. A concentrated cluster of high-value assets is observed in the boroughs of Kensington, Westminster and Chelsea, underlining the correlation between geographic prestige and elevated market values in the dataset.



# Price vs Age

Property age shows minimal impact on price; older homes can still be high-value when supported by strong features and amenities.



# Key Insights

1

## Clear Market Split

Market bifurcation is sharp — the residential price distribution clearly splits into two dominant tiers: £1M–£4M (mainstream) vs. £4M–£5M (premium).

3

## Outliers Influence Market Average

Outlier-segment pulls up the average — premium homes distort the mean price upward, underscoring their disproportionate impact on market statistics.

2

## Drivers of Premium Pricing

Size + amenities drive premium value — the upper tier isn't just about location—it's about significantly larger areas and superior features.

4

## Standard Tier Dominates Volume

Standard segment remains the backbone — though overshadowed by premium homes in value, the £1M–£4M range represents the core volume of transactions.



# Key Drivers Behind the High-Value Property Segment

## Property Type

Most high-priced outliers were Detached Houses, indicating that standalone homes command significantly higher market value

## Floor Area

Larger floor sizes were strongly associated with premium pricing, especially within the £3M–£5M segment.

## Location

High-value properties were heavily concentrated in Kensington, Westminster, and Chelsea, confirming location as a primary price driver.

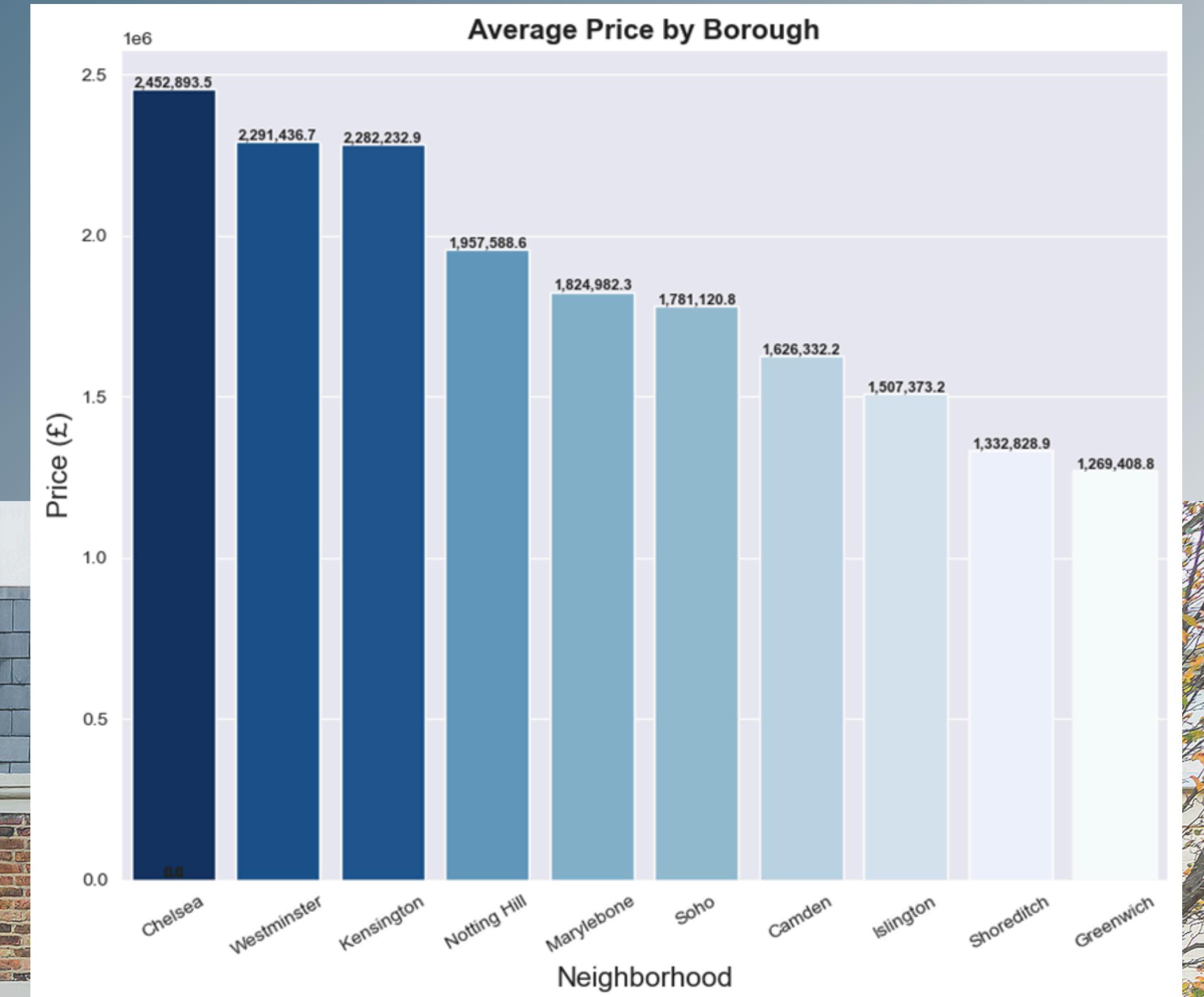
## Amenities & Specifications

Superior features and upgraded specifications contributed to the premium pricing of top-tier properties.

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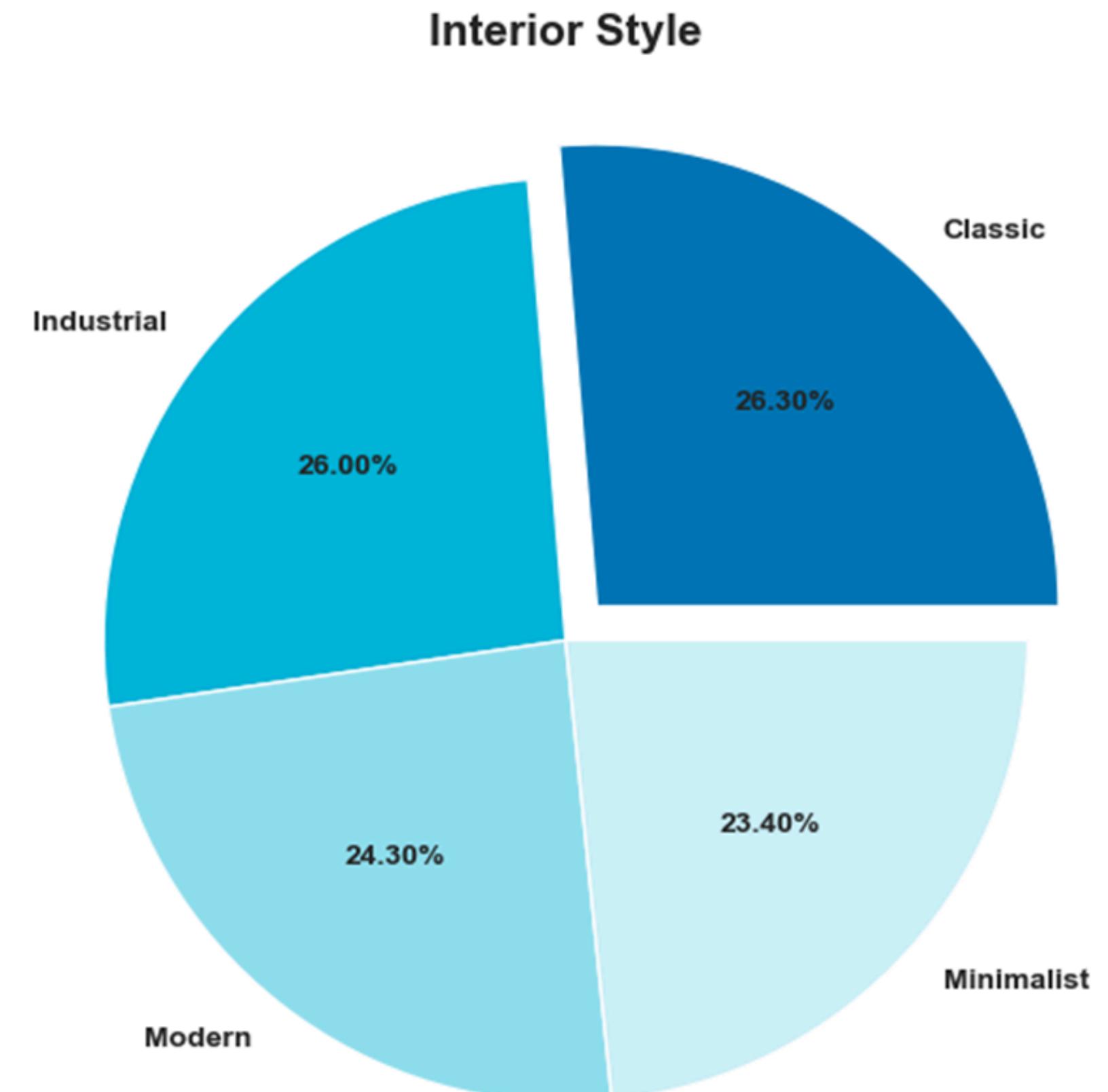
# Average Price by Borough

Analysis shows that Kensington, Westminster, and Chelsea consistently record the highest average sale prices, reinforcing their position as top-tier residential markets and highlighting the strong influence of location on property valuation.



# Interior Style

Analysis highlights a clear preference for Classic-style interiors, indicating stronger market demand for this design category compared to other styles.



# Conclusion

In conclusion, the analysis shows that London's property market does not move randomly; rather, it is shaped by a clear combination of price-driving factors – most notably property type, size, and geographic location.

The findings reveal a high-value segment concentrated in upscale districts such as Kensington, Westminster, and Chelsea, typically consisting of Detached Houses with larger floor areas and superior specifications.

This explains why these properties command the highest prices and exert the greatest influence on the market average.

Despite the market's strength, several challenges emerged – the most significant being the sharp price inflation in prime areas due to intense competition and the limited availability of premium properties.

However, practical solutions lie in directing investments toward emerging districts with strong infrastructure, while improving property features and interior quality to increase market value at a lower cost compared to saturated premium zones.

Overall, this project demonstrates a strong ability to connect statistical analysis with practical business perspective.

Understanding market dynamics enabled the extraction of insights that help decision-makers identify optimal opportunities and assess the feasibility of investments in high-return areas.

This confirms that, when analyzed deeply, data reveals not only what is happening, but also why it happens and how to strategically benefit from it.



# Thank You.