



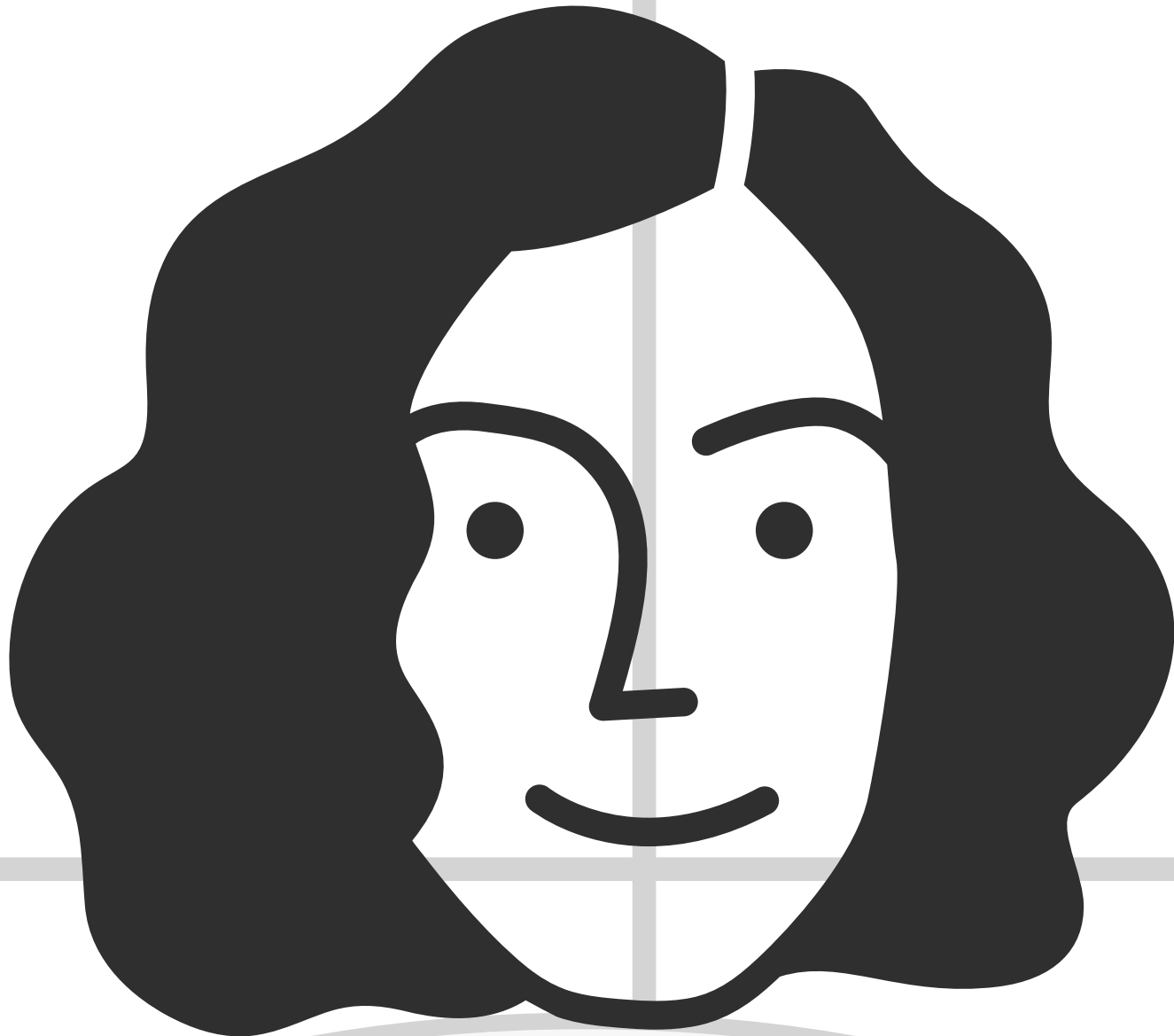
Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona’s name

D.Kenya
C.Snegha
M.Priyadharshini
D.Rithika

As per the data, Kolkata recorded the highest appreciation in average residential prices at 15 YoY, followed by Delhi NCR and Hyderabad.

Among eight cities, MMR was the only cities that saw fall in average prices during the April-June quarter by 3 per cent to ₹19,111 per square feet due to significant new supply and rising unsold inventory.

Realtors' apex body CREDAI, real estate consultant Colliers India and data analytic firm Laise Foras released a report, stating that housing prices across the eight major cities increased by an average 7 per cent year-on-year (Year on Year) during the second quarter of this calendar year on strong demand.

Collection of Prices of new and resale houses located in the metropolitan areas of India.The amenities provided for each house.

The standard price behaviour of a good or it's close substitute reveals the same price movements and they generally vary within a price range, when they are sold at markets located at different places.

Two houses in two different locations are believed to be sold within the same market,if house prices in one location impose a competitive constraint on house prices in the other location.

Help the developer determine the selling price of a house and can help the customer to arrange the right time to purchase a house.

A post-pandemic need for security, increased savings, and relatively little income disruption for middle- and higher-income groups.

The wealth effect is likely to cause an increase in consumer spending.

Rising house prices have a negative cost effect on the mental health of urban residents without housing.

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Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?