“Descriptive and Explorative Analysis for Smart Real Estate”

Course: Data Science for Business

Study Program: Business Consulting Masters

WiSe 24-25

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Agenda

1. Business Case & Objective
2. Dataset Overview
3. Key Insights
4. Investment Recommendations
5. Next Steps: Predictive Analysis

1. Business Case & Objective (1/2)

Business Case

SMART REAL ESTATE

How can data insights optimize real estate investment decisions?

When, where, and what property types provide the best ROI for investors?

What are the key trends and factors influencing house prices in UK?

1. Business Case & Objective (2/2)

Objectives

1. **Analyze and assess the UK housing dataset.**
2. **Identify key trends and patterns in house prices and sales.**
3. **Propose actionable investment strategies based on descriptive insights.**
4. **Plan deeper predictive analysis for future insights (Phase 2).**

2. Dataset Overview (1/4)

Dataset Source: https://www.kaggle.com/hm-land-registry/uk-housing-prices-paid

```
In [22]: df.head()
Out[22]:
            Transaction unique identifier  Price  Date of Transfer  \
0  {81B82214-7FBC-4129-9F6B-4956B4A663AD}  25000  1995-08-18 00:00
1  {8046EC72-1466-42D6-A753-4956BF7CD8A2}  42500  1995-08-09 00:00
2  {278D581A-5BF3-4FCE-AF62-4956D87691E6}  45000  1995-06-30 00:00
3  {1D861C06-A416-4865-973C-4956DB12CD12}  43150  1995-11-24 00:00
4  {DD8645FD-A815-43A6-A7BA-4956E58F1874}  18899  1995-06-23 00:00

  Property Type Old/New Duration   Town/City            District  \
0             T       N        F      OLDHAM             OLDHAM
1             S       N        F       GRAYS            THURROCK
2             T       N        F  HIGHBRIDGE           SEDGEMOOR
3             T       N        F     BEDFORD  NORTH BEDFORDSHIRE
4             S       N        F   WAKEFIELD               LEEDS

               County PPDCategory Type Record Status - monthly file only
0  GREATER MANCHESTER                A                                  A
1           THURROCK                 A                                  A
2           SOMERSET                 A                                  A
3       BEDFORDSHIRE                 A                                  A
4     WEST YORKSHIRE                 A                                  A
```

Data Overview

```
In [23]: df.columns
Out[23]:
Index(['Transaction unique identifier', 'Price', 'Date of Transfer',
       'Property Type', 'Old/New', 'Duration', 'Town/City', 'District',
       'County', 'PPDCategory Type', 'Record Status - monthly file only'],
      dtype='object')
```

```
In [27]: df.shape
Out[27]: (22489348, 11)
```

Columns and records available

2. Dataset Overview (2/4)

```
In [25]: df.info()
<class 'pandas.core.frame.DataFrame'>
RangeIndex: 22489348 entries, 0 to 22489347
Data columns (total 11 columns):
 #   Column                              Dtype
---  ------                              -----
 0   Transaction unique identifier       object
 1   Price                               int64
 2   Date of Transfer                    object
 3   Property Type                       object
 4   Old/New                             object
 5   Duration                            object
 6   Town/City                           object
 7   District                            object
 8   County                              object
 9   PPDCategory Type                    object
 10  Record Status - monthly file only   object
dtypes: int64(1), object(10)
memory usage: 1.8+ GB
```

Datatype of Columns

```
In [26]: df.isnull().sum()
Out[26]:
Transaction unique identifier       0
Price                               0
Date of Transfer                    0
Property Type                       0
Old/New                             0
Duration                            0
Town/City                           0
District                            0
County                              0
PPDCategory Type                    0
Record Status - monthly file only   0
dtype: int64
```

No. of null values

2. Dataset Overview (3/4)

- *Extracting `Year `and `Month `from `Date of Transfer`*
- *Converting datatype of `Date of Transfer` to datetime*

```
   ...: pandarallel.initialize()
   ...: df['Date of Transfer'] = df['Date of Transfer'].parallel_apply(lambda x : x.split(' ')[0])
   ...: df['Year'] = df['Date of Transfer'].str[:4]
   ...: df['Date of Transfer'].iloc[1].split(" ")[0]
   ...: df['Date of Transfer'] = df['Date of Transfer'].parallel_apply(lambda x:
__import__('datetime').datetime.strptime(x, '%Y-%m-%d'))
   ...: df['Year'] = df['Date of Transfer'].dt.year
   ...: df['Month'] = df['Date of Transfer'].dt.month
INFO: Pandarallel will run on 8 workers.
INFO: Pandarallel will use standard multiprocessing data transfer (pipe) to transfer data between the
main process and workers.

WARNING: You are on Windows. If you detect any issue with pandarallel, be sure you checked out the
Troubleshooting page:
https://nalepae.github.io/pandarallel/troubleshooting/

In [4]: df.head()
Out[4]:
   Price Date of Transfer Property Type Old/New   Town/City  \
0  25000       1995-08-18             T       N      OLDHAM
1  42500       1995-08-09             S       N       GRAYS
2  45000       1995-06-30             T       N  HIGHBRIDGE
3  43150       1995-11-24             T       N     BEDFORD
4  18899       1995-06-23             S       N   WAKEFIELD

             District             County  Year  Month
0             OLDHAM  GREATER MANCHESTER  1995      8
1           THURROCK            THURROCK  1995      8
2          SEDGEMOOR            SOMERSET  1995      6
3  NORTH BEDFORDSHIRE        BEDFORDSHIRE  1995     11
4              LEEDS      WEST YORKSHIRE  1995      6
```

2. Dataset Overview (4/4)

Drop unwanted columns

```
In [39]: df.drop(columns = 'Transaction unique identifier', axis = 1, inplace = True)
    ...: df.drop(columns = 'Duration', axis = 1, inplace = True)
    ...: df.drop(columns = 'PPDCategory Type', axis = 1, inplace = True)
    ...: df.drop(columns = 'Record Status - monthly file only', axis = 1, inplace = True)
    ...: df.shape
Out[39]: (22489348, 7)
```

3. Key Insights (1/9)

Exploratory Data Analysis for Investments

In what should we invest ?

When should we invest ?

Where should we invest ?

3. Key Insights (2/9)

Overall Sales price trend analysis

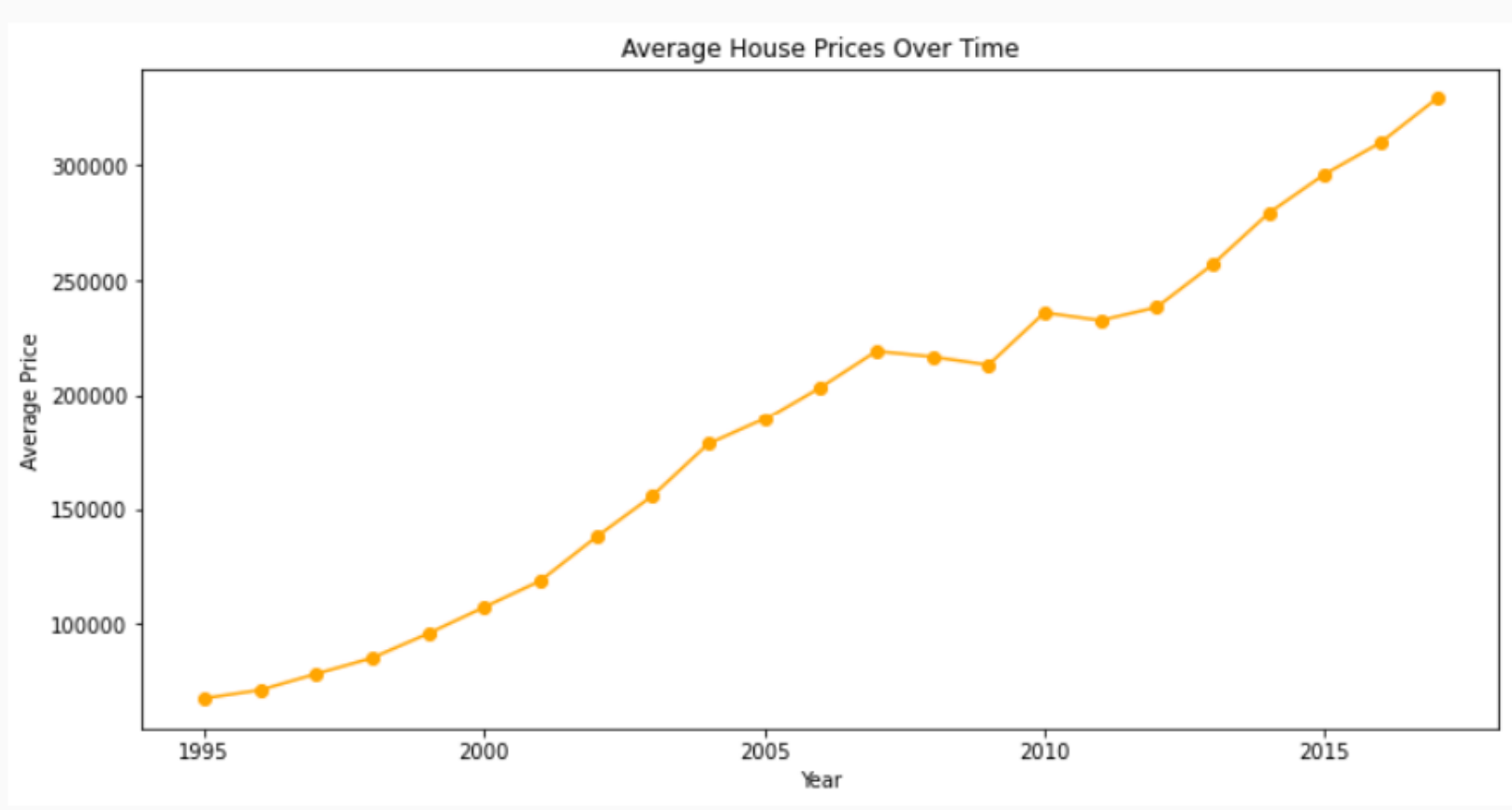

Fig.1

- Avg Sales Price follows upward trend throughout the years (1995-2017)

3. Key Insights (3/9)

Overall Sales transactions trend analysis

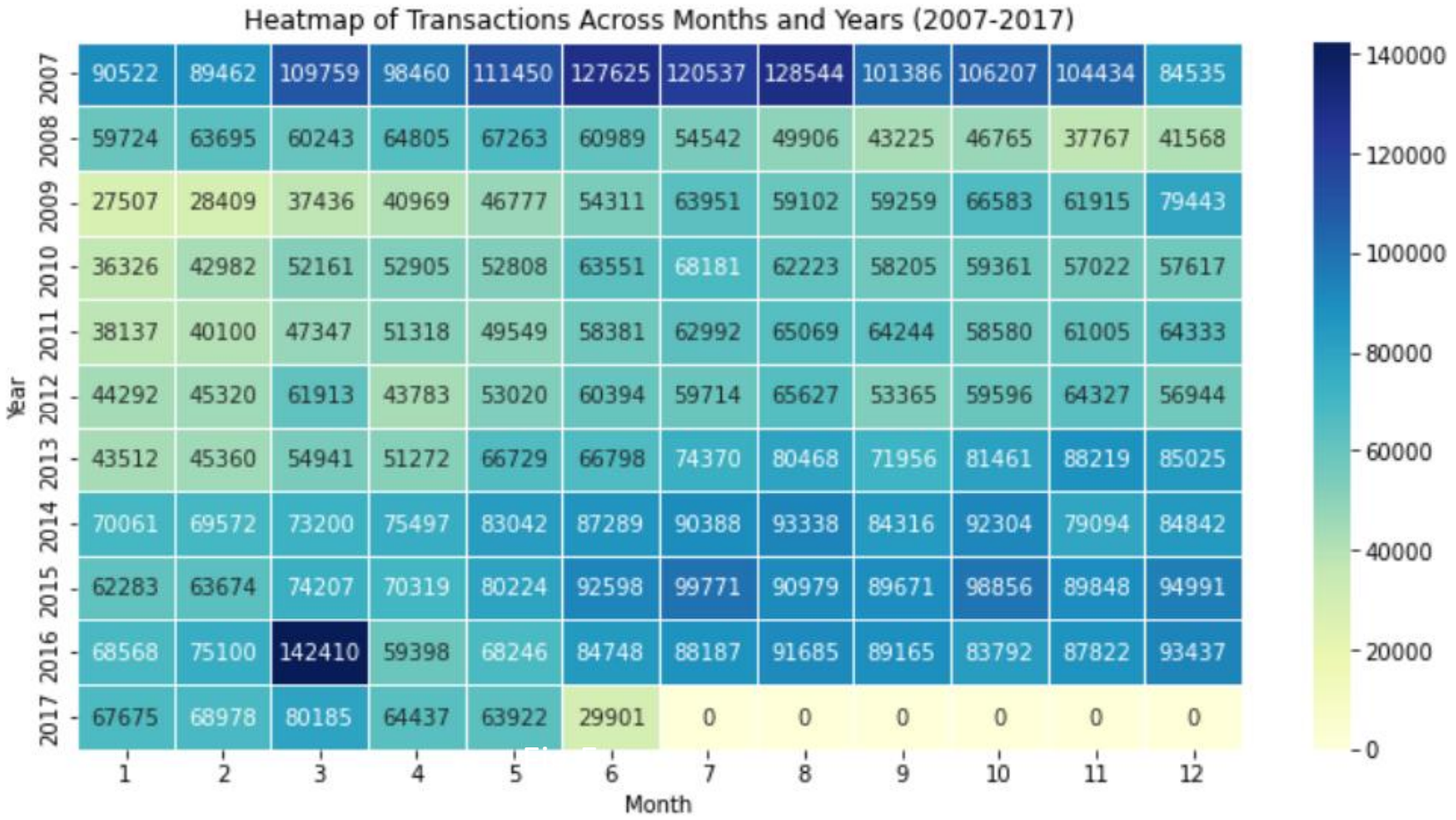

Fig.2

- High in 2007
- Drops from 2008
- Recovery starts from 2013
- Becomes stable in 2014, 2015, 2016
- Low in Jan and Feb
- Good from mid year

3. Key Insights (4/9)

Property analysis 1/2

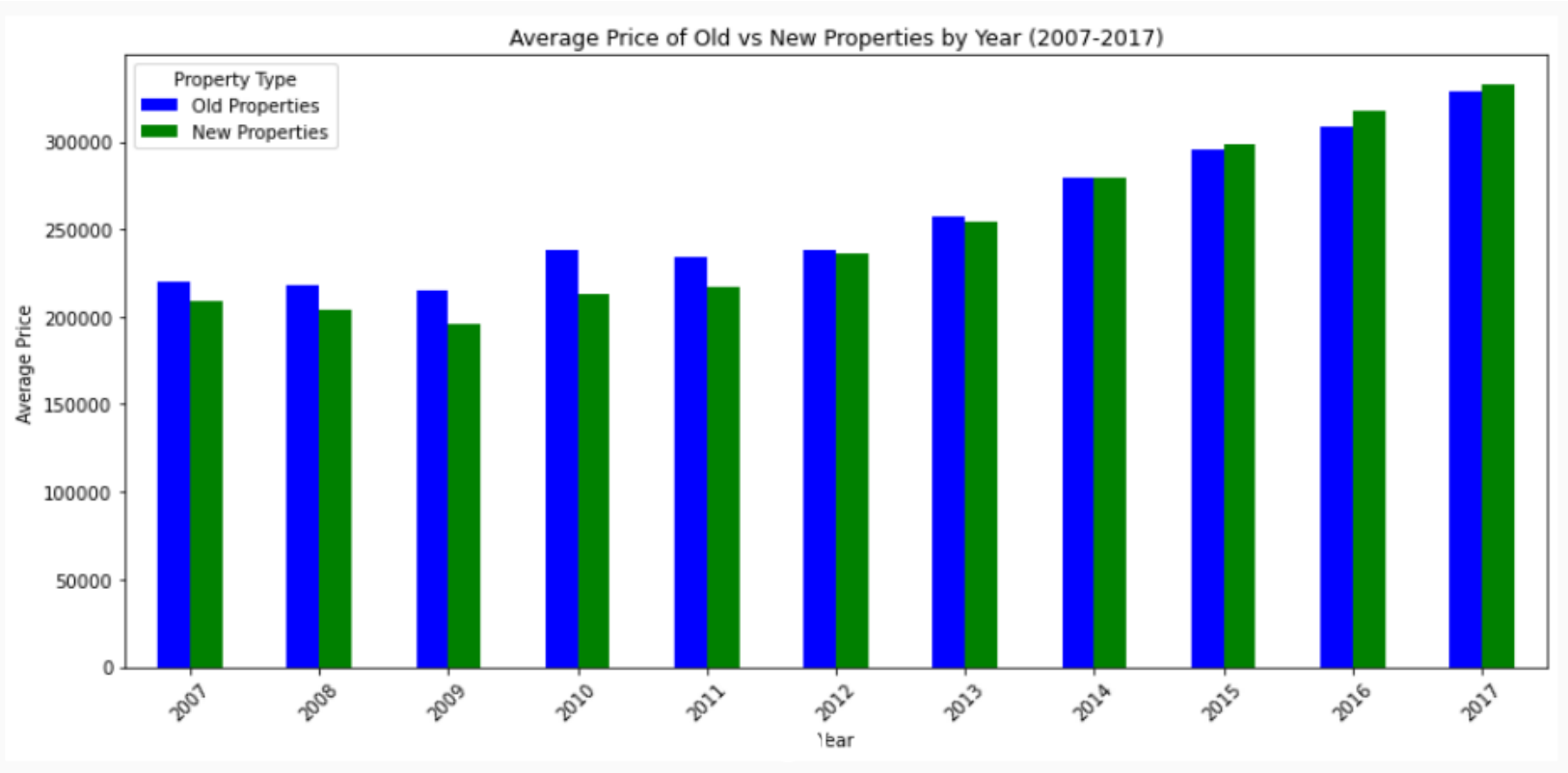

Fig.3

- 2007 – 2013 – Avg price of new property < Avg price of old property
- 2014 – Avg price of new property equals Avg price of old property
- 2015 – 2017 – Avg price of new property > Avg price of old property

3. Key Insights (5/9)

Property analysis 2/2

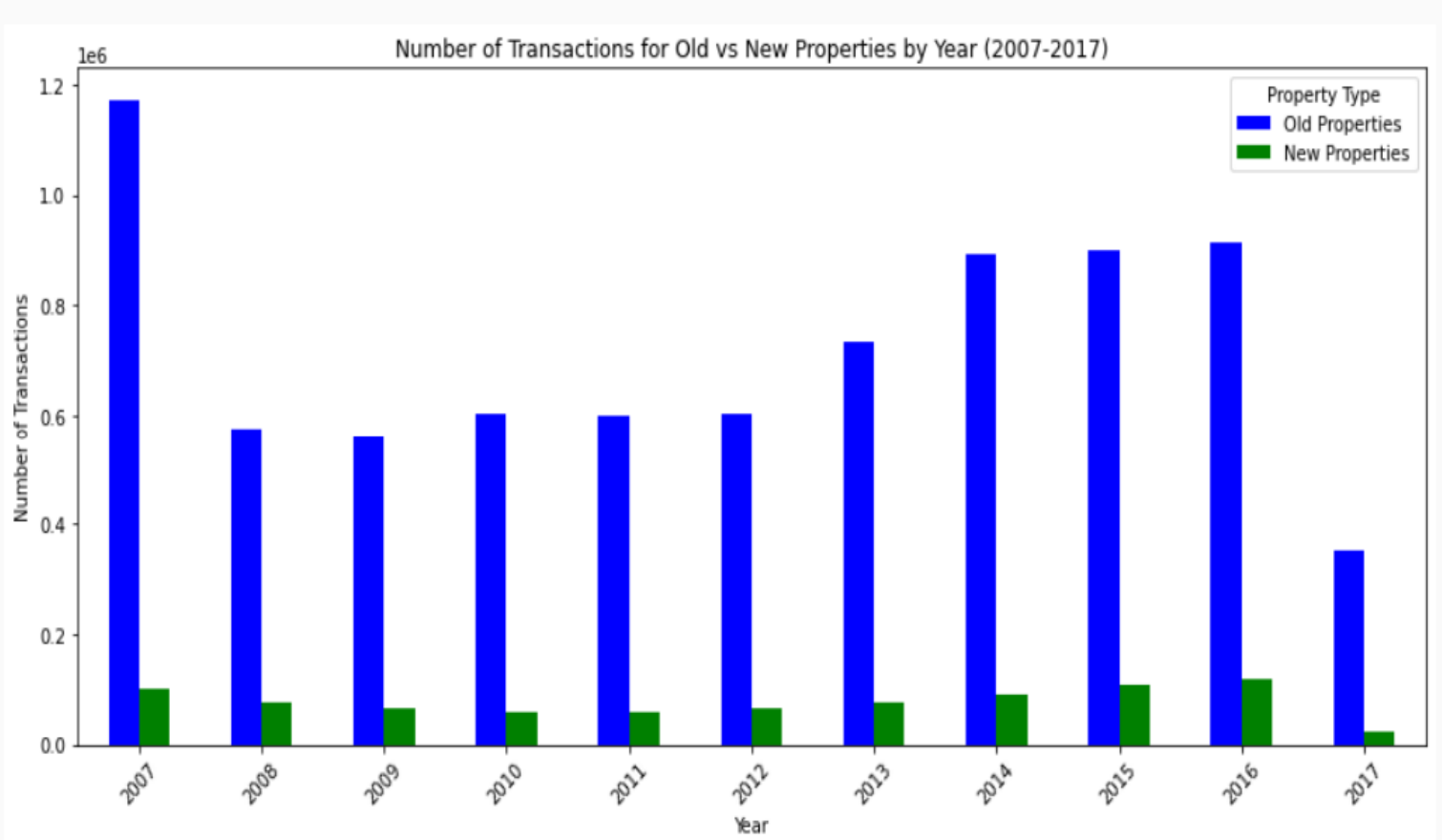

Fig.4

- The number of transactions of old properties beats the number of transactions of new properties

3. Key Insights (6/9)

Property type analysis 1/2

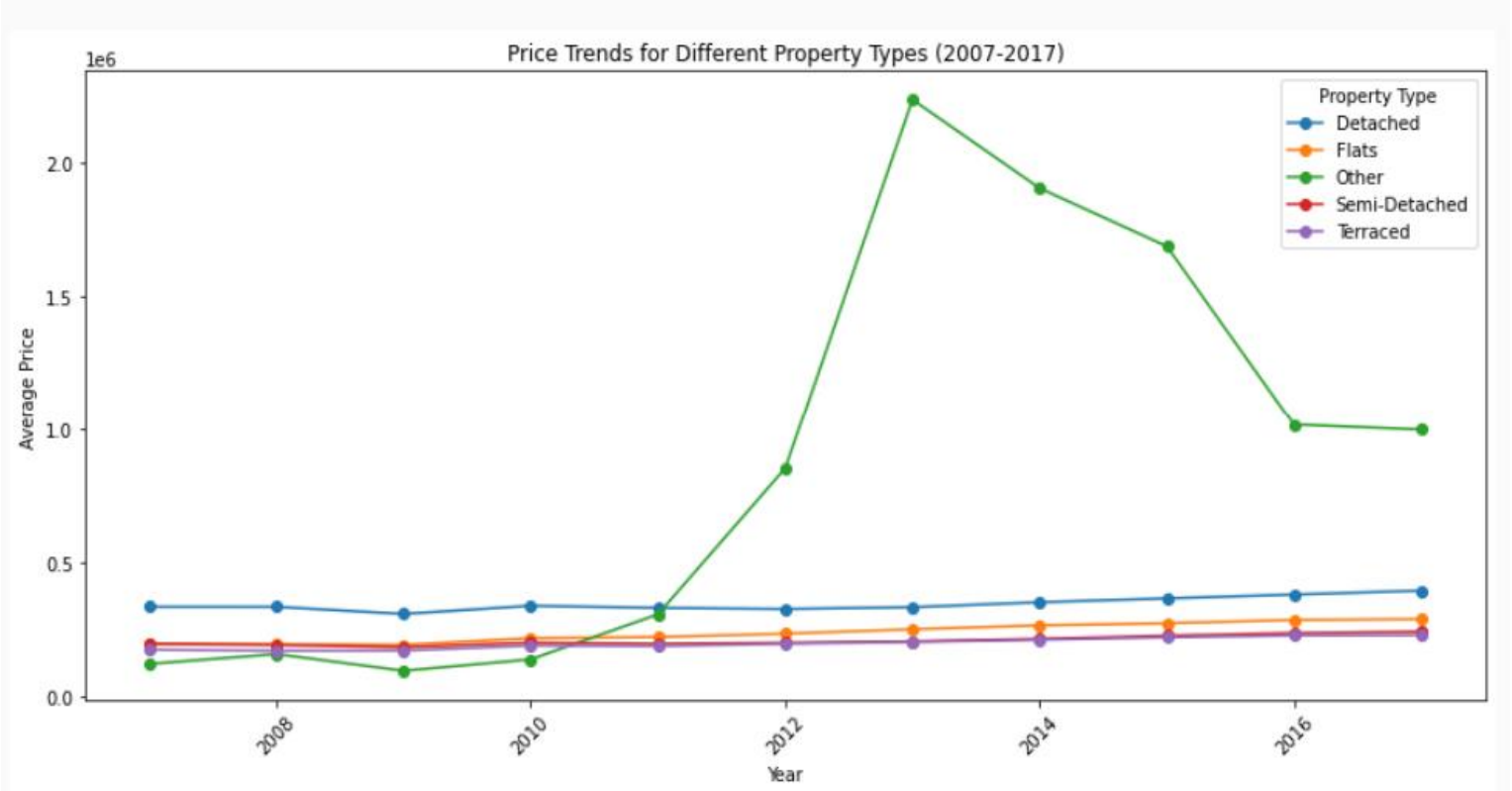

Fig.5

- The avg price of ` Other ` property type is high from 2011 onwards
- The avg price of ` Terraced ` property is the lowest through 2007-2017

3. Key Insights (7/9)

Property type analysis 2/2

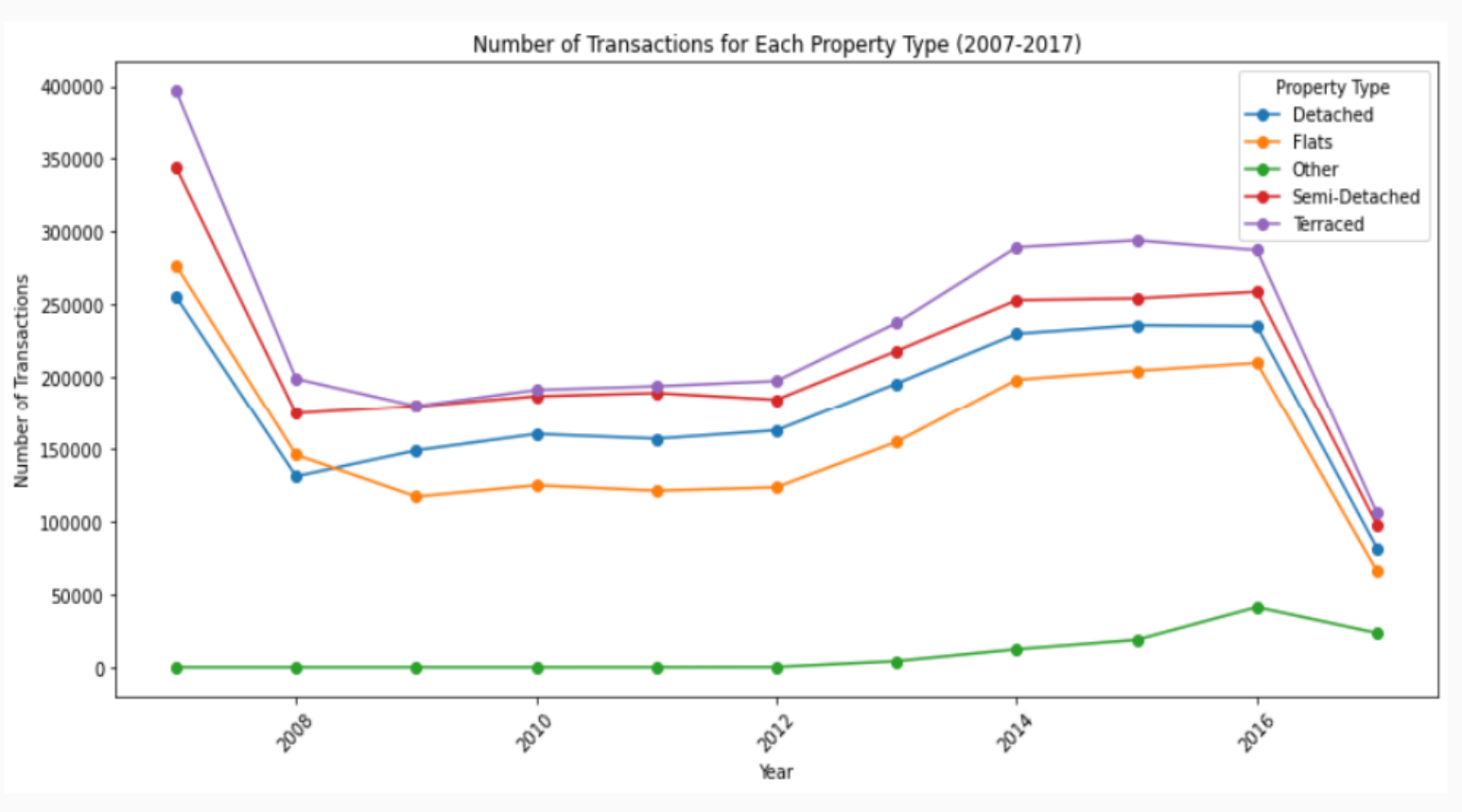

Fig.6

- Number of transactions is the lowest for ` Other ` property type.
- Number of transactions remains high for `Terraced`property type through 2007-2017

3. Key Insights (8/9)

Sales transactions trend analysis 1/2

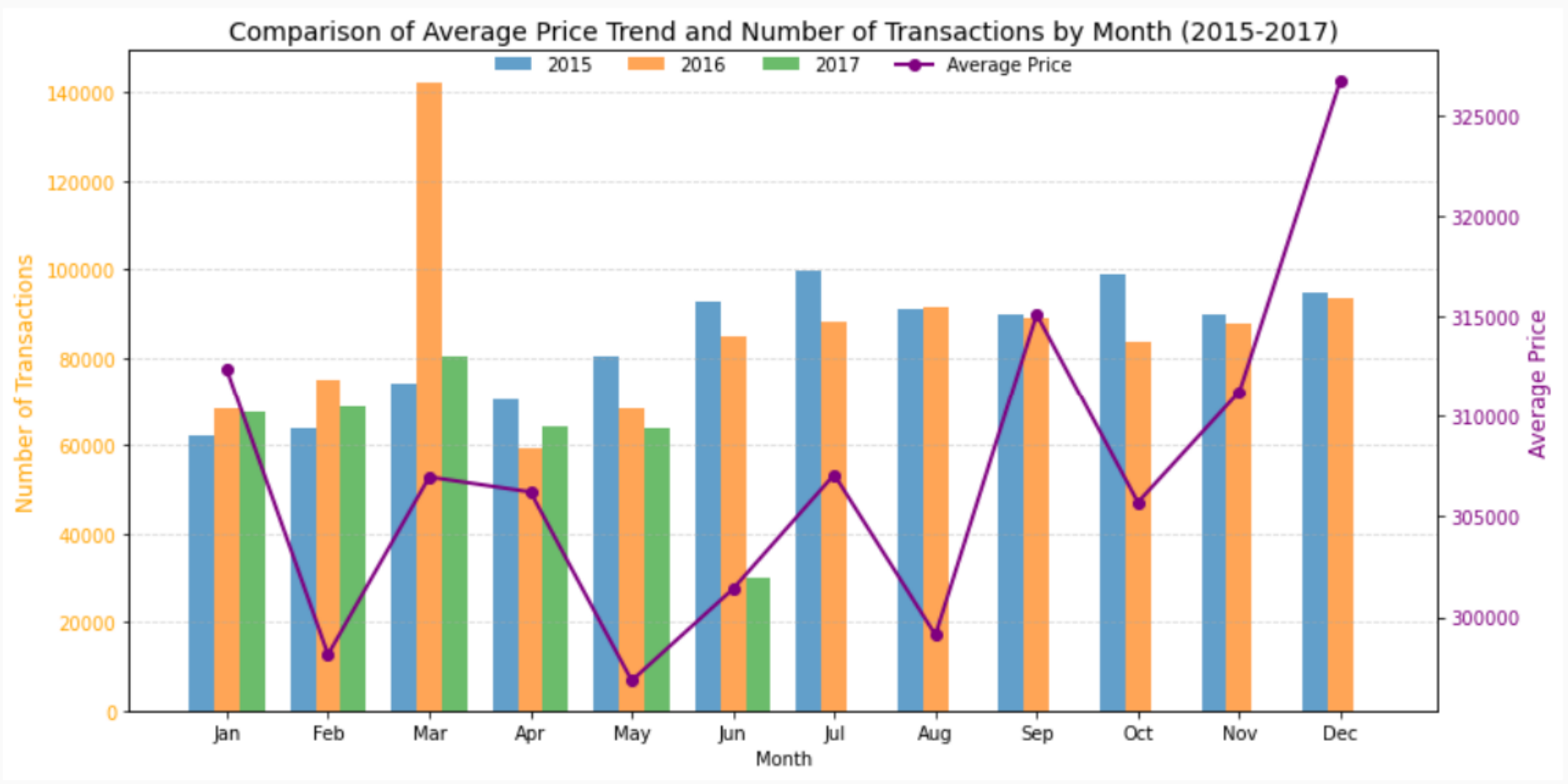

Fig.7

- Prices drop the most during February and May
- Prices attain it‘s peak during September and December

3. Key Insights (9/9)

Sales transactions trend analysis 2/2

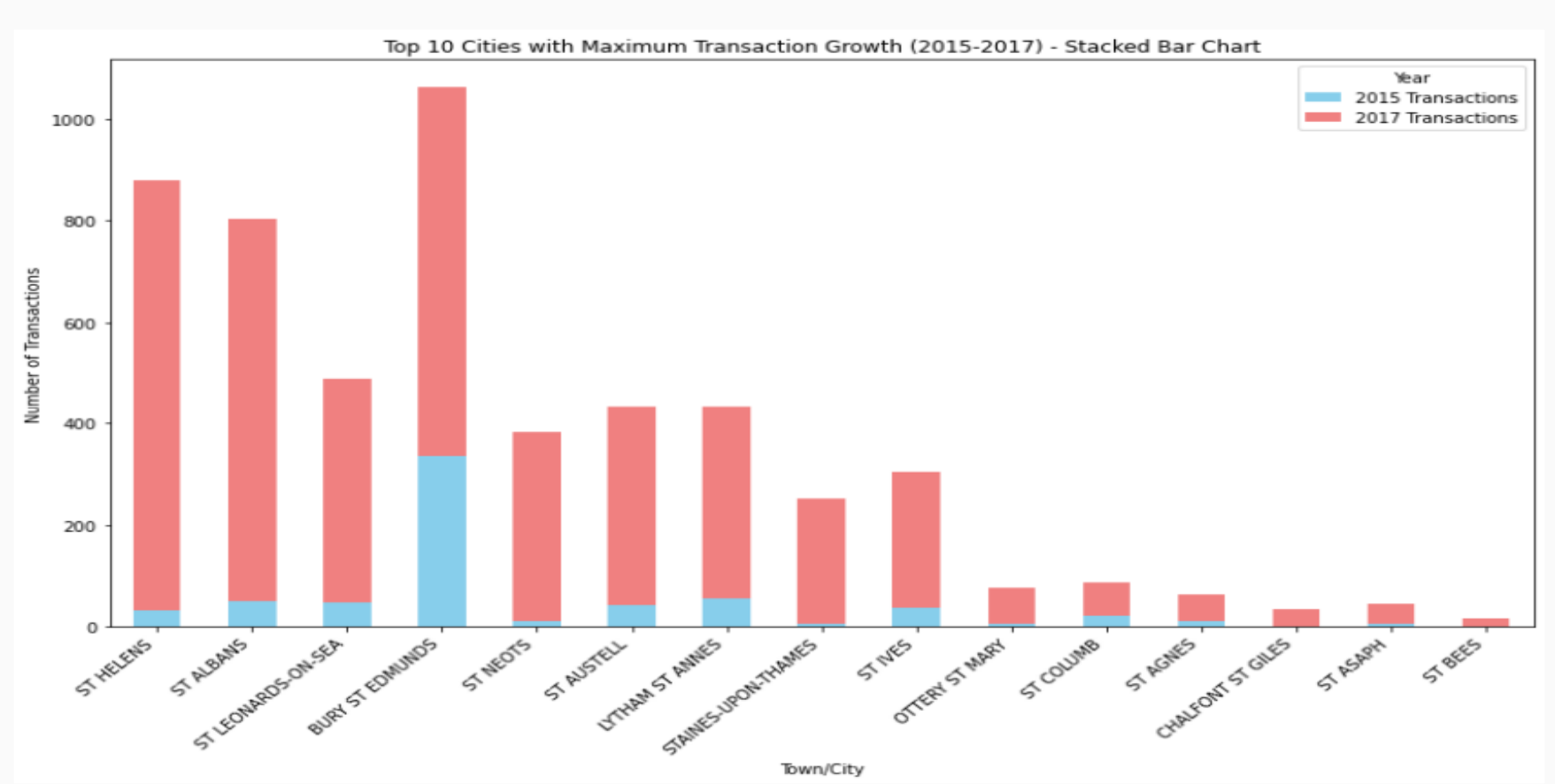

Fig.8

- 14 out of 15 cities belong to England
- 2017's Transaction: 6-month performance surpasses entire 2015

4. Investment Ideas

Should I invest on old or new property?

Invest in old property
- Enter new market
- Rent for steady income
- Modernize, sell high & improve ROI

Develop marketing strategies to increase sales of acquired new property

Which type of property to focus on?

- Focus more on high transaction volume properties ensuring consistent cash flow
- Keep a small, targeted portfolio of "Other" properties (for long term growth)

What is the right time to invest in properties?

- Consider buying properties in Feb & May to maximize returns when prices surge (e.g., March, July, September & December)

In which cities to invest ?

- Cities with high transaction growth (from England) Eg. Bury St Edmunds, St Helens, St Albans

5. Next Steps: Predictive Analysis (Phase - 2)