

Project: Real Estate Market Data Analysis

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Task 1. Listing Exposure Period

To plan an effective business strategy in the real estate market, the client needs to identify—based on the timing of listing activity—the most attractive real estate segments in St. Petersburg and the cities of the Leningrad region.

1. Which segments of the real estate market in St. Petersburg and the cities of the Leningrad Region have the shortest or longest listing activity periods?

80% of the listings on the website belong to St. Petersburg. Most apartments in St. Petersburg are sold in more than six months, while in the Leningrad Region a long period is considered to be a quarter. However, even a quarter only slightly outpaces the listings that were closed within half a year

2. Which property characteristics — including floor area, average price per square meter, number of rooms and balconies, and other parameters — affect the duration of listing activity? How do these relationships vary across regions?

In both the Leningrad Region and St. Petersburg, two-room apartments are the most in demand. In the Leningrad Region, property prices are influenced by floor level — the higher the floor, the higher the price. In contrast, in St. Petersburg, floor level has little impact; instead, price variations are more often associated with the number of balconies.

In the Leningrad Region, some relatively inexpensive apartments with larger floor areas remain on the market for over a year, likely due to insufficient infrastructure. This trend is also evident in St. Petersburg, where differences in price and square footage are relatively minor, yet time on the market remains long, suggesting that infrastructure limitations may play a significant role.

3. Do the results reveal differences between the real estate markets of St. Petersburg and the Leningrad Region?

Apartments in St. Petersburg are more expensive than in the Leningrad Region. In St. Petersburg, most apartments offered for sale are located on floors averaging the 20th and above, while in the Leningrad Region they are generally up to the 20th floor. In the Leningrad Region, the average minimum floor area is around 48 sq.m., with an average maximum of 58 sq.m. In St. Petersburg, by contrast, the average minimum floor area is 54 sq.m., and the average maximum is 72 sq.m.

Task 2. Ads seasonality

The client needs to understand seasonal trends in the real estate market of St. Petersburg and the Leningrad Region as a whole, in order to identify periods of heightened activity among buyers and sellers. This insight will help in planning marketing campaigns and selecting optimal timing for market entry.

1. Which months show peak activity in new real estate listings, and which months in listing withdrawals? These trends provide insights into buyer demand dynamics.

November, October, and February show the highest supply levels, with a significant number of new listings, while supply is weakest in May, January, and April.

Demand, reflected in listing withdrawals, peaks in October, November, and September, and is lowest in May, June, and April.

This indicates that autumn months represent the most active period for both supply and demand, whereas spring shows weaker market dynamics on both sides.

2. Do the periods of active listing publication align with the months of increased property sales, as indicated by listing withdrawals?

Peaks in both demand and supply occur in October and November. Declines in demand and supply are also strongly correlated, with the lowest activity observed in April and May. This alignment indicates that market dynamics tend to intensify in the autumn months and weaken simultaneously in spring.

3. How do seasonal fluctuations affect the average price per square meter and the average apartment size? What patterns can be observed in the relationship of these parameters to specific months?

Seasonality has a clear impact on both indicators. Based on transactions, the average price per square meter reaches its minimum in May (~99,724.07) and peaks in December (~105,504.52). The average size of sold apartments dips in November (56.71 m²) and reaches its maximum in February (61.12 m²), suggesting that winter is a 'hot' period when slightly larger and more expensive properties are sold.

For listings, seasonality is even more pronounced in early spring, summer, and the beginning of autumn. The highest listed price per square meter is observed in September (~107,563), while the lowest is in March (~102,429.95). Average listed apartment size is also largest in September (61.04 m²) and smallest in June (58.37 m²). This indicates that early autumn brings more large and relatively expensive units to the market, while by spring listings tend to shift toward smaller and more affordable properties."

Task 3. Real Estate Market Analysis in the Leningrad Region¹

The client seeks to identify the municipalities in the Leningrad Region with the highest real estate sales activity and to determine which property types are driving this demand. This will

¹ *The conclusions and recommendations in this market analysis were based on municipalities with more than 100 listings. This approach ensures greater accuracy, as the larger data sample reduces statistical error and strengthens the reliability of the insights*

highlight the areas most attractive for business development and ensure that regional market specifics are taken into account when making strategic decisions.

1. Which municipalities in the Leningrad Region show the highest activity in publishing real estate sale listings?

The top three locations in terms of active real estate listing publications are Murino, Shushary, and Vsevolozhsk.

2. Which municipalities in the Leningrad Region have the highest share of withdrawn listings? This may indicate a higher proportion of successful property sales.

The highest share of withdrawn listings is observed in Kudrovo (village), Murino, Kudrovo (settlement), and Shushary.

3. What is the average price per square meter and the average apartment size across different municipalities? Is there variation in these metrics between locations?

In cities, the average minimum price per square meter is around 69,000 rubles, while the average maximum reaches 104,000 rubles. The average minimum apartment size is 46 sq.m., and the average maximum is 62 sq.m.

In villages, the average minimum price per square meter is about 76,000 rubles and the average maximum 92,000 rubles. The average apartment size ranges from 46 sq.m. at the minimum to 50 sq.m. at the maximum.

In settlements, the average minimum price per square meter is around 78,000 rubles, with a maximum of 90,000 rubles. The average apartment size varies from 43 sq.m. to 53 sq.m."

4. Among the highlighted municipalities, which ones stand out in terms of listing duration — that is, where properties sell faster and where they remain on the market longer?

Properties sell fastest in Kudrovo, while the longest time on market is observed in Pushkin.

Conclusions and Recommendations

In St. Petersburg, apartments typically take significantly longer to sell than in the Leningrad Region. While in the region most properties are sold within a quarter, in St. Petersburg the time on market often exceeds six months. Differences are also evident in property characteristics: in the Leningrad Region, two-room apartments are the most popular and price is influenced by floor level, whereas in St. Petersburg, price depends more on the presence of balconies and floor level has little effect.

Seasonality plays a substantial role. Listing activity peaks in October–November (with September and January also strong) and declines in May–June. Sales demand is highest in November and October, and remains elevated in February, while the weakest months are January and May. This means that autumn is the period where supply and demand align most closely, while early in the year imbalances are visible (e.g., high demand in February with moderate supply, or high listing volume in January with weak demand). In terms of

pricing, average transaction prices per square meter are lowest in June and peak in September; for listings, the minimum is in May and the maximum in December. As a result, March and May appear to be the most favorable months for buyers, while autumn and winter are not typically discount periods.

In the Leningrad Region, Murino, Shushary, and Vsevolozhsk stand out as the most active locations for new listings. These areas also show a high share of withdrawn listings, which likely indicates strong sales activity. Price per square meter and apartment size vary across municipalities, but overall, urban properties are more expensive than those in settlements or villages. Kudrovo demonstrates the fastest turnover of properties, making it a high-liquidity market, while Pushkin shows the slowest, suggesting weaker demand or longer absorption times.

Recommendations:

- 1. For sellers and real estate agents, it is advisable to focus on larger apartments and highlight additional features such as balconies and access to infrastructure.*
- 2. Marketing efforts should also be intensified in municipalities of the Leningrad Region where properties sell more slowly—for example, in certain villages where apartments are relatively inexpensive yet larger in size*