**PROJECT DOCUMENTATION**

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14. **BACKGROUND**

**Overview**

Mappa is a company that aims to redefine the experience of finding a new home by using the power of data and technology. Their goal with this project is to create a master list of listed properties across the Greater London area (United Kingdom) in one dataset. The purpose of this dataset is to provide house hunters with a comprehensive and up-to-date list of available properties, enabling them to make informed decisions and secure the best value for their money.

**Project Objectives**

The main objective of this project is to extract and blend property datasets across the Greater London area in one dataset. This involves scraping data from various sources, cleaning and processing the data, and then combining it into a single, comprehensive dataset. The specific objectives of the project are:

1. To identify and scrape property data from various sources across the Greater London area.
2. To clean and pre-process the scraped data to ensure consistency and accuracy.
3. To combine the scraped data into a single, comprehensive dataset.
4. To make the final dataset available for use by house hunters.

**Project Approach**

To achieve the project objectives, we will be using web scraping techniques to extract property data from various sources, including property listing websites and real estate agents' websites. We will then use data cleaning and pre-processing techniques to ensure that the data is consistent and accurate. Once the data has been cleaned and pre-processed, we will merge the data into a single dataset using data blending techniques. Finally, we will make the dataset available for use by house hunters.

**Project Deliverables**

The main deliverable of this project is the comprehensive dataset of listed properties across the Greater London area. This dataset will be made available in a format that can be easily accessed and used by house hunters. In addition, we will also provide documentation on the data sources used, the data cleaning and pre-processing techniques used, and the data blending techniques used to create the final dataset.

1. **METHODOLOGY**

For this project, we followed a three-stage approach, which included:

**Data Gathering**

1. Data cleaning, and
2. Data merging.

1. Data Gathering

For the data gathering stage, I started out scraping using the Beautifulsoup package, but the websites heavily rely on JavaScript. Hence, I needed to strategies and implemented the web scraping process using the Selenium library in Python. Selenium is a powerful tool for web scraping dynamic websites that heavily rely on JavaScript for content generation. By using Selenium, I was able to interact with the website, perform searches, and extract the desired data.

The first step was to download and Install Selenium drivers for Chrome ( the driver is also available for other browsers). The link to download the driver is here.

<https://chromedriver.chromium.org/downloads>.

For each of the three websites, the web scraping process was divided into two stages, one for Properties for sale (Sales) and the other for properties for rent (Rent). For each of the stages for all websites a web scraping function was created, making it a total of six functions.

Taking the web scraping process for Right Move as a case study. The two functions for sales and rent are rightMove\_sales and rightMove\_rent respectively. Both functions scrape property data from Rightmove for a given list of postcodes and transaction type, and returns the data as a pandas DataFrame. Here are the four arguments the function takes:

1. Postcodes -- a list of postcodes for which to scrape property data
2. Trans\_type -- the transaction type of the properties to be scrapped ('sales' or 'rent')
3. Website -- the name of the website being scraped (in this case, 'Rightmove')
4. df -- an empty pandas DataFrame to store the scraped data

Inside the function, the ChromeDriver executable is set as the WebDriver, and the ChromeDriver is launched with the specified service. Then, the function navigates to the OnTheMarket website and interacts with the user interface to initiate a search for properties.

Using the Selenium WebDriver, the function locates and interacts with different elements on the webpage, such as cancelling pop-up windows, maximising the window, selecting the transaction type, entering the postcode in the search bar, and clicking the search button.

To ensure all relevant data is obtained, the function goes through multiple pages of search results. It scrapes property details such as address, property type, number of bedrooms and bathrooms, price, description, listing date, agent details, property URL, and website source. These details are stored in individual lists.

After scraping the data from each page, the function scrolls down the page to load more properties and clicks on any pop-up windows that may appear. It then finds the next button to navigate to the next page of results, repeating this process until all pages have been scraped.

This same technique is used for other two websites. Finally, the scraped data for all postcodes is stored in a Pandas DataFrame. The scraped data has 13 different features, namely:

1. Unique Id: Consist of the postal code, the transaction type, scrapping serial number and website name. E.g For BR1S00001OM, BR1 - Postal code, S - Sales, 00001 - Serial number, OM - On the Market Website.
2. Location
3. Transaction type
4. Property type
5. Address
6. Number of bedrooms
7. Number of Bathrooms
8. Price
9. Description
10. Listing date
11. Agent name
12. Listing source
13. Property URL

Next, we will move on to the data cleaning stage to ensure the scraped data is consistent and accurate for further analysis.