

# An Analysis of the local house market

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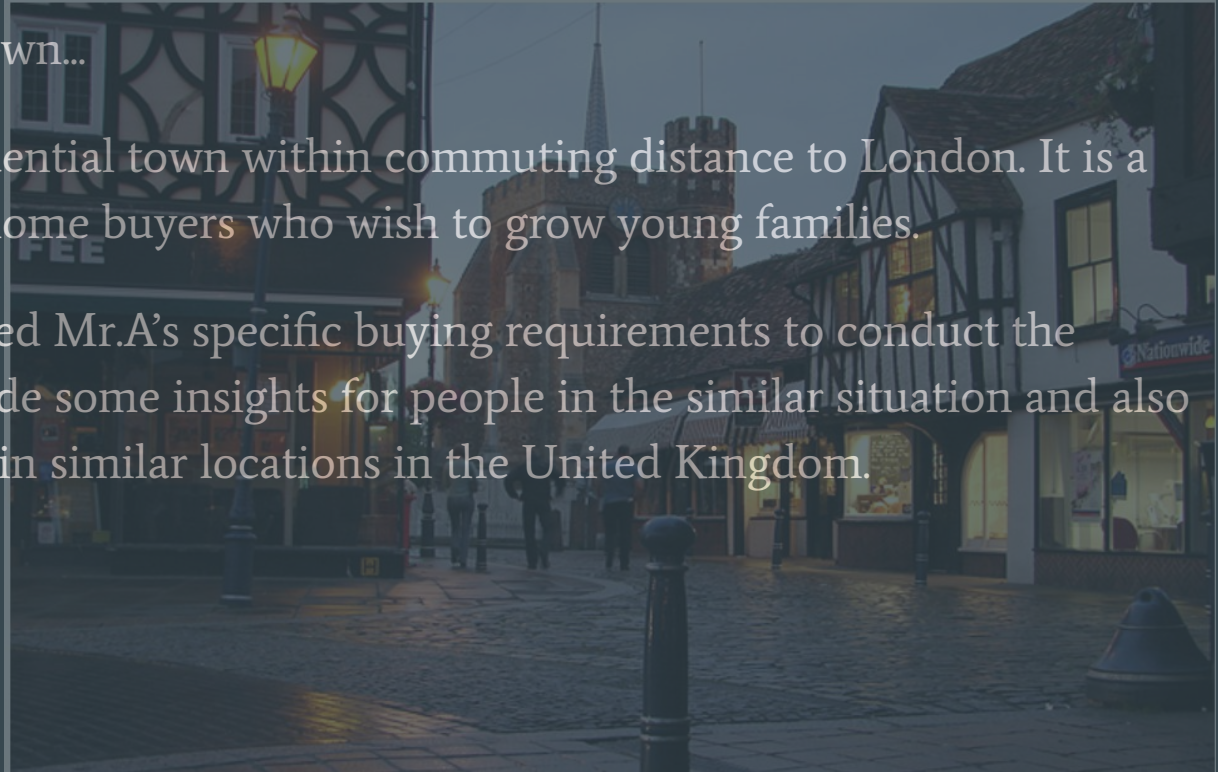
A case study of a potential buyer Mr.A

# Hitchin

Some background for the town...

Hitchin is a traditional residential town within commuting distance to London. It is a popular location for many home buyers who wish to grow young families.

Although this study only used Mr.A's specific buying requirements to conduct the search, I believe it can provide some insights for people in the similar situation and also wish to buy a new property in similar locations in the United Kingdom.



# Our client Mr.A

Mr. A is not from the Hitchin area, he has limited local connection and knowledge. He has been recently relocated to the South East England area for work purpose, and therefore he wishes to purchase a family house in the area.

Mr. A requires:

3-bedroom property

Ideally near social venues

Ideally near schools

# Data

**Rightmove.com** is one of the most popular websites for agents to list properties to let and for sale in the UK.

**Foursquare** is another way of data collection for this study, local information such as venues, schools can be requested through its API.

**Wikipedia** will also be used, this is to help to locate the postal areas in Hitchin and so that the town can be categorised and compared geographically.

# Methodology

Using pre-written library we scraped the data from the rightmove.com which contains property price, type, address, postcode, size of all listings available.

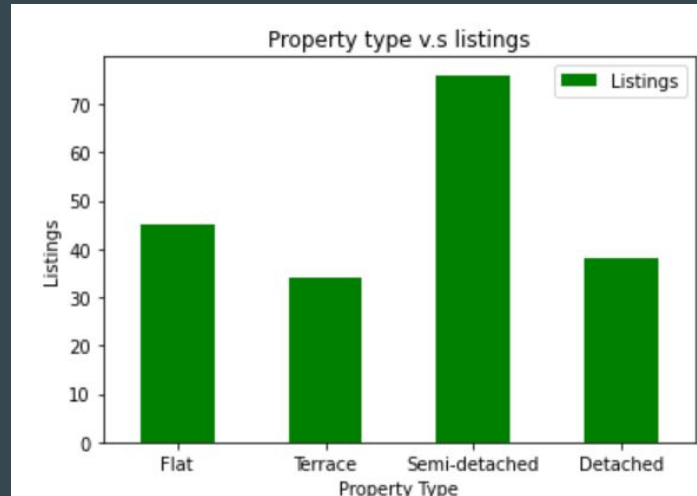
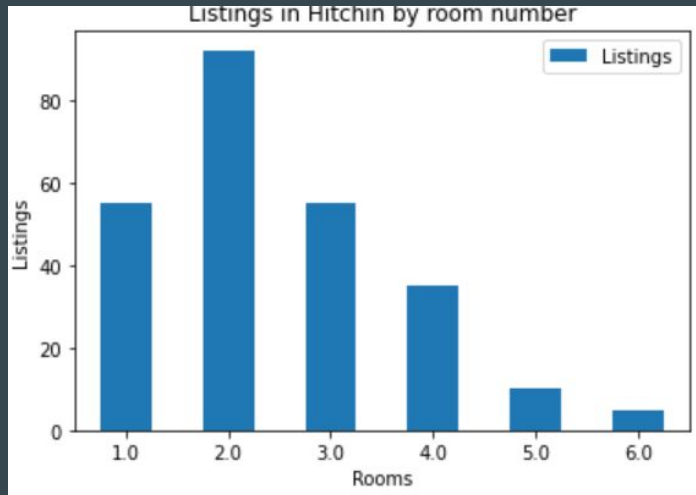
	price	type	address	url	agent_url	postcode	number_bedrooms	search_date
0	575000.0	3 bedroom end of terrace house for sale	Store House Lane, Hitchin, Hertfordshire	<a href="http://www.rightmove.co.uk/property-for-sale/p...">http://www.rightmove.co.uk/property-for-sale/p...</a>	<a href="http://www.rightmove.co.uk/estate-agents/agent...">http://www.rightmove.co.uk/estate-agents/agent...</a>	NaN	3.0	2020-07-27 12:11:41.578682
1	2000000.0	6 bedroom house for sale	Tilehouse Street, Hitchin, Hertfordshire, SG5	<a href="http://www.rightmove.co.uk/property-for-sale/p...">http://www.rightmove.co.uk/property-for-sale/p...</a>	<a href="http://www.rightmove.co.uk/estate-agents/agent...">http://www.rightmove.co.uk/estate-agents/agent...</a>	SG5	6.0	2020-07-27 12:11:41.578682
2	1800000.0	5 bedroom detached house for sale	London Road, St Ippolyts, Hitchin, SG4	<a href="http://www.rightmove.co.uk/property-for-sale/p...">http://www.rightmove.co.uk/property-for-sale/p...</a>	<a href="http://www.rightmove.co.uk/estate-agents/agent...">http://www.rightmove.co.uk/estate-agents/agent...</a>	SG4	5.0	2020-07-27 12:11:41.578682
3	1750000.0	6 bedroom detached house for sale	Highbury Road, Hitchin, SG4	<a href="http://www.rightmove.co.uk/property-for-sale/p...">http://www.rightmove.co.uk/property-for-sale/p...</a>	<a href="http://www.rightmove.co.uk/estate-agents/agent...">http://www.rightmove.co.uk/estate-agents/agent...</a>	SG4	6.0	2020-07-27 12:11:41.578682
4	1750000.0	4 bedroom detached house for sale	Priory Way, Hitchin, Hertfordshire, SG4	<a href="http://www.rightmove.co.uk/property-for-sale/p...">http://www.rightmove.co.uk/property-for-sale/p...</a>	<a href="http://www.rightmove.co.uk/estate-agents/agent...">http://www.rightmove.co.uk/estate-agents/agent...</a>	SG4	4.0	2020-07-27 12:11:41.578682

## Findings

There are 235 live listings on the day of search

The most popular listings are properties with 2 bedrooms

The most popular listings are detached houses



## Findings

Two main areas in Hitchin are SG4 and SG5, and they have almost equal amounts of listings

Two studied areas have similar amounts of social venues, they are mainly supermarkets, pubs and restaurants.

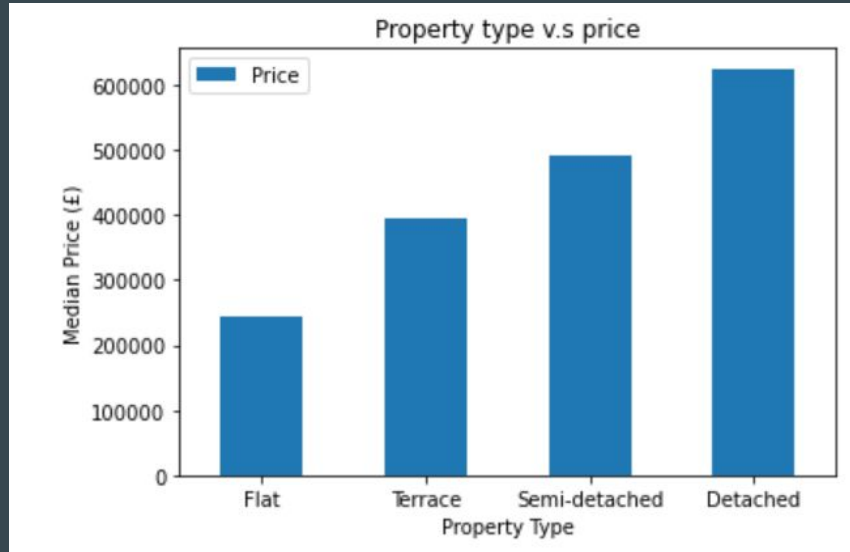
Since Mr.A hopes to buy a 3-bedroom property, we look at these specifically:

The most expensive 3 beds property offered costs £ 750,000.00

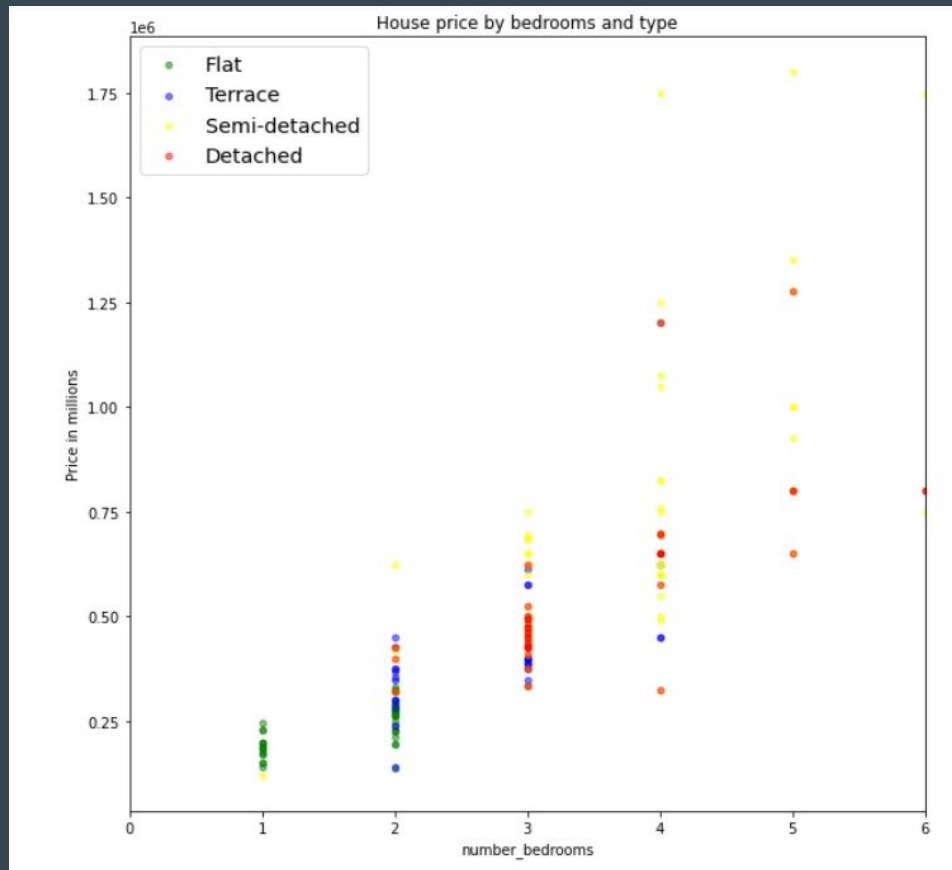
The cheapest 3 beds property offered costs £ 249,995.00

An average 3 beds property offered costs £ 478089.91

Below graph on the left shows the average price for different type of properties in the area and the graph on the right shows how addition in the number of bedrooms increases the value of a property (y-axis = price in million, x-axis = number of bedrooms)







The plot on the left shows how different types of properties are distributed across the price spectrum, as well as the likelihood of amount of bedrooms associated with different property types.

For instance, if Mr.A wishes to purchase a 3 bedrooms property, he is mostly likely to come across with a detached property (red).

However, for his budget 350K, he could possibly ends up finding a terrace house or flat.

Below is a map of Hitchin, green markers refer to all the venues in the SG4 area and the pink markers are the venues in the SG5 area. Schools are plotted with blue markers. The two shortlisted properties are also marked on the map, the one on the left is located on the road called Shepherds Mead, Hitchin SG5, and the one on the right is on the road named Desborough Road, Hitchin SG4.

As Mr. A enjoys social venues and has education needs for his young child, it is suggested on the map that the property located in Shepherds Mead might be better fit for his housing needs. This is because it is in general closer to these locations than the other property.

