Capstone Project - The Battle of Neighborhoods (Week 1)
An analysis of my local town's property market

Introduction
Buying a property is a big life time decision for many of us, therefore it is very important that we can make rational decisions based on as many facts as we can gather. Although many decisions might be made based on the actual condition and the appearance of the properties, the locations are also very influential for potential buyers to make their final purchase decisions.

A business case will be used in this study, which involves Mr. A who is our client who considers to purchase a 3-bedroom property in my local town Hitchin. The study aims at providing as much local information as possible to Mr. A to assist his purchase process. Mr. A is not from Hitchin therefore he has very little local connections and knowledge. He wants some recommendations for a property which is close to social venues such as restaurants and shops. He also mentioned that he wants to live close to schools as he has a young child. Mr. A is unaware of what kind of properties are available (such as flat or houses) in the area and what sort of budget he should prepare for the purchase. As a result, this study will try to provide information about the local market as a whole first before we further analyse the options which will fit Mr.A's requirements.

Hitchin is a traditional residential town within commuting distance to London for many people who wish to grow their families. Although this study only used Mr.A's specific requirements for the search, it can provide insight for people with young families who also wish to buy a new property.

Data

Rightmove.com is one of the most popular websites for agents to list properties to let and for sale in the UK. It holds up to date information including properties' asking price, the number of bedrooms, property type, address and so on. Data on this website is generally very accurate. This study will aim at collecting useful data from the rightmove.com, so that all the live listings in

Hitchin at the time of search can be accessed, and it can give us a full picture of the housing market and the pricing levels.

Foursquare is another way of data collection for this study, local information such as venues, schools can be requested through its API. This will be useful to help Mr. A to find the appropriate locations with the social venues and schools he needs.

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.