FINAL ANALYSIS REPORT

PERFORMANCE IMPROVEMENT REPORT FOR KTY CAPITAL

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**PERFORMANCE IMPROVEMENT REPORT FOR KTY CAPITAL**

**EXECUTIVE SUMMARY**

Giving a brief overview of the organization, KTY capital[1] is a subsidiary of HXOUSE fine art[2] dealers founded in 2019 with the motive to make the firm an international brand dealing in luxury real estate properties in Melbourne, Australia however the goals for the firm have changed wherein the management has recently decided to focus more on cash flow from all types of real estate and is planning to adopt a Multi-Level Marketing(MLM) business model after having established a grounding for itself with a few loyal brokers of the firm.

The primary stakeholders or the client as we speak about is the board of director sitting for KTY capital as well for HXOUSE fine art dealers since KTY capital is a subsidiary for HXOUSE fine art dealers. The solution for the business problem would be presented to them itself so that they could act upon the findings and analysis further ahead.

The main challenge lies in KTY capital not being able to successfully form a strong enough network of brokers willing to enhance their own sales and at the same time recruit new associates under them who are competent enough for the business. On a societal level a problem also exists for the firm being viewed as in an inappropriate way due to a lot of people being opposed to the idea of MLM business model. To tackle al of this, we would be analyzing the raw data provided by KTY capital of its overall performance and give suggestions. The we have to us shows the number of houses sold till date, the neighborhoods sold in, the type of houses sold, so on and so forth.

The true idea of success for the firm would be reflected when the strategic goal of the firm, which is successfully adopting the MLM business model along with efficient operations and reward schemes for the brokers is implemented resulting in profitability for the firm as well as the individual brokers while providing the society with value, which is quality housing for them.

Providing a solution to this the report gives out a detailed descriptive analysis of components like the top 10 neighborhoods with prominence, bottom 10 neighborhoods with negligible company dominance, the best brokers, the types of properties that are sold the most. This visual depiction presents how the firm can place its brokers in an effective chain for the MLM model, which neighborhoods to focus more on, what type of properties to sell/focus more on. The recommendations are shared in detail as we further progress into the report

**DATA DESCRIPTION AND PROBLEM OVERVIEW**

The analytics work that our consulting firm has performed is mostly descriptive in nature. Talking about the dataset provided to us by the firm, the dataset is a .csv file(comma separated values) which is lightweight and very easy to work with. The file has a total of 13,580 entries which implies 13,580 records of a property sold. The columns represent various variables in our analysis, like the **‘SellerG’** shows who is the broker for the specific property, **‘Type’** variable shows what type of property is sold, so on and so forth.

Since we have also done a predictive analytics case of price prediction, it is important to understand that in that case the **‘Price’** variable is our dependent variable, and all other variables are independent ones out of which we have used only a few which suit the model best for its prediction. Down below is just a brief depiction of how the dataset looks like.

Table

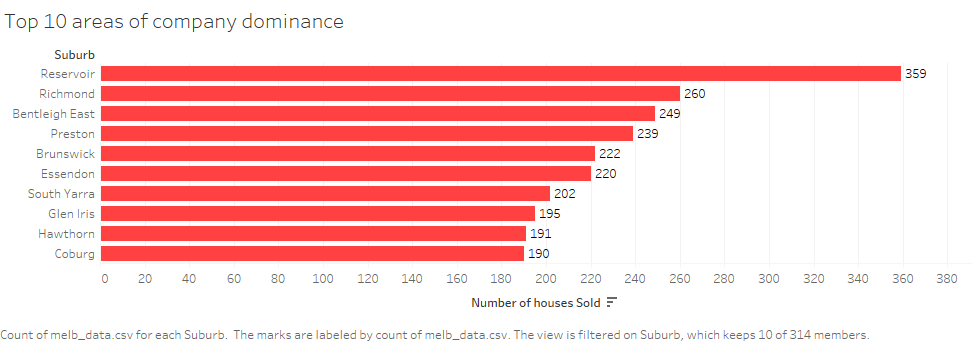
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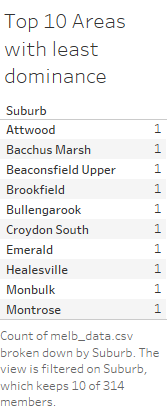
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The firm technically has no major problem that needs solving in here however, that being said it wants to be more efficient in its operations and does want to know how it should take the next step towards its goal of adopting an MLM approach for its operations while keeping its customers satisfied and that is exactly what the recommendations would shed light on. The price prediction model created for the firm is again a simple tool to be used by the brokers so that they can predict the approximate value of the property based on the independent variables and charge a premium over it thereby increasing their own margins.

**REPORT FINDINGS**

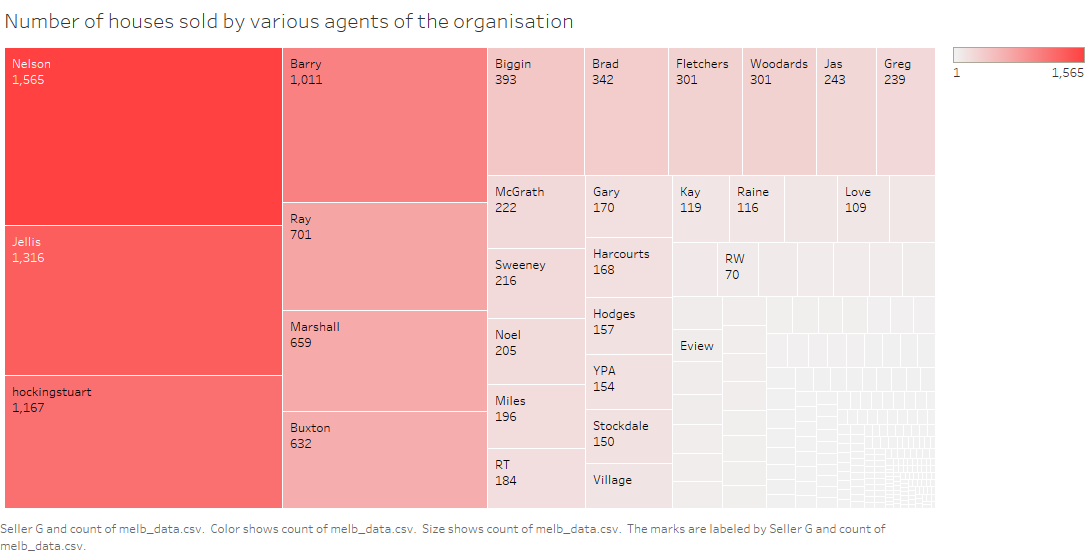


From the visualization we can see the top 10 areas of the suburbs where the firm has the most dominance and has sold the most properties. The Reservoir ranks number one followed by Richmond, Bentleigh East, so on and so forth. From this we get to know the top ten areas where the firm might have a strong foothold even over its competitors and how it should focus more on maintaining/improving these numbers and not letting the competition get ahead on this.

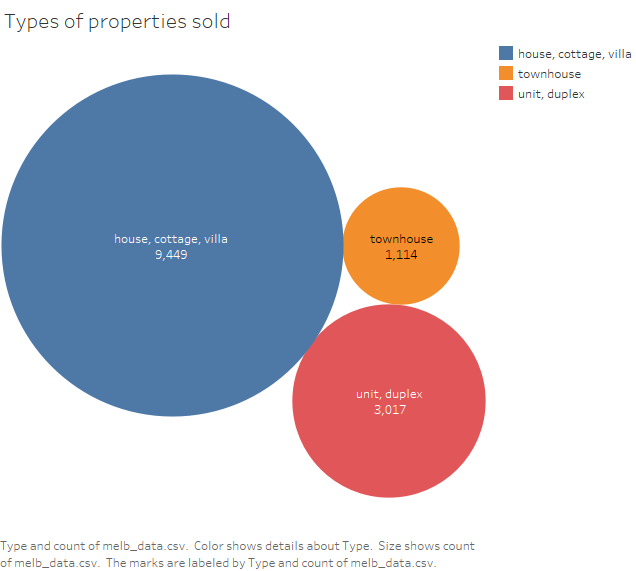


On the other hand we also see the bottom 10 areas where it can be seen through the table how only one property has been sold in each of them. Now it could be various reasons for such a thing to happen, it could be that these areas do not have that much of properties in them to be sold, it could be that they are sparsely populated, it could be that the competitors have a strong foothold in these areas.

It would therefore be wise to do an in-depth analysis further to find out the root cause for such a thing and then find a work-around for the same but all in all the overall goal should be to get more sales in these areas and expand company dominance in these areas.



The above tree map shows us the various brokers/agents of the organization and shows their sales, performance so far. We can see that Nelson is the best performing agent followed by Jellis, hockingstaurt, Barry so on and so forth but the main crux is that we have now found out the candidates who are fit to take up the genesis position for the MLM model. Also this provides the organization with the information as to who should be rewarded more for good performance and which brokers are underperforming and might need training or help to increase their sales.



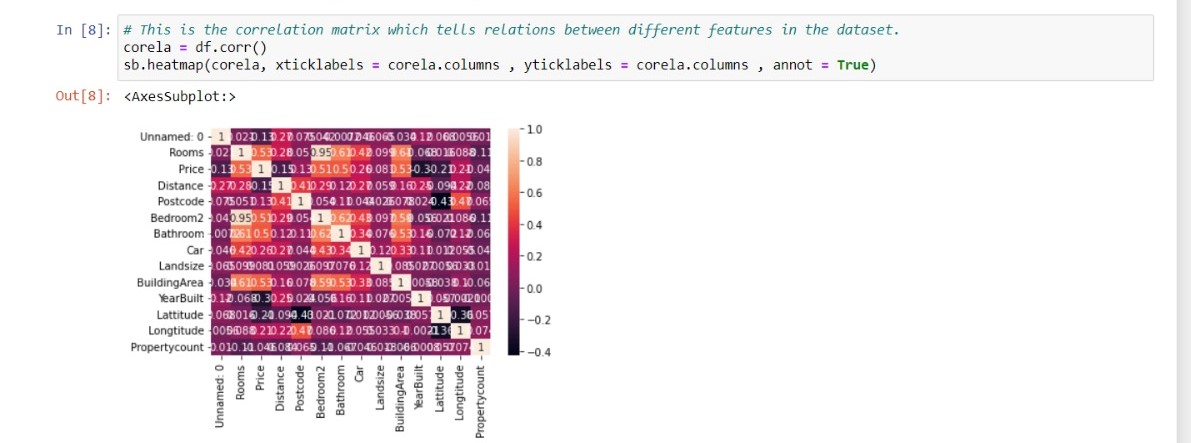
The bubble chart shown above forms a very key to the puzzle of solving the problem of societal image that was discussed briefly before. This chart tells us that houses, cottages, and villas are the most sold types of properties in comparison to townhouses, units or duplexes. We can infer from this that they are the most demanded too thus it would be best to focus more on houses, cottages, and villas to keep the customers satisfied and company image good thereby not letting societal barriers come in the way when the firm adopts the MLM approach in its business.

Now Let us talk about the predictive aspect of the findings wherein we have developed a model that predicts the value/price of a property based on the independent variables provided to it. To come to the final product we first had to clean the dataset and drop independent variables that were not of use.

![Table

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The table above shows how we got rid of independent variables like **Suburb, Address, SellerG, Date, BuildingArea,** and **YearBuilt** as some of them had null values in them which were posing a problem to our model, and some were categorical in nature and hence could not be played around with. After this we selected the random forest tree model out of all others as this one had the best accuracy compared to all. This model provides a system of price prediction which the brokers can use for themselves to stay ahead of the competing organizations.



This above is a correlation matrix that we have used to come down to choosing the best independent variables for coming down to the most accurate prediction of the dependent variables here i.e., price of the property.

Text

Description automatically generated

The above image shows how the final product looks like wherein the system asks the user certain questions like the number of rooms, bathrooms, latitude, and longitude and based off on that gives a price estimate.

**RECOMMENDATIONS**

From the above findings it is safe to give out the following recommendations:

1. The firm should focus on maintaining a strong foothold in the top 10 areas where it sold the most houses and use the proprietary model/software provided by us to get leverage and be ahead of their competition.
2. The firm should gather more data when it comes to the bottom 10 areas so as to understand deeply the reasons for negligible sales in those areas and if this could be improved in those areas then how to do so.
3. It would be wise the pick one of the top performing brokers to be the genesis for the MLM chain that the company wishes to form. The top performing brokers would then use their skills to get onboard more and more brokers who eventually could take the business to the next level.
4. It would be wise to focus more on houses, cottages, and villas than any other type of property to tackle societal concerns as based on the inference from the data provided these seem to be the most in demand.

**APPENDIX**

1. KTY capital is an arbitrary name chosen for the project, not a real firm
2. HXOUSE fine arts again an arbitrary name chosen, not a real firm
3. The link below is for the data we are building our business case study upon:

<https://www.kaggle.com/datasets/dansbecker/melbourne-housing-snapshot>