Georgia Homes & Properties

MSBA 230 Final project

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INTRODUCING TEAM
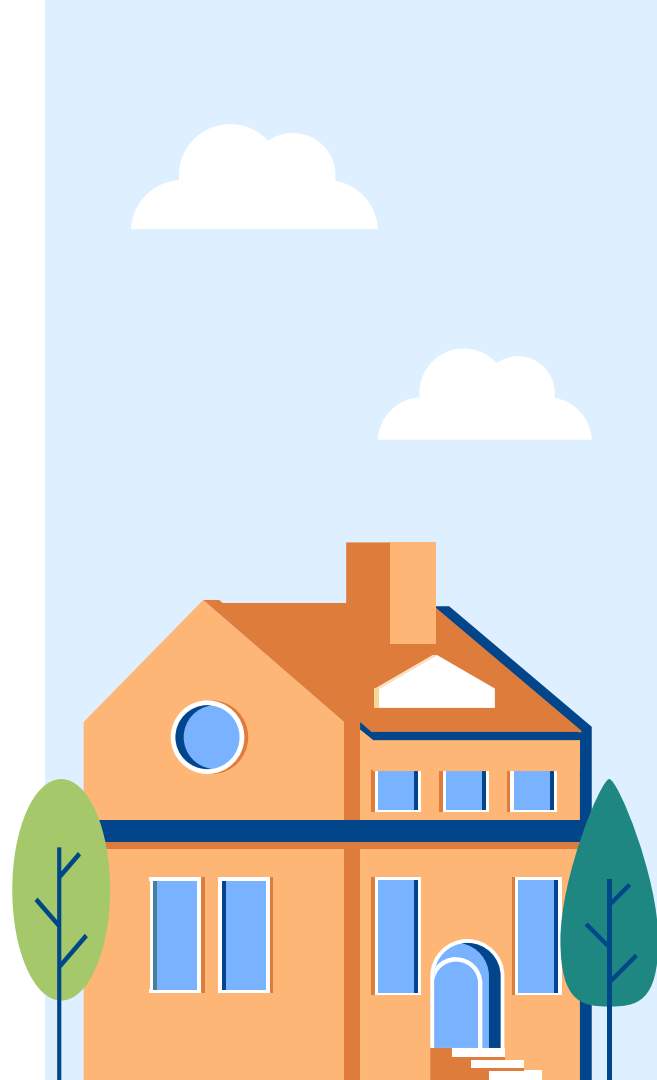
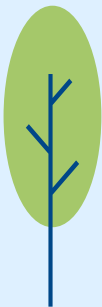# OUR TEAM MEMBERS

Janam Kanaiyalal Patel

Pricing Analyst
-Analyze pricing data to optimize property listings.
-Monitor market trends affecting property values.

Pichsinee Kalklod

Market Research Analyst
-Analyze strategies and market positioning for the company.
-Provide recommendations for strategic decision-making.

Aminaa Tserendagva

Customer Experience Analyst
-Analyze customer feedback and satisfaction data.
-Implement strategies for retaining satisfied customers.

OUR TEAM MEMBERS

Vijeth Melugiriyappa

Data Science Specialist
- Analyze large datasets to identify patterns and opportunities.
- Collaborate with the IT team to implement data-related technologies.

Shaunak Satishkumar Ghachelia

Business Intelligence Analyst
-Analyze housing market trends and provide actionable insights.
-Collaborate with stakeholders to understand reporting requirements.

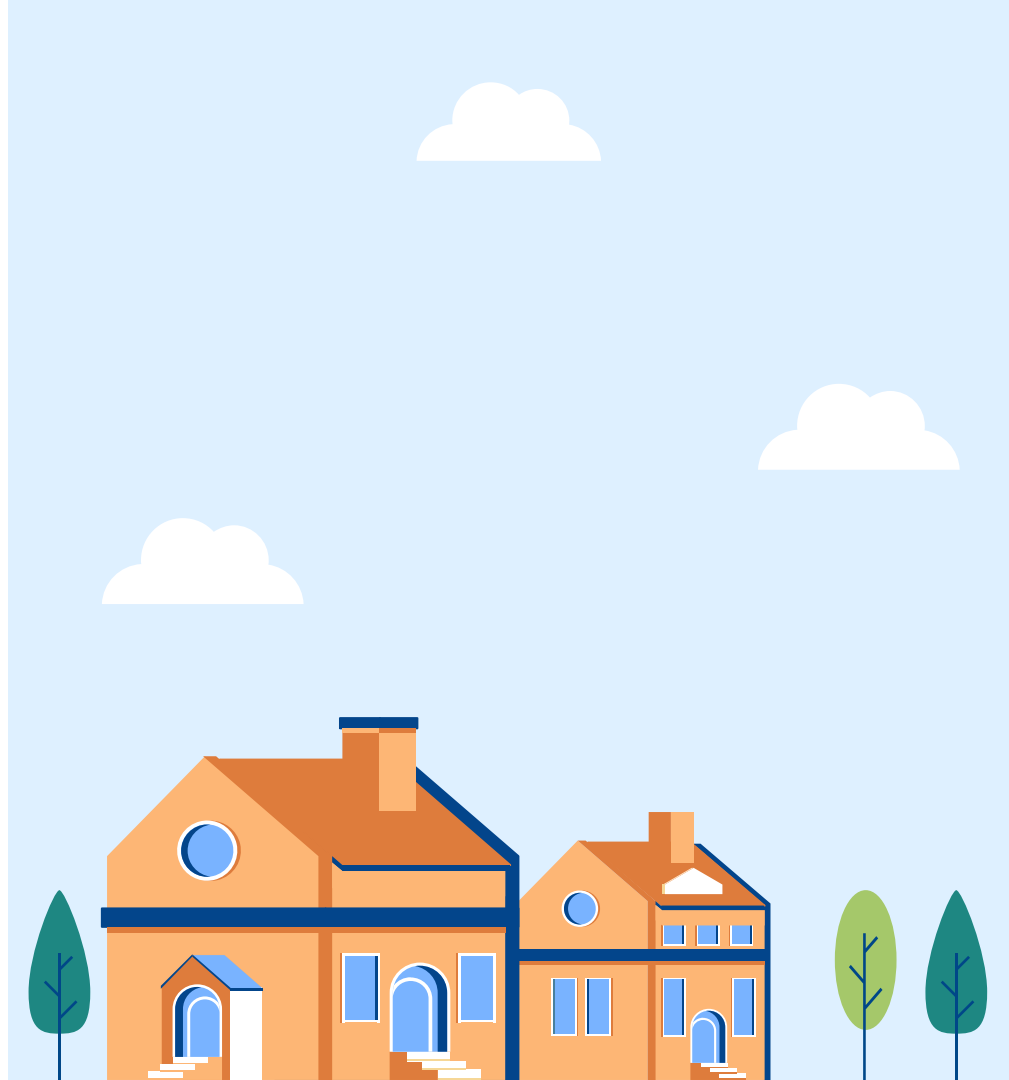## Yaroslav Borsuk

Chief Data Officer
-Oversee the company's data strategy and analytics initiatives.
-Lead a team of analysts to derive insights from housing datasets.

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INTRODUCTION

Company background and goals

ABOUT THE COMPANY

We're real estate company base in Georgia. At Georgia Homes & Properties, we believe that finding your dream home should be as exciting as opening Christmas presents. Our unique approach combines with real estate expertise, ensuring that every property feels like a big box of present waiting to be opened.
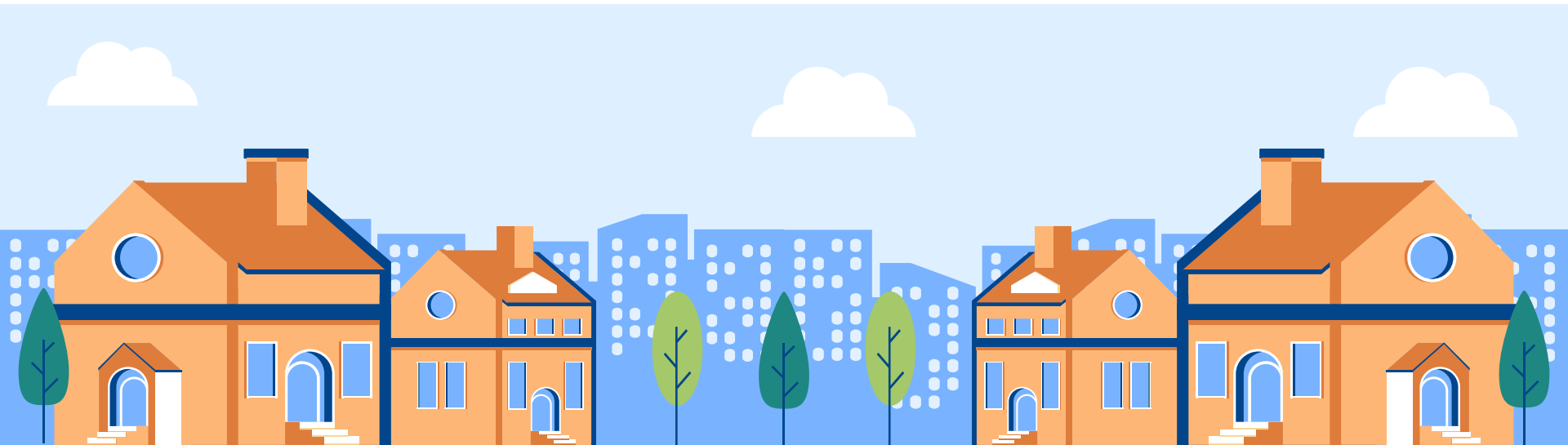
COMPANY'S GOALS

- Glamorous Home Experiences: Elevate the home-buying journey to a glamorous and memorable experience.

- Personalized Property Matches: Provide tailored property recommendations based on individual preferences.

- Customer-Centric Approach: Prioritize client satisfaction through personalized service and attention.

Georgia Homes & Properties is not just a real estate company; it's a lifestyle brand that transforms the home-buying journey into a glamorous adventure. Join us on this journey where the perfect home meets a touch of glamour!

"Home is not just a place; it's a feeling of belonging. In the journey of life, finding the perfect home is akin to discovering the missing piece that completes the puzzle of our existence."

—SOMEONE FAMOUS

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PROJECT & ANALYSIS

Introducing project and Analysis

PURPOSE

PROJECT PURPOSE

	01	**Market Analysis and Pricing Strategy**	Understand the average home prices in different cities to develop effective pricing strategies
	02	**Comparative Analysis**	Analyze how average prices vary across different regions to identify potential market trends
	03	**Price Sensitivity to Features**	Understand how property features (sqft, bedrooms, bathrooms) impact pricing
	04	**Competitive Analysis**	Identify properties with similar prices but different characteristics

PROJECT PURPOSE

	05	**Renovation Impact**	Assess how renovations influence property prices
	06	**Listing Analysis**	Analyze the status of listings (sold, listed) to understand market dynamics
	07	**Regional Market Ranking**	Identify the top 10 counties with the highest and lowest property prices.

DATABASE

The dataset presents data that are important for analysis which included,

- **ID** : A distinctive identifier for each property listing.
- **CountyID, CityID** : A distinctive identifier of counties and cities in Georgia.
- **DatePosted** : An update date for clients informed about the listings.
- **IsBankOwned, IsforAuction** : Transparent indicators of property status for a clear market understanding.
- **Price, PricePerSquareFoot** : Financial details tailored to individual budgets.
- **City, State, Zip Code,StreetAddress** : Locational details.
- **YearBuilt** : Insights into the age of properties.
- **Living Area, Bathrooms, Bedrooms, Parking, GarageSpaces** : Physical attributes providing a comprehensive understanding of each property.
- **IsNewConstruction** : Indicating fresh, new opportunities for prospective homebuyers.
- **HomeType** : A diverse array of home styles.

DATABASE

The database is the main focus of our analytics strategy, enabling us to:

- Tailor Offerings : Utilize county and city to personalize property recommendations.
- Optimize Pricing : Leverage pricing and square footage data for strategic listing price decisions.
- Enhance Customer Experience : Analyze bathrooms, bedrooms, and living areas to tailor offerings to individual preferences.
- Market Positioning: Utilize market trends and location data for effective market positioning.

This database is not just a collection of information; it's a dynamic tool that will allow us moving toward our mission of transforming the home-buying journey into a glamorous adventure for every client we serve.

PROJECT ASSUMPTIONS

Bank-owned properties are priced lower than non-bank-owned.

Atlanta city have highest average property price.

The average price of property in different locations can vary.

Properties with more bedrooms and bathrooms have higher prices in the market.

The amount of properties sold in 2021 was significantly increased.

ERD

Four main tables

➤ **Location**
- cityid (PK)
- city
- state
- zipcode
- countyid

➤ **County**
- countyid (PK)
- county

➤ **Listing**
- index (PK)
- propertyid
- countyid
- cityid
- datepostedstring
- is_bankowned
- is_forauction
- event
- price

➤ **Property**
- Id (PK)
- Yearbuilt
- Longitude
- Latitude
- bathrooms
- bedrooms
- parking
- garagespaces
- levels
- isnewconstruction
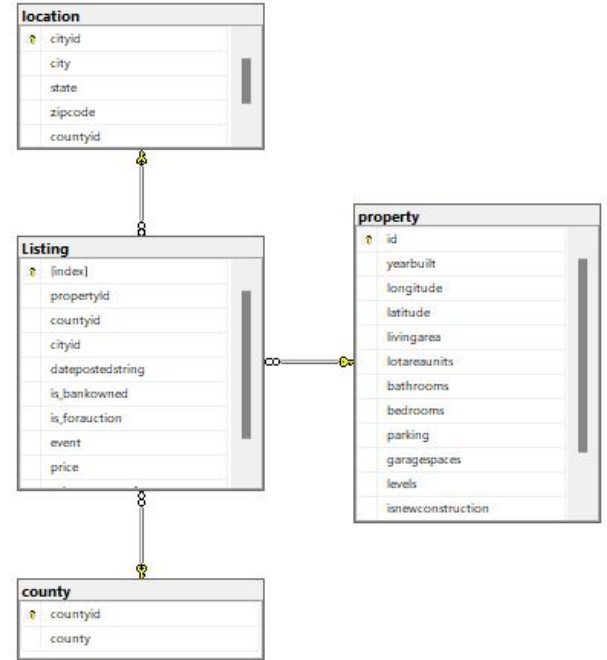
ANALYSIS

Average Price by number of bedrooms and bathrooms

bedrooms
5

bathrooms
5

Average Price
674152

Price list for each city grouping by Bank owned and Non bank owned

cityid
29336

zipcode
30295

Average Bank Owned price
159900

Average Non Bank Owned price

Top 10 cities with highest average price/square foot

cityid	city	Average Price per Squarefoot
39452	Lithonia	6510
12851	Mount Airy	688
39731	Zebulon	593
55057	Bishop	556
16425	Cartersville	521
23748	Cherry Log	514

Top 10 city with highest average price

Bar chart with cities: Woodville, Cherry Log, Fortson, Mount Airy, Roopville, Lyerly, Appling, Fairmount, Suches, Bishop
— Average Price

Number of Properties on kinds of event

Event	Count
Listed for sale	3614
Price change	828
Listing removed	74
Sold	41
Pending sale	3
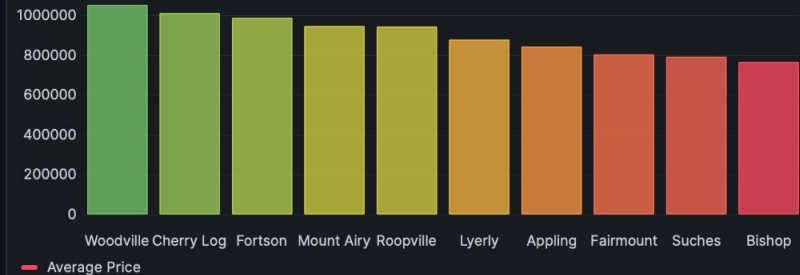
— Count of Property by Event

Highest and Lowest Price per Squarefoot in McRae Helena

cityid	city	Highest Price per Squarefoot	Lowest Price per Squarefoot
32767	McRae Helena	143	32

Number of Properties on kinds of event such as sold, available

Properties sold in 2021
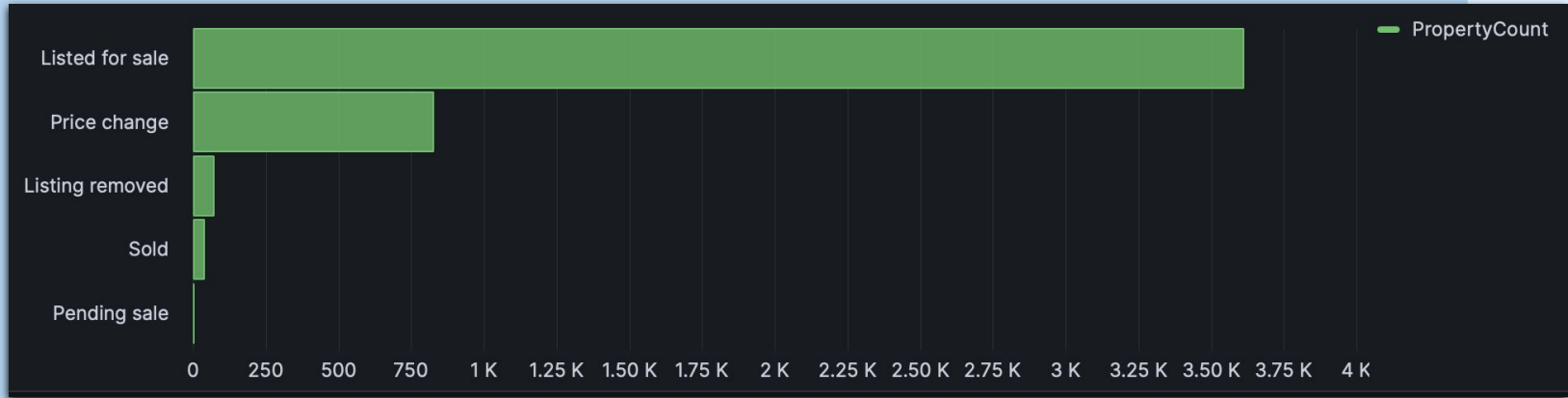
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12851	Mount Airy	688
39731	Zebulon	593
55057	Bishop	556
16425	Cartersville	521
23748	Cherry Log	514
24303	Dawsonville	372
44978	Decatur	368
35602	Fairmount	365
20758	Rome	361

Top 10 city with highest average price
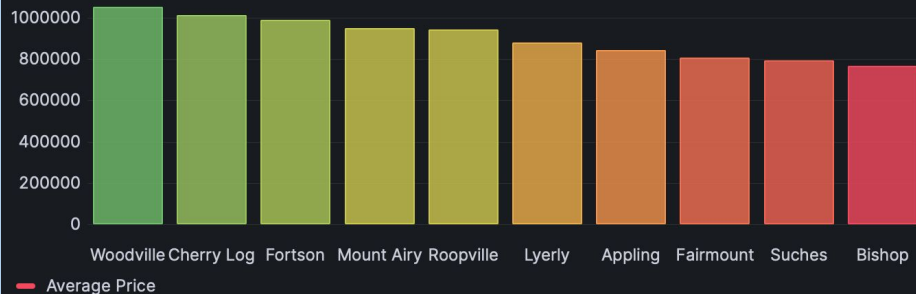
Top 10 city with highest average price

Highest and Lowest Price per Squarefoot in McRae Helena

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32767	McRae Helena	143	32

Highest and Lowest Price per Squarefoot in McRae Helena

Properties listed for sale

Properties listed for sale

county	city	price	pricepersquarefoot
Gwinnett County	Grayson	239900	69
Dekalb County	Lithonia	150000	78
Fulton County	Atlanta	299000	127
Spalding County	Griffin	175000	74
Spalding County	Griffin	110000	47

Top 10 counties with highest average price

county	countyid	Average Price
Paulding County	118969	1750000
Bibb County	307838	1748500
Glynn County	63126	1745000
Fulton County	128172	1725000
Fulton County	70359	1695000
Harris County	92315	1695000
Cherokee County	137386	1650000
Stephens County	55335	1650000
Dekalb County	149074	1649000
Gwinnett County	112025	1629900

Top 10 counties with highest average price

Price list for each city grouping by Bank owned and Non bank owned

cityid	29336
zipcode	30295
Average Bank Owned price	159900
Average Non Bank Owned price	276171

Comparison of average bank owned and non-bank owned for each city

Average Price of Bank-Owned and non-bank owned

is_bankowned	Average Price
0	348565
1	159900

Average Price of Bank-Owned and non-bank owned

Average price by number of bed/bathroom

bedrooms	bathrooms	Average Price
5	5	674152

bedrooms	bathrooms	Average Price
0	0	351194
0	1	152250
1	0	76000
1	1	239016

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PROJECT SUMMARY

CONVINCING ARGUMENT

- Janam's role as a Pricing Analyst is crucial in ensuring that the prices optimize sales and profitability while still serving the right customer target. This allows the company to stay ahead of consumer preferences and adjust prices to align with evolving market dynamics.

- Pichsinee's role as a Market Research Analyst, she plays the key role in shaping the company's strategic direction by identifying market trends and consumer preferences. Along with providing a foundation for strategic decision-making, guiding the company in development.

- Aminaa's role as a Customer Experience Analyst is pivotal in analyzing customer feedback and satisfaction data by understanding customer preferences from popular types of properties.

CONVINCING ARGUMENT

- Vijeth's expertise in data science with analyzing large datasets, identify relationship between data related to consumer behavior, popular product trends, and market opportunities, and collaborates with the IT team to implement data-related technologies.

- Shaunak's role as a Business Intelligence Analyst is centered in collaborates closely with stakeholders to understand reporting requirements. Including analyzing trends and translating them into actionable insights.

- As the Chief Data Officer, Yaroslav provides strategic oversight for the company's data strategy and analytics initiatives. He leads a team of analysts, ensures that the team collectively works towards overall success of the company.

SUMMARY

In this project we showcased the team's proficiency in SQL queries and strategic data analysis. After the analysis we found that some of them fell into the assumptions we made and some were not. The average price of property in different locations can vary, bank-owned properties are priced lower than non-bank-owned properties, Atlanta seems to have the highest average property price and the amount of properties sold in 2021 was significantly increased are all true while properties with more bedrooms and bathrooms tend to command higher prices is interestingly false.