SEMINAR

Enhancing Property Selling with Predictive Analytics and Personalized Recommendations

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Abstract

Property management and the real estate industry require effective tools to help owners make informed decisions about real estate sales. This proposed model combines predictive analytics and recommendation systems to improve the real estate sales process. The goal is to provide owners with an overview of the expected duration of the property's sale and provide customized recommendations to improve its marketability. The model uses a Random Forest Regressor to predict sales time based on several user-defined preferences such as property type, number of bedrooms and bathrooms, price range, amenities such as furnished, air-conditioned, parking and property information. such as renovations in recent years and water availability. In addition, the model includes distances to main roads and supermarkets classified according to regional values (0-1, 1-5, 5-10). If the expected duration of the sale exceeds a certain threshold, the system provides property-specific tips. These tips include recommendations related to properties such as furniture, air conditioning and parking. In addition, if necessary, the system advises on the thorough repair of the property and to ensure the availability of water, taking into account the critical aspects of the property's marketability. The proposed model improves the real estate sales process by automating real estate appraisals, providing personalized recommendations, and quickly ranking the best-selling properties. Overall, it simplifies decision making for owners, saves time and improves efficiency, of selling the property