1.INTRODUCTION

1.1 Background

Based on the data released from Office of the Registrar General & Census Commissioner in 2019 about 50.9% of the population in Bangalore are migrants. That is, these people are leaving their hometowns and starts living in Bangalore. One example of these people would be employees of the IT industry as Bangalore is known as the 'Silicon Valley of India'. IT sector has a fast-changing nature and it is not uncommon for IT employees to shift cities because of their careers. So, majority of IT employees would prefer renting a house rather than owning one. So is the case of students, since Bangalore has some of the premier institutes in the world like IISC, students from all over the world moves in to Bangalore. These changes are well reflected on the houses in Bangalore. In the recent years, single storeyed houses are renovated to multi-storeyed buildings due to the influx of migrant population. Because of that, houseowners or landlords has opportunities for an additional source of income.

1.2 Problem

Cities are expanding their area rapidly, everywhere change is being brought to the surroundings. So, for a person to identify similarities between localities is hard. It is in essence impossible if that person is new to the city. Even for natives, they might not have memorized all areas of the city or there is a good chance that their memory of a least visited locality might be outdated. So, for an individual trying to identify an ideal locality is very much time consuming, one literally needs days to group similar localities. For migrants it may take weeks. Rents for a house has various attributes, but most of the time the major impact on the price is the Locality (Neighborhood).So, grouping localities based on the similarity becomes significant to understand the options available for renting a house. Since people have different reasons to satisfy by renting a house, knowing the different average rent price for a locality inside of a group of similar localities becomes significant.

1.3 Interest

Most migrants to Bangalore would prefer to rent a house. So, identifying an ideal locality which has a rent within her budget is significant for the tenant. Compromising their requirements due to budget constraints is common. This project aims to introduce people to alternate options for a specific type of locality with less compromises. Also, it will help the landlords to identify similar localities and fix a fair price based on the average prices of the similar locality. Over pricing can lead to the property being not rented. Home owners can also identify which group their locality is in and plan for renovation accordingly. Similarly, construction companies can also leverage this information. These are the main target audience of this project.