DISCOVERING THE IDEAL LOCALITY FOR RENTING A HOUSE IN BANGALORE

BANGALORE

- Known as the Silicon valley of India, as many IT firm’s HQ is located here.
- 50% of residents are migrants.
- Bangalore has some of the premier institutes in the world like IISC, students from all over the world moves in to Bangalore.
- In the recent years, single storeyed houses are renovated to multi-storeyed buildings due to the influx of migrant population

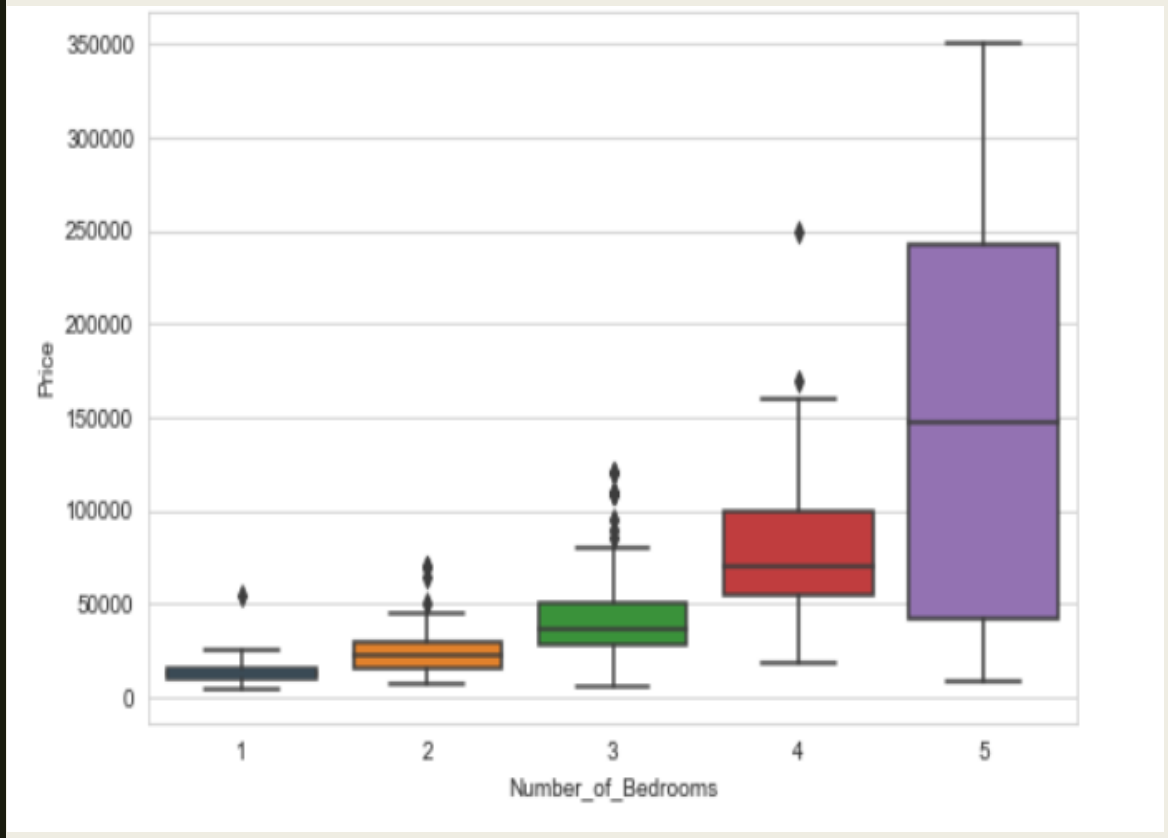
Clustering Localities and identifying average rent prices

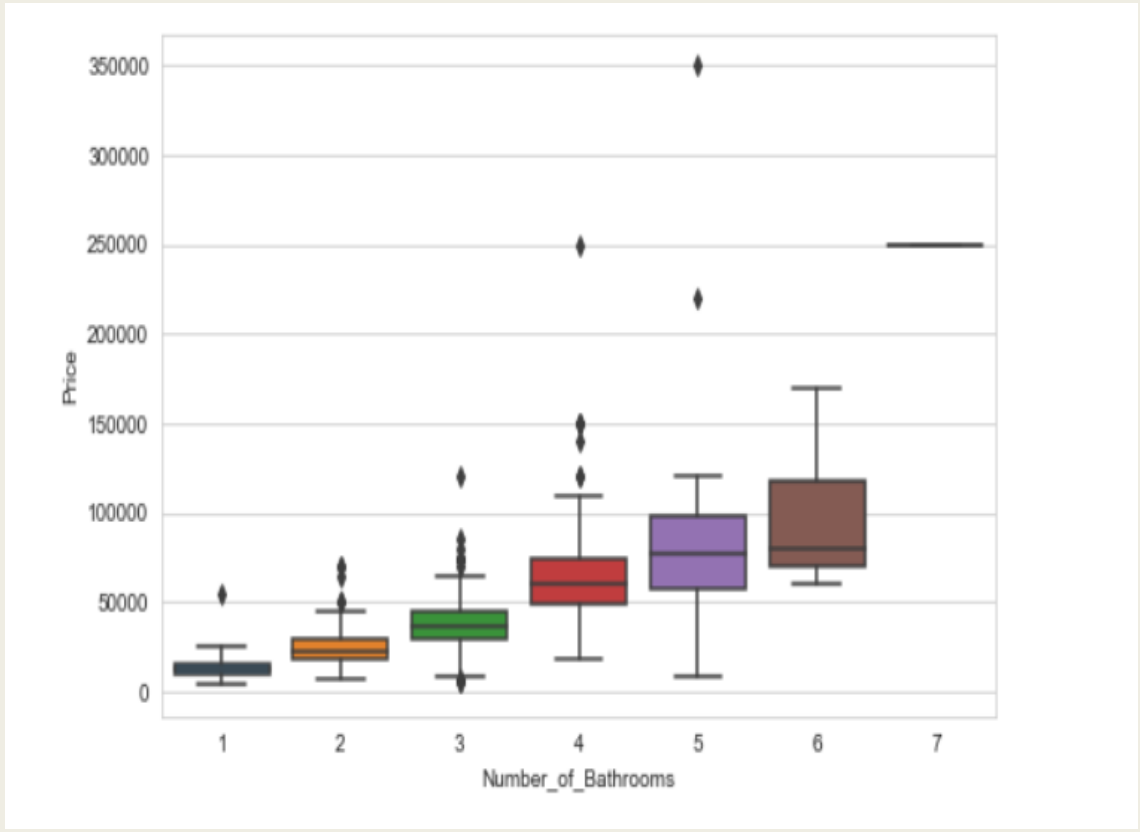
- Most migrants to Bangalore would prefer to rent a house. So, identifying an ideal locality which has a rent within her budget is significant for the tenant.
- It will help the landlords to identify similar localities and fix a fair price based on the average prices of the similar locality
- Home owners can also trends in the group of their locality and plan for renovation accordingly

Data acquisition and cleaning

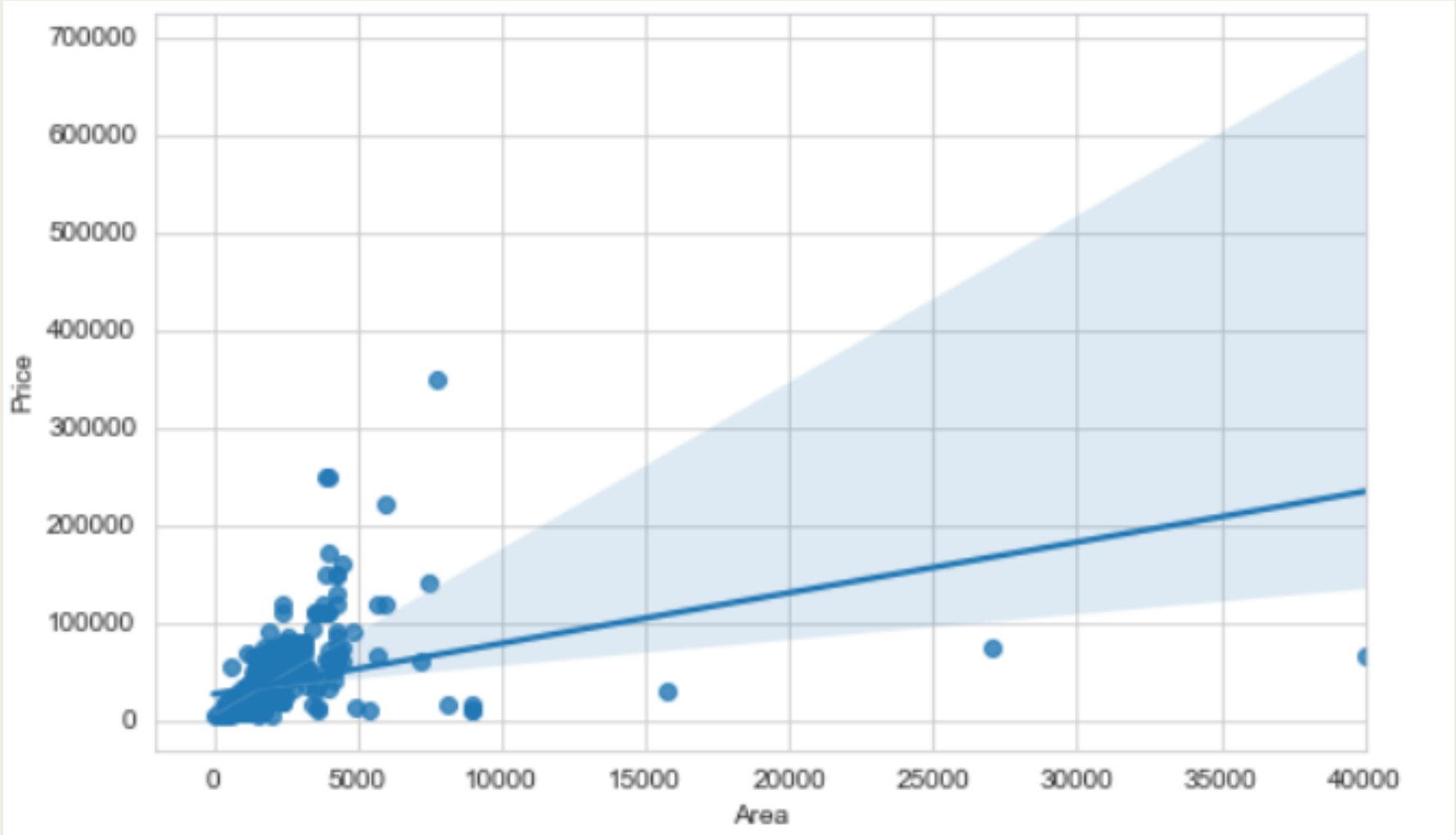
- Scraped data from the website 99acres.com having 4060 records of houses available for rent
- Took the records where the locality name was matching with the Wikipedia list. This truncated the rent dataset to 656 rows with 46 unique localities.
- Localities which had less than 5 records were dropped. The resultant rent data had 34 unique localities
- Data from Foursquare API with number of venues as 75 and a radius of 1.5 km for each 34 localities

Price does increase with number of bedrooms and bathrooms but impact of an other attribute is visible

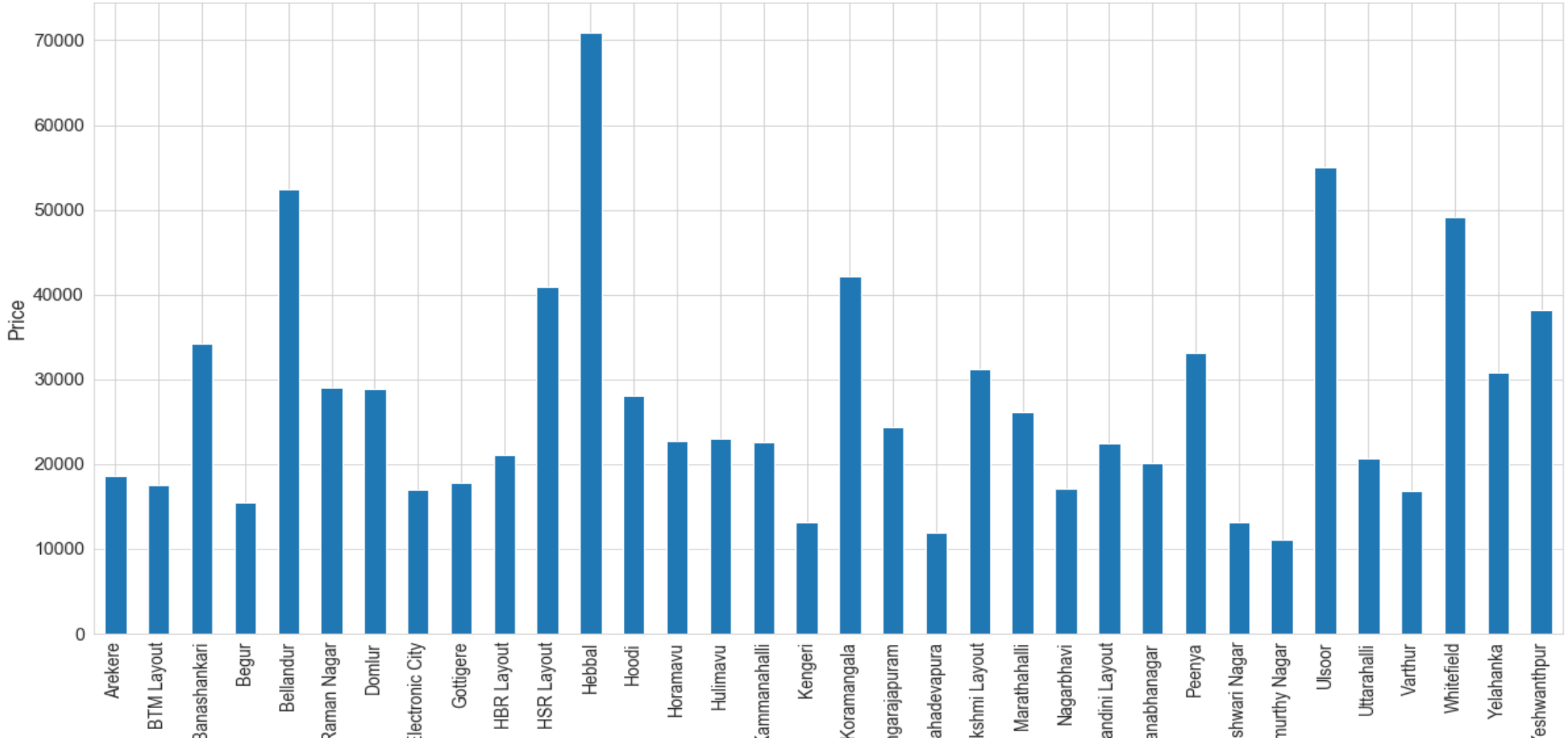




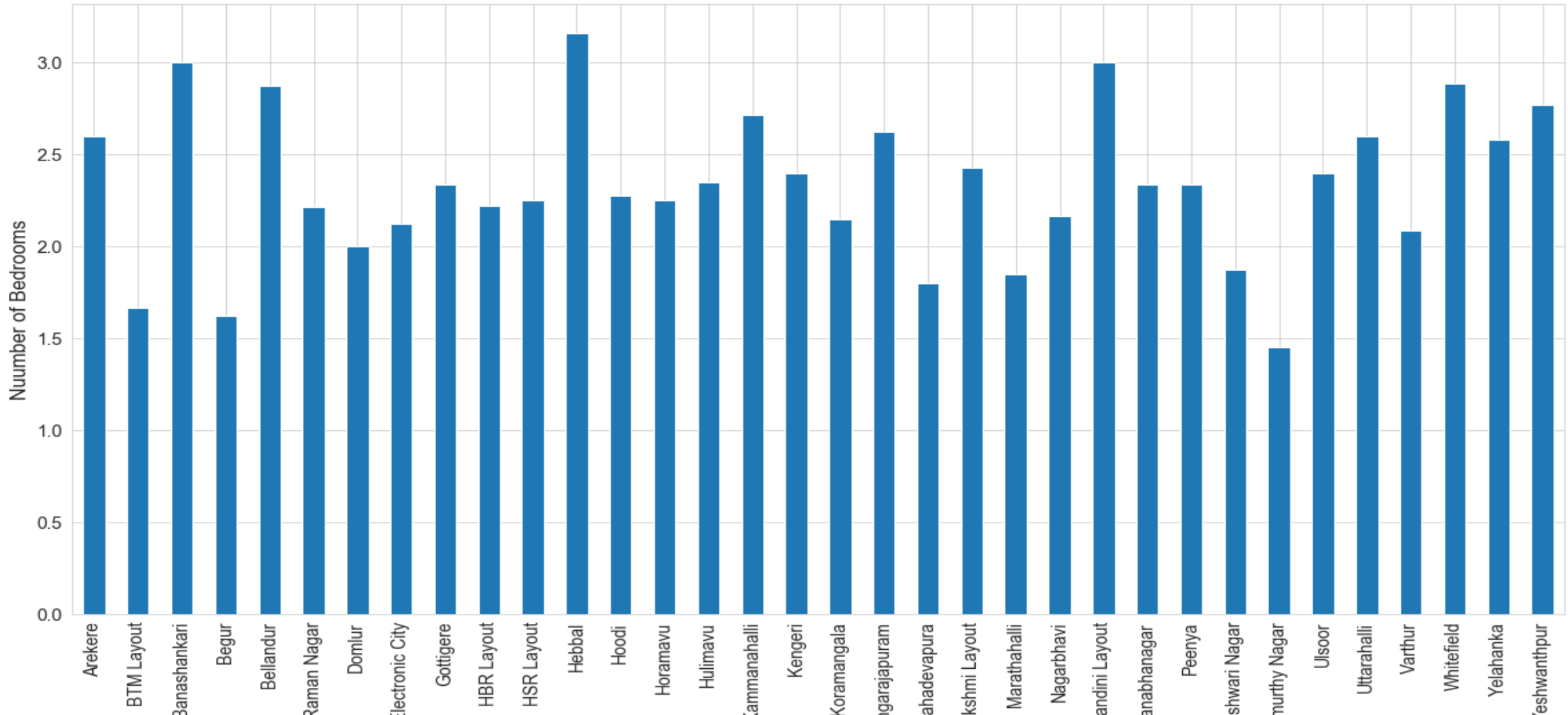
Price has a weak linear correlation with area



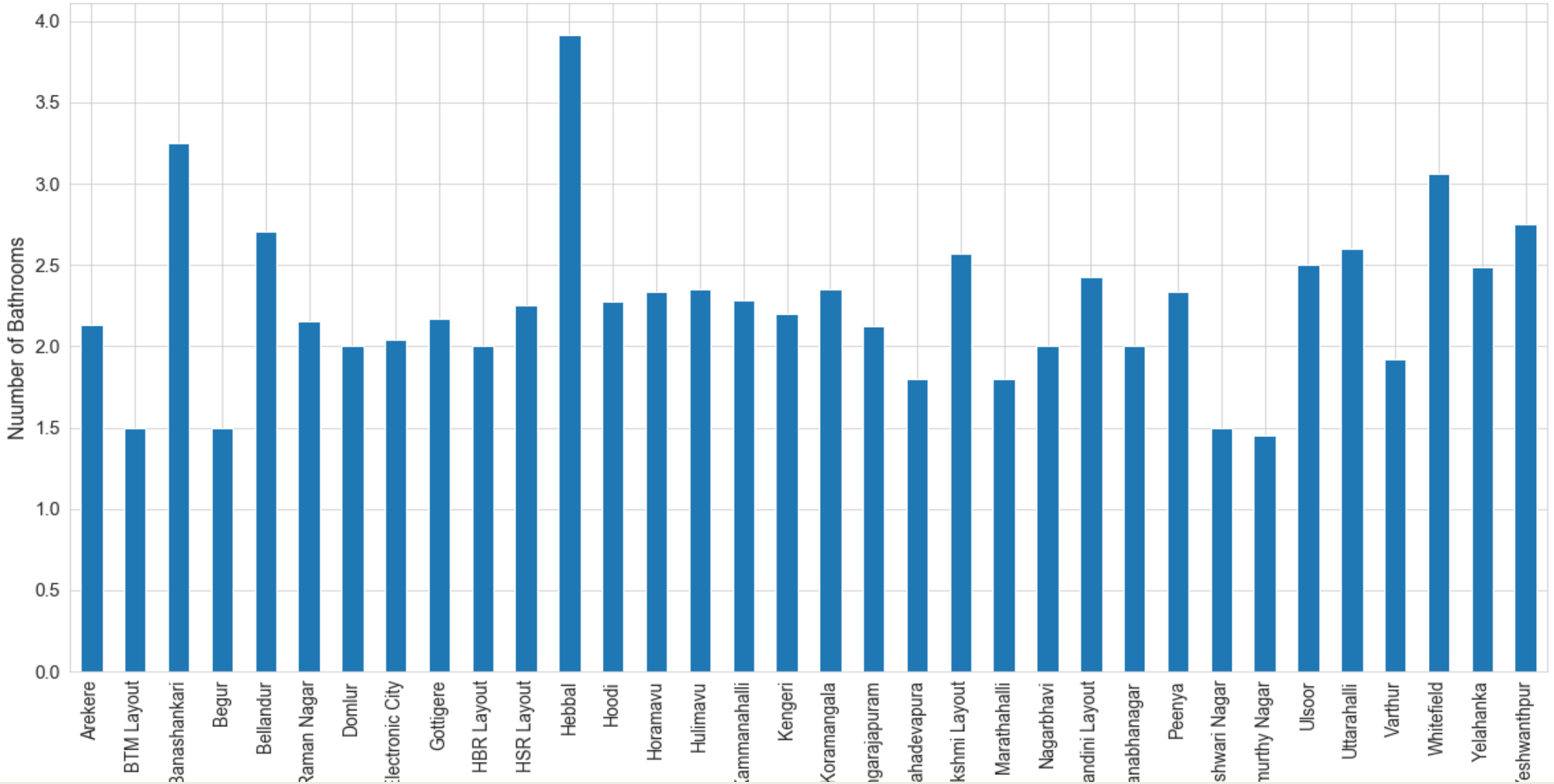
Average Prices of each locality does represent real world.



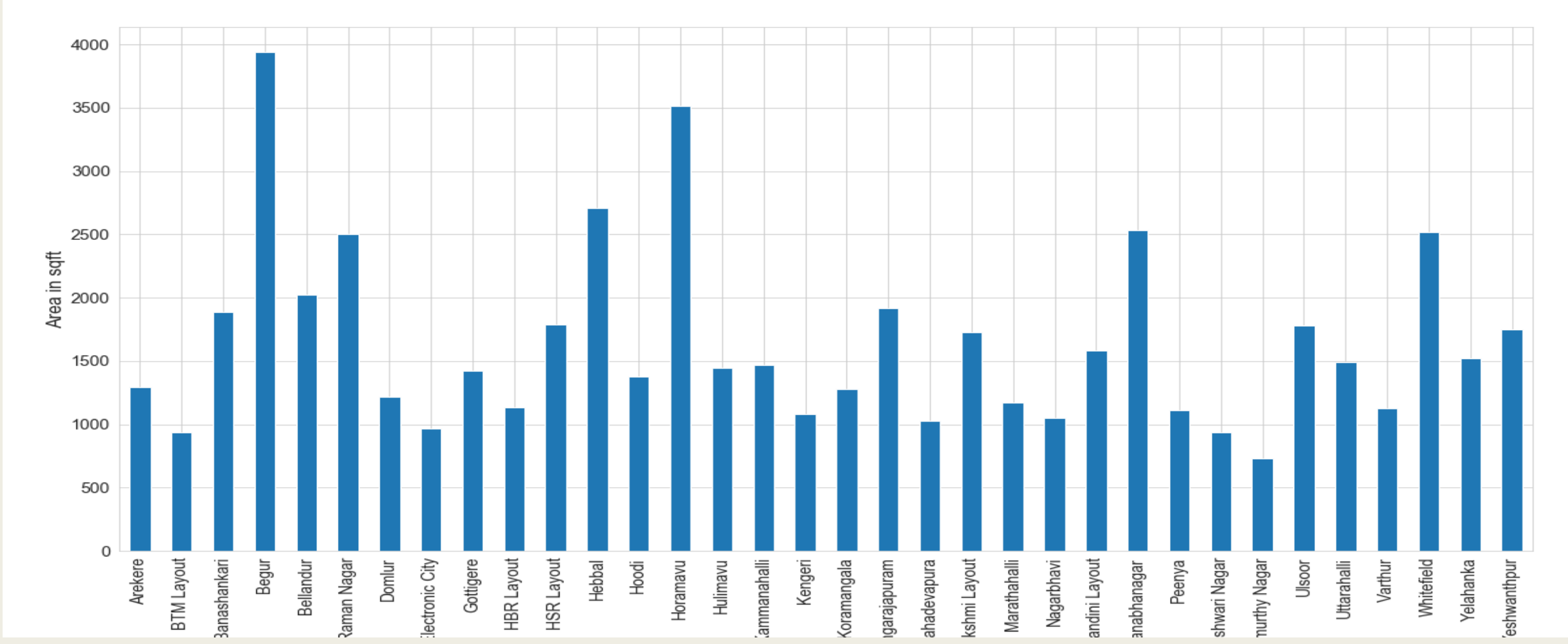
Highest average number of bedrooms is not always in the expensive Localities



Also, highest average number of bathrooms is not always in the expensive Localities

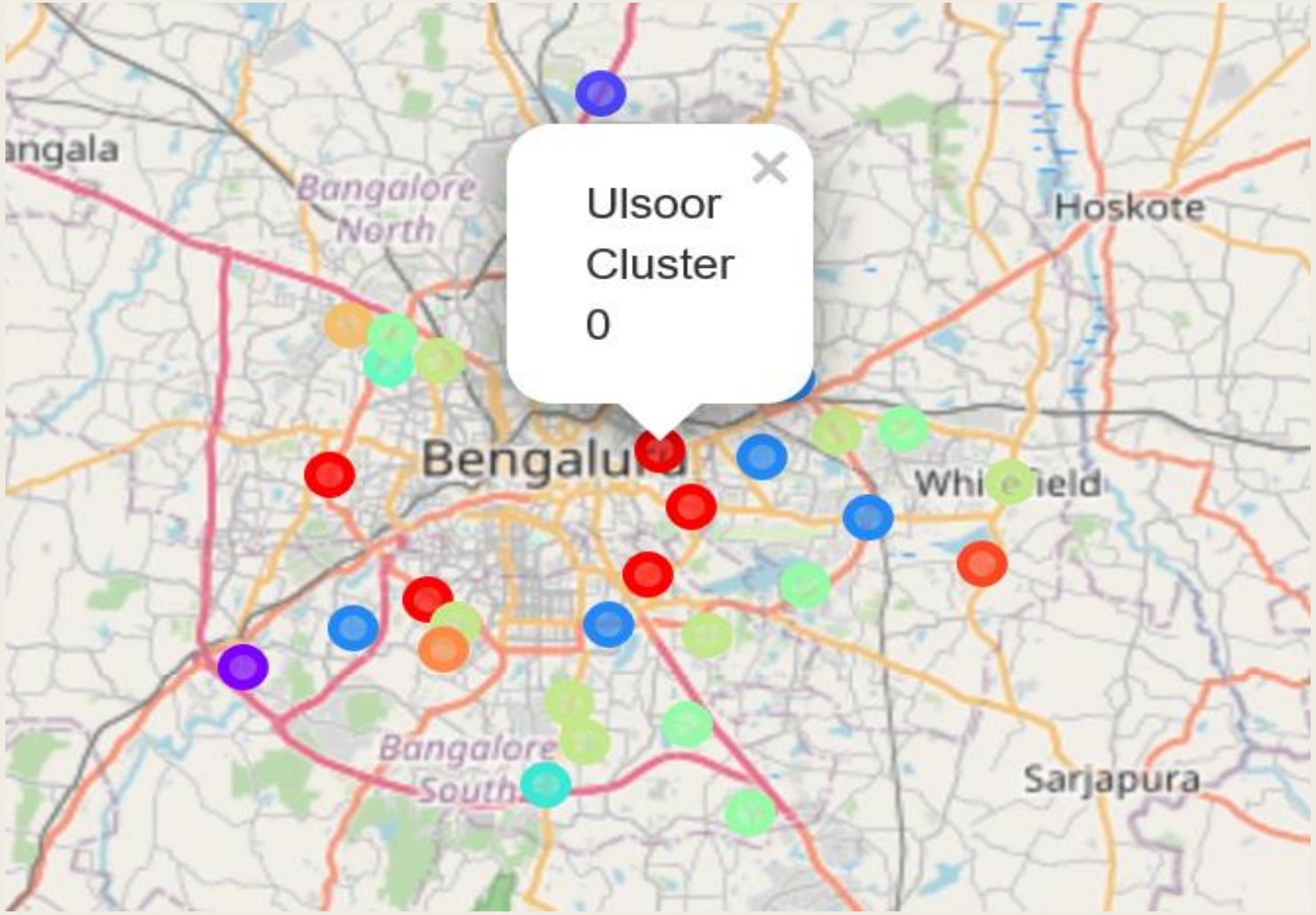


Expensive Localities doesn't always have the bigger houses, indicates that locality is impacting the price more than other attributes



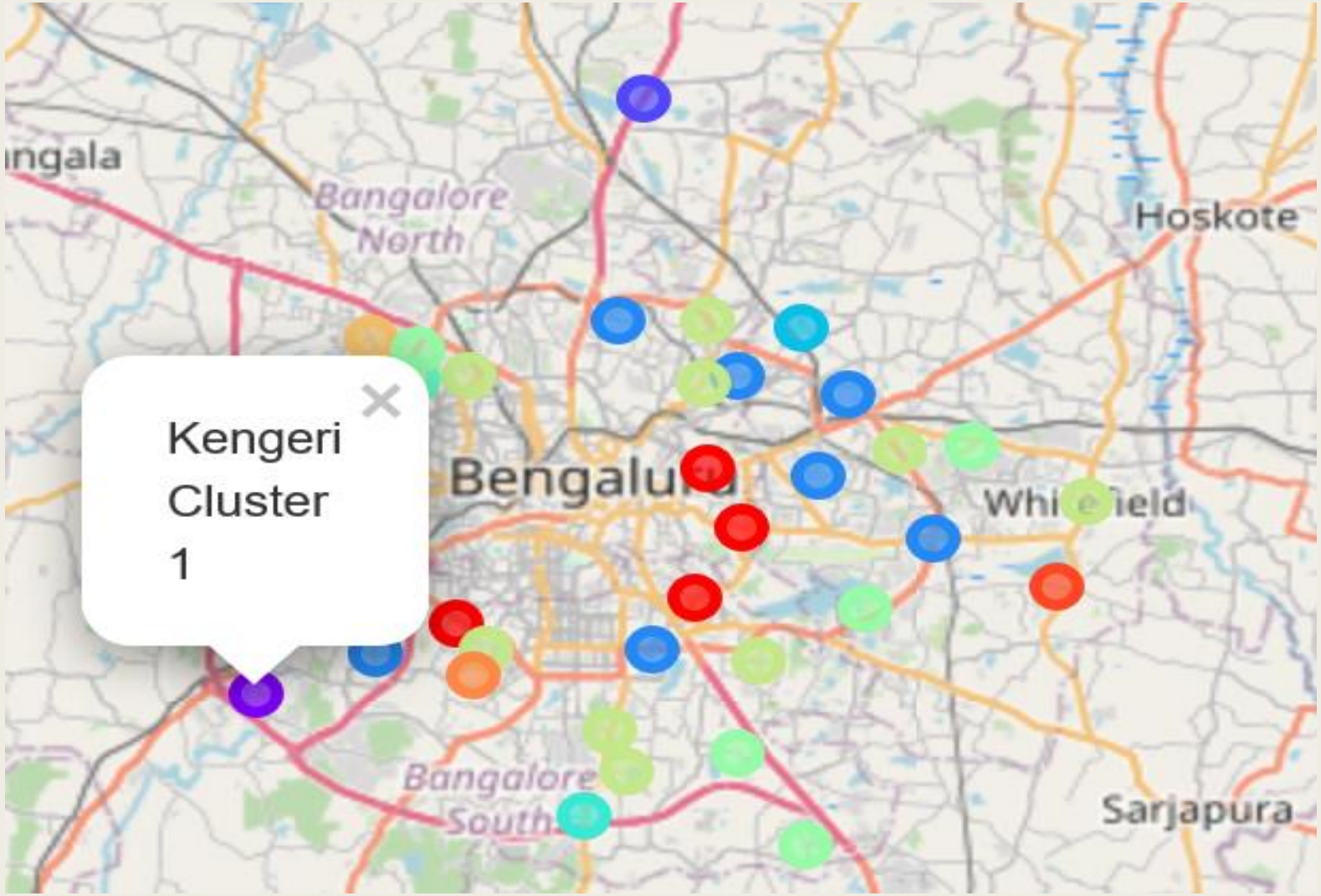
Cluster 0: Oldest Localities

Nagarbhavi, Domlur, Banashankari, Koramangala, Ulsoor



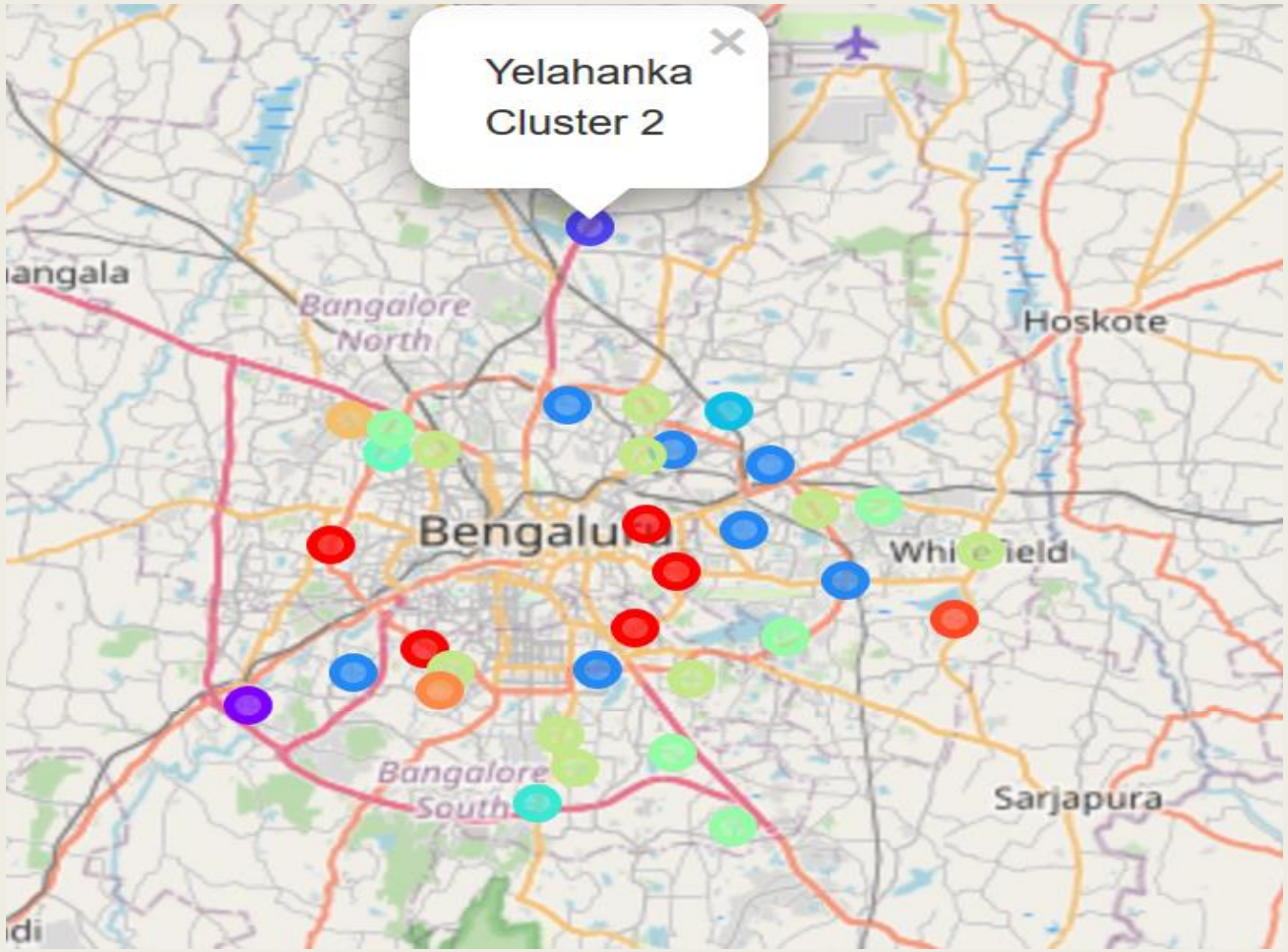
Cluster 1: Farm area

Kengeri



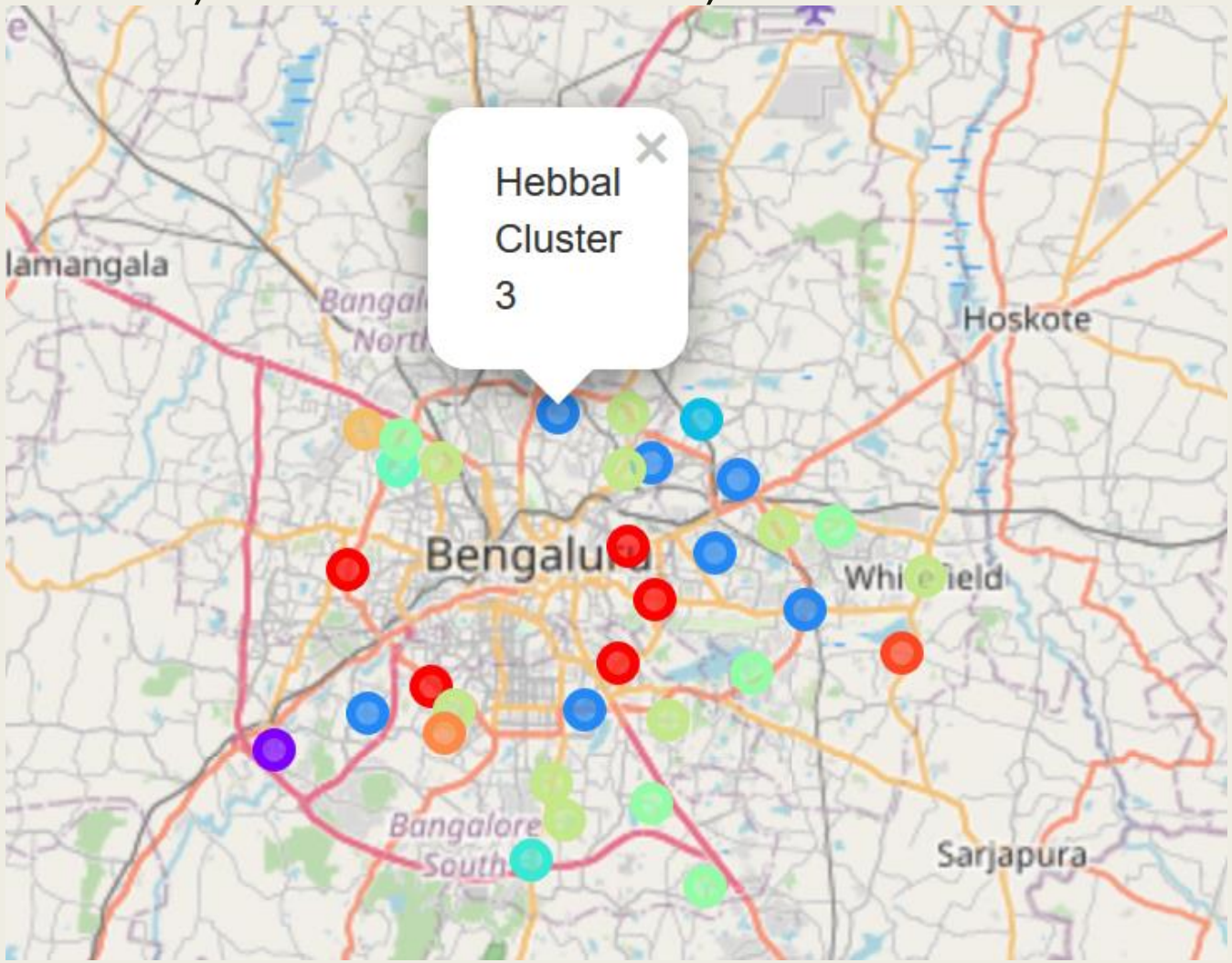
Cluster 2: Satellite town

Yelahanka



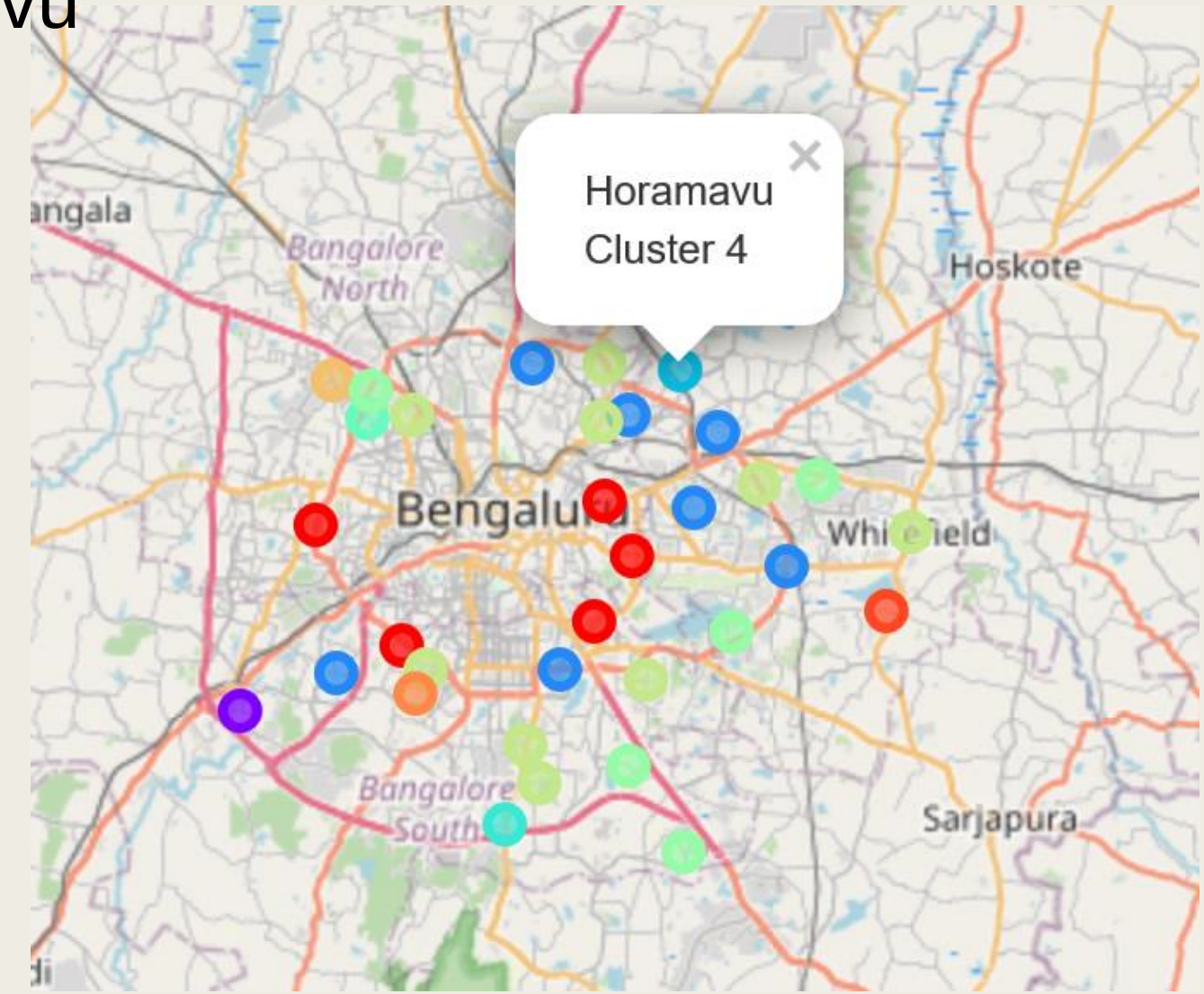
Cluster 3: Residential Localities

Ramamurthy Nagar, Raja Rajeshwari Nagar,BTMLayout, Kammanahalli , Marathahalli,CV Raman Nagar,Hebbal



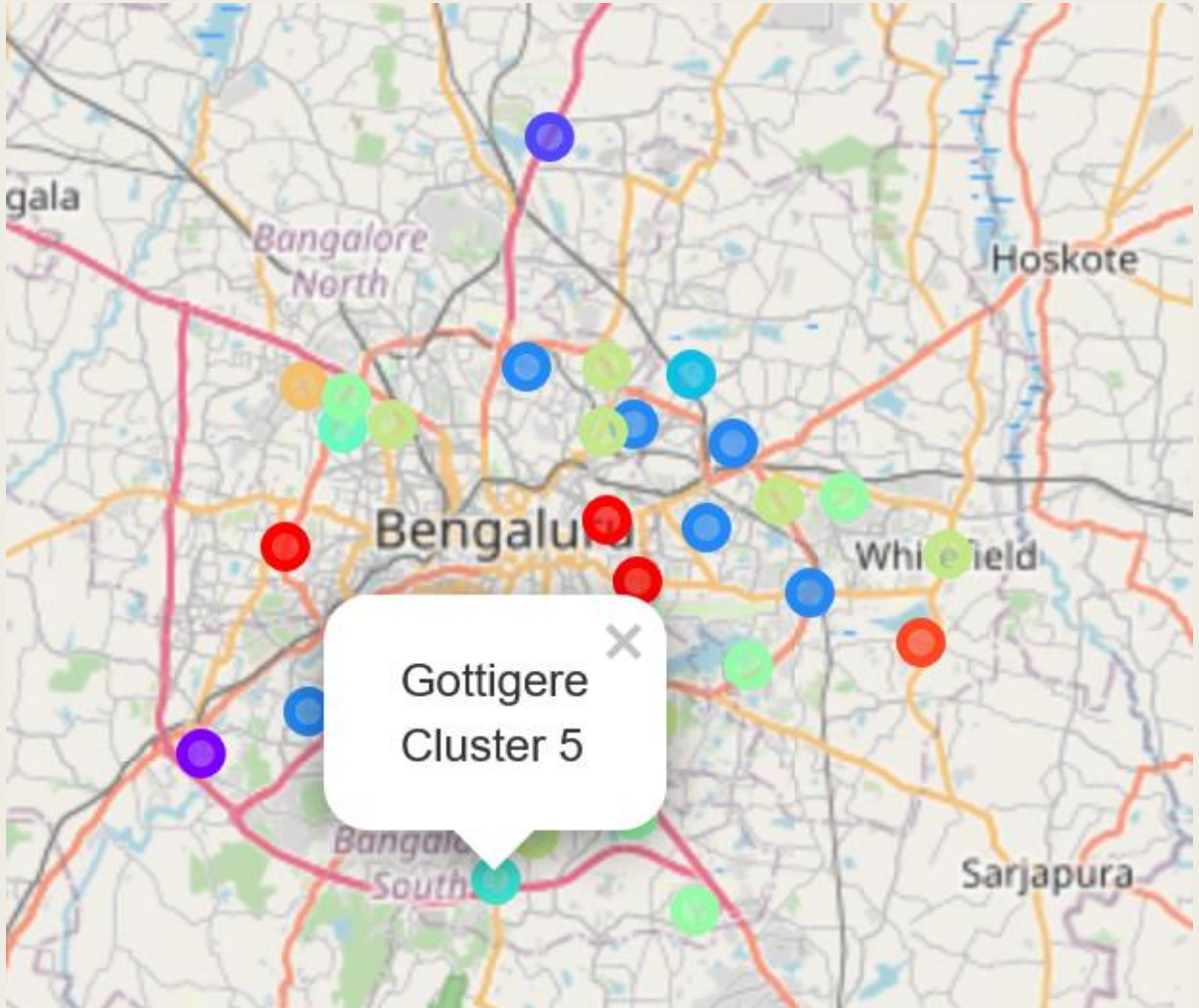
Cluster 4: Emerging Town

Horamavu



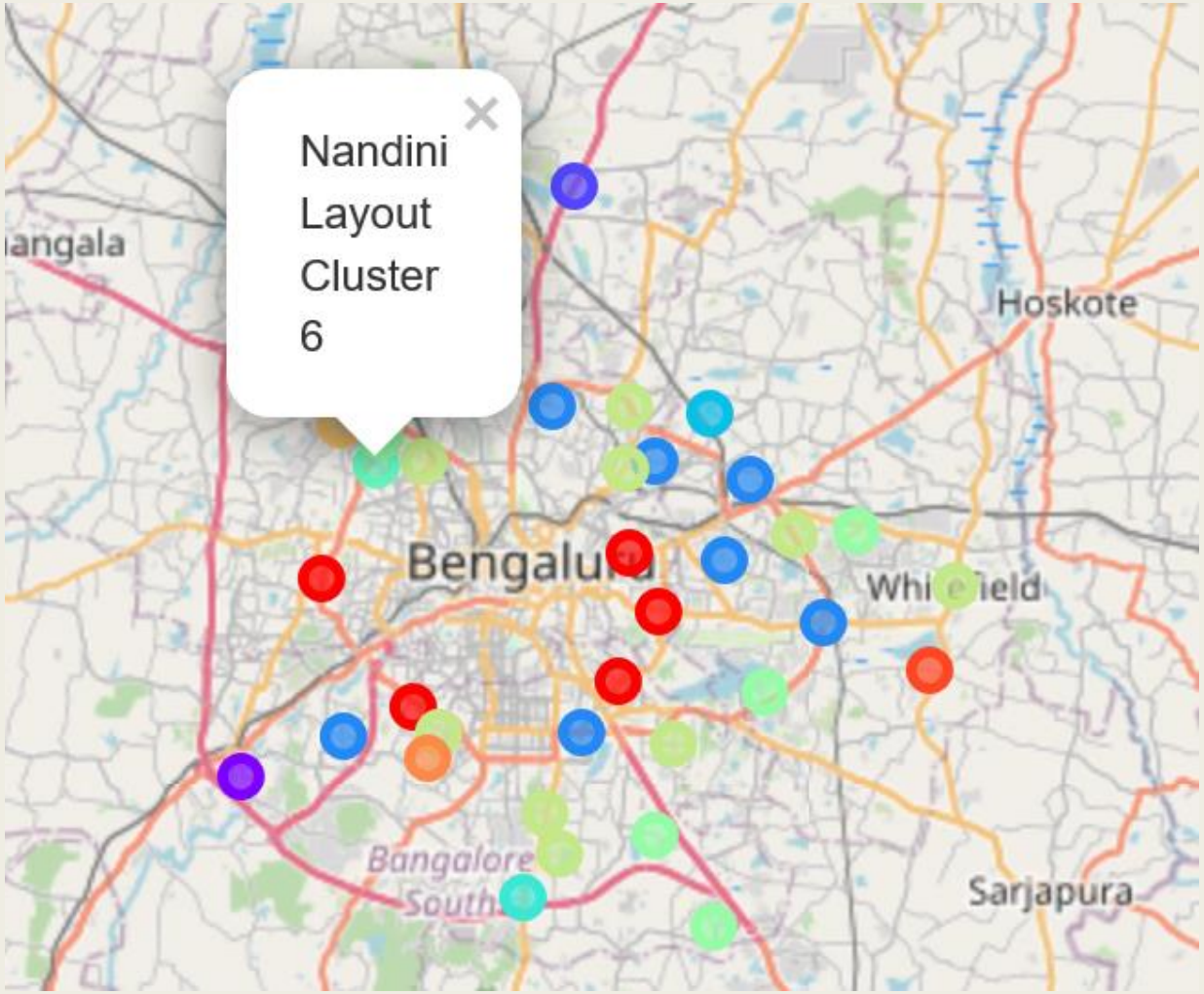
Cluster 5: Lake side Locality

Gottigere



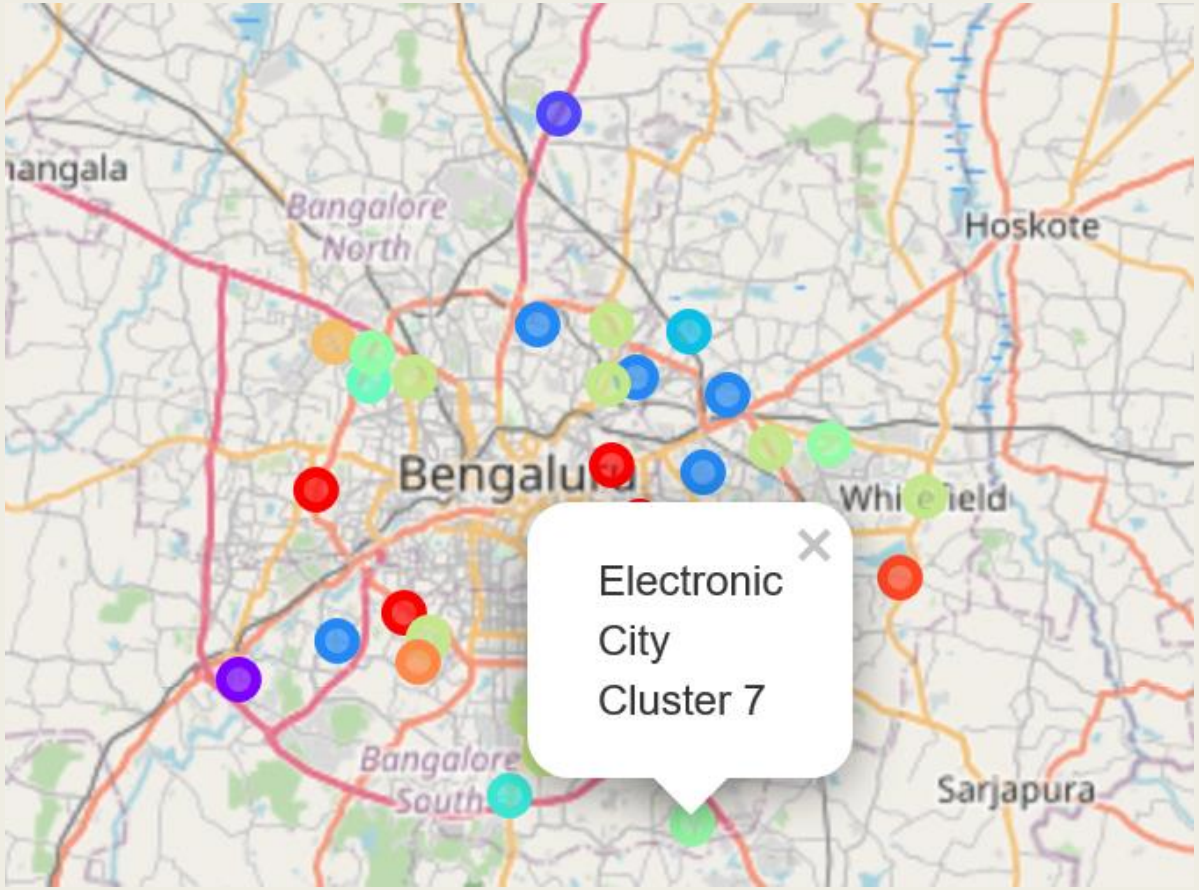
Cluster 6: Park Locality

Nandini Layout



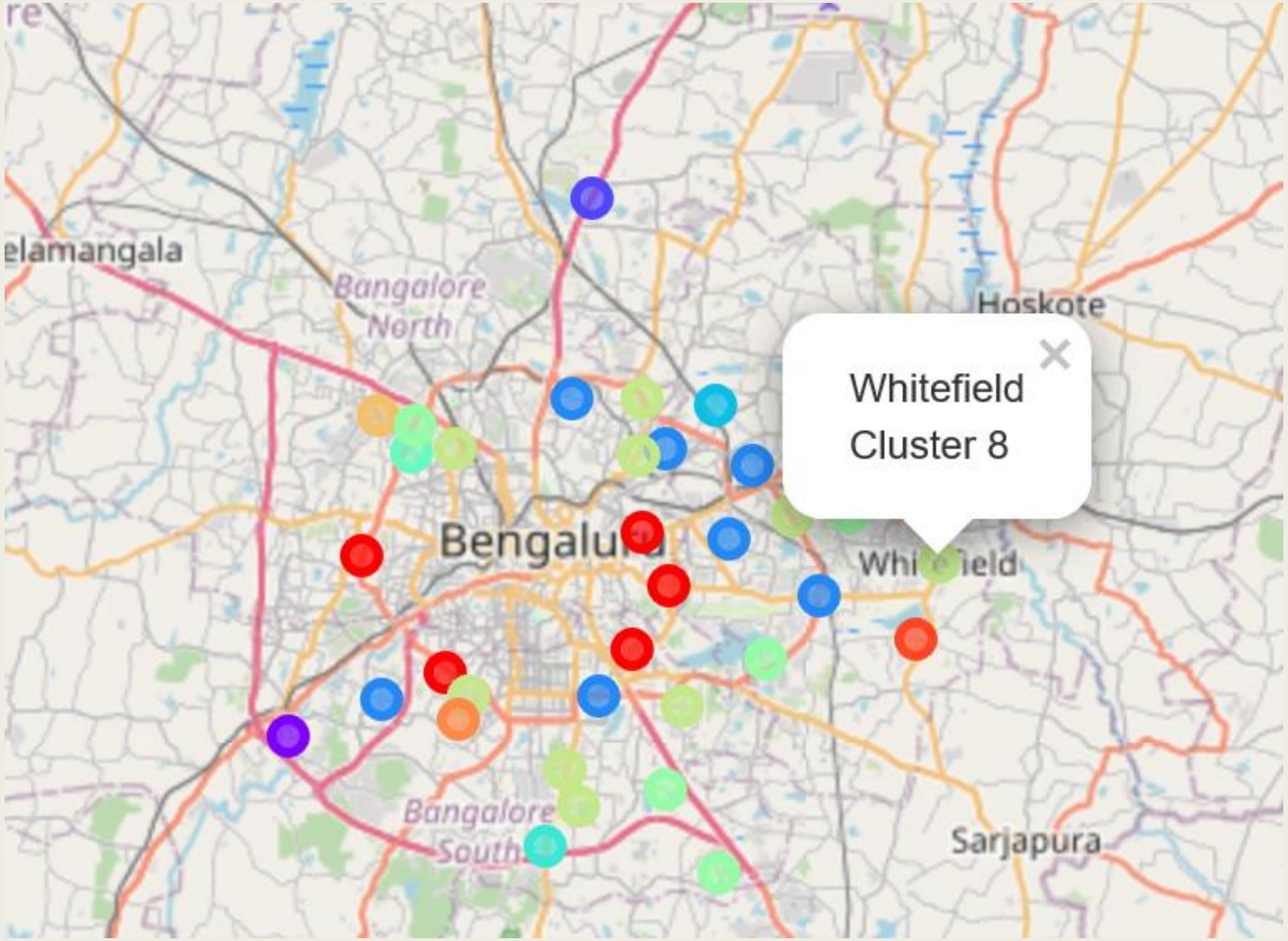
Cluster 7: Border Localities

Begur, Electronic City, Hoodi, Yeshwanthpur, Bellandur



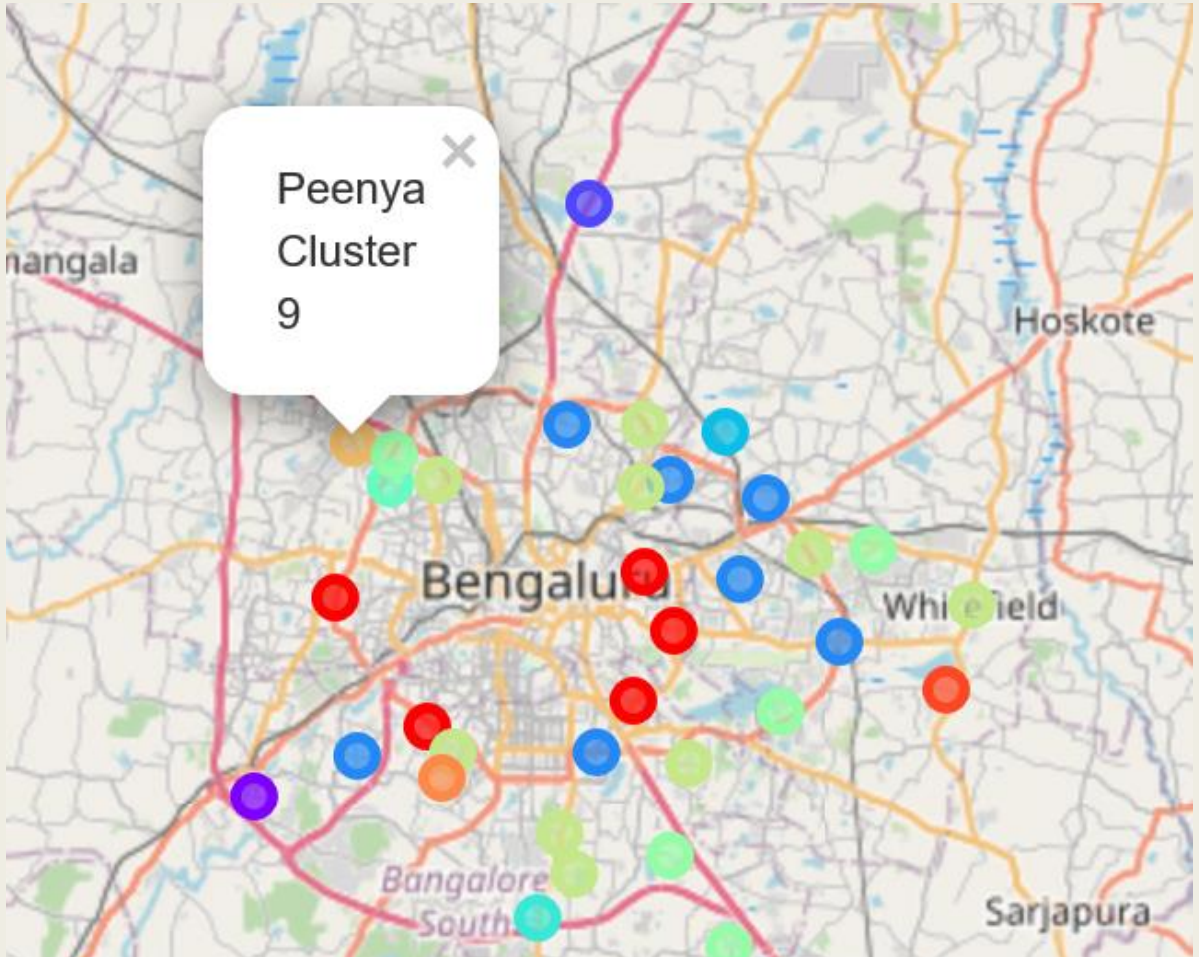
Cluster 8: Suburbs

Mahadevapura, Arekere, Padmanabhanagar, HBR Layout, Hulimavu, Lingarajapuram, Mahalakshmi Layout, HSR Layout, Whitefield



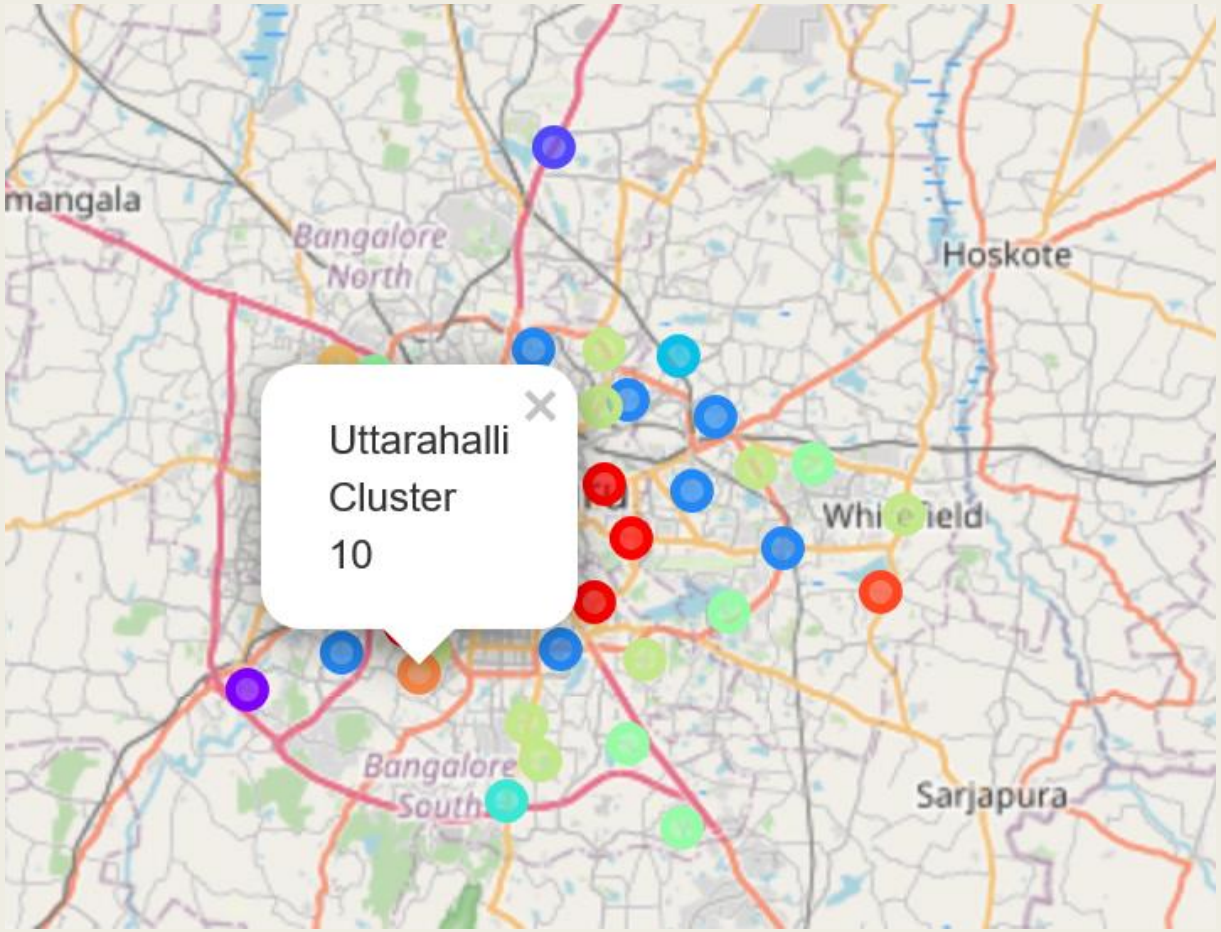
Cluster 9: Industrial Area

Peenya



Cluster 10: Emerging Locality

Uttarahalli



Cluster 11: Educational area, IT parks

Varthur