

TOP AND BOTTOM-PERFORMING PROPERTIES

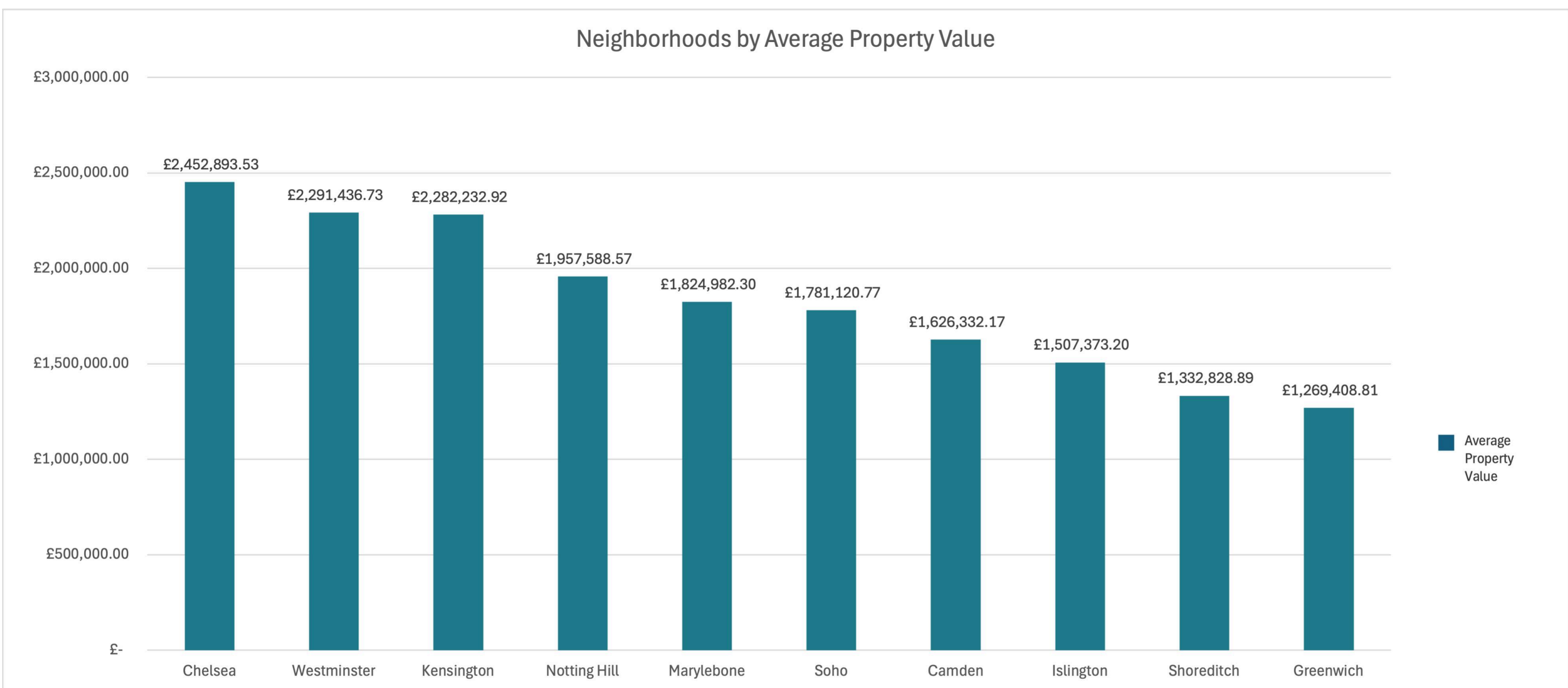
Analyzing the Extremes: Top and Bottom Data Insights in British real estate from 2022 to 2024

Most and Least Expensive Neighbourhoods

by Average Property Price

The illustrated bar chart below compares the average property price across different neighbourhoods. The descending order of the bars identify the most expensive neighbourhoods across the British real estate from 2022 to 2024.

According to results, the most expensive neighbourhood is Chelsea. The least expensive neighbourhoods is Greenwich.

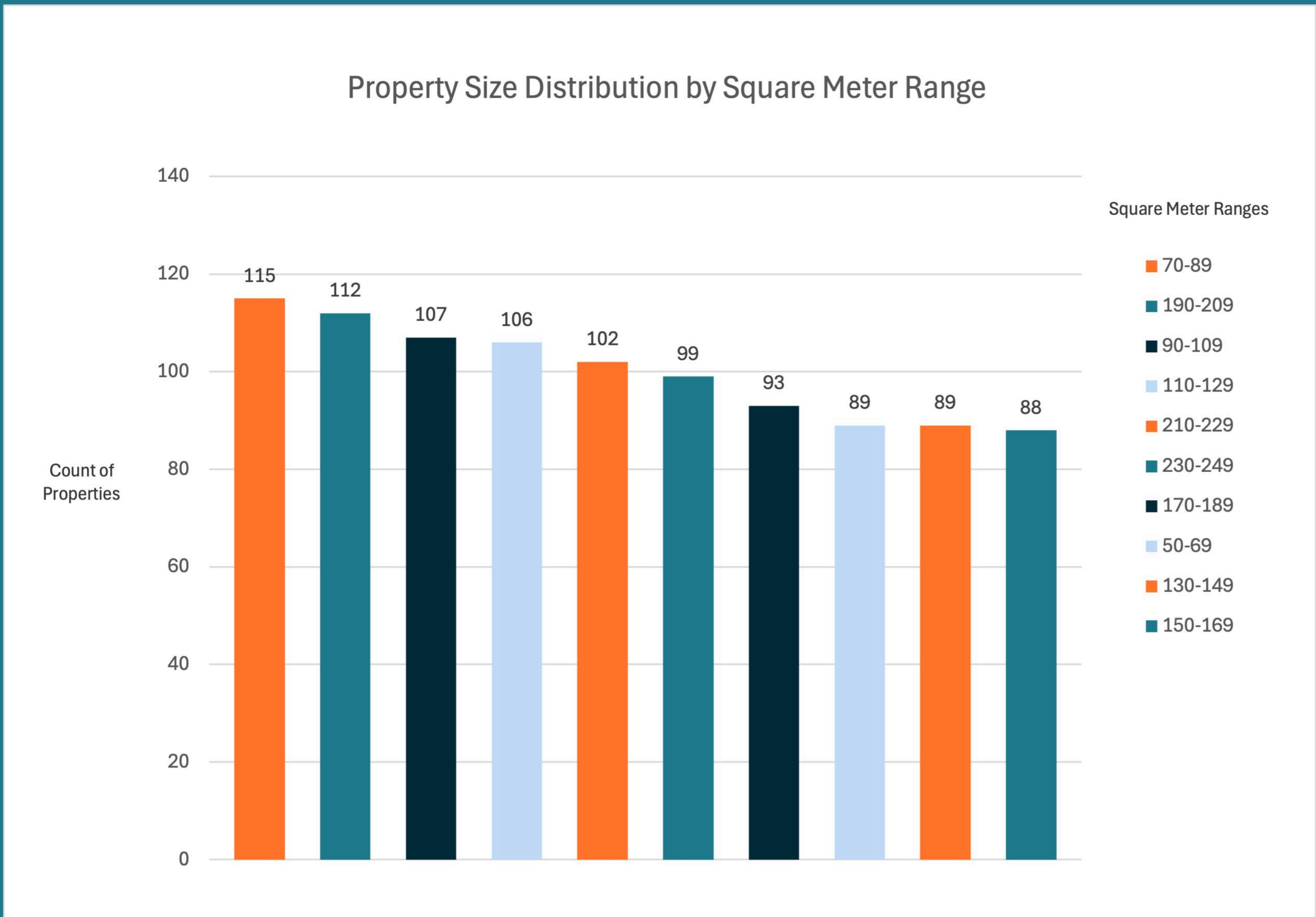


Top 3 Most Common Property Sizes

by Square Meter Range

The illustrated bar chart below identifies which property size ranges are performing the best. This means understanding whether larger properties or smaller properties are in higher demand.

Analyzing the bar chart shows that most residents own a property in these top 3 ranges: 70-89 sq. meters., 190-209 sq. meters and 90-109 sq. meters.

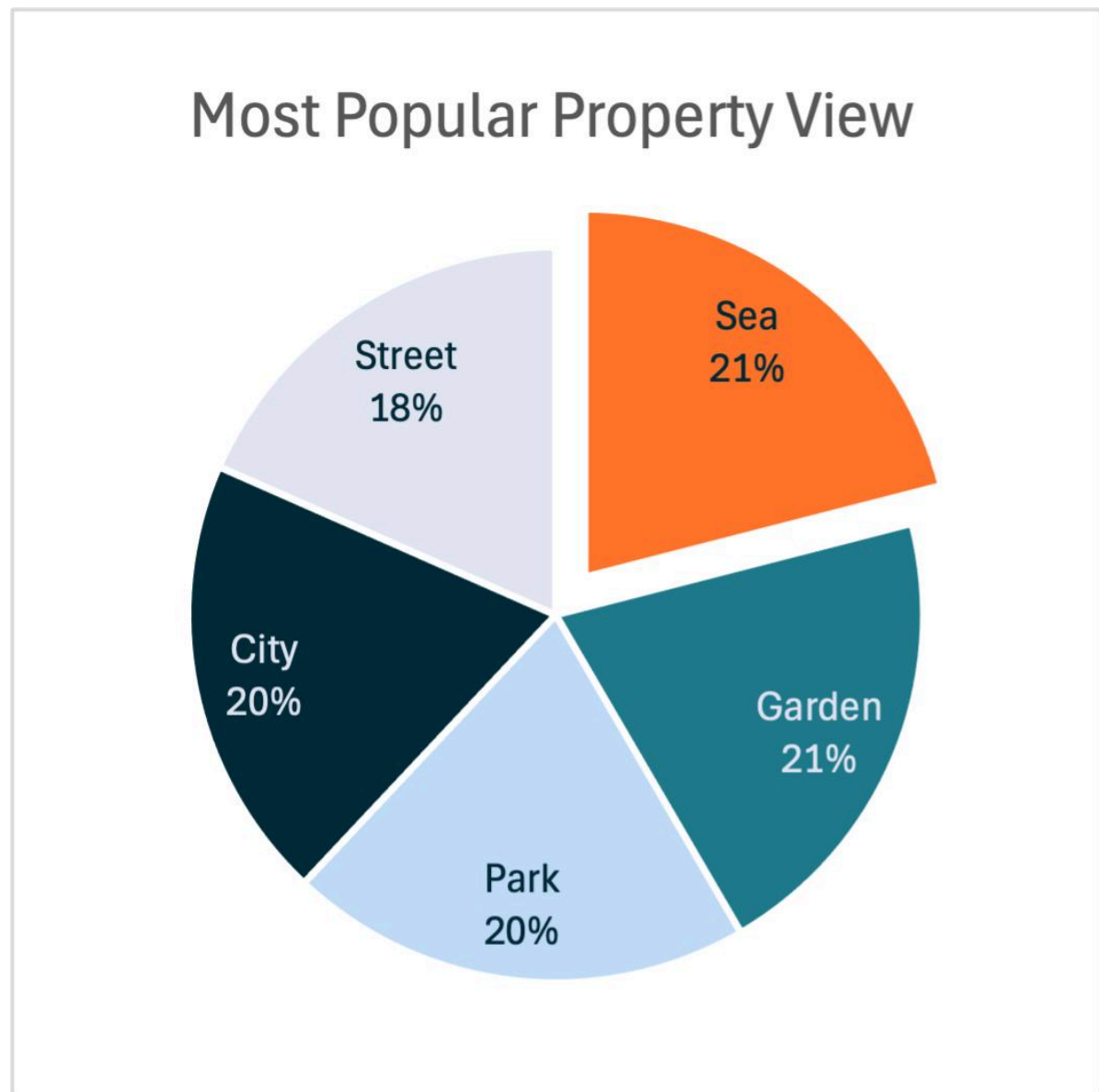


Most Frequent Property Views

by Count of Property View

The pie chart on the right helps shift marketing efforts toward these popular listings. For example, if a specific property type or neighbourhood has high viewership, targeted ads or promotional materials can be tailored to highlight these features.

Analysis shows that the Sea and Garden are the most people have the view of the Sea or the Garden. The Street is the least popular view type.



Most Common Property Types

by Count of Property Types

Knowing the most common property types helps identify what types of properties are in highest demand. This can guide developers, real estate agents, and investors in understanding which property types (e.g., apartments, houses, townhouses) people are most interested in.

The bar chart below reveals trends from 2022 to 2024, highlighting that apartments have consistently been the least owned property type. In both 2022 and 2023, detached houses were the most popular. However, by 2024, there was a noticeable increase in the purchase of semi-detached houses.

