

Final Project

Real Estate Keyword and Sales analysis by Simon Martin

Idea 1 – Real Estate Keywords

The Problem: To understand where the demand in real estate growth and to determine the undervalued suburbs on where to buy in Australia

The Data: Search engine queries, real estate sales data

Hypothesis: Find the correlation of the consumer demand through Real Estate Sales Data and Search Queries to determine the areas of growth in property values

What was my expectation

S&P ASX 200 -0.25% 5720.60	AUD/USD -0.35% 0.79	S&P 500 +0.19% 2476.83	NIKKEI 225 -0.38% 19952.33	FTSE 100 +0.49% 7511.71	Enter company
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PROPERTY

Orange, NSW blossoms for Sydney property buyers



A picturesque estate at 3306 Mitchell Highway in Molong, near Orange.

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MORE STORIES

Ex-Crown chief hits jac



JONATHAN CHUBB
The recently
Resorts boss
sold his 1920
off market.

Noosa, a place in the sun



MICHELLE SIN
Big-city dweller
has a specific

- Orange Property Boom
- <http://www.theaustralian.com.au/business/property/orange-nsw-blossoms-for-sydney-property-buyers/news-story/00d60d9e002c98b5f44669b5c43fc7e7>

So What Happened

The Problem: It failed

Why: I looked for the wrong data, ideas maybe great but getting the right data is the biggest challenge

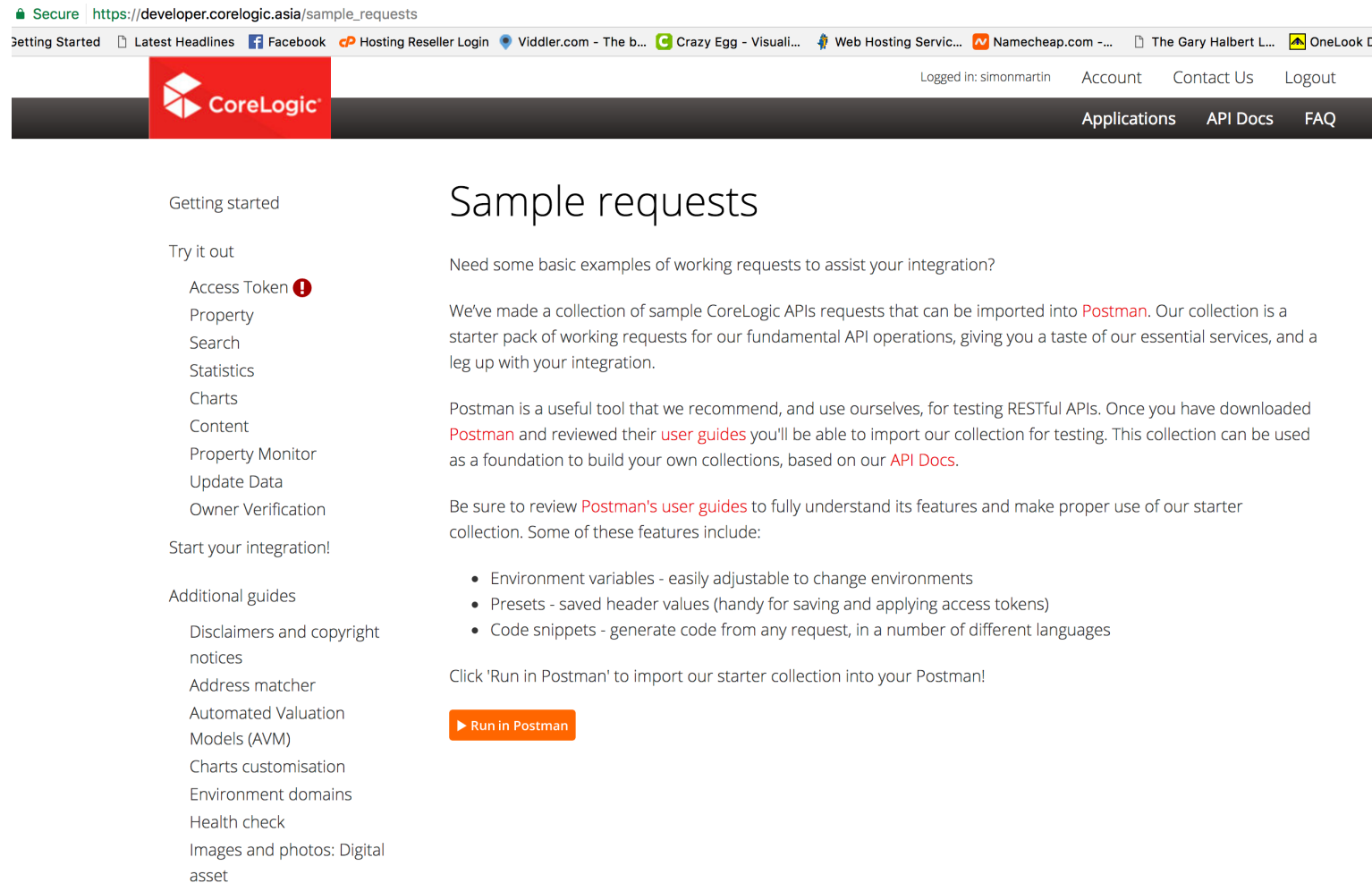
How:

Keyword Data Set

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Campaign	Keyword2	Bid	Match t	Estimat	Avg. CP	CTR	Estimat	Estimat	Estimat	Estimat	Min Tot	Max Tot
2	ACT	house kingston	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
3	ACT	homes kingston	AUD5.00	Phrase	1	AUD0.00	0.00%	2	10	0	0	AUD0.00	AUD0.00
4	ACT	homes kingston	AUD5.00	Broad	1	AUD0.00	0.00%	1	3	0	0	AUD0.00	AUD0.00
5	ACT	kingston house for sale	AUD5.00	Broad	1	AUD0.00	0.00%	1	5	0	0	AUD0.00	AUD0.00
6	ACT	property cook	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
7	ACT	chapman property	AUD5.00	Exact	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
8	ACT	chapman property	AUD5.00	Broad	1	AUD0.00	0.00%	2	6	0	0	AUD0.00	AUD0.00
9	ACT	parkes property	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
10	ACT	properties in kingston	AUD5.00	Broad	1	AUD1.82	23.75%	2	6	0	2	AUD0.69	AUD2.78
11	ACT	real estate in dickson	AUD5.00	Phrase	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
12	ACT	real estate in dickson	AUD5.00	Broad	1	AUD0.00	0.00%	4	16	0	0	AUD0.00	AUD0.00
13	ACT	real estate in chisholm	AUD5.00	Broad	0.992695	AUD0.55	2.42%	17	66	0	2	AUD0.22	AUD0.88
14	ACT	russell house	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
15	ACT	kingston land for sale	AUD5.00	Phrase	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
16	ACT	real estate in bruce	AUD5.00	Broad	2.476747	AUD0.52	3.43%	35	140	1	5	AUD0.62	AUD2.49
17	ACT	buy townhouse belconnen	AUD5.00	Broad	3	AUD0.00	0.00%	1	3	0	0	AUD0.00	AUD0.00
18	ACT	townhouse canberra	AUD5.00	Broad	1	AUD0.00	0.00%	1	3	0	0	AUD0.00	AUD0.00
19	ACT	franklin home	AUD5.00	Exact	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
20	ACT	franklin home	AUD5.00	Broad	1	AUD0.15	24.00%	0	2	0	0	AUD0.01	AUD0.06
21	ACT	property chapman	AUD5.00	Broad	1	AUD0.00	0.00%	2	6	0	0	AUD0.00	AUD0.00
22	ACT	new houses canberra	AUD5.00	Phrase	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
23	ACT	townhouse in canberra	AUD5.00	Broad	1	AUD0.00	0.00%	1	3	0	0	AUD0.00	AUD0.00
24	ACT	real estate in dunlop	AUD5.00	Broad	1	AUD0.00	0.00%	6	24	0	0	AUD0.00	AUD0.00
25	ACT	richardson house for sale	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
26	ACT	chapman properties	AUD5.00	Phrase	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
27	ACT	red hill houses	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
28	ACT	unit in deakin	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
29	ACT	gordon property	AUD5.00	Phrase	1	AUD0.00	0.00%	1	3	0	0	AUD0.00	AUD0.00
30	ACT	gordon property	AUD5.00	Broad	1	AUD0.00	0.00%	2	6	0	0	AUD0.00	AUD0.00
31	ACT	latham homes	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
32	ACT	homes in kingston	AUD5.00	Phrase	1	AUD0.00	0.00%	2	10	0	0	AUD0.00	AUD0.00
33	ACT	homes in kingston	AUD5.00	Broad	1	AUD0.00	0.00%	1	3	0	0	AUD0.00	AUD0.00
34	ACT	greenway apartments	AUD5.00	Broad	2.370934	AUD0.00	0.00%	13	51	0	0	AUD0.00	AUD0.00
35	ACT	apartments chifley	AUD5.00	Broad	0.960886	AUD2.57	21.94%	5	22	1	5	AUD3.05	AUD12.19
36	ACT	houses acton	AUD5.00	Phrase	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
37	ACT	properties monash	AUD5.00	Broad	1	AUD0.00	0.00%	0	2	0	0	AUD0.00	AUD0.00
38	ACT	fisher real estate	AUD5.00	Phrase	1	AUD0.00	0.00%	2	8	0	0	AUD0.00	AUD0.00
39	ACT	fisher real estate	AUD5.00	Broad	1	AUD0.00	0.00%	3	13	0	0	AUD0.00	AUD0.00
40	ACT	campbell houses	AUD5.00	Phrase	1	AUD0.00	0.00%	4	14	0	0	AUD0.00	AUD0.00
41	ACT	campbell houses	AUD5.00	Broad	1	AUD0.00	0.00%	2	6	0	0	AUD0.00	AUD0.00

- No time series to model from to understand the predictive nature of the data

Real estate sales data



The screenshot shows a web browser window with the URL https://developer.corelogic.asia/sample_requests. The page has a dark header with the CoreLogic logo and navigation links: Applications, API Docs, and FAQ. The main content area is titled 'Sample requests' and includes a sidebar with links to various API endpoints. The main text explains that the page provides sample requests for integration, mentioning Postman and API Docs. A button labeled 'Run in Postman' is visible at the bottom of the main content area.

Secure | https://developer.corelogic.asia/sample_requests

Getting Started | Latest Headlines | Facebook | Hosting Reseller Login | Viddler.com - The b... | Crazy Egg - Visuali... | Web Hosting Servic... | Namecheap.com - ... | The Gary Halbert L... | OneLook D


Logged in: simonmartin | Account | Contact Us | Logout

CoreLogic

Applications | API Docs | FAQ

Getting started

Try it out

- Access Token 
- Property
- Search
- Statistics
- Charts
- Content
- Property Monitor
- Update Data
- Owner Verification

Start your integration!

Additional guides

- Disclaimers and copyright notices
- Address matcher
- Automated Valuation Models (AVM)
- Charts customisation
- Environment domains
- Health check
- Images and photos: Digital asset

Sample requests

Need some basic examples of working requests to assist your integration?

We've made a collection of sample CoreLogic APIs requests that can be imported into **Postman**. Our collection is a starter pack of working requests for our fundamental API operations, giving you a taste of our essential services, and a leg up with your integration.

Postman is a useful tool that we recommend, and use ourselves, for testing RESTful APIs. Once you have downloaded **Postman** and reviewed their **user guides** you'll be able to import our collection for testing. This collection can be used as a foundation to build your own collections, based on our **API Docs**.

Be sure to review **Postman's user guides** to fully understand its features and make proper use of our starter collection. Some of these features include:

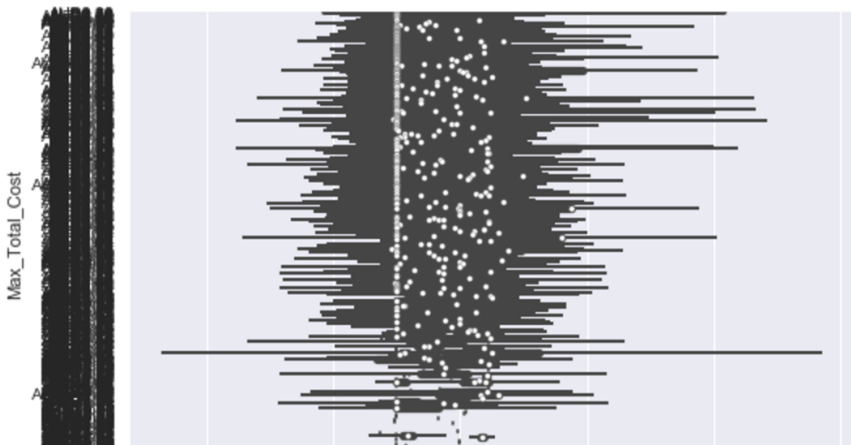
- Environment variables - easily adjustable to change environments
- Presets - saved header values (handy for saving and applying access tokens)
- Code snippets - generate code from any request, in a number of different languages

Click 'Run in Postman' to import our starter collection into your Postman!

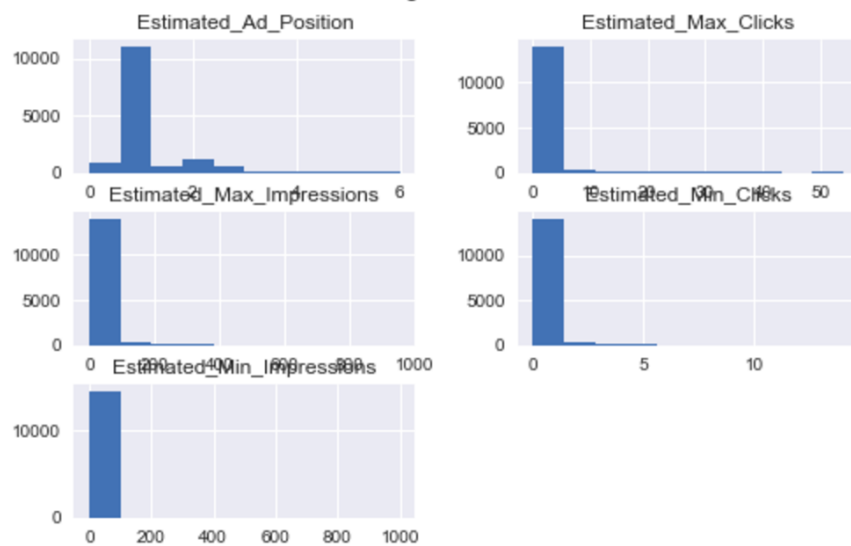
[▶ Run in Postman](#)

- Data mining, only able to get sample data, getting the whole dataset, was going to cost \$5K minimum

Some stats



Histograms of data



So what to do next



- Get the keyword historical data with a time series
- Get a complete real estate sales database of the location
- Or use a different country or state where the sales data is readily available
- Or do a different project