



# LONDON PROPERTY ANALYSIS

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WEEK 2-M.FAIZAN TAHIR

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# BUSINESS PROBLEM

- London housing market is in a nutshell
  1. Brexit
  2. Hidden Price falls
  3. Record-Low Sales
  4. Homebuilder exodus
  5. Tax Hikes



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## BUSINESS PROBLEM

How could we provide support to homebuyers clientele in to purchase a suitable real estate in London in this uncertain economic and financial scenario?





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## SOLUTION

Clustering London neighborhoods in order to recommend venues and the current average price of real estate where homebuyers can make a real estate investment.



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# DATA AND MEHODOLOGY

Data: merging data on London properties and the relative price paid data from the HM Land Registry and data on amenities and essential facilities surrounding such properties from FourSquare API interface.

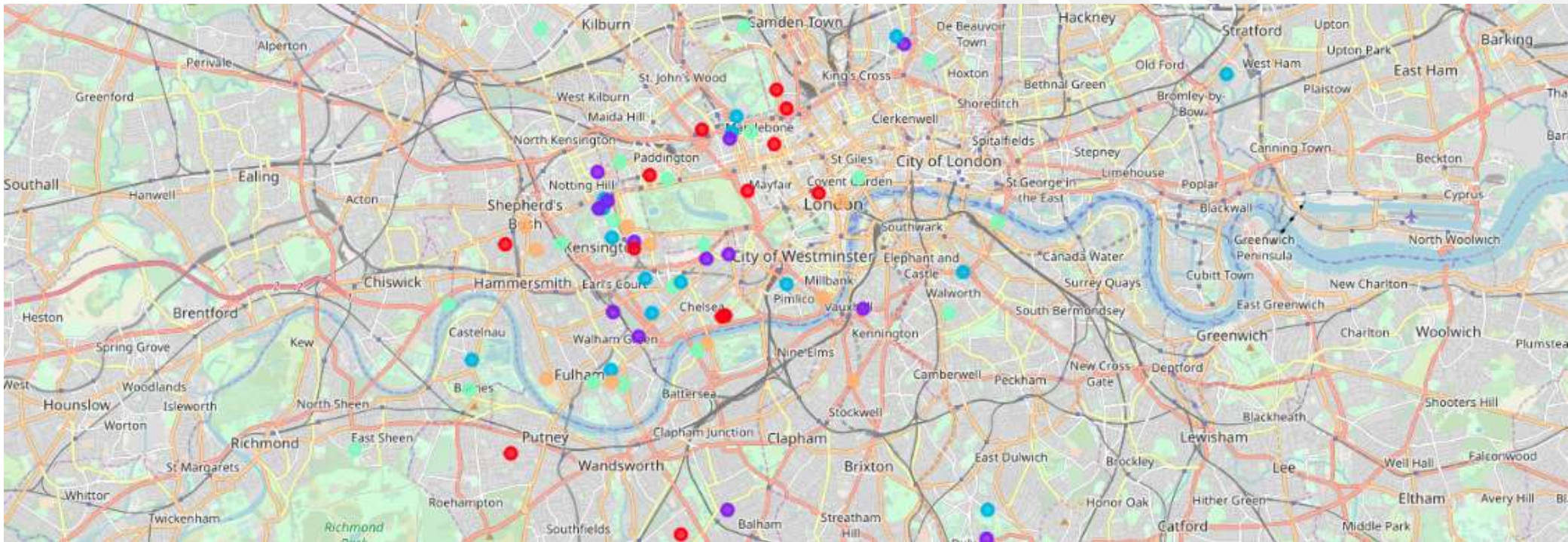
Mehodology:

- Collect Inspection Data;
- Explore and Understand Data;
- Data preparation and preprocessing;
- Modeling





# K-MEAN CLUSTERING



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# OUTCOME

Examination of real estates according to neighborhoods/London areas

1. West London (Notting Hill, Kensington, Chelsea, Marylebone) and North-West London (Hampsted) might be considered highly profitable venues to purchase a real estate
2. South-West London (Wandsworth, Balham) and North-West London (Islington) are arising as next future elite venues with a wide range of amenities and facilities.





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# OUTCOME

- Examination of real estates by clusters
  1. Clusters 0, 2 and 4 may target home buyers prone to live in 'green' areas with parks, waterfronts
  2. Clusters 1 and 3 may target individuals who love pubs, theatres and soccer.





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# Thank you