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## AGENDA

- Problem Statement
- Exploratory Data Analysis
- Conclusion and Recommendation

# Problem Statement

## SMART

SPECIFIC	Increase house sales through marketing strategies that are more focused on potential areas and adjust prices for house that are still underperforming to attract the interest of home buyers.
MEASURABLE	Increased house sales percentage from 4% to 10%.
ACHIEVABLE	<ul> <li>Conduct market price analysis based on each suburb and find out factors that influence prices such as number of rooms, land area and location to identify areas with positive growth trends.</li> <li>Adjust prices for house areas with low sales to attract potential buyers.</li> </ul>
RELEVANT	By knowing the most potential areas and segments, you can focus your marketing resources and sales efforts more efficiently. In addition, we can also see which house areas are still lagging behind, so we can focus on increasing sales. The overall increase in sales will have a positive impact on your business reputation and profitability in the house market.
TIME-BOUND	The target for increasing sales is set to be achieved in the next six months.

## PROBLEM STATEMENT

The goal is to Increase the percentage of house sales in Melbourne with a target increase from 4% to 10% within half a year.

To achieve this goal, we need to consider some key insights and analytics:

- Comparison House Sales by Year
- Factors that Influence House Prices
- Average House Prices by Region
- Total House Sales by Region
- Top 5 Highest Selling Suburbs

## PROBLEM BREAKDOWN

- How did total house sales compare in 2016 and 2017?
- How do house size, number of rooms, and distance to the CBD influence home prices?
- What is the average price in each region and which one have the most and least sales?
- Which region has the most and least home sales?
- What are the top 5 highest selling suburbs in the best-selling region?

# Exploratory Data

Analysis

### DATAENTRY

• Suburb: Object

• Address: Object

• Rooms: Int

• Type: Object

• Price : Int

• Seller: Object

• Date : Date

• Distance: Float

• Bedroom: Float

• Bathroom : Float

• Car: Float

• Landsize : Float

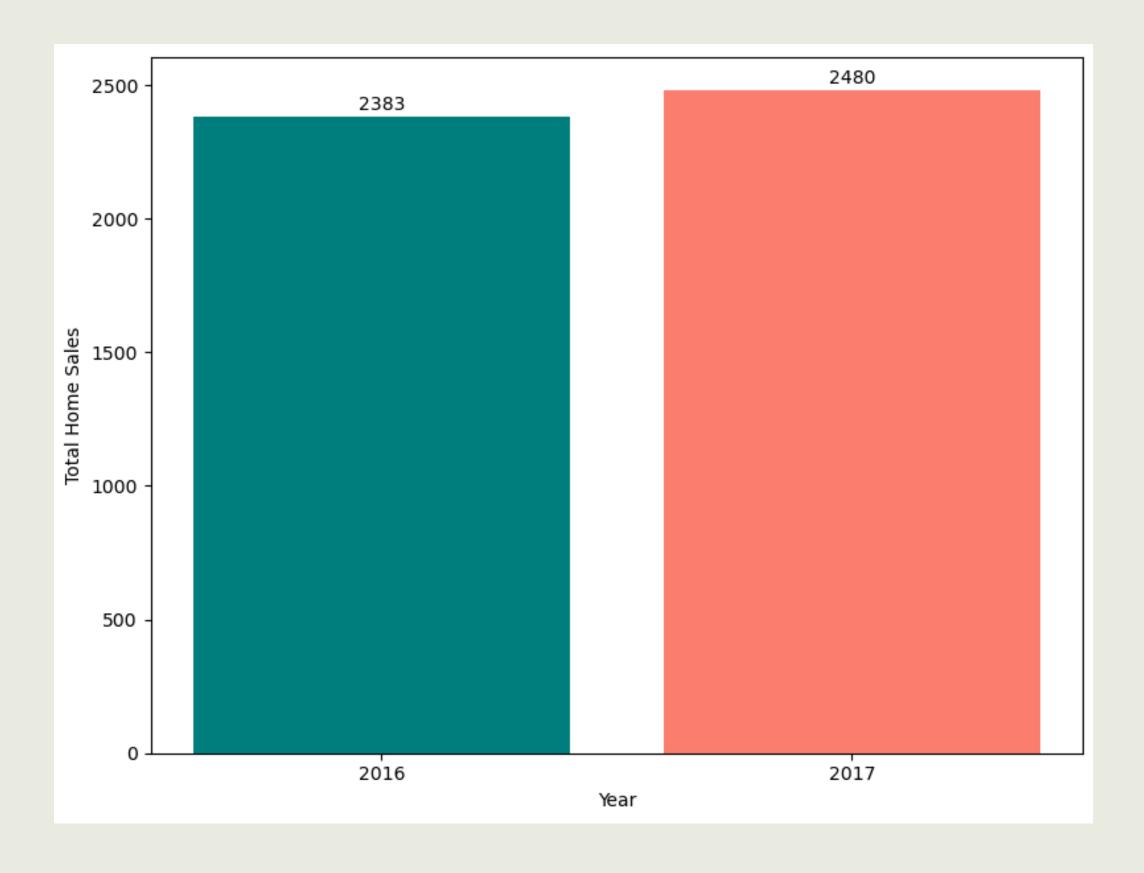
• BuildingArea : Float

• YearBuilt : Float

• Region: Object

• Year: Int

### COMPARISON HOUSE SALES BY YEAR



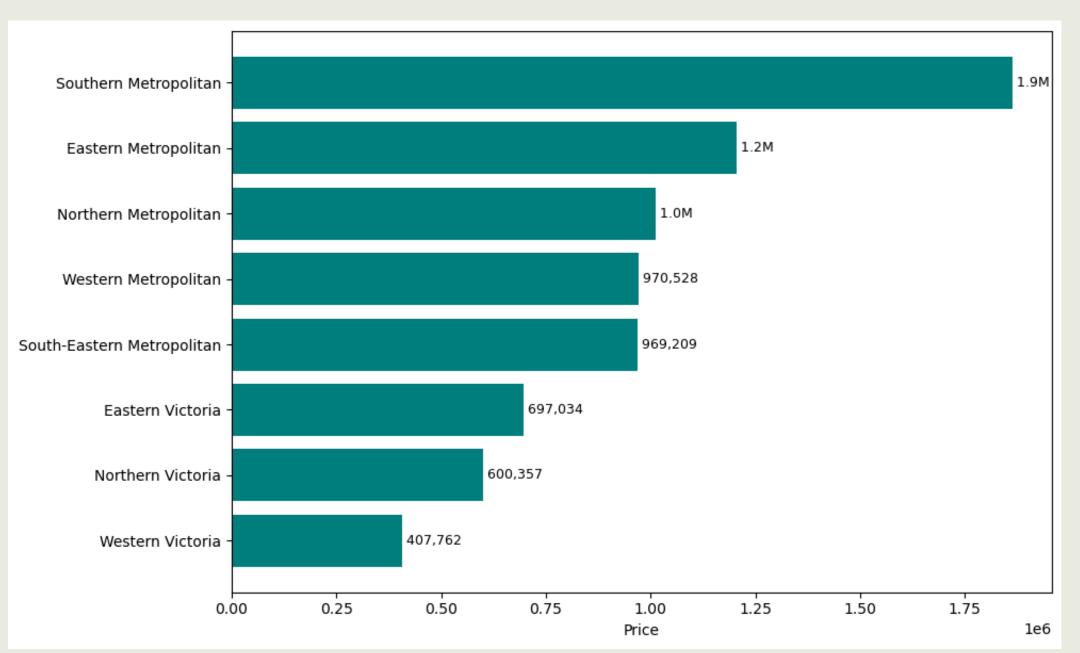
- Positive Trends in the
   Melbourne Property Market
   indicate that there is great
   potential to develop more
   residential projects in
   Melbourne
- The increase of 4.07%
   indicates a steady growth in
   the property market.

#### FACTORS THAT INFLUENCE HOUSE PRICES



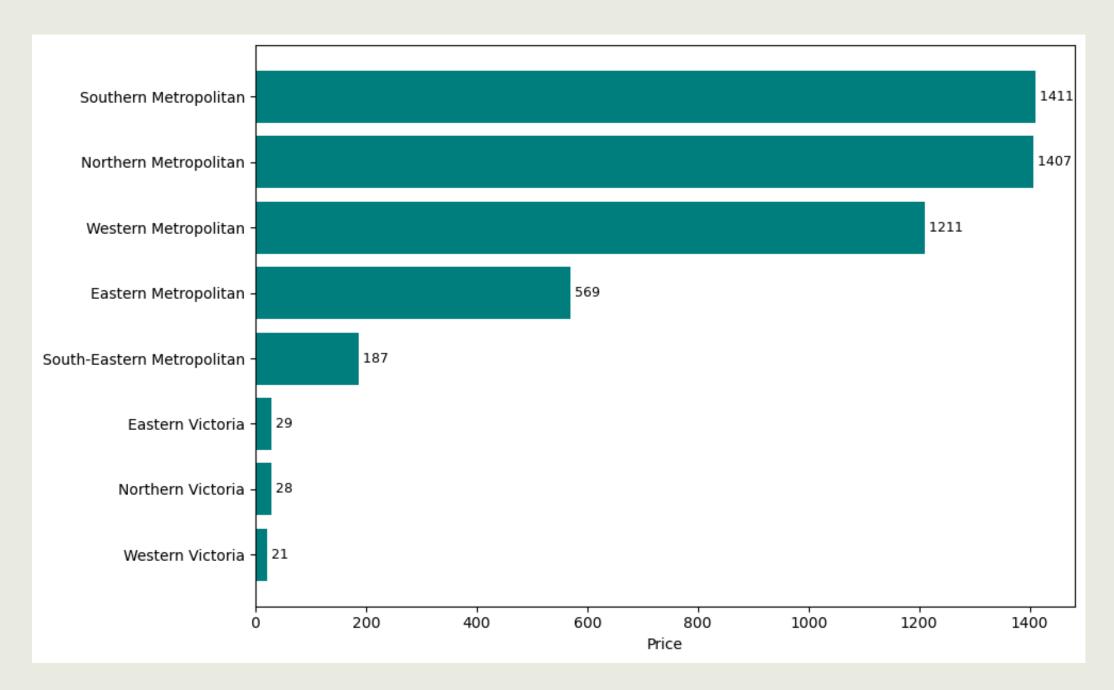
- Unlike Landsize and Bedrooms, Distance to the CBD is a major factor in determining house prices.
- Many very **high-priced homes** (above \$4 million) are **within a radius** of about **10-15 km from the CBD**.

### AVERAGES HOUSE PRICES BY REGION



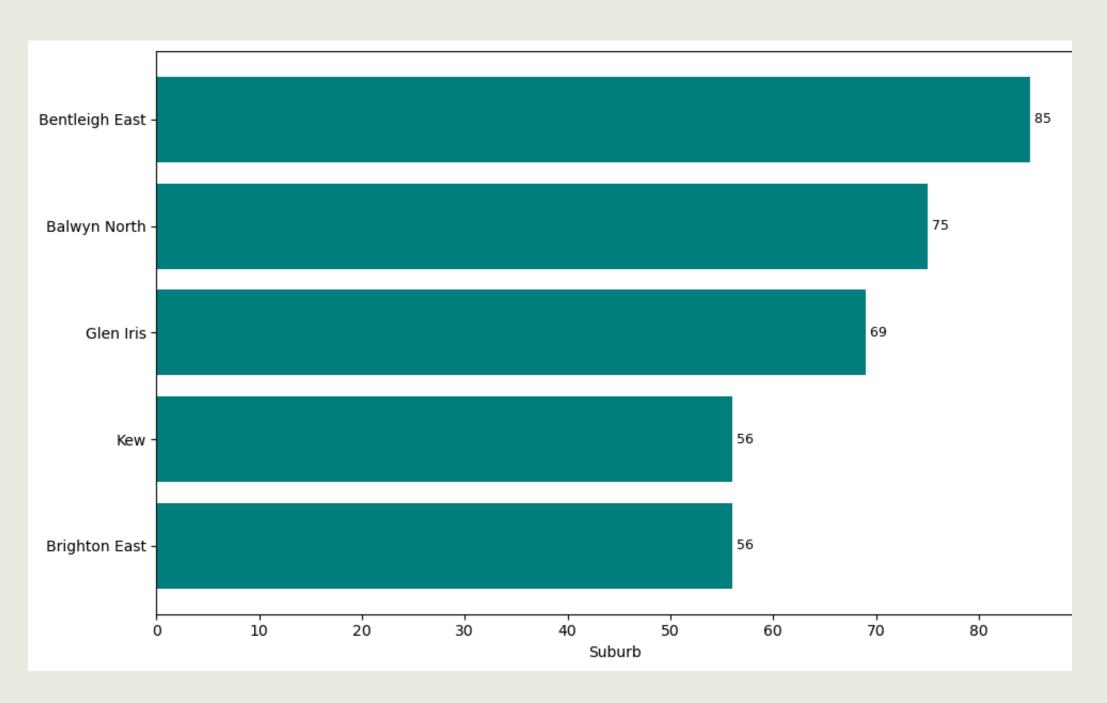
- Southern Metropolitan has the highest house prices with the average house prices around \$1.9 million.
- The top five areas are all metropolitan areas which concludes that Metropolitan areas tend to have higher prices.
- Southern Metropolitan house prices are almost five times higher than Western Victoria.

### TOTAL HOUSE SALES BY REGION



- The Southern and Northern
   Metropolitan areas had the
   highest total home sales with a
   total of 2,818 homes sold,
   indicating high demand.
- There is a huge gap in home sales
  between metropolitan and nonmetropolitan areas, with home
  sales in Western Victoria only
  1.49% of Southern Metropolitan
  sales.

## TOP 5 HIGHEST SELLING SUBURBS IN SOUTHERN METROPOLITAN



- With 85 homes sold, Bentleigh
   East was the suburb with the
   highest number of transactions in the region.
- Kew and Brighton East have similar sales figures, indicating these two areas is relatively stable and quite high.
- Competition in Southern Suburbs is very healthy due to Similar Sales.

# Conclusion and

## Recommendation

### ANALYSIS

From the analysis results, it can be seen that **the potential** for **property business development in Melbourne City** has a **positive trend**, as seen from the comparison of total home sales from 2016 **which increased** by **4.07% compared to 2017**.

The data also provides information that properties located closer to the CBD tend to have higher selling prices but still have the highest demand. This explains why the Metropolitan area, especially Southern Metropolitan, has a very high selling price compared to non-Metropolitan areas, especially Western Victoria.

### RECOMMENDATION

Knowing the most sought-after areas such as Southern Metropolitan and its top 5 suburbs can give real estate agents insights to focus their marketing resources and sales efforts more efficiently on these spots.

We can also create a **new marketing strategy** techniques for **Western Victoria** which is the **region** with the **lowest sales** among all regions so that this residential region can become **as attractive as the metropolitan region**.

### CONCLUSION

If you want to increase house sales percentage from 4% to 10%, I suggest you to focus on those two insight which is focusing on Highest Region sales and create new and better strategy for Lowest Region Sales and Suburbs.

Following those two insights will increase the profit, and the overall increase in sales will have a positive impact on your business reputation and profitability in the house market.

# Thank you.

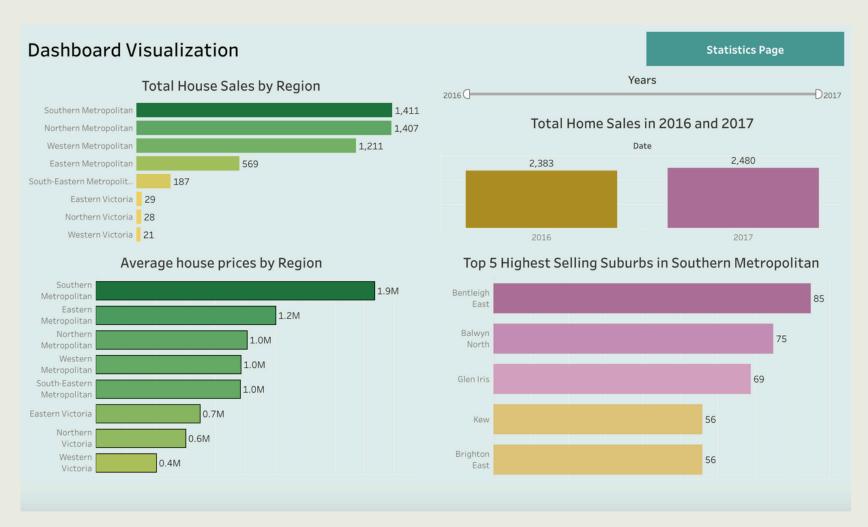


Hadyan Yusuf Imran, Founder & CEO

#### TABLEAU

#### **Dashboard**

https://public.tableau.com/app/profile/hadyan.yusuf.imran/viz/ MelbourneHouseSales 17393774299220/Dashboard2



## **Visualization Page** Total Home Sales in 2016 and 2017 - This increase in sales indicates that demand for house in Melbourne increased from 2016 to Insight for Real Estate Agent:

#### **Total House Sales by Region**

**Dashboard Statistics** 

- South and North Metropolitan have the highest total home sales with a total of 2,818 homes sold indicating that there is high demand in the Metropolitan Area.
- There is a huge gap in home sales between metropolitan and non-metropolitan areas, with home The increase of 4.07% indicates a steady growth in the property market. sales in Western Victoria only 1.49% of Southern Metropolitan sales.

#### Insight for Real Estate Agent:

- There are high demands in Metropolitan areas, and need better marketing strategy to sell house Positive Trends in the Melbourne Property Market indicate that there is great potential to
- The East and Southeast Metropolitan areas sell less compared to other Metropolitan areas which is a great opportunity for agents to market to homebuyers who want to live in less crowded real estate agents. Metropolitan Areas.
- develop more residential projects in Melbourne.
- If this trend continues, house prices may also increase, indicating good business potential for

#### Average house prices by Region

- Southern Metropolitan has the highest house prices with the average house prices around \$1.9 million, it is the most expensive area compared to other areas.
- The top five areas are all metropolitan areas which concludes that Metropolitan areas tend to
- Western Victoria has the lowest house prices compare to others with the average house price around \$407.762.
- Significant price gap between metropolitan and non-metropolitan areas. Southern Metropolitan house prices are almost five times higher than Western Victoria.

#### Insight for Real Estate Agent:

- For Metropolitan areas target buyers with high purchasing power such as successful entrepreneurs or CEOs of a company.
- For Non-Metropolitan areas, prices are more affordable and suitable for first-time buyers or young families.

#### Top 5 Highest Selling Suburbs in Southern Metropolitan

- With 85 homes sold, Bentleigh East was the suburb with the highest number of transactions in the region.
- Kew and Brighton East have similar sales figures, indicating that demand in these two areas is relatively stable and quite high.

#### Insight for Real Estate Agent:

- With the highest number of sales, Bentleigh East may have high Investment Potential and could boost house prices in the future.
- Competition in the Suburbs is very healthy due to Similar Sales