



Asset Investment Analysis

Background

- Phrakanong area is the area on Sukhumvit road, situated not in the prime location such as Pleonchit and Phromphong, but is still close by major areas such as Thonglor and Ekkamai. As a result, the area's property value is considered as upper middle class (5-6 million baht/unit)
- Phrakanong's quiet and peaceful location compared to the major areas attract office employees both local and international

Problem Statement

- As an office employee interested in investing high ROI asset near BTS station, two characteristics of the invested asset need to be identified:
 1. Near Phrakanong BTS station
 2. Good ROI

Data Dictionary

- Property Data containing 1815 rows: Name, Address, Built Year, Distance from Phrakanong BTS Station, Floor Area(sqm), Property Type, Bedroom, Bath, and URL.

Built Year	1998 to 2022
Distance from BTS	10 to 990 meters
Floor area	0 to 2800 sqm
Property type	Condo, Townhouse, Detached House, Apartment, Land
Bedroom	0 to 10 rooms
Bath	0 to 9 rooms

Exploratory Data Analysis

property_type	saleprice
Condo	15.602928
Townhouse	16.835382
Detached House	17.834300
Apartment	17.938647
Land	18.097758

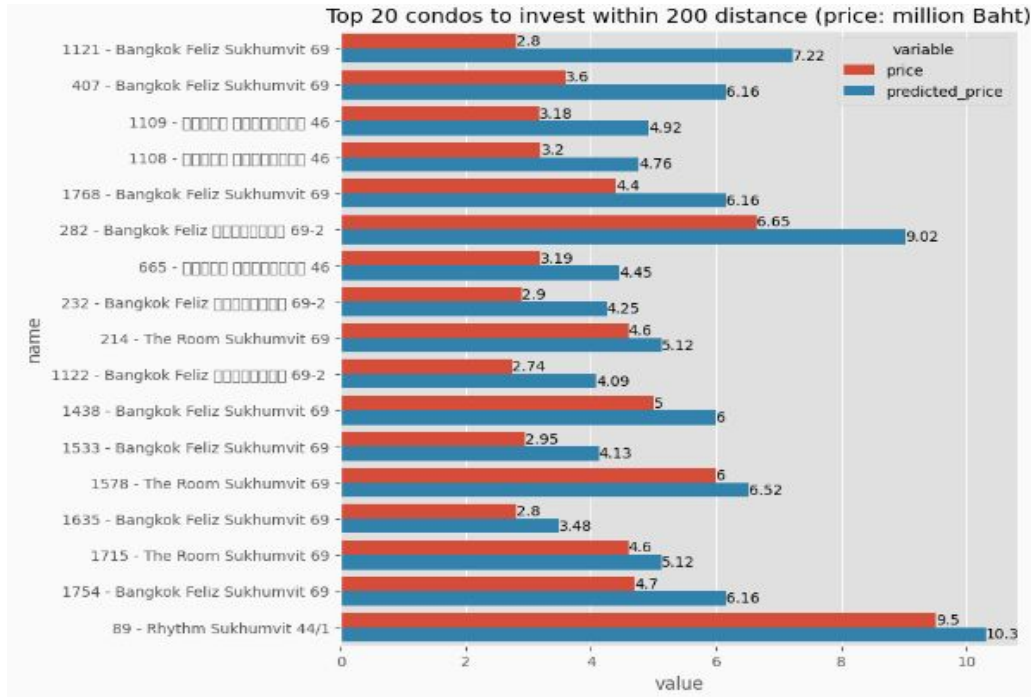
- Condo is the cheapest property type with average price of 15 million baht.
- Condo sale price is suitable for an office employee.

Exploratory Data Analysis

	name	property_type	distance_to_phrakanong[m]	saleprice
0	Ficus Lane	Condo	10.000000	17.216708
1	The Pillar Sukhumvit 71	Condo	20.000000	16.565844
2	Special duplex condo unit for sale near BTS Ph...	Condo	20.000000	17.822844
3	Rhythm Sukhumvit 44/1	Condo	30.000000	15.848626
4	Bangkok Feliz Sukhumvit 69	Condo	100.000000	15.109880
5	1 bedroom condo for sale near BTS Phra Khanong	Condo	105.000000	15.193931
6	Bangkok Feliz สุขุมวิท 69-2	Condo	140.000000	15.137939
7	วินน์ สุขุมวิท 46	Condo	160.000000	14.975529
8	คอนโดสุขุมวิท พลัส พระราม4 พระโขนง	Condo	160.000000	15.030424
9	The Room Sukhumvit 69	Condo	194.864865	15.700179
10	ขายถูก ห้องสวยสภาพดี คอนโดThe room สุขุมวิท 69	Condo	200.000000	15.571643
11	For Sale and Rent Bangkok Condo The Room Sukhu...	Condo	200.000000	15.687313
12	The Room สุขุมวิท 69 (เดอะ รูม สุขุมวิท 69)	Condo	200.000000	15.782623

- Displaying list of condo with distance less than or equal to 200 meters from Phrakanong BTS station.

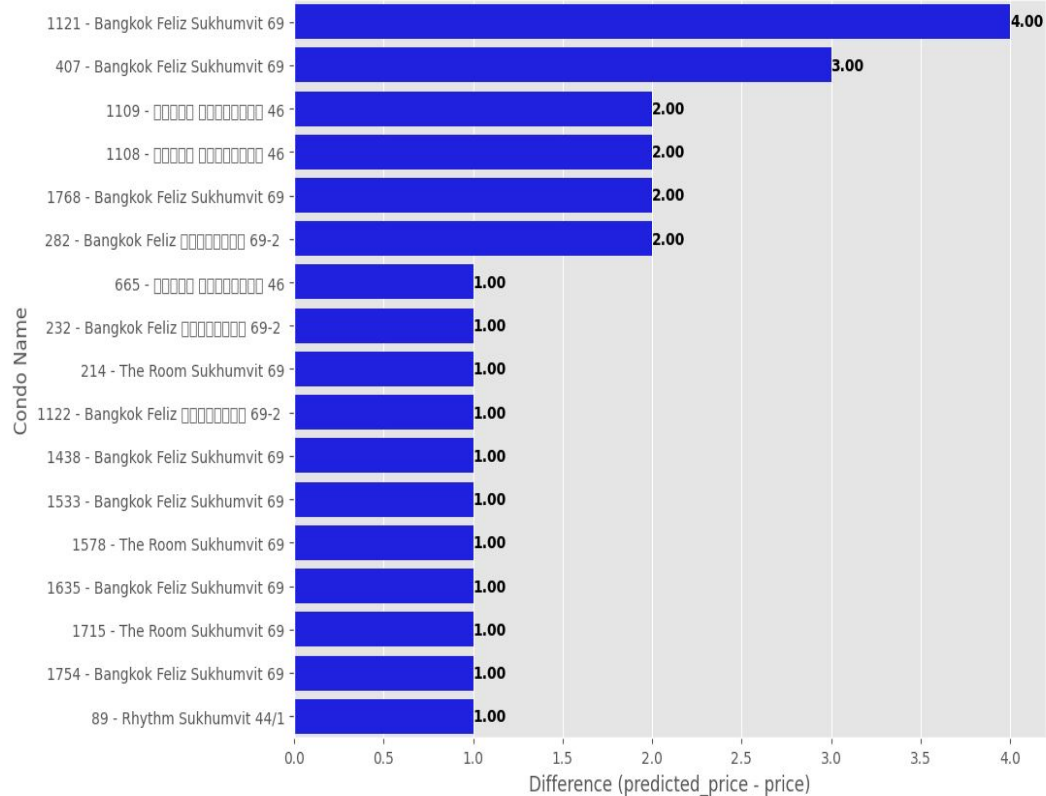
Top 20 High ROI Condos Price Comparison



- These condos have the potential for their prices to be appreciated in the future: Bangkok Feliz, The Room, Rhythm Sukhumvit

Condos ROI comparison

Top 20 Condos with Highest Price Appreciation and within 200 distance to Phrakhanong



- Bangkok Feliz has the highest Price Appreciation = 'Highest ROI'

Condos Analysis



Bangkok Feliz

- Located in Soi Sukhumvit 69
- 100 meters from BTS station
- Price: 2-3 million Baht
- Predicted Price: 7-8 million Baht
- Appreciation: 5-6 million Baht

The Room

- Close to main street, Sukhumvit road and BTS station
- 194 meters from BTS station
- Price: 4-5 million Baht
- Predicted Price: 5-6 million Baht
- Appreciation: 1-2 million Baht

Rhythm Sukhumvit

- Next to Sukhumvit station, only 30 meters
- Modern Contemporary and Luxury design
- Price: 9-10 million Baht
- Predicted Price: 10-11 million Baht
- Difference: 1-2 million Baht

Bangkok Feliz: Best for Investment

- Highest ROI: 5-6 million Baht price appreciation
- Cheapest option, affordable for office employees: 2-3 million Baht

