|  |
| --- |
| property buying guide using data science  JOE AUSTIN a.M |
| CAPSTONE PROJECT IBM DATA SCIENCE  PROFESSIONAL  9710210164  joeathimala@gmail.com |



#### introduction :

In this project, we aim to develop a housing property buying guide to the user by exploring the various neighborhoods along with their prices in Bengaluru in detail . We build the required Machine Learning Models, and do the necessary exploration and statistical analysis of our data in hand, to arrive at all the required inferences to present a robust aid to the user in his property purchase.

#### business PROBLEM :

Buying a house is easily one of the most important decisions in a person’s life. This is especially true in a country like India, where people in urban centres are largely the middle class who take huge loans to buy the house of their dreams. It becomes monumentally important that the person buys a house that is VFM, i.e, Value For Money. A lot many times, people are misled by the real estate agencies into buying properties which are grossly overpriced, thus creating a situation of mistrust. The EWS(Economically Weaker Sections) and the LIG(Low Income Groups) are the class of people most affected.

Looking into the city of Bengaluru, high urbanization and inflation have decreased home affordablity. The property prices in Bengaluru fell by almost 5 percent in the second half of 2017, said a study published by property consultancy Knight Frank.

Buying a home, here, is a tough choice. With its millennial crowd, varying culture, diverse income groups and a slew of lifestyle amenities, it is difficult to ascertain the value proposition of a home purchase.

#### problem statement :

The number of people buying new residential properties in Bengaluru is relatively lower for such a bustling city. Surveys have even shown that a number of people are skeptical about their property purchase as they are unsure about their investments value proposition. This, and a general air of doubt prevailing still have caused the ongoing situation.

#### stakeholder – target audience:

This project is meant to help the people in making a proper buying decision in the city of

Bengaluru. It will make the stakeholders, who can be the analytics firms or real estate

agencies to provide robust guidance to the clients in knwing that they have put their money

to good use by investing in a good valued asset. Also the buying price can be cross-verified

with the predictive modelling, the future scope of which can be recycling and improving

the model, thus providing a robust purchasing guidance.