

BUSINESS ANALYSIS

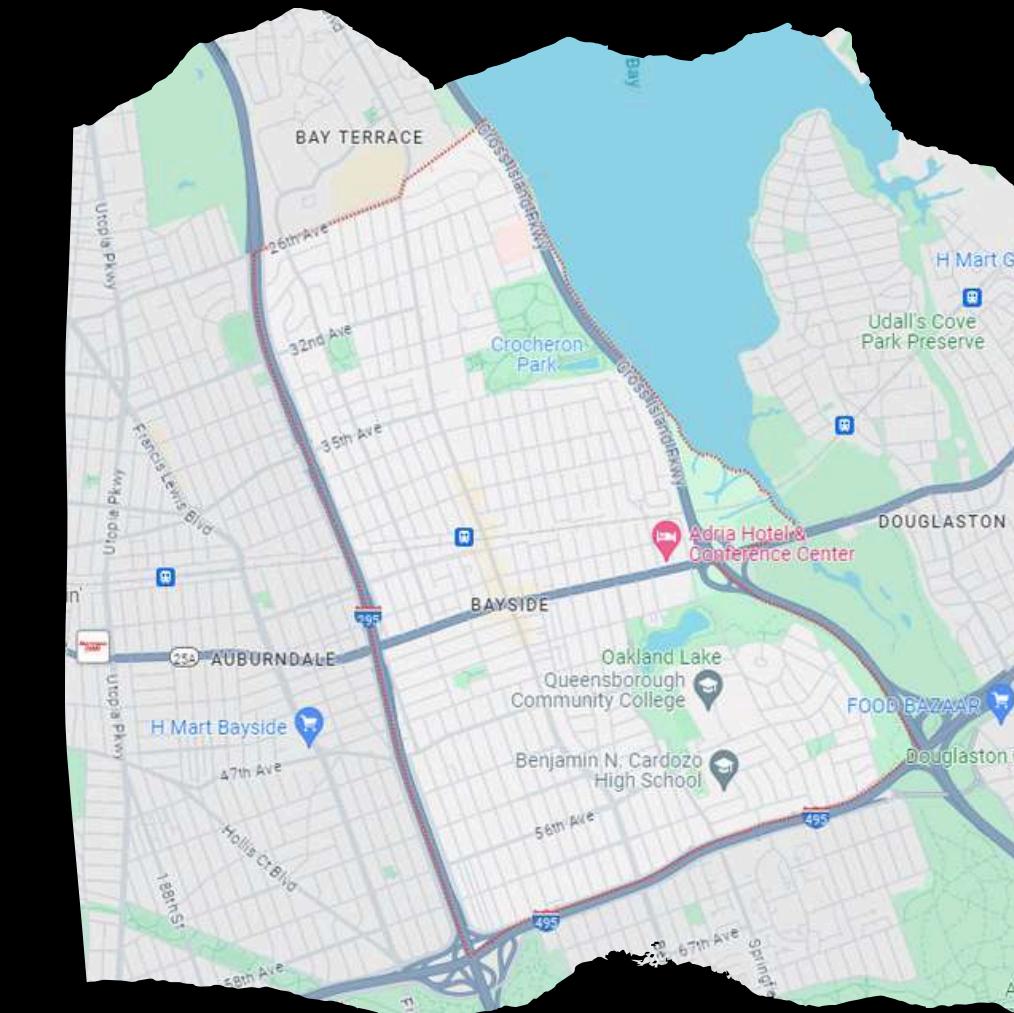
NYC REAL ESTATE

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Boston University

LOCATION



BOROUGH
Queens



NEIGHBORHOOD
Bayside

THE APPROACH





CONTENT



PESTLE FRAMEWORK

Understanding the Bayside Neighborhood

POLITICAL

Stable Political Environment

Strong policies and regulations of real estate

Queens Community Board 11 manages planning and land decision

ECONOMIC

Median household income of \$100,577 and Avg annual income is \$119,565

High real estate homeownership rate of 66.36%

Average rental price in Bayside is currently \$4,820

SOCIAL

Has a high level of education, with 24.85% of the population holding a bachelor's degree

68.74% being family households

Rich in culture with multinational residents

TECHNOLOGICAL

Advanced tech infra, including high-speed internet & great public transportation networks

Residents are tech-savvy

prevalence of telecommuting and remote work opportunities could also influence real estate trends

LEGAL

Laws ensuring consumer protection and transparent dealings

comprehensive zoning laws and property rights protections that benefit both buyers and sellers

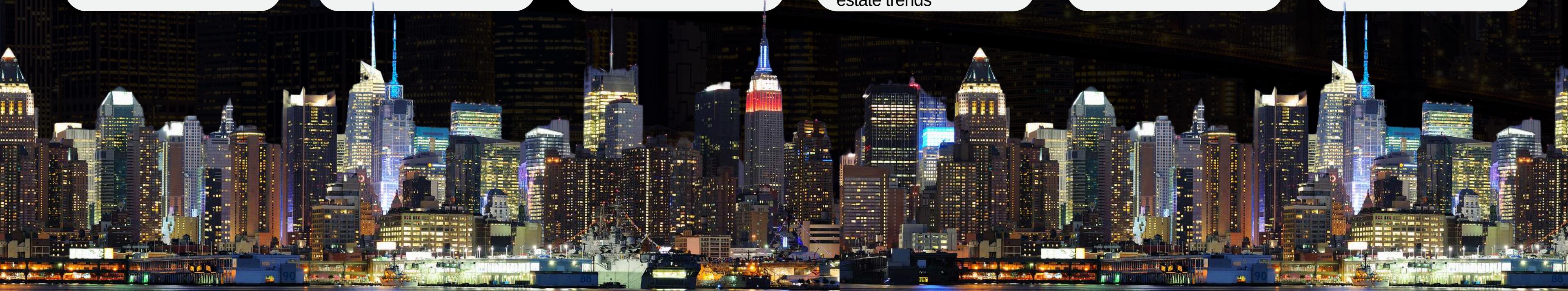
Compliance with local building codes and regulations is mandatory for any new development

ENVIRONMENTAL

Well-maintained residential areas and green spaces, contributing to a high quality of life

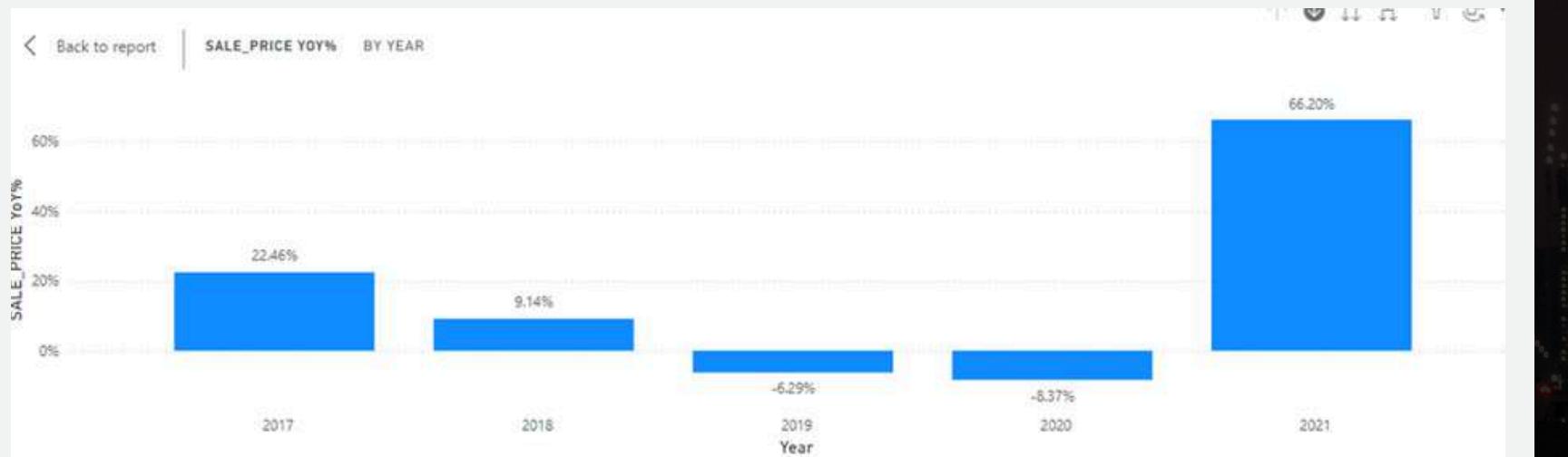
Proximity to Little Neck Bay and other natural amenities offers recreational opportunities

Energy efficiency laws ensure sustainable development practices are followed in Bayside

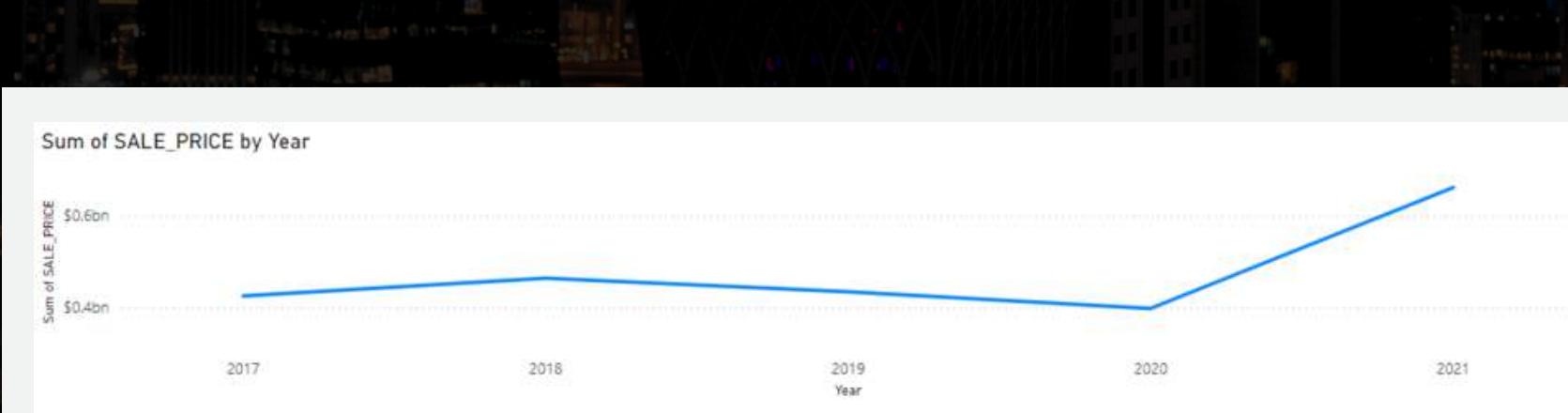


KEY STRENGTHS

Highlighting Bayside's Advantage



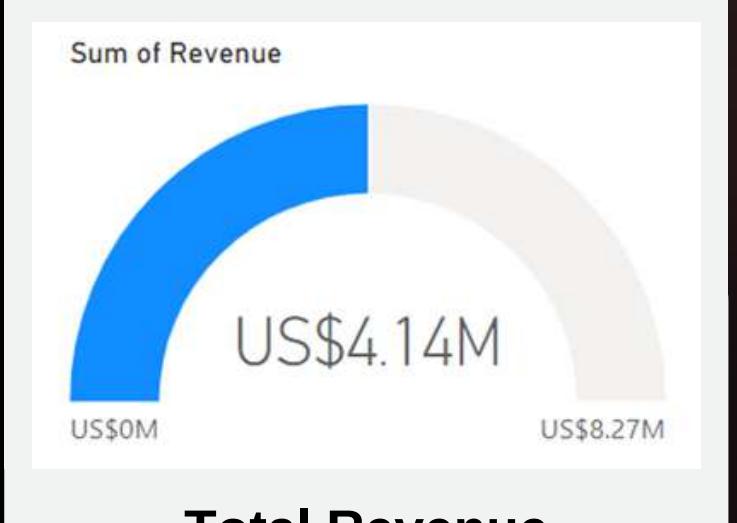
Substantial Growth in 2021



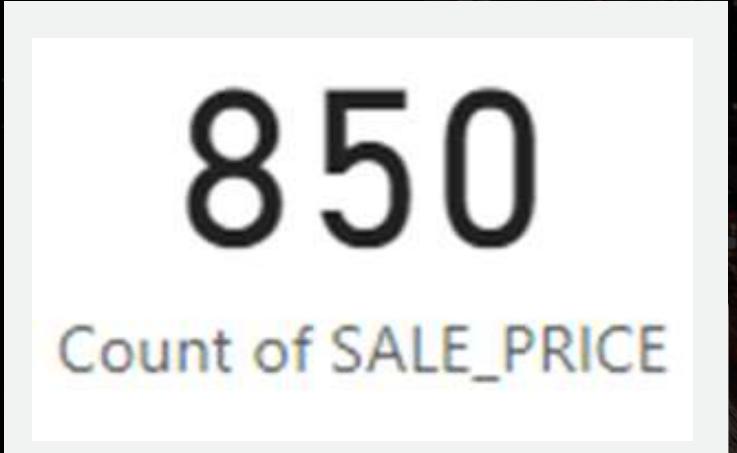
Increasing Sale Price Year-on-Year

SaleYear	TotalSales	TotalSqft	Avg
1	2003	300924626	1634850 184.0686
2	2004	388345348	1842456 210.7759
3	2005	386992339	1217053 317.9749
4	2006	348548559	1827394 190.7353
5	2007	361397280	1031323 350.4210
6	2008	247915977	695351 356.5336
7	2009	214340931	629515 340.4858
8	2010	248585584	1562067 159.1389
9	2011	214818996	616981 348.1777
10	2012	235499783	663983 354.6774
11	2013	302585752	825824 366.4046
12	2014	307241360	764072 402.1105
13	2015	348476381	1128308 308.8486
14	2016	346715751	766666 452.2383
15	2017	424342151	2611526 162.4882
16	2018	463735818	830725 558.2302
17	2019	354975674	672252 528.0396
18	2020	318353048	584765 544.4119
19	2021	508745883	900547 564.9299

Increasing Average Price Per Sq Feet



Total Revenue earned in 2021



Sale Count from last year (2021)

COMPETITOR'S ANALYSIS

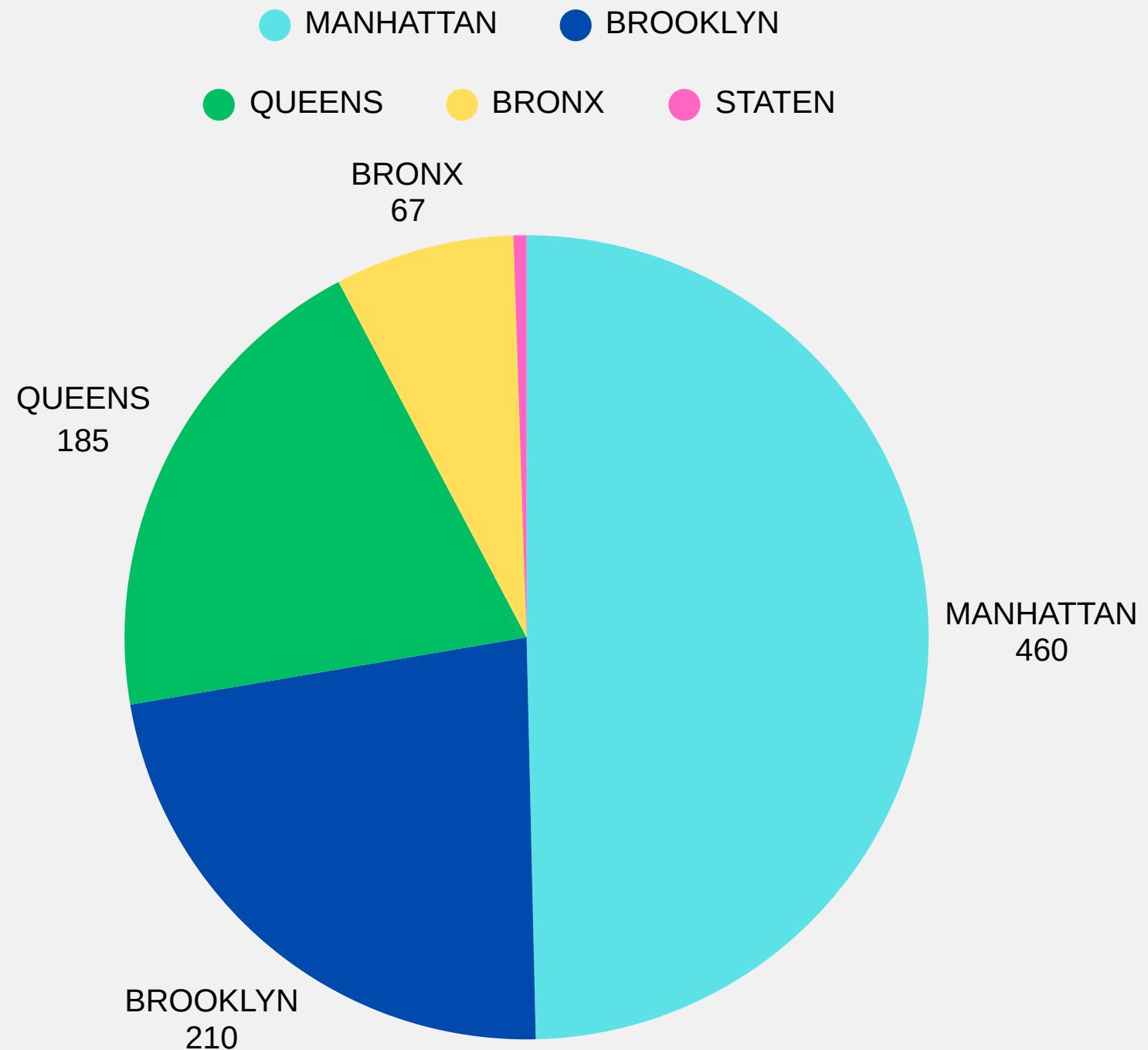
Queens Borough Vs Other Boroughs



QUEENS

**It is the 3rd Highest
by sum of Sale Price**

- The Queens borough has the 3rd highest total sales compared to the other boroughs, with a total sales accounting 185 billion dollars.



COMPETITOR'S ANALYSIS

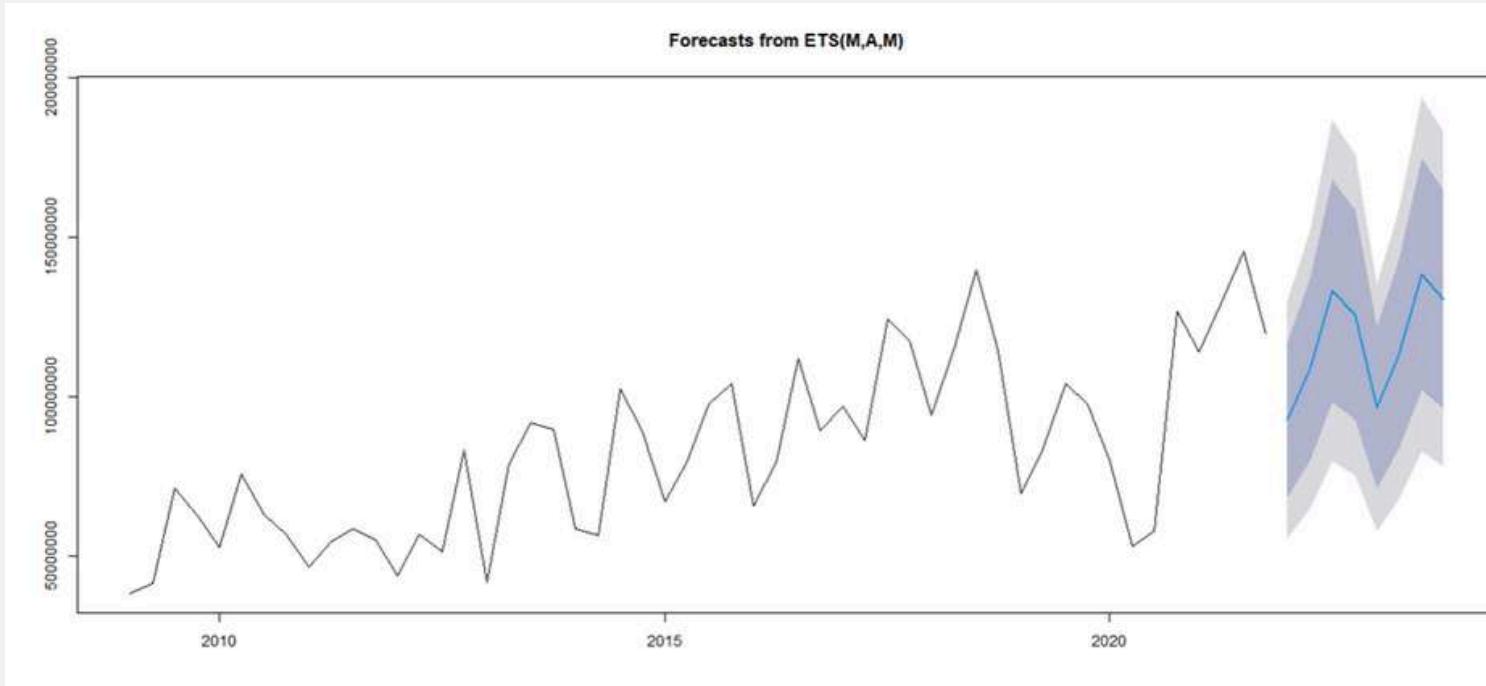
Comparing Bayside's with other Neighborhoods



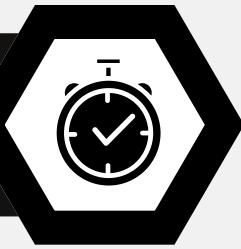
- Shown stable performance with a notable dip in 2016
- Bayside has demonstrated resilience and recovery, maintaining a consistent upward trend in average sale prices over the subsequent years

FORECASTING

Prediction using Time Series



FORECAST USING
TIME SERIES ANALYSIS



- The forecast generated predicts a positive upward trend in sales prices over the next eight quarters.
- Due to the significant deviations in sale prices and the lack of a clear seasonal trend, the forecast's wide confidence interval indicates some level of uncertainty.
- This variability implies that a property purchased now may not guarantee a profit or loss within the next two years.

> ForecastSales

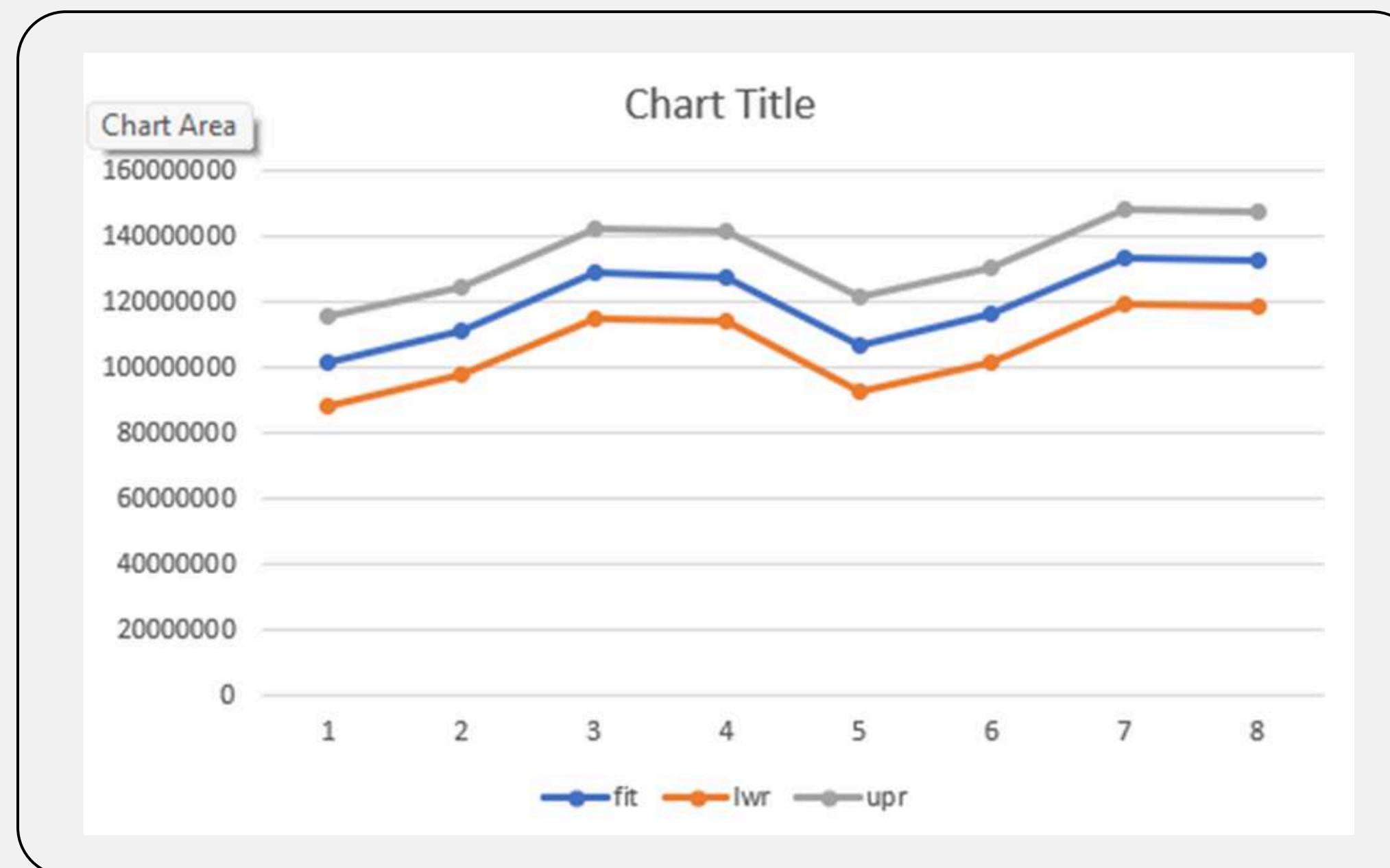
		Point Forecast	Lo 80	Hi 80	Lo 95	Hi 95
2022	Q1	92960909	68628853	117292965	55748241	130173577
2022	Q2	108828110	80342893	137313328	65263730	152392491
2022	Q3	133179914	98320731	168039096	79867395	186492433
2022	Q4	125570321	92702909	158437732	75303952	175836689
2023	Q1	96694931	71385506	122004357	57987505	135402357
2023	Q2	113156020	83537980	142774061	67859137	158452904
2023	Q3	138424115	102192265	174655965	83012283	193835948
2023	Q4	130466680	96317641	164615719	78240231	182693129



FORECAST FIGURES
OF 8 QUARTERS

FORECASTING

Prediction using Regression



	fit	lwr	upr
1	102065776	88529208	115602343
2	111286084	97749516	124822651
3	128839195	115302627	142375763
4	127901672	114365104	141438240
5	107069802	92598602	121541001
6	116290110	101818910	130761309
7	133843221	119372021	148314421
8	132905698	118434499	147376898

- Best fit 95% confidence - More suitable to take into consideration
- Lower 95% confidence - Situation when market might fall
- Higher 95% confidence - Optimistic market conditions

SWOT ANALYSIS

Combining Descriptive & Predictive into the framework

STRENGTHS

- **Strong Market Performance :** sharp recovery in 2020 and 2021, achieving 850 residential sales in 2021
- **High Revenue Potential:** \$4.41 million in 2021, highlighting lucrative opportunities.
- **Stable Growth:** Forecast analysis predicts a continued upward trajectory in sale prices
- **Desirable Location:** Bayside ranks fourth in total sale price among neighborhoods in Queens,

WEAKNESS

- **High Property Prices:** Significant recovery in property prices may limit affordability for middle-income families.
- **Economic Fluctuations:** Past dips, like those during the COVID-19 pandemic, highlight vulnerability to economic conditions.
- **Market Saturation:** High transaction volumes and established firms may limit market share for new entrants.

OPPORTUNITY

- **Increasing Demand:** Aggressive buying behavior and positive growth trends present opportunities for expansion.
- **High-Value Property Specialization:** Properties like "Two Stories - Detached SM or MID" show potential for high revenue generation.
- **Technological Advancements:** Utilizing advanced data analytics and tools can provide competitive advantages and deeper market insights. (Hiring Analysts!)

WEAKNESS

- **Economic Uncertainties:** Future economic downturns could impact the market adversely
- **Intense Competition:** Established firms and high competition could drive down profit margins and market share for new entrants.
- **Regulatory Changes:** Changes in real estate laws and regulations could impact operations and market dynamics.

DECISION

**SHOULD YOU OPEN THE
REAL ESTATE BROKERAGE
FIRM IN BAYSIDE ?**

YES !



**IF YES,
THEN HOW ?**



ASSUMPTIONS

Taking these into consideration for prescribing right direction



STRATEGY

Outcomes from prescriptive analysis

COMMISSION

All Three Models
Suggest Charging 5%
Commission



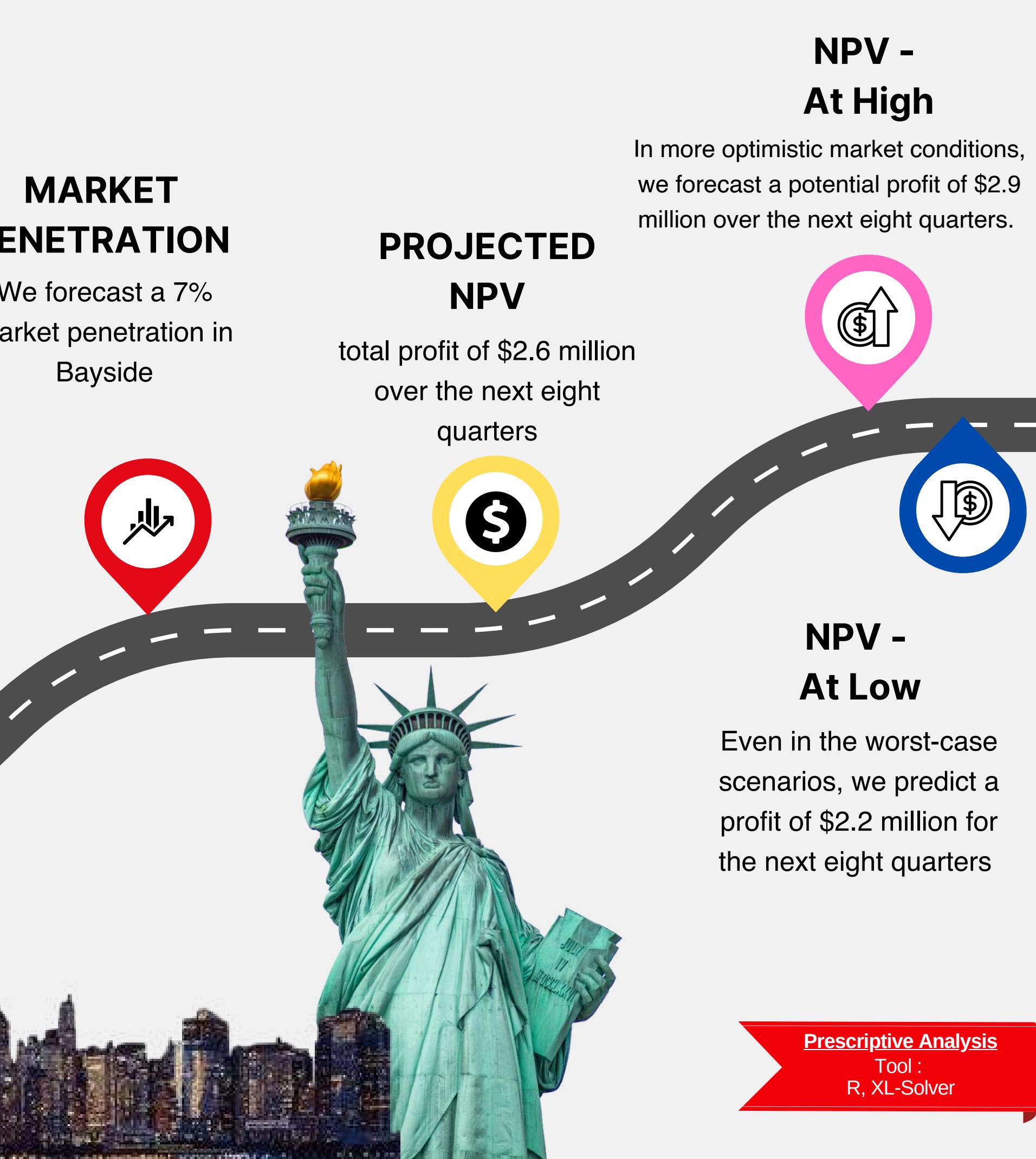
HUMAN RESOURCE

Number of Employees
to be hired should be 2



MARKET PENETRATION

We forecast a 7%
market penetration in
Bayside



PROJECTED NPV

total profit of \$2.6 million
over the next eight
quarters



NPV - At High

In more optimistic market conditions,
we forecast a potential profit of \$2.9
million over the next eight quarters.



A vibrant night cityscape serves as the background for this slide. The skyline is filled with numerous skyscrapers, many of which are brightly lit with yellow and white lights. A prominent building in the center-right features a large, illuminated triangular spire or antenna. Below the buildings, a complex network of elevated highways and roads is visible, with streaks of light from moving vehicles creating dynamic, blurred lines against the dark night sky. The overall atmosphere is one of a bustling, modern urban environment.

Thank You!

*REFERENCES

- Bayside/Little Neck neighborhood profile. (n.d.).
<https://furmancenter.org/neighborhoods/view/bayside-little-neck>
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