
DATA ANALYTICS BY TABLEAU

VOYAGE VISTA: *ANALYSING HOUSING PRICES IN
METROPOLITAN AREAS OF INDIA.*

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1. INTRODUCTION

1.1 OVERVIEW

India's real estate market is highly fragmented, with multiple players operating in the market. Higher competition among market Players is impacting selling prices and land prices, further leading to oversupply in the market. Furthermore, the market is dominated by a few pan-India branded players and multiple local players. Some of the major developers in the country are [Prestige Group](#), [Lodha Group](#), [Oberoi Realty](#), etc. The real estate market in India is on a high growth curve, on the back of a booming economy, favourable demographics and liberalised FDI regime. Rapid expansion of the Information Technology sector has brought in wide-spread social-economic changes in the country. In India's fast-growing economy, real estate has emerged as one of the most appealing investment areas for domestic as well as foreign investors. The real estate sector, since will continue to derive its growth from the booming Information Technology sector since an estimated 70 per cent of the new construction for the Information Technology sector. Besides the demand from the IT sector, the basic need for modern real estate would provide lucrative opportunities for investment.

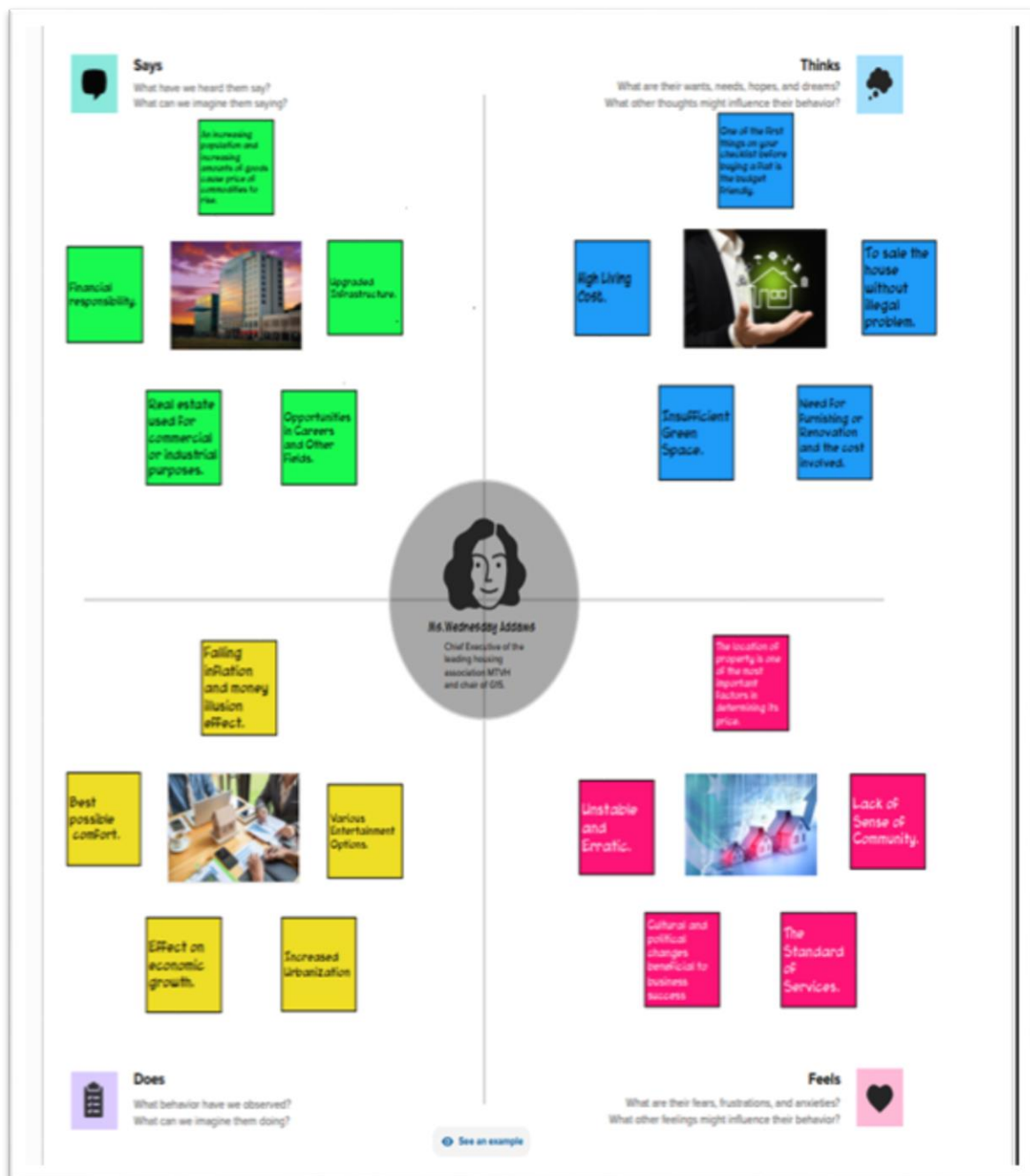
Also, it is being increasingly observed the residential prices in India are being dictated by quality, affordability and product offering. Every market shift throws up challenges and creates opportunities. The present economic slowdown has posed several challenges for developers to come up with attractive offers to sell their apartments. On the other hand, it has given rise to extremely good opportunities for investors and home buyers. Banks too have pitched in with loan offerings tagged with low interest rates. In other words, the era of affordable housing has arrived.

1.2 PURPOSE

Real Estate development is a process that involves the purchase of raw land rezoning, construction and renovation of building and sale or lease of the finished product to end users. Developers earn a profit by adding value to the land (creating buildings or improvements, rezoning, etc). Real estate is essential for addressing the housing needs of India's growing population. The government's initiatives, such as Pradhan Mantri Awas Yojana aim to provide affordable housing to all, contributing to social and economic development. Real estate can be a stable and profitable investment option, with the potential for long-term appreciation. It provides a tangible asset that can generate rental income or be used for personal or business purposes. Real estate can serve as a hedge against inflation, as property values and rental income tend to increase over time. It offers diversification to an investment portfolio, reducing risk by spreading investment across different asset classes. Real estate market is influenced by various factors such as supply and demand, economic conditions and government policies. Real estate can also have a significant impact on local economics, creating jobs and driving economic growth.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1 EMPATHY MAP



2.2 IDEATION AND BRAINSTORM MAP

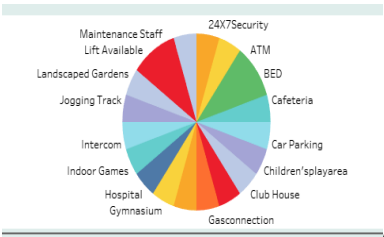
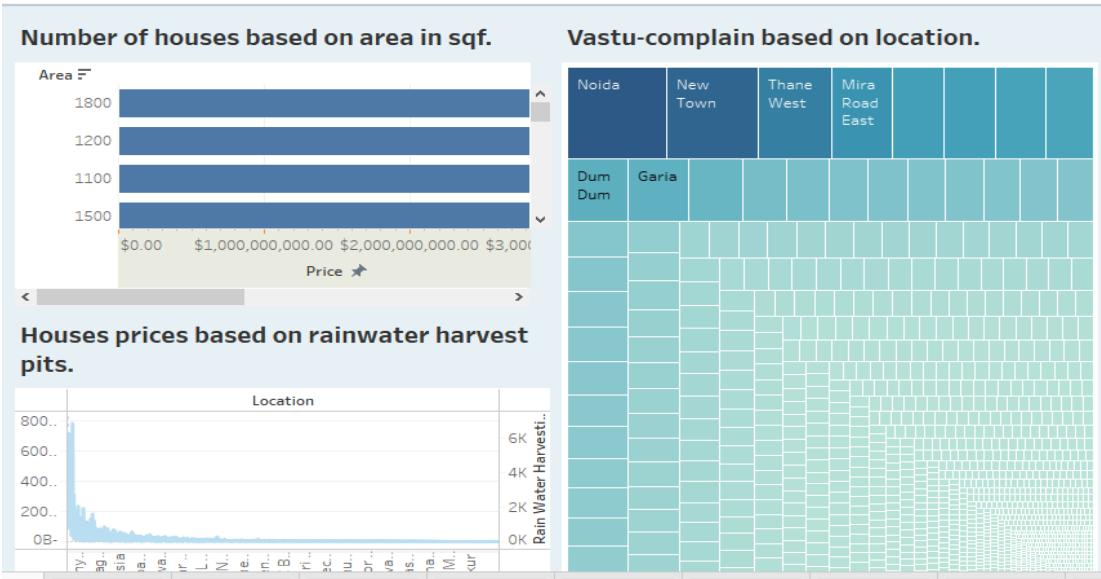
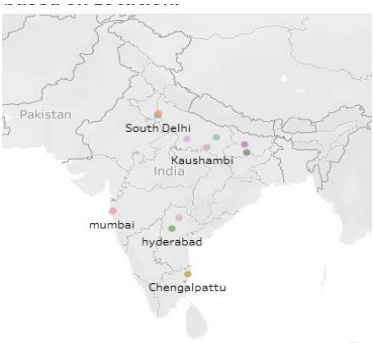


3. RESULT

3.1 DASHBOARD

House Price Prediction in India

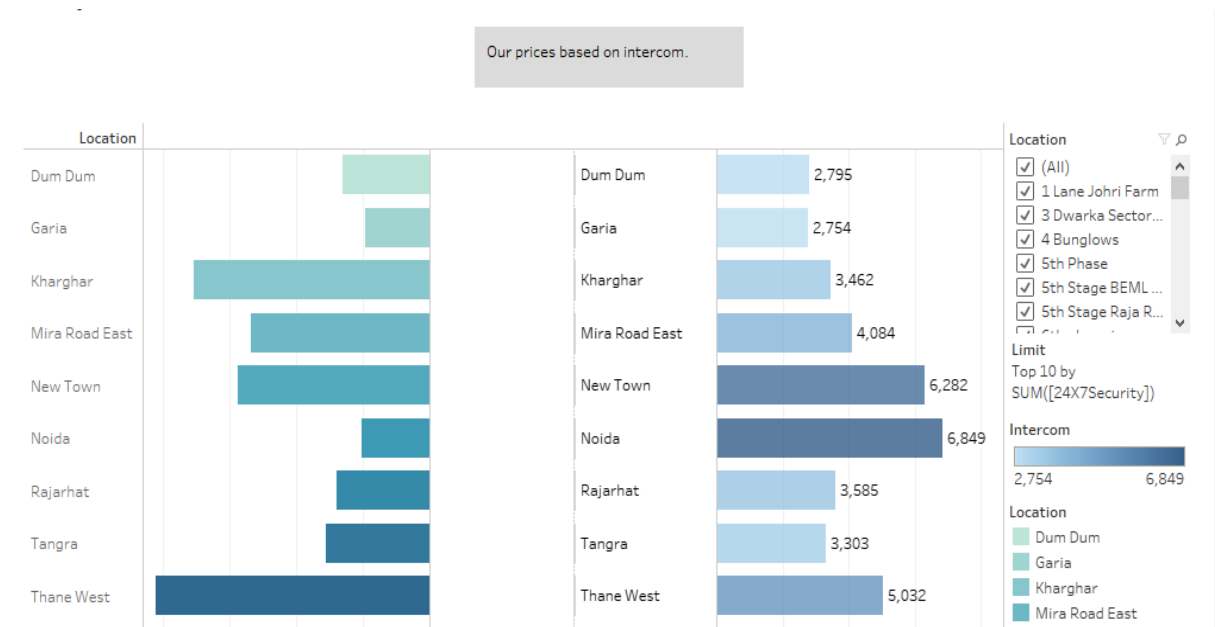
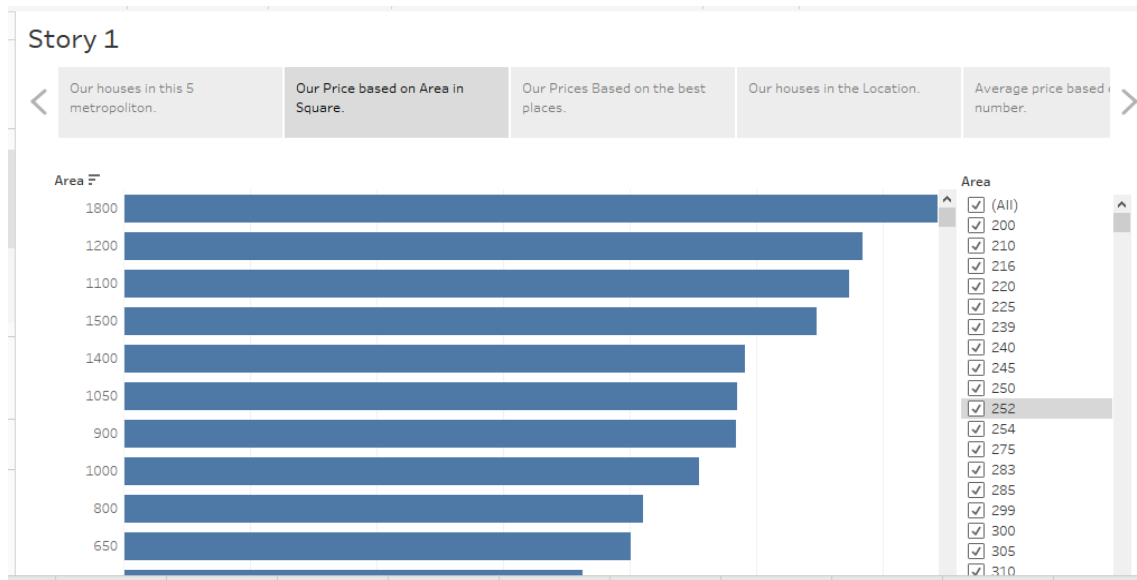
Latitude and Longitude based on Area



All services based on Location

3.2 STORY

HOUSE PRICE PREDICTION



4. ADVANTAGES AND DISADVANTAGES

4.1 ADVANTAGES

- **REAL ESTATE CAN BE EASIER TO UNDERSTAND**

When you start investing, it can be difficult to understand everything you need to know to make a profit. Many types of investment rely on abstract concepts and complex algorithms, which are especially difficult to understand. Investing in real estate can be much easier to understand than complex investments developed by mathematicians.

- **REAL ESTATE IS IMPROVABLE**

After you buy a stock, you hold it for a period of time and hopefully sell it for a profit. The success of the stock depends on company management and their corporate success, which is out of your control. Though you can't control demographic and economic changes, or acts of God, you can control many things relating to the physical property and tenants.

- **REAL ESTATE IS A HEDGE AGAINST INFLATION**

Real estate is one of the few assets that reacts proportionately to inflation. As inflation goes up, housing values and rents go up. Though real estate in general is a good hedge against inflation, rental properties that are re-leased every year are especially effective, since monthly rents can be adjusted upward in inflationary periods.

- **REAL ESTATE PROPERTIES EXIST IN AN INEFFICIENT MARKET**

Unlike the stock market, the real estate market is full of inefficiencies. There is a lack of transparency relating to individual property values and also the strength of different markets, which means that real estate investments have the potential for very high profits.

4.2 DISADVANTAGES.,

- **REAL ESTATE HAS HIGHER TRANSACTION COSTS**

When purchasing shares of a stock, the transaction cost for the trade is very low, often just a few dollars. But when purchasing real estate, the transaction costs are considerably higher. Unlike other types of investments, real estate transaction cost can significantly affect the value of the investments and make it more difficult to turn a profit.

- **REAL ESTATE HAS LOW LIQUIDITY**

Many investments are highly liquid, and can be bought and sold for a profit in a fraction of a second, as with high-frequency stock trading. But real estate investments are comparably illiquid, because properties can't be quickly and easily sold without a substantial loss in value. Real estate investors must be prepared to own a property for months and years, especially if it will be leased out.

● **Real estate Requires Management and Maintenance**

Once an investor purchases a property, it must be rehabbed, maintained and managed. Financing payments, real estate taxes, insurance, management fees and maintenance costs can add up quickly, especially if the property sits empty for extended periods of time.

● **Real Estate Markets Have Significant Inefficiencies**

As we've already discussed above, the market's inefficiencies can be advantageous to investors. But here we want to also mention the disadvantages, which can be illustrated by investors purchasing properties sight unseen at auction. The most aggressive investors purchase real estate based on minimal information and don't know whether they've made a good deal until paying for the property and then inspecting the property.

● **Real Estate Creates Liabilities**

Real estate investing involves taking on a great deal of financial and legal liability. All the disadvantages mentioned above add to the liability a real estate investor takes on when purchasing, financing, rehabbing, leasing, managing and maintaining a property. Even though investment properties may be in a corporation, there are often personal guarantees associated with the business and the risk of losing the income and profits generated by the company.

5.APPLICATION

Real estate has various applications such a buying and selling properties, investing in rental properties, developing land and providing housing or commercial spaces. It's a thriving industry that offers opportunities for investment, development and meeting demand for housing and commercial needs.

- **Rental Income:** Real estate can provide a steady source of rental income through residential or commercial properties. Investors can earn passive income by leasing out their properties to tenants.
- **Capital Appreciation:** Real estate properties have the potential to appreciate in value over time. Investors can benefit from the increase in property prices and sell them at a higher price in the future.
- **Diversification:** Investing real estate allows you to diversify your investment portfolio. It offers an alternative asset class that can help risk and protect against market volatility.
- **Development and Construction:** Real estate development involves acquiring land, obtaining necessary permits and constructing buildings or infrastructure. This sector contributes to economic growth, job creation and urban development.
- **Meeting Housing Needs:** Real estate plays a crucial role in providing housing for individuals and families. It helps address the growing demand for affordable and quality housing in urban areas.
- **Commercial Spaces:** Real estate is essential for businesses, providing spaces for offices, retail stores, restaurants and other commercial establishments. It supports economic activities and entrepreneurship.

7.FUTURE SCOPE

The future scope of real estate will likely continue to evolve with several key trends and considerations:

- **Sustainable Development:** Increasing emphasis on sustainability and eco-friendly construction practices, driven by environmental concerns and government regulations.
- **Smart cities:** Integration of technology in urban planning, leading to smarter, more connected cities, with implication for real estate development.
- **Co-living and Co-working Spaces:** The demand for flexible, shared living and working spaces is expected to grow, especially in urban areas.
- **Virtual Reality and Augmented Reality:** These technologies may play a role in property viewing and design, potentially changing the way real estate transactions are connected.
- **Affordable Housing:** A continuing need for affordable housing solutions, especially in densely populated areas.
- **Work-From -Home Impact:** The extent to which remote work continues to affect the demand for office spaces remains a consideration.



CONCLUSION

The project “Voyage vista: House prediction in India”: During the course of the paper. I have analysed the market values of context in which real estate in India. We have also tried to catch a glimpse of future as it may unfold. Housing prices in important role in understanding the price movement of housing as well as general trend of growth in India. These, Dashboard are easy to understand housing prices in Metropolitan area of India. We are using a tableau has various milestones such as Empathy map, Brainstorming and Ideal prioritisation by using Mural which is a system that offers a workspace to collaborate and contribute innovative ideas a team work and uploaded . This information determines the data which helps to buy a land in cities. By this process, we analyse the data and identify the methods and strategies to develop the buying land in best cities and also lower price and all facilities in house.