Real Estate Ads in Curitiba Datasets

After explore and analytic a dataset I decide to define the purpose of analytic process first.
I try to think a situation when customers come to Datasprints and ask for helping about the data. This task, a customer is an ads scraping company. The ways to make a benefit for the customer is try to understand the customer of our customer.
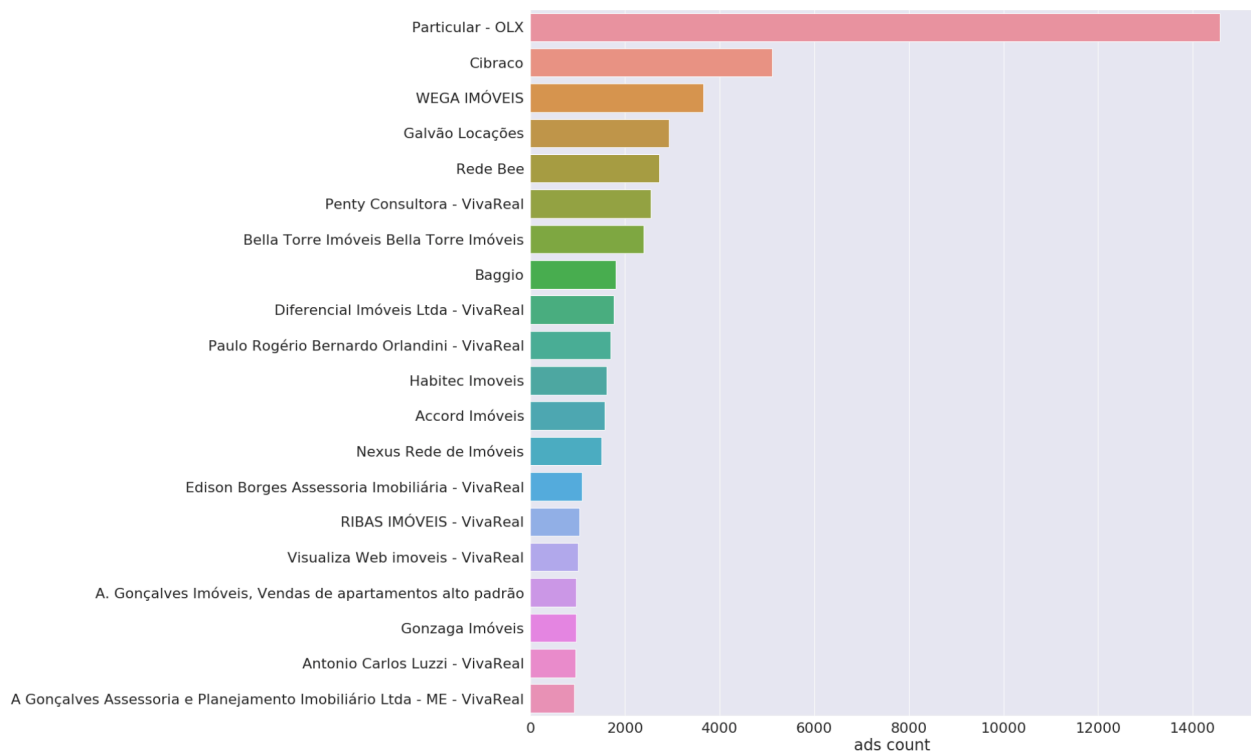
The first assumption is an ads scraping company want to sell the data for the real estate advertisers and I think they want to serve their customers who are the real estate advertiser with competitive advantages which other advertiser never know about it.

My second assumption, an ads scraping company can be the one of real estate advertiser who want to understand their users. And to more understand their users who want to buy or rent an estate from their website, this company also decide to scrape ads from their competitor to know more ways how the others advertiser take care the users.

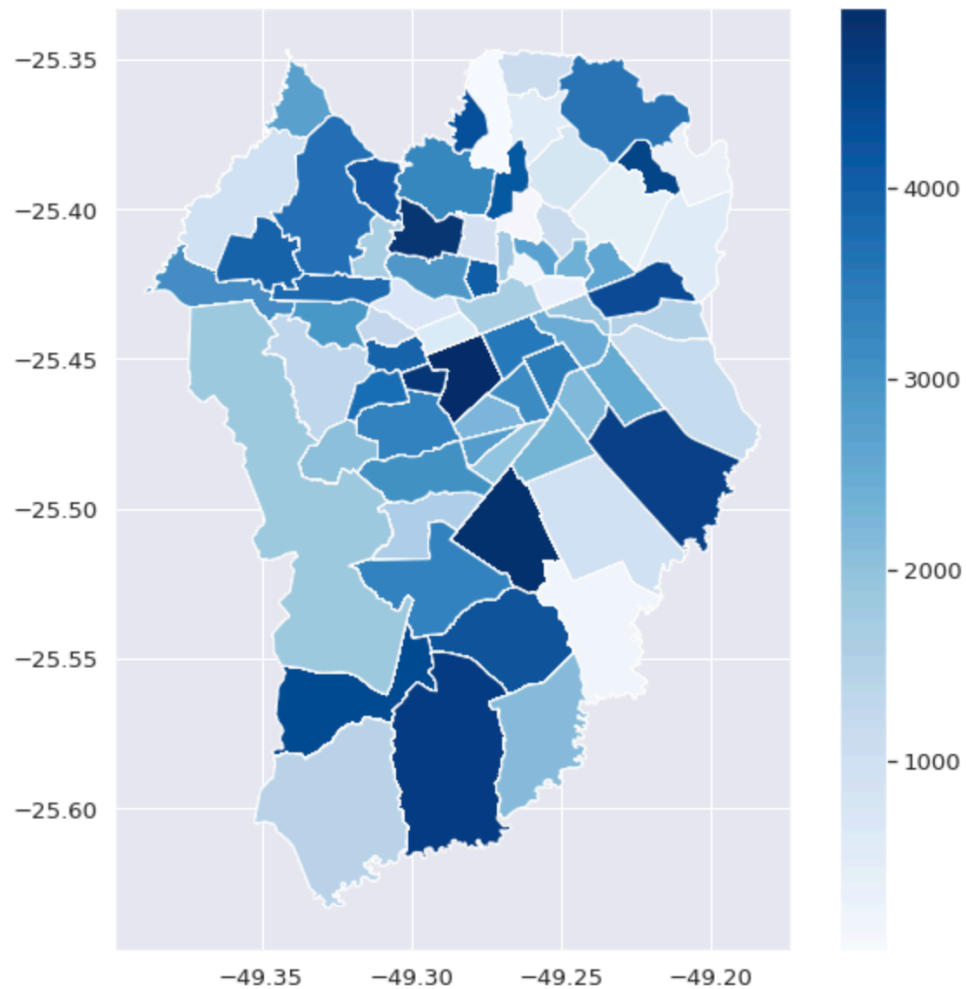So, the analytic process will follow by these 2 purposes. Let's begin!!

1. **The ads scraping company is a data seller.**
   • Their customer should want to know who is the popular advertiser. To compete against the other company, they have to know who their competitors are. From the graph below show the advertiser who have the most ads is Particular - OLX and they look have too many ads when compare with the others.
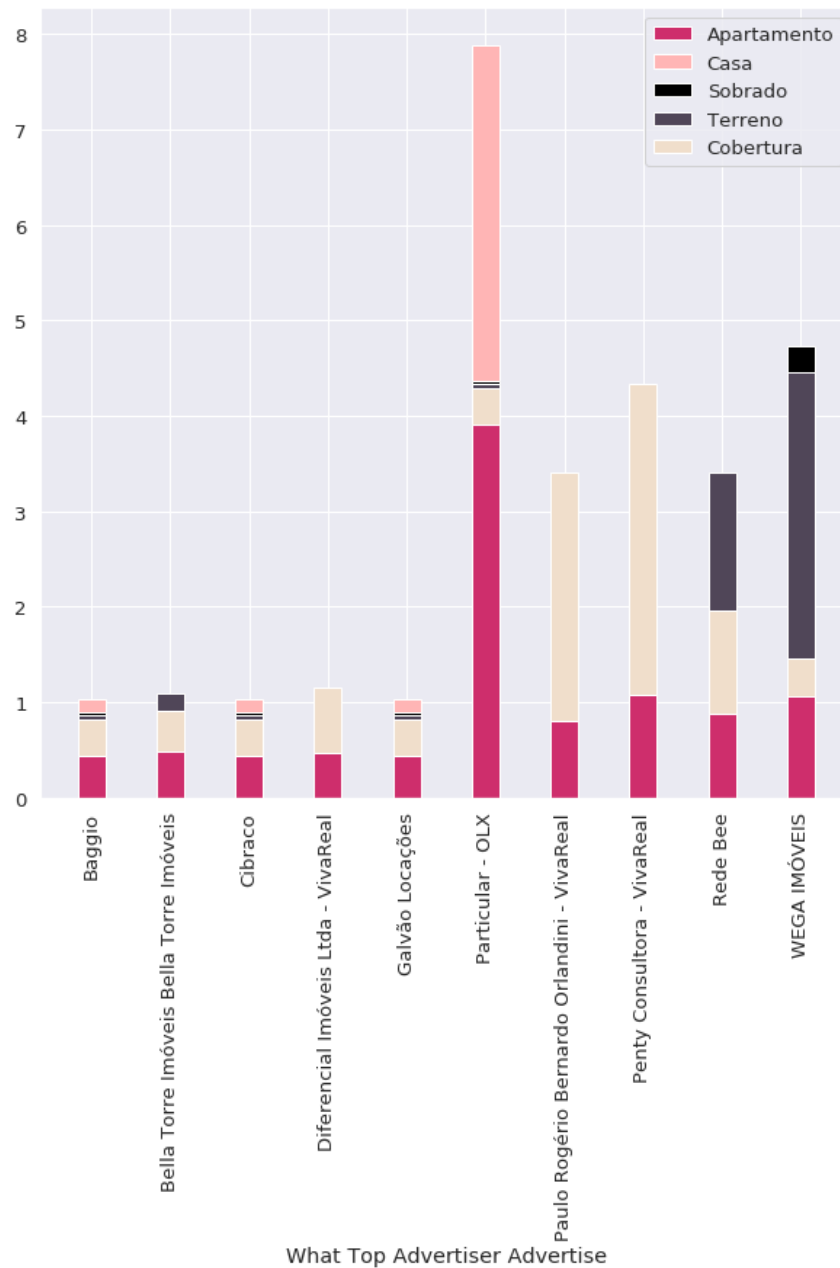

Top 20 Popular Advertiser

- From the top 20 popular advertiser, This heat map show the ads density in Curitiba. If they are the newbies in the real estate trading market, they can find the places to start a business where it have low density ads to reduce business competition and increase sales opportunities.

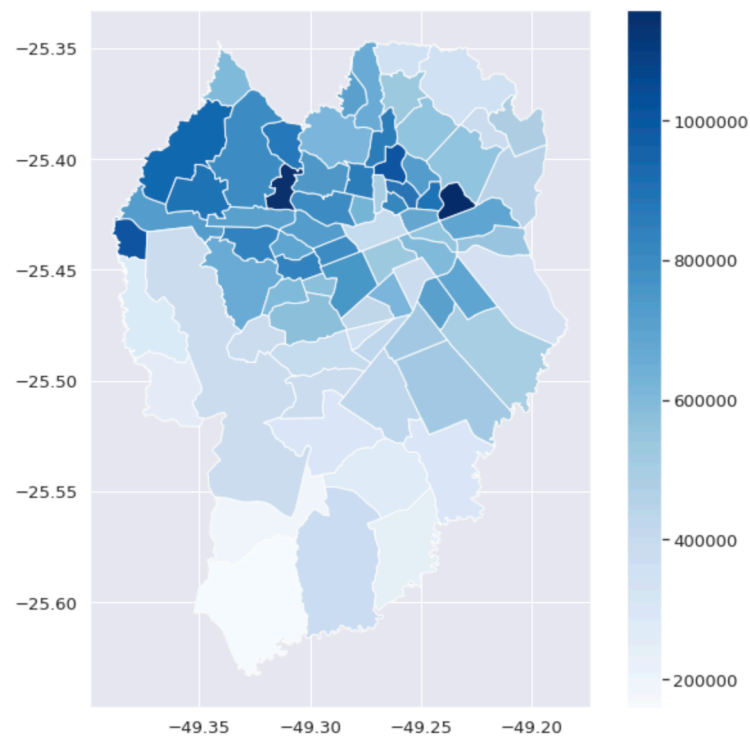**Density of ads count in Curitiba**

- A ratio of property type that the top advertiser company advertise their ads. A ratio of Apartment (Apartamento) is the most property type that every advertiser company sell or rent it show in pink bar and the second is followed by Coverage (Cobertura) in cream bar.
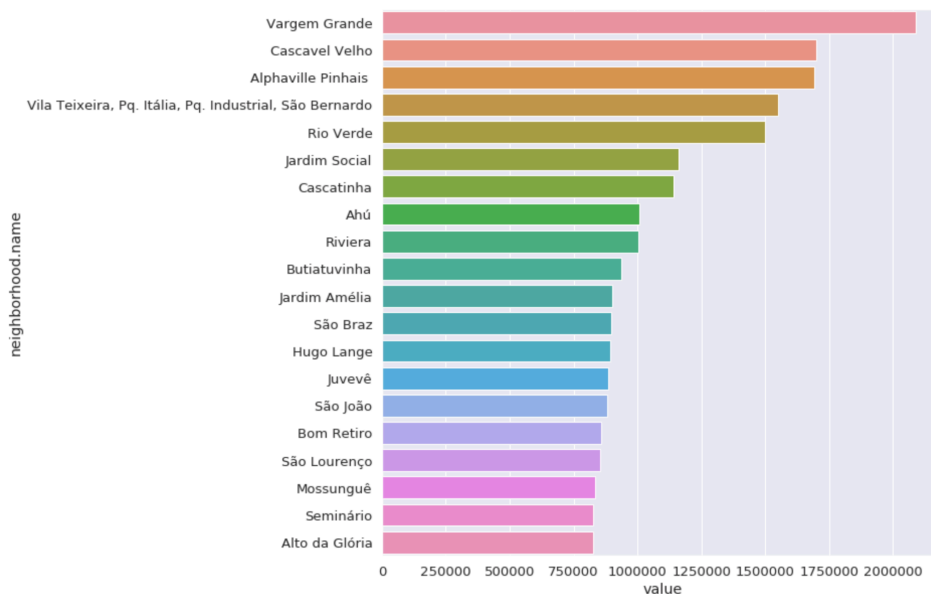

The ratio between property type which top advertiser company advertise

2. The ads scraping company is the one of advertiser company. And they just want to take care their users.

- A density of selling price in Curitiba show that the north of Curitiba has a lot of luxury estate which sell in the highly price. We can compare with a bar chart below, a bar chart show the top highly price neighbourhood name.
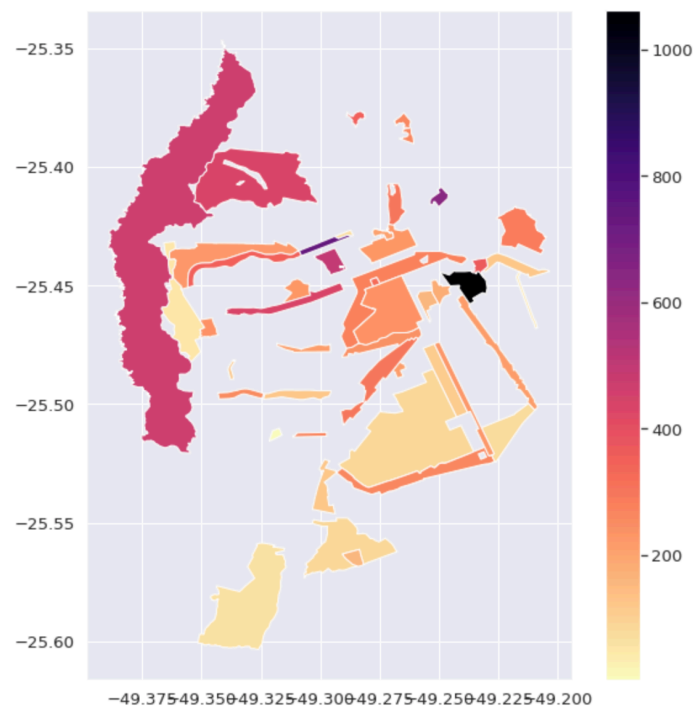

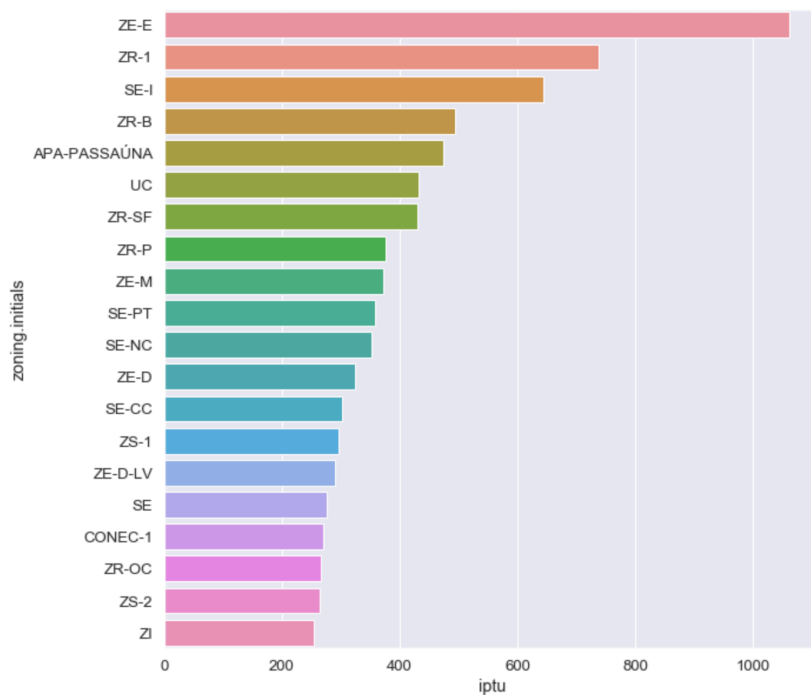**Density of selling real estate price in Curitiba**

Top neighbourhood mean average selling price

- One thing that the person who want to buy concern and should consider before buy a new estate is the tax price. The heat map below can show high or low tax price map by zone in Curitiba. And they can also consider a top tax price sorted by name which show in the next chart.

Tax price map by zone in Curitiba

Top mean average tax price group by zone