

# Analysis of London Real Estate Market

## Recommending Similar Properties on Sale

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### 1. Background And Problem Definition

Real estate industry is based on identifying customer's taste and presenting properties that are in alignment with customer needs and preferences. Customers typically contact the agent once they are interested in a property listed with the company. Even if customer may not necessarily purchase the property they were first interested in, if they are provided relevant recommendations, they can view and purchase other similar properties listed with the same company. Hence, given customer's interest in a specific property, being able to identify and recommend similar properties is a crucial skill for realtors to close a sale. Rather than leaving these recommendations to realtor's experience and subjective evaluation, a data-based recommendation would provide an objective, more accurate evaluation of the similarity across different properties and enhance the trust between customers and their agents as well.

In addition to being an essential challenge for real estate agents, recommending similar properties is also crucial to the success of real estate recommender websites such as <https://www.compass.com/>. If you click on a specific property in Compass.com or similar websites and go back to the home page, other similar properties are listed on the screen based on the ones recently viewed.

In this study, my goal is to develop a data-based tool that can be used by real estate companies to identify similar property listings. This way, their agents can provide relevant and similar recommendations to a customer who is interested in a specific property and maximize their chances of making a sale.