

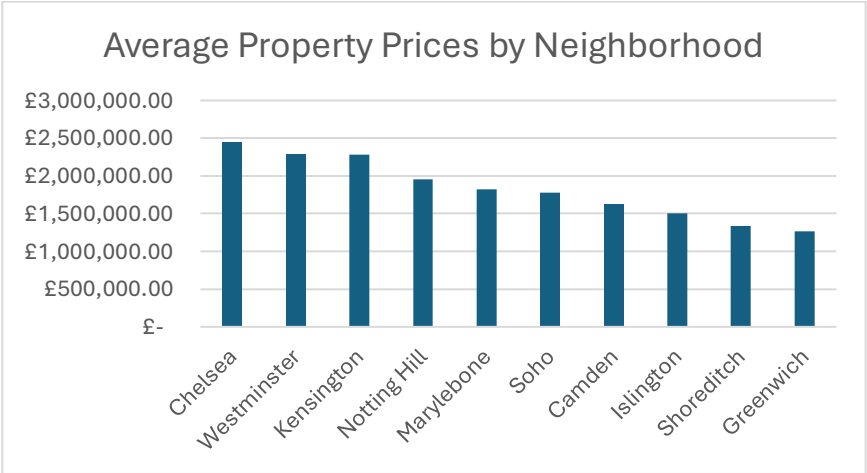
Detailed Outline

Website Page 1: Average Property Price per Neighborhood

This page provides a visual comparison of average property prices across different neighbourhoods in London. It helps the user to quickly identify which area is the most and least expensive. To inform the user a table with the exact values will be available, and a bar chart will help to visualize the data.

Content Included:

Row Labels	Average of Price (£)	
Chelsea	£	2,452,893.53
Westminster	£	2,291,436.73
Kensington	£	2,282,232.92
Notting Hill	£	1,957,588.57
Marylebone	£	1,824,982.30
Soho	£	1,781,120.77
Camden	£	1,626,332.17
Islington	£	1,507,373.20
Shoreditch	£	1,332,828.89
Greenwich	£	1,269,408.81
Grand Total	£	1,840,807.28

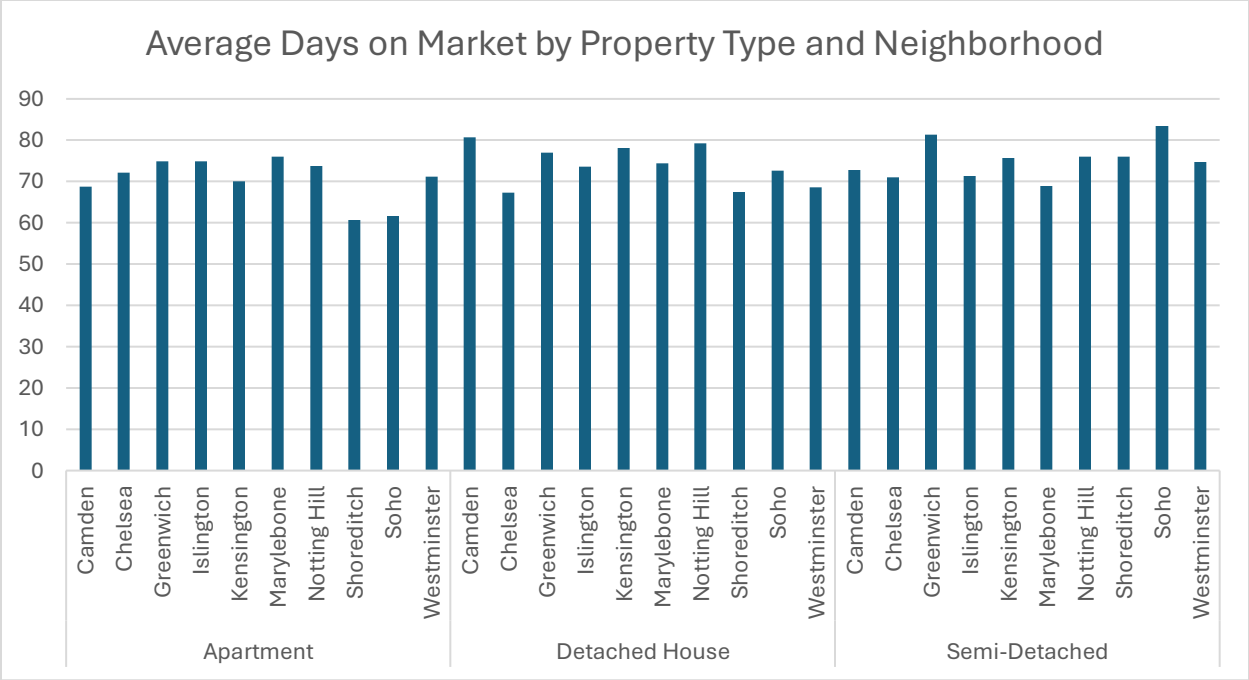


Website Page 2: Average Days on Market by Neighborhood & Property Type

This page explores how long it takes for different types of properties to sell depending on the neighborhood. It helps the user understand which combinations of property type and area are selling faster or slower. A table will show the average days on market, and a grouped bar chart will be used to make the comparison easier to understand.

Content Included:

Row Labels	Average of Days on Market
Apartment	70.3627451
Camden	68.76666667
Chelsea	72.16666667
Greenwich	74.80645161
Islington	74.81481481
Kensington	69.97368421
Marylebone	76
Notting Hill	73.78571429
Shoreditch	60.74285714
Soho	61.59259259
Westminster	71.25
Detached House	74.03151862
Camden	80.62857143
Chelsea	67.3030303
Greenwich	77.02857143
Islington	73.66666667
Kensington	78.07142857
Marylebone	74.46808511
Notting Hill	79.31578947
Shoreditch	67.37931034
Soho	72.625
Westminster	68.55555556
Semi-Detached	75.15072464
Camden	72.73170732
Chelsea	71.05405405
Greenwich	81.29032258
Islington	71.38235294
Kensington	75.6875
Marylebone	68.85714286
Notting Hill	76.03333333
Shoreditch	75.96
Soho	83.40540541
Westminster	74.76470588
Grand Total	73.295

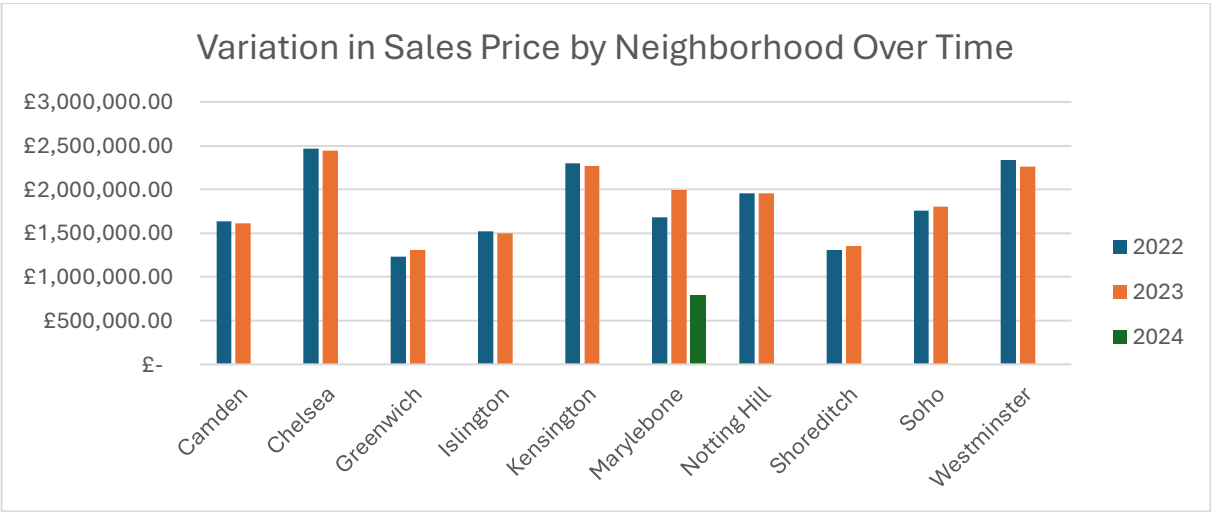


Website Page 3: Variation in Sales Price by Neighborhood Over Time

This page shows how average property prices have changed over time in different neighborhoods. It helps the user see which areas are increasing or decreasing in value. A table with the exact values will be available, highlighting the biggest increases and decreases, and a bar chart will be used to make the comparison easier to visualize.

Content Included:

Average of Price (£)		Listing Year			Price Change
Neighbourhoods		2022	2023	2024	
	£	£			
Camden	1,636,757.27	1,612,734.22			-£24,023.05
	£	£			
Chelsea	2,463,159.33	2,443,055.48			-£20,103.85
	£	£			
Greenwich	1,230,486.00	1,307,537.29			£77,051.29
	£	£			
Islington	1,518,727.27	1,497,947.17			-£20,780.10
	£	£			
Kensington	2,299,868.86	2,267,956.21			-£31,912.66
	£	£	£		
Marylebone	1,679,473.68	1,994,600.00	790,000.00		-£889,473.68
	£	£			
Notting Hill	1,958,688.58	1,956,488.56			-£2,200.02
	£	£			
Shoreditch	1,309,366.30	1,355,770.09			£46,403.79
	£	£			
Soho	1,755,302.98	1,802,966.60			£47,663.62
	£	£			
Westminster	2,335,942.86	2,258,057.14			-£77,885.71



Structure and Design of The Website:

The three pages will be arranged similarly. A small vertical navigation column on the left allows the users to switch between the three pages using clearly labelled buttons. At the top of this column, "*Sales Summary*" will be written so the user can understand what the pages are about. The rest of the website page will change depending on what button you clicked. While each page displays different content, they follow the same structure: a descriptive title and key data insights, followed by a table and a chart. The design is straightforward and intuitive, making it easy for any user to navigate the website. Additionally, at the bottom left of our page, there is a way with buttons for the user to let us know if they found our information helpful. It is necessary to get feedback about the experience of our users, so there is also a comment box where you can submit your thoughts. External sources about London's real estate situation are also available thanks to links at the top right. Finally, the colours used for the website are 062E36 (a deep blue), D9D9D9 (a very light gray) and 29C3C9 (a light turquoise blue).