

# Associate DA Capstone Project

Taste of real-life business problem.

# Agenda

- Objective
- Data Information
- General Process
- Presentation Format
- Marking



# Objective



- This project will allow you to integrate and apply the knowledge, skills and concepts that you have acquired throughout the academic journey.
- It will allow you to demonstrate your understanding of key concepts, methodologies and best practices.
- It can also help you in professional development by fostering skills such as time management, teamwork and problem solving.

# Data Information



- The data provided to you is from a real estate company specializing in housing and property sales.
- This dataset contains all the required detail such as block, flat model, flat area, resale price etc.
- These columns provide essential information about the properties in the dataset, enabling analysis and insights into the resale market within the specified area.
- All the information about the features is present in **Data\_Dictionary.pdf**

# General Process



- Problem Statement
- Research Objective
- Data Understanding and Preparation
- Result Interpretation
- Conclusion

# General Process



## Problem Statement:

In the real estate industry, accurate property valuation plays a crucial role in making informed buying and selling decisions. Property owners, investors, and real estate professionals rely on accurate and reliable valuation estimates to determine fair market prices, negotiate deals, and assess investment opportunities.

# General Process



## Research Objective:

- The goal of this project is to develop an intuitive and comprehensive dashboard for descriptive analytics in the real estate industry.
- The dashboard will provide users with valuable insights and visualizations based on key factors such as location, property characteristics, market trends, and comparable sales data.
- By leveraging advanced data analysis techniques and visualization tools, we aim to create a user-friendly and informative dashboard that enhances the understanding of real estate market dynamics.

# General Process



## Data Understanding and Preparation:

- First step towards the analysis is to understand and prepare the data you have, once you get the idea about the features given in the dataset and the relationship among the variables then you can start preparing the dataset for the data analysis and reporting.
- Data preparation is important because you need to transform the data as per the requirements like imputing missing values, changing the data type, deriving a custom column etc.



# General Process



## Report Creation:

- Once the data is ready, you must create a report to show the findings in a professional way, so that all the key findings should be clear to the client.
- Your report should include important KPIs (Key Performance Indicators) which can derive important information to make business decisions.

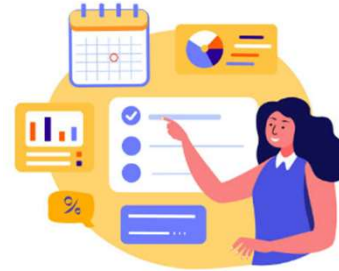
# General Process



## Conclusion:

- Show all the important insights/findings from your report.
- Highlight the recommendations if any.
- Future scope.

# Presentation Format



- Once the final report/dashboard is ready you must show your results by preparing a presentation file (.ppt). If you're using Power BI for this project, you can show use Power BI also for the presentation.
- It would be better if you include the slides with the full process of your analysis so it looks more professional and would be clear to the audience.
- Along with the PowerPoint Presentation file (.ppt), you must include the Power BI report with the default format (.pbix) in the submission.

# Marking Criteria



- Problem Statement Understanding - 10 Marks
- Technical Skills and Proficiency - 50 Marks
- Result Interpretation and Recommendations - 20 Marks
- Presentation and Communication - 20 Marks

# Let's do the magic with data?

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# Thank you !!

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I welcome your questions.

