

# BUSINESS REPORT

---

APRIL 16

---

TRUESTATE

Authored by: Swaraj Lenka



---

# TABLE OF CONTENT

**PROBLEM STATEMENT.....3**

**1.Client Context .....3**

**2.Client State Analysis.....3**

**3.Desired State .....4**

**4.Gap Analysis .....4**

**5.Key Strategic Questions .....5**

**6.Problem Breakdown .....6**

**7.Hypotheses .....6**

---

# PROBLEM STATEMENT

The task was to analyse real estate data and create a report with business insights, along with a Power BI dashboard that clearly presents comprehensive details of all listed properties in Bangalore to a broad audience.

## 1. Client Context

TruEstate is a comprehensive, data-driven tech platform for real estate investors to evaluate, buy, manage and sell residential property. TruEstate is a dynamic real estate agency focused on the residential property sector in Bangalore. Their goal is to provide valuable real estate listings and advisory services for potential homebuyers and investors.

## 2. Client State Analysis

The primary task was to analyze a dataset containing property listings from Bangalore. This included:

- Property names, locations, and types.
- Descriptions and pricing.
- Amenities and furnishing details.

The goal was to transform this raw data into a user-friendly and visually insightful Power BI dashboard, allowing both internal stakeholders and external clients to:

- View average pricing trends.
- Understand affordability.
- Identify popular regions and amenities.
- Explore market readiness and value proposition

### 3.Desired State

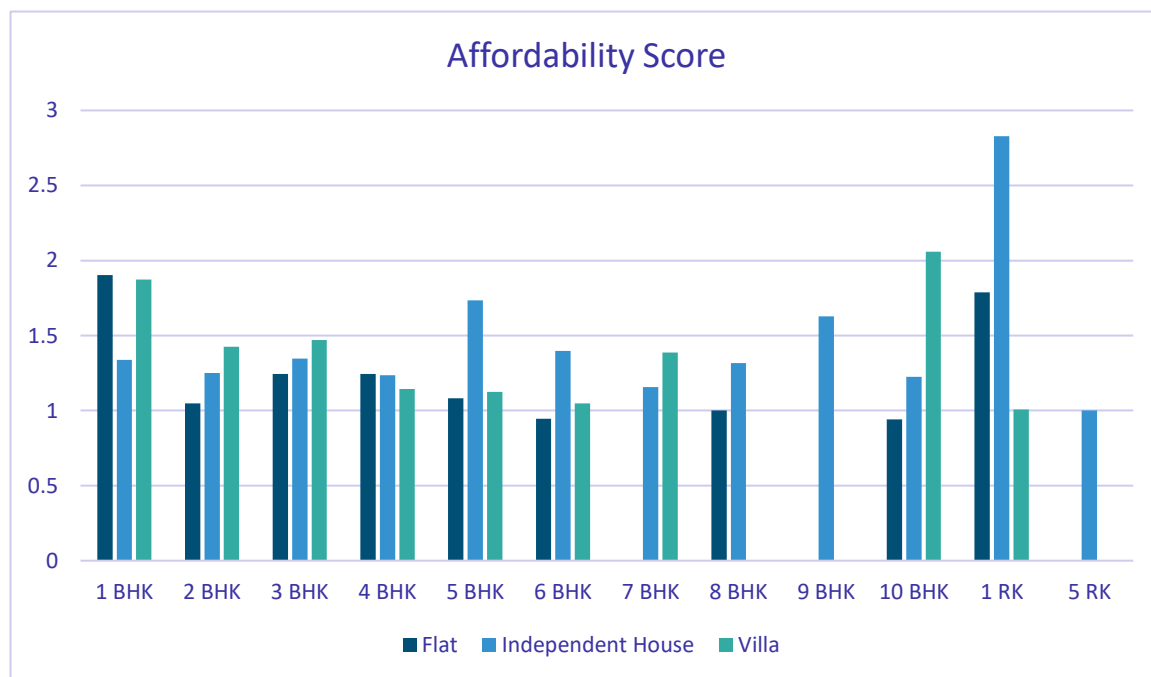
TruEstate envisions a digital platform that not only displays property data but also provides smart recommendations and market intelligence:

- Help customers identify affordable yet valuable investments.
- Highlight areas with strong price appreciation potential.
- Predict demand and optimize marketing strategies accordingly.
- Enhance user satisfaction by visualizing real-time metrics.

### 4.Gap Analysis

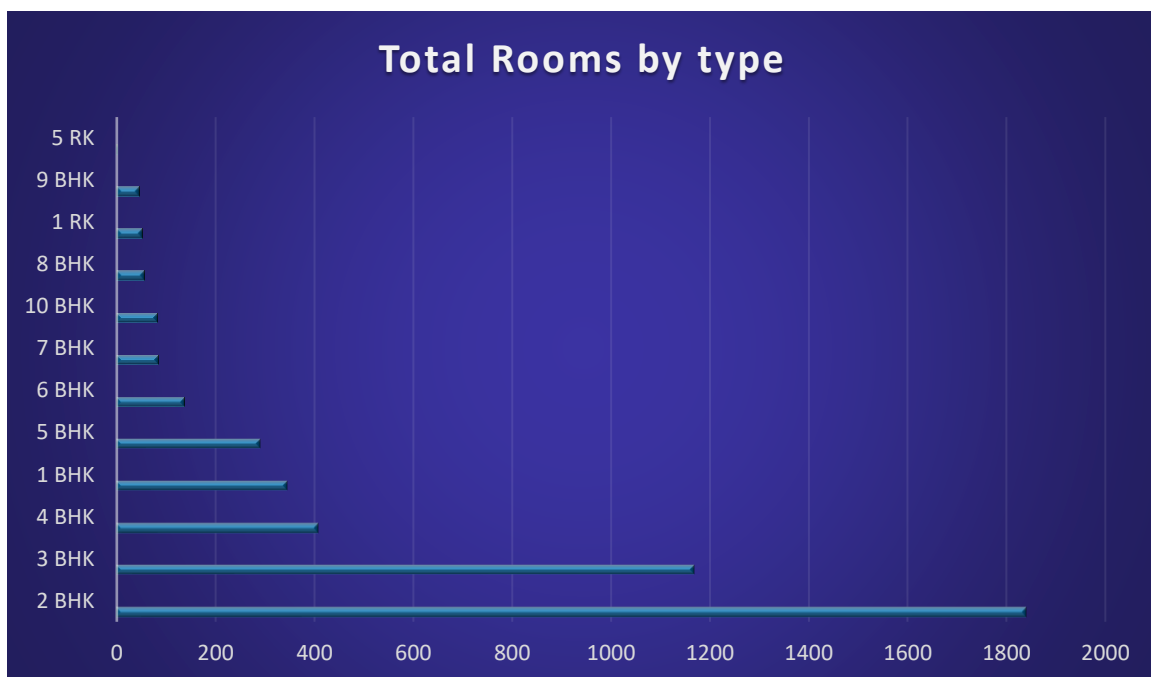
#### Current Gaps Identified:

- **Scattered Information:** Details about amenities and pricing were unstructured.
- **No Investment Indicator:** Lack of clarity on investment potential of different areas.
- **Affordability Confusion:** Customers couldn't clearly see if a property was worth the price.
- **Area Performance:** No clear indication of which localities are undervalued or overvalued.



## 5.Key Strategic Questions

1. Which property segments offer the best value to customers?
2. Are there specific areas or property types with significant price variability?
3. What drives affordability, and how can it be communicated effectively?
4. Which listings consistently offer desirable amenities?
5. How does location influence affordability and demand?
6. Are there untapped or under-marketed segments in the current listings?
7. What is the impact of furnishing status on pricing and buyer perception?



---

## 6. Problem Breakdown

### 1. Lack of Affordability Clarity

- Many users struggle to assess whether a property fits their budget due to inconsistent price formats and no clear affordability indicator.

### 2. Misalignment Between Amenities and Pricing

- Properties priced similarly may have very different offerings (e.g., some have parking, pool, gym; others don't).

### 3. Room Type and House Type Mismatch

- Certain combinations of room type and house type are scarce or overpriced, leading to poor customer satisfaction.

### 4. Missing Location Breakdown

- Some properties are missing detailed location information (e.g., street/apartment name), making it hard for buyers to assess neighbourhood value.

### 5. Unclear Demand vs Supply Trends

- Without knowing which types of properties are more in demand or have better appreciation, investments can go wrong.

### 6. Feature Blind spots in Listings

- Not all listings specify features clearly (e.g., amenities, furnishing), creating confusion and lack of comparability.

## 7. Hypotheses

- If we segment properties by affordability score and house/room type, we can match users to better listings.
- Highlighting lifestyle-based features (e.g., near metro, schools) will improve user engagement.
- Cleaning and standardizing location names will help improve regional filtering and search relevance.
- Properties with semi/fully furnished tags may appeal more to short-term renters or professionals.