

London House Analysis

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Ivy Intern





Objectives

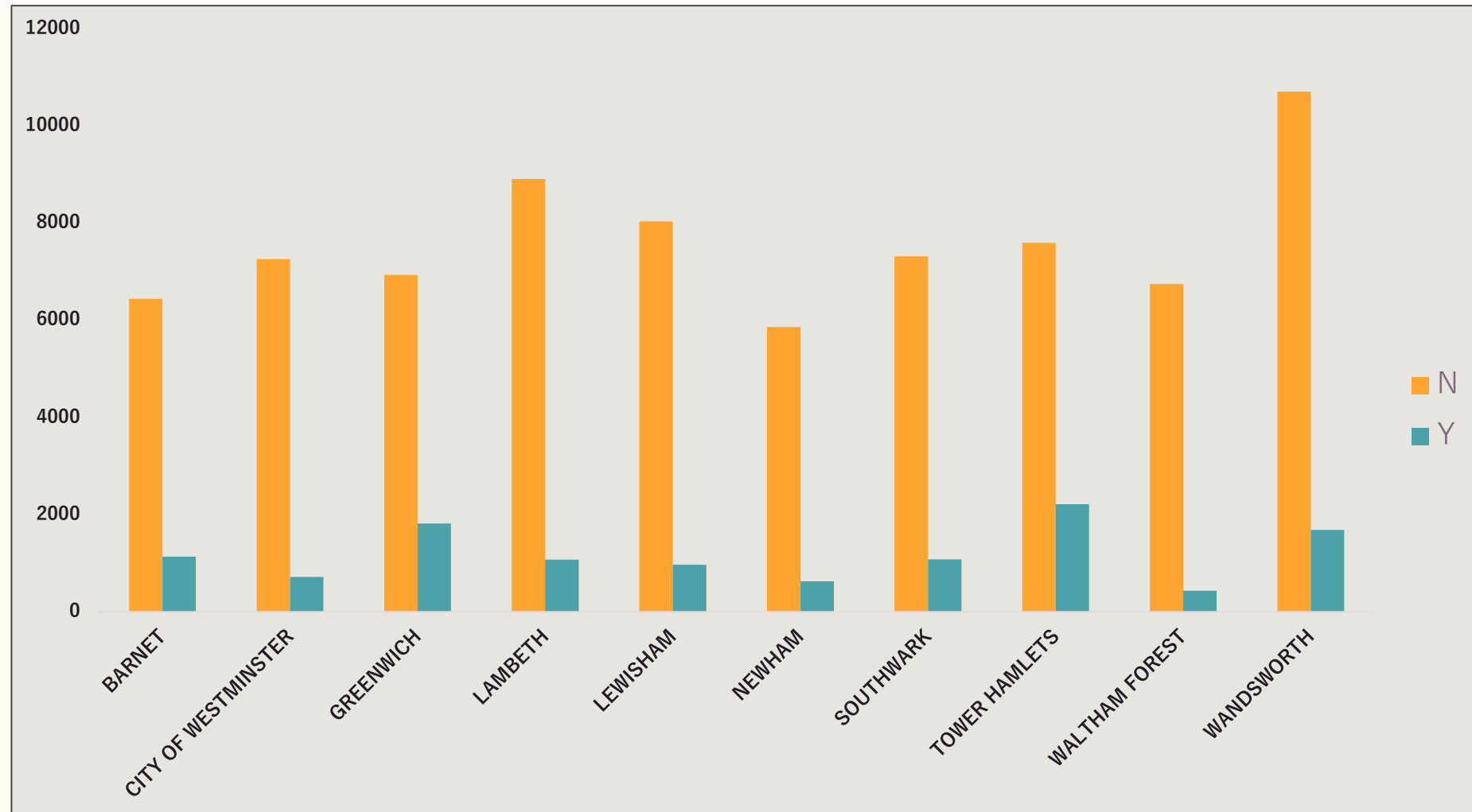
- In which Quarter sales was the highest and lowest.
- Customer has shown interest in which types of property.
- Top 10 district by unit sold.
- In which District customer bought the highest property.
- Customers have shown interest in freehold or household.



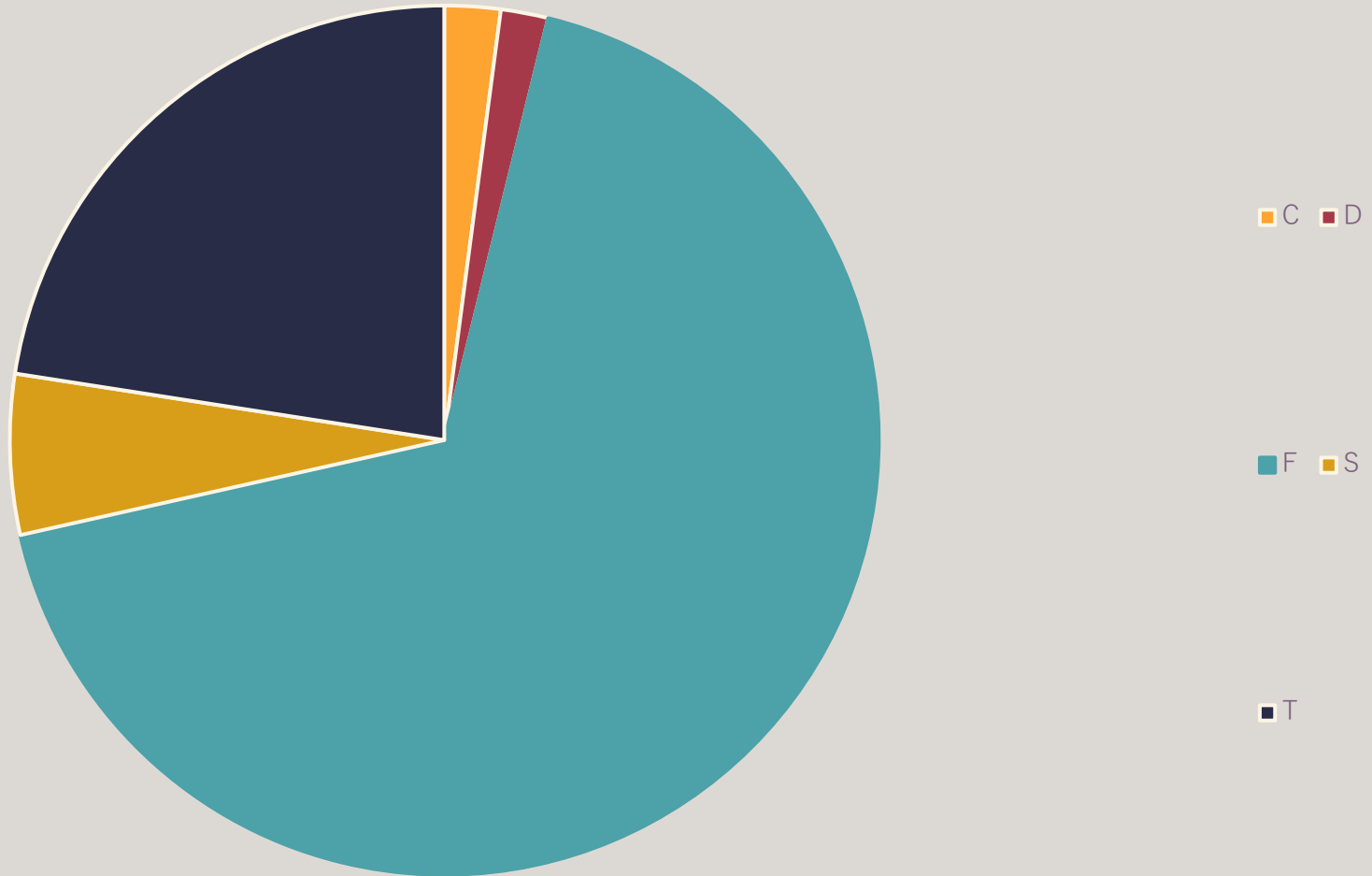
London Property Market

Zoopla has revealed that the total **value** of **London's** residential **property** market has now surpassed the £1.5 trillion mark and is more than twice as valuable as the next nine largest cities in Britain, including Glasgow, Birmingham, Manchester and Bristol.

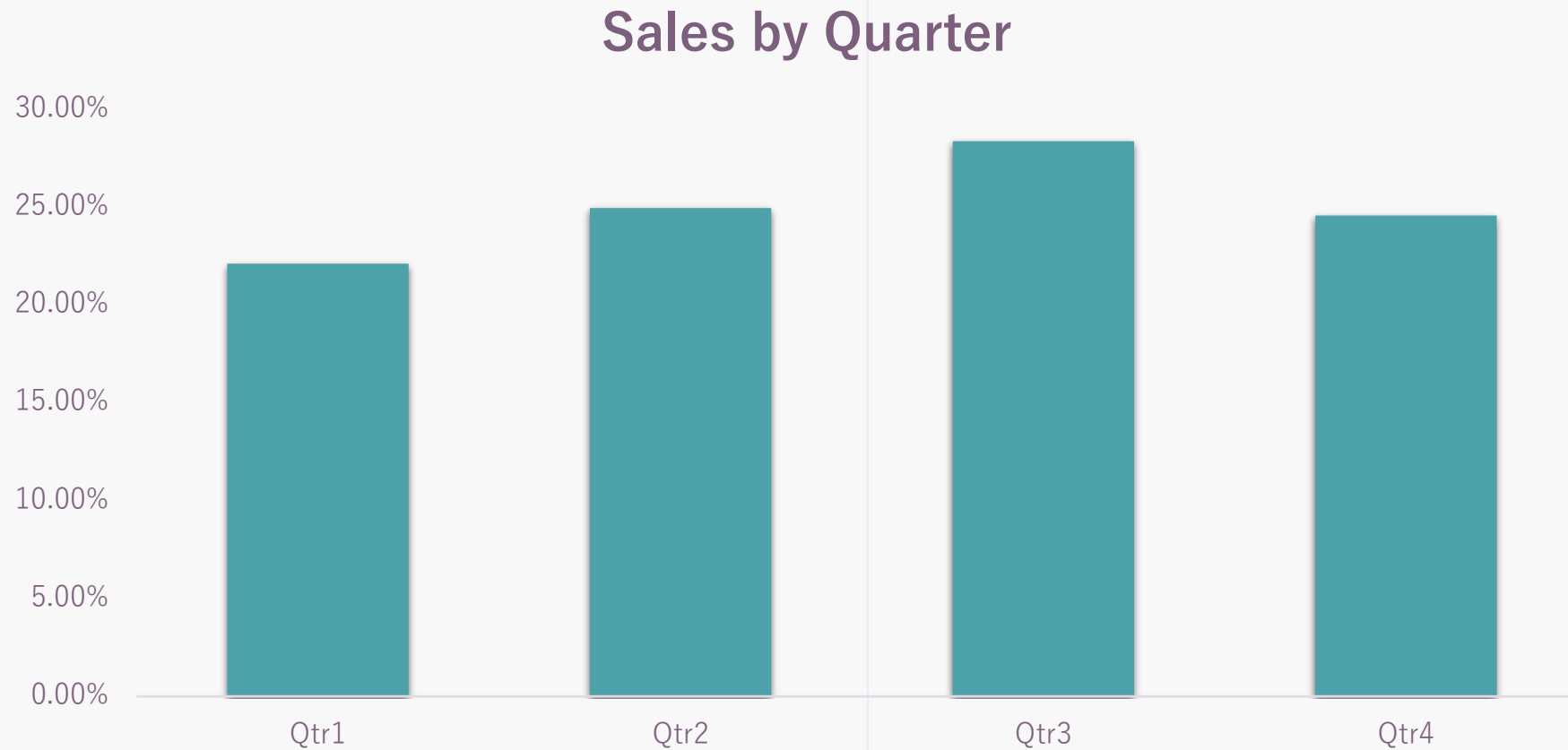
Top 10 best performing District



Unit sold by Propertytypes



Sales by Quarter





Business Insights

- Most people of London have shown interest in Flat as a comparison to any other property type..
- New houses were sold mostly in both years as a comparison to old houses.
- Sales have grown in the 3rd Quarter as there was a slow start in the first quarter.
- In freehold mostly customer has shown interest in cottage.
- In leasehold mostly customer has shown interest in Flat.
- Maximum people have invested in Wandsworth district.