

# LUXURY HOUSING SALES ANALYSIS PROJECT



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# DOMAIN EXPERTISE



## REAL ESTATE

- PROPERTY TRENDS
- MARKET DEMAND
- PRICING STRATEGIES

## URBAN MARKET RESEARCH

- LOCATION INSIGHTS
- DEMOGRAPHIC STUDIES
- INFRASTRUCTURE ANALYSIS

## DATA ANALYTICS

- STATISTICAL MODELING
- FORECASTING
- CUSTOMER SEGMENTATION

## BUSINESS INTELLIGENCE

- DATA VISUALIZATION
- KPI TRACKING
- DECISION SUPPORT

# PROBLEM STATEMENT

Develop an end-to-end real estate  
**ANALYTICS SOLUTION BY**  
**PERFORMING ADVANCED DATA**  
**CLEANING IN PYTHON, LOADING**  
**THE Refined DATASET INTO SQL,**  
**AND CREATING INTERACTIVE**  
**DASHBOARDS IN POWER BI FOR**  
**ENTERPRISE-LEVEL INSIGHTS ON A**  
**LARGE HOUSING DATASET.**



# INSIGHTS

Market Intelligence

Sales Optimization

Buyer Persona Building

Competitive Pricing

Amenity Score & Conversion

Quarterly Trend Tracking

# MARKET TRENDS

IDENTIFY TOP-PERFORMING LOCALITIES BY ANALYZING TRANSACTION VOLUME AND REVENUE. TRACK BUILDER-WISE TRENDS TO UNDERSTAND WHICH DEVELOPERS ARE GAINING OR LOSING MARKET SHARE. DETECT SHIFTS IN BUYER PREFERENCES TOWARD SPECIFIC CONFIGURATIONS (E.G., 2BHK, 3BHK) OVER TIME.



# SALES OPTIMIZATION

**ANALYZE BOOKING VS INQUIRY RATES TO  
UNCOVER POINTS WHERE CUSTOMERS DROP OFF  
IN THE BUYING PROCESS.**

**IDENTIFY TIME DELAYS BETWEEN INQUIRY  
AND BOOKING TO HIGHLIGHT FRICTION IN  
THE SALES FUNNEL.**

**DETECT PATTERNS OF CANCELLATIONS OR  
INACTIVE LEADS FOR TARGETED  
REMARKETING CAMPAIGNS.**



# COMPETITIVE PRICING



- COMPARE AVERAGE PRICING ACROSS BUILDERS AND PROJECT TYPES TO HIGHLIGHT COMPETITIVE GAPS.
- IDENTIFY WHICH MARKET SEGMENTS (LUXURY, MID-RANGE, AFFORDABLE) ARE UNDER- OR OVER-PRICED RELATIVE TO DEMAND.
- ANALYZE PRICE ELASTICITY BY COMPARING PRICE CHANGES WITH BOOKING RATES.



Thank You

