



Real Estate | Business Intelligence | Data
Analytics | Urban Market Research

Luxury Housing Sales Analysis – Bengaluru

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About Project

- This project aims to build a complete end-to-end real estate analytics solution replicating a real-world enterprise environment. The dataset consists of 1,00,000+ housing records from Bengaluru's luxury residential market, providing a rich base for advanced data analysis.

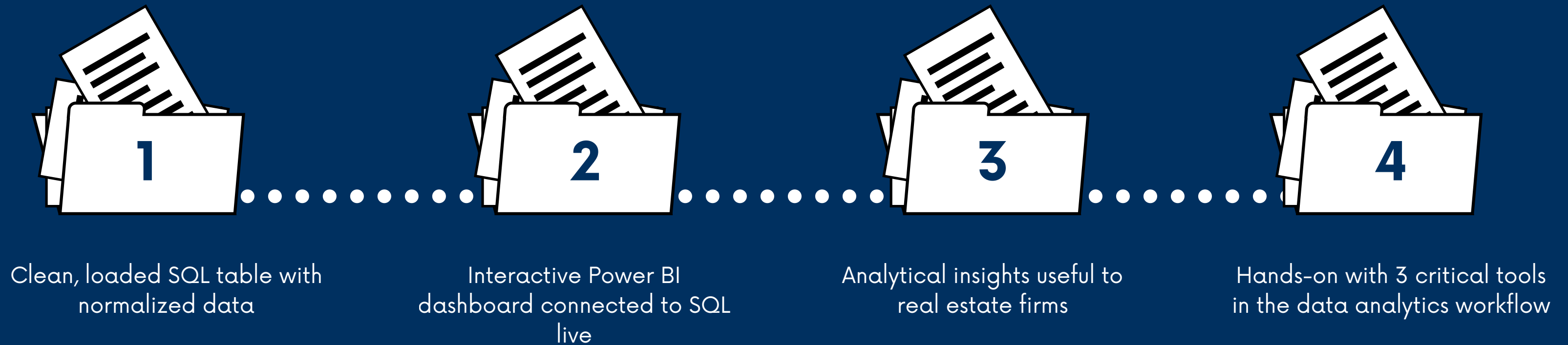
values

- The solution delivers market intelligence, sales optimization, buyer persona segmentation, competitive pricing analysis, and quarterly trend tracking—empowering real estate firms, developers, and investors to make data-driven decisions.
- A robust analytics pipeline that transforms raw housing data into actionable insights, presented through dynamic dashboards, thereby bridging the gap between raw data and strategic decision-making.



[DETAIL](#)

Approach



Business Use Cases

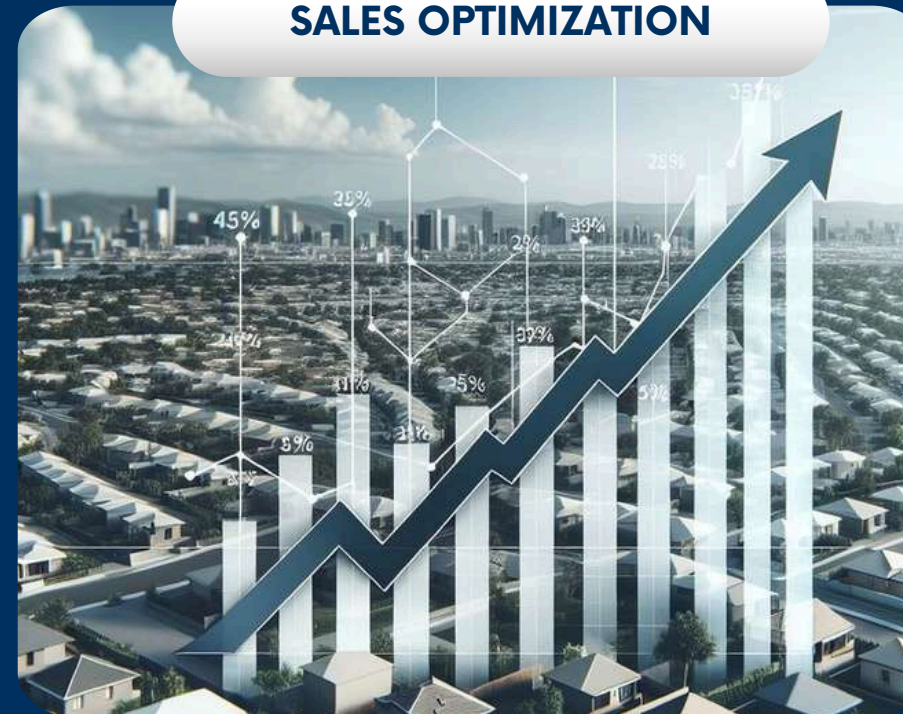
MARKET INTELLIGENCE



IDENTIFY HIGH-PERFORMING MICRO-MARKETS

- Problem: Builders & investors struggle to identify best-performing micro-markets & configurations.
- Solution: Analyze booking trends, builder contributions & demand shifts.
- Impact: Guides developers on where to launch projects & investors on where to invest.

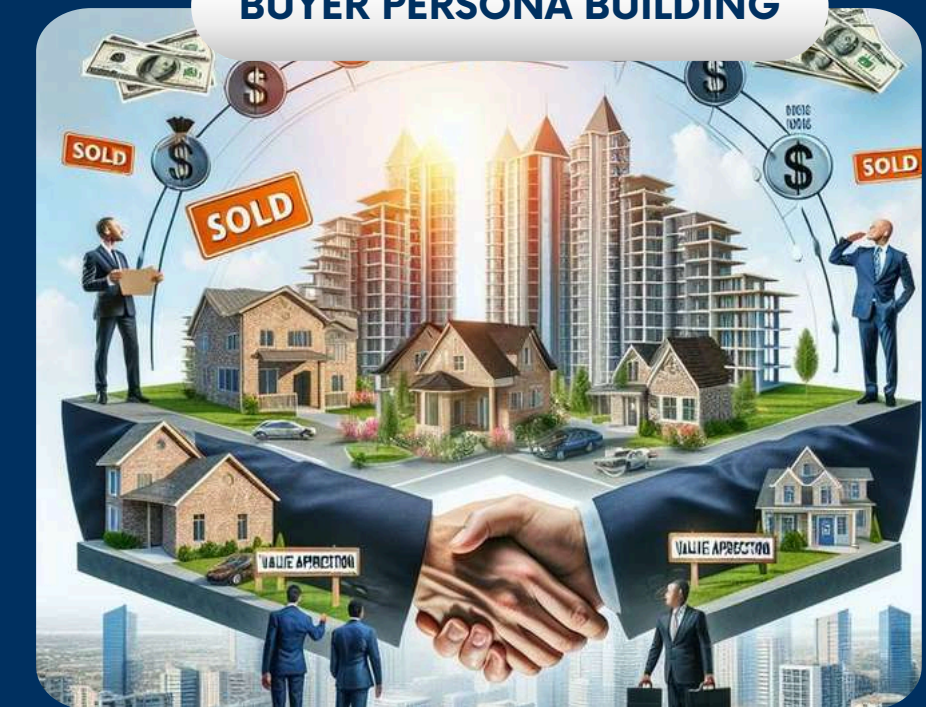
SALES OPTIMIZATION



DETECT INQUIRY TO BOOKING DROP-OFFS

- Problem: Many inquiries never convert, but drop-off points are unclear.
- Solution: Compare booking vs. inquiry data to identify where interest is lost.
- Impact: Improves follow-ups, campaigns & offers → higher conversion rates.

BUYER PERSONA BUILDING



SEGMENT BUYERS BY TYPE & SENTIMENT

- Problem: Developers lack understanding of buyer categories (first-time, investors, upgraders).
- Solution: Use buyer type + sentiment analysis to segment personas.
- Impact: Enables targeted marketing strategies for different buyer groups.

Business Use Cases

COMPETITIVE PRICING



COMPARE ACROSS BUILDERS & SEGMENTS

- Problem: Builders set prices without competitor awareness.
- Solution: Compare pricing across projects, builders, and configurations
- Impact: Helps set optimal prices → balanced revenue & buyer interest.

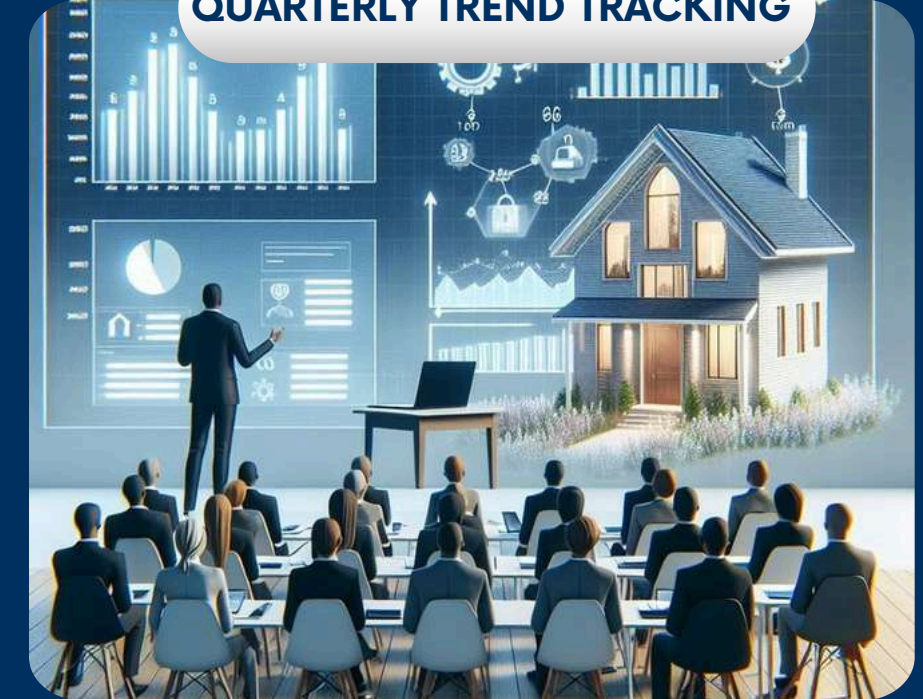
AMENITY SCORE & CONVERSION



MEASURE IMPACT OF AMENITIES

- Problem: Builders don't know which amenities drive bookings.
- Solution: Correlate amenity scores with booking success rates.
- Impact: Prioritize cost-effective amenities that truly influence buyers.

QUARTERLY TREND TRACKING



MONITOR FISCAL QUARTER TRENDS

- Problem: Real estate cycles aren't tracked by quarter/fiscal period.
- Solution: Analyze quarterly bookings, sales, & revenue contributions.
- Impact: Supports timely decisions for pricing, marketing & project launches.

Overall Outcomes

- Built a complete end-to-end analytics pipeline using Python, SQL, and Power BI.
- Successfully transformed raw housing data (1,00,000+ records) into clean, structured, and usable datasets.

- Designed interactive dashboards providing insights into:
- Market trends and builder performance
- Buyer personas and sales optimization
- Competitive pricing and amenity impact

- Project demonstrates real-world business intelligence practices in the real estate sector.
- Outcome: Empowers developers, investors, and marketers to make data-driven decisions in Bengaluru's luxury housing market.

Future Scope



Predictive Analytics

Forecast housing prices & demand trends using Machine Learning models.

Sentiment Analysis

Apply NLP on buyer comments & reviews to capture real-time market sentiment.



Geospatial Insights

Use GIS data & mapping tools for advanced location-based investment analysis.

Automated Dashboards

Real-time integration with APIs for live housing market monitoring.



Recommendation Systems

Personalized property recommendations for buyers based on preferences & budget.

Scalability

Expand the solution for pan-India real estate markets beyond Bengaluru.



Thank You!

**"EVERY SQUARE FOOT TELLS A STORY;
ANALYTICS HELPS US READ IT."**



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