**Coursera Capstone**

**The Battle of Neighborhoods**

**Isaac Shahar**

**Business Problem**

London real estate market is under unprecedented changes these years. The high prices and the talks about brexit, led to many speculations trying to forecast what the future holds.

Along the speculations, there are also many opportunities. Investors from all over the world are looking for assets to buy and they are willing to make good and smart decisions. The value of an asset is affected by many factors and therefor potential investors are looking for capabilities to perform data analytics in order to extract actionable insights.

**Target Audience and Stakeholders**

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| --- | --- |
| Audience | Interest |
| UK Government | Identify areas that can attract investors |
| Investors | Identify valuable investments |
| Sellers | Evaluate their assets |
| Real estate agents | Identify areas that can attract investors |