

# Coursera Capstone Project

## Applied Data Science

Project Title: Analysing Melbourne Housing Market



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***\*\*This report only includes "Introduction", "Business Problem", "Target Audiences" section of the final report.***

## **1. Introduction**

Melbourne topped the “Global Liveability Index” list for seven years from 2011 to 2017. Although it was beaten by Vienna in 2018, it still maintains in top three with a score of 98.4 in 2019. Moreover, it achieved scores of 100 in healthcare, education and infrastructure. Melbourne is often considered as Australia’s cultural capital with its thriving arts scene. With city population reaching to almost 5millions in 2019, the demand for owning a house in Melbourne has become a challenge to many new buyers. In this project, we will be analysing Melbourne’s housing market in order to highlight our findings so that it can help both potential buyers and real estate agencies while making their decision.

### **1.1. Business Problem**

It is common that most of the liveable cities attract people from different background, such as investors, property builders, skilled migrants, etc. Therefore, Melbourne’s housing market becomes one of the most attractive sectors in Australia property market. However, there are some challenges such as knowledge of housing prices in Melbourne. In order to address such challenges, this project determines to provide necessary information regarding housing prices of Melbourne by analysing housing market data.

### **1.2 Target Audiences**

With analysed housing market data, real estate agents can take full advantage while suggesting good buying options to their potential buyers. Housing developers can easily find hotspot location and able to estimate turnover per units. As for individual family, this data provide how much budget they should set to get their dream home in Melbourne. In order to fulfil Australians’ dream, this project utilise location data from Foursquare API to compare housing prices between different localities.