

Real Estate Analytics

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Introduction

The real estate market is a critical sector of Georgia's economy; however, it currently lacks sophisticated analytical tools tailored to its specific needs. This project aims to develop a web-based analytical platform that collects and processes data from Georgian real estate websites using web scraping techniques. The platform will provide actionable insights for real estate agents, including property price trends over time, areas with the lowest prices, seasonal pricing patterns, and high-demand locations.

Objective

The primary objective of this project is to empower real estate agents in Georgia with a tool that transforms raw property data into actionable analytics. Specifically, the platform will enable users to:

- Monitor property price fluctuations over time;
- Identify the best time of year to purchase real estate;
- Highlight areas with the most affordable properties;
- Detect high-demand locations based on listing activity.

Upon successful implementation, the platform will:

- 1-Provide real estate agents with detailed analytics on price trends, seasonal patterns, and market demand;
- 2-Offer a user-friendly web interface with interactive visualizations, allowing agents to customize insights according to their needs;
- 3-Establish a foundation for future enhancements, such as predictive analytics and the integration of machine learning techniques.