Lifecycle component of a Business Case

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**Introduction**

The decision making process involved the use of various tools to access the market trend. In housing sector, decision making process is based on the demand. It is important life for individual, collective and corporate. In order to make appropriate decision accurate data is needed. Therefore, relevant data is important to have efficient data which reflect the business perspective. A study conducted by Crozier & Ranyard (1997), illustrated that information obtained are useful efficient business management. Decision making affect all aspects of life economically, social and technological and therefore, it is important for companies to analyze data before making any decision regarding the market. In the case of “online interest proxies housing demand” data collected from an online portal was used to analyze the market trend and sales based on the clicks of ads and contact information left across the website. It is also pointed out that digital activities leaves behind several traces of human behavior. However, the analysis of the races of digital human activities can provide an overview of a market trend which can be used for effective decision making process. This paper, therefore, illustrates the business problem related to data stated in the article, data collection techniques used, the result and the outcome and the conclusion derived in the article.

**Business Problem**

Business involves a collection factors and for success and profitable business activities in the market, a company should be able to measure the demand. A study conducted by Pangallo and Loberto (2018) concluded that in online business activities include the sale of houses, it is difficult to measure demand and therefore, it affects business decision process. There is also harder to test the effect of demand therefore, the process of decision making regarded the trend of online house demand become impossible. The buyers are also not listed in the North America stock market. It is therefore, difficult to construct the empirical framework. However, there is also problem with dataset which are used for business analysis in order to make effective decision. Lack of accurate data affect decision making process and therefore, negatively impact the management process of business. The main problem with data is the large fraction of duplication of ads (Pangallo & Loberto, 2018). It is therefore, important to identity duplication of ads to make to easy to estimate price elastic demand of a company. It is therefore, important to point that the main business problem is large volume of fractured data which should be analyzed to be use for efficient decision making. Without accurate data and effective analysis of the data, the decision making would be inefficient and the result of such decision might negatively affect the management process of business or companies.

**Data Collection and methodology**

The data used for this study was obtained from t ([www.immobiliare.it](http://www.immobiliare.it)). Immobiliare is one of the largest housing advertisement website in Italy. The data regarded residents and houses ads and other factors related to the housing sectors can easily be downloaded from the website. Therefore, the data of housing adverts. The ads snapshots were gathered for 2015 to 2018 and then analyzed. It is also important to point that the data was collected and analyzed based on the number of clicks of an ads, price and contacts which were left on the website. The upload and downloads of ads across the website was also analyzed. The number of clicks distribution across the lifespan was analyzed in order to obtain accurate information. The data obtained was then analyzed using Statistical process through the use of SPSS application.

**Result**

The analysis of the data indicates that online interest is a good proxy for demand. The hypothesis that online interest affects the actual demand is supported by the study. It is also obtained that individual decision is important in the general management. The result of the data analyze indicate that the prices of houses are relatively and mostly affected by the demand, stock market performance. It shows that the highest number of clicks in a region shows availability of several activities. It indicates a lot of interest but there is lack of affordability which makes many people not to purchase. From the data it would be easily for a company to determine areas where there is a lot of potential and this could help a company in making decision on where to investment for quick return of investment (ROI). The data is also indicate that the online interest affect the housing demand. The demand of housing affects the prices of house in almost all cities. This therefore, used by companies to strategically invest in the market for increase the market share of a company.

**Outcome and conclusion**

The result indicates that data from the market is important in understand a market. Several companies have used the data from online sources to analyze and understand the market trend and in this case the data is used to understand the demand of house and the prices changes. This helped the management in making efficient decision on whether to invest outside the country. The data is used to understand outside market and therefore, important for investment decisions. The distribution of interest is also measured based on the clicks, therefore, the number of clicks per each ads were analyzed. The ads which received several clicks show that there are several people who are interest on the product being advertised.

# References

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