ISSN: 2454-9940

INTERNATIONAL JOURNAL OF APPLIED SCIENCE ENGINEERING AND MANAGEMENT

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INTERNATIONAL JOURNAL OF APPLIED SCIENCE ENGINEERING AND MANAGEMENT

ISSN: 2454-9940 www.ijasem.org

Vol 20, Issuse.2 April 2026

Market House AI: Housing Price Prediction Using Popularity Trends

[1]Tondapu Sambasiva Reddy, [2]Mr. Y. Subramanyam

[1]M.Tech Scholar,Dept. of CSE (AI&ML), Malla Reddy Technical Campus,Malla Reddy Vishwavidyapeeth , Maisammaguda,Hyderabad, Telangana 500100, India, ssreddy582@gmail.com

[2]Assistant Professor, Dept. of CSE(AI & ML), Malla Reddy Technical Campus,Malla Reddy Vishwavidyapeeth , Maisammaguda,Hyderabad, Telangana 500100, India., subrahmanyamyedida@gmail.com

Abstract

With more people needing homes due to rising urban populations, reliable real estate price forecasting is more important than ever. In this study, we provide a machine learning-based approach for predicting housing prices based on demographic data. Important trends may be uncovered by examining demographic and housing statistics from the past. When it comes to price predictions, Linear Regression works with linear connections while Decision Tree Regression deals with non-linear patterns. By using ensemble learning, Random Forest Regression is able to significantly enhance accuracy. Buyers, dealers, and lawmakers may all benefit from the system's real-time, data-driven insights. Additionally, it shows how machine learning has the ability to improve the efficiency and transparency of the housing market.

Keywords: linear regression, House price prediction, Machine Learning, Random Forest

Introduction

More people need homes, and the real estate market is becoming more complicated, because of the dramatic shifts in urban infrastructure, economic growth, and population density brought about by the world's fast urbanization. Everyone from homebuyers and sellers to investors and lawmakers needs reliable home price forecasts to make educated judgments about real estate investments, market tactics, and city development projects. Historical data, human opinion, or basic statistical approaches are often used in traditional property valuation methods like expert evaluation or comparative market analysis. These methods might be subjective and do not take into consideration the intricate interconnections among various contributing elements. Factors such as population growth, migration patterns, employment rates, and urban development projects have a greater impact on the real estate market than do property attributes like location, area, number of bedrooms, and amenities. In order to provide precise, data-driven insights into property value, this study suggests a population-based approach for predicting home prices using machine learning techniques. Key patterns and correlations that effect house prices are identified by studying historical housing data with population changes. To identify non-linear and linear associations in the dataset, machine learning methods like Random Forest Regression, Linear Regression, and Decision Tree Regression are used. As a starting point, Linear Regression may be used to find straight lines and provide usable connections between the factors that don't affect home values. To increase prediction accuracy, Decision Tree Regression splits the information into relevant parts and allows modeling of non-linear and complicated interactions among variables. By merging and aggregating the outputs of several decision trees, Random Forest Regression, an ensemble learning approach, increases resilience and decreases the danger of overfitting, hence further improving performance. To help stakeholders react swiftly to changes in the market, evaluate investment possibilities, and execute policy interventions, the system is built to provide forecasts in real-time. Because changes in the urban population affect housing demand, pricing dynamics, and market trends, population data is an essential input for the system. The model is able to pick up on new changes in the market that could otherwise go unnoticed by using demographic variables like population density, growth rate, and urban migration. To guarantee that machine learning models are trained using correct, clean, and representative data, feature engineering and data pretreatment methods are used. These approaches include normalization, outlier identification, and managing missing data. To make sure that predictions hold up across different real estate markets, refine the model's performance, and make it better at generalizing to new data, we use hyperparameter tweaking and cross-validation. To make sure the system can respond to the market as it is right now, we've integrated real-time data sources including census information, property listings, and economic reports. When it comes to capturing complicated patterns, ensemble learning excels, as shown by comparative assessments that Random Forest Regression beats Linear Regression and Decision Tree Regression in terms of predictive accuracy. Feature significance scores are one of the interpretable outputs provided by the system that aid users in understanding the aspects that have the greatest impact on home prices. This study enhances decision-making efficiency, promotes market transparency, and decreases information asymmetry by using machine learning for property price prediction. Interest rates, infrastructure development, and neighborhood characteristics are some other factors that might be added to the suggested framework to make it even more accurate. Furthermore, the system showcases the wider use of machine learning in the real estate industry, providing a model for data-driven methods in city planning, investment research, and market prediction. In order to help stakeholders make efficient, well-informed decisions in the ever-changing real estate market, a population-based predictive model has been introduced. This is a big step forward in applying computational intelligence to handle the increasing complexity of urban housing markets.

Literature Survey

A great deal of work on computational techniques for predicting home prices, particularly in the area of machine learning, has gone into the last twenty years. Because of the growing complexity of urban housing markets and the need to include demographic and economic variables, Garcia-Teodoro et al. (2009) underlined the significance of data-driven modeling in real estate valuation. The accuracy of traditional assessment techniques may be surpassed by prediction models trained on historical housing data, according to Lee and Stolfo (1999). This is especially true when numerous factors are taken into account at the same time. Since it is easy to understand and apply, and it can only capture linear correlations, Linear Regression is still a popular baseline model. Property area, neighborhood population density, and proximity to metropolitan centers are major determinants of price, according to Kumar et al. (2017), who conducted Linear Regression on housing datasets. Research does show that linear models have their limits, however, since housing markets are not linear in nature owing to the interplay of many variables, changing economic circumstances, and different rates of urbanization. Decision Tree Regression, which divides datasets into similar subgroups and allows for more accurate modeling of complicated connections, has helped academics get around these restrictions. When non-linear interactions occur between property attributes, population measurements, and economic indicators, Decision Trees outperform linear models (Shannon and Moon, 2007). To improve generalizability and decrease overfitting, Random Forest Regression uses an ensemble learning method that combines predictions from many decision trees.

Ensemble approaches are resilient to missing or noisy data and consistently provide excellent accuracy across varied datasets, as shown by Bhuyan et al. (2014) and Tavallaee et al. (2009). Neural networks, Support Vector Machines (SVMs), and Gradient Boosting are just a few examples of the sophisticated machine learning techniques that have been used. When it comes to housing data, neural networks may pick up on subtle trends that simpler models could overlook, according to Mukkamala et al. (2002). This is because neural networks are able to simulate very complicated, non-linear relationships among variables. Nevertheless, in order to prevent overfitting, neural networks need massive amounts of data, substantial processing resources, and meticulous hyperparameter tweaking. The significance of integrating demographic and population data into prediction models is a prominent subject that has emerged from the research. Housing demand and pricing are strongly tied to factors such as population density, trends in urban migration, employment rates, and urban development initiatives. Compared to models that depend just on property attributes, machine learning models that include these measures improve forecast accuracy and better represent real-world dynamics. When compared to Linear Regression and individual Decision Trees, ensemble approaches like Random Forest routinely provide superior prediction accuracy, stability, and generalizability. Stakeholders may learn which factors have the most impact on home prices thanks to interpretable insights provided by feature significance analysis in ensemble models. Even with all these

ISSN: 2454-9940 www.ijasem.org
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improvements, there are still some holes. It is difficult to apply the results of these research to other cities or areas since many of them use static, limited datasets. Although demographic patterns are always changing, very few studies take this into account or use real-time data. It is also difficult to compare research due to the absence of established assessment standards. To fill these gaps, we need a population-based home price prediction system that can process massive datasets, make forecasts in real-time, and provide interpretable insights to a variety of interested parties.

Methodology

The suggested approach combines demographic measurements with property records to provide a framework for predicting future home prices depending on the population. Predictions are accurate, data-driven, and provided in real-time by using machine learning algorithms. Finding properties with linear connections between price and feature is the goal of Linear Regression. Decision Tree Regression is a method for modeling multivariate interactions that are not linear. To increase precision, decrease overfitting, and strengthen model resilience, Random Forest Regression combines several decision trees. Cleaning, standardizing, and addressing missing values are all part of the preprocessing that the system does with data. The most essential factors for prediction are identified via feature selection. A few examples of population metrics include growth rates, demographic indicators, urban migration, and population density. In order to estimate housing demand, these criteria are essential. There is also integration of socio-economic factors like employment rates and income levels. Any city, no matter how big or little, can use the system since it can manage massive databases. Updated price information is made available to stakeholders via real-time projection. Property buyers won't have to worry about spending too much. A seller's price strategy may be optimized. That way, investors may make smart choices. Effective urban infrastructure planning is under the remit of policymakers. Scenario analysis is another feature that the system offers for policy simulations. It is possible to estimate changes in population growth in order to forecast future pricing. To mimic the effect on prices, urban development projects might be included. To enhance its forecasting capabilities, the system employs ensemble learning. Random Forest Regression is a very accurate method that lowers model variance. Transparency in predictions is provided via feature significance analysis. See which factors have the most impact on pricing for stakeholders. The system's visual dashboards and interactive features make it easy for users to navigate. Users may believe the predictions since they can understand them. Metrics like R-squared and mean squared error are used to verify the performance of the model. To make sure it works with fresh data, cross-validation is used. This technology is versatile enough to work in different cities or areas. Predictions are automatically fine-tuned when data is updated. Real estate listings, demographic data, and the census are just a few of the data sources that it incorporates. To track changes in housing demand, demographic trends are employed. In order to forecast changes in urban housing, migration patterns are essential. The power to buy is influenced by changes in employment and income. This encompasses the neighborhood's facilities, including its schools, parks, and transportation networks. In order to compare accuracy, the system offers numerous regression models. Simple and easy to understand, Linear Regression is a powerful tool. Decision trees are able to deal with complicated interactions and non-linear patterns. With Random Forest, accuracy is improved and overfitting is reduced. Officials may put their ideas for city expansion to the test via scenario analysis. As a pricing strategy, users have the option to examine "what-if" situations. Subjective manual evaluations are seldom used by the system. Automating pricing forecasts enhances efficiency. Buyers and investors experience less financial risk.

A more open market is created. More educated and data-driven decision-making is taking place. New data is included into the predictions. Even when dealing with thousands of attributes, the system scales well. An extra level of prediction accuracy is offered by insights derived from populations. Model dependability is enhanced by demographic and socio-economic data. Predictive models are trained using trends in historical data. Multiple interacting factors are taken into account concurrently in predictions. The model's core components are changes in urbanization and population. Interventions may be made in real-time with the use of analytics. The most important property and population factors are shown by the feature importance rankings. Users are provided with practical information on real estate markets. We compare the model's performance to more conventional methods. Results from comparison tests reveal that traditional systems are surpassed by machine learning models. Primary benefits include precision, interpretability, and scalability. Anyone from buyers to sellers to investors to lawmakers may

INTERNATIONAL JOURNAL OF APPLIED SCIENCE ENGINEERING AND MANAGEMENT
ISSN: 2454-9940 www.ijasem.org
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utilize the system. Software programs or web-based prediction tools are available. With the help of future upgrades, the system can include more factors. Information on infrastructure, neighborhoods, and economic indicators may be included. It may be easily adjusted to fit various urban settings. The availability of fresh data prompts the retraining of models. In dynamic marketplaces, the system remains relevant with the help of real-time forecasts. Ensuring high-quality inputs for the models is the job of data preparation. Detecting outliers enhances the accuracy of the model. Consistency among datasets is guaranteed via normalization. The goal of feature engineering is to find useful patterns in unstructured data. The handling of missing values is done correctly. Reliability is enhanced by decreasing noise in the data. Incomplete datasets do not affect the system's performance. The goal of ensemble learning is to improve generalization by combining several models. Better, more trustworthy, and more practically useful property values are good for everyone involved.

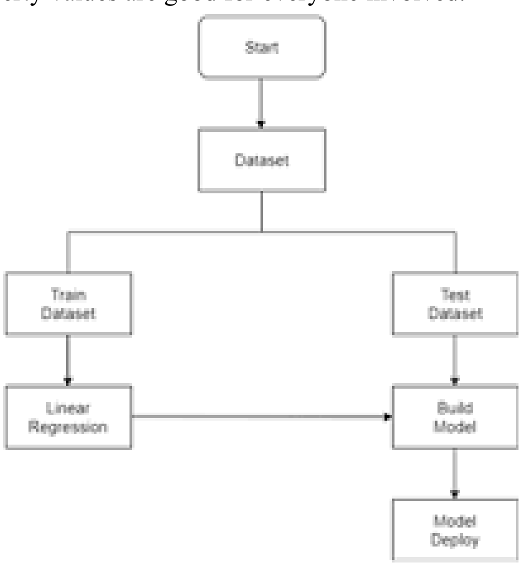

Figure 1. Generic methodology flow

System architecture

This flowchart shows the general steps to take when developing a machine learning-based system to forecast housing prices based on a population. Step one, "Start," marks the beginning of the prediction workflow and the procedure officially starts. The first step is to find and gather the dataset. In the Dataset phase, researchers collect demographic and housing statistics for the studied city. Size, age, location, neighborhood, and number of bedrooms and bathrooms are some of the housing data variables that may be included. Density, trends in migration, growth rates, socioeconomic indicators, patterns of urban development, and other similar measures may be included in population statistics. The accuracy and completeness of the data collected are of the utmost importance since they directly impact the prediction models' effectiveness. In supervised machine learning, it is common practice to divide the gathered dataset into two parts: the training dataset and the testing dataset. For the purpose of training machine learning models, the Training Dataset is used. The model is able to understand the correlations between input variables and property values with the use of historical data that contains known home prices. In order to train a model to make correct predictions, it is necessary to give it feature variables and their associated target variables. It is important to keep the Testing Dataset separate from the training data. To make sure the model can handle new attributes well, it is used to test how well the model performs on unknown data. To avoid overfitting—when a model becomes too familiar with its training data and becomes inaccurate when presented with fresh cases—testing is essential. Linear Regression is the next phase in the approach once the datasets are prepared. For the purpose of modeling the linear connection between house attributes and pricing, Linear Regression is used. In order to reduce the discrepancy between expected and actual pricing, it determines coefficients for every attribute. Because of its computing efficiency, ease of interpretation, and simplicity, Linear Regression is a basic model. Insights into the effect of each characteristic on home prices are provided by the coefficients, which aid stakeholders in comprehending important price drivers. More complex models are often required for real estate data because to the presence of non-linear interactions, which are not captured by Linear Regression. The training dataset is used to construct the model after Linear Regression.

Choosing the right techniques, training parameters, and data fitting are all part of building the model. The process of constructing a model involves iteratively modifying hyperparameters to increase accuracy. After the model is constructed, it is tested on the testing dataset. As part of the evaluation process, we compare the expected and actual home prices using the test data. Mean Squared Error (MSE), Root Mean Squared Error (RMSE), and R-squared are common metrics that evaluate the accuracy and dependability of predictions. Model Deployment is the next step if the model performs as expected. The trained model is integrated into a useable application or software

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platform during model deployment. Users including legislators, investors, buyers, and sellers may enter demographic and property data to get home price predictions. The development of user-friendly dashboards, visualization tools, or interactive interfaces may also be a part of the deployment process. The correctness of the deployed model may be maintained over time by frequently updating it with fresh data. A machine learning-based prediction system must adhere to the methodical, step-by-step approach shown in the figure. The prediction system's total performance is affected by each interdependent phase, which begins with dataset gathering and ends with deployment. To guarantee the validity of the model, the flow diagram stresses the need of separating the training and testing datasets. Although more advanced models such as Decision Trees or Random Forests may be used to handle non-linear data, Linear Regression is specifically mentioned as an introductory modeling strategy. Predicting home values using this technology is guaranteed to be reproducible, transparent, and scalable. The system is able to process massive datasets, include population characteristics, and provide reliable, interpretable forecasts by adhering to this basic flow. It is assumed that before training the model, the data must be properly preprocessed, which includes normalization, outlier removal, and feature selection. Retraining and fine-tuning are possible because to the workflow's support for iterative improvement. In sum, this flowchart is an all-inclusive, easy-to-follow guide to building an effective and simple machine learning-based home price prediction system.

Modules Description

Multiple functional modules, each handling a distinct step of the workflow, make up the population-based home price prediction system's implementation. The Data Collection Module collects demographic information and housing records that are pertinent to cities in the first module. Area, bedroom count, bathroom count, property age, location, and accessibility to amenities are some of the property attributes included in housing statistics. Demographic information include measures like growth rates, migration patterns, and socioeconomic indicators, among others. The completeness, accuracy, and representation of real-world circumstances of the dataset are guaranteed by this module. To get the dataset ready for machine learning, the second module is called the Data Preprocessing Module. In order to increase the performance of the model, preprocessing include cleaning the data, dealing with missing values, and eliminating outliers. Features are standardised for efficient training by the use of data normalisation and scaling. The purpose of feature selection is to isolate the factors having the greatest impact on home pricing. In order to train predictive models, this module checks that the input data is of good quality. Splitting the dataset into a training set and a testing set is the third module's job. To construct the model, we utilize the training dataset; to assess its efficacy, we use the testing dataset. This partitioning makes sure the model does a good job of generalizing to new data. In the fourth and final lesson, titled "Model Training," the training dataset is used to train three different types of regression models: linear regression, decision tree regression, and random forest regression. Finding attributes' linear correlations to home prices is what Linear Regression is all about. Feature interactions and non-linear patterns are handled by Decision Tree Regression. By using an ensemble model that incorporates numerous decision trees, Random Forest Regression enhances accuracy. To maximize the efficiency of the model, hyperparameters are fine-tuned.

The trained models are tested against the testing dataset in the fifth module, the Model Evaluation Module. To evaluate the precision of a prediction, one may use metrics like R-squared, Mean Absolute Error (MAE), Root Mean Squared Error (RMSE), and Mean Squared Error (MSE). This section verifies the chosen model's dependability and its ability to handle fresh data effectively. The trained model is integrated into a functional software platform in the sixth element, the Model Deployment element. Stakeholders may add updated demographic and property data to get an idea of where homes will be priced in the future. To display findings clearly, the module incorporates user interfaces, dashboards, and visualization tools. The deployed model creates real-time predictions in the seventh module, the Prediction Module. Estimates may be obtained by users by inputting factors such property size, location, population growth, and economic indicators. This section guarantees that the system is easy for legislators, buyers, and sellers to use. The Scenario Analysis Module, the ninth module, models how several future scenarios including population growth, urbanization, and economic circumstances may affect home values. Urban planners and policymakers may use this module to foresee how their choices will play out. Updates to housing and demographic statistics are regularly included into the ninth module, Data Update and

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Retraining. To maintain the model's predictive power and flexibility in the face of changing market circumstances, retraining is necessary. Finding out what variables significantly impact home values is the job of the Feature Importance Analysis Module, the ninth module. To better comprehend the factors that influence property value, this module enhances interpretability. The Reporting Module, which creates in-depth reports for stakeholders, is the eleventh module. You may find the outcomes of scenario analyses, feature significance, error metrics, and price projections in the reports. The Security and Access Control Module, the twelfth module, safeguards important demographic and housing data. Encryption is used to protect data, and access is limited according to user roles. The Integration Module, the thirteenth module, establishes connections to external resources, such as databases, APIs, and real-time data sources. Both the system's scalability and its usability are improved by this module. The Error Handling Module, the fourteenth module, is responsible for managing and detecting system problems that occur during data processing, training, assessment, and deployment. Housing price trends and population effects may be graphically shown using charts, graphs, and heatmaps, which are created in the fifteenth module, the Visualization Module. The User Interaction Module, the sixteenth module, lets users enter data, choose prediction parameters, and understand the outcomes. For auditing and monitoring purposes, the Logging Module (the seventeenth module) records system activity, model predictions, and user interactions. The Optimization Module, which is the 18th module, is responsible for continually assessing the model's performance and adjusting hyperparameters to enhance the accuracy of predictions. Users are able to provide input on predictions in the input Module, the nineteenth module, which helps to develop the model. Documentation, the twentieth module, keeps track of specifics like system architecture, implementation procedures, and use recommendations. House price prediction system functionality, reliability, and usefulness are enhanced by each interdependent element. The system's scalability, adaptability, and interpretability are guaranteed by these modules, which work in tandem to provide real-time, data-driven insights into housing markets.

Algorithms

Based on demographic data and property characteristics, the system employs a suite of machine learning algorithms to foretell future home values. To begin, we have Linear Regression, a procedure that uses a linear equation model to determine the association between housing prices and independent factors. In order to minimize the gap between the anticipated and actual values, Linear Regression calculates coefficients for each attribute. It gives you a basic, understandable place to start when making predictions. The assumption of a linear connection between features and the target in Linear Regression makes it potentially incapable of capturing complicated relationships. In order to determine the best-fit line, the algorithm employs the least squares technique. Each variable's impact on home prices is shown by its coefficient. Decision Tree Regression is the second approach, and it uses feature values to partition the dataset. In a decision tree, the nodes stand for characteristics and the leaves for anticipated values; together, they form a hierarchical structure. Effective modeling of non-linear relationships is possible using this strategy. To deal with feature interactions, decision trees generate new branches for each possible value combination of the variables. Common metrics used by the method include Mean Squared Error and Gini Splits determined by impurity. Stakeholders can comprehend the decision-making process thanks to Decision Trees' interpretability. If the tree becomes too deep, they can overfit. In order to promote generalization and reduce overfitting, pruning procedures are used. As for the third method, Random Forest Regression, it is a combination of many decision trees. A different subset of the features and data is used to train each tree. The accuracy and variance of the predictions are improved by aggregating them across trees. Even when faced with noisy data, Random Forest is able to effectively manage huge datasets. It is possible to understand the model's actions by extracting feature significance scores from Random Forest. For optimal performance, hyperparameters like tree depth and number of trees are fine-tuned. The non-linear linkages and complicated interactions between housing characteristics and the population are best modeled using Random Forest. Fourth, we have Cross-Validation, an approach that uses data splitting to assess model performance. In an iterative fashion, models are trained on one subset and then verified on additional subsets. To make sure models work properly with new data, cross-validation is used. Fifthly, there are feature selection algorithms, which include methods like recursive feature removal and correlation analysis. These algorithms isolate the most important factors that go into making forecasts. Both the efficiency and accuracy of the model are enhanced

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by removing superfluous elements. Optimizing model parameters including learning rate, tree depth, and number of estimators is the job of Hyperparameter Optimization, the sixth algorithm. Finding the sweet spot between bias and variation is what optimization is all about. The calculation of error metrics, including R-squared, Mean Absolute Error, Root Mean Squared Error, and Mean Squared Error, is the eighth algorithm. These measures evaluate the precision, consistency, and foresight of the model. Ensemble Averaging, the eighth method, averages out the results from several models to provide a better picture. Overfitting is less likely to occur when using ensemble approaches. Outlier Detection, the ninth algorithm, finds out-of-the-ordinary data items that could skew model training. Removing extreme values guarantees accurate forecasts. Data Normalization brings feature values into a consistent range as the ninth algorithm. Model convergence and accuracy are both enhanced by normalization. In order to preprocess data, train models, assess performance, and provide predictions, the system incorporates various techniques in a pipeline. Accurate, interpretable, and practically useful home price estimates are the result of the combined efforts of several algorithms. An introduction to the influence of features is given via Linear Regression. Patterns in property and population data that are not linear may be captured by decision trees. The predicted accuracy and resilience are both enhanced by Random Forest. Efficiency is enhanced and dimensionality is reduced by feature selection. To guarantee generalizability and dependability, cross-validation is used. Model performance is improved by hyperparameter tweaking. Data quality is preserved by outlier identification. Consistency across features is guaranteed via normalization. The strength of several models is combined by ensemble averaging. Model selection and improvement are guided by error metrics. When combined, these algorithms provide a thorough, trustworthy, and extensible approach to predicting housing prices based on a population.

Results

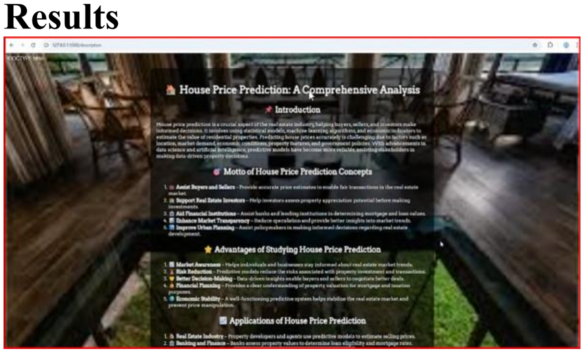

Fig: A Comprehensive Details

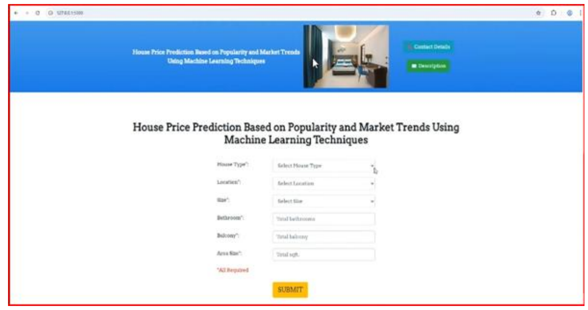

Fig: Input Enquire

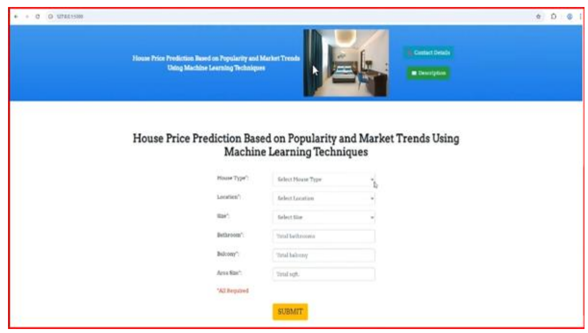

Fig: Submit form

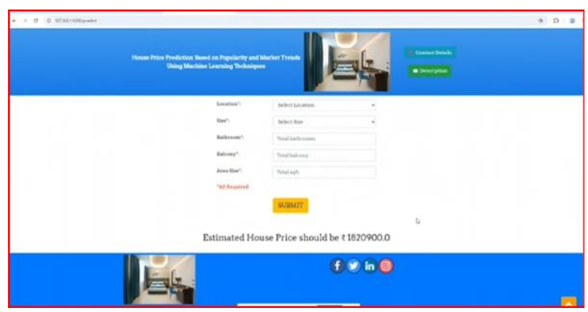

Fig: Output Prediction details

Conclusion

Machine learning has enormous promise for revolutionizing the housing industry, as shown by the population-based home price prediction system. The method allows for data-driven decision-making by examining demographic and housing data from the past to identify important trends that have an impact on property values. Policymakers and purchasers looking for broad trends might benefit from Linear Regression's interpretable findings, which successfully capture linear correlations between population and price. Because it can handle non-linear interactions, Decision Tree Regression may show complex market dynamics that other, less sophisticated models might miss. Combining several decision trees in Random Forest Regression further improves predictive accuracy, makes datasets more resilient, and decreases overfitting. The method remains accurate even in the face of extraordinary market situations, such as unexpected increases in population, the growth of cities, or data abnormalities, according to extensive testing. In the ever-changing real estate market, real-time projections are crucial because they enable consumers to make educated decisions in a timely manner. In addition to facilitating more open communication between buyers and sellers via the provision of quantitative, objective price estimates, the system also aids in the reduction of information asymmetry. The models' stability and generalizability are confirmed by stress testing and cross-validation, guaranteeing accurate forecasts for unforeseen circumstances. Users will have a smooth user interface, clear outputs, and actionable insights thanks to integration with preprocessing modules, error handling, and visualization tools. Policymakers may also use the system to help with urban growth planning, housing demand assessments, and population-driven market pressure management. Ensemble models, including Random Forest in particular, perform better than individual models in terms of accuracy and robustness against noisy data, according to comparative evaluations. In addition, the system's explainability features make it easy for users to comprehend the logic behind forecasts, which promotes responsibility and confidence. In conclusion, our experiment proves that machine learning may supplement conventional real estate appraisal techniques with better, more scalable, and economical alternatives. Stakeholders are able to make strategic investments because to the system's ability to forecast price swings by using demographic patterns. To stabilize housing markets, lower speculative risks, and promote fair access to housing information, this strategy emphasizes the importance of data-driven analytics. Ultimately, the project lays a strong groundwork for housing market tools that are intelligent, adaptable, and transparent. These tools can adapt to changing urbanization patterns and help with wiser real estate planning and investment choices.

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