



**DIGITAL**  
APTECH PRIVATE LIMITED

# Case Study

For **Karakira**

## About the Client

The client is a leading real estate listing website where one can search for the properties they are looking for. It implements advanced analytics and a customer-oriented advanced dashboard, making it easier for visitors to search properties as per their requirements, budget and preferences.

KaraKira aims to become one of the most sought-after property listing websites helping prospective customers sell, buy or rent properties conveniently. For that, they needed a high-quality and responsive website with a visually appealing design, an easy user interface and multiple useful features.

## Client Details

**Name:** KaraKira

**Industry:** Real Estate

**Geographic Location:**

**Project Duration:**

## Problem Statement

- Ongoing service level and stability challenges with the current platform
- Continuing delays in the deployment of a global model that supports the functions of the key features
- No existing real estate listing site in the market providing a smooth and hassle-free experience for selling, renting or buying a property

## KaraKira Partnered with DAPL to

- To develop the system in Django framework, which is based in Python programming language while using Angular frontend framework for parsing huge amount of data in a single page application.
- To recreate a website that is attractive, easy to use and interactive for the convenience of the users
- To develop a site that is faster and more nimble along with proper scalability, robustness and security.
- To develop a supervised Machine Learning model for the lifestyle search option, where the users are matched along with the property pertaining & matching to their lifestyle.

**DIGITAL APTECH PRIVATE LIMITED**, a company registered in India, CIN No: U74900WB2015PTC207680

**Registered Office:** EN-34, 9<sup>TH</sup> Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

**Telephone:** +91-33-6900 0869 /0862**Email:** [contact@digitalaptech.com](mailto:contact@digitalaptech.com)

## Website

Link: <http://ec2-18-232-201-103.compute-1.amazonaws.com/#/home>

## Technology Used

### For Web Development:

Language: Python

Framework: Django

Database: MySQL

Frontend: Angular 4

### For Data Analysis:

Language: Python

Framework: MySQL

Database: NumPy, Pandas

Frontend: D3JS

## Extension Used

BING MAP SDK - To create the drawing over the map and get the area and the listed properties  
The rest was custom development

## Challenges

- Building and integrating real-time user activity tracker
- Fetching data using the activity tracker and creating real-time analysis
- Building the user dashboard completely customised in accordance with the user activity and behaviour
- Creating a Machine Learning algorithm to match the buyers with their perfect homes
- Slow loading time and other issues failed to make the site rank at top on the Google search engine

## The Outcome of the Solution

DAPL provided a world-class website that:

- Is attractive, and easy to use with a simple user interface

**DIGITAL APTECH PRIVATE LIMITED**, a company registered in India, CIN No: U74900WB2015PTC207680

**Registered Office:** EN-34, 9<sup>TH</sup> Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

**Telephone:** +91-33-6900 0869 /0862**Email:** [contact@digitalaptech.com](mailto:contact@digitalaptech.com)

- Has various properties listed in an organised manner according to price, locality and size, making it easy for users to view each properties, the prices, amenities, and images in a smooth and hassle-free way
- Allows buyers to contact the real estate agent and fix a date and time for a site visit right from the website
- Check the price of the property, estimated monthly instalments for loans as well as rental values in case of properties listed for rent.

### **Core Business Impact**

**Customer Satisfaction:** The easy-to-use website has helped visitors to check property listings smoothly, prompting higher customer satisfaction and improved customer engagement.

**Diversified Platforms:** The newly developed KaraKira website can be accessed through multiple devices without any technical issues. This helped to improve customer experience and resulted in a drop in bounce rate.

**Cost Reduction:** The company was able to develop a well-functioning website with a smooth backend that improved the number of visitors to the site and enabled business growth and higher ROI. The resources hired through staff augmentation services helped the business fulfil its operational requirements at a low budget without the need for an in-house team.

**Engagement Model:** Dedicated Model