

# Case Study: Kara Kira

The client is a leading real estate listing platform where one can search for the properties they are looking for. Digital Aptech and its team designed and built a high-quality and responsive website with a visually appealing design, an easy user interface and multiple unique features as requested by the client.

Avg. reading time: 2 min



## Project Overview

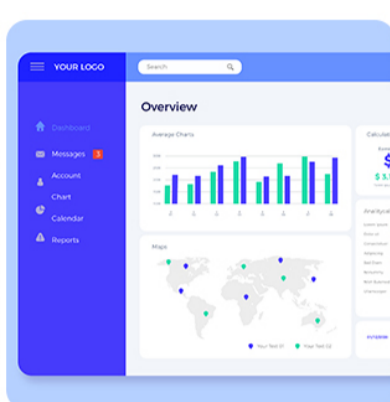
- The team at Digital Aptech planned to use Python, Angular 4 and Django
- Our responsibility was to primarily build a world-class and seamless property listing site for the business

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## Client Background

- KaraKira aimed to become one of the most sought-after property listing websites helping prospective customers sell, buy or rent properties conveniently.
- It wanted to implement advanced analytics and a customer-oriented advanced dashboard, making it easier for visitors to search properties as per their requirements, budget and preferences.



## 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 customized in accordance with the user activity and behavior
- 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 the top on the Google search engine

## Technology Stack used



Python



Django



MySQL



Angular 4

## The Solution Provided

### Solution #1

We developed the system in Django framework, based on Python programming language while using Angular frontend framework for parsing huge amounts of data in a single page application.



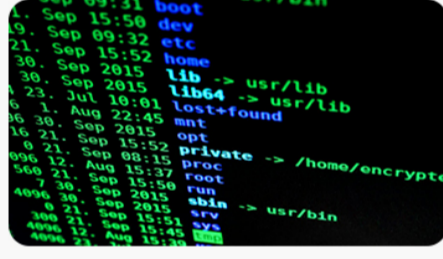
### Solution #2

Our team recreated a website that is attractive, easy to use and interactive for the convenience of the users



### Solution #3

We designed and developed a site that is faster and more nimble along with proper scalability, robustness and security.



### Solution #4

DAPL made a supervised Machine Learning model for the lifestyle search option, where the users are matched along with the property pertaining & matching to their lifestyle



## Key Features and Benefits

- Smart dashboard integrated for faster property listing
- Advanced Machine Learning-enabled search option
- Easy navigation and log-in feature
- Option to connect with sellers and agents directly from the app
- Integration of a tool to calculate monthly EMI when choosing to buy a property



## The results

- Attractive and easy-to-use platform with a simple user interface
- A platform with various properties listed as per price, locality and size, making it easy for users to view each property
- Buyers get to contact the real estate agent and fix a date and time for a site visit right from the website
- Users can check the price of the property, estimated monthly in stallments for loans as well as rental values in case of properties listed for rent.

## Conclusion

- The easy-to-use website has helped visitors to check property listings smoothly, prompting higher customer satisfaction and improved customer engagement.
- 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.
- The company was able to develop a well-functioning website with a smooth backend that improved the number of visitors to the site.
- Integration of smart dashboards brought in higher engagement to the website. The business saw more clients and higher property sales/rent.



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