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# (Re)Selling Seattle:

Re-exploring House Sales in Seattle

Ben McCarty • 07.14.2021

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## Guiding Question:

*What can you do to improve the house's value?*

## Analysis of Effects of House Features on Sell Price

- Included over 21,000 records
  - Reviewed 23 different features
    - Including bedrooms, bathrooms, quality, renovations, and age
  - Created 6 new features based on existing data
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# Findings

All else unchanged...

- **Bathrooms** bring in the big bucks
    - *Adding bathrooms show the strongest increase in pricing*
  - **More space above....**
    - *Put on that addition*
  - **...And below!**
    - *Dig a deeper basement*
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# Method

- Structured process to...
    - Fill missing values in the data
    - Process categorical features
    - Standardize data
    - Determine impact of features
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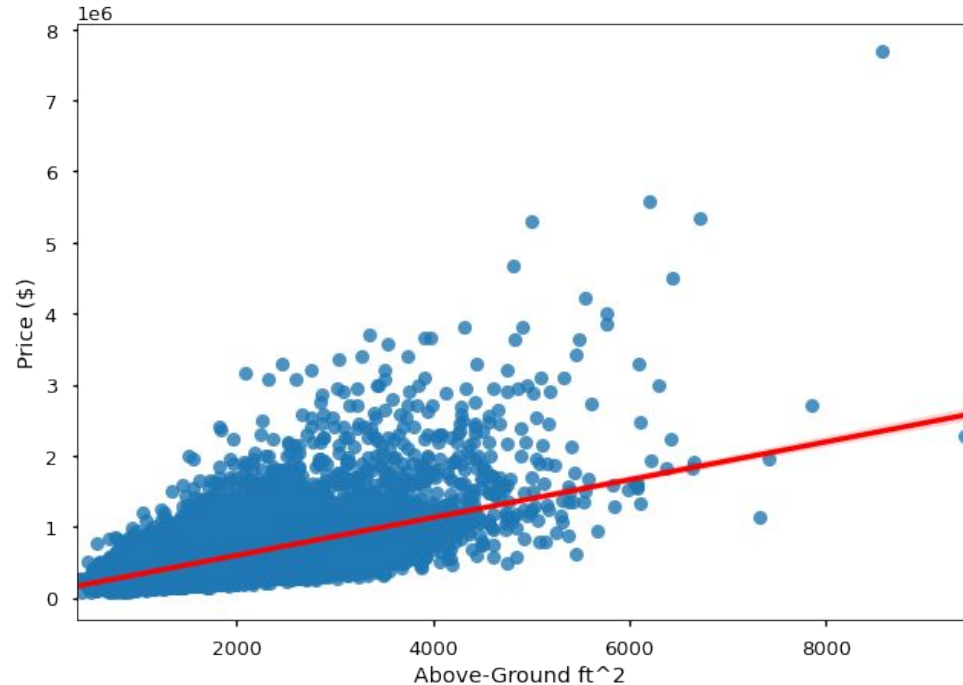
# Going Above...

If you're thinking about renovating your home, consider adding additional square footage above- or below-ground.

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Sell price increases by \$153.15 per above-ground ft<sup>2</sup>

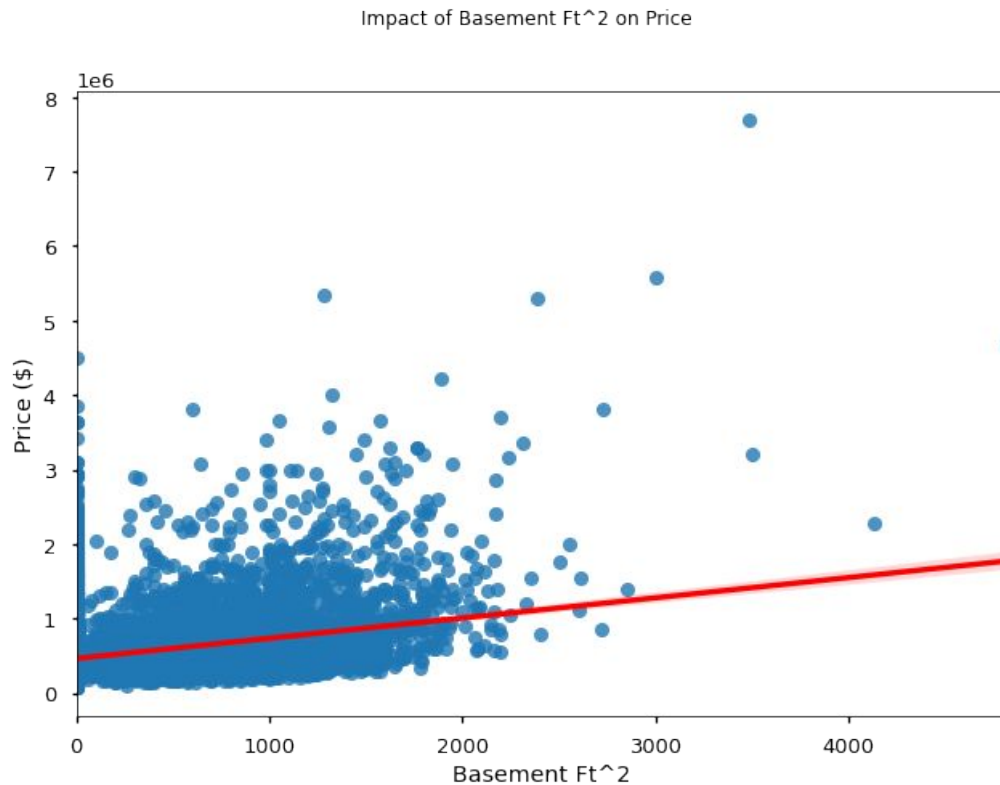
Impact of Above-Ground Ft<sup>2</sup> on Price



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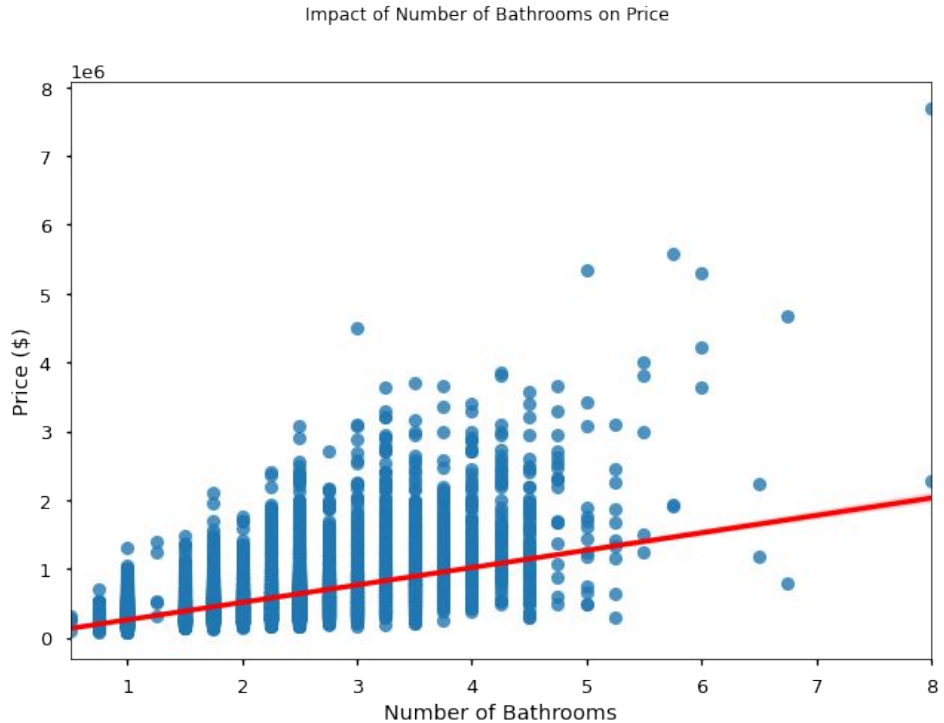
**...Below...**

An increase in basement square  
footage increases sell price by  
\$112.64!



## ...And Beyond!

We all know the frustration of having to share bathrooms. Between showering, shaving, and putting on makeup, having more bathrooms to conduct your business makes sense!





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# Closing the Sale

## Can You Build It?

**Bring in the bathrooms** - if your house can fit one, add a bathroom (maybe under the stairs?)

**Attach the addition** - any increase in square footage shows a gradual increase in sale price

**Dig the depths** - expand your basement; if you don't have one, add one!

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# FUTURE WORK

## Next Steps for the Analysis

1. *Include additional techniques to produce clearer estimates and predictions.*
  2. *Add in more data - what are the qualities of the schools and local infrastructure?*
  3. *Map it all out - create interactive maps to allow an in-depth look into each area.*
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# Thank you!

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