

King County

Marketing Campaign

Data-driven insights and predictive modelling



Problem Statement

Advertising Campaign to encourage sales in King County

- Data-driven recommendations
- Model to predict house prices



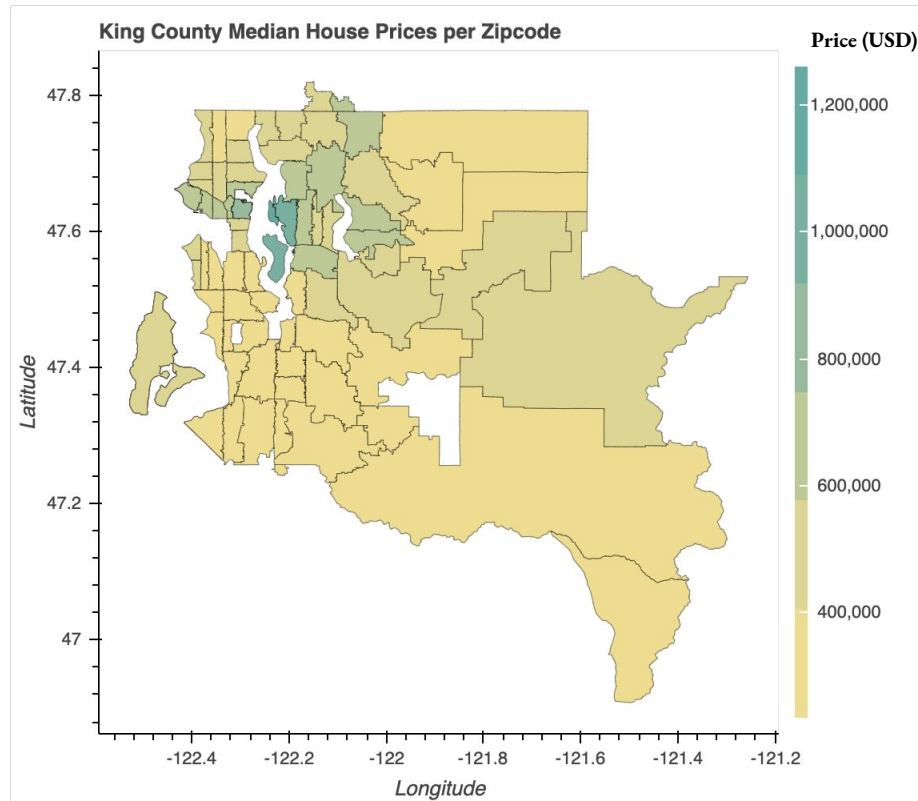
PropertiesInc

REAL ESTATE

Location

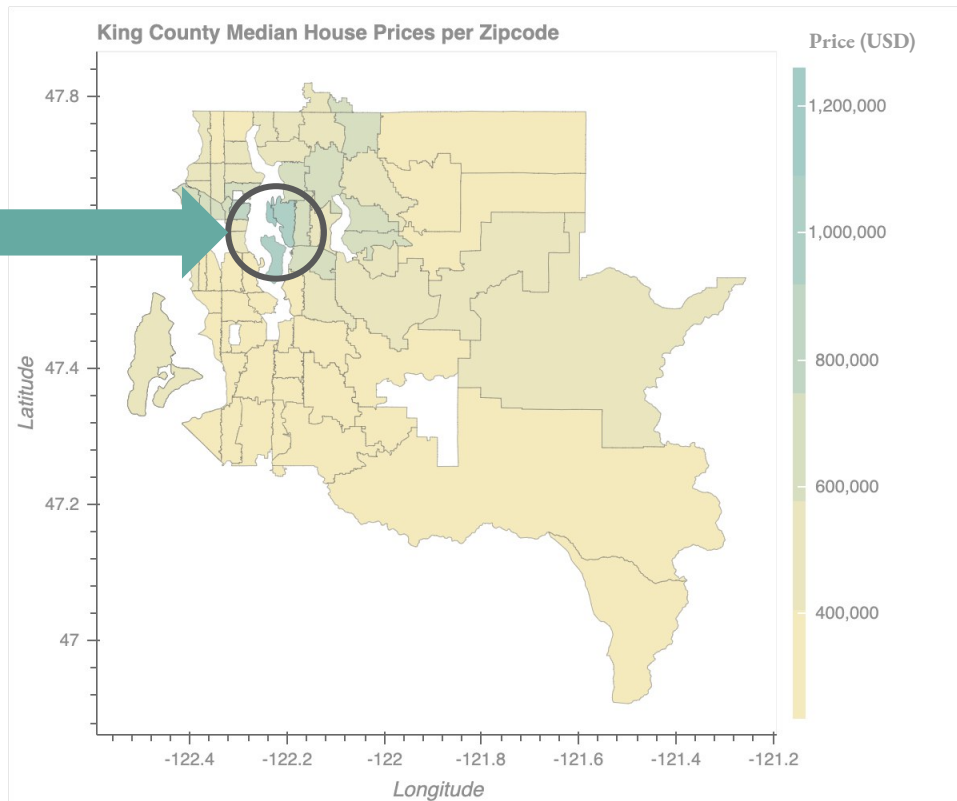


LOCATION - Zip Codes

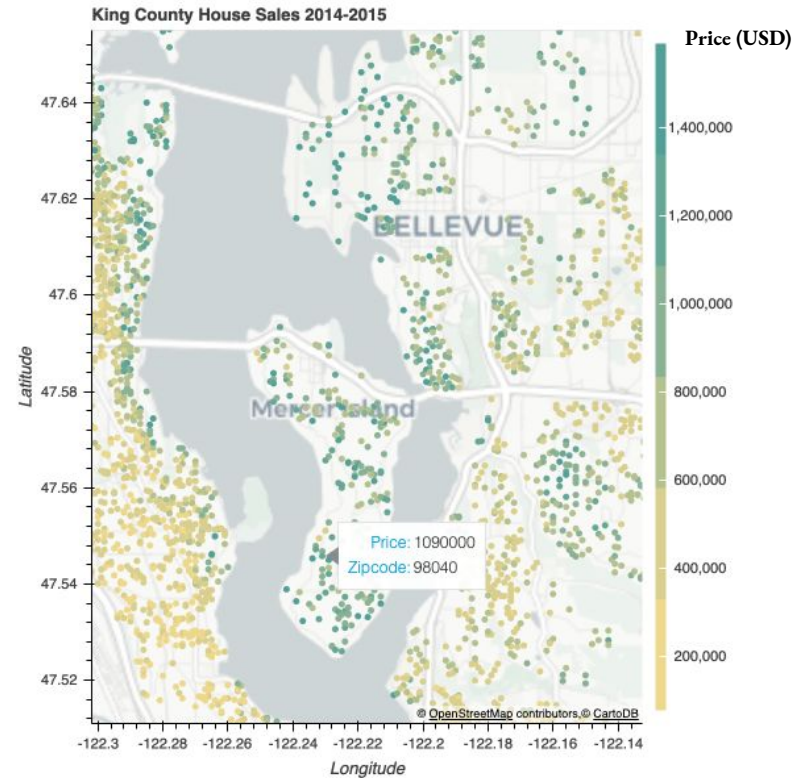


LOCATION - Zip Codes

3 Top Zip Codes



LOCATION - Neighbourhoods



Recommendations



Location

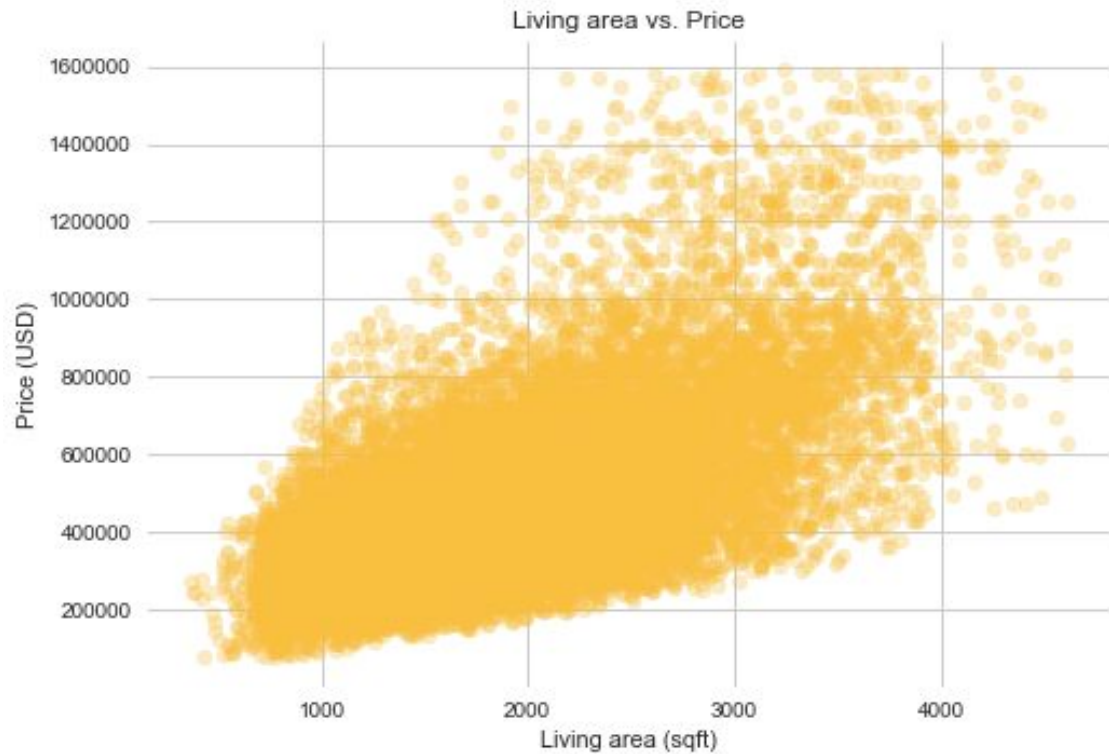
- Importance of waterfront
- Bellevue and Mercer Island areas



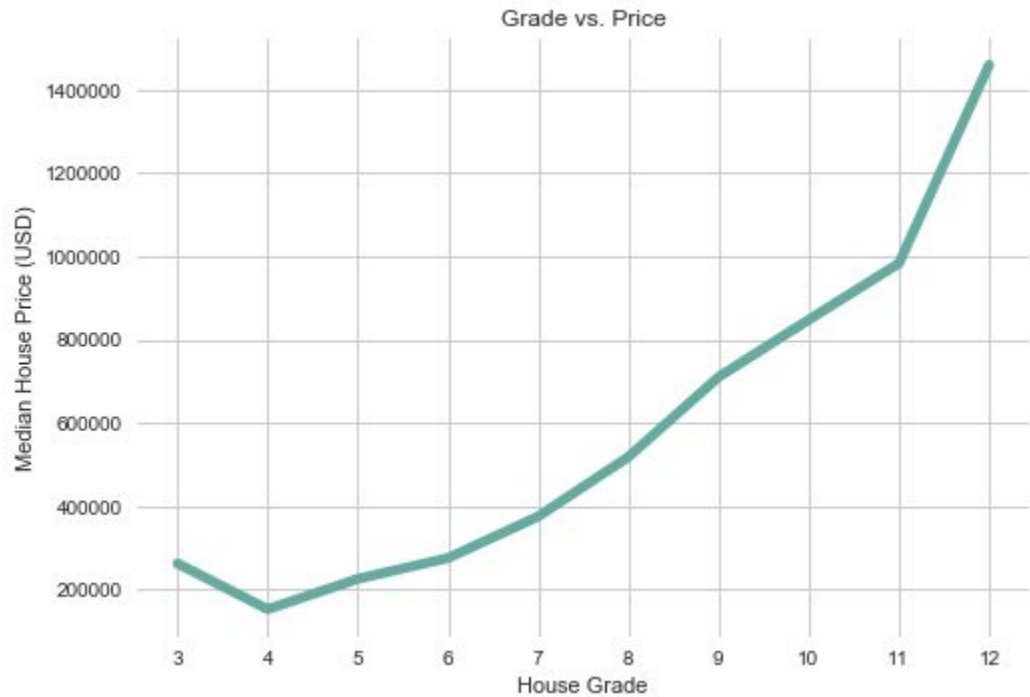
House Features



House Features - Living Area



House Features - Grade



House Features - Other

Was viewed

Presence of Basement

Square Feet of Lot

Recently renovated

Condition

Bedroom count

Year Built



Waterfront view

Bathroom count

Number of floors

Recommendations



Location

- Importance of waterfront
- Bellevue and Mercer Island areas



Home Features

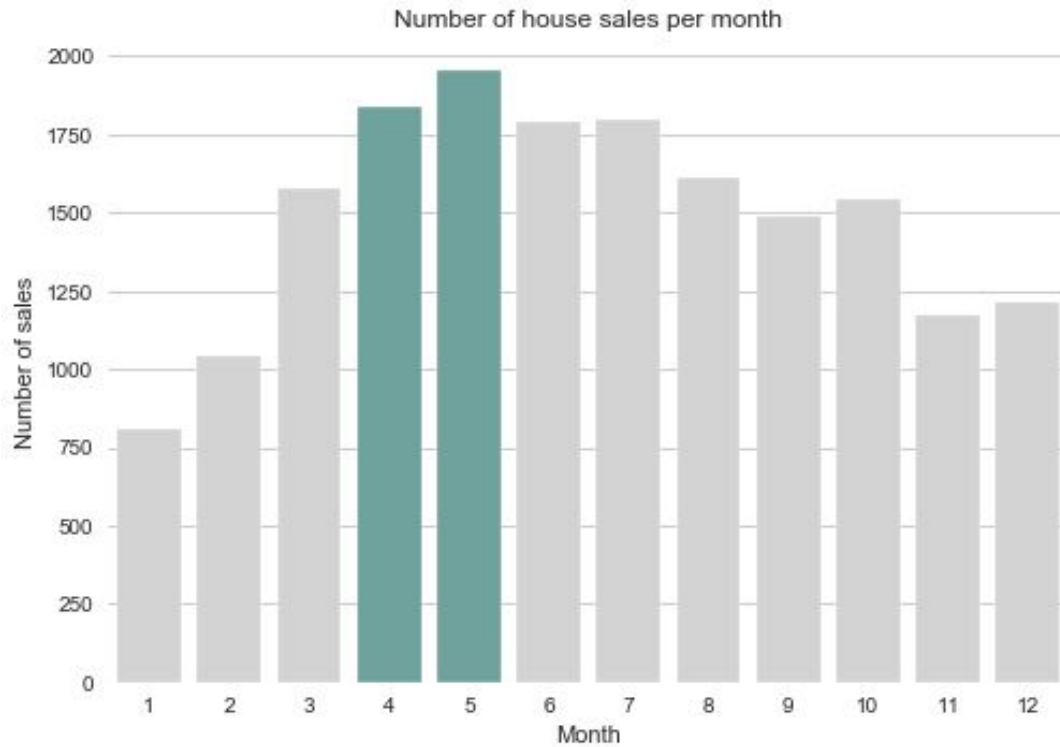
- Larger living area (sqft)
- Grade 10 and above
- Grade better predictor



Time of Year



Time of year



Recommendations



Location

- Importance of waterfront
- Bellevue and Mercer Island areas



Home Features

- Larger living area (sqft)
- Grade above 10
- Grade better predictor



Time of Year

- Constant median house price
- April/May highest sales volume
- Campaign in March/April



Predicting House Prices



Predicting House Prices

	Model A	Model B
Features	17	87
Pros	Easy to interpret, generalises well	Performance
Cons	Less accurate	Uses exact zip code data
Score	0.70	0.83
Mean Error	USD 132,444	USD 99,654

Best predictors - Model A



Grade



**Zip Code
Tier**



Waterfront



Viewed



**Number of
Bathrooms**



Further work

School Ratings Data

Proximity to a good school is likely to increase sale price

Commuting Time Data

Homes better connected to downtown Seattle are likely to be more valuable

Longer Time Scale

See which areas show signs of growth/ decline



THANK YOU

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