



# King County housing

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# Italian business opportunities





# 3 main questions to be answered

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## Waterfront

**Are there interesting waterfront objects with basements?**



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**Are there interesting waterfront objects with basements?**



## Top 10 Sales

**Is pricing for Top 10% priced houses driven by view, condition and grade?**



# 3 main questions to be answered

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## Waterfront

**Are there interesting waterfront objects with basements?**



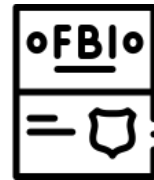
## Top 10 Sales

**Is pricing for Top 10% priced houses driven by view, condition and grade?**



## Outskirt opps

**Are there currently interesting investment opportunities in the outskirts?**





# Waterfront options - clustering criteria



## Pricing

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Price is checked if below or above average or Top 10.



## Basement size

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Basement size ranges from xsmall xlarge.

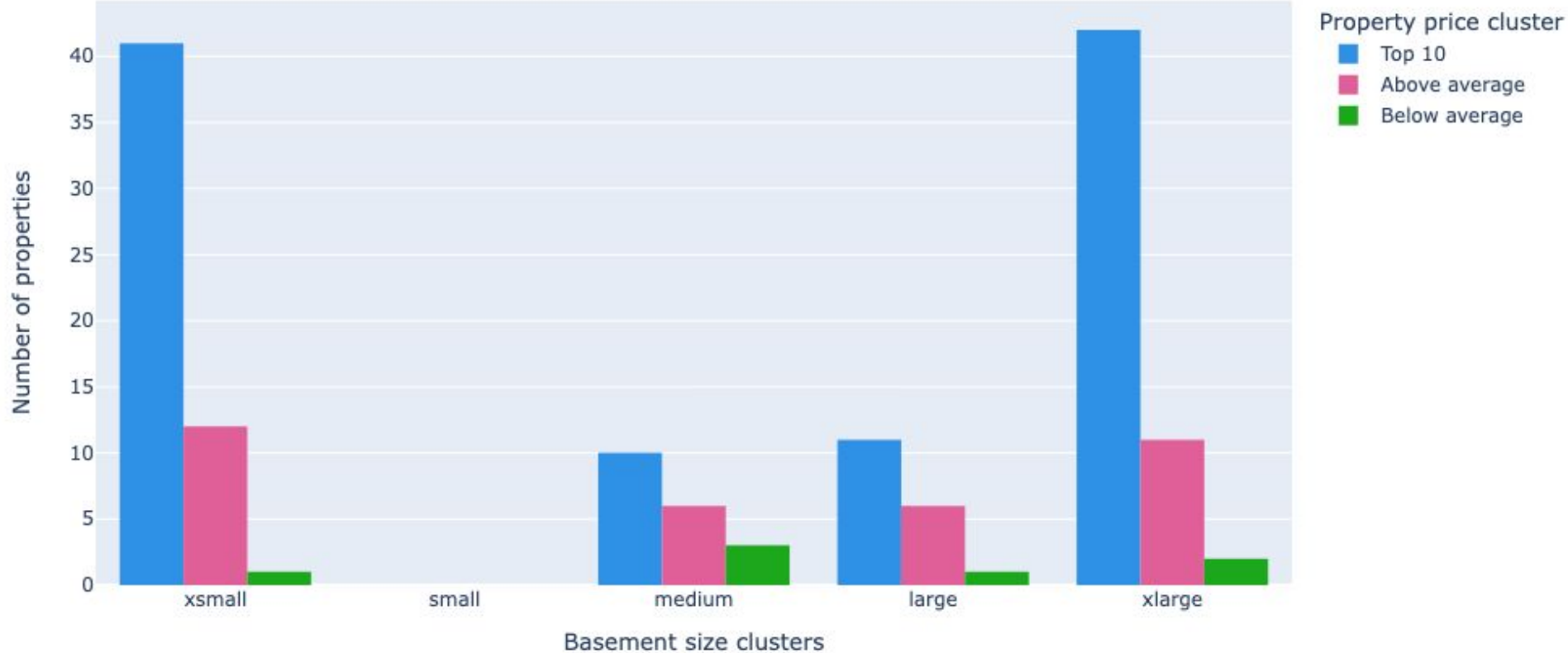


## Location

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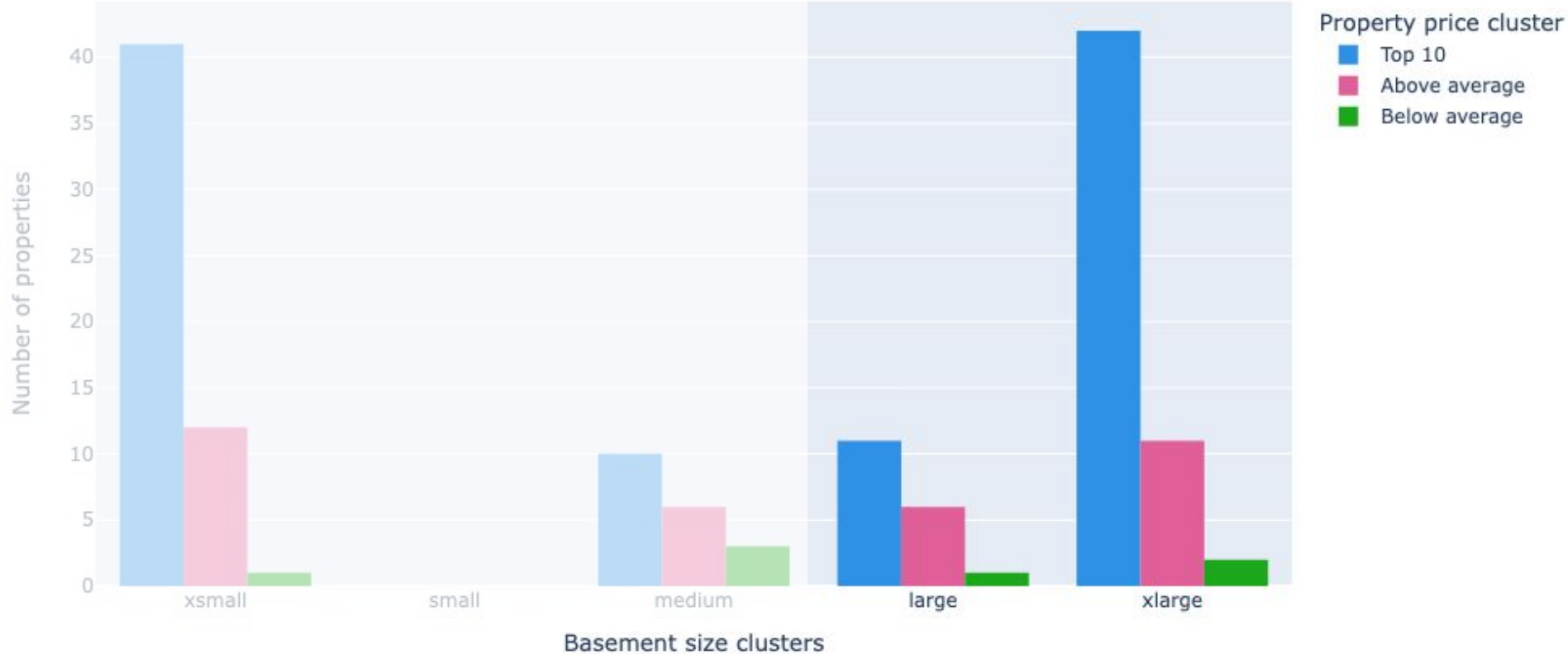
Overall usage of zip code areas for our use cases.

Number of properties with basements near the waterfront by pricy category

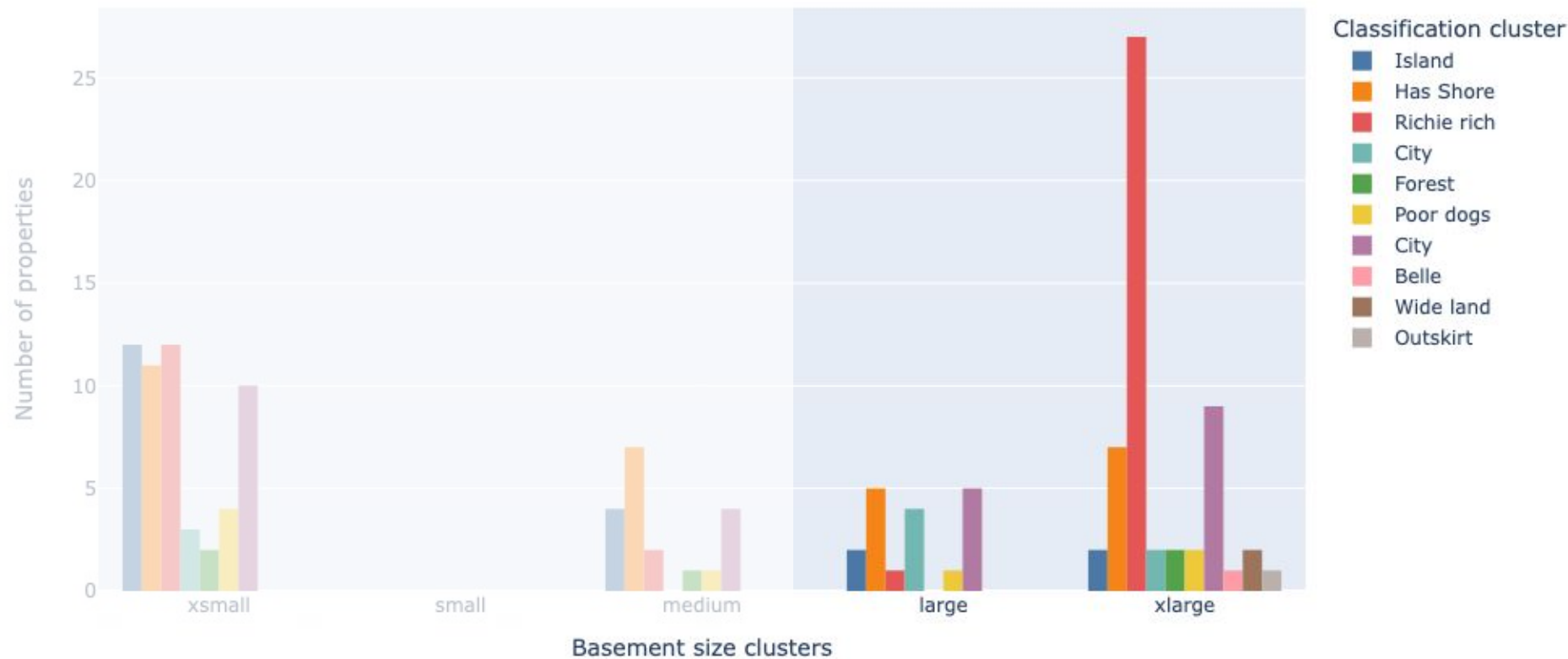




Number of properties with basements near the waterfront by pricy category



Number of properties with basements near the waterfront by region classification



# Recommendation

Use knowledge of capos and problem solver

1. Add additional information to region classification to improve scoring.
2. Renovation status is not reliable but could show us options.
3. Follow up today on basement options (see part 3).

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# Top 10 properties - criteria



## Pricing

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Include all properties where the price is within the highest 10% of all prices



## Predicting criteria

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Followed suggestion of problem solver and included size, equipping and features

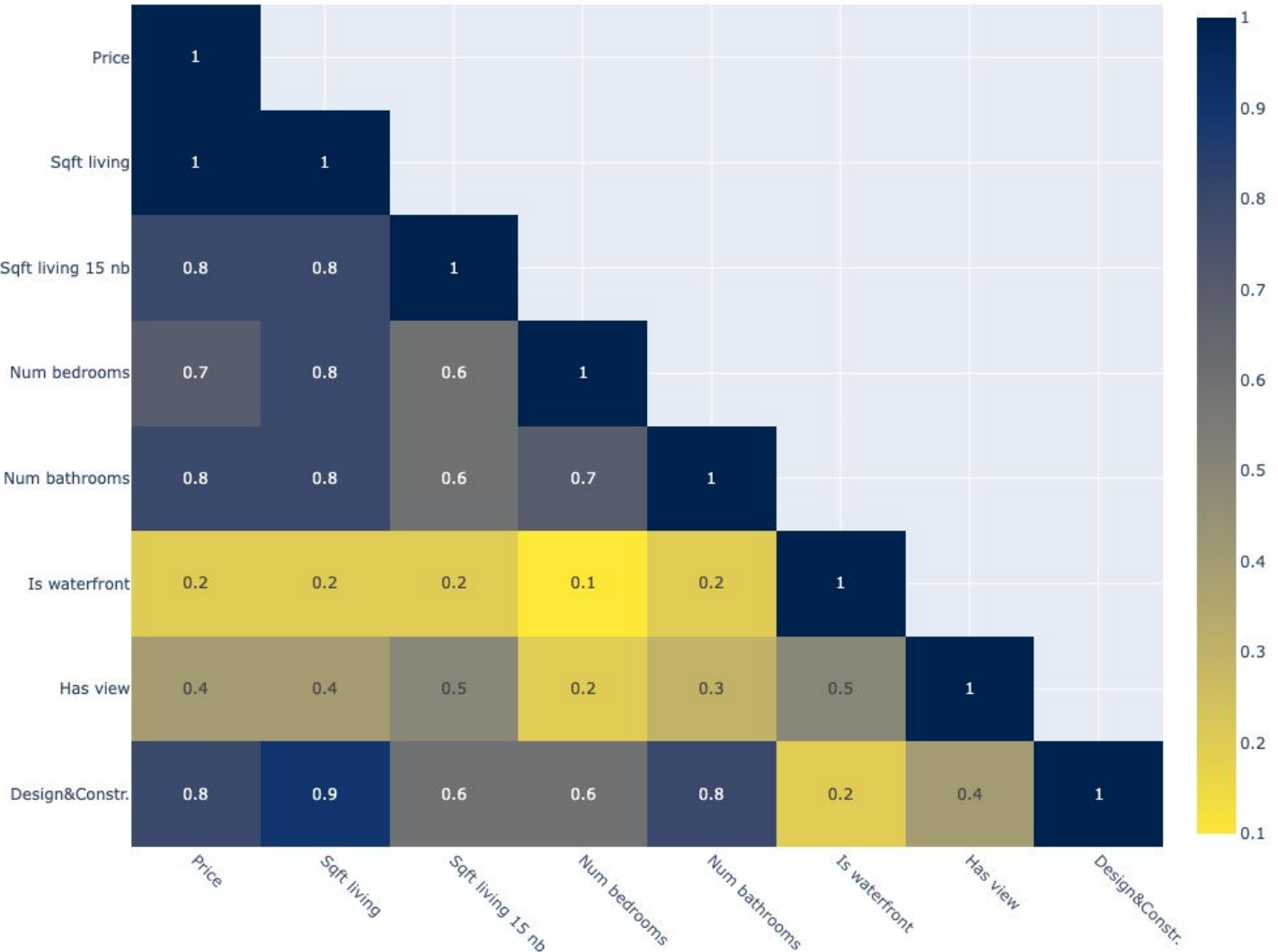


## Issue

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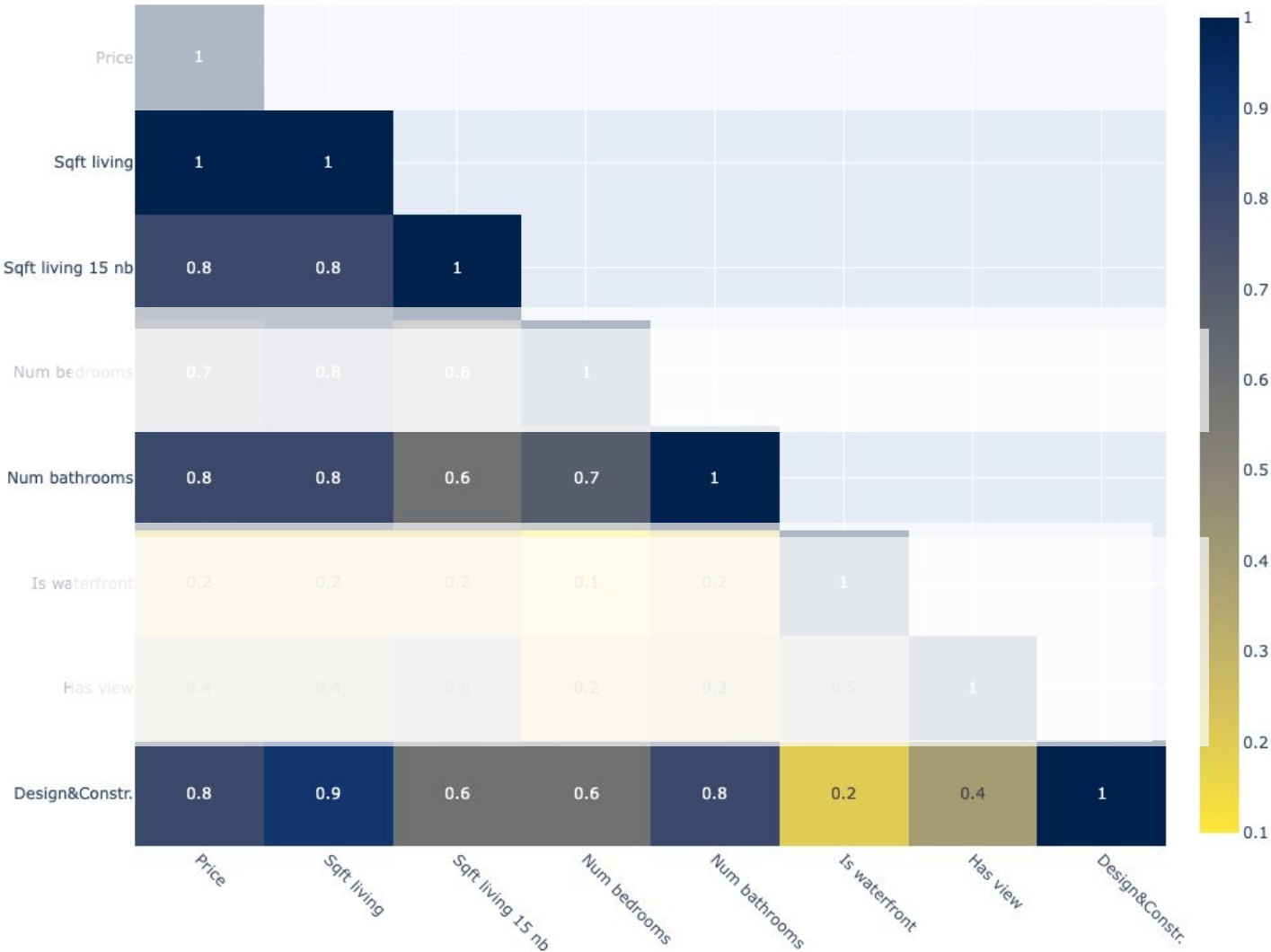
Renovation data is not at all reliable.

# Predictors for property pricing in the Top10 tier



# Predictors for property pricing in the Top10 tier

**No influence:**  
'Sqft lot'  
'Sqft lot 15 nb'  
House condition'



# Recommendation

1. Reduce number of good options by using connection to Construction Government Office: disgrace the competition.
  2. Invest where necessary in more and better bathrooms.
  3. Get investment into bathroom interior imports and launch campaign to promote findings to increase spending from competition.
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# Outskirt opportunities - criteria



## Secret storage

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170 properties show less official basement.



## Basement sizes

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Basement size ranges from xsmall xlarge.



## Location

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Not all neighbourhoods are equally desirable.

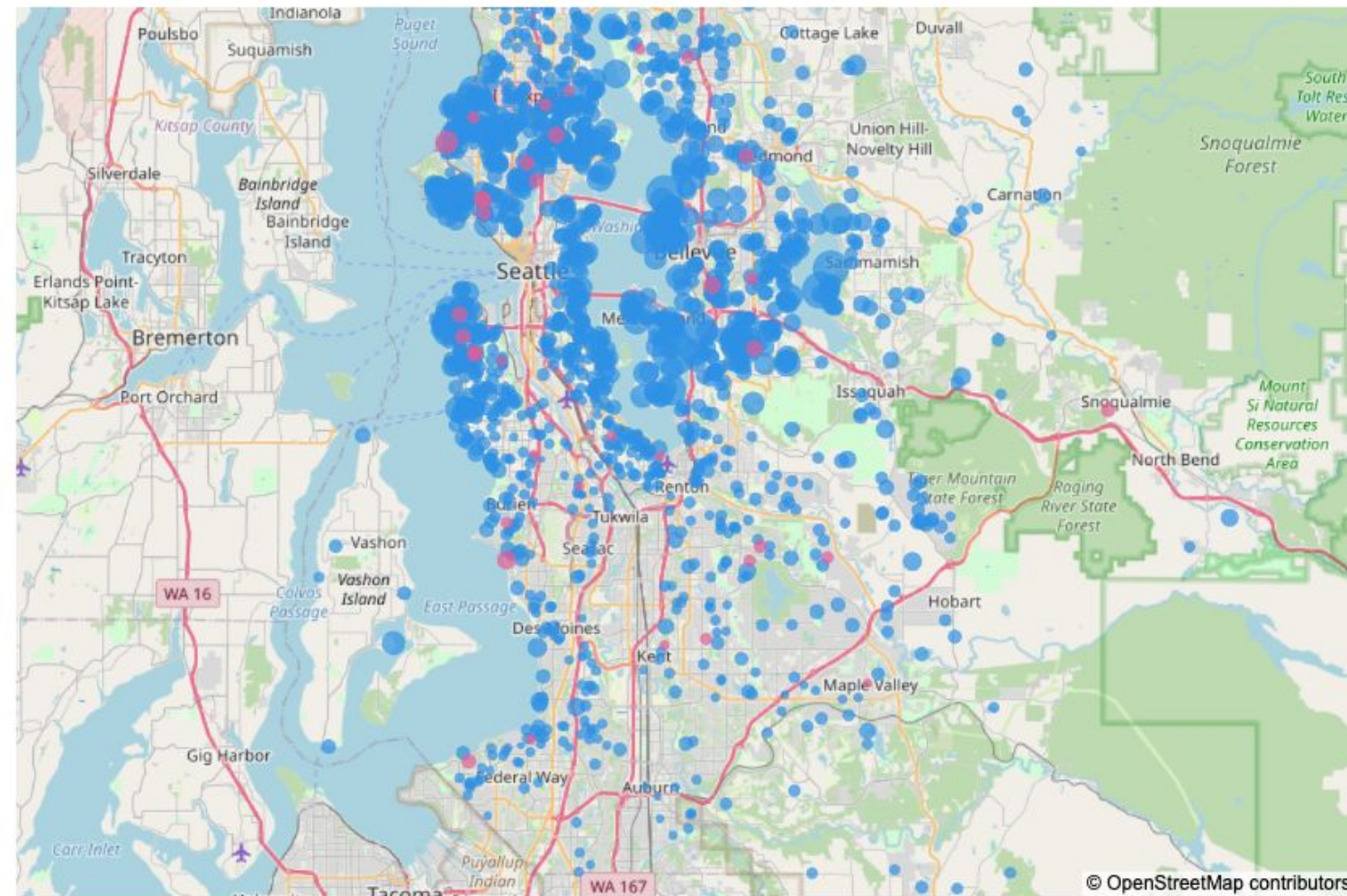


## Opportunities by basement to rest ratio and official basement knowledge

Has secret storage

● False

● True

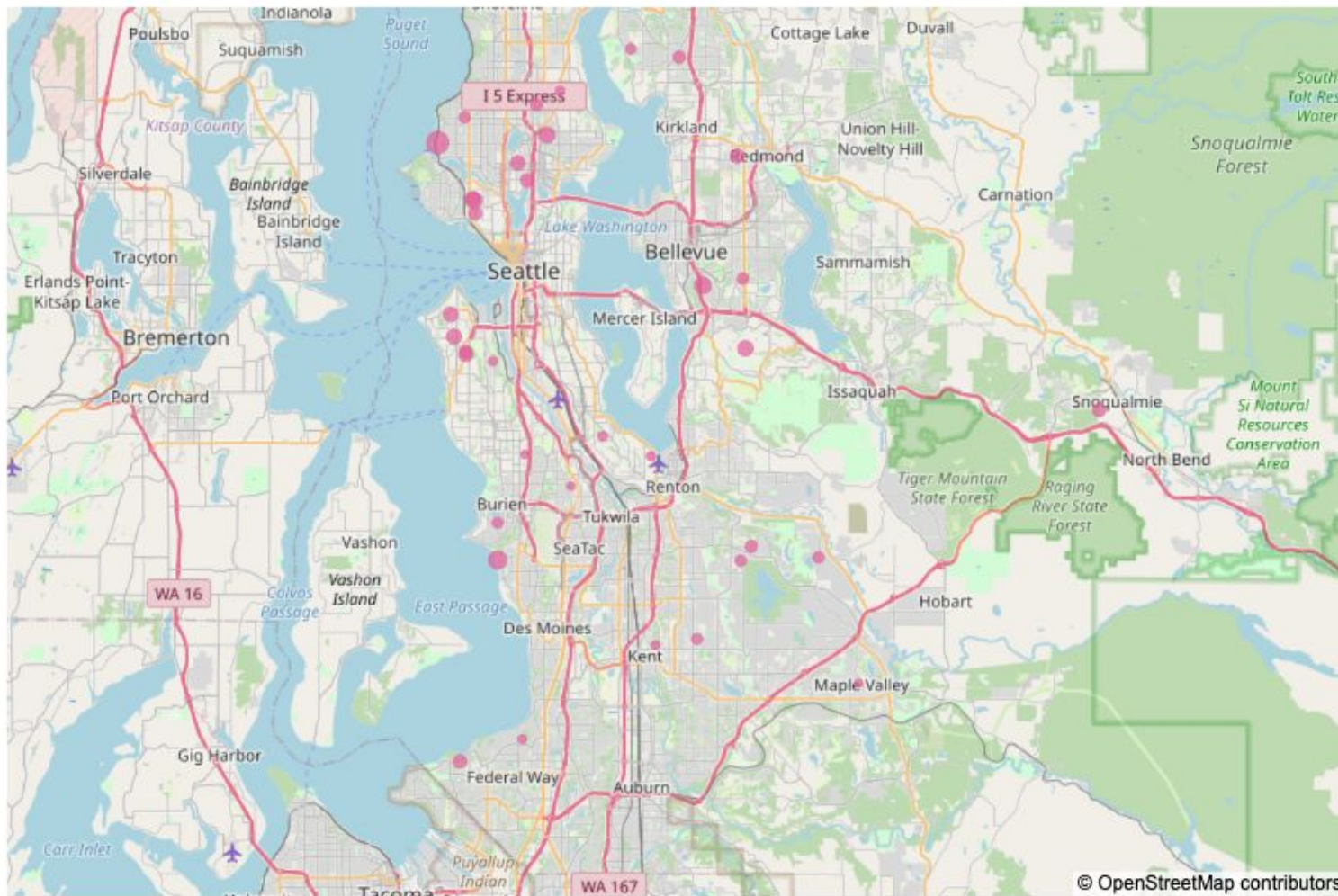


## Opportunities by basement to rest ratio and official basement knowledge

Has secret storage

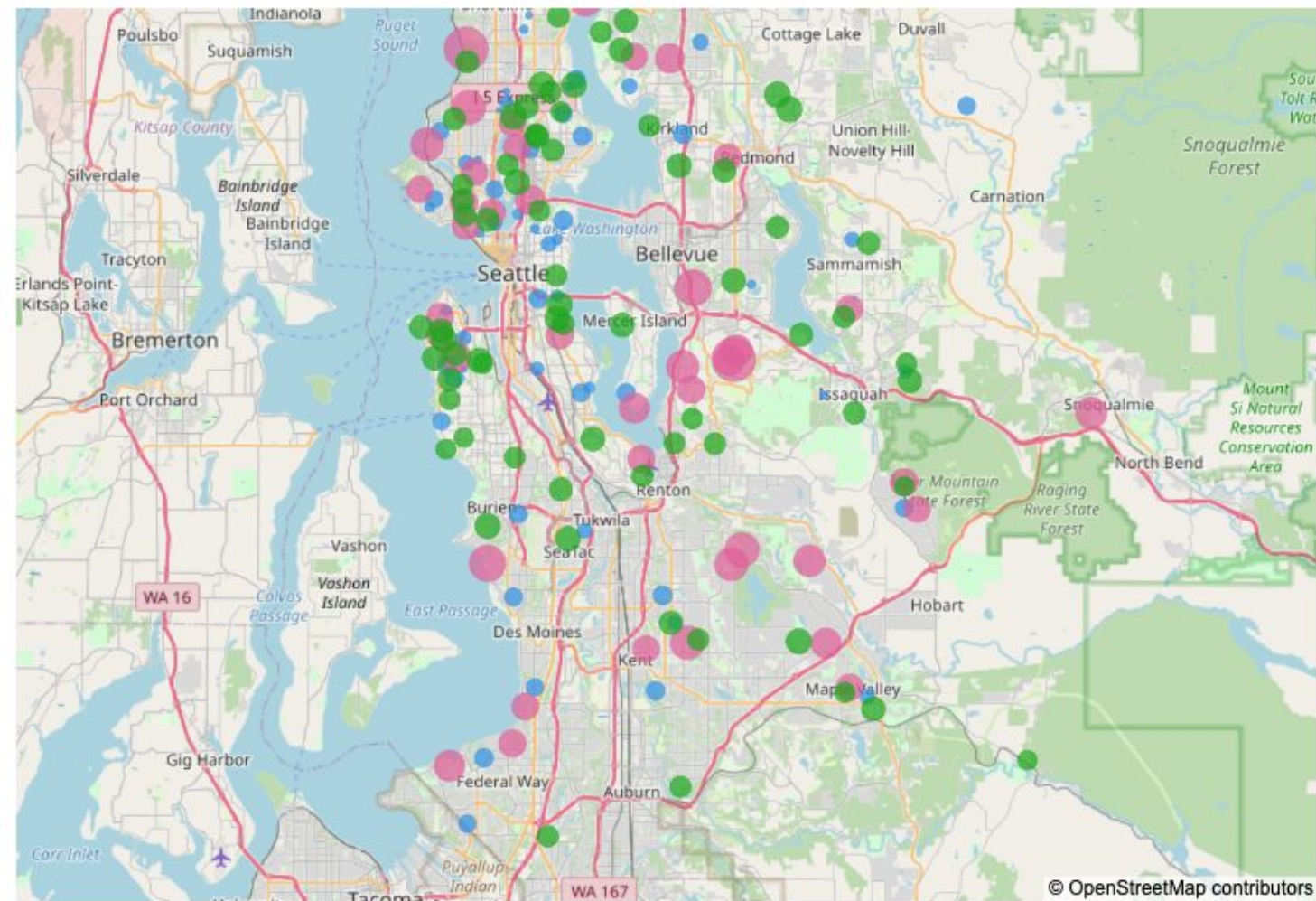
False

True

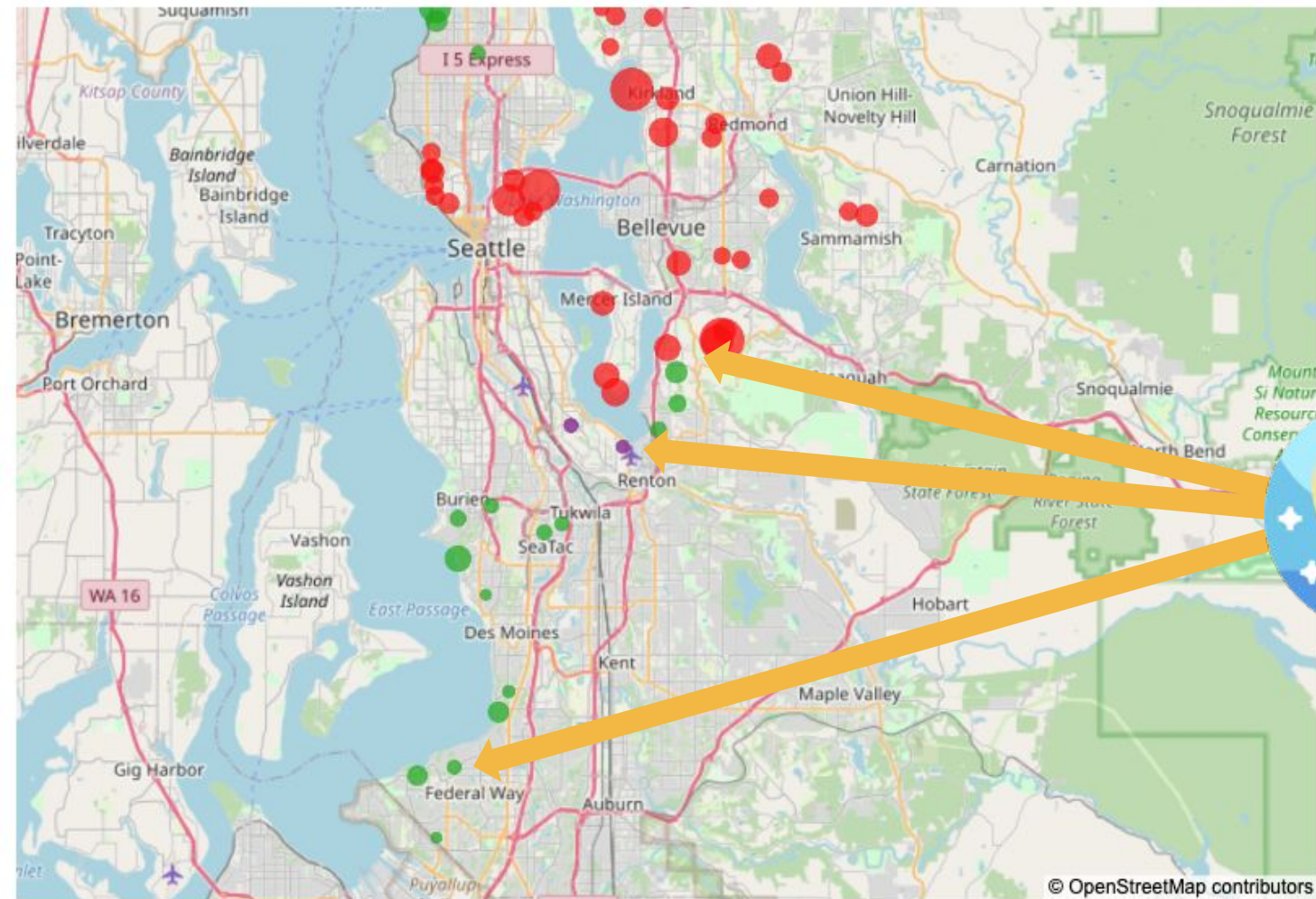




## Opportunities with secret basements by size



## Opportunities by location classification and price indicator



### Property price clusters

- Wide land
- City
- Has Shore
- Richie rich
- Outskirt
- Forest
- Poor dogs
- City



# Recap

## Waterfront



**Are there interesting waterfront objects with basements?**



## Top 10 Sales



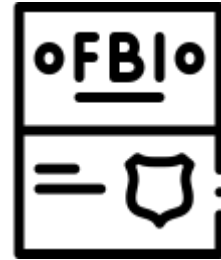
**Is pricing for Top 10% priced houses driven by view, condition and grade?**



## Outskirt opps



**Are there currently interesting investment opportunities in the outskirts?**





# Next steps

These are some resources you want to check out

## **Improve data quality**

We could profit from buying badly renovated items for storing purposes + a better classification system tailored to our needs

## **Refine preferences to create lists**

In order to get a shortlist of attractive buying/selling options the criteria need to be specified.

## **Interactive maps**

Open the Notebook to drill down in the map data and identify targets.

[https://github.com/FrediThs/eda\\_project\\_2022-09](https://github.com/FrediThs/eda_project_2022-09)

