

# Housing market analysis

**Client: William Rodriguez**

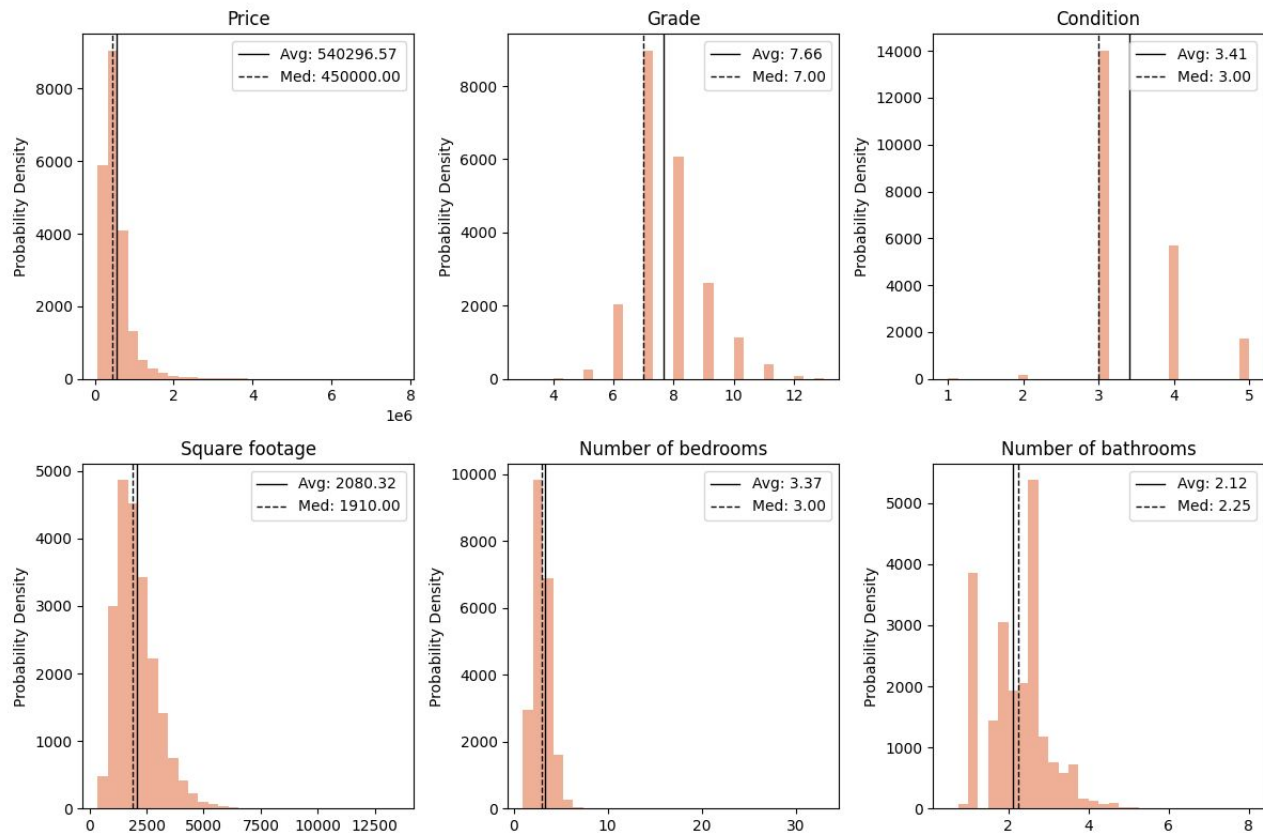
# Data set

House sales in **King county**, Washington

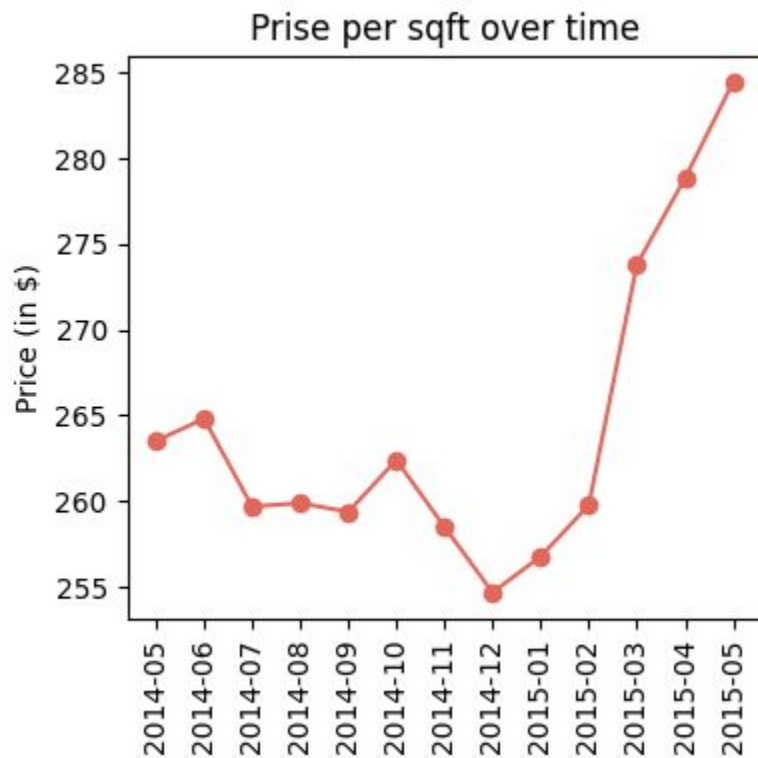
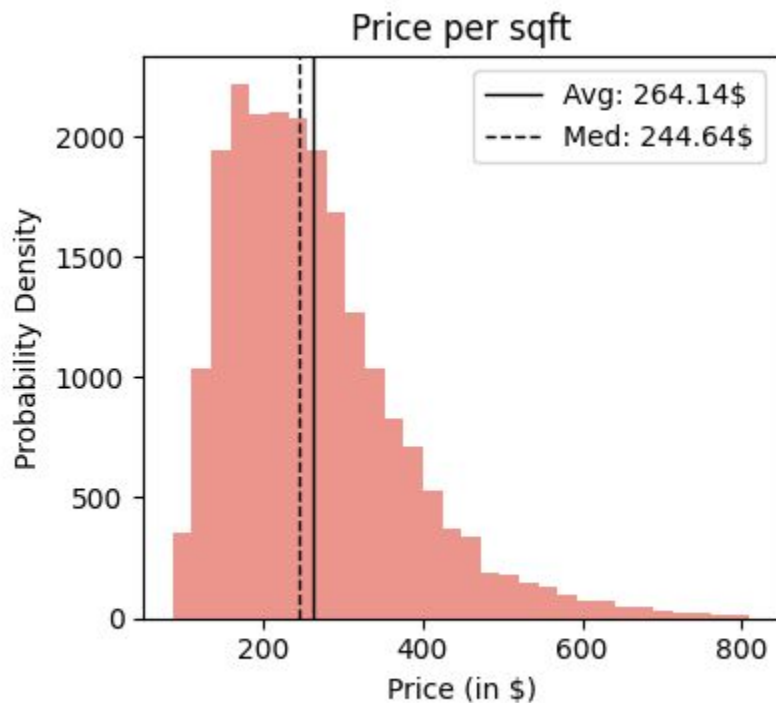
- 21,597 sales
- 21,420 houses
- May 2014 to May 2015

Disclaimer: analysis is **backward looking**

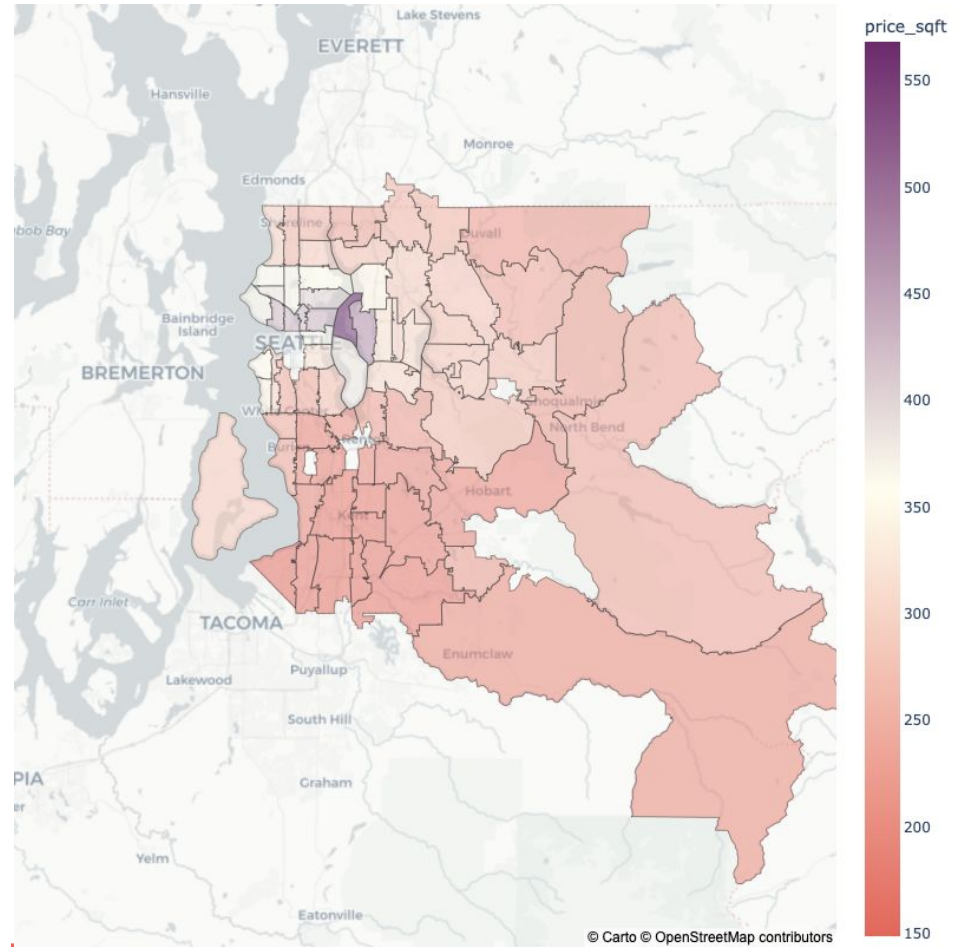
# Distribution of house characteristics of interest



# Price per sqft analysis



# Average square foot price per zip code



**Client:**  
**William Rodriguez**

**Household size:** 2 people

**1. Country house:**

- Best time to buy
- Non-renovated

**2. City house:**

- ASAP
- Central location

# Defining country and city

## 1. Country:

- Zip codes where **population density** is <500 per sqm (13)

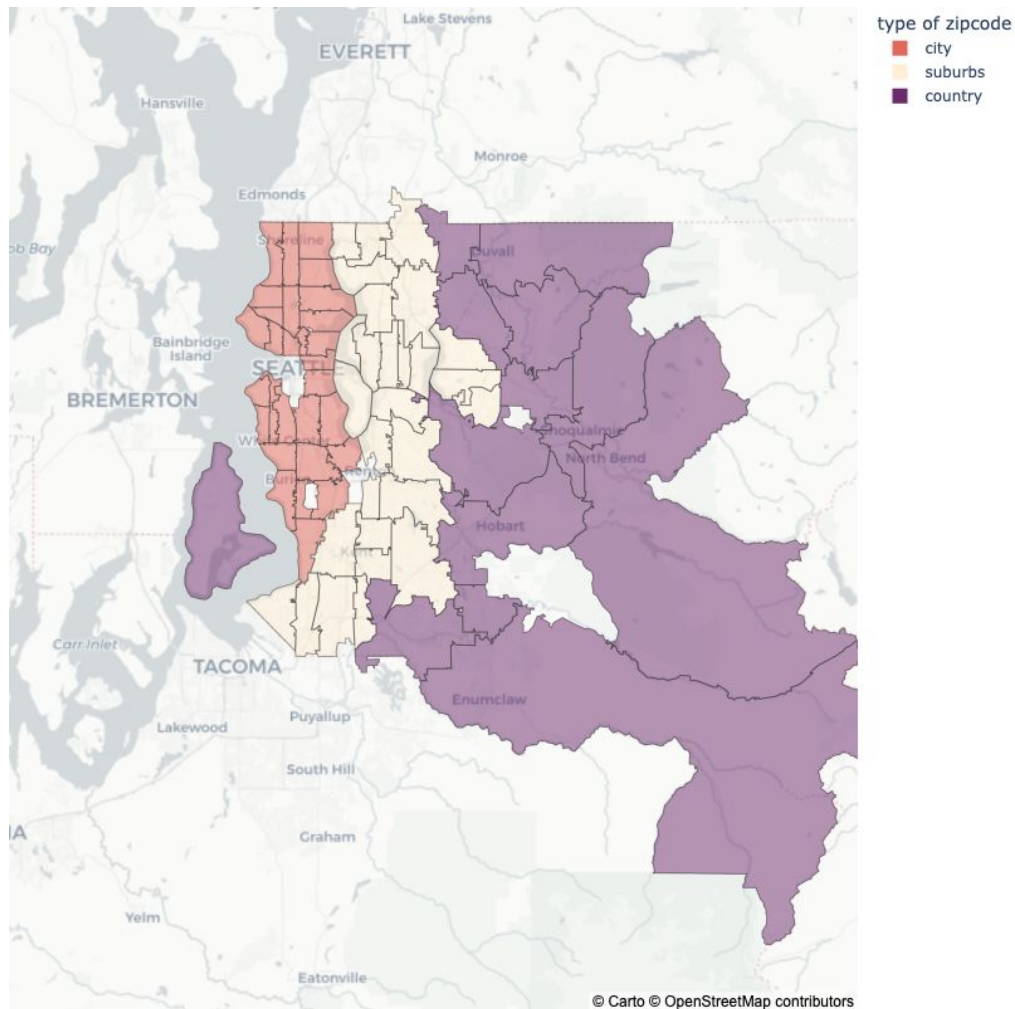
## 2. City:

- Zip codes which belong to the **city of Seattle**

## 3. Suburbs:

- All else

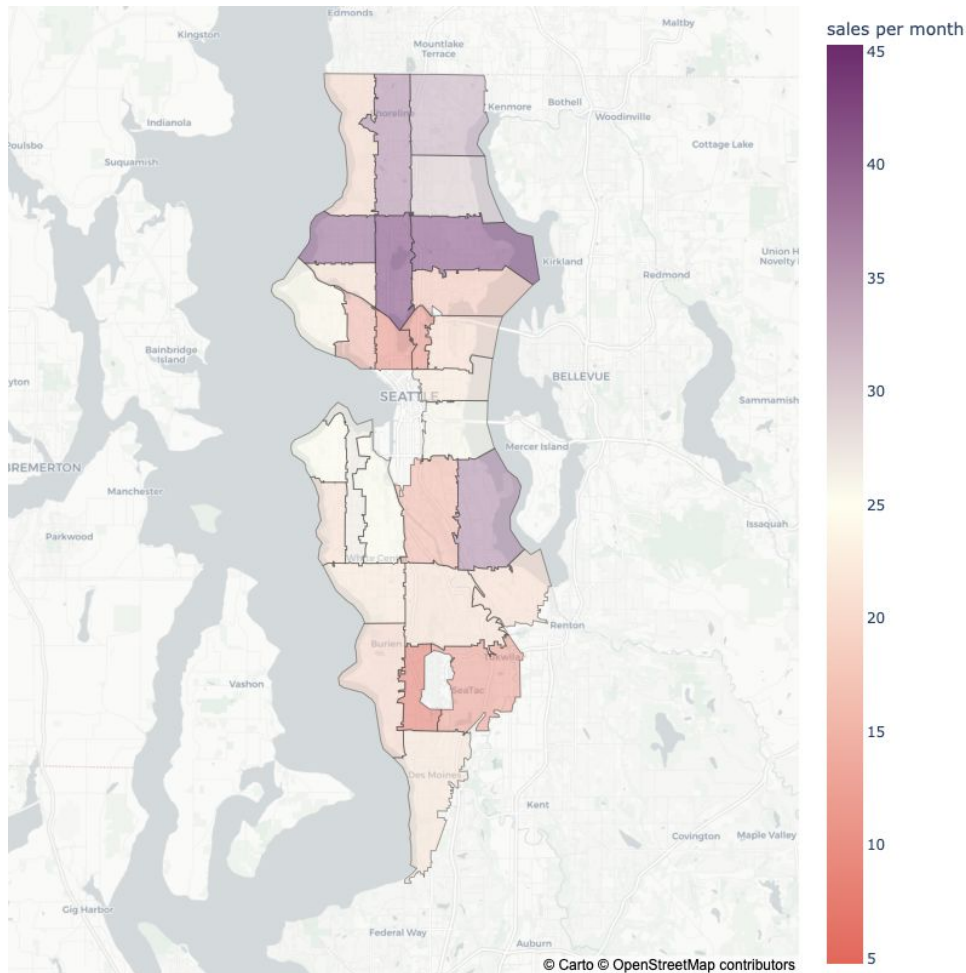
\*\* Additional demographic data on US zip codes collected from the [US Zip Code Database](#)



# Town home

## Homes with 1-4 bedrooms in high velocity zip codes

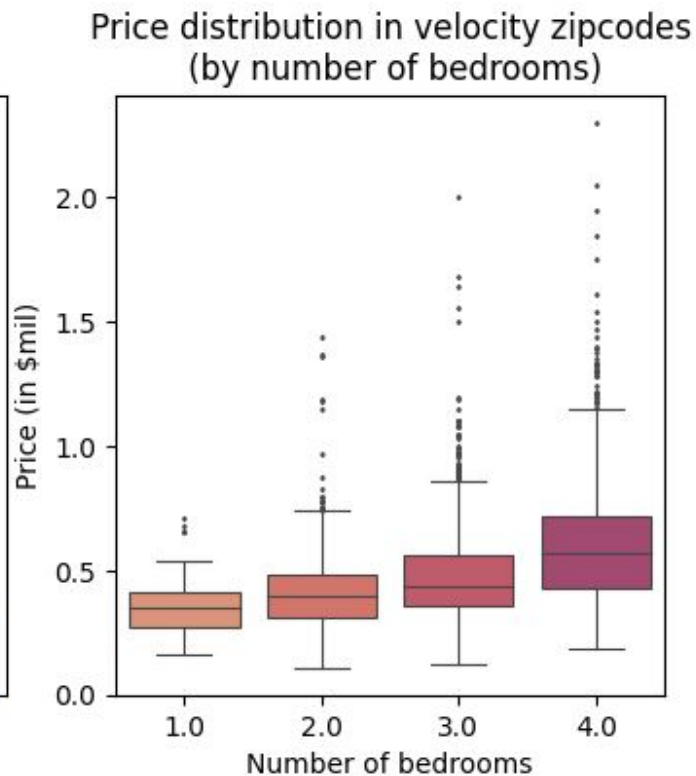
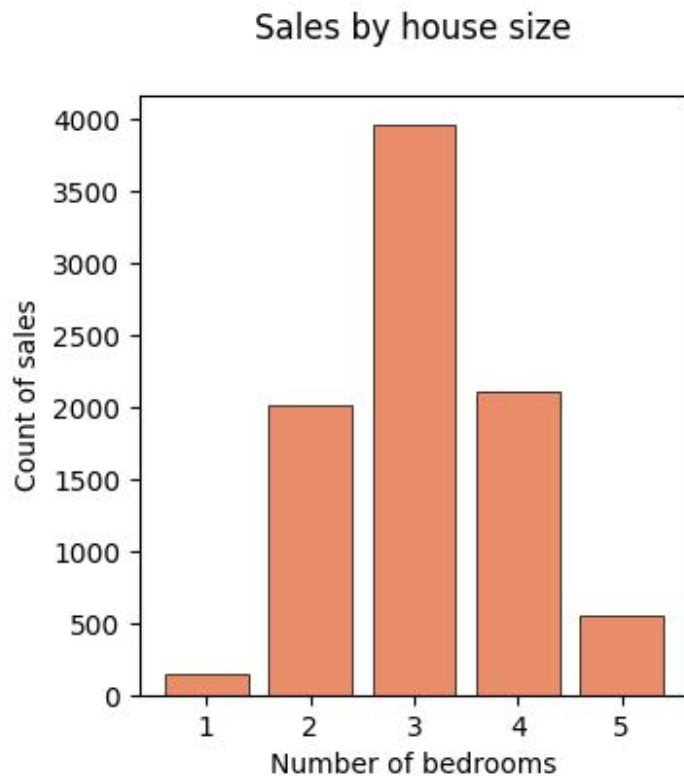
at least 30  
sales per  
month





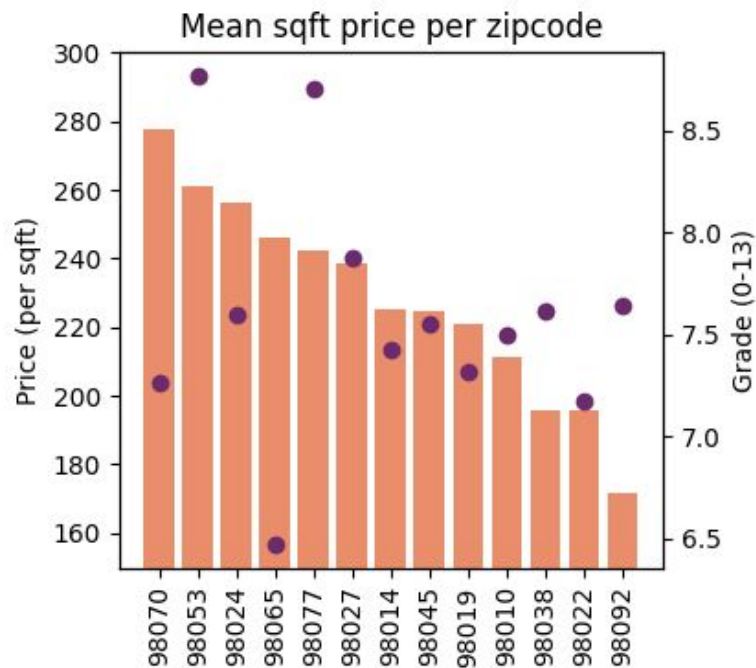
# Town home

Decreasing marginal price with an additional room



# Country house

**Non-renovated** houses where **land-to-house ratio**  $\geq 5$



# Final recommendations

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## 1. City home:

- Consider larger house (3-4 bedrooms): more common and lower price/sqft
- Consider homes in high-velocity neighborhoods
- Inspect high velocity zip-codes for suitability

## 2. Country home

- Wait until the winter
- There should be suitable number of non-renovated houses
- Consider combination of grade and price
- Consider distance and infrastructure