



King County Housing Analysis

How to maximize value by Mercy Ngila



The problem

Company

Sunset Real Estate
Company

Problem statement

The Company, is currently exploring the idea of purchasing properties to remodel either for the purpose selling or renting to prospective clients in King County.



Objectives

Objective 1

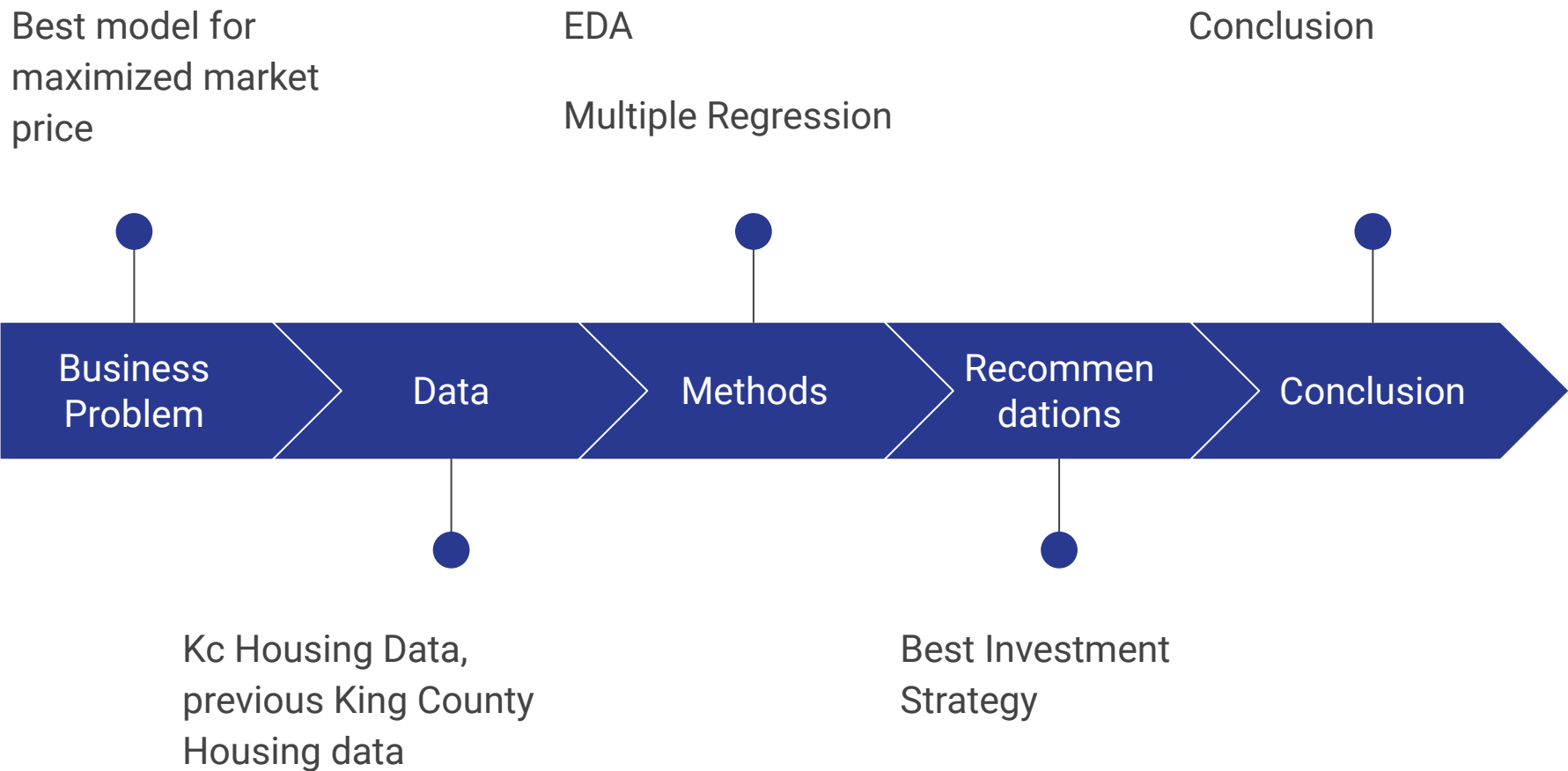
To build a model that predicts the price of houses with an acceptably high accuracy.

Objective 2

To identify variables with the most weight when it comes to predicting the highest market price.

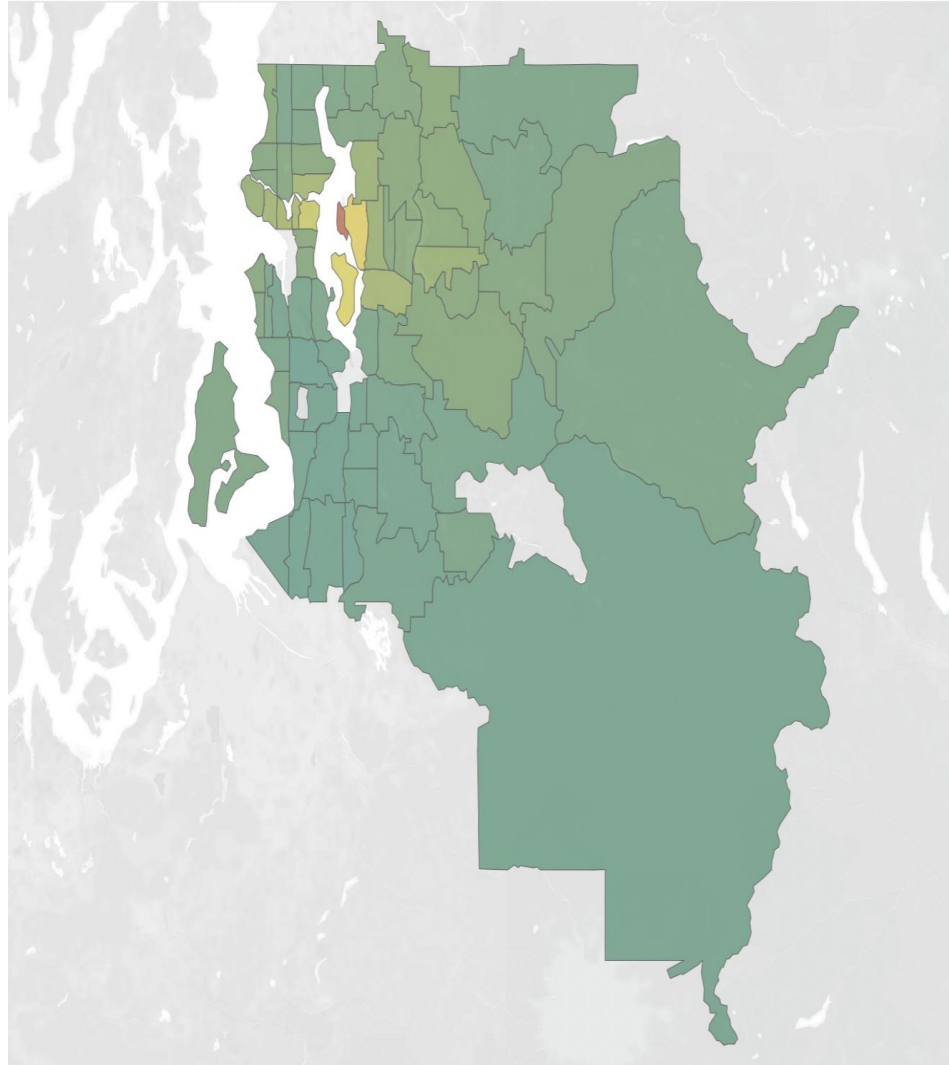
Objective 3

To advice on the best investment strategy



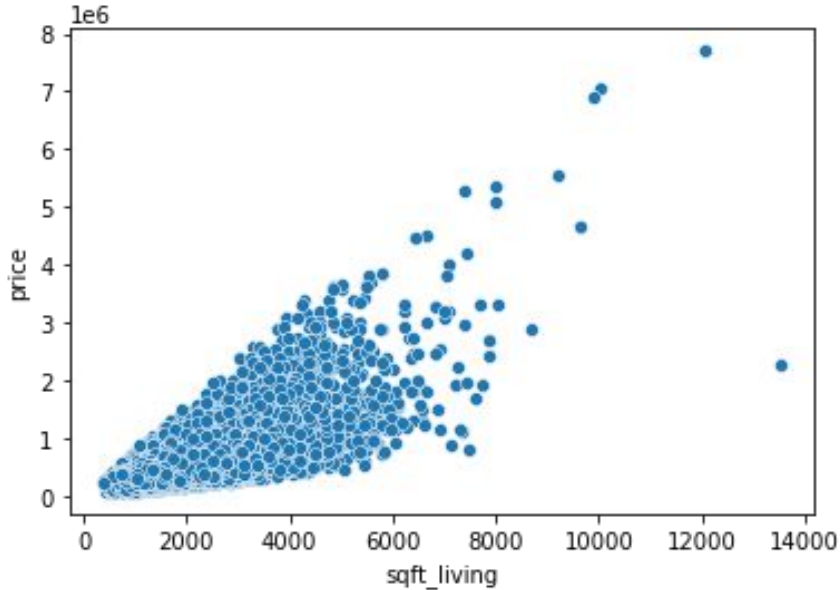
Key Factors

Key factors driving high market
price



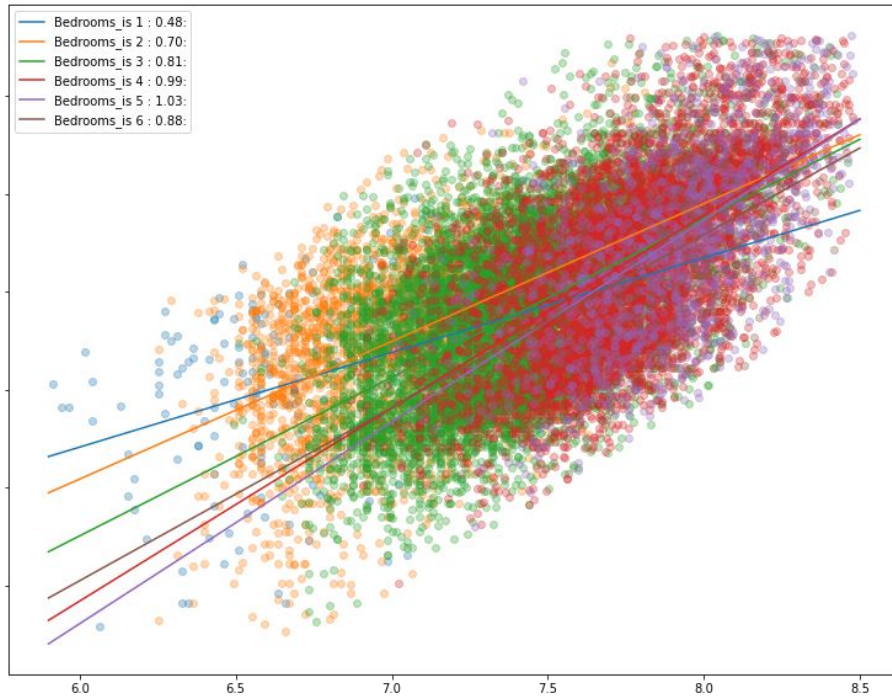
Location

- A volatile factor in home value
- Some zip codes will fetch more \$\$\$ than others



Spacious Interiors

- More square footage in the house
- More space = More \$\$\$



Bedrooms

- Less is more with bedrooms
- An average of 2 or 3 bedrooms would be ideal.

Recommendations

Recommendation 1

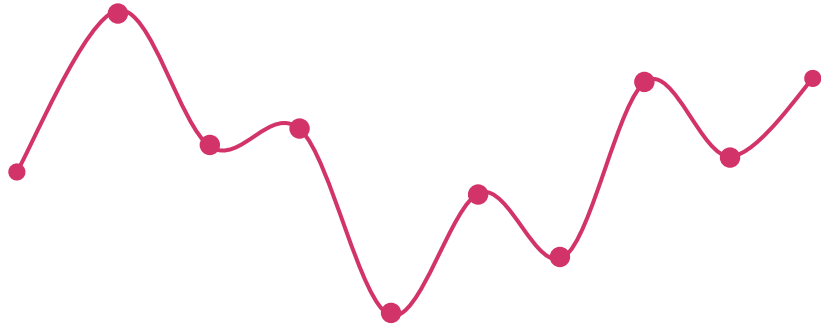
To generate higher sale prices, Sunset Real Estate should focus on houses with few bedrooms (1,2 &3).

Recommendation 2

Sunset should also consider a further analysis on the demographic and purchasing power of the people of King County to understand their buying potential.

Recommendation 3

An ideal house that would fetch the highest price in the market would be approximately 3 bedrooms, in Medina, WA (Zipcode 98039) with view 2 and in condition 5 and a high sqft living.

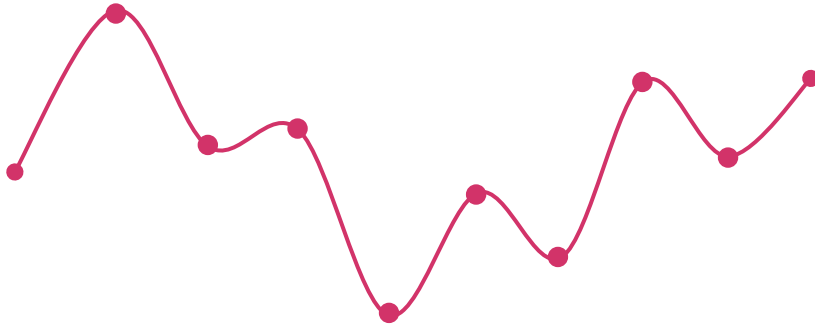


Recommendation 4

A major opportunity would be to find home which falls into the lower conditions category and possibly renovate them in order to change the condition to the middle to higher categories in order to increase the estimated sales price.

Recommendation 5

Another consideration would be the distance to the top companies in the county to determine if it could be the cause for people settling in specific zip codes.





The End