KING COUNTY REAL ESTATE

Cocoricos

Marketing Strategy

Morgan Jones

Launching Cocoricos Platform in King County

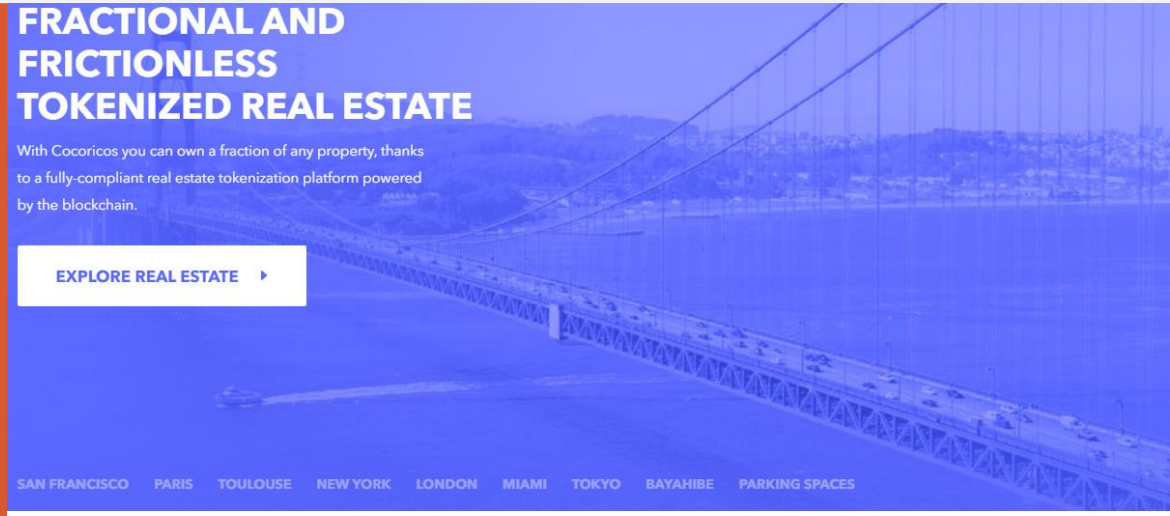
20M $
Total Raised Funds

75K
Customers

200K
Monthly Audience

4,508
Listed Projects

1,875
Listed Advisors



Trending Houses in Paris

Closed Parking Space in Paris (World Premiere)

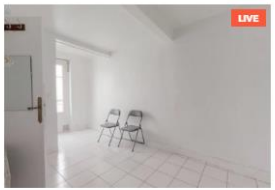
94% Funded • 5.7% /year · Ends in 2d 12h ···

Lovely 158 m2 offices in Noisy-Le-Grand 93

Funded · € 254 000 raised

Comfy studio in Paris for sale

34% Funded • 4.1% /year · Ends in 2m 11d ···



One room studio in Paris for sale

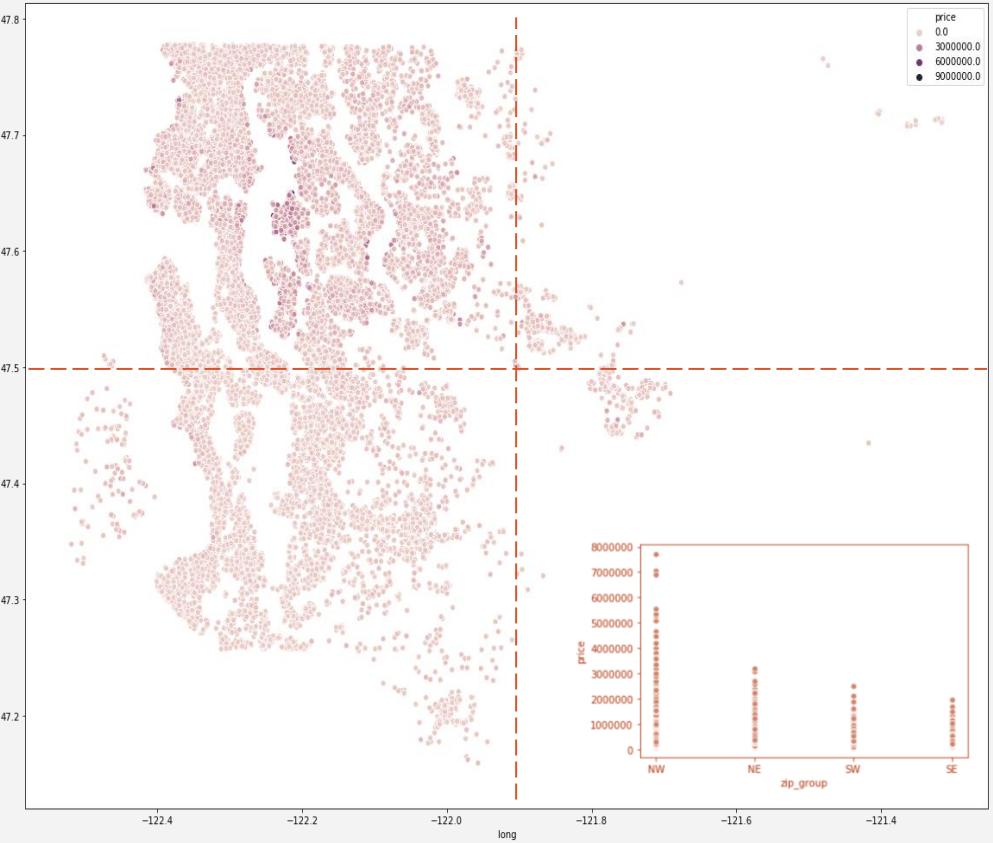
23% Funded • 4% /year · Ends in 2m 00h 48m

Advertising Campaign for King County

Properties in Dataset 2014 - 2015

WHERE

Regions to Target

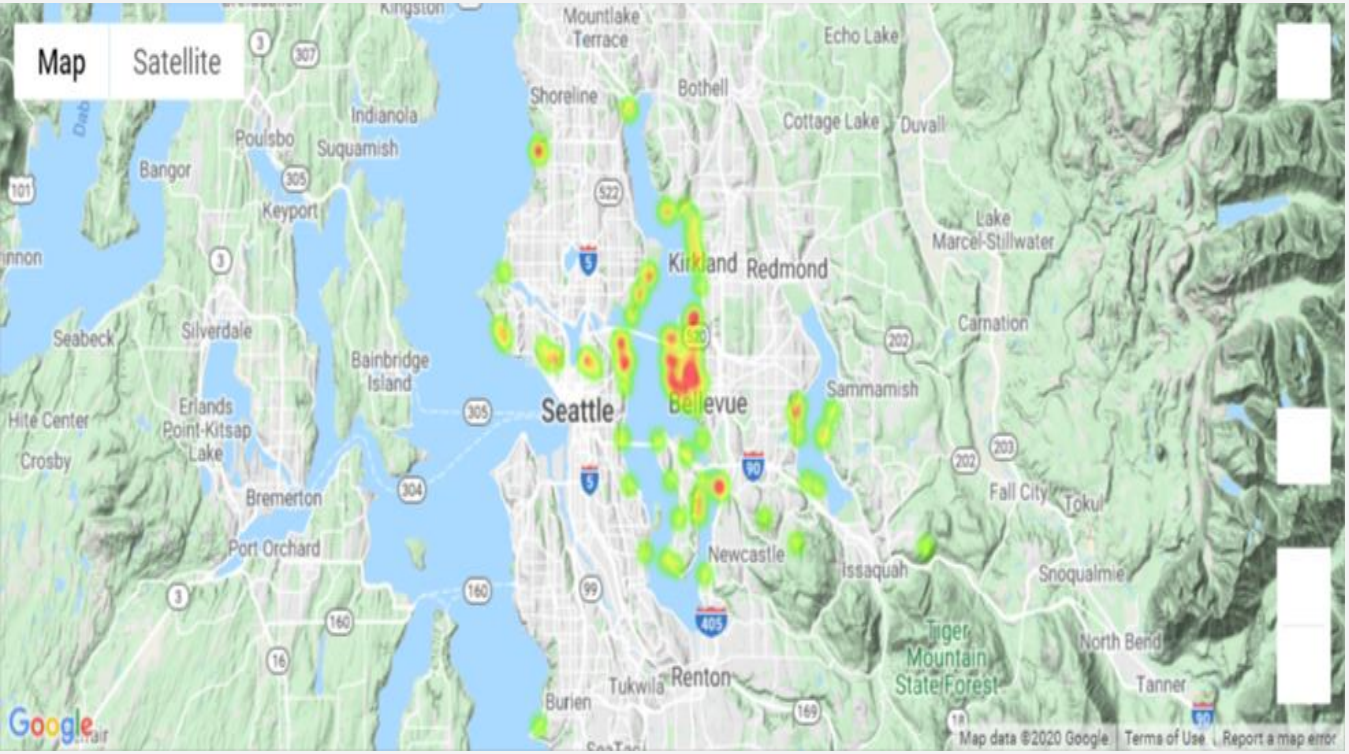


Number of Transactions by Region

Northwest	12098	56.01%
Northeast	5028	23.28%
Southwest	2885	13.35%
Southeast	1586	7.34%

WHERE

Cities to Target



Top 100 properties

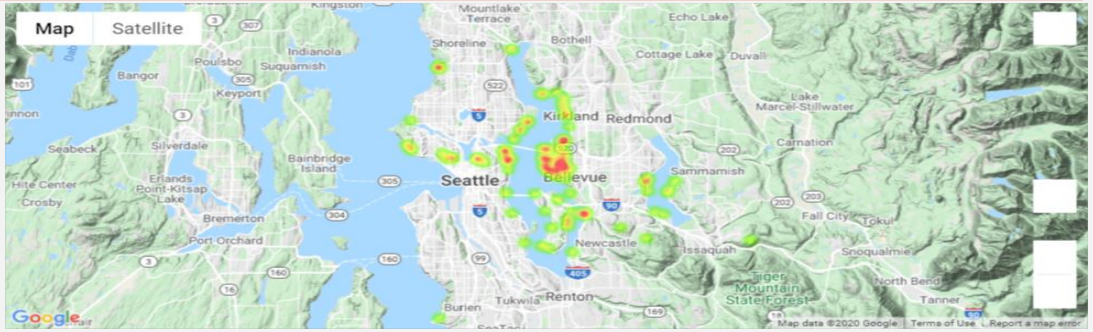
City	#
Seattle	32
Bellevue	18
Medina	13
Clyde Hill	9
Mercer Island	9
Kirkland	9
Yarrow Point	3
Issaquah	3
Sammamish	2
Lake Forest Park	1
Renton	1

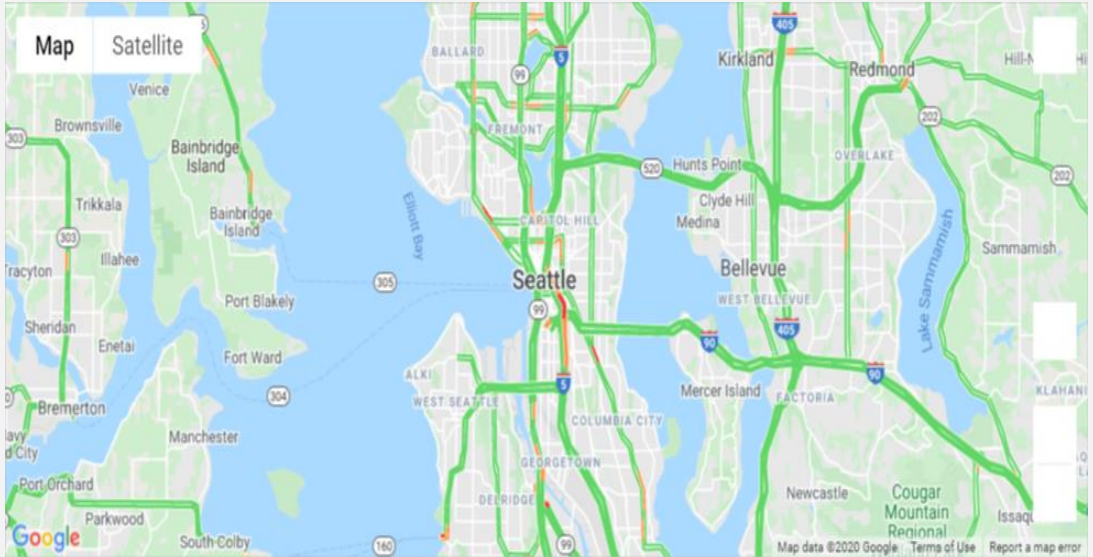
WHERE

Top 100 properties

Streets to Target

Street	#
Evergreen Point Rd., Medina	4
W Lake Sammamish Pkwy SE, Bellevue	4
NE 14th St, Clyde Hill	3
NW Elford Dr, Seattle	3
Lake Ave W, Kirkland	2
78th Pl NE, Medina	2
Broadmoor Dr E, Seattle	2
W Mercer Way, Mercer Island	2
Warren Ave N, Seattle	2
NE 8th, Medina	2





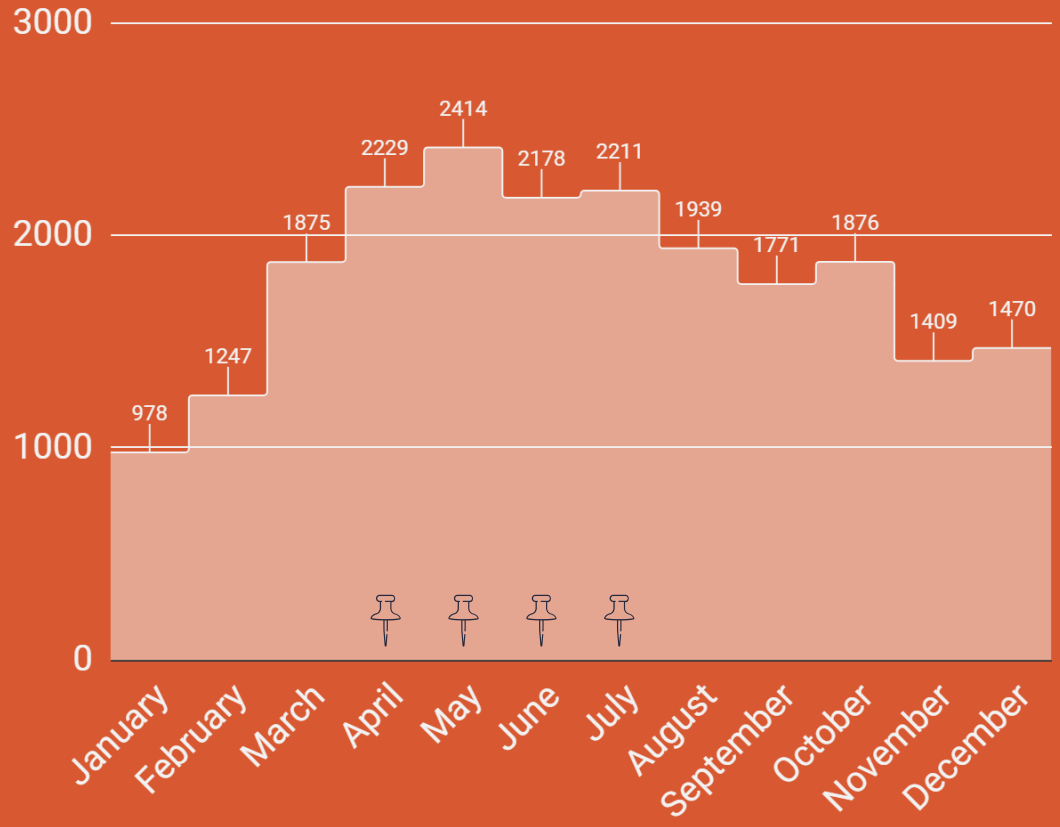
WHEN

Seasons to Target

Transactions by Season	#	%
Spring	6518	30.18%
Summer	6328	29.3%
Autumn	5056	23.4%
Winter	3695	17.1%

WHEN

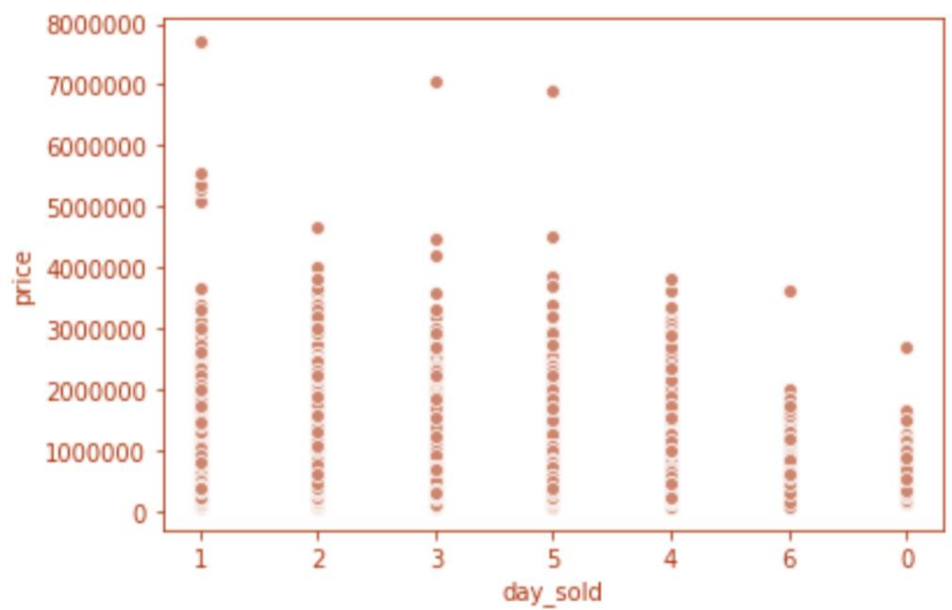
Months to Target



Months by Percentage of Sales

May	11.1%
April	10.3%
July	10.2%
June	10.0%

Days to Target



WHEN

1	Monday	18.9%
2	Tuesday	21.8%
3	Wednesday	21.3%
4	Thursday	18.4%
5	Friday	17.0%
6	Saturday	1.3%
0	Sunday	1.0%

BEST PREDICTORS OF PRICE

83.9% of changes in price are explained by our predictors.

ZIPCODE	98039 most expensive
Square Feet of House	Larger House = Higher Price
Square Feet of Lot	Larger Lot = Higher Price
Year Built	120 m^2
Bathrooms	More Bathrooms = Higher Price
Bedrooms	41% of Most expensive properties have 4 bedrooms

WHERE

Recommendations for Campaign

Seattle & Bellevue

Are key cities to focus marketing campaign. Create commercials incorporating local trends and traditions to appeal to homeowners in these cities.

Evergreen Point Rd, Medina
West Lake Sammamish Pkwy, Bellevue
NE 14th St, Clyde Hill

Run gorilla marketing campaigns here.
Host special events near these neighborhoods.

WHEN

Recommendations for Campaign

May — **April** — **June** — **July**

- Offer special promos for investing and purchasing properties on the Cocoricos Platform during these months.

Monday — **Tuesday** — **Wednesday**

- Offer higher Cocoricos Token (EGG) Airdrops for actions on the platform on the first 3 days of the week.

Future Work

Computer Vision

- Classify images of properties for easier search by comparison on the Cocoricos Platform to improve User experience

Natural Language Processing

- Incorporate NLP for scanning documents to extract key terms and alerts for poor contractual agreements on the Cocoricos Platform for improved investor security
- Detection in Mortgage Fraud, Title Defects & Title Insurance Policies for protection of homeowners

THANKS!

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Mar. 2020

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, and infographics & images by **Freepik**

Appendix

- https://buildmedia.readthedocs.org/media/pdf/jupyter-gmaps/stable/jupyter-gmaps.pdf
- https://statisticsbyjim.com/regression/check-residual-plots-regression-analysis/
- https://becominghuman.ai/implementing-and-visualizing-linear-regression-in-python-with-scikit-learn-a073768dc688
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