

The background is a dark navy blue. On the left, there is a large, semi-transparent circular graphic containing a detailed image of a circuit board. Overlaid on this and the background are several geometric shapes: a blue parallelogram and a purple parallelogram in the upper left, and a grey, 3D-like circuit board pattern in the upper right.

# Zillow Housing Forecasts

Module 4 Project  
by Desmond Webb



# Project Scope

01

Zillow database

02

Metropolitan Areas

03

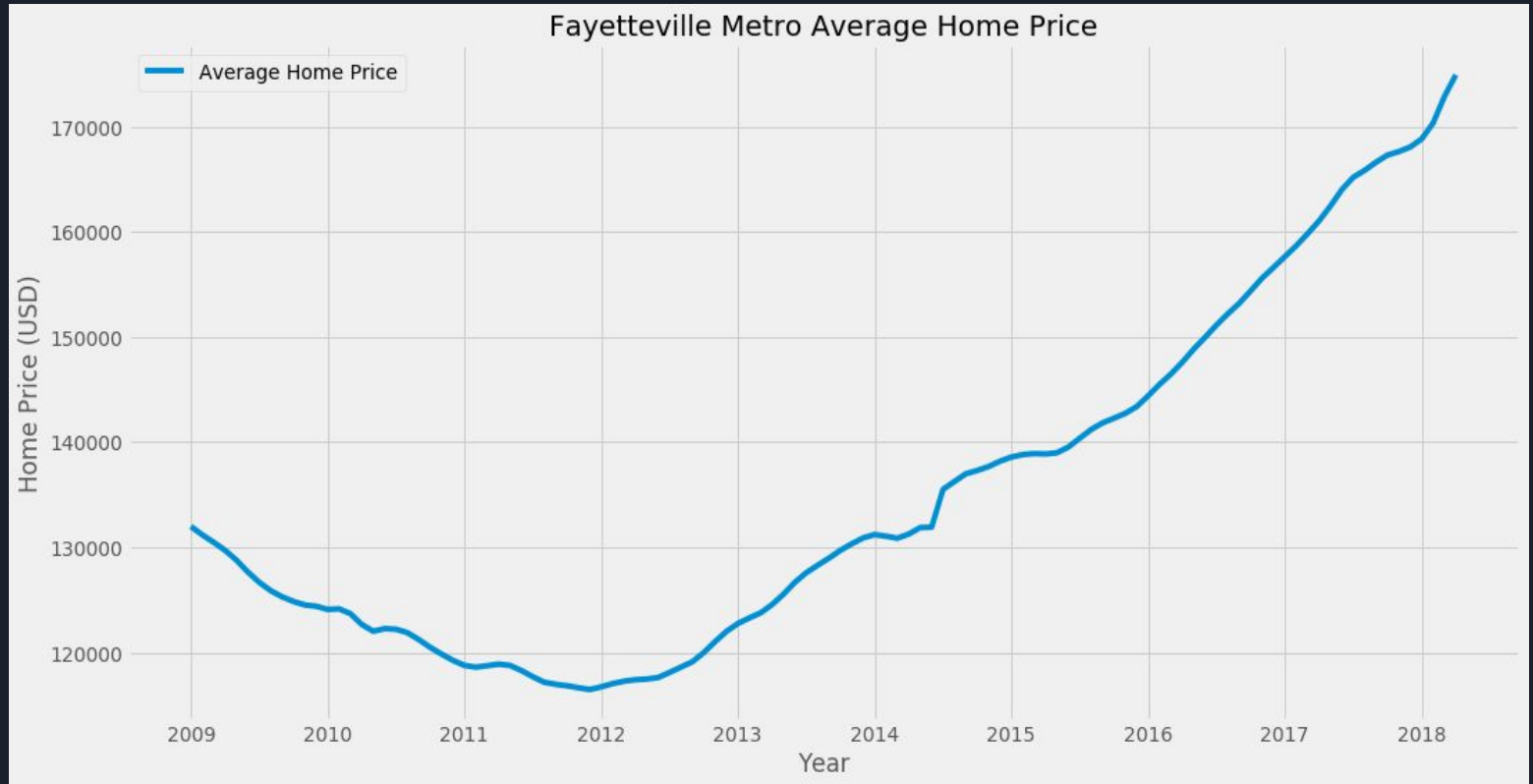
Model Development



# Project Objectives

- Metro trends
- Model development
- Top 5 development targets
  - Forecasting ROI

# Market trends

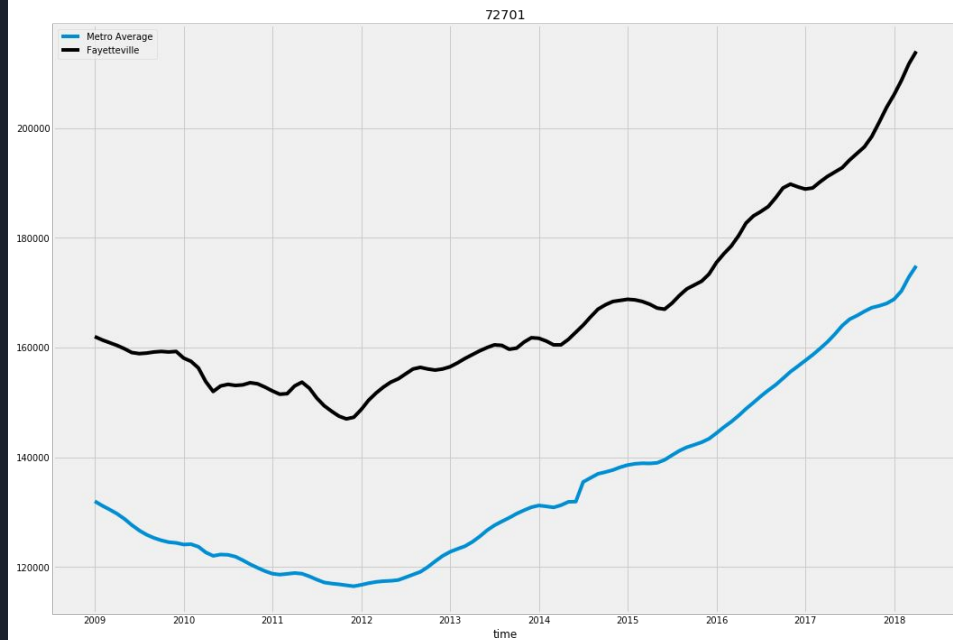
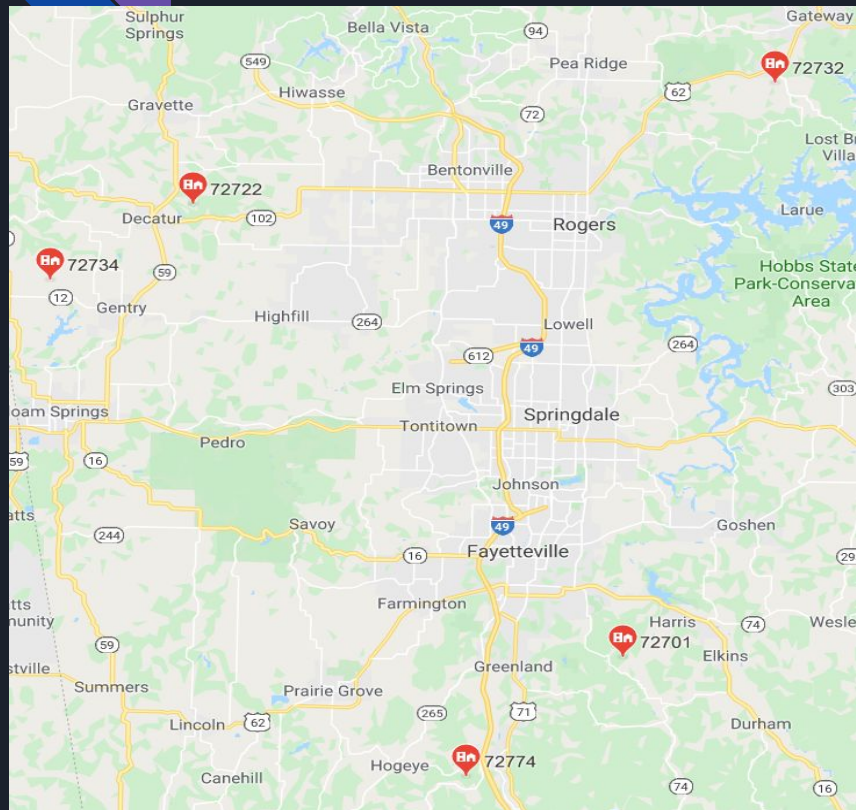




## Development Targets

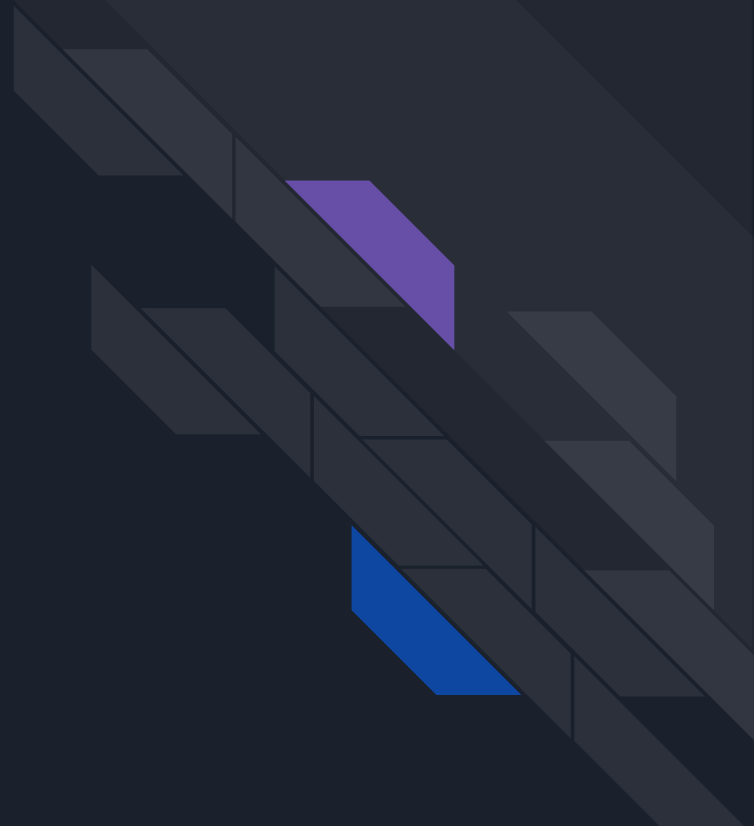
City	ZIP code	ROI (%)
Garfield	72732	48.990462
Decatur	72722	38.685491
Gentry	72734	32.298403
<b>Fayetteville</b>	<b>72701</b>	<b>26.642996</b>
<b>West Fork</b>	<b>72774</b>	<b>24.267031</b>

# VISUALIZE ZIPCODES



## What Now?

- Generalizability
  - Focus: Metros
- Quarterly follow up





Thank you!