

Cracking the Code on Homes



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Problem Statement:

We are aiming to better understand the housing market in the Kings County area, specifically for buying/selling houses.

In this presentation, we will investigate how several factors significantly impact sale prices.



Business Value:

By creating a model that can accurately predict sale prices for houses:

Sellers will be able to more competitively price their property armed with this knowledge

Realty companies or individuals who flip houses will be better able to increase their ROI



Methodology:

Analyze past house-sale data to make recommendations to realtors, sellers and/or individuals who flip houses, on how to sell houses at the highest price point possible for their situation

Some of the topics we will explore:

Waterfront properties

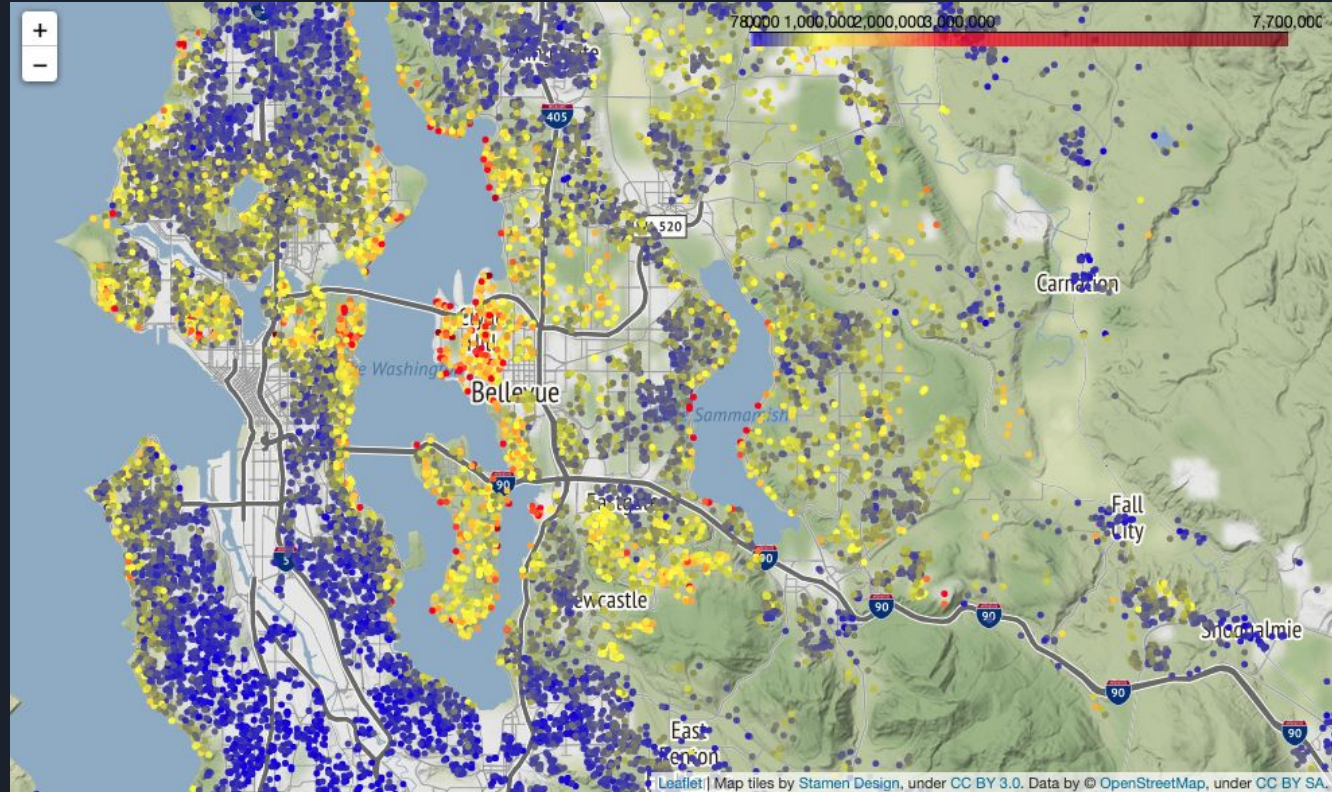
Distance to a coast of water

Zipcodes

Recommendation 1:

“Waterfront Property”

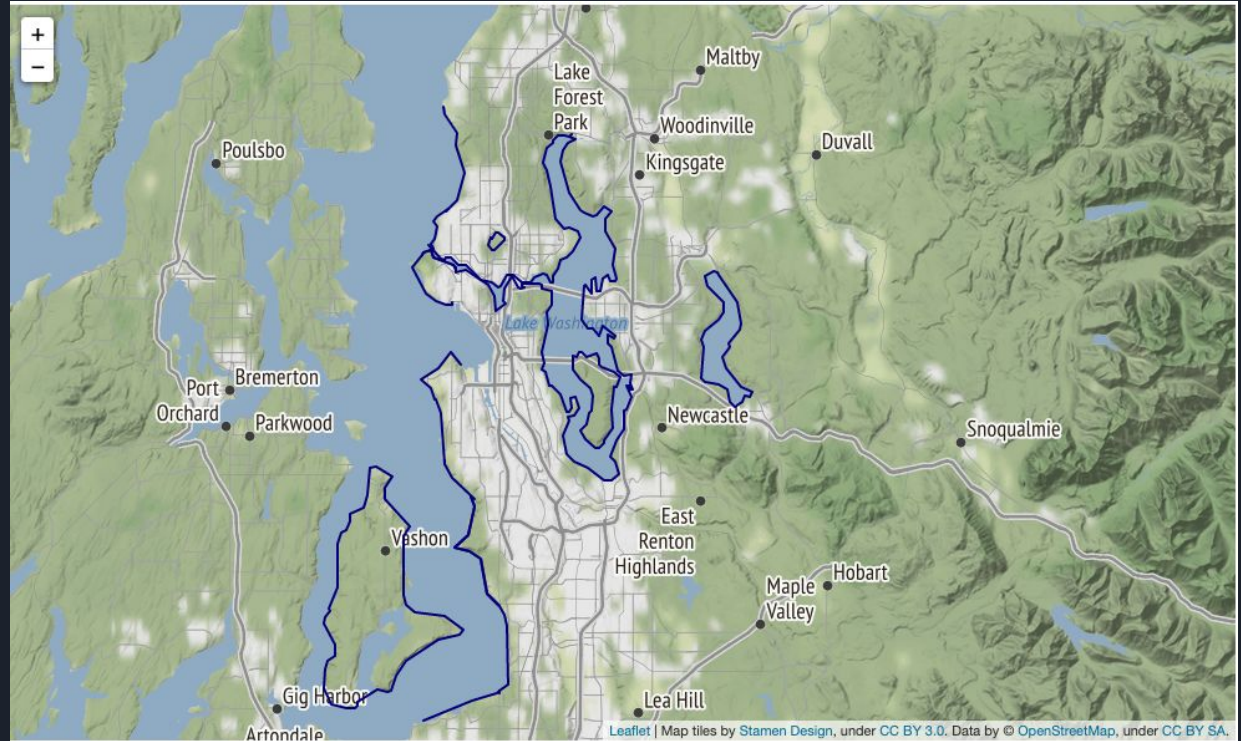
Waterfront
classification
increases price



What is “waterfront”?

According to dataset, “has a view to a waterfront”

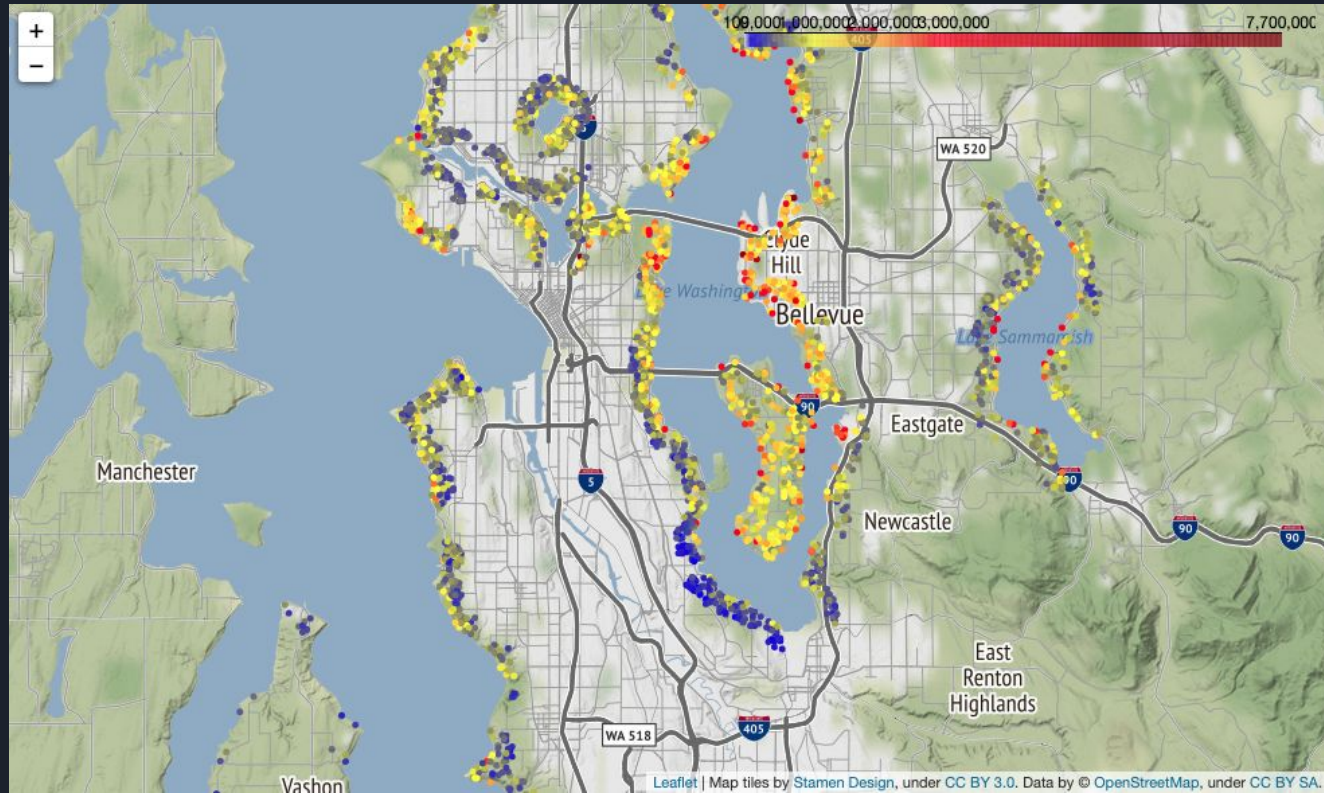
What about houses without direct view, but still near a coast of water?



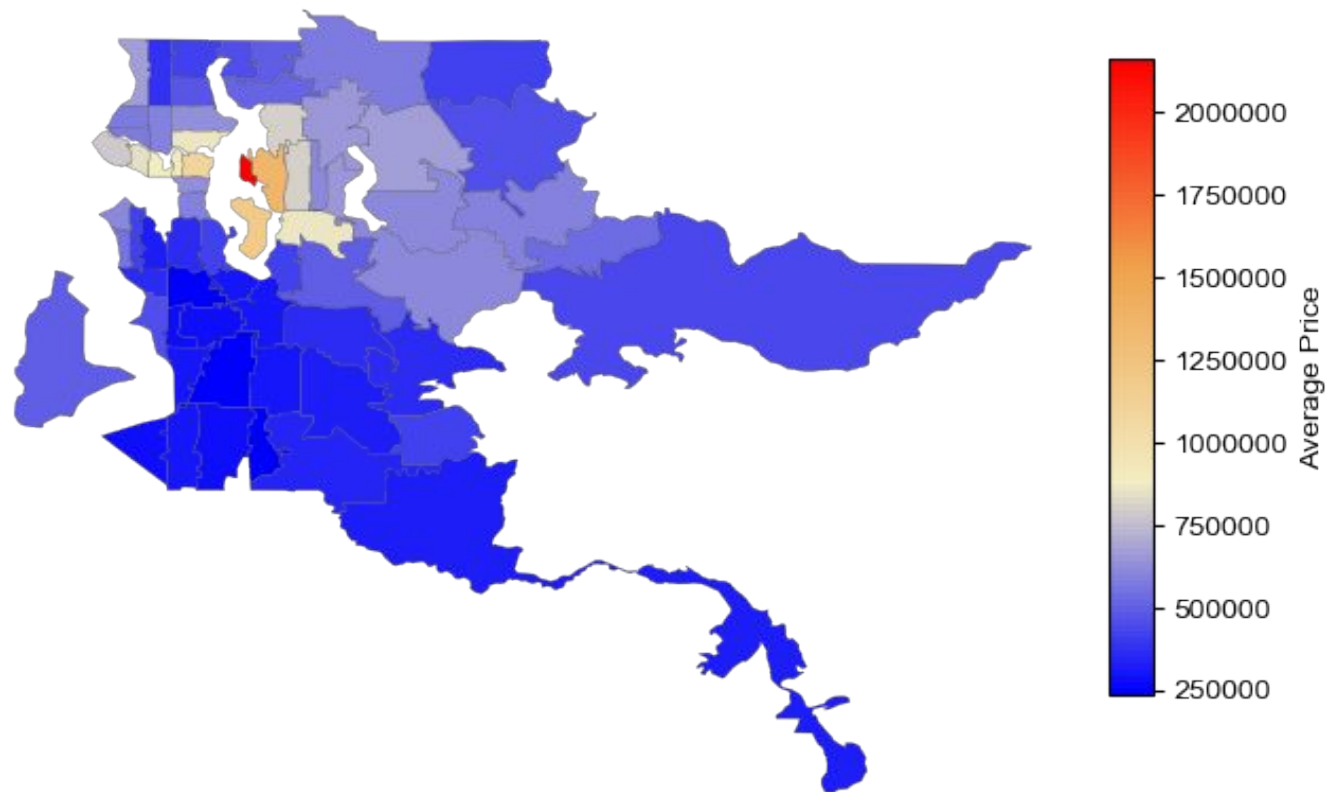
Recommendation 2:

Distance from Coastline

Houses less than
.25 miles from
shore have mostly
higher prices than
other houses



Average Sale Price per ZIP Code in Kings County



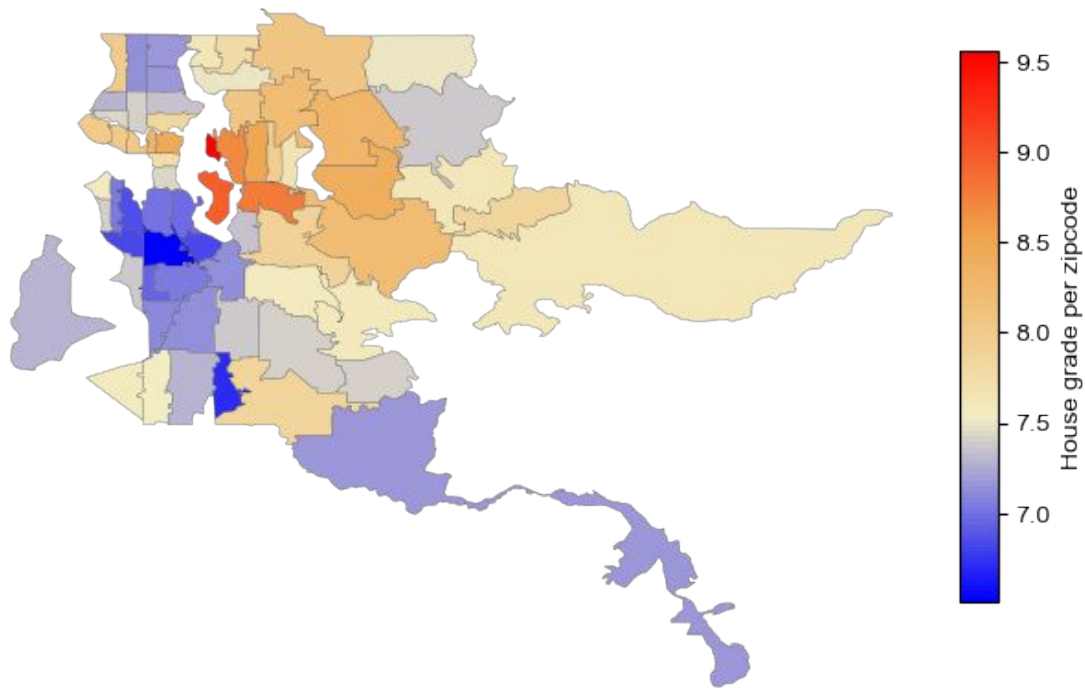
Recommendation 3:

Mean grade per zipcode in Kings County

Grade of house,

given by King County
grading system

Regions with highest
grades correlate with
regions with highest sale
prices





Future Considerations

Analyzing luxury homes [\$1 million+ sale price] separately from non-luxury

Creating separate prediction models for different neighborhoods or regions, and/or change coastal points

Analyzing burglary patterns vs sale price

What about impact of specific construction or realty company?

Thank you!

