



King County Houses Multiple Regression Analysis

Phase 2 Project: April 2023



Business Overview

- Tella Real Estate Agency, based in King County, has undertaken a research to find out the best performing metrics when it comes to house sale prices determination.
- By identifying the key factors that affect the sale prices of houses, the agency can develop more effective marketing strategies, help sellers target the right buyers, and make better investment decisions.

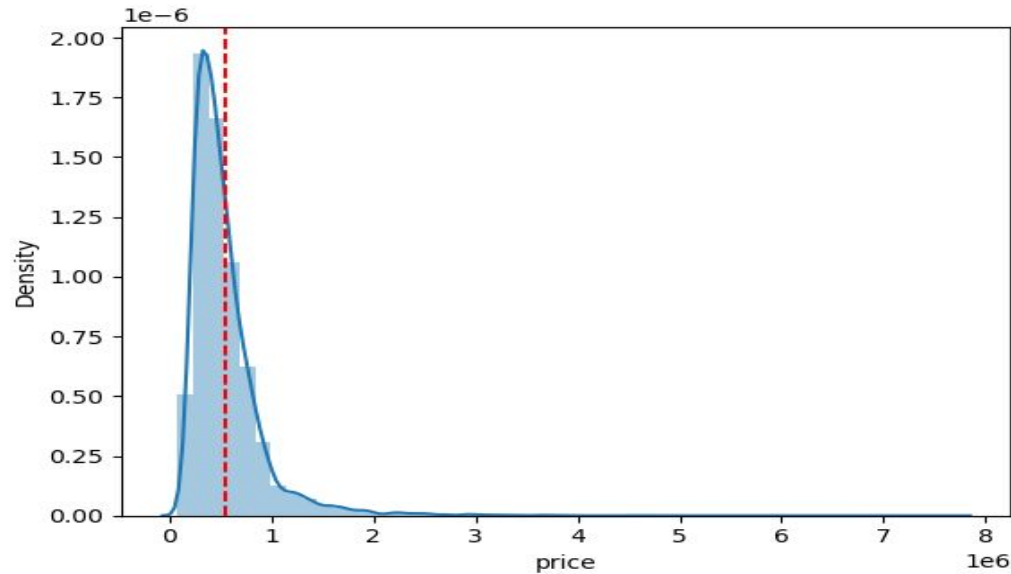
Business Problem

- Tello Real Estate Agency has a dataset of home features collected from the county houses.
- The agency wants to understand the relationship between these features and the sale prices of houses in King County, and particularly, which features most affect the prices.

Objectives

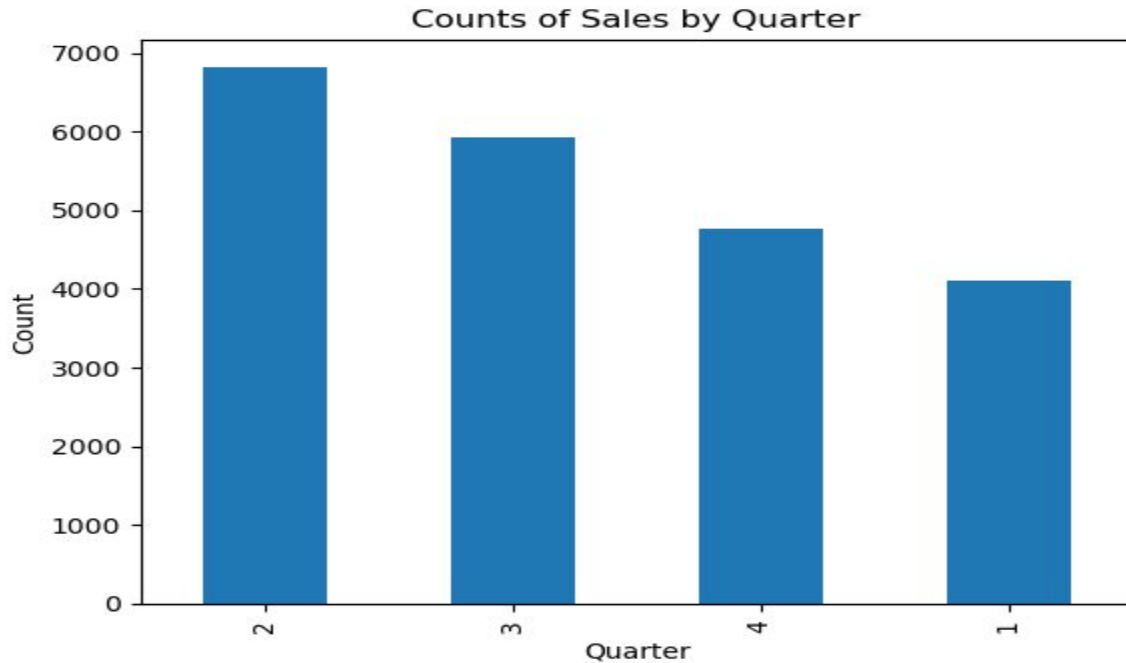
- To understand the relationships between the various features and the sale price of a house.
- To determine the peak house sale season.
- To build a multiple linear regression model that identifies the most important factors that influence the sale price of a house.
- To use the model to gain insights into the home sales market and improve decision-making processes.

Price Distribution



- This indicates that most houses are lowly priced

Peak House Sale Season



- Most house sales are made in the spring season.

Conclusion

- The variables that have a major influence on the price of the house are; square foot living, age of the house, good condition of the house, if the house is on a waterfront and has an excellent view.
- For those looking for economical housing options, it might be wise to consider sacrificing spacious living quarters or a scenic waterfront view.
- The variables that have the least influence on the price of the house are; grade, number of bedrooms, sqft lot, sqft basement and sqft lot 15.

Recommendation

- Renovate their house since this increases the value of the house.
- Ensure that the houses are in good condition before putting it into the market for sale.
- Increase square footage of living space.
- Put up their houses for sale in peak season-Spring.

Thank You!