FLIPHOUSE, LLC.

MARKET PENETRATION

ANALYSIS

Zeth Abney

Business Issues

Penetrating a new market!

Opportunity cost? Potential ROI?
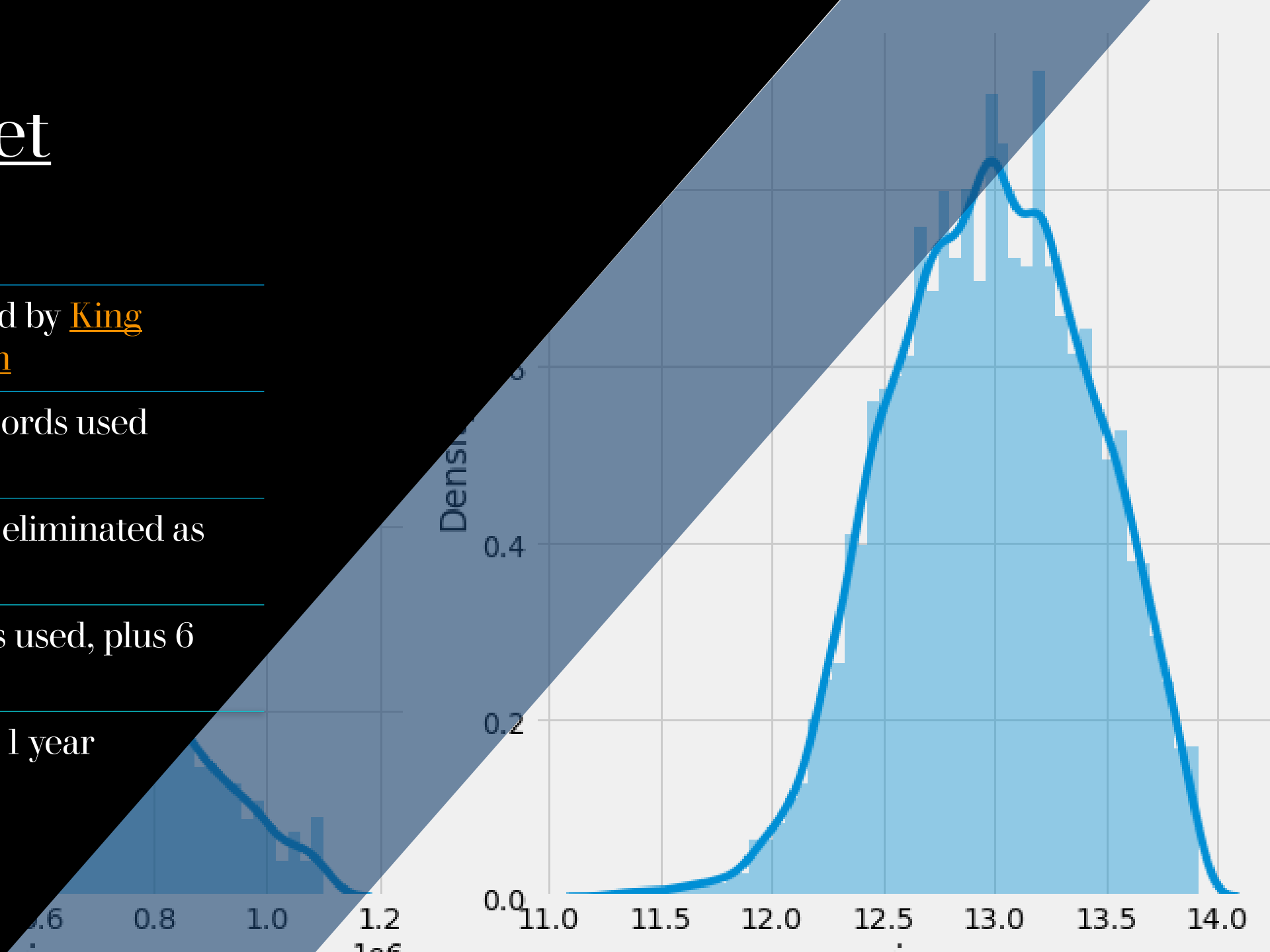
Buy or sell?

When? Where? What?

The Dataset

Public data provided by King County, Washington

20k out of 21.5k records used

5% of original data eliminated as "outliers"

8 out of 20 columns used, plus 6 "inferred" column
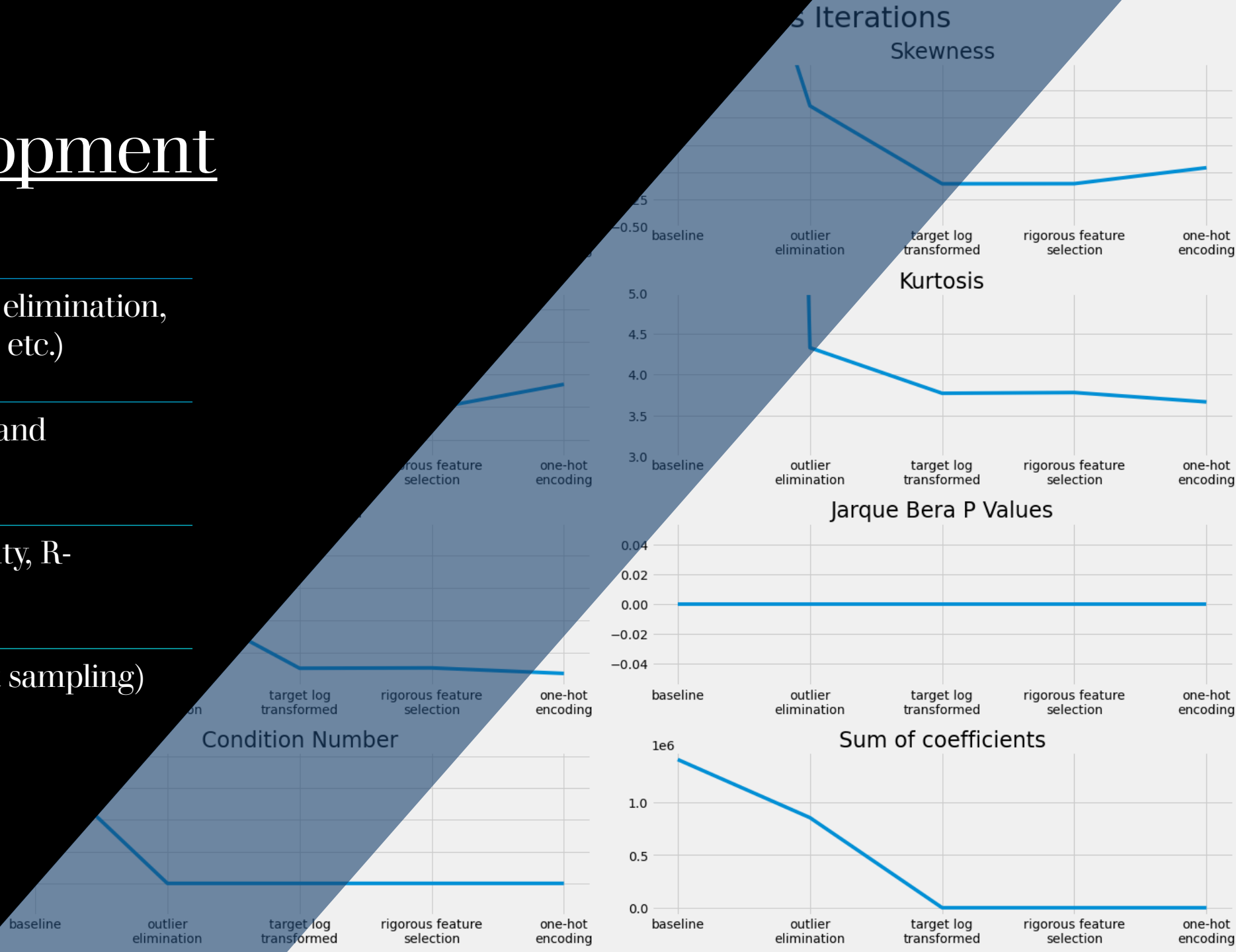
Time-span of about 1 year

Model Development

Data manipulation (outlier elimination, transformations, encoding, etc.)

Rigorous feature selection and elimination

Model diagnostics (normality, R-squared, etc.)
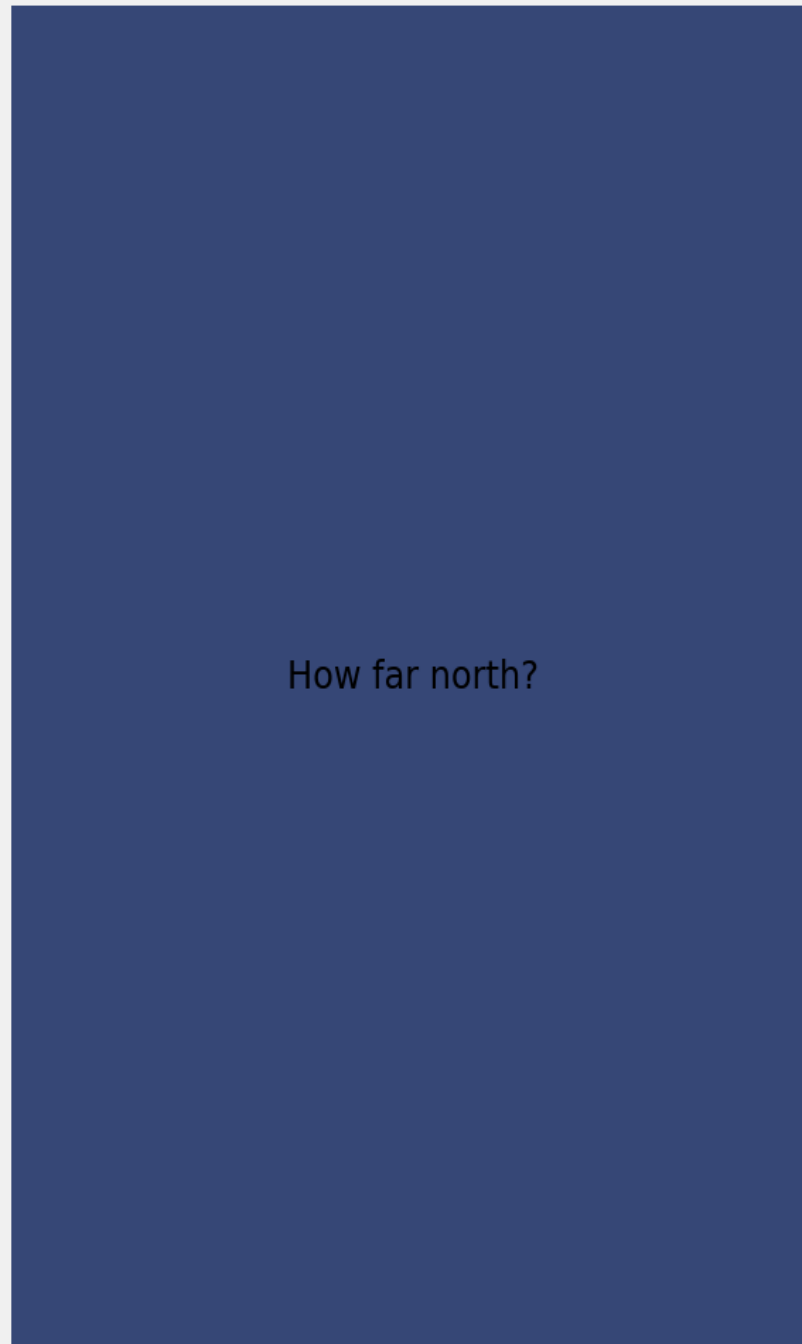
Model validation (train-test sampling)

REGRESSION MODELING RESULTS

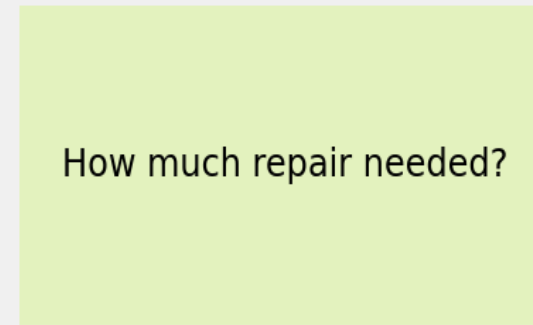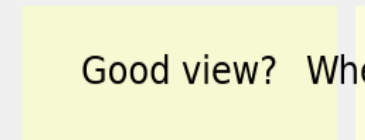Model's ability to answer common questions.

... Where?

... What?

... When?
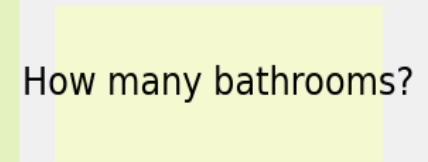
How far north?

How much repair needed?

Good view?   When?

How many bathrooms?
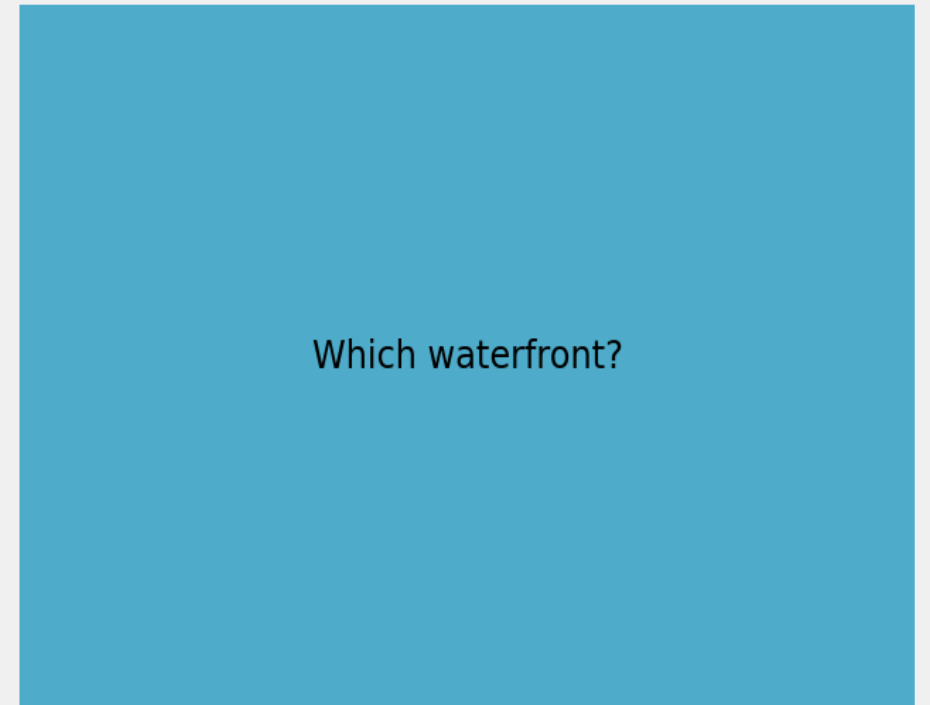
Which waterfront?
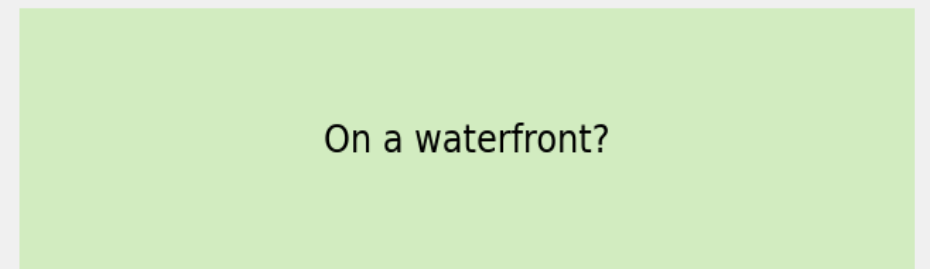
On a waterfront?

Conclusion

NORTH OF DOWNTOWN	**ON A WATERFRONT (LAKE UNION!)**	**NICE VIEW**	**IN NEED OF REPAIR**	**ADD SOME BATHROOMS**

For More Info

Visit the GitHub repository

Contact Zeth Abney

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