



Real Estate Analysis

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Team



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Agenda

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Business Understanding

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Dataset Overview

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Methods

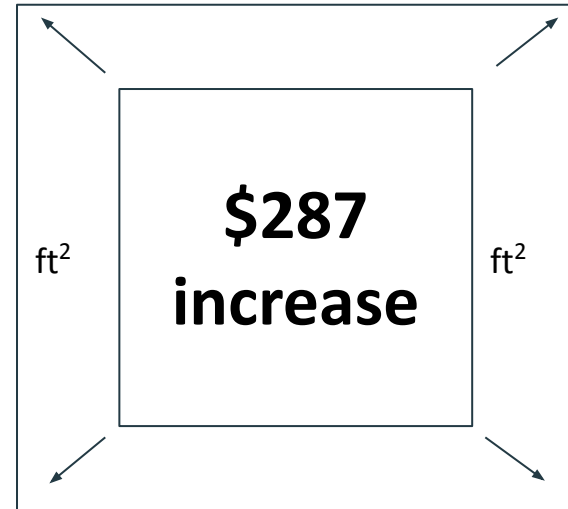
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Data Analysis & Key Findings

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Future Research Opportunities

Renovate. Renovate. Renovate.



Business Understanding

Small changes can make a difference...

- **Stakeholder:** King County Homesellers
 - Improvements you can actually make!
 - Small changes, big payout.
- **Goal:** Home remodeling recommendations.



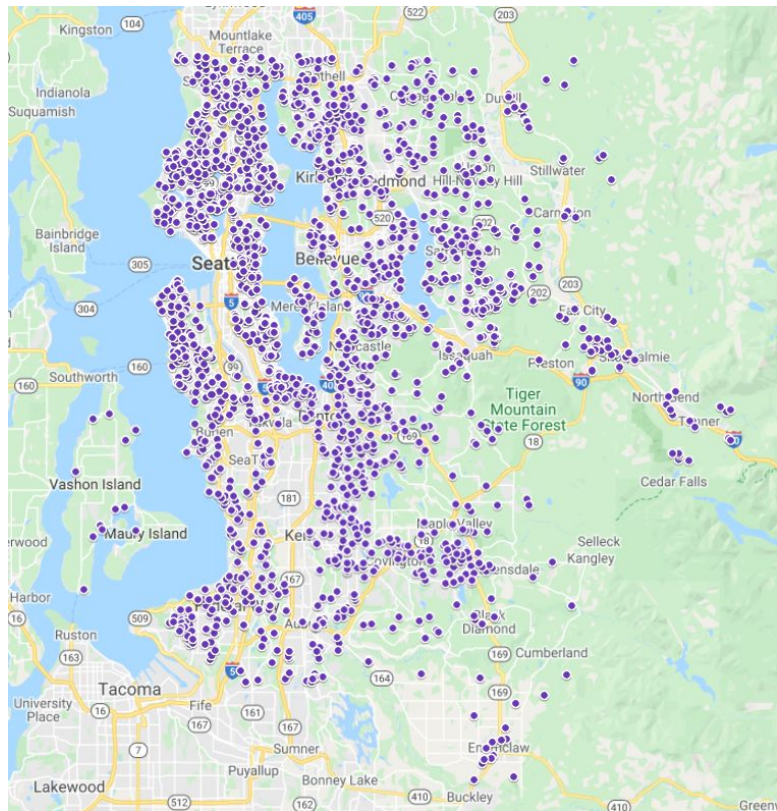


Dataset Overview

The Data

King's County Real Estate Dataset

- 21.6k home sales
- May 2014 - May 2015
- **Target:** price
- **Target predictors:** livable space, bedrooms, & condition
 - Good
 - Very Good



Methods

Methods

Representative

- KC average home sales

Reasonable

- Focus of analysis

Reliable

- Data-driven recommendations



Analysis

Focus Features

ft² living

bedrooms

bathrooms

condition



Priority Features

ft² living

condition



**HOMESSELLER
RECOMMENDATIONS**

Key Findings

- For every *square-foot*, add **\$287**
- Improving *condition* of home could increase value **\$30k-\$100K**



Future Research

- **Specific small-scale remodeling**
 - factors such as appliances, permanent fixtures, etc.
- **Predictive modeling**
 - actual price increase of features added.
- **Buying recommendations**
 - offer neighborhood comps, type of features in your price range

Thank you! Questions?

Appendix